



اُونِيُوَرْسِيْتِي مَارَا  
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MARA

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**COURSE CODE AND NAME**

ENT 530: PRINCIPLES OF ENTREPRENEURSHIP

**TITLE OF ASSIGNMENT**

SOCIAL MEDIA PORTFOLIO

**NAME**

NUR ANNISA BINTI SUFIAN

**MATRIX NUMBER**

2019872688

**GROUP**

ENT530S

**PREPARED FOR**

MADAM NADIAH MAISARAH ABDUL GHANI

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## **EXECUTIVE SUMMARY**

Choco Temptations is a Facebook page created to market our product which is choco jar to the customer effectively. With this Facebook page, it eases us to approach as many customer as we can and promote our product and customer can contact and get the information easily. Our products not just focus on one market segmentation only but also suitable for all ages for children, teenagers, and adult. Choco Temptations Facebook page target people to buy their products to feel the unique taste of our recipes as we use premium ingredients with selling at affordable price. Choco jar from Choco Temptations are made of crunchy bubble rice or mini crunch topped with assorted chocolates and coated with tempting premium flavor that melts in mouth. Customer are provided with four flavors and four toppings according to their taste. Choco Temptations provide customer with various flavors to show the uniqueness of our product and attract more customers. Compare to other choco jar companies which is usually use only milk chocolate flavor. Therefore, Choco Temptations tend to be more creative and innovative.

## TABLE OF CONTENTS

NO	CONTENTS	PAGE
1.	<b>GO-ECOMMERCE REGISTRATION</b>	
	Business Profile	5
	Personal Profile	6-7
2.	<b>INTRODUCTION OF BUSINESS</b>	
	Name and Address of Business	8
	Mission and Vision	8
	Descriptions of Product	8
	Organizational Chart	9
	Price List	10
3.	<b>FACEBOOK</b>	
	Facebook Page and URL (page likes)	11
	Facebook Post Teaser	12-15
	Facebook Post Copywriting Soft Sell	16-20
	Facebook Post Copywriting Hard Sell	21-26
4.	<b>CONCLUSION</b>	27

## INTRODUCTION OF BUSINESS



Choco Temptations established on April 2021. Founder of Choco Temptations is Nur Annisa Sufian. The head quarter of this business is at Georgetown, Penang. Choco Temptations provides cash on delivery and online transfer as a payment method. Customer can pick up the products or can use delivery services provided by Choco Temptations. At first, our product only has one flavor which is milk chocolate flavor. Thus, the name Choco Temptations was chosen because of the rich flavor of premium chocolate. After a while, our product line has expanded where we produce choco jar with three more flavors. In addition, the logo of Choco Temptations illustrates the chocolate bar to attract customers that love chocolate.

Choco Temptations have been produced choco jar made of crunchy bubble rice or mini crunch topped with assorted chocolates and mixed with tempting premium flavor that melts in your mouth. There are four flavors which are milk chocolate, white chocolate, strawberry, and butterscotch. We provided four toppings for customers to choose according to their taste which are KitKat, Bueno, Oreo, and Almond. The target market of Choco Temptations is everyone who like to eat chocolate or something sweet

**Mission:** To reach the targeted sales and make more people aware of the existence of our products so that we can expend the business widely.

**Vision:** To gain people trust on our product by the taste of the uniqueness of our recipes.