



SOCIAL MEDIA PORTFOLIO: CHOOCOJAR



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Lastly, I would like to thanks my family and my friends for always giving out their support, both emotionally and physically for me from the beginning to the end assignment. I can't describe how much thankful I am to them. Thank everyone for your support.

EXECUTIVE SUMMARY

Choocojar is a food delivery business that covers certain areas located in Kelantan. Founded and started by En. Lokman, we are a small food company that owns a huge ambition. Choocojar first started its operation in 2018 right after En. Lokman finishes secondary school and has received a huge amount of love and support. The thing that makes our business different is we are a real business with 3 years of experience with real and clear goals and not just simply an assignment.

Focusing mainly on selling Choocojar, the idea came because of the trend of combination between chocolate rice or coco crunch with chocolate or white chocolate, giving a new sweet and delicious taste. The preparation went into detail and we decided to operate the business mainly at Instagram and Whatsapp. With more than 15 thousand followers on our Instagram account, we are expecting a bright future. With the selling price of RM10 for 1 bottle, Choocojar has managed to make a total revenue of above RM5,000 since it started.

Following the current success, Choocojar is set to release new menus which are Choocojar using bubble rice with two flavors, chocolate and white chocolate and is expected to be released in the early February of 2021

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1.1 INTRODUCTION TO BUSINESS

1.1.1 Business Information Sheet

Name of Business (with logo)	:	Choocojar 
Name	:	Mohamad Aiman Hafiz Bin Abdul Hadi
Phone Number	:	0135812994
Email	:	aimanhafiz336@gmail.com
Official business email address	:	aimanhafiz336@gmail.com
FB webpage address	:	https://www.facebook.com/ChoocojarbyLZ/
Instagram link	:	N/A
Brand name	:	Choocojar
Online business mode	:	Agent
Nature of business	:	Food and beverage