



اَوْنَبُوْرَسِيْتِيْ تِيْكُوْلُوْ كِيْ مَارَا  
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## PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

### SOCIAL MEDIA PORTFOLIO

FACULTY & PROGRAMME : FACULTY OF ART & DESIGN  
SEMESTER : MAJOR PART 5  
PROJECT TITLE : SOCIAL MEDIA PORTFOLIO  
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## **EXECUTIVE SUMMARY**

The success of a small business depends on its ability to continually earn profits. Same goes to Jar Coco as we try our best in providing the best types of chocolate jar to our customers in order to attract more customers to buy our product at the same time to gain more profits and experience. First of all, Jar Coco is an online business product. The business was established on 4 May 2021. Generally, some of our customers come from different places and also from students who love chocolate fans.

As presented in the company name, Jar Coco offers a familiar yet unique experience in experiencing breakfast or snacking by chocolate jar and chocolate mixed creatively with other toppings in a jar for a feast for both the eyes and the palate. Costs to be covered including various types of topping inside it.

We have devised the vision, mission and logo for our Jar Coco on the grounds of functionality of our product and appeal to our target audience. Obstacles faced by Jar Coco would include competition from other food service companies in the class as well as in other classes. This competition will also be felt from other, more familiar competitors with similar ideas such as those who sell bubble rice with chocolate in jars. We hope to overcome these shortcomings in competition by offering value for money products which are significantly cheaper than the products presently available in the market. Time restraints need also be considered as the shareholders for this company are of multi-disciplinary backgrounds.

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## 2. Introduction of business

### 2.1 Name and address of business

Jar Coco is a homemade food that began operating on 4 May 2021 by Hafizul Hakim. Jar Coco does not spend a lot of money in promoting our business, it is because of the power of social media that is strong enough to spread about the existence of the business. Mostly the regular customers of Jar Coco are local people that are from friends and mutual friends, not to forget young people also like to buy chocolate jars for themselves as gifts for others. The customer usually will repeat orders and mostly give positive feedback and reviews. This has become one of the advantages because people who love chocolate will absolutely repeat it.

### 2.2 Organizational chart



Jar Coco is a sole proprietorship business form. This is because our business is only a start-up business and only operates a small business. Therefore, our organizational chart only consists of the owner of Jar Coco and one staff member.

### 2.3 Mission and Vision