



اَوْنِبُوْا سَيِّئَاتِيْ تَيَكُوْنُوْا لِيْ مِاْرًا
UNIVERSITI
TEKNOLOGI
MARA

UNIVERSITI TEKNOLOGI MARA KAMPUS SELANGOR CAWANGAN PUNCAK ALAM

FACULTY OF BUSINESS AND MANAGEMENT

BACHELOR IN OFFICE SYSTEM MANAGEMENT (HONS.)

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)



INDIVIDUAL SOCIAL MEDIA ASSIGNMENT OF ROCKET FLAVA

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ACKNOWLEDGEMENT

السَّلَامُ عَلَيْكُمْ وَرَحْمَةُ اللَّهِ وَبَرَكَاتُهُ

First of all, in the name of Allah the most Merciful and the most Gracious. Alhamdulillah all praises to Allah S.W.T, I was able to complete this report for Principle of Entrepreneurship (ENT530) on individual assignment social media of Rocket Flava by its scheduled date.

I could not have done this assignment without my classmate. Their contribution and sacrifice their time and energy in supporting me for this assignment is sincerely appreciated. However, I would also like to express deep appreciation to the following:

To my lecturer, Dr. Syukrina Alini binti Mat Ali, thank you for guiding me in completing this report and helping us in answering my doubts for this assignment with much patience. I could not have completed this report successfully without your guide and help.

Moreover, I would like to thanks to my family for supporting me in making sure this report is going smooth. They also provide a sufficient need to me in order to complete this report. Their sacrifices are worthless.

Last but not least, thank you to those who helps me whether directly or indirectly in succeeding this case study. I really hope that this report will somehow give me more knowledge especially when I become an entrepreneur in the future. Thank you.

EXECUTIVE SUMMARY

First of all, I have created my Facebook Page on 19th April 2021. In the Facebook Page that I have created, I sell three products from Rocket Flava Sdn. Bhd. which are Strawberry Shots, Chocolate Shots and Strawberry Bites. I am an agent of Rocket Flava company. I have reached up to 158 likes and 158 followers after three months the Facebook page was created. By using this platform, it helps us as a small business to gain profits and increase our monthly sales.

Furthermore, Strawberry and Chocolate Shots are a milky drink that suitable for all ages. Both drinks have special taste that can attract customers to repeat it again after one time try. It is because the texture of the drinks is thick and great if we drink it when it is at half-froze because it might be similar like drink the ice blended. Other than that, this company also produced one special cookies with strawberry flavour which is Strawberry Bites. The cookies are really amazed all the consumers because it has white chocolate inside and has almond in the cookies. The prices for all the products are affordable and worth to buy.

Lasly, the motto of this business is “Nikmati Rasa Strawberry Paling Jahat” since before Chocolate Shots are produced, they more focus on products that made from Strawberry fruit and flavour. They also have their own mission which is to be a market leader in food and beverage with a worldwide presence while their vision is serve the consumers with high-quality milky drinks and strawberry cookies by always pursuing innovation and perfection.

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2.0 INTRODUCTION OF THE BUSINESS

2.1 Name and Address of the Business



Figure 1.0 Rocket Flava Sdn Bhd

Firstly, name of the business is Rocket Flava. Rocket Flava is a firm that specialises in the production, distribution, and marketing of premium food and beverages that have the flavour of fresh fruits in a convenient form. There are three products available from the company. Two of them are milky drinks and one is a strawberry-flavored biscuit. Strawberry Shots and Chocolate Shots are among the two beverages, while Strawberry Bites are the biscuits. The beautiful strawberry freshness found in Strawberry Shots and the rich chocolate taste found in Chocolate Shots put all three items in the limelight. The motto of this product is “Nikmati Rasa Strawberry Paling Jahat”. The company also takes great care of the quality of their products as well as the freshness of the fruit used in the drink. Rocket Flava HQ company is located at No 61-1 KL Traders Square, Jalan Gombak, 53000 Kuala Lumpur.