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

**PRINCIPLES OF ENTREPRENEURSHIP  
ENT530**

**TITLE OF REPORT:  
SOCIAL MEDIA PORTFOLIO – INDIVIDUAL ASSIGNMENT**

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## **EXECUTIVE SUMMARY**

Chocodap's is a company that specialises in high-quality chocolates. We make a variety of chocolates that are well-known to the general population. We are also excited to create additional unique flavours that will appeal to a wide range of folks. I chose to join Chocodap's team because I believe this chocolate-selling business has the potential to grow successfully over time. This is due to the fact that chocolate is one of the most popular food among individuals of all ages.

In addition, Chocodap's also allows a large number of people to be a part of them (agent or dropship). This is due to the fact that Chocodap's is Malaysia's first online chocolate business. They don't conduct in-store sales; instead, they sell chocolate items completely online. As a result, they require the services of an agent or a dropship in order to expand the business. Chocodap's founder has created a variety of organisations. Agents can have a variety of levels and titles, including king, general, commando, and even captain. Chocodap's has also managed to recruit agents and dropship in a variety of locations. Having a large number of agents and dropship is advantageous because the more people who promote Chocodap's brand chocolate, the more customers would want to purchase from Chocodap's.

Our target market is a group of people who enjoy chocolate in a variety of tastes and are concerned about its quality. In order to delight customers, Chocodap's will always place a high value on the quality of the chocolate that be produces. Chocodap's is very active on social media platforms such as Facebook, Instagram, Telegram, and others. This is due to the fact that Chocodap's was the first company in Malaysia to offer chocolate online.

Lastly, Mr. Farhan Zainuddin, the Chief Executive Officer (CEO), and Puan May Sarah, the founder, are committed to establishing a good business that benefits all partners, particularly customers, agents, and dropship. They apply a culture of teamwork such as "Respect Each Other's, Help Each Other's, Success Together Gather."

## 2. INTRODUCTION OF BUSINESS

<p>NAME AND ADDRESS OF BUSINESS</p>	<p><b>Business Name:</b> Chocodap's</p> <p>Chocodap's is a combination of Chocolate and <i>sedap</i>. The product name should be unique because it will attract people to buy. They also use taglines like <i>Lebih Dari Sedap</i> to attract people.</p> <p><b>Address:</b> 28G, Jalan LJ 5, Taman Industri Lembah Jaya, 68000 Ampang, Selangor</p> <p>This is the address of Chocodap's warehouse where they do the chocolate making process and also keep stock because Chocodap's business basically uses online business only.</p>
<p>MISSION / VISION</p>	<p><b>Mission:</b></p> <ul style="list-style-type: none"> <li>• Provides a convenient platform for agents and buyers to access a wide selection of high chocolates</li> <li>• Provide an effective training system for agents by providing marketing strategies that are proven to be effective</li> <li>• Creating a community of quality entrepreneurs while helping to improve the living standards of individuals in need through chocolate -based products.</li> </ul> <p><b>Vision:</b></p> <ul style="list-style-type: none"> <li>• Creating an international company that uses chocolate as the main medium.</li> </ul>
<p>DESCRIPTIONS OF PRODUCTS /SERVICES</p>	<p>We sell Chocodap's branded chocolate where the chocolate produced by Chocodap's is premium chocolate made in Malaysia and halal. There are various types of chocolate that we sell and among them are The Classics, Truffle and Yogurt, Mini Bite and others. Chocodaps also provides an opportunity for anyone who wants to become an agent or dropship. Customers only need to place an order online or can contact an authorized agent and dropship.</p> <p>Chocolate as we know, it is loved by many people regardless of age. The chocolate from Chocodap's is different from the others because it tastes not too sweet (acceptable), and will definitely captivate the hearts of all customers.</p>