



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

SOCIAL MEDIA PORTFOLIO

DOCHOCO



PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

FACULTY & PROGRAMME : FACULTY OF BUSINESS MANAGEMENT (BA243)
SEMESTER : 4
NAME : NUR ALYA WAHIDA BT ZULKIFFLY
MATRIX NUMBER : 2020977315
GROUP : ENT530X
LECTURER : MADAM RAHAYU HASANORDIN

ACKNOWLEDGMENT

First and foremost, I would like to express my heartfelt appreciation to Allah SWT for guiding and blessing me in completing my social media platform report on time and effectively. The report is an assignment assigned to us as part of the course ENT530: Principles of Entrepreneurship.

Following that, I would like to thank Universiti Teknologi Mara (UiTM) Puncak Alam, Selangor for providing us with the opportunity to learn and complete this project assignment successfully.

Next, and the most importantly, I would also like to give special thanks to Madam Rahayu Bt Hasarnordin, our beloved Principles of Entrepreneurship (ENT530) lecturer, for providing us with this opportunity to complete this project assignment, as well as for providing us with continuous support and guidance from the first week until the end of the semester and having faith in us to complete this assignment.

Finally, an honourable mentioned to everyone who was engaged and participated directly or indirectly in my project assignment by providing wholehearted support and effort till the end of my assignment's completion.

EXECUTIVE SUMMARY

Dochoco is an abbreviation for Double Cookies Chocolate. The major goals of the company are to expand the business globally and to allow customers to experience superior taste at an inexpensive price that they cannot obtain anywhere else.

During the Covid-19 epidemic last year, the company was founded in 2020. Initially, our business, solely sold online via Facebook called Dochocobyalya. Furthermore, as customer demand grows, it is feasible to operate a cookies business in Setia Alam. It is convenient for customers who live close to the business to purchase. We consistently utilize the best and most premium ingredients, such as Callebaut Chocolate, Cacao Barry, and Luprak Butter. Customers will receive the greatest and quality flavor at a reasonable price from our company.

Our target audience is a collection of consumers who enjoy cookies and chocolate. They may be tasted and purchased easily online or in the Setia Alam store. Furthermore, our Dochoco will be perfect for gift or occasion of any gatherings since they will be able to savor and experience the quality taste that they have never had before.

Dochoco has sold over 100 bottles of cookies since its inception. Increasing demand for Dochoco leads in a solid profit margin for our company enterprise. Because of the overwhelming demand from clients, we were able to open a store.

The marketing technique that we implemented was to keep the Instagram feed and story updated so that customers could see the list price and promotions on the items. As a result, customers will be aware of the offering and will not miss it. We also continue to post our clients' reviews so that they are aware that our company always provides the greatest and great quality in the flavor of cookies and services.

Dochoco is currently owned by Nur Alya Wahida Bt Zulkiffly. Our company uses Facebook as its primary channel to attract clients, raise visibility, and produce more sales all at once, since the number of Facebook users grows by the day. Dochoco will advertise itself to clients using tease posts, soft sells, and hard sells on Instagram.

TABLE OF CONTENT

	PAGE
TITLE PAGE	i
ACKNOWLEDGEMENT	ii
EXECUTIVE SUMMARY	iii
TABLE OF CONTENT	iv
1.0 GO-ECOMMERCE REGISTRATION	1
2.0 INTRODUCTION TO BUSINESS	
2.1 Name and address of business	2
2.2 Organizational Structure	3
2.3 Mission and Vision statement	4
2.4 Description of Products/Services	5
2.5 Price List	6
3.0 FACEBOOK (FB)	
3.1 Creating Facebook (FB) page	7
3.2 Facebook (FB) post – Teaser	9
3.3 Facebook (FB) post – Copywriting (Hard sell)	13
3.4 Facebook (FB) post – Copywriting (Soft sell)	29
3.5 Graphics for Marketing	45
4.0 CONCLUSION	46

LIST OF FIGURES

Figure 1.1: Logo for business	2
Figure 1.2: Location of store	2
Figure 2.1: Organizational Chart	3
Figure 3.1: Facebook Page	7
Figure 3.2: Business Information	7
Figure 3.3: Facebook URL	8
Figure 3.4: Total Likes	8

LIST OF TABLES

Table 2.1: Price List	6
-----------------------	---

2.0 INTRODUCTION OF BUSINESS

2.1 NAME AND ADDRESS OF BUSINESS



Figure 1.1: Logo for Business

Dochoco is a nickname for Double Chocolate Cookies. My goal in creating this name was to make it easy for the client to remember because it is short and distinct. Using a mixture of names gives the firm a more exclusive and attractive appearance.

The address was 30-GF, Jalan Setia Perdana BE U13/BE, Setia Alam Shah Alam, Malaysia. The area was chosen since Setia Alam is a booming city with numerous new enterprises. Furthermore, because it is adjacent to SACC Mall, there are several opportunities to make as many customers aware of the city as possible. It is simple for them to locate the business and make purchases there.



Figure 1.2: Location of store