



اَبُو سَيِّدِي تَكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Filem, Teater
dan Animasi

**FACULTY OF FILM, THEATRE AND ANIMATION
(FiTA)
UNIVERSITI TEKNOLOGI MARA (UiTM)**

COURSE CODE / NAME:

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

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DATE OF SUBMISSION:

22/07/2021

ACKNOWLEDGEMENT

Bismillahirrahmanirahim...

Alhamdulillah, I am thankful to the divine with the overflow of blessings and the blessings of time, life and energy bestowed on me so that I can complete this task successfully.

First of all, I would like to dedicate this speech of appreciation to my beloved lecturer, Madam Norfazlina Binti Ghazli Lecturer of Principles of Entrepreneurship (ENT530) because with her guidance and guidance, she opened the space for me to complete this assignment successfully.

I would also like to express my infinite gratitude to my parents who gave me facilitators to complete this assignment. They have given me all the things and infinite moral help until I Successfully completed this assignment.

I would also like to thank my many friends for reminding me of everything I have neglected. They helped me by answering every question I uttered to them.

At the end of the speech, I would like to thank those who were directly or indirectly involved in the making of this course work.

Thank you.

EXECUTIVE SUMMARY

Syokotube is one of the products Syoklate. The founder of syokotube is Raihana Rahim and the company was established in 2020. Where Syokotube is the product that produces three. This Syokotube has its own flavor with hazelnut chocolate flavor. Nowadays the public is quite busy preparing breakfast, so Syokotube can make food with bread. The attraction that caused this Syokotube to grow is the way this Syokotube is prepared.

This is because Syokotube can be eaten with a variety of foods and beverages, bread, ice cream, fruits, biscuits, and more. In addition, the cheap price also made the dance for customers to buy it. The price of Syokotube is only RM9.99. Target customers are targeted in those who work and students. This is because Syokotube is as simple as the tagline related to "Just Picit".

I have been a dropship for Syokotube products and have posted on Instagram, Facebook and even Whatsapp. I have also made a post on the Facebook Page using the three requested techniques. Posting forms are teaser, soft sell and hard sell. All these posts were made in May 2021 until July 2021. Finally, it is hoped that this product can be marketed widely because this product can facilitate the community.

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2.0 INTRODUCTION OF BUSINESS

2.1 Name and Address of business

The name is Syoklat. The location is No.C-G-4 (Block C), Jalan Teknokrat 6, Cyber 5, 63000, Cyberjaya, Selangor.

2.2 Business Logo



2.3 Organization Chart

A portrait of Raihana Rahim, the founder of Syoklat. She is wearing a black hijab and a black top. The background is purple with some light effects. An orange banner at the bottom of the image contains her name and title. <p>Raihana Rahim Founder of Syoklat</p>	A promotional image for Syokotube. It features Shaheizy Sam, a man in a black t-shirt and plaid pants, standing next to a large chocolate tube. The tube is labeled "Syoko TUBE by Syoklat!" and "CHOCOLATE Hazelnut 50ml". The background is purple with the "NOKOMEN" logo at the top left and "Shaheizy Sam Pelakon Popular Malaysia" written in the middle. <p>NOKOMEN</p> <p><i>Shaheizy Sam</i> Pelakon Popular Malaysia</p> <p>Syoko TUBE by Syoklat!</p> <p>CHOCOLATE Hazelnut 50ml</p>
<p>Raihana Rahim (Founder of Syoklat)</p>	<p>Shaheizy Sam (Brand Ambassador of Syokotube)</p>