



اَوْنَبُوْ رَسِيْتِيْ تَيَكُوْ لَوُكِيْ مَارَا  
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TEKNOLOGI  
MARA**

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**INFORMATION MANAGEMENT SYSTEM**

**(IM245)**

**PRINCIPLE OF ENTREPRENEURSHIP**

**(ENT530)**

**INDIVIDUAL ASSIGNMENT:**

**SOCIAL MEDIA PORTFOLIO**

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**ENT530\_1**

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## **EXECUTIVE SUMMARY**

The purpose of this assignment has required me to complete Social Media Portfolio that I have to create an online business from one of the social media platforms which is Facebook page. All students are required to choose one product that can be sell and conduct an online business. As follow the requirement of this assignment, I have been conducted an online business through Facebook and named my business as Crispy Chocotub by Nims. From this Facebook page, it sells the crispy choco tub with a variety of topping. This business is located in my own house, which is at Seri Kembangan, Selangor. All customers can place their order through online transaction, however, for customers who are near to my home area, they can place an order then the payment will be made at the time of delivery.

This product which is crispy choco tub that I am selling can be categorized in food and services. Most people are likely to purchase my product because it has a uniqueness of chocolate flavour whereby it is different from the other products sell in the market. Besides, it is made from premium dark chocolate where it is able to make customers happy and can be addictive when eating. It can be served as breakfast, dessert or even a snack for midnight. For the customers who have any event, they can make this crispy choco tub as a side dish for their guests. This crispy choco tub will definitely give satisfaction to the eater.

Crispy Chocoub by Nims targets 3 categories of customers which are kids from 10-12 year, teenagers from 13-25 year and adults from 26-40 year. Since I am a student, I am able to promote this product to my friends as well as my family members. Additionally, Crispy Chocotub by Nims also targets customers who live near to my home area in Seri Kembangan, Selangor. Since I have lived here for a very long time, I have many friends and close contacts that I can promote my products to them.

This Crispy Chocotub by Nims is handled by myself. Hence, I am responsible for all the marketing, promotions and transactions from my customers. I am creating a Facebook page and started to conduct an advertising of the teaser, soft sell and hard sell through Facebook page.

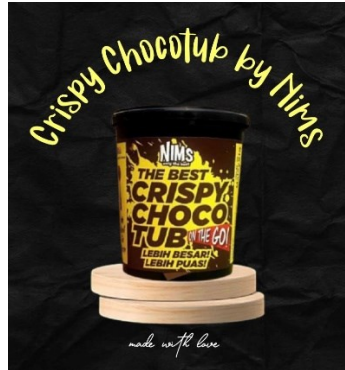
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## 2.0 INTRODUCTION OF BUSINESS

### 2.1 Name and Address of Business



*Figure 2: Crispy Chocotub by Nims Logo*

Name: Crispy Chocotub by Nims

Address: No 9 Jalan Permai 4, Taman Lestari Permai, Bandar Putra Permai 43300 Seri Kembangan, Selangor

Crispy Chocotub by Nims is one of the best choices choco tub that available in the market especially for those who are chocolate lovers will absolutely love this product. This product is locally made and all types of topping available are different. Customers can order the crispy choco tub based on topping that they like. Furthermore, it is selling at a reasonable price and when they make an online purchase, the product will be delivered through J&T Express. The price of the postage fee has been fixed, anyhow, for customers who live near to my home area, they will be charged for delivery services based on their location.