



اَبُو سَيِّدِي تَيْكُو لَوِي كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**ACADEMY OF LANGUAGE STUDIES**

**SOCIAL MEDIA PORTFOLIO**

**PREPARED BY**

MUHAMMAD NASIR HAQQI BIN NOR AZLANNI (2020741551)

**PREPARED FOR**

DR. MUHAMMAD ISKANDAR HAMZAH

**GROUP**

AD2475A

**COURSE CODE**

ENT530 – PRINCIPLES OF ENTREPRENEURSHIP

**DATE OF SUBMISSION**

1 JULY 2021

## ACKNOWLEDGEMENT

Assalamualaikum In the name of Allah, I would like to express my highest gratitude to all the people involved in the completion of the social media portfolio assignment, both directly and indirectly in the period of assessment time. Secondly, a huge appreciation towards my lecturer, Dr. Muhammad Iskandar Hamzah, for providing extensive guidance and motivation for my classmates and I to encourage us to accomplish this portfolio. Without his counsel, I would never be able to complete this assignment successfully.

Next, I owe my acknowledgement towards Ain Zakaria, the brand owner of Chocojerr Viral HQ, which I had registered as a dropship agent under. Without her expertise and experience, I will never be able to reach the end point of the assignment.

Huge thanks to my supportive family. For they, the one who support me financially in my start-up business and gives me encouragement for me to finish this assignment. Without them I would not be able to finish this assignment. Thank you very much to both.

Lastly, I am thankful for my batchmates who have been supportive of me and my business in promoting my social media page throughout the assessment from the beginning until this very moment.

## EXECUTIVE SUMMARY

ChocoJerrviral.Krubong is an online operating business that sells Desert like Chocolate in a jar. it is an online business that's a dropship under a neighborhood brand owner Chocojerr Viral HQ. ChocoJerrviral.Krubong operates on several different platforms, such as Instagram, Facebook, and WhatsApp. ChocoJerrviral.Krubong is a business that fully operates online. We located in Krubong Jaya, Melaka and make house -to -house cash on delivery in Melaka area only and post to all other states in Malaysia.

ChocoJerrviral.Krubong provides premium and top-quality chocolate which supplies satisfaction to our all customers. Premium chocolate makes customers addicted and need to shop for again and again. Delicious chocolate with crunchy biscuits makes customers love our product.

As we are only a dropship business, Chocojerrviral.Krubong consists of promoting and advertising products from our founder which is ChocojerrViral HQ. We attempt to become one amongst the most successful dropship businesses in Malaysia. To attain our goal, we aim to create improvements in our business from time to time to ensure we are in an exceedingly healthy competition with other businesses who are within the same food desert industry.

# TABLE OF CONTENTS

<b>ACKNOWLEDGEMENT</b> .....	2
<b>EXECUTIVE SUMMARY</b> .....	3
<b>GO-ECOMMERCE REGISTRATION</b> .....	5
i. Print Screen of Personal Profile.....	5
ii. Print Screen of Business Profile.....	5
<b>1.0 INTRODUCTION TO BUSINESS</b> .....	6
<b>1.1 Business Information Sheet</b> .....	6
<b>1.2 Name and Address of Business</b> .....	8
<b>1.3 Mission and Vision</b> .....	8
1.3.1. Mission.....	8
1.3.2. Vision.....	8
<b>1.4 Business Model Canvas (BMC)</b> .....	9
1.4.1 Customer Segments.....	10
1.4.2 Value Propositions.....	11
1.4.3 Channels.....	12
1.4.4 Customer Relationships.....	12
1.4.5 Revenue Streams.....	13
1.4.6 Key Resources.....	14
1.4.7 Key Activities.....	14
1.4.8 Key Partnerships.....	15
1.4.9 Cost structure.....	15
<b>2.0 FACEBOOK</b> .....	16
<b>2.1 Creating Facebook (FB) page</b> .....	16
<b>2.2 Customising URL (FB) page</b> .....	16
<b>2.3 Facebook (FB) post – Teaser</b> .....	17
<b>2.4 Facebook (FB) post – Copywriting (Hard sell)</b> .....	18
<b>2.5 Facebook (FB) post – Copywriting (Soft sell)</b> .....	20
<b>2.6 Frequency of Posting</b> .....	22
2.6.1 Uploaded posts in November 2020.....	22
2.6.2 Uploaded posts in December 2020.....	23
2.6.3 Uploaded posts in January 2021.....	24
<b>3.0 CONCLUSION</b> .....	26

## 1.0 INTRODUCTION TO BUSINESS

### 1.1 Business Information Sheet

<b>Name of Business (with logo)</b>	: ChocoJerrviral.Krubong  
<b>Name</b>	: Muhammad Nasir Haqqi Bin Nor Azlanni
<b>Phone Number</b>	: 0127277705
<b>Email</b>	: <a href="mailto:nasirhaqqi@gmail.com">nasirhaqqi@gmail.com</a>
<b>Official business email address</b>	:
<b>FB webpage address</b>	: <a href="https://www.facebook.com/Chocojerrviral.Krubong">https://www.facebook.com/Chocojerrviral.Krubong</a>
<b>Instagram link</b>	: <a href="https://www.instagram.com/chocojerrviral.krubong">https://www.instagram.com/chocojerrviral.krubong</a>
<b>Brand name</b>	: Chocojerrviral
<b>Online business mode</b>	: Dropship Agent
<b>Nature of business</b>	: Selling Chocolate Jar