



اَوْنُو سِيْتِي تِي كُوْلُو كِي مَارَا  
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MARA

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FACULTY OF BUSINESS AND MANAGEMENT

UiTM CAWANGAN SELANGOR. KAMPUS PUNCAK ALAM

## PRINCIPLES OF ENTREPRENEURSHIP (ENT530)



SOCIAL MEDIA PORTFOLIO: CANDYCHOCOJAR

**CLASS:**

BA 247 3B

**PREPARED BY:**

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## **EXECUTIVE SUMMARY**

Delight in every bite is the trademark for the CandyChocoJar. The main objective of the business is to be able to offer customers the comfort food that they can munch on at any point of the day with the luxurious rich taste of chocolate yet affordable and reasonable price for everyone.

The business started to run in 2021. Based on most customers' reviews, the product offers the customer to taste the richness, and flavour components of chocolate are trapped in the cacao butter, and its only when the chocolate melt together with the crunchy mini coco crunch and other cereals that they are released. Conveniently, the magic happens right around mouth temperature as it melts and as you can feel the temptation for other bites after another. The product has been getting a lot of good reviews and countless order from customer as it offers reasonable and affordable price.

Since early of its selling days, CandyChocoJar has been received a lot of orders from customers as it has been sold for over 160 of packages for the first few days of running the business. Increasing demands for CandyChocoJar result into a good profitable sale revenue to the business project. Therefore, CandyChocoJar is a good marketable product of choice as has been proven by the countless orders from customers that can further expanded to many areas as the business keeps on growing.

## 1.3 Business Detail

The screenshot shows a web browser at the URL `app.go-ecommerce.my/profile`. The page header includes the Go-eCommerce BETA logo and navigation links: HOME, MY PROFILE (active), MY BUSINESS, MY LEARNING, MY NOTIFICATIONS, and MORE. The main content area is divided into two tabs: PERSONAL PROFILE and BUSINESS PROFILE (active). Under the BUSINESS PROFILE tab, there is a user profile card for AHMAD AFZANIZAM BIN AZNIZAM and a table of business details.

Company Name	: CandyChocoJar	Company Registration No.	:		<a href="#">Edit</a>
Type Of Business	: Enterprise	Business Role	:	Product Owner	
Facebook Page	: <a href="https://www.facebook.com/ChocoJar.shop/">https://www.facebook.com/ChocoJar.shop/</a>	Business Category/Business Sub-Category	:	Food & Beverages / Food & Beverages	
Wechat for Business	:	Business Instagram Page	:		
Marketplace	: Shopee	Business Website	:		
Business Related to Your Study Field	: Yes	Type Of Website	:		
		Experience in International Export	:	No	

FIGURE 1.2: BUSINESS DETAILS IN GO-ECOMMERCE

## 2.0 Introduction of Business

### 2.1 Name and Address of Business

The name of the business that had been chosen is CandyChocoJar with the slogan “Pure joy in Every Bite”. The trademark was chosen because our product gives satisfaction to customer in every bite with the creamy, tasty, and rich chocolate that surely will make customers to repeat order. Everything in one jar, the crunchy mini coco crunch poured and coated with melted Cadbury chocolate with different interesting and appetizing toppings. As for our target market, young people especially school and college students were focused on as they like to binge on something that is sweet and creamy on any time of the day. Our product is also a good alternative to purchase as a gift to everyone at different age and gender. The location of the business is at No. 82 JLN PI 4/8 Taman Pulai Indah, 81300 Kangkar Pulai, Johor.