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**AD 241
BACHELOR OF GRAPHIC DESIGN (HONS.)**

**ENT 530
PRINCIPLES OF ENTREPRENEURSHIP**

**ASSIGNMENT:
SMP REPORT**

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EXECUTIVE SUMMARY

Chocolitta is a business platform that was established on 20th April 2021. It is owned by Nur Auni Rushda Binti A'spuri. Chocolitta sells homemade chocolate bars that is healthy and good for individuals to have a snack on-the-go whenever and wherever pleased. Chocolitta is located in Bukit Jalil, Kuala Lumpur. There are a number of chocolate bars and each and every one is made with dedication and love. This chocolate bars are owned by Chocotainer, hence they provide the products for Chocolitta, as an agent of the business, in promoting and selling their products in Chocolitta platform.

This business provides a very pleasing customer service towards its beloved customers and supporters. For instance, every reply or every question asked would be answered kindly and respectfully. Chocolitta brings in a friendly and positive environment for their customers and supporters to feel cosy and comfortable whenever they come across Chocolitta. This business uses the social media platform of facebook to promote the products. People these days are more often on social medias, hence it will be easier to catch the attention of future customers as well as promoting Chocolitta's product in the business.

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INTRODUCTION OF BUSINESS



Chocolitta Background

Chocolitta is a business platform that is owned by Nur Auni Rushda Binti A'spuri, and was established on 20th April 2021. It is located in Bukit Jalil, Kuala Lumpur. Chocolitta sells homemade and handmade chocolate bars that is healthy and good for individuals to have a snack on-the-go whenever and wherever pleased. There are a number of chocolate bars such as Choc & Nut, fruits, Coconut, Almond and Hazelnut. Each and every one of them are made with dedication and love.

This business uses the social media platform of facebook to promote their products. People these days are more often on social medias, hence it will be easier to catch the attention of future customers as well as promoting Chocolitta's product in the business. Chocolitta brings along a friendly and positive environment for the customers to feel comfortable whenever they visited Chocolitta's page. All customers are treated nicely and politely to obtain trust and a good relationship with the customers.