



اَوْبَهُنَّ سَيِّئَاتِي تَكُونُ لِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

PRINCIPLES OF ENTREPRENEURSHIP

ENT530

SOCIAL MEDIA PORTFOLIO

CHOCO RASH

PREPARED BY

NURUL FAZILA GALA (2016884554)

GROUP

NBH6B

PREPARED FOR

MADAM HAJAH ZANARIAH BINTI ZAINAL ABIDIN



TABLE OF CONTENT

1. ACKNOWLEDGMENT
2. INTRODUCTION OF BUSINESS
3. FACEBOOK PAGE
4. TEASER POST
5. SOFT SELL
6. HARD SELL
7. SUMMARY & SALES REPORT
8. CONCLUSION



1. ACKNOWLEDGEMENT

First of all, I have taken efforts in this assignment. However, it would not have been possible without the kind support and help of many individuals and publics. I would like to extend my sincere thanks of them.

I am highly indebted to the lecturer, Mdm Zanariah Binti Zainal Abidin for her guidance and constant supervision as well as for providing necessary information regarding the project and also for his support in completing the assignment.

I would like to express my gratitude towards my parents for their kind cooperation and encouragement which helped me in the completion of this project. My thanks and appreciations also go to my classmates in developing the project and to the people who have willingly helped me out with their abilities



2. INTRODUCTION OF BUSINESS

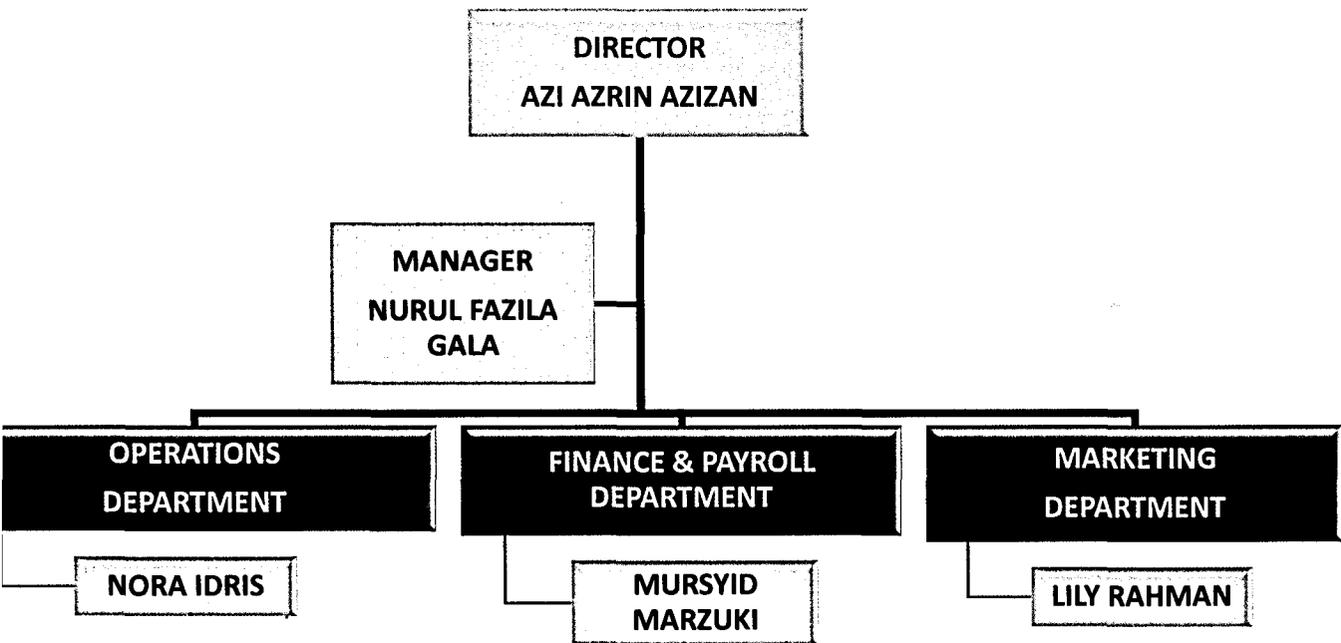
Name of Business:

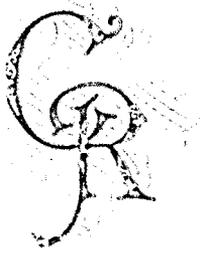
CHOCO RASH

Address:

G, LOT 5, VISTA ALAM APARTMENT, SEKSYEN 14, 40000 SHAH ALAM, SELANGOR. ..

Organizational Chart:





Mission:

We are passionate about the art of chocolate-making and we are continuously striving to create perfect premium chocolates that will put a smile on our customers' face. We will continue to use nothing but the finest quality ingredients and implement strict operational procedures to ensure that the chocolates produced are perfect.

Vision:

Our vision for the future is to become a leading international chocolatier that emphasises on excellence and perfection by creating the finest and the most indulgent chocolates with our spirit of innovation.

Descriptions of product:

High quality chocolate mixed up with bubble rice and some toppings which are Kit Kat, Cadbury, Oreo and Milo.

Price list :

Choco Rash	Price
Kit Kat	RM15.00
Cadbury	RM15.00
Oreo	RM15.00
Milo	RM15.00