



اَوْنِيَوَسِيَّتِي تَيَكْنُوْلُوْجِي مَارَا  
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PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

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SOCIAL MEDIA PORTFOLIO

CIOCCOLATO JAR

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Finally, a big thank you to my friends and classmates who give me their opinions and suggestions regarding my product.

## Executive Summary

Ciocolato Jar is a business that are selling Choco jar of multiple types as their main product. The types of Choco jar that Ciocolato Jar sell are original Ciocolato jar which use melted milk chocolate as their base and Ciocolato White which use melted white chocolate. Both types come with 2 choice of cereal which is bubble rice and baby crunch. Ciocolato Jar Products are suitable for everyone regardless of their age and gender as it does not contain any harmful ingredients. For now, Our Target market are teenagers and kids as they tend to like sweet snacks.

Ciocolato Jar currently operates in Klang and through online only. This due to Ciocolato Jar is fully operates from the home of the founder. Ciocolato Jar is promoting their products on Facebook. Currently our Facebook page has reached 133 total likes. We are expecting the number to grow in the future.

Ciocolato Jar is owned and managed by Imran Bin Abdul Hamid @ Hamid, a student of UiTM Selangor. He is the sole founder of Ciocolato and he alone produce all the products by himself. Imran manages the business from home and provide delivery across all states in Malaysia including Sabah and Sarawak by using the courier service such as J&t Express and Dhl eCommerce. In the future, we expect this business to grow successfully as the demand of the chocojar are high and chocolate is the most favored snacks for all layer of generations.

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## 2.0 Introduction

### 2.1 Name And Address Of Business



Company logo

My business name is Cioccolato Jar. The name is inspired from the word chocolate in Italian language. I found the name is quite catchy and think that people will be attracted to and remember that name.

Cioccolato Jar business is located at my home address; No 27, Jalan Bukit Jati 3B, Taman Bukit Jati, 41000 Klang, Selangor. I usually run Cioccolato jar business from home because it is cheaper and more convenient.

Lastly, customers can contact Cioccolato Jar through our WhatsApp at +601121573490 or Facebook page (@CioccolatoJarByAtan) for further information and inquiries.