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UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF BUSINESS AND MANAGEMENT
BACHELOR IN OFFICE SYSTEMS AND MANAGEMENT (HONS.) (BA232)**

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

SOCIAL MEDIA PORTFOLIO: CHOCO CHUKI



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EXECUTIVE SUMMARY

Choco Chuki is an online business that is mainly promoted in Facebook Application platform that is used to update about any information regarding products of Choco Chuki and also to sell the products. Main products of Choco Chuki are brownies. The nature business of Choco Chuki is food bakery business that sells to the customers through online platform available, for example as Facebook and WhatsApp. Alternatively, Choco Chuki offers two kind of brownies to customers which are called Classiz Brownies and Cheeze Brownies.

Therefore, Choco Chuki sells these two type of brownies for customer to eat as snacks or put it as dessert. Choco Chuki also accepts buying in bulk for customers to any formal or informal events, birthday party and others. Brownies have derived from chocolate cakes size and becoming a denser and shorter but different from cakes. Subsequently, brownies typically size 1 inch in height and since the brownies is quite dense so it has that mixture of not so sweet flavour that are suitable for every age of customer.

Additionally, Choco Chuki targeted customers to buy the brownies are to people who loves to eat desserts from the age of between 13 to 50 years old and people who can afford to buy across Malaysia. The price for Classiz Brownies, will be charged RM38.00. Meanwhile for Cheeze Brownies is RM45.00. Both brownies will be sell on 40 pcs for per box. All the purchases made are not including with delivery charge. Customers who lived in Kota Kemuning, Shah Alam are will be charged for delivery between RM5.00-RM8.00. For customerS outside Kota Kemuning, Shah Alam, all delivery charges will be charged according to the kilometre of the places.

Besides that, Choco Chuki also active and frequently updated our products on our official Facebook Page and WhatsApp to inform, communicate and update information to our beloved customers. Hence, all the delivery of the brownies is made from Choco Chuki's rider and delivered straight to the customer's door. Up until now, there is no damages of the brownies complaint from the customers.

2.0 INTRODUCTION OF BUSINESS

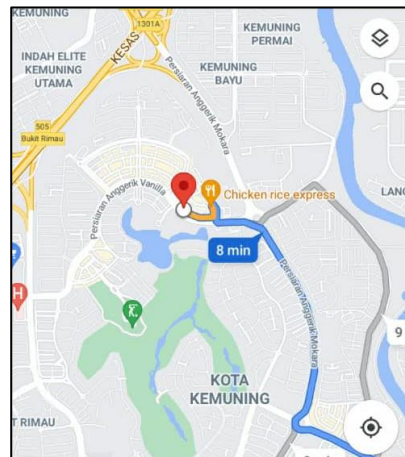
2.1 Name and Address of Business

Choco Chuki taking and getting all the opportunities of selling brownies as, brownies is one of the favourable and likeable desserts in Malaysia. We choose Choco Chuki as our official name because Choco emphasized the main ingredients for both our products Classiz Brownies and Cheeze Brownies.

Meanwhile, Chuki is a word that we changed from “Suka Suki” to Chuki to make the words become unique and special for everyone to say and remember it. Chuki emphasized with the words “Like”. The name chosen to grab all the attention for customers. Our tagline “a brownie a day keeps the frownies away”, it implies with every bites of our brownies will make all your worries gone for a while in a blink of eye.



Picture 4: Choco Chuki's Logo



Picture 5: Business Address

Name:	Choco Chuki
Address of Business:	08-G, - Jalan Anggerik Vanilla R 31/r, Kota Kemuning, 40460, Shah Alam, Selangor.
Correspondence Address:	08-G, - Jalan Anggerik Vanilla R 31/r, Kota Kemuning, 40460, Shah Alam, Selangor.
Business Phone Number:	013-3098008
E-mail:	chocochuki@gmail.com
Website:	http://www.chocochuki.com/
Facebook:	Choco Chuki (@chocochukidesserts)
Main Activities:	Retail Sale of Brownies