



PRINCIPLES OF ENTREPRENEURSHIP

ENT 530

SOCIAL MEDIA PORTFOLIO

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Executive Summary

“Premium chocolates ready to melt in your mouth ” is a tagline for ChocoDaps Smile page business that represent to our beloved customers. The main objective for ChocoDaps Smile is to develop differentiated product, while exploiting a smart variety that can achieve our maximum profitable growth in Confectionery industry. Another objective is ensuring high-quality products and services that is one way to help our consumers to appreciate and believe in what we have to offered.

We started our online business on 6th April 2021 using social media platform. Our targeted customers are students since we are closed to university and schools, workers, and target a specific group of consumers with similar characteristics, such as families with young children. Since our first grand teaser opening, we received a lot of good feedback from the new and existing customer regarding the quality of our premium chocolates. Moreover, we also offered delivery service and postage with charge to those who are near to our area.

By competing on quality, ChocoDaps Smile products has a unique selling proposition (USP) that gives us a USP that allows our business to lay an emphasis on total consumer and customer perceived value of our unique benefit exhibited by our service, product and brand that enables it to stand out from another competitors. Products from ChocoDaps Smile was sold over pack of twenty of Chocobar from ChodoDaps Smile. It has proven that ChocoDaps Smile is a good choice with a good quality and affordable prices product that will going to thrive here and around Malaysia.

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- Organizational Chart

ChocoDaps Smile is a sole proprietorship business form. This is because our business is only a start-up business and only operate a small business. Therefore, our organizational chart only consists the owner of ChocoDaps Smile Enterprise.

ChocoDaps Smile Chart Organizations



Muhammad Hafiz
bin Zaini (Owner and
all business activity)

Figure 1.1 ChocoDaps Smile Organizational Chart

- Mission and Vision

We believe that every business should have its own mission and vision statement in order to run the business in accordance with the aims that must be accomplished. Thus, we created a mission and vision for our company so that we know what we want to achieve in terms of short- and long-term goals.

Mission

- I. ChocoDaps Smile is a local product offered high quality premium chocolate with affordable price
- II. ChocoDaps Smile main aim is to become world best and biggest confectionery company.

Vision

- I. ChocoDaps Smile vision is to making the best chocolate that is renowned across Malaysia as the best delicious chocolate through packaging, merchandising, marketing, promotion and customer service that people have ever had.