



اَوْبُنُوْرَسِيْتِي تَيْكُونُوْ لُوْ كِي مَارَا
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TEKNOLOGI
MARA

**UNIVERSITI TEKNOLOGI MARA
CAMPUS PUNCAK PERDANA
SHAH ALAM**

FACULTY OF INFORMATION MANAGEMENT

BACHELOR OF INFORMATION SCIENCE (HONS.) LIBRARY MANAGEMENT

(ENT 530) Principles of Entrepreneurship

Assignment :

SOCIAL MEDIA PORTFOLIO

Prepared for :

MADAM NADIAH MAISARAH BINTI ABDUL GHANI

Prepared by :

'AINA SYAHMINA BINTI ABDUL HALIM

(2020996579) (ENT530_1)

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EXECUTIVE SUMMARY

“Crispy & Crunchy EverySide” is a trademark for Chocojar Kaktun. The main objective for the business is to offer a good quality chocojar with variety of chocolate that we use with inexpensive and reasonable prices for our customers.

We started our online business on 2nd June 2020 using social media platform. According to the customer review that we received, our product gave a remarkable taste because the flavoursome of the Chocojar Kaktun make our customer liked the taste. This product is also liked by many people because the price is affordable and our product is easy to carry anywhere. Moreover, we also offered delivery service with no charge to those who are near to our area. Other than that, this product provides a good insight for the continuation of sale to our customers.

We also offer to our customers if they want to give a gift to their love one. Since early of the opening, Chocojar Kaktun was sold over 80 jar with different flavour of Chocojar Kaktun. It has proven that Chocojar Kaktun is a good marketable product of choice that can be further expanded to many different areas as the business keeps on growing.

2.0 INTRODUCTION OF BUSINESS

2.1 Name and Address of Business

Name of The Company	KakTun Collections
Address To the Business	https://www.facebook.com/kedaikaktun/
Telephone Number	016-5197313
Form of Business	Sole proprietorship
Main Activities	Selling chocojar
Product Distribution	Online sales
Social Media Page	https://www.facebook.com/kedaikaktun/?ti=as

2.2 Organizational Chart

The Business is Operated by One Person Only.