



اَبُو سَيْتِي تِكْنُوْلُوجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Filem, Teater
dan Animasi

UNIVERSITY TECHNOLOGY OF MARA (UiTM)

FACULTY OF FILM THEATRE AND ANIMATION

ENT530

PRINCIPLES OF ENTREPRENEURSHIP



SOCIAL MEDIA PORTFOLIO: CHOC-LETS O CHUNKY

PROGRAME CODE / NAME:

FF237 / CREATIVE INDUSTRY MANAGEMENT (HONS) FILM PRODUCTION

SEMESTER:

4

LECTURER:

DR. NURHUDA BINTI HAJI NIZAR

STUDENT NAME:

MUHAMMAD REDZA ZIKRY BIN NOR FAZLI

MATRIC NUMBER:

2019630738

ACKNOWLEDGEMENT ✓

In the name of Allah, the most Gracious and the Most Merciful Alhamdulillah, all praises to Allah for the strengths and His blessing in completing this project report. This project report was prepared for subject Principles of Entrepreneurship (ENT530).

I would like to say thank you and express my deep and sincere gratitude to my lecturer, Dr. Nurhuda Binti Haji Nizar, the lecturer of Principles of Entrepreneurship (ENT530) for giving me the opportunity to explore about business in real life, to do this report and providing invaluable guidance throughout this report of social media portfolio. Without her kind direction and proper guidance, this portfolio would have been success perfectly.

Not to be missed, the cooperation and help received from all my friends in need in this project. I am so grateful because of their constant support and help. I was able to finish this project with rainbow colours. Without their cooperation and guidance, this project would not have been possible. Their kind of kindness is inexhaustible and I hope they all succeed in the future.

Last but not least, deepest thanks and appreciation to my parents and classmates that has always support me, made valuable comment and suggestions on my social media portfolio which give me an inspiration to improve the quality of the assignment.



EXECUTIVE SUMMARY



This portfolio social media report is an individual assignment and project where students must create an online business on Facebook page (FB) by creating an official account to market a product. Everyone at UiTM is required to take Principles of Entrepreneurship as part of their studies (ENT530). As a result, I was given the opportunity to learn how to be a successful entrepreneur.

For this project, I've decided to start a business by selling milk chocolate through Choc-Lets My. It offers two types of chocolates which are dark chocolate and white chocolate. They also have different kind of ingredient used to make the chocolate. I'd like to start a chocolate-related business. So, anything I want to do later has to involve chocolate.


Furthermore, I chose to sell this product because I am confident that it will accompany people and serve as a snack while they watch a movie or a football match. This product is partnership business with my friend and also my first business from home because of movement control order (MCO) during Pandemic Covid-19. Choc-Lets My will serve to all customers who love the almond nuts. The market potential for my business is students, kids and adults. This chocolate will offer an adorable price with the potion for customers to purchase.

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1.0 GO-ECOMMERCE REGISTRATION ✓



Muhammad Redza Zikry Bin Nor Fazli

Personal Information

Name	:	Muhammad Redza Zikry Bin Nor Fazli	Phone/Mobile	:		Edit
New Identity Card No.	:		Home Address	:		
Email Address	:		District	:		
City	:		Postcode	:		
State	:		Personal Instagram	:	null	
Personal Facebook	:		Race	:	Malay	
Gender	:	Male	Special Need Required	:	No	
Marital Status	:	Single				

Institution Information

[Add New](#)

UiTM Puncak Perdana - NHN ENT530

Type of Institution	:	IHL	Institution List	:	Universiti Teknologi MARA	
State of Institution	:	Selangor	Name of Institution	:	UiTM Puncak Perdana	
Address of Institution	:	Universiti Teknologi MARA Kampus Puncak Perdana, Jln Pulau Angsa AU10/A, 40150 Shah Alam, Selangor	City	:	Puncak Perdana	
District of Institution	:	Petaling	Postcode	:	40150	
Level of Study	:	Bachelor Degree	Study Status	:	Full time	Edit Delete
Course Name	:	NHN ENT530	Class Name	:	FF2374A	
Subject Name	:	Principles of Entrepreneurship	Year Enrolling the subject	:	2021	
Month Enrolling the Subject	:	5	Lecturer Name	:	NURHUDA BINTI HAJI NIZAR	
Internship Enrollment	:	No	Year Of Internship Enrollment	:		
Month of Internship Enrollment	:		Period of Internship Training	:		
Expected Year To Complete Study	:	2023	Expected Month To Complete Study	:	6	
Related To Study Field	:	Yes				

Figure 1.1 Go-Ecommerce Registration

2.0 INTRODUCTION OF BUSINESS



2.1 Name and Address of Business

Choc-Lets My o chunky is a business name that had decided based on our main product. This product was new and officially establish on Jun 2021 and this chocolate also was homemade product. The combination of these words was inspired by the ingredients means everything must include chocolate. Chocolate and chunky, I express it instead of peanuts and also words “My” is stand for Malaysia and show that this product was produce from local. Our business motto is ”Lets' choc-let’s make your day” which show that our chocolate is worth to buy because it can give your happiness when you eat and make your day cheerful. I choose this motto also because this dessert or chocolate is a friendly food as long as all people can eat and can give a person's mood depending on the sweets that people eat. As for our target market, Choc-Lets My is target for all kids, teenagers and above with range 9 – 50 years old as our chocolate are suitable for the individual that like peanuts.



Figure 1.2 our official product logo and packaging sticker

Name of Business	Choc-Lets My O Chunky
Business Address	No.22 Jalan Pegaga u12/12 Desa alam Seksyen u12 40170 Shah Alam Selangor
Corresponding Address	jusheartp@gmail.com
Telephone Number	
WhatsApp Link	https://linktr.ee/chocLetsMY
Shopee Link	https://shopee.com.my/choclets_my/3494464258?smtt=0.0.9
Form of Business	Partnership Business
Main Activities	Retail sale of food product

Table 1.1 Choc-Lets My Business Information



2.2 Organization Chart



Choc-Lets My O Chunky is a partnership business form. This is because our business is only a start-up business, only operate small business and our business also is homemade product. Therefore, our organizational chart only consists of the founder of Choc-lets My and one agent.

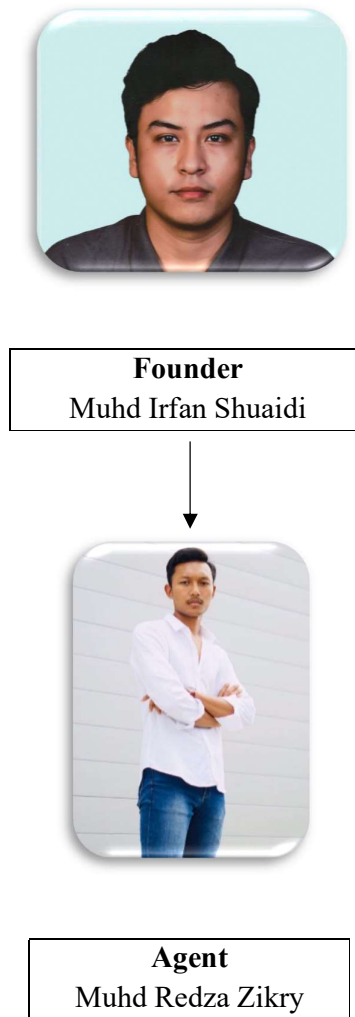


Figure 1.3 Choc-Lets My Organizational Chart

2.3 Mission and Vision



We believe that every business should have its own mission and vision statement in order to run the business in accordance with the goals that must be met. As a result, we created a mission and vision for our company so that we know what we want to accomplish in the short and long term.

Mission

- To make these Choc-Lets among the local products well known in Shah Alam
- To provide customers with excellent customer service.
- To become the best milk chocolate and snacks in Shah Alam.
- To become the first choice of snacks among customers.

Vision

- After developing, I want to globalize my product.
- To make Choc-Lets My O Chunky as a familiar branding at the top instant other chocolates in Malaysia with almond nuts.

2.4 Description and Product Services ✓

Choc-Lets My O Chunky is a business that provides our customers with two flavours of premium milk chocolate at an affordable price and a luxurious taste from homemade milk chocolate. We are selling this milk chocolate with almond nuts because we believe our product is marketable among children, teenagers, and peanut lovers.

As we are selling milk chocolate with almond nuts, this is a new business that we started in June 2021 during a movement control order (MCO) because we know that many people stay at home and we decided to make a snack that they could eat while watching a movie or other entertainment. Our products are also suitable to be used as gifts besides to making it as our snack.

As for the services, milk chocolate with almond nuts by Choc-Lets My offer delivery service for customers that are stay in Shah Alam area. Furthermore, we provide a postage service to customers who living in areas other than Shah Alam. Next, the price of delivery charge is depending on the distance. Not only that, our product is also environmentally friendly products and customers can enjoy it without worrying their health because we do not use any preservatives and do not use substances that can be harmful to health.

2.5 Price List



Product	Name and Price (RM)
	<p>DARK CHOCOLATE (Milk chocolate with almond nuts)</p> <p>RM 9.50 per pax</p>
	<p>WHITE CHOCOLATE (Milk chocolate with almond nuts)</p> <p>RM 11.00 per pax</p>

Table 1.2 Choc-Lets My Price List

3.0 FACEBOOK PAGE (FB)



We created a Facebook page for our business as we were just getting started. This goal is to promote our local products and services among Facebook users, particularly those in our business area, in order to raise awareness of our homemade premium milk chocolate business.

Not only that, but we know that people nowadays are more interested in the internet and social media, where they can easily search for and find information. As a result, creating a Facebook page is one of the best ways to connect our business with our customers via an online platform. We had created Facebook posts such as video teaser, soft sell, and hard sell with the related business on Choc-Lets My Facebook page.

3.1 Facebook Page

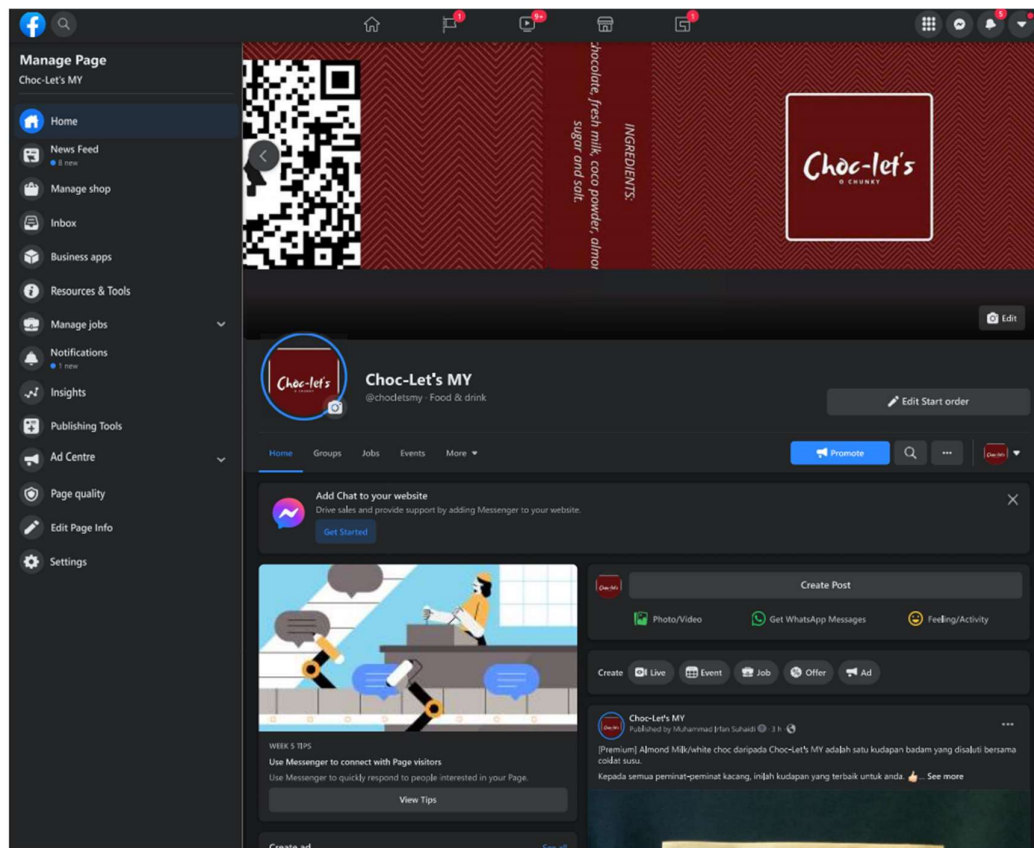
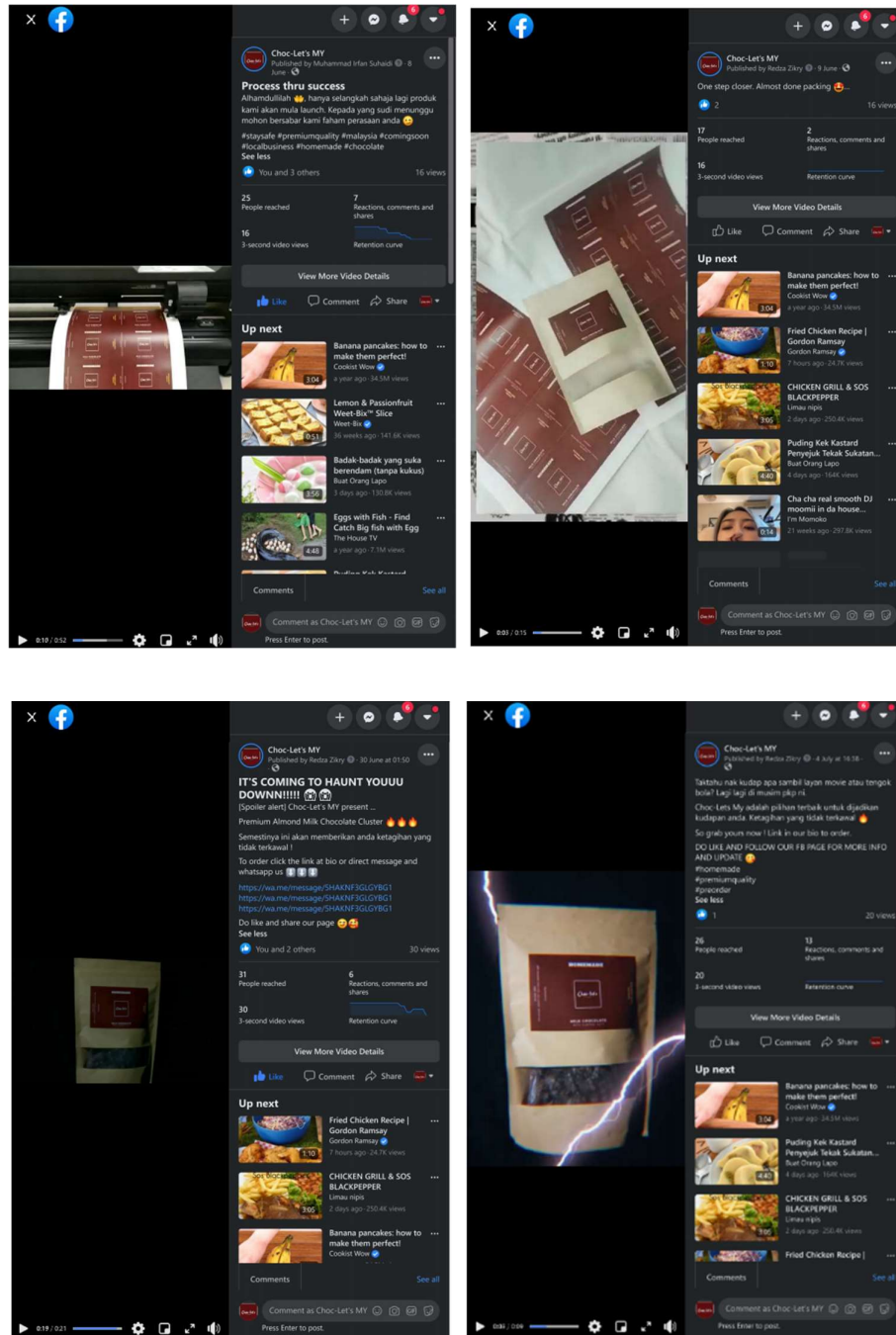


Figure 1.4 Choc-Lets My O Chunky Official Facebook Page

3.2 Custom URL Facebook Page

Facebook Page URL: <https://www.facebook.com/chocletsmy/>

3.3 Facebook Page Post (Video Teaser)



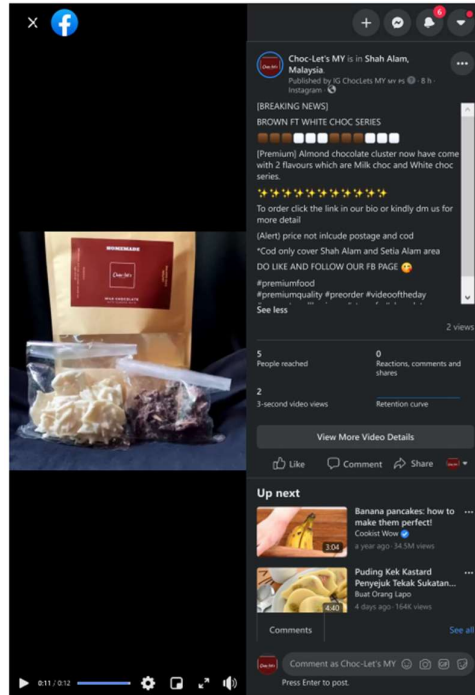


Figure 1.5 Choc-Lets My Video Teaser Posts



3.4 Facebook Copywriting – Hard Sell



HARGA BERMULA DARI RM9.50 Sahaja


*tidak termasuk COD atau delivery dan postage.

COD hanya di sekitar Selangor dan Kuala Lumpur sahaja 😊

CEPAT SEMASA STOCK MASIH ADA

Boleh juga didapati di link dibawah
👇👇👇👇👇👇👇👇👇👇👇👇👇👇👇👇

<https://linktr.ee/chocLetsMY>



Choc-Let's MY
Posted by Muhammad Irfan Suhaidi
21 Jun · 🌐

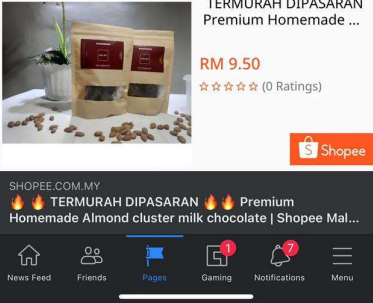
🔥 TERMURAH DIPASARAN 🔥

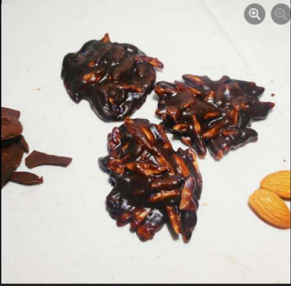
Premium Homemade Almond cluster milk chocolate for RM9.50. Get it on Shopee now!

https://shopee.com.my/choclets_my_hq/10813022649?smmt=0.0.9

GET IT NOW!!!

Website link 👇👇👇👇👇
<https://linktr.ee/chocLetsMY>





Choc-Let's MY
Published by Nadia Zary · 1 July at 11:29 · Instagram · 🌐

Spoiler Choc-Let's MY leaked...

Kini Choc-Let's MY bereslagh baharu. Coklat yang diperuhi dengan kacang badam 🍫

[Premium] Almond milk chocolate cluster by Choc-Let's MY

Very recommended during netflix time 🍿

Price RM 9.50 only

[Attention!] without postage and cool fee.

*Cod only in area Shah Alam and Setia Alam

ORDER AND GET IT NOW 🚚🚚🚚🚚🚚🚚🚚🚚🚚🚚🚚🚚🚚🚚🚚🚚


Link in our bio also dm and whatsapp us for more detail.

<https://wa.me/message/5HAKNFW5GUG7B51>

https://www.instagram.com/choclets_my/

Comment as Choc-Let's MY

Press Enter to post.



Choc-Let's MY
Published by Muhammad Irfan Suhaidi · 1 d · Instagram · 🌐

ROCKY WEDNESDAY EVERYONE

GREETING to all peanut and chocolate lovers here some good news for you 🍫🍫

[Premium] Homemade almond milk chocolate cluster

Price:

Rm 9.50 for milk chocolate

Rm 11.00 for white chocolate (new)

Exclude postage and cool

*Cod only for Shah Alam and Setia Alam area

🚚🚚🚚🚚🚚🚚🚚🚚🚚🚚🚚🚚🚚🚚🚚🚚

To order click the link now

Comment as Choc-Let's MY

Press Enter to post.

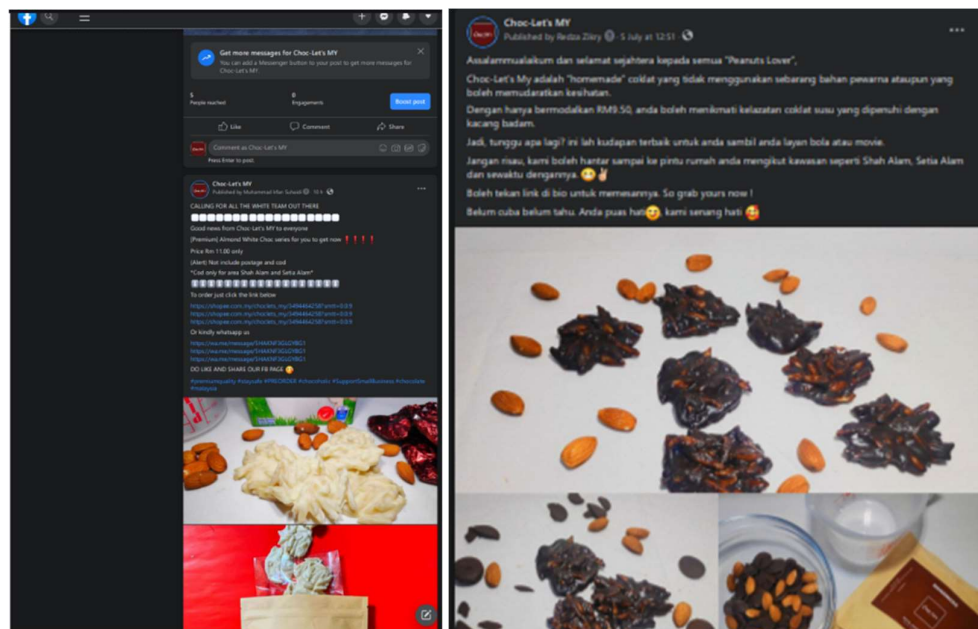
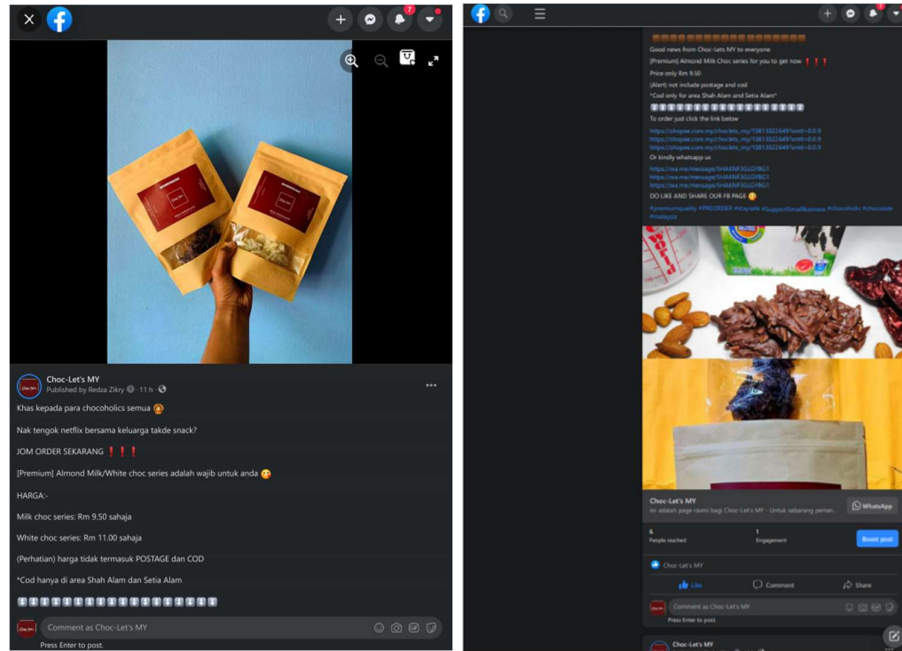
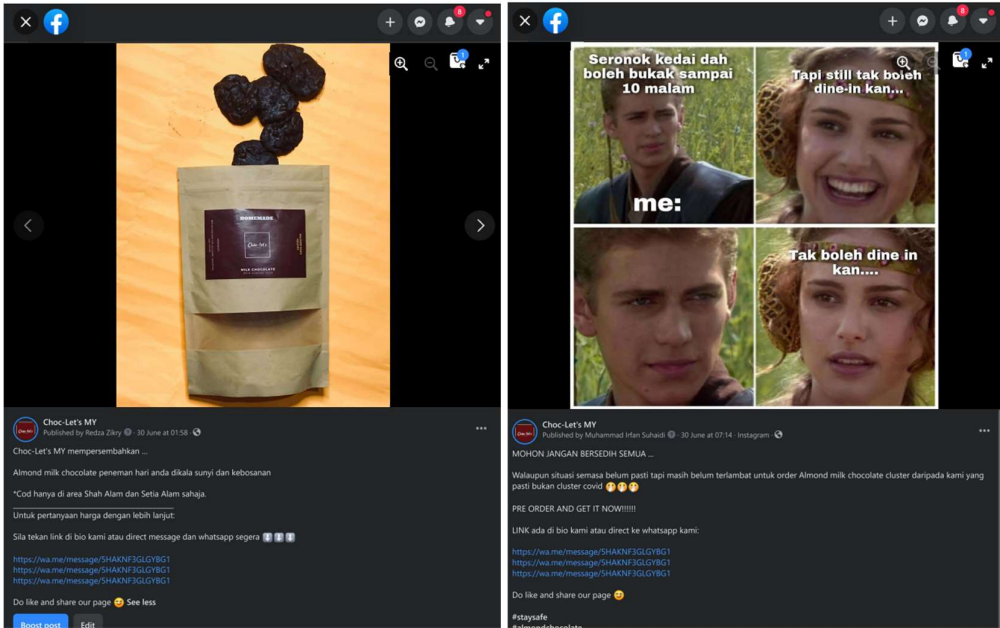
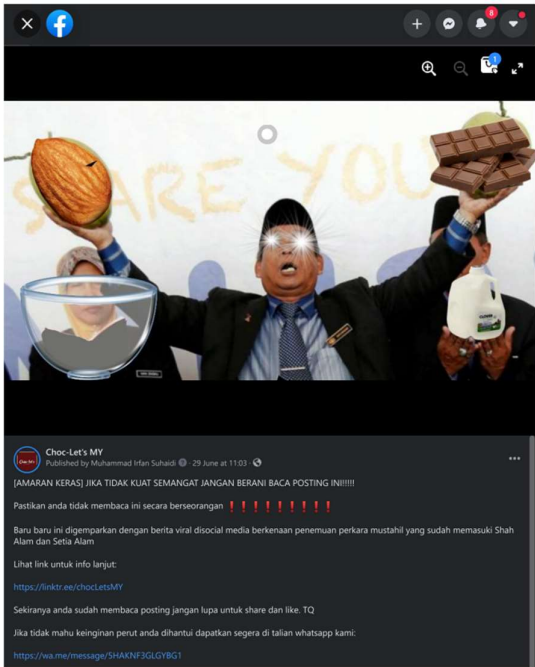


Figure 1.6 Choc-Lets My Hard Sell Posts





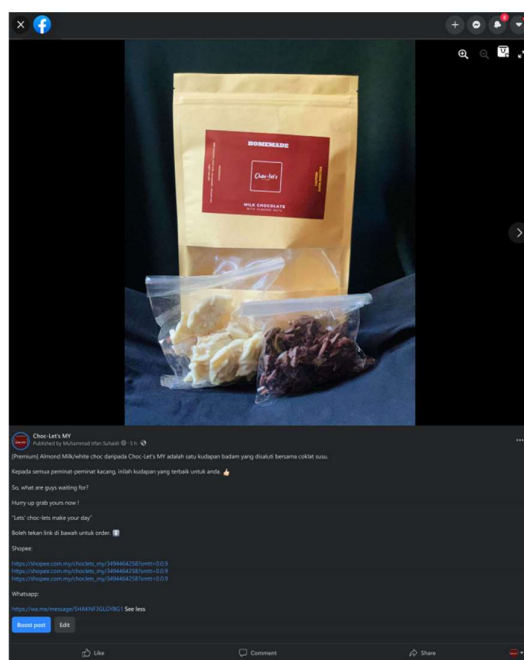
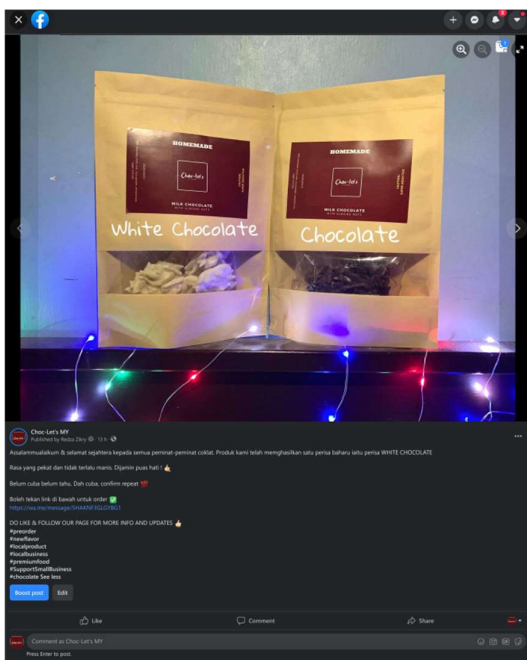
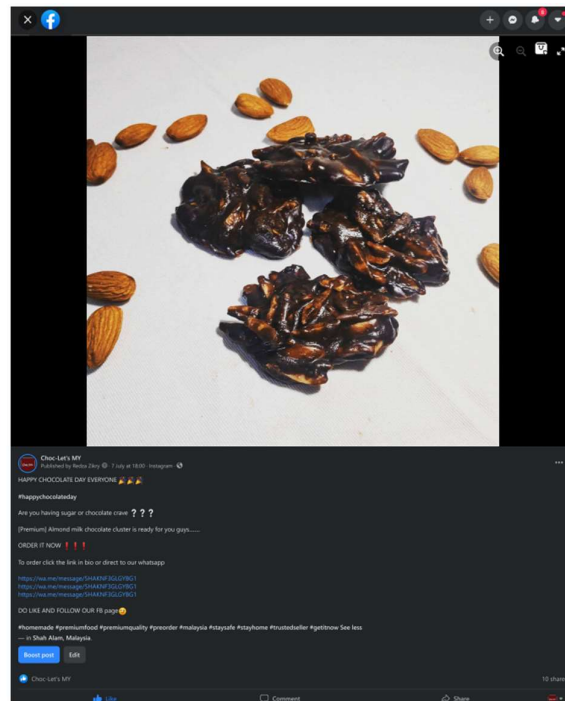
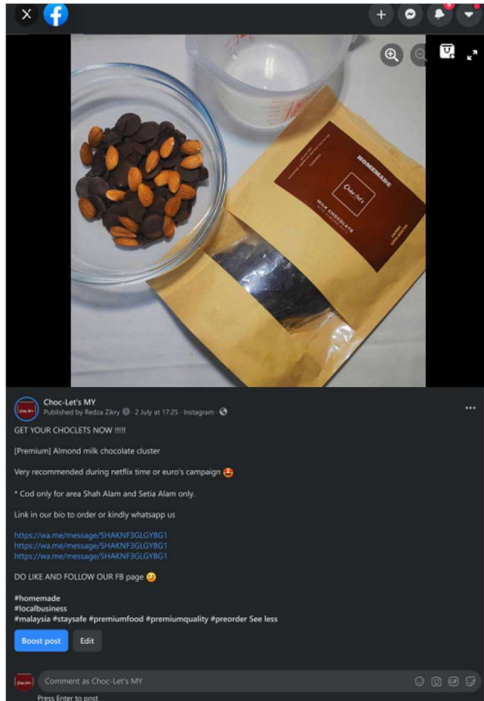
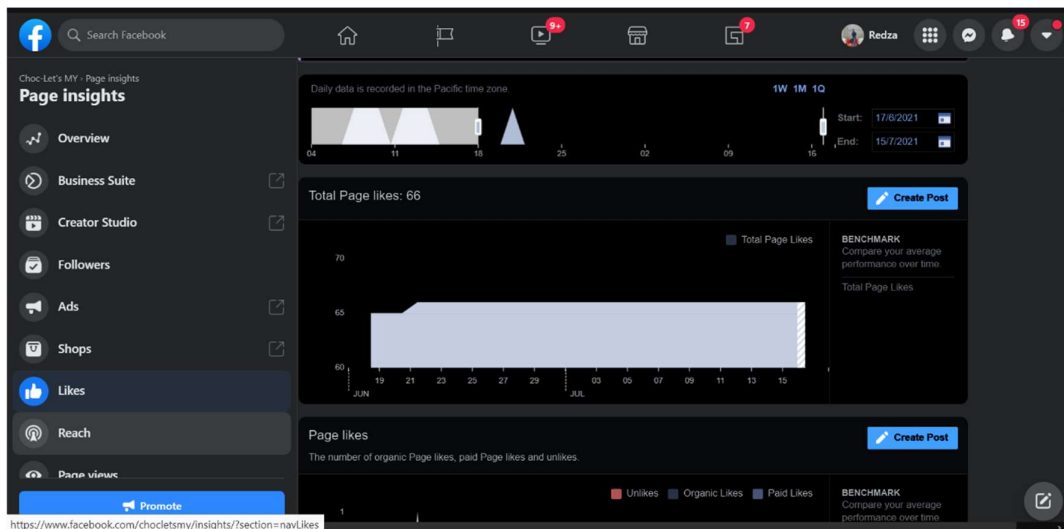
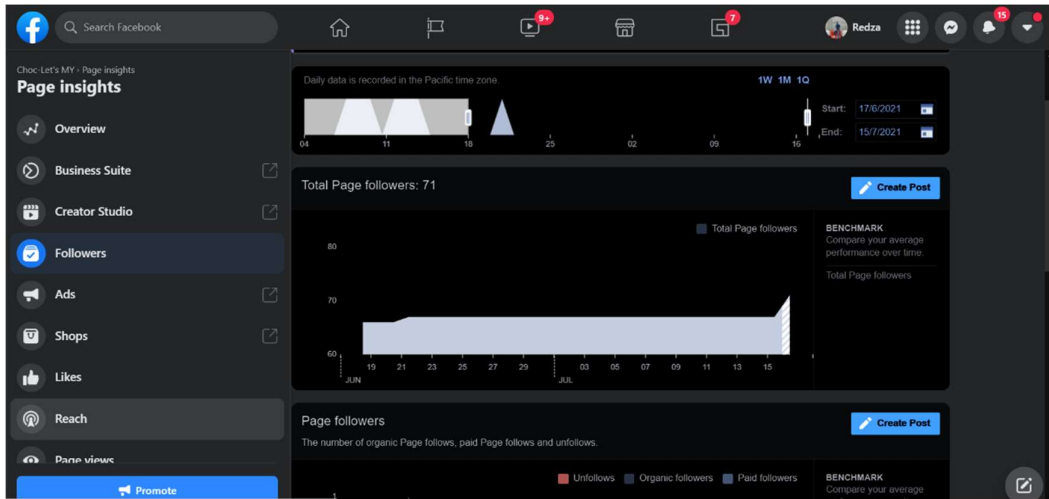


Figure 1.7 Choc-Lets My Soft Sell Posts ✓

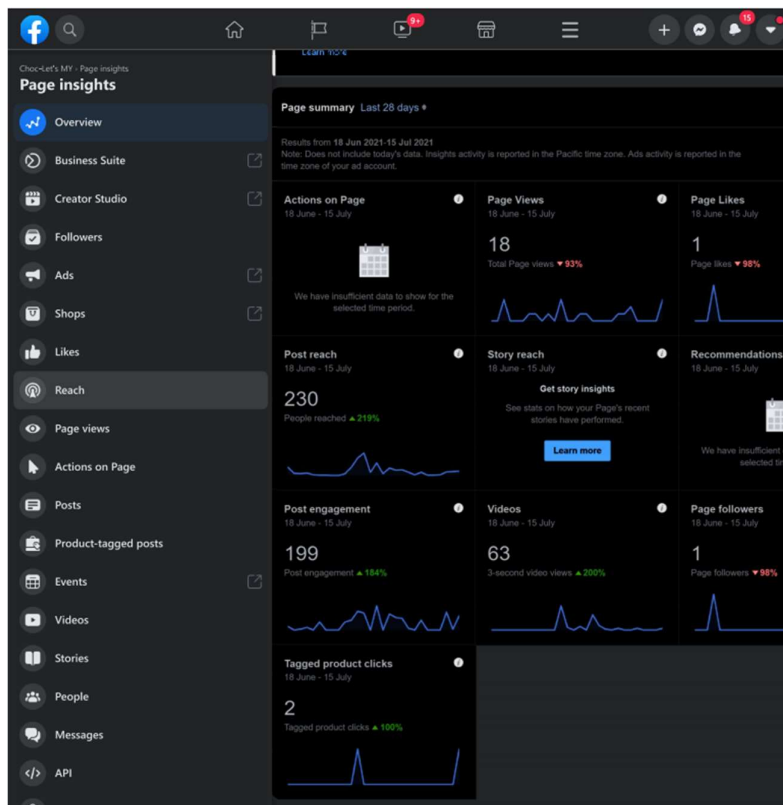
3.6 Graphics ✓

Milk chocolate with almond nuts by Choc-lets My Facebook page currently has 22 posts in total, with more being added all the time. In June, there were 8 video teasers, hard sells, and soft sells. In July, there are 14 video teaser, hard sell, and soft sell posts in total. Figure 1.8 depicts Choc-Lets' My milk chocolate with almond nuts page of publishing tools in function to view our latest and previous posts as well as easily calculating the frequency of our posts.





<https://www.facebook.com/chocletsmys/insights/?section=navLikes>



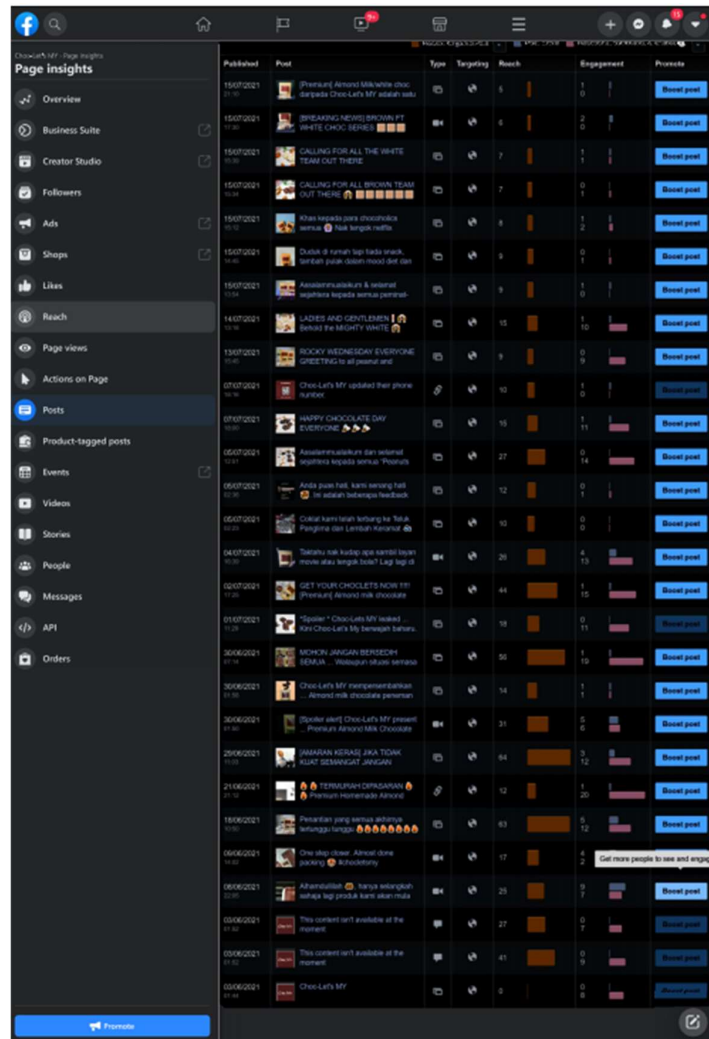


Figure 1.8 Graphic posting from Choc-Lets My

4.0 CONCLUSION

In a nutshell, Choc-Lets My is a company that sells two flavours of milk chocolate with almond nuts not only in person but also online through the Choc-Lets My Facebook page. We can conclude that by conducting our business through a Facebook page, we are able to promote and market our products and services while also raising awareness of our existing business brand among Facebook users, particularly those in our business area. We can also post the most recent updates and information about our business activity on this type of platform.

Furthermore, it provides benefits not only to our business but also to ourselves, as we are able to follow and stay current with business trends by not only using Facebook, but also other available platforms where we can improve our knowledge and skills in IT. Then, instead of becoming an outmoded businessman, it will develop us by keeping up with current developments in our country. In addition, by using this Facebook page, we can inform people about what we are selling during movement control orders (MCO) due to pandemic Covid-19.

Last but not least, as a start-up business with a Facebook page, we were able to achieve some of our goals with success and will continue to do so in the future by expanding and conducting our business through other available social media and improving our marketing strategy. ✓

5.0 APPENDICES

Here are some pictures and evidence of our customers purchases and feedbacks.

