



اَوْنِيُوْزِ سِيْتِي تِي كُوْلُو كِي مَارَا
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PRINCIPLES OF ENTREPRENEURSHIP

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INDIVIDUAL ASSIGNMENT

SOCIAL MEDIA PORTFOLIO

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EXECUTIVE SUMMARY

Your Yellow Jar is a retail business which is sell choco jar. It is come up with variety of flavours such as Chocolate, Matcha, Cookies & Cream, Strawberry Marshmallow and Chocotoffee. The packaging and net weight for each jar is contain 300 grams. This choco jar is create a whole new level type of food and it is suitable for all ages. The purpose of this product is to introduce about this is not a common choco jar in the market right now.

The origin name of Your Yellow Jar was caused from our founder called Farra Wahedda binti Baharol who loves yellow and it became one of her favorite color. It is one of the company name was established. Besides, Your Yellow Jar are freshly baked from home and using quality ingredients and premium chocolate to make sure all the customers who would love our choco jar.

Your Yellow Jar was started on March 2020. Based on the customer review, our product definitely gave the fantastic taste since we are using the best of ingredients. Meanwhile, our best seller product is Strawberry Marshmallow and Cookies & Cream. This flavour received a warm response in the market as well as high demand and the customer repeatedly to buy these two flavours.

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2.0 INTRODUCTION OF BUSINESS

2.1 Name and Address of Business

Company's name was given "Your Yellow Jar" as written in the executive summary above, our founder gave the name Your Yellow Jar because he is very fond of the color yellow. As such, he is also a fan of choco jars. However, the founder wants to produce a choco jar that is a bit unique where there are various flavours that can be found in Your Yellow Jar. This is because we will ensure that our products bring happiness to every customer that we hold dear. And Your Yellow Jar is basically baked fresh from home. For industry profile, Your Yellow Jar is a company that established and own by Sole Proprietorship. Location of business is located at Pandan Indah, Ampang Selangor. Date of beginning this small business started at March 2020. As for our target market, Your Yellow Jar is targeting for teenagers and above with range 10 – 50 years old as our foods are suitable for the individual who are looking for snacks.