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اَلْاَدْبُورُ سَرِيءٌ اِتِّكِنُوْا لَوْ كُنِيَ فَاَمْرًا
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FACULTY OF BUSINESS MANAGEMENT

**BACHELOR OF BUSINESS ADMINISTRATION (HONS.) HUMAN RESOURCE MANAGEMENT
(BM 223/243)**

**ENT530
(PRINCIPLES OF ENTREPRENEURSHIP)**

**INDIVIDUAL ASSIGNMENT:
SOCIAL MEDIA PORTFOLIO**

**BUSINESS NAME:
CHOCOJAR VIRAL BY SS**

**PREPARED FOR:
ZANARIAH BINTI ZAINAL ABIDIN**

**PREPARED BY:
SHAFIQAH BT SHAARI (2015393101)**

**GROUP:
(E-PJJ GROUP 6A)**

**SUBMISSION DATE:
26th MAY 2019 (5th SEMINAR)**

Soft sell - x amount

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26/5

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Alhamdulillah, I most grateful to Allah S.W.T for the completion of this Social Media portfolio as one of the requirement that need to be accomplish in the course work assessment for the code ENT 530. Special thanks to my parents in supporting us to complete this portfolio by help sell my business product. This portfolio has been prepared with the cooperation and support from many people. Besides, not to be forgotten to my lecturers which are Madam Zanariah Binti Zainal Abidin and her kindness in helping me during the process of completion of this social media business work. She have given me a good service by providing useful information. Without her, I would not be able to complete this portfolio. Through these problems I manage to become more organize and mature in dealing with problems that occur during my business.

This portfolio covers social media business using Facebook, sales revenue, creating soft sell, creating hard sell and create teaser to attract customer. Lastly, to those who had involved and contributed directly or indirectly to this portfolio, I am very grateful to them for the effort and initiative that they have shown in my business until successfully completed my portfolio report. I apologize to all other unnamed person who helped me various ways to complete this portfolio and we hope this social media business and portfolio report can give us little bit about Entrepreneurship world and fact about how to become an entrepreneur in future.

EXECUTIVE SUMMARY

The nature of the business is distributor chocojar. We have chosen Chocojar Viral by SS as the name of business. Actually, Chocojar Viral by SS taken by chocolate in jar and by Shafiqah Shaari (SS). The business operate from home at Batu Caves, Selangor. Chocojar Viral by SS offers delicious snacks for customers providing the variety of cereal and topping that gives high customer satisfaction. Chocojar Viral by SS clients are customers who love chocolate. The business also targeting customers around Klang Valley, housewives and students who can generate income at home.

Chocojar Viral by SS has started since April 2019. Chocojar Viral by SS marketing strategy is to emphasize the quality and price of the product. Chocojar Viral by SS offers affordable prices with large jar sizes and lots of chocolate. There are two types of cereal such as bubble rice and mini crunch. The cereal is very crispy. It can also be added with toppings such as oreo, milo, kitkat, M&M, kinder bueno and cadbury. The chocolate is very tasty and melted. It can be eaten continuously. The chocojar also uses high quality chocolate such as beryls.

Therefore, chocojar viral by SS develops a marketing strategy that attracts the buying power of the product. Thus, I develop marketing strategy that gives attraction to buy chocojar through online. I also create Facebook to expand my business through social media and learn how to post Facebook post for business product whether teaser poster, soft sell and hard sell. Chocojar viral by SS only conducted by myself. I also must raise the revenue at least RM 61 and above and prudent spending for my product to avoid profit falls. I already have a service commitment and product planning to promote the product.

INTRODUCTION TO BUSINESS

- Name and address of business

Chocojar viral by SS

Gi- 45 Lorong Cempaka, Kg Seri Gombak Indah,
68100 Batu Caves, Selangor.

- Organizational chart



Owner

Shafiqah Binti Shaari

- Vision
- ✓ To be the first choice of customers and consumers in Klang Valley and create a benchmark in quality standards in the food and beverage industry by observe on customers demand.