



اَوْنِيُو تِيكُو لَوِي كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

SOCIAL MEDIA

PORTFOLIO

CHOCOJAR COKLAT VIRAL



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EXECUTIVE SUMMARY

Chocojar Coklat Viral is a brand name and a trade name of our junk food . The main objective that is to achieve for the business is to offer the highest quality hoodies at an affordable prices, better price, and quality than other retailers.

Our business began on Facebook on May 1st, humbly beginning with one collection and steadily adding more from our business journey. The highest quality and the competitive prices of this commodity are well known to many. This product therefore offers a clear analysis of our customers' continued purchases.

Since commencement, Chocojar coklat viral has made over 20 sales and the numbers are expecting to grow the end of the year through Year End sale. Increasing demands for our product results into a good profitable sale revenue to our business project.

2.0 INTRODUCTION TO BUSINESS

2.1 BUSINESS NAME AND ADDRESS

We're starting a chocolate-jar-making company. "Chocojar Coklat Viral " is the company's name. Our target market is the entire Malaysian population, with a focus on students. Our branches in Selangor, Perak, and Kelantan will be the ones to get our items. The location of our company's headquarters will be in Negeri Sembilan. Consumers of all ages would be our target audience. The following are the products that we would provide: Chocojar with a variety of flavours and toppings to choose from Dark chocolate and white chocolate were supplied as flavours. Oreo, Cookies and Milo are the three toppings The taste and quality of our chocolates are the fundamental competencies on which our company would compete. Vision Our ambition is to become Malaysia's foremost chocolate manufacturer. Mission We aim to give great customer satisfaction by producing high quality items at a low price using modern technology.

