



اُونِيُوَرَسِيْتِي تِيكْنُولُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

SOCIAL MEDIA PORTFOLIO

AB CHOCO JAR IZNI (FACEBOOK PAGE)

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PROGRAMME:

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GROUP:

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EXECUTIVE SUMMARY

AB Choco Jar Izni offers mini cocoa crunch with various flavors and toppings to customers as a snack that can be eaten anytime and can provide high satisfaction to curious customers with the tagline "feel the magic in every bite".

AB Choco Jar Izni customers are more for students from the Area around Bangi who like snacks while they study, watch movies, and also during group discussions. Students really like to buy these snacks because of their reasonable price, attractive packaging and healthy snacks. AB Choco Jar Izni also targets students who are busy and don't need time to eat heavily. We also provide the service of providing our products at any time required by our customers.

The AB Choco Jar Izni business has been started since December 2020. Bangi is a strategic area where many of the people living here are students. Students were interested in chocolate products during the finals. They will look for something simple and ready to eat because they are more focused on their lessons.

AB Choco Jar Izni's marketing strategy is to emphasize product quality and price. Moreover, as one of the changes, AB Choco Jar Izni offers a reasonable price as the people living around Bangi are students. Therefore, AB Choco Jar Izni will develop a marketing strategy that will attract more customers to buy it.

The management of AB Choco Jar Izni only consists of me because it is a new business made with little capital and not strong enough to hire employees. To grow my business, I have created a Facebook page whereby using this page I learned to attract customers with teaser, soft sales and hard sales.

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2.0 Introduction of Business

2.1 Name and Address of Business

AB Choco Jar Izni is my business name. I chose this name to clearly show customers that I am selling the product, so they don't have to ask for confirmation.

I chose this location Lot 12, Jalan Masjid, Sungai Buah, 43800 Dengkil, Selangor as my business location because it is located close to Bangi Area, Bandar Baru Bangi, Bandar Seri Putra, Bukit Mahkota, Jenderam and Putrajaya. Since these snacks are in high demand in this area, the delicacies I give to my customers are free delivery service to customers living around Bangi.

This location was chosen because it helps facilitate my delivery activities as my business premises are located near all the areas I have mentioned. Customers can contact me directly through the Facebook page (AB Choco Jar Izni) and also through the WhatsApp number (011-37500241).

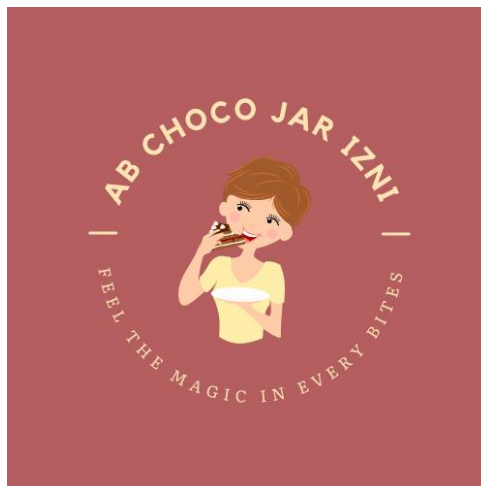


Figure 4: AB Choco Jar Izni Logo