



اَوْنُوْ سَيِّتِي تِيكُوْ لُوْ كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA



SOCIAL MEDIA REPORT

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

FACULTY : AC- FACULTY OF ACCOUNTANCY
PROGRAMME : AC220 - BACHELOR OF ACCOUNTANCY (HONOURS)
SEMESTER : 4
GROUP : AC220B4A
GROUP MEMBERS : 1. NURUL FATIHAH BINTI SUHAIRI (2020489966)
2. NURJIHA FARZANA BINTI MOHMAD NOH(2020834522)
LECTURER : MISS NUR NAJJAH BINTI ABD RAHIM

TOTAL MARKS = 88%

ACKNOWLEDGEMENT

First and foremost, in the name of Allah, the Most Gracious and Most Merciful, Alhamdulillah for the strength and chance in completing this social media report. We managed to complete our social media portfolio report successfully by His guidance and blessings

A big appreciation to our lecturer, Miss Nur Najjah for the valuable guidance and advice. She inspired us greatly to work on this social media report. We also would like to thank her for showing us some examples and guidelines related to the social media report.

Besides, we would like to sincerely thank my classmates who helped us throughout this assignment. We really appreciate their kindness and moral support during Online Distance Learning (ODL). Last but not least, our deepest gratitude goes to our parents and siblings for their endless prayers and encouragement.

Lastly, we would also like to thank everyone who had involved and contributed directly or indirectly to our assignment as they have shown their effort and initiative until we are able to complete this social media portfolio report successfully.

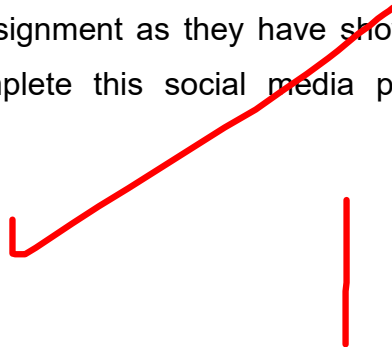


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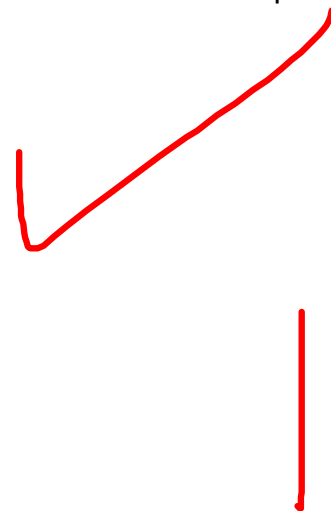
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EXECUTIVE SUMMARY

Chocodaps is an online selling business of chocolate in Malaysia. It already operated for five years since the business started in 2015. Every single order is created through the Chocodaps website by their agent. The goal of this operation is to be one of the best local manufacturers of chocolate that has the same level as an international company. The name of Chocodaps represents that their chocolate tastes very different and delicious compared to other competitors.

The company uses agents and dropship in order to distribute its products to the consumer. Chocodaps has more than 3, 000 agents in Malaysia. Increasing demand for chocolate leads to an increment in sales in this company. This company has various types of products which are Classic Edition, Yogurt Edition, Truffle Edition, chocodaps cookies and also mini bites edition. They also offer an affordable price to the consumer. Customers can buy based on their preferences. The company almost sold 2000tan of chocolate in five years of operating through its agents.


As a dropship of an agent, the Facebook page is the best platform to create awareness and introduce and market the product to potential customers on Facebook. Teaser, hard-sell copywriting, and soft-sell copywriting are used to accomplish all the requirements in order to increase the sales of Chocodaps.



1.0 BUSINESS REGISTRATION

1.1 Go-Ecommerce registration

Partner 1: NURJIHA FARZANA BINTI MOHMAD NOH


NURJIHA FARZANA BINTI MOHMAD NOH

Personal Information Edit

Name	: NURJIHA FARZANA BINTI MOHMAD NOH	Phone/Mobile	:		Edit
		Home Address	:		
New Identity Card No.	:	District	:		
Email Address	:	Postcode	:		
		Personal Instagram	:		
City	:	Race	:	Malay	
State	:	Special Need Required	:	No	
Personal Facebook	:				
Gender	:	Female			
Marital Status	:	Single			


Institution Information Add New

UiTM Puncak Alam - ENT530 : PRINCIPLES OF ENTREPRENEURSHIP (AC220B4A) - MAC 2022

Type of Institution	: IHL	Institution List	:	Universiti Teknologi MARA	
State of Institution	: Selangor	Name of Institution	:	UiTM Puncak Alam	
Address of Institution	: Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, .	City	:	Puncak Alam	
		Postcode	:	42300	
District of Institution	: Kuala Selangor	Study Status	:	Full time	Edit
Level of Study	: Bachelor Degree	Class Name	:	ENT530 AC220B4A	Delete
Course Name	: ENT530 : PRINCIPLES OF ENTREPRENEURSHIP (AC220B4A) - MAC 2022	Year Enrolling the subject	:	2022	
Subject Name	: ENT530 - PRINCIPLES OF ENTREPRENEURSHIP	Lecturer Name	:	Nur Najjah binti Abd Rahim	
		Year Of Internship Enrollment	:		
Month Enrolling the Subject	: 3	Period of Internship Training	:		
Internship Enrollment	: No	Expected Month To Complete Study	:	10	
Month of Internship Enrollment	:				
Expected Year To Complete Study	: 2024				
Related To Study Field	: Yes				

Partner 2 : NURUL FATIHAH BINTI SUHAIRI

PERSONAL PROFILE
BUSINESS PROFILE



**NURUL FATIHAH
BINTI SUHAIRI**

Personal Information

Name	: NURUL FATIHAH BINTI SUHAIRI	Phone/Mobile	: <input type="text"/>	<input type="button" value="Edit"/>
		Home Address	: <input type="text"/>	
		District	: <input type="text"/>	
New Identity Card No.	: <input type="text"/>	Postcode	: <input type="text"/>	
Email Address	: <input type="text"/>	Personal Instagram	: <input type="text"/>	
City	: <input type="text"/>	Race	: Malay	
State	: <input type="text"/>	Special Need Required	: No	
Personal Facebook	: <input type="text"/>			
Gender	: Female			
Marital Status	: Single			

Institution Information


UITM Puncak Alam - ENT530 : PRINCIPLES OF ENTREPRENEURSHIP (AC220B4A) - MAC 2022

Type of Institution	: IHL	Institution List	: Universiti Teknologi MARA	
State of Institution	: Selangor	Name of Institution	: UiTM Puncak Alam	
Address of Institution	: Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, .	City	: Puncak Alam	
		Postcode	: 42300	
District of Institution	: Kuala Selangor			
Level of Study	: Bachelor Degree	Study Status	: Full time	<input type="button" value="Edit"/> <input type="button" value="Delete"/>
Course Name	: ENT530 : PRINCIPLES OF ENTREPRENEURSHIP (AC220B4A) - MAC 2022	Class Name	: AC220B4A	
		Year Enrolling the subject	: 2022	
Subject Name	: ENT530 - PRINCIPLES OF ENTREPRENEURSHIP	Lecturer Name	: Nur Najjah binti Abd Rahim	
		Year Of Internship Enrollment	: <input type="text"/>	
		Period of Internship	: <input type="text"/>	

https://app.go-ecommerce.my/profile 1/2

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eUsahawan App Training

	URSHIP		
Month	: 3	Expected	: 8
Enrolling the Subject	: <input type="text"/>	Month To Complete Study	: <input type="text"/>
Internship Enrollment	: No		
Month of Internship Enrollment	: <input type="text"/>		
Expected Year To Complete Study	: 2024		
Related To Study Field	: Yes		



2

1.2 MyEnt Certificate

Partner 1: NURJIHA FARZANA BINTI MOHMAD NOH

	UNIVERSITI TEKNOLOGI MARA	Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)
MASMED YOUNG ENTREPRENEUR (MyENT)		
SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM		
No. Pelajar	:	2020834522
Nama	:	NURJIHA FARZANA BINTI MOHMAD NOH
Program Pengajian	:	SARJANA MUDA PERAKAUNAN (KEPUJIAN)
Fakulti	:	Faculty of Accountancy
Kampus	:	Selangor
MAKLUMAT PERNIAGAAN		
Mod Perniagaan	:	Online
Bidang Perniagaan yg diceburi	:	Makanan
Tempoh Berniaga	:	
No. Pendaftaran Perniagaan	:	
URL Perniagaan	:	https://www.facebook.com/ChocodapsDuo/
Alamat Premis Perniagaan	:	
Tarikh Mendaftar	:	05 May 2022
Tarikh Kemaskini	:	14 Jun 2022
Tarikh Cetak	:	14 Jun 2022
<p>Sijil Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dijalankan oleh pelajar semasa tempoh pengajian di UITM. Sijil ini secara tidak langsung akan terbatal apabila penama menamatkan pengajian atau tidak lagi aktif dalam sistem universiti.</p> <p>Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED) juga berhak membatalkan sijil ini tanpa sebarang notis. Penggunaan sijil ini hanya diterima untuk kegunaan urusan dalaman UITM sahaja. Urusan dan aktiviti perniagaan yang dijalankan oleh penama adalah risiko dan tanggungjawab sendiri tanpa melibatkan kepentingan dan nama Universiti.</p>		
SALINAN PENDAFTARAN INI DIPERAKUI OLEH		
PENOLONG NAIB CANSOLOR KEUSAHAWANAN UITM		
Malaysian Academy of SME & Entrepreneurship Development (MASMED)		

Partner 2 : NURUL FATIHAH BINTI SUHAIRI

 UNIVERSITI
TEKNOLOGI
MARA | Akademi
Pembangunan PKS dan
Keusahawanan Malaysia
(MASMED)

**MASMED YOUNG ENTREPRENEUR
(MyENT)**

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar : 2020489966
Nama : Nurul Fatimah Binti Suhairi

Program Pengajian : SARJANA MUDA PERAKAUNAN (KEPUJIAN)
Fakulti : Faculty of Accountancy
Kampus : Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Online
Bidang Perniagaan yg
diceburi : Makanan
Tempoh Berniaga :
No. Pendaftaran Perniagaan :
URL Perniagaan : <https://www.facebook.com/ChocodapsDuo/>
Alamat Premis Perniagaan : No. 8B, Blok G, Taman Bakti, 68000 Ampang, Selangor
Tarikh Mendaftar : 10 May 2022
Tarikh Kemaskini : 14 Jun 2022
Tarikh Cetak : 14 Jun 2022

Sijil Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dijalankan oleh pelajar semasa tempoh pengajian di UiTM. Sijil ini secara tidak langsung akan terbatal apabila penama menamatkan pengajian atau tidak lagi aktif dalam sistem universiti.

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**SALINAN PENDAFTARAN INI DIPERAKUI OLEH
PENOLONG NAIB CANSOLOR KEUSAHAWANAN UITM**

Malaysian Academy of SME & Entrepreneurship Development (MASMED)

5

1.3 SSM Registration



BORANG D (KAEDAH 13)



**PERAKUAN PENDAFTARAN
AKTA PENDAFTARAN PERNIAGAAN 1956**

Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama

**CHOCODAPS DUO ENTERPRISE
NO. PENDAFTARAN: 202203139511 (003404266-H)**

telah didaftarkan dari hari ini sehingga **2 JUN 2023** di bawah Akta Pendaftaran
Perniagaan 1956, beralamat di

Bil. Cawangan: TIADA

Bertarikh di **SISTEM EZBIZ** pada **9 JUN 2022**.

DATUK NOR AZIMAH ABDUL AZIZ
Pendaftar Perniagaan
Semenanjung Malaysia

UserID: EZBIZ Date: Thu Jun 09 10:59:36 MYT 2022

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2.0 INTRODUCTION OF BUSINESS

2.1 Name and address of business



The name of Chocodaps is a combination of 'Coklat' and 'Sedap'. The purpose of the company using this name is to differentiate the brand of Chocodaps from the other local brands. This name also indicates that the taste of chocolate from this brand is premium and extraordinary. This company is established in 2015, now it is already 5 years in the industry. One of the company's mottos is selling a local product of chocolate with an international level of taste. Next, it also creates a lot of work opportunities for local people. In addition, Chocodaps' products are also distributed through agents around Malaysia. Chocodaps has more than 3, 000 agents which covered Semenanjung Malaysia, Sabah and Sarawak.



The Chocodaps HQ is located at B4-G, 10, Jalan Permai 3, Desa Lembah Permai, Kampung Lembah Jaya Utara, 68000 Ampang Jaya, Selangor. Customers or agents can walk-in starting from 10.00 a.m until 5.00 p.m. Agents also can purchase the stock through a website which is much easier to deal with and handle. The transaction can be settled within a few minutes. Customers can get or buy chocolates through the authorized agents on the Chocodaps website. Their hotline is [1-700-81-6343](tel:1-700-81-6343). Everyone can reach their office number for any details and information .

2.2 Organizational chart

Chocodaps is a company form were owned by Mr. Farhan Zainuddin and his wife, Mrs. May Sarah. They distribute their products through agents and drop ship to reach the customer.



Agent
Baharuddin bin Bachok



Dropship
Nurul Fatimah binti Suhairi



Dropship
Nurjiha Farzana binti Mohamad Noh

2.3 Mission/ Vision

Every company or business has its own mission and vision in order to run the business according to the goals of the organization. Therefore, Chocodaps also has a mission and vision for the organization in order to know what to achieve in the long and short-term goals.

Mission


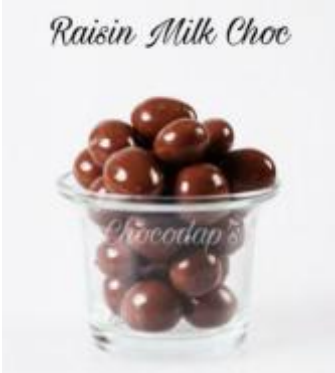
- Offer a variety of high-quality chocolates by providing an easy platform for agents so that they can be distributed to the potential buyer.
- Provide an effective training system for agents by providing effective marketing strategies.
- Optimize the use and advantages of chocolate to generate lucrative returns.
- Creating a community of quality entrepreneurs while improving the standard of living of individuals by selling chocolate-based products.

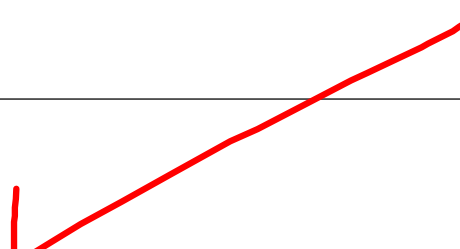
Vision




Creating a company that has the same level as an international company that uses chocolate as the main medium. The goal is driven by applying an effective company strategy that applicable to the world.

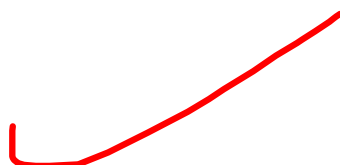
2.4 Description of products

Chocodaps is a business that offers a variety of chocolate as it is chocolate-based products. All chocolate produced by this company has a premium and extraordinary taste. Here is a list of the products and the description:

Products	Description
Chocodaps Classic	
<p>Almond Milk Chocolate</p> 	<ul style="list-style-type: none">• The smooth taste of chocolate that easily melted in the mouth.• It contains one big almond inside one piece of chocolate.• 50% of cocoa and 50% of milk.• Everyone's favorite.
<p>Raisin Milk Chocolate</p> 	<ul style="list-style-type: none">• Combination of high-quality chocolate with the best raisin in the town.• The combination results in extraordinary taste.• Great choice for children.• 50% of cocoa and 50% of milk.



<p>Almond Sesame Chocolate</p> 	<ul style="list-style-type: none"> ● Yummy milk chocolate with a great combination of black and white sesame. ● Everybody's choices. ● 10% of cocoa and 90% of milk.
<p>Hazelnut Dark Chocolate</p> 	<ul style="list-style-type: none"> ● Premium dark chocolate with high-quality cocoa. ● Mixed taste – bitter & sweet. ● 100% of cocoa.
<p>Meteor Chocolate</p> 	<ul style="list-style-type: none"> ● Meteor Chocolate with the greatest taste. ● It is layered with some scrumptious sugar. ● Children's favorite. ● 60% of cocoa and 40% of milk.



Chocodaps Yogurt

Mango



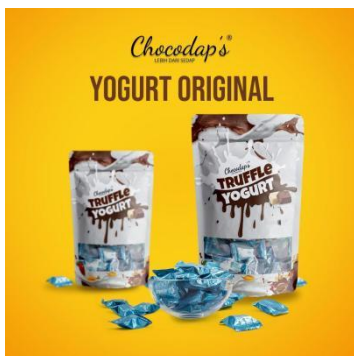
- White chocolate mixed with yogurt and mango.
- It creates a new unique flavor.
- Mixed taste - sweet & sour.

Strawberry

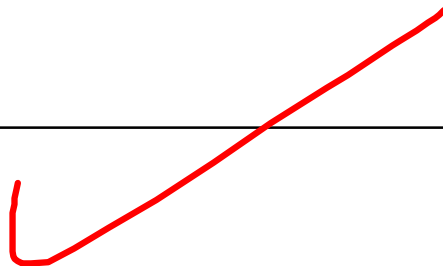


- White chocolate mixed with yogurt and strawberry.
- It creates a new unique flavor.
- Mixed taste - sweet & sour.

Original



- Original flavor of yogurt.
- It creates a new unique flavor.
- Mixed taste - sweet & sour.



Chocodaps Truffle

Hazelnut



- Mixing of premium chocolate and hazelnut.
- Specially designated for hazelnut lovers.

Choco flakes

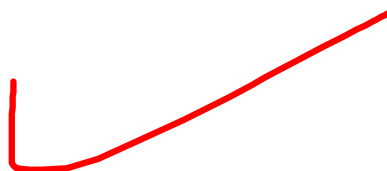


- High quality of chocolate that mixed with crunchy cornflakes.
- Each bite will taste awesome and great.

Mango Truffle



- Pure chocolate mixed with high-quality mango.
- Each bite will bring joy to the world.
- Sweet & sour



Chocodaps Cookies

Double Choc



- Chocolate melts while eating.
- Have a good smell of premium butter.
- The crunchiness is engrossing and comes with the bittersweet taste of chocolate chips on top.

Lava Choc

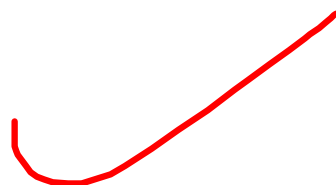



- The taste of chocolate is not too sweet and not too bitter.
- The crunchiness of the almond flakes in it adds to the deliciousness

Oreo Choc



- Has a pure oreo flavor
- Sprinkle oreo on it adds a combination of sweet and bitter to this cookies.






Mini Bite	
 <p>Chocodaps MINI BITE www.chocodaps.com</p>	<ul style="list-style-type: none"> • Chocolate melts while eating. • Do not have any types of nuts. • In square shape, small and easy to eat. • Pocket-sized for the convenience • Contain soya, cocoa butter and full cream milk powder.

2.5 Price list

Chocodaps sells their products in grams so that they will be easier to pack and charge each product according to the gram. Meanwhile, for cookies will be sold in packs.

Products	Weight (g)/pack	RM
<p>Chocodaps Classic</p>  <p>Chocodaps CLASSIC CHOCOLATE 100g / PACK RM11 SM RM16 SS \$8 SGN & BDN</p> <p>RAISIN MILK ALMOND MILK HAZELNUT DARK ALMOND SESAME</p>	100	11
<p>Chocodaps Yogurt</p>  <p>Chocodaps YOGURT & TRUFFLE MIX 100g / PACK RM 13 SM RM 16 SS \$10 SGN & BDN</p> <p>TRUFFLE CHOCOLATE YOGURT HAZELNUT MANGO STRAWBERRY ORIGINAL MANGO</p>	100 60	13 8

<p>Chocodaps Truffle</p> 	<p>100 60</p>	<p>13 8</p>
<p>Chocodaps Cookies</p> 	<p>1 pack</p>	<p>35</p>
<p>Chocodaps Mini Bite</p> 	<p>60g 220g 500g</p>	<p>8 29 47</p>

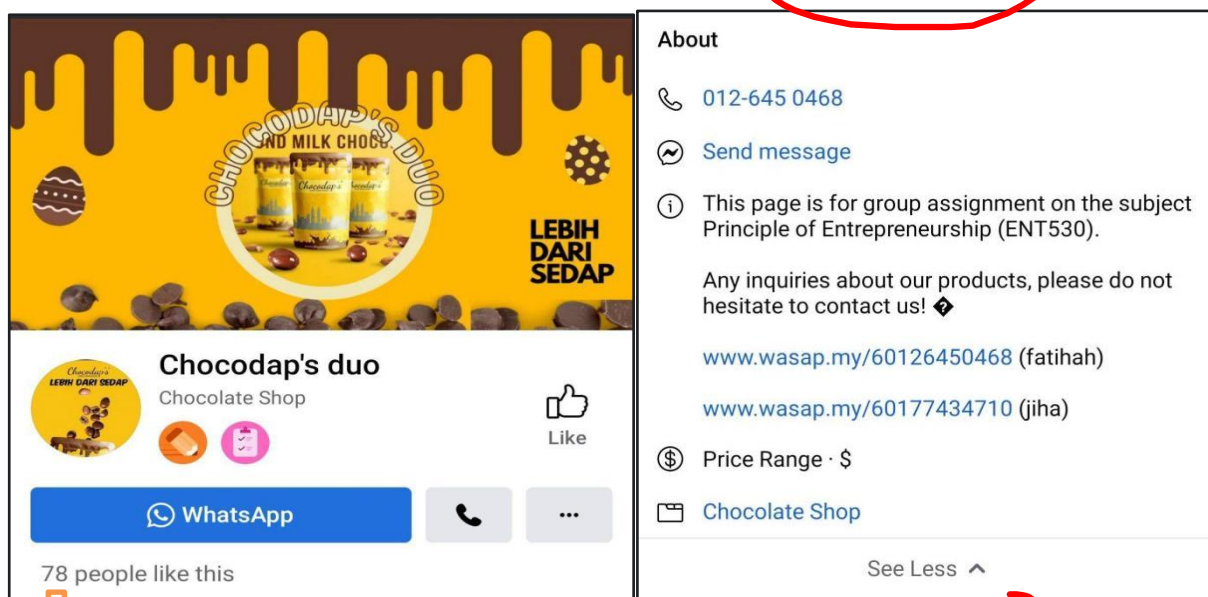
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3.0 FACEBOOK (FB)

As an agent of Chocodaps, we decided to come up with a Facebook (FB) Page. This page is used to promote the products of Chocodaps among Facebook users, especially to those who are interested in chocolate or it is called 'Chocoholics'. Facebook page also can help to create awareness of this local product made by Malaysians with premium and extraordinary taste.

Next, we also noticed that people nowadays are interested in online shopping where they can easily find the products. This can also be a good platform to connect our business with the consumer of Chocodaps. On the Chocodaps Duo Facebook page, as an agent, we created a lot of useful posts such as teasers, soft sells, and hard sells that related to promoting Chocodaps.

3.1 Creating Facebook page



Number of likers

likes = 03

3.2 Customizing URL Facebook (FB) Page

Chocodap's Duo username is @ChocodapsDuo and the customized URL is <https://www.facebook.com/ChocodapsDuo/>

3

3.3 Facebook (FB) post – Teaser

Teaser post is an advertising tool designed to arouse interest or curiosity, especially in something to follow.

Teaser 1



Teaser 2



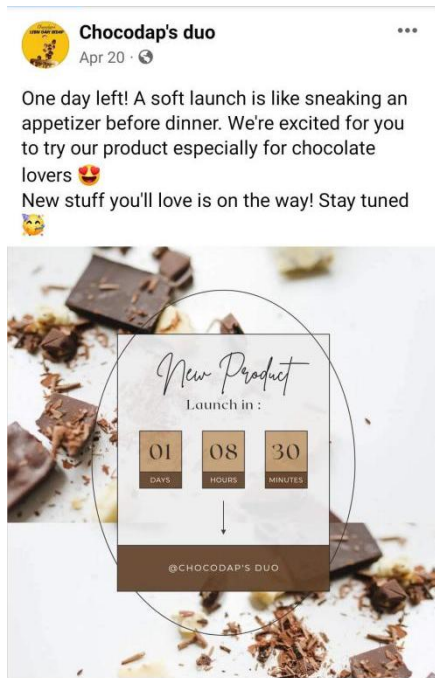
Teaser 3



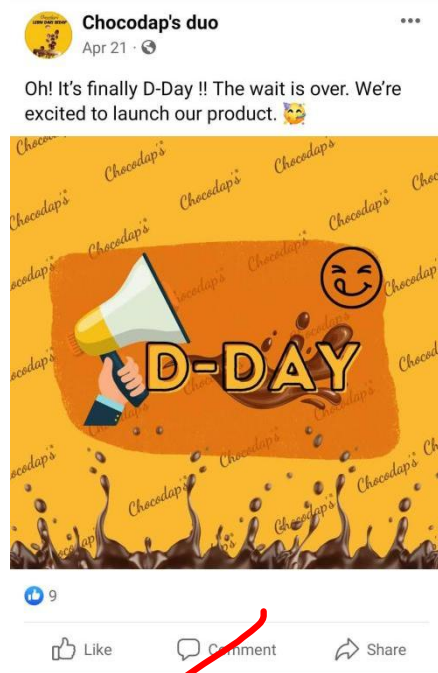
Teaser 4



Teaser 5



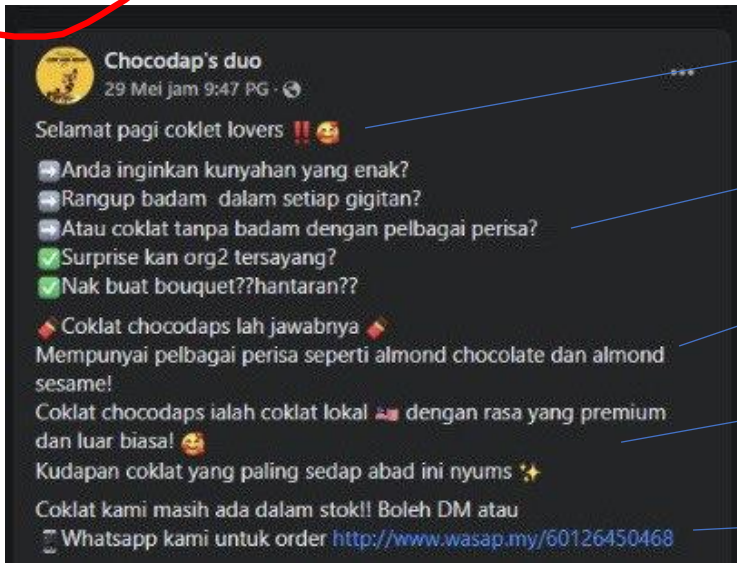
Teaser 6



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4

3.4 Facebook (FB) post- Copywriting (Hard Sell)

Hard Sell 1



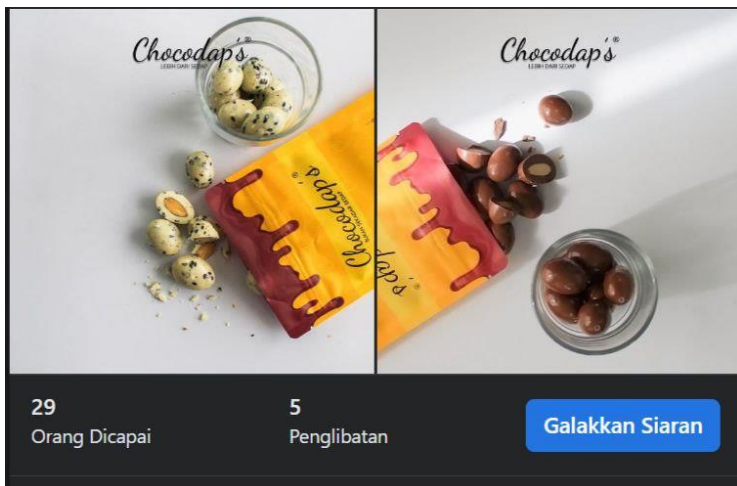
Attention

Interest

Desire

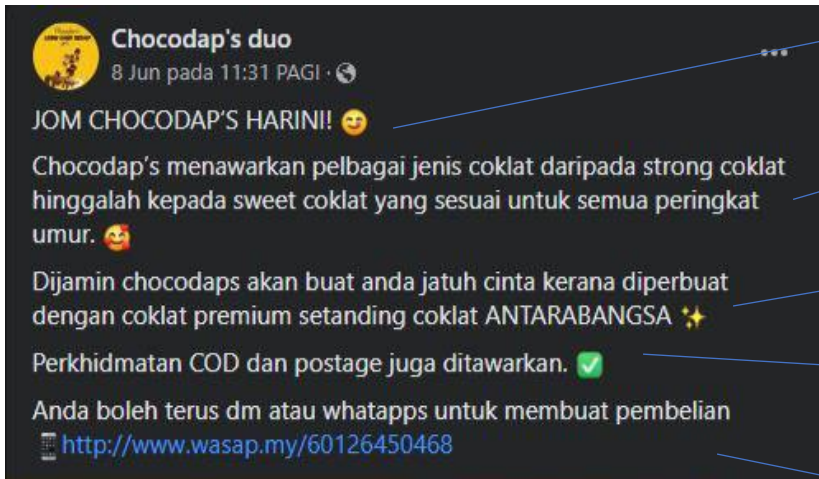
Conviction

Action



Graphics

Hard Sell 2



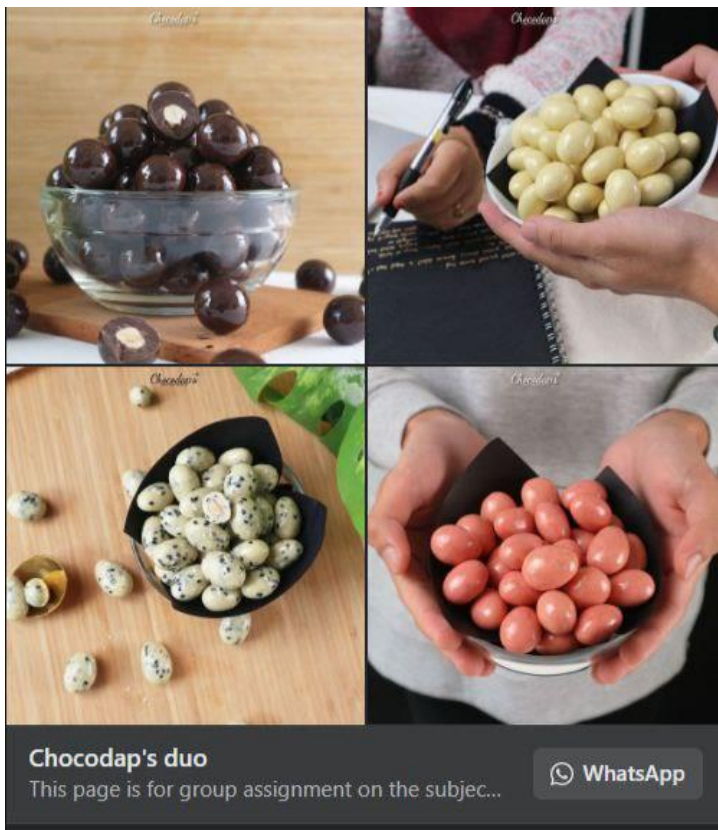
Attention

Interest

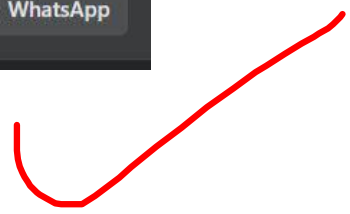
Desire

Conviction

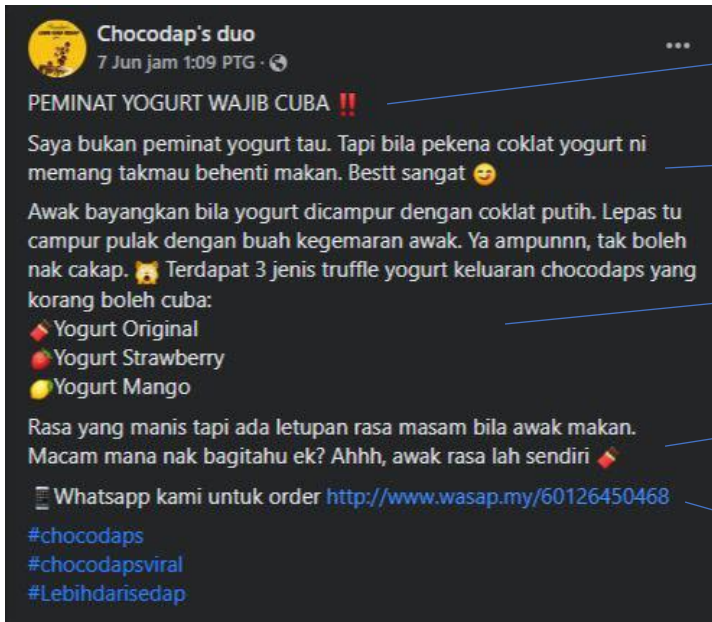
Action



Graphics



Hard Sell 3



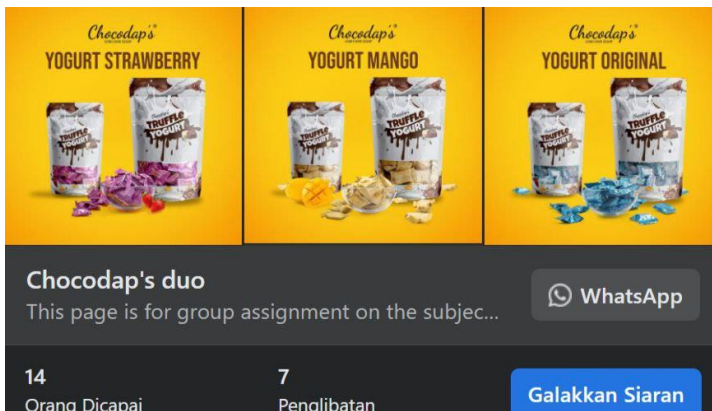
Attention

Interest

Desire

Conviction

Action



Graphics

Hard Sell 4



Attention

Interest

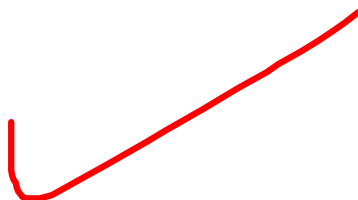
Desire

Conviction

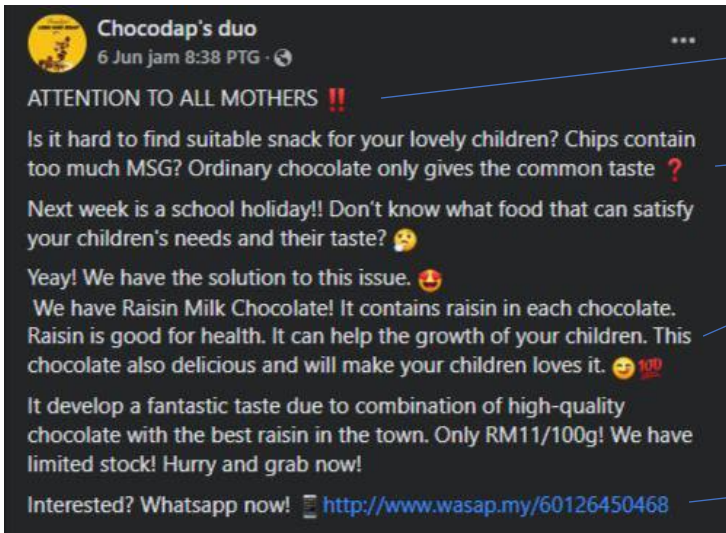
Action



Graphics



Hard Sell 5



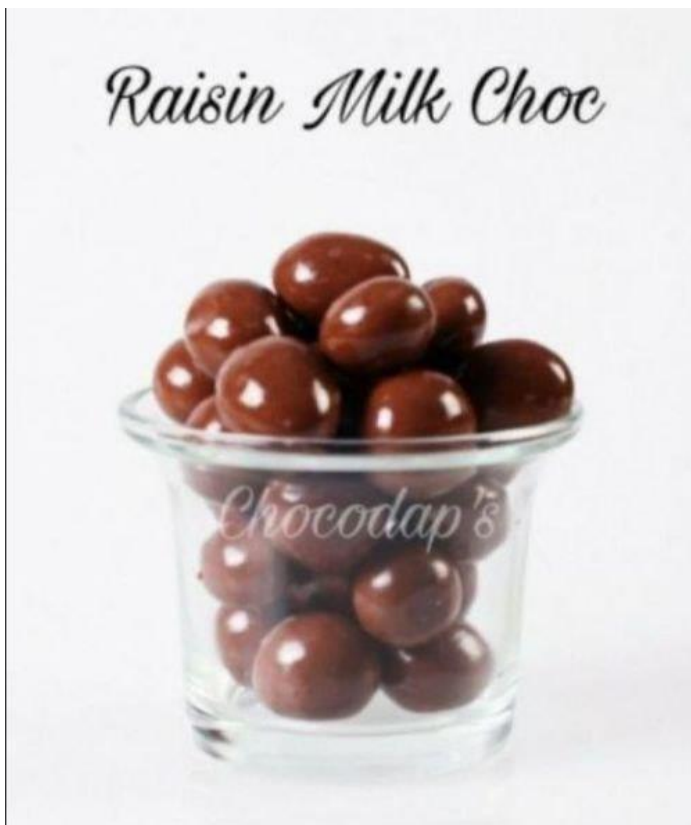
Attention

Interest

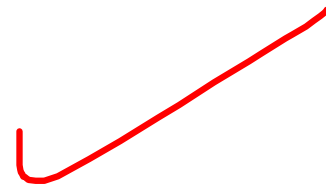
Desire

Conviction

Action



Graphics



Hard Sell 6

Chocodap's duo
6 Jun jam 8:26 PTG · 🌐

[MENCARI KUDAPAN KETIKA MENONTON MOVIE]

Bosan asyik makan chips dan popcorn sahaja ketika menonton movie bersama rakan rakan & keluarga? 😞

Aaaaa, Chocodaps ada penyelesaiannya! 😊
Chocodaps menawarkan 3 jenis chocolate:

- ◆ Classic edition
- ◆ Yogurt edition &
- ◆ Truffle edition.

Semua jenis chocolate ini sesuai untuk dikongsi bersama seisi keluarga dan rakan rakan ketika menonton movie. ¹⁰⁰

✅ Hanya RM11/100g! Sangat murah dan berbaloi dengan rasa yang premium.

Tekan link dibawah untuk order 📌
<http://www.wasap.my/60126450468>

Attention

Interest

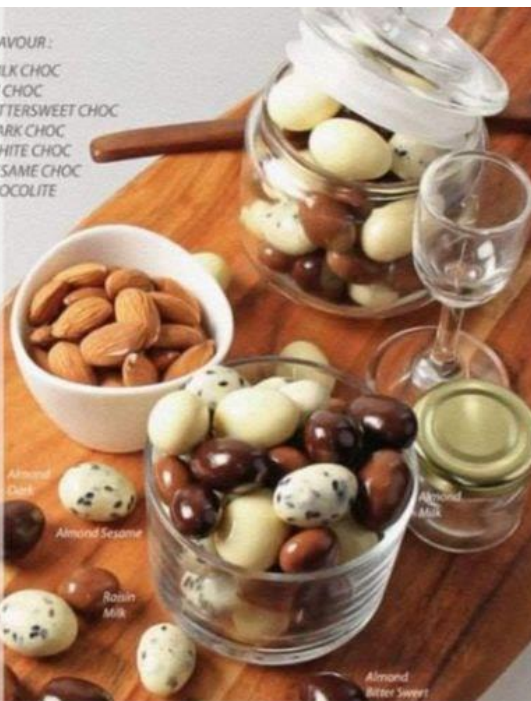
Desire

Conviction

Action

CHOCODAP'S FLAVOUR :

- 1) ALMOND MILK CHOC
- 2) RAISIN MILK CHOC
- 3) ALMOND BITTERSWEET CHOC
- 4) ALMOND DARK CHOC
- 5) ALMOND WHITE CHOC
- 6) ALMOND SESAME CHOC
- 7) METEOR CHOCOLITE



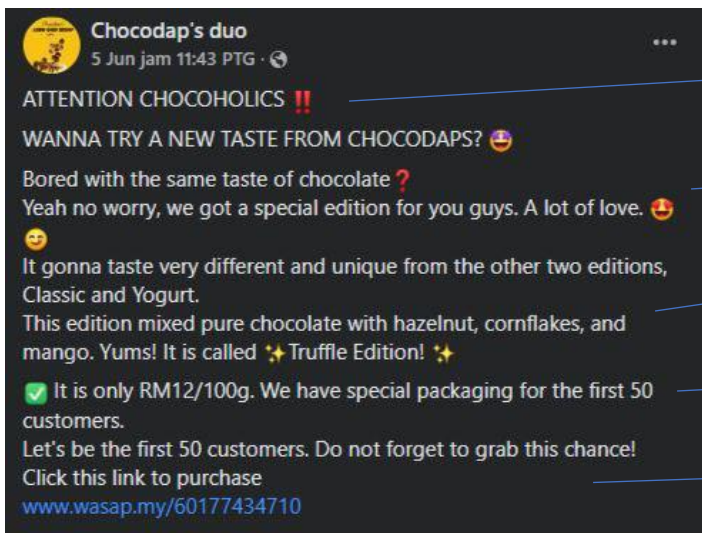
Almond Dark
Almond Sesame
Raisin Milk
Almond Bitter Sweet

Chocodap's duo
Kedai Coklat

WhatsApp

Graphics

Hard Sell 7



Chocodap's duo
5 Jun jam 11:43 PTG · 🌐

ATTENTION CHOCOHOLICS !!

WANNA TRY A NEW TASTE FROM CHOCODAPS? 🍫

Bored with the same taste of chocolate ?
Yeah no worry, we got a special edition for you guys. A lot of love. 🍫

It gonna taste very different and unique from the other two editions, Classic and Yogurt.
This edition mixed pure chocolate with hazelnut, cornflakes, and mango. Yums! It is called ✨Truffle Edition! ✨

✅ It is only RM12/100g. We have special packaging for the first 50 customers.
Let's be the first 50 customers. Do not forget to grab this chance!
Click this link to purchase
www.wasap.my/60177434710

Attention

Interest

Desire

Conviction

Action



Chocodap's

MANA SATU KORANG PUNYA FAVOURITE?

YOGURT

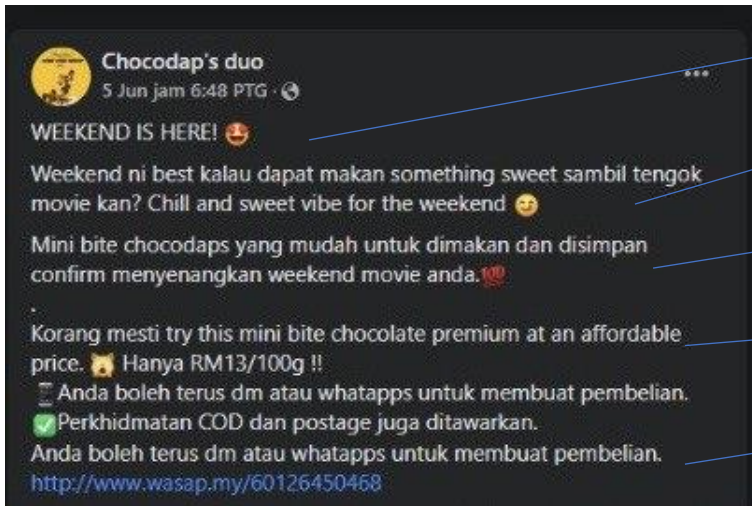
YOGURT ORIGINAL YOGURT MANGO YOGURT STRAWBERRY

www.chocodaps.com

10 Orang Dicapai 4 Penglibatan ↓ -1.5x Lebih rendah Skor Pengedaran Galakkan Siaran

Graphics

Hard Sell 8



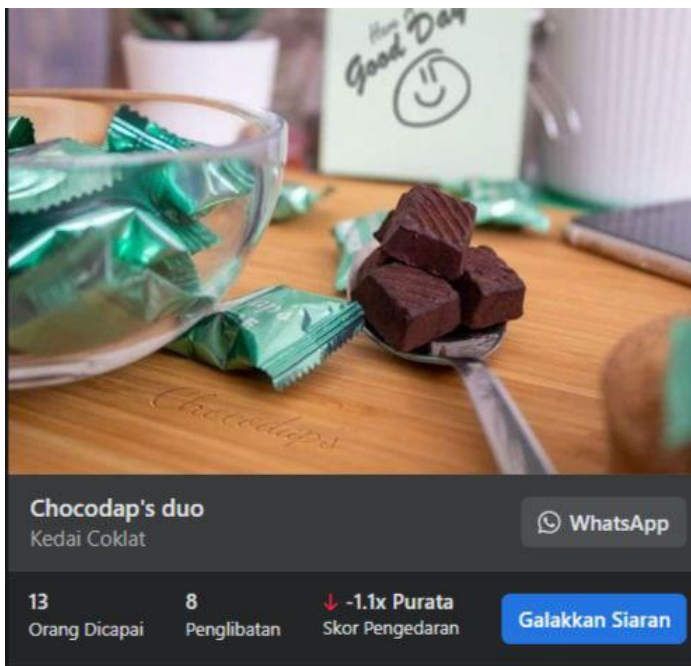
Attention

Interest

Desire

Conviction

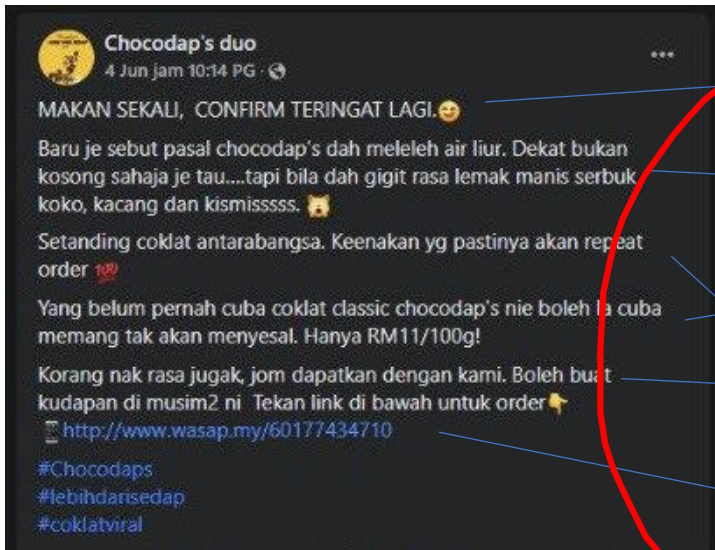
Action



Graphics



Hard Sell 9



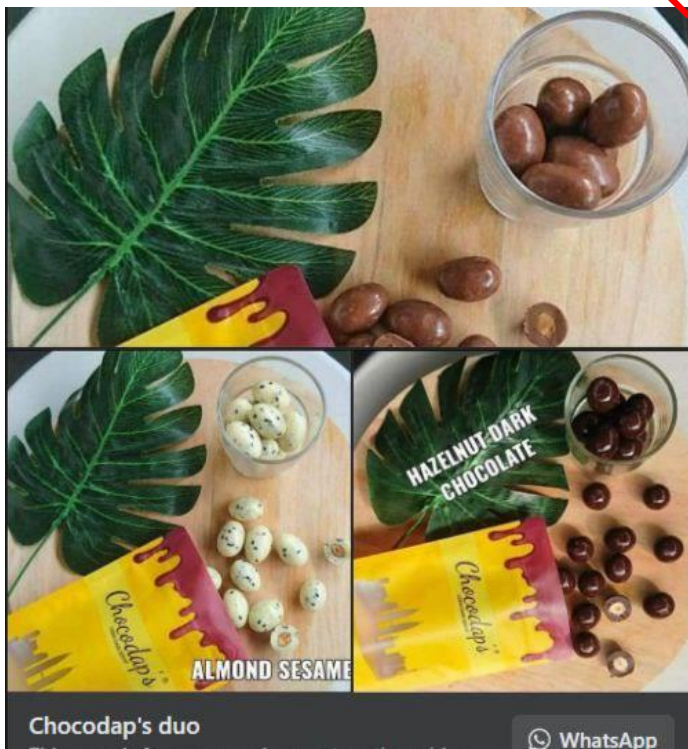
Attention

Interest

Desire

Conviction

Action



Graphics

Hard Sell 10



Attention

Interest

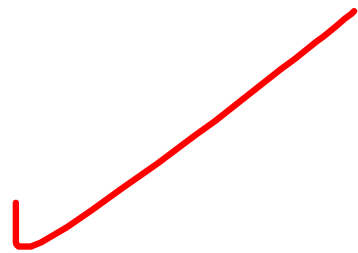
Desire

Conviction

Action



Graphics



Hard Sell 11

Chocodap's duo
26 Mei jam 12:18 PTG · 🌐

PERHATIAN KEPADA CHOCOLATE LOVERS !!

💎 CHOCODAP'S 💎
Baru sebut nama dah rasa terliur 😍😍😍

KENAPA PERLU RASA CHOCODAP'S VIRAL?

- ✅ Coklat Premium Kualiti terjamin
- ✅ Di jamin Halal
- ✅ Produk Bumiputera tapi setaraf Antarabangsa
- ✅ Cair kurang dari 2saat
- ✅ Mempunyai 11 jenis pilihan jenis coklat
- ✅ Pelbagai rasa
- ✅ Harga berpatutan, "SEKALI BELI, REPEAT BERKALI-KALI"

COKLAT CLASSIC
Rm11 (100g)

- 💎 Almond milk
- 💎 Hazelnut Dark
- 💎 Raisin milk
- 💎 Almond Sesame
- 💎 Meteor Chocolate

Yang belum pernah cuba coklat classic chocodap's nie boleh la cuba memang tak akan menyesal 😍. Apa tunggu lagi tekan link dibawah utk dptkn coklat chocodap's sementara stock masih ada 😊

<http://www.wasap.my/0177434710/nakchocodap>

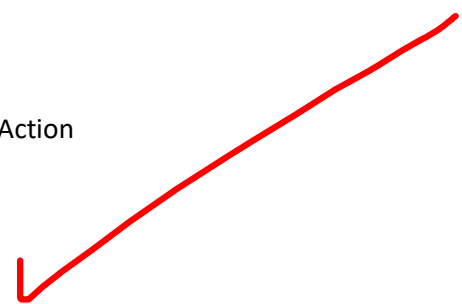
Attention

Interest

Desire

Conviction

Action



Chocodap's
LEBIH DARI 20 RASA

CLASSIC ASSORTED CHOCOLATE 100G

- RM 10 only! (Singapore & Malaysia)
- RM 15 only! (Sabah & Sarawak)
- RM 18 only! (Singapore & Brunei)

Almond Milk

Almond Sesame

Meteor Choc

Raisin Milk

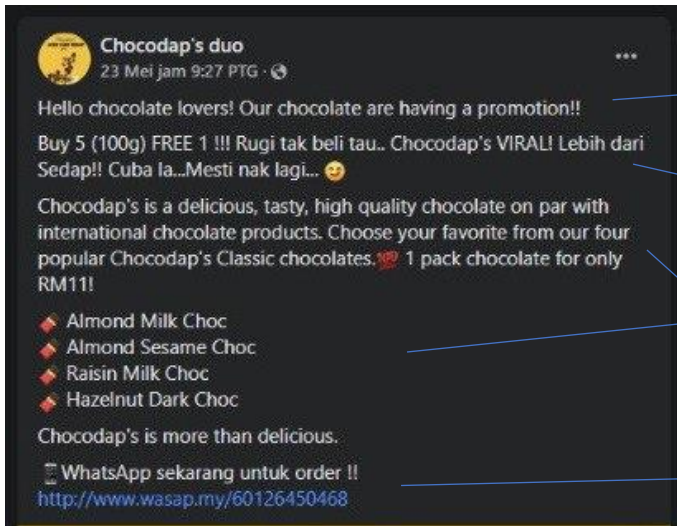
Hazelnut Dark

Chocodap's duo
Kedai Coklat

WhatsApp

Graphics

Hard Sell 12



Attention

Interest

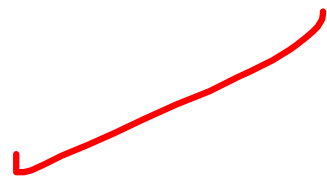
Desire

Conviction

Action



Graphics



Hard Sell 13



Attention

Interest

Desire

Conviction

Action



Graphics

Hard Sell 14

Chocodap's duo
14 Mei · 🌐

Teringin merasa menu lain selain coklat biasa? 🤔 Have you tried out our cookies? Perkenalkan CHOCOOKIES !! Hari Raya telah menjelang tiba! Rasai chocookies ini bersama keluarga dan rakan rakan anda yang tersayang! 😊

Chocookies ini mempunyai pelbagai perisa iaitu double choc, lava choc dan oreo choc. 🍪

Ingredients :
♦ Butter Anchor
♦ Choc Callabout
♦ Choc Beryls

Harga sebekas RM 35
PROMO HARI RAYA BELI 3 bekas RM100 SAHAJA 🐾 Jimat RM5 !!
dan Free !! 1 pek mini coklat bernilai RM4
Promo ini hanya ada menjelang Hari Raya sahaja!
Jom PM WhatsApp laju laju 😊
<http://www.wasap.my/60126450468>

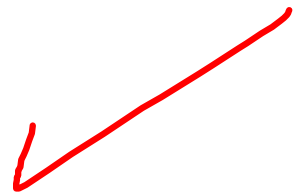
Attention

Interest

Desire

Conviction

Action



Chocodap's
Selamat Hari Raya

JIMAT RM 5

PELANGGAN
BUY 1 SET CHOCOOKIES

SEMENANGING MALAYSIA SABAH & SARAWAK SINGAPORE & BRUNEI
JAM 100 RM 100 JAM 125 RM 130 JAM 175 \$ 70

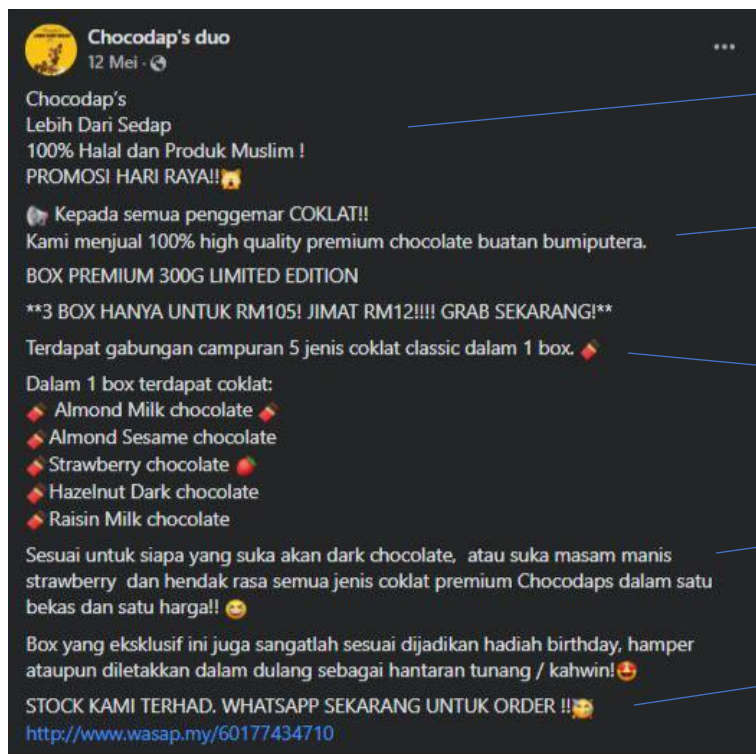
FREE 1
SPECIAL CHOCODAPS GIFT

Chocodap's
DOUBLE CHOC OREO CHOC LAVA CHOC

21 Orang Dicapai 8 Penglibatan **Galakkan Siaran**

Graphics

Hard Sell 15



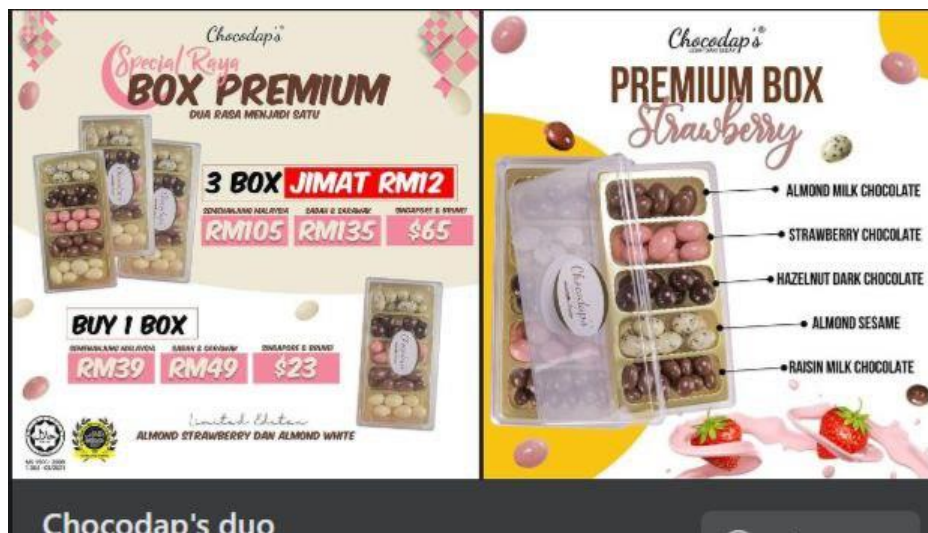
Attention

Interest

Desire

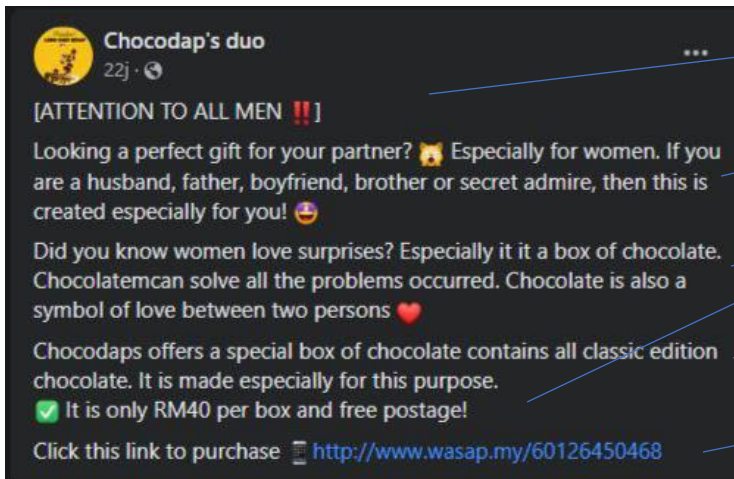
Conviction

Action



Graphics

Hard Sell 16



Chocodap's duo
22j · 🌐

[ATTENTION TO ALL MEN !!]

Looking a perfect gift for your partner? 🎁 Especially for women. If you are a husband, father, boyfriend, brother or secret admire, then this is created especially for you! 🍫

Did you know women love surprises? Especially it it a box of chocolate. Chocolatemcan solve all the problems occurred. Chocolate is also a symbol of love between two persons ❤️

Chocodaps offers a special box of chocolate contains all classic edition chocolate. It is made especially for this purpose.

✅ It is only RM40 per box and free postage!

Click this link to purchase 📱 <http://www.wasap.my/60126450468>

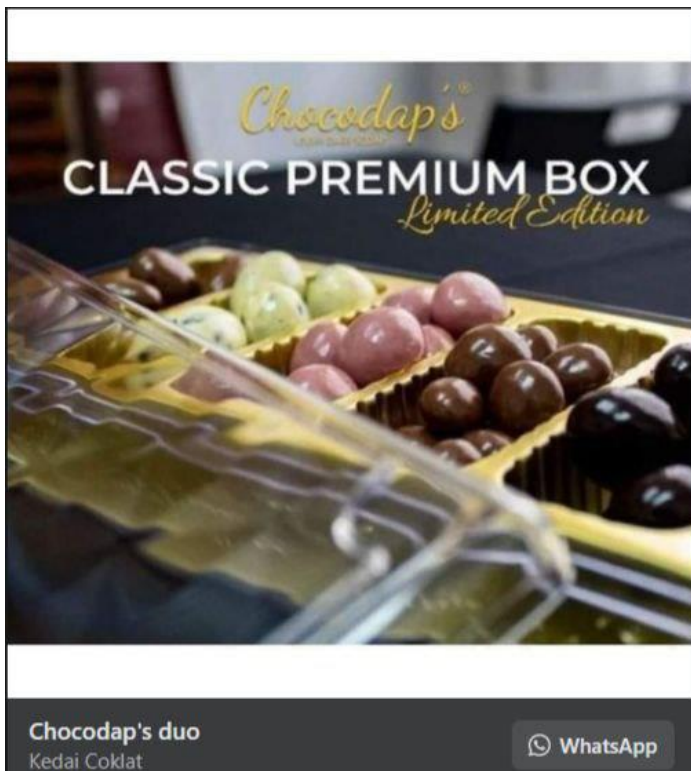
Attention

Interest

Desire

Conviction

Action



Chocodap's
CLASSIC PREMIUM BOX
Limited Edition

Chocodap's duo
Kedai Coklat

WhatsApp

Graphics

Hard Sell 17

Chocodap's duo
22j · 🌐

Petang-petang bosan tak tahu nak buat apa??

CHOCODAP'S lebih Dari sedap 🍫🍫 pilihan ramai customer di luar sana 👍👍

COKLAT PREMIUM RASA MEWAH 🏆 TERDAPAT PELBAGAI PERISA DISEDIAKAN! KORANG TINGGAL PILIH JE NAK YANG MANA 📣

Classic (100g) RM 11

- 🍫 RASANYA YANG KURANG MANIS
- 🍫 TIDAK TERLALU PAHIT
- 🍫 SESUAI UNTUK DIET
- 🍫 ALMOND YANG RANGUP

Perkhidmatan COD dan Postage juga disediakan 😊

CHOCODAP'S LEBIH DARI SEDAP 100% SEKALI CUBA PASTI NAK LAGI

✅ Dapatkan sekarang ! Boleh tekan link untuk order 📄

<http://www.wasap.my/60126450468>

#chocolate
#chocodapslover
#chocodapsviral
#ChocodapsLebihDariSedap
#chocodapsvideo2021
#Chocodaps
#chocodapsmalaysia
#chocodapspremium

Attention

Interest

Desire

Conviction

Action

Chocodap's
LEBIH DARI SEDAP

RAISIN MILK

ALMOND SESAME

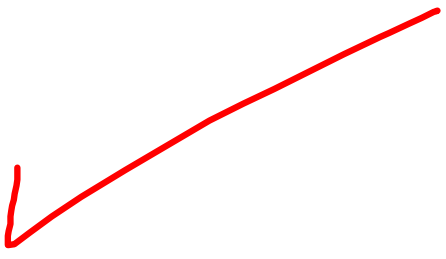
ALMOND MILK

METEOR CHOCOLITE

ALMOND DARK HAZELNUT

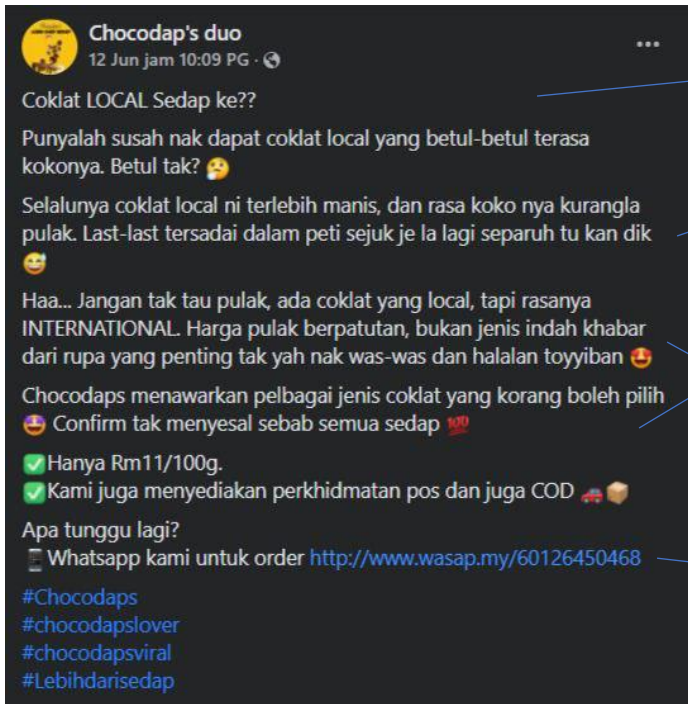
Chocodap's duo
Kedai Coklat

WhatsApp



Graphics

Hard Sell 18



Attention

Interest

Desire

Conviction

Action



Graphics

Hard Sell 19

Chocodap's duo
11 Jun jam 9:12 PG · 🌐

[ATTENTION TO ALL CHOCOHOLICS]

Sometimes postage can cost a lot to customer. Postage cost can also change customer's intention from buying the product to not purchase the product. 😞

No worry, we will settle this problem by providing one alternative. 🤗

Chocodap's Duo wanted to surprise all chocoholics by giving the free postage. This also for appreciating all of our customer. 😊

Aaaaaa, here is one condition that customer need to meet;
Customer need to purchase at least two type of Yogurt Chocolate in order to receive free postage.

One pack of chocodaps yogurt is only RM13/100g!

So, do not forget to grab this chance. 🤗

Click the link to purchase www.wasap.my/60126450468

Attention

Interest

Desire

Conviction

Action



Chocodap's
ESTABLISHED 2009



Graphics

YOGURT NEW LOOK



👍 5



👍 Like

💬 Comment

➦ Share

Hard Sell 20



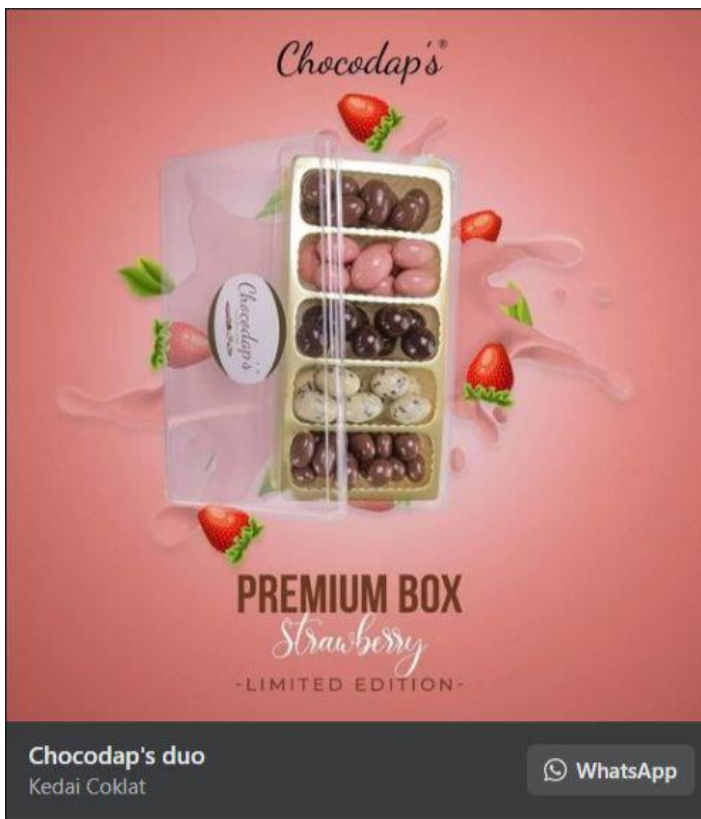
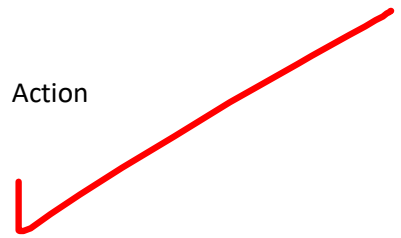
Attention

Interest

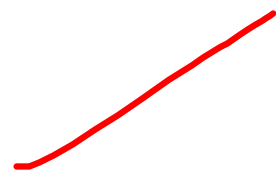
Desire

Conviction

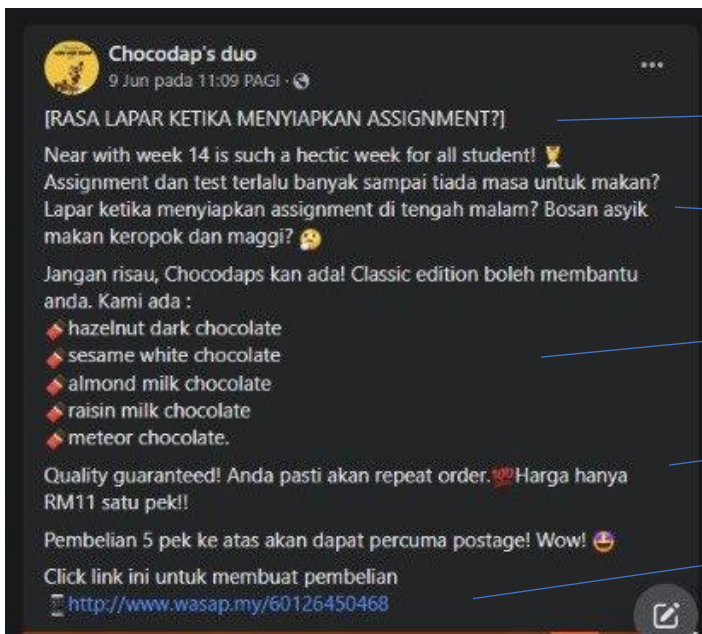
Action



Graphics



Hard Sell 21



Attention

Interest

Desire

Conviction

Action



Graphics

Hard Sell 22

Chocodap's duo
14 Jun jam 9:36 PTG · 🌐

Selamat malam semua! Perhatian kepada semua, terutamanya peminat tegar coklat!! 🍫

Pada bulan Jun ini, kami mengadakan promosi iaitu Promosi Duo! Promosi ini memberi penjimatan sebanyak RM36?!! Harga runtuh! 🤩

Promo ini best!! Sebab dia ada banyak sangat coklat dan yogurt truffle melebihi 160 pcs! Sesuai untuk dijadikan sebagai kudapan, dessert jamuan, goodies atau hadiah untuk kalian! 🍫 Harga hanya RM50! Promosi ini akan berakhir pada akhir bulan ini!! 🤩

Jom grab sementara stok masih ada! 🍫🍫🍫

📞 Whatsapp kami untuk order <http://www.wasap.my/60126450468>

Untuk maklumat lanjut, ayuh follow 🍫
<https://www.facebook.com/ChocodapsDuo/>

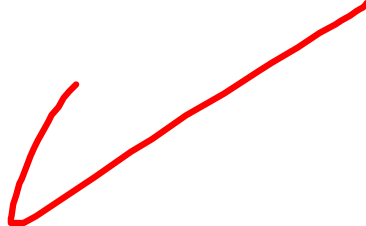
Attention

Interest

Desire

Conviction

Action



Graphics

Hard Sell 23



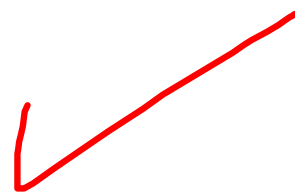
Attention

Interest

Desire

Conviction

Action



Graphics

HARDESELL = 19 MARKS

3.5 Facebook (FB) post- Copywriting (Soft Sell)

- Soft Sell 1

Chocodap's duo
26 April · 🌐

Did you know that Chocolate is therapy? ———> Topic

Chocolate is reminiscent of childhood memories, luxury, sweetness, and sensuality, chocolate is more than just a food - it is therapy. 😊 ———> Introduction

It is undeniable that chocolate can make us feel good. Other than its delicious taste, studies have shown that chocolate helps to lift up peoples' moods especially when they are feeling down. 😊 ———> Content

Do you want more info about chocolate? Let's follow our FB page for more info 😊 ———> Call To Action

<https://www.facebook.com/ChocodapsDuo/>

Chocodap's


Manis Siaran

19 Orang Dicapai 8 Penglibatan **Galakkan Siaran**

👍 7

—————> Graphic

- Soft Sell 2

 **Chocodap's duo**
8 Mei · 🌐

Selamat hujung minggu! ✨

Sambil santai depan TV, boleh cuba kudapan enak keluaran Chocodap's yang bikin korang malam termimpi, siang teringat 😊😊

Esok nak masuk kerja dah, get ready sebungkus dua dalam beg tangan untuk bawa ke pejabat esok ya 😊

📱 Whatsapp kami untuk order <http://www.wasap.my/60126450468>

Untuk maklumat lanjut, ayuh follow 🙌
<https://www.facebook.com/ChocodapsDuo/>

Topic

Introduction

Content

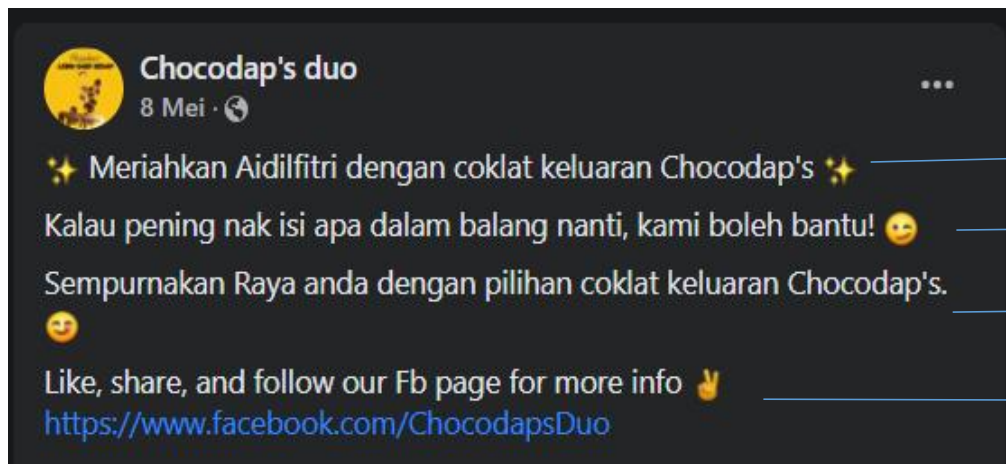
Call To Action



Graphic

17 13 ↑ +1.2x Purata Galakkan Siaran

- Soft Sell 3



Topic

Introduction

Content

Call To Action

Link FB: <https://fb.watch/dFEsJea1ba/>



Graphic

● Soft Sell 4

Chocodap's duo
9 Mei · 🌐

Apa jenis coklat ni?? 😕 → Topic

Yes!! Ini white chocolate disaluti dengan sesame! → Introduction

Banyak kebaikan sesame yang kita boleh dapati! Antaranya dapat menjaga kesihatan tulang dan penyakit lain. 🤗

Bagaimana pula dengan kebaikan white chocolate?? 😕

White chocolate juga mempunyai banyak kebaikan!! Walaupun white chocolate mempunyai lebih banyak lemak berbanding coklat biasa, ianya bebas kafein yang mana sangat sesuai untuk mereka yang sensitif terhadap kafein. 😊

📱 Whatsapp kami untuk order <http://www.wasap.my/60177434710>

Untuk maklumat lanjut, ayuh follow 🙌

<https://www.facebook.com/ChocodapsDuo/> → Call To Action

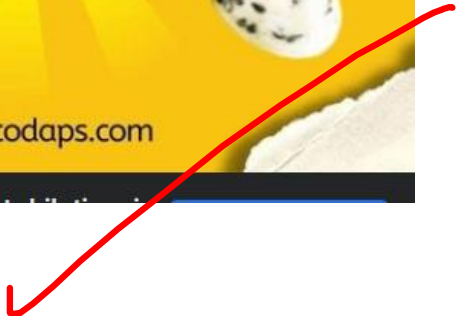
Chocodap's

APA NAMA JENIS COKLAT NI YE?




→ Graphic

www.chocodaps.com



● Soft Sell 5

 **Chocodap's duo**
14 Mei · 🌐

😊 Selamat pagi semua! Selamat berhujung minggu! Apa aktiviti anda semua hari ini?

😞 Harini saya nak share satu kudap-kudap yang bakal menghantui hidup korang. Ramai yang dah repeat order. Yang penting dijamin HALAL 100%

✅ Chocodap's Premium Chocolate.
Pastikan Chocodap's jadi pilihan hati minggu ini ok? ❤️

📱 Whatsapp kami untuk order <http://www.wasap.my/60126450468>

Untuk maklumat lanjut, ayuh follow 🙌
<https://www.facebook.com/ChocodapsDuo/>

Topic

Introduction

Content

Call To Action



Graphic

● Soft Sell 6



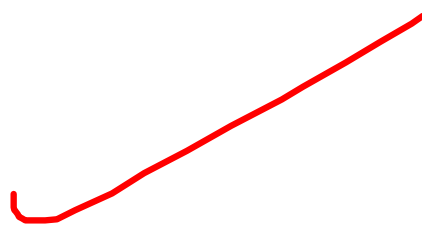
Topic

Introduction

Content

Call To Action

Graphic



- Soft Sell 7

 **Chocodap's duo**
16 Mei jam 3:59 PTG · 🌐

Ini cookies apa pula? 😬
Perkenalkan ini ialah Double Choc! 🍪
Kekuatan Double Choc ini ialah ia mempunyai bau butter premium yang wangi. Kerangupannya mengasyikkan dan dilengkapi dengan rasa pahit manis coklat cip di atasnya. Sesuai sangat untuk dijadikan kudapan minum petang!

Like, share, and follow our Fb page for more info 🙌
<https://www.facebook.com/ChocodapsDuo/>

Chocodap's



22 Orang Dicapai 8 Penglibatan ↑ +1.6x Lebih tinggi Skor Pengedaran **Galakkan Siaran**

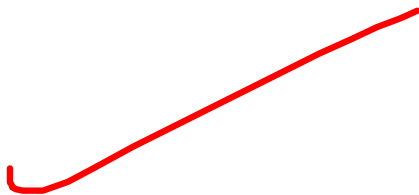
→ Topic

→ Introduction

Content

→ Call To Action

→ Graphic



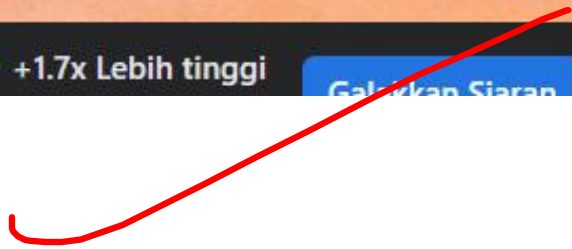
● Soft Sell 8

The image shows a Facebook post from the page 'Chocodap's duo', dated '16 Mei jam 4:00 PTG'. The post text is as follows:
Ini pula cookies apa?
Ini ialah Lava Choc Cookies!! 🍪
Sesuai untuk peminat coklat sejati. Rasa coklat yang tidak terlalu manis dan tidak terlalu pahit. Kerangupan serpihan kacang badam didalamnya menambahkan kelazatan. 🍫
Like, share, and follow our Fb page for more info 🙌
<https://www.facebook.com/ChocodapsDuo/>


The post includes a photograph of two chocolate cookies on a wooden surface. One cookie is whole, showing a textured top, while the other is broken in half, revealing a dark, gooey filling. The brand name 'Chocodap's' is written in a cursive font above the cookies. In the bottom right corner of the photo, there is a green download icon and a small logo for 'KUALA LUMPUR'.

At the bottom of the post, there are engagement metrics: '24' likes, '8' comments, and '+1.7x Lebih tinggi' (1.7x higher) reach. A blue button labeled 'Gahatkan Siaran' (Turn on Broadcast) is also visible.

- Topic
- Introduction
- Content
- Call To Action
- Graphic



● Soft Sell 9

 **Chocodap's duo**
24 Mei jam 4:51 PTG · 🌐

Hai!! Selamat Petang! Anda tertanya-tanya apakah kelebihan dark chocolate berbanding coklat yang lain? 😊 Mari saya jelaskan ! 😊

Coklat Gelap ataupun Dark Chocolate mengandungi banyak nutrien yang boleh memberi kebaikan kepada kesihatan tubuh badan kita. Ianya diperbuat daripada biji pokok koko yang merupakan antara agen antioksidan terbaik yang terdapat dalam muka bumi ini.

Kajian menunjukkan bahawa coklat gelap boleh meningkatkan tahap kesihatan tubuh badan anda. Ianya juga dipercayai dapat mengurangkan risiko penyakit jantung. 😊 Kajian menunjukkan bahawa makan sejumlah kecil coklat gelap dua atau tiga kali setiap minggu boleh membantu menurunkan tekanan darah anda. Coklat gelap memperbaiki aliran darah dan boleh membantu mencegah pembentukan darah beku. Makan coklat gelap juga boleh mencegah arteriosklerosis (pengerasan arteri). 👍

Berminat dengan Hazelnut Dark Chocolate?
📞 Wassap kami untuk order <http://www.wasap.my/60126450468>

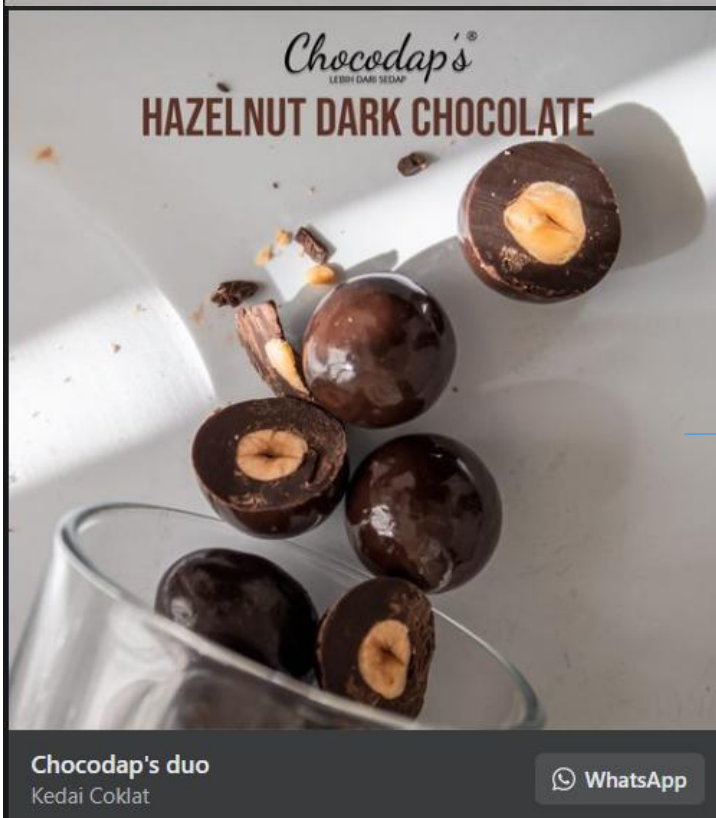
Untuk maklumat lanjut, ayuh follow 🙌
<https://www.facebook.com/ChocodapsDuo/>

Topic

Introduction

Content

Call To Action



Graphic

● Soft Sell 10

Chocodap's duo
1 Jun jam 11:38 PTG · 🌐

Selamat tengahari semua! Harini saya nak share coklat classic chocodaps! 🍫

5 RASA SEDAP COKLAT CLASSIC CHOCODAP'S !!

- ◆ Almond Milk
rasa coklat tebal dengan badam rangup seketul.. yummm
- ◆ Almond Sesame
kelainan rasa coklat putih dengan bijan + badam rangup yang menambat selera.
- ◆ Meteor Chocolite
coklat batu angkasa yang enaks di makan
- ◆ Raisin Milk
manis masam manis yang kunyah kunyah ja nak lagi dan lagi
- ◆ Hazelnut Dark
lemak hazelnut bergabung dengan dark coklat memang walaweh..

Jom coba 🍻 baru tahu keenakan coklat Malaysia setaraf antarabangsa ✨👑

#coklatpremium #chocolatelovers

📱 Whatsapp kami untuk order <http://www.wasap.my/60126450468>

Untuk maklumat lanjut, ayuh follow 🙌
<https://www.facebook.com/ChocodapsDuo/>

Topic

Introduction

Content


Call To Action



Graphic



● Soft Sell 11

 **Chocodap's duo**
2 Jun jam 12:29 PTG · 🌐

BOSAN DALAM KELAS? MAHU MENGUNYAH SAMBIL MENDENGAR LECTURE?
ATAU PERLUKAN SNEK SAMBIL MENONTON MOVIE DI RUMAH ? ?

Dapatkan Classic chocolate keluaran chocodap's. Gerenti semangat. 😎
Makan coklat boleh merembeskan hormon endorfin ke dalam otak.
Endorfin merupakan hormon untuk mengurangkan stress dan sakit. 🏆

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Call To Action



Chocodap's

Nikmati Rasa Kemanisan
DARI
**CLASSIC
CHOCOLATE**

15 Orang Dicapai 5 Penglibatan ↓ -1.0x Purata Skor Pengedaran **Galakkan Siaran**

Graphic

● Soft Sell 12

 **Chocodap's duo**
2 Jun jam 2:08 PTG · 🌐

[CARA MAKAN COKLAT YANG BETUL]

Ramai orang yang tidak tahu cara pemakanan coklat yang betul. Mereka mungkin makan dengan cara yang salah dan tidak dapat menikmati rasa coklat yang sebenar. 😞

Jadi, saya akan mengkongsikan langkah-langkah untuk makan coklat yang betul: 😊

- 1) Baca Bismillah, buka kotak coklat dan potong coklat. Letak coklat di tengah-tengah lidah.
- 2) Rapatkan lidah ke arah langit dan biarkan coklat melt sendiri dengan suhu badan kita sehingga coklat memenuhi ruangan lidah. Jadi semua rasa coklat akan bercampur. Masam, masin, pahit semuanya.
- 3) Kemudian baru lah signal akan dihantar ke otak dan endorphins dirembeskan. Kita rasa lebih tenang dan bahagia. Ingin mencuba langkah-langkah tersebut tetapi tiada coklat yang menarik? Mari order dari kami! 😊

Like, share, and follow our Fb page for more info 🙌
<https://www.facebook.com/ChocodapsDuo/>



Topic

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Call To Action

Graphic

12
Orang Dicapai

10
Penglibatan

↓ -1.1x Purata
Skor Pengedaran

Galakkan Siaran

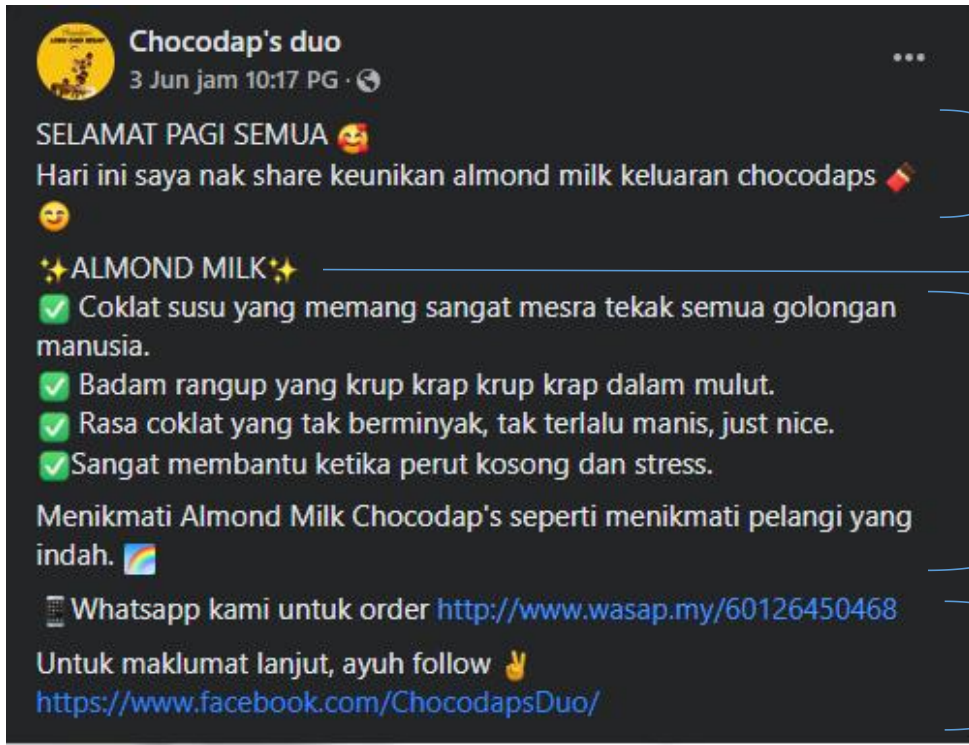
👍 Anda dan 5 yang lain

👍 Suka

💬 Komen

🔗 Kongsi

● Soft Sell 13

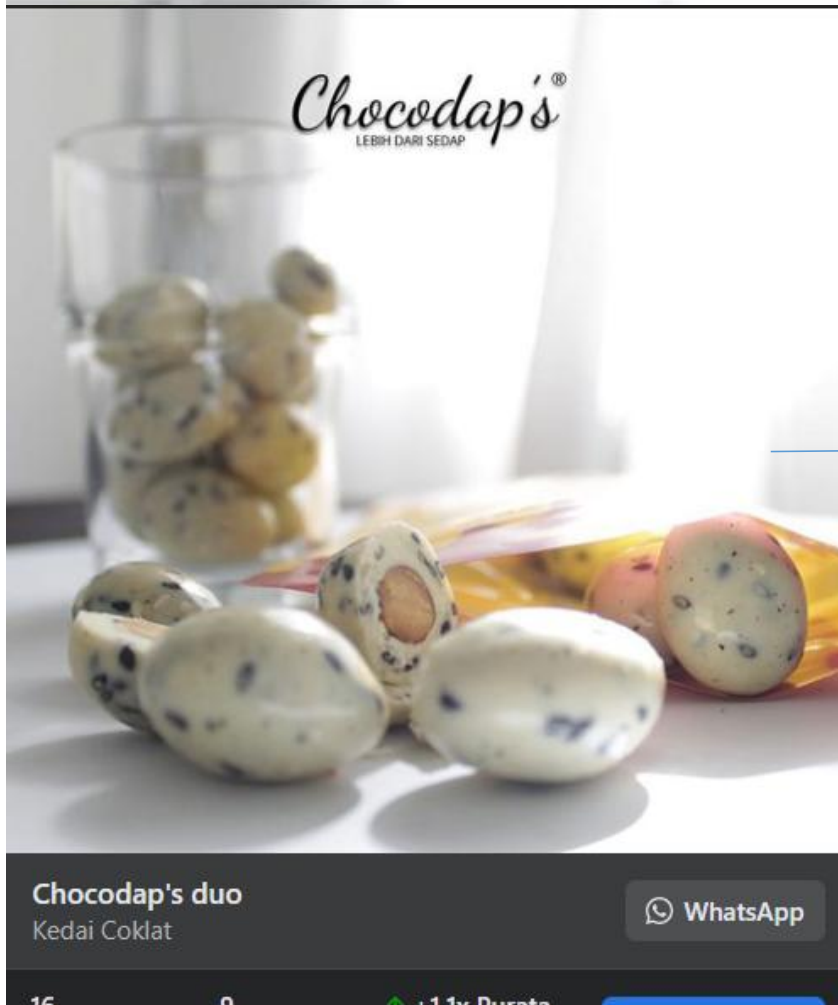


Topic

Introduction


Content

Call To Action



Graphic

● Soft Sell 14

 **Chocodap's duo**
3 Jun jam 8:29 PTG · 🌐

Selamat Malam semua ! 😊

Hari ini saya nak share kebaikan kacang badam 😊
Kalau korang nak tahu, dalam chocodaps terdapat kacang badam yang memberi kebaikan untuk kita. Nak tahu apa dia? Jom saya share 🐱

Selain rasanya yang sedap berlemak, manfaat kacang badam untuk kesihatan tidak kurangnya. Kacang yang kerap dijadikan untuk snek ini dapat mengurangkan risiko berbagai penyakit.

- ✓ Padat dengan pelbagai nutrien
- ✓ Membantu menurunkan berat badan
- ✓ Mengurangkan risiko penyakit Kardiovaskular
- ✓ Mengurangkan Kedutan kulit
- ✓ Membantu mengawal gula darah
- ✓ Boleh Mengurangkan rasa lapar dan mengurangkan pengambilan kalori

Sekarang anda tahu! 😊

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Topic

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Chocodap's
GOOD CHOCOLATE

KEBAIKAN KACANG B A D A M

- PADAT DENGAN PELBAGAI NUTRIEN
- MEMBANTU MENURUNKAN BERAT BADAN
- MENGURANGKAN RISIKO PENYAKIT KARDIOVASKULAR
- MENGURANGKAN KEDUTAN KULIT
- MEMBANTU MENGAWAL GULA DARAH
- BOLEH MENGURANGKAN RASA LAPAR DAN MENGURANGKAN PENGAMBILAN KALORI

www.chocodaps.com

Graphic

● Soft Sell 15

Chocodap's duo
5 Jun jam 11:46 PTG · 🌐

YOGURT? SIHAT KE? 😬

Kita semua tahu yogurt memang baik untuk kita. Tetapi apakah sebenarnya kebaikan yogurt ? ?

- 1. Padat dengan nutrien** ✅
Yogurt mengandungi nutrien-nutrien penting dan berkalori rendah Ia merupakan sumber protein, kalsium, dan vitamin B1 yang membantu memenuhi keperluan pemakanan harian anda.
- 2. Snek Sihat Bagi Mereka Yang Ingin Menjaga Berat Badan** ✅
Tahukah anda, yogurt mengandungi kalori yang lebih rendah berbanding makanan yang tinggi dengan lemak atau gula, seperti kek coklat? Satu kajian menunjukkan bahawa orang yang makan snek berprotein tinggi seperti yogurt mempunyai kawalan selera yang lebih baik dan berasa kenyang lebih lama, dan mengambil makanan berkalori rendah dalam hidangan4 seterusnya. Ini membuktikan bahawa yogurt merupakan snek yang sesuai sekiranya anda ingin menjaga berat badan anda.
- 3. Kebaikan protein tenusu** ✅
Yogurt membekalkan protein yang berkualiti tinggi. Ia penting untuk menyokong, membina dan membaiki tisu-tisu badan seperti otot.
- 4. Baik untuk perut** ✅
Tidak benar sama sekali jika anda mempunyai ketidakhadaman laktosa, bermakna anda tidak boleh menikmati tenusu. Sebenarnya anda masih boleh menikmati yogurt! Laktosa yang didapati secara semula jadi dalam tenusu telah dihadamkan oleh bakteria3 baik yang terdapat di dalam yogurt, menjadikannya sesuai untuk golongan tersebut.

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Topic

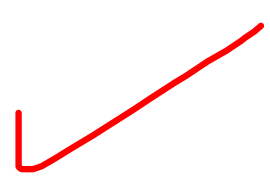
Introduction

Content

Call To Action



Graphic



11 Orang Dicapai 8 Penglibatan ↓ -1.3x Purata Skor Pengedaran **Galakkan Siaran**

👍 Anda dan 5 yang lain

👍 Suka 💬 Komen ➦ Kongsi

● Soft Sell 16

Chocodap's duo
6 Jun jam 9:29 PTG · 🌐

Selamat malam semua 😊
Malam ini saya nak share 3 Kebaikan Makanan Manisan 🍫

Terdapat ramai orang yang menyukai manisan dan sesetengah mereka juga menjadikan manisan sebagai makanan wajib untuk mereka makan setiap hari. Di bawah ini adalah senarai 3 kebaikan manisan. 📌

1. Mengawal tekanan darah ✅
Tekanan darah biasanya berhubung dengan ginjal dan sistem yang berada di dalamnya. Adanya kadar gula yang ditemukan di darah juga dapat dipengaruhi oleh ginjal. Sebenarnya mengambil makanan manis tidaklah dilarang tetapi perlu diambil dengan kadar yang sesuai. Dengan tekanan darah yang terkawal dapat berakibat baik pada otak dan sistem saraf di dalamnya.
2. Melancarkan aliran darah ✅
Otak memerlukan aliran darah yang lancar untuk berfungsi secara baik. Dengan mengambil makanan manis, peraliran darah ke otak dapat bergerak dengan lancar dan dengan ini otak akan berfungsi secara sihat.
3. Kecergasan badan ✅
Makanan manis mengandungi bahan utama iaitu gula dan gula mampu untuk memberi tenaga didalam badan. Dengan mengambil gula, seseorang itu akan lebih cergas dan lebih berupaya untuk menempuh hari yang panjang.

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Topic

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Graphic

Chocodap's duo
Kedai Coklat

WhatsApp

14 7 ↓ -1.1x Purata

● Soft Sell 17

Chocodap's duo
7 Jun jam 9:31 PTG · 🌐

Tak tahu cara nak makan truffle by chocodaps ??

Jangan risau. Harini saya share macam mana nk makan truffle by chocodaps 😊

Ni haa cara nak menikmati #Truffle by #Chocodaps 🙌

- 1- memula koyakkan plastik sambil tersenyum simpul.
- 2- lepas tu Pegang Truffle guna dua jari
- 3- Letak diatas lidah dan kemam sambil pejam mata (puhh nikmat yakmat)

Tanpa sedar Truffle cair didalam mulut.
Seyess nampak korang yang baca pun macam terbayang-bayang je ade Truffle dalam mulut kan? Mai lekaihhh pinang si pemikat selera nih. 😋

Rugi tak cuba!
📱 Whatsapp kami untuk order <http://www.wasap.my/60126450468>

Untuk maklumat lanjut, ayuh follow 🙌
<https://www.facebook.com/ChocodapsDuo/>

Chocodap's duo
Kedai Coklat

WhatsApp

Topic

Introduction

Content

Call To Action

Graphic



● Soft Sell 18

Chocodap's duo
8 Jun jam 8:55 PTG · 🌐

[KEBAIKAN COKLAT YANG TERSIRAT]

Coklat banyak khasiat yang tersurat dan tersirat. Penggemar coklat juga belum tentu tahu khasiat yang tersirat pada kali ini. Hal ini kerana, khasiat ini tidak nampak pada zahirnya.

🔹 Khasiat coklat yang jarang diketahui:

- 1) Kaya dengan antioksidan - lanya dapat menghalang pengoksidan lipid plasma.
- 2) Mencegah metabolik - Membantu merendahkan tekanan darah darah dan kadar kolestrol dalam badan.
- 3) Mencegah penyakit jantung - Mampu melawan peradangan jantung.

Ingin mendapatkan khasiat yang tersirat daripada penggunaan koko?
Untuk maklumat lanjut, ayuh follow 🙌
<https://www.facebook.com/ChocodapsDuo/>

Ini dia manfaat Cokelat yang baik untuk tubuh

Graphic

12 Orang Dicapai 6 Penglibatan ↓ -1.1x Purata Skor Pengedaran **Galakkan Siaran**

Annotations:
- Topic: [KEBAIKAN COKLAT YANG TERSIRAT]
- Introduction: Coklat banyak khasiat yang tersurat dan tersirat. Penggemar coklat juga belum tentu tahu khasiat yang tersirat pada kali ini. Hal ini kerana, khasiat ini tidak nampak pada zahirnya.
- Content: Khasiat coklat yang jarang diketahui: 1) Kaya dengan antioksidan... 2) Mencegah metabolik... 3) Mencegah penyakit jantung...
- Call To Action: Ingin mendapatkan khasiat yang tersirat daripada penggunaan koko? Untuk maklumat lanjut, ayuh follow 🙌
- Graphic: Image of chocolate bars and the text 'Ini dia manfaat Cokelat yang baik untuk tubuh'

● Soft Sell 19

Chocodap's duo
6h · 🌐

[LUANGKAN MASA BERSAMA KELUARGA DIRUMAH ✨]

Adakah semua tahu bahawa ikatan sebuah keluarga amat penting berbanding yang lain? Setiap gigitan coklat mampu mengeratkan lagi hubungan kekeluargaan. 🍫 100

Ini adalah caranya;

1. Menikmati Chocodaps ketika minum petang bersama keluarga.
2. Menonton movie sambil menikmati coklat lazat dari Chocodaps.
3. Meraikan ulang tahun dengan menghadihkan set premium box dari Chocodaps.

Jika anda sudah melakukan salah satu perkara diatas, jangan lupa untuk like dan follow page ini for more info 🙌
<https://www.facebook.com/ChocodapsDuo/>



12 Orang Dicapai 4 Penglibatan ↓ -1.1x Purata Skor Pengedaran **Galakkan Siaran**

4

Suka Komen Kongsi

Topic

Introduction

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Call To Action

Graphic

● Soft Sell 20

Chocodap's duo
9 Jun jam 9:19 PTG · 🌐

[WAKTU TERBAIK UNTUK MENIKMATI COKLAT 🍫]

Coklat mempunyai waktu yang spesifik untuk dimakan supaya kelebihan coklat itu boleh didapati. Adakah anda tahu waktu permakanan coklat yang betul? 🤔

1. Pengambilan coklat digalakkan sebelum waktu exam kerana ianya akan membantu kecerdasan otak.
2. Coklat boleh dimakan sebelum tidur. Ia akan membantu tidur anda lebih nyenyak kerana dapat melegakan badan dan otak.
3. Akhir sekali, coklat amat bagus dimakan pada waktu pagi kerana ia dapat membantu pengaliran darah ke otak dengan pantas.

Bagaimana dengan waktu pengambilan coklat anda? Adakah sama seperti di atas? Ingin memiliki ketiga tiga manfaat tersebut, anda boleh:

Like, share, and follow our Fb page for more info 🙌
<https://www.facebook.com/ChocodapsDuo/>



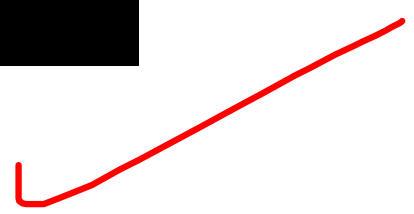
Topic

Introduction


Content

Call To Action

Graphic



● Soft Sell 21

 **Chocodap's duo**
5h · 🌐

Afraid of having a heart attack? Don't worry chocolate can help.

🤔 Did you know that in addition to helping the smooth flow of blood, chocolate can also reduce the risk of a heart attack

✅ Studies have found that a small amount of chocolate taken each week helps in lowering blood pressure. This is because chocolate improves blood flow thus preventing the formation of blood clots

✅ The cocoa content found in chocolate has a stimulant that is key to helping improve heart function in a short time

Like our page for more interesting facts about chocolate 🤗

<https://www.facebook.com/ChocodapsDuo/>

Topic

Introduction

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Call To Action

Chocodap's[®]

KEBAIKAN

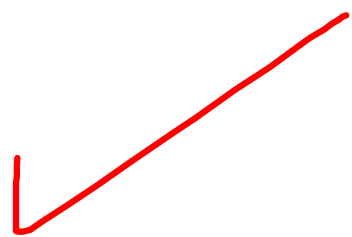
KOKO



14 Orang Dicapai 6 Penglibatan ↑ +1.1x Purata Skor Pengedaran **Galakkan Siaran**

 6

Graphic



● Soft Sell 22

Chocodap's duo
5h · 🌐

Eating chocolate can help you deal with hair loss. 🍫

Not all chocolate is created equal; to be able to reap the benefits of this delicious treat, you need to make sure you're not eating a variety that's loaded with calories. This is all the more important because chocolate tastes good and it's easy to overeat it.

Dark chocolate consists of cocoa solids, cocoa butter, and sugar with little or no milk. It can be described as semi-sweet with a slightly bitter flavor owing to its high cocoa and less sugar composition. Of all chocolate types, dark chocolate has the highest percentage of cocoa solids and cocoa butter, ranging from 30-80% in cocoa solid make-up. Dark chocolate is also drier than the other two varieties with a chalky texture but packs full and real chocolate flavor.

👉 Whether you eat dark chocolate as is, add it to your hot cocoa recipe, or use it as a topical beauty treatment, here's what this indulgent food can do for your skin!

- 🍫 Protects from sun damage - Flavonoids in chocolate help reflect harmful UV rays off your skin, preventing sunburn and conditions like skin cancer. Chocolate also helps fight skin discoloration.
- 🍫 Promotes cell growth
Essential minerals found in chocolate like copper, iron, and zinc promote cell growth and nourish your skin, keeping it looking younger.
- 🍫 Heals skin
Chocolate is enriched with minerals that increase cell healing. In addition to revealing smooth skin by sloughing off dead skin cells, chocolate also lightens skin scars and blemishes.

FOLLOW OUR PAGE FOR MORE FUN FACTS ABOUT CHOCOLATE!!!!
<https://www.facebook.com/ChocodapsDuo/>

Topic

Introduction

Content

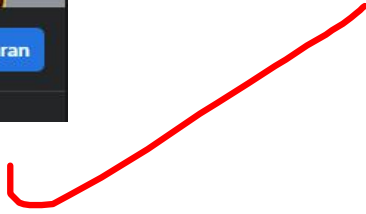
Call To Action

Chocodap's
LEBIH DARI SEDAP

ALMOND MILK

15 Orang Dicapai 7 Penglibatan ↑ +1.1x Purata Skor Pengedaran **Galakkan Siaran**

Graphic



● Soft Sell 23

Chocodap's duo
22j · 🌐

IS IT CHOCOLATE GOOD FOR DIET?!

There is stated in some writings that eating chocolate will lead someone to obesity! 🤔
Is it true or not?

So are you one of the millions people who are struggling to lose weight but craving for chocolate as dessert?

HERE IS A FACT ABOUT CHOCOLATE THAT RELATED TO DIET

✅ The truth is you can actually lose weight with chocolate 💎

DARK CHOCOLATE will help someone to lose weight as dark chocolate contain almost 90% of cocoa!

A little chocolate keeps craving under control for something sweet such as cake and doughnuts. It is better to consume dark chocolate during your diet plan as dessert as it actually can decrease hunger and appetite.

You can apply an effective chocolate weight loss plan by eating HAZELNUT DARK CHOCOLATE YUMS!

If you want to know about benefits of chocolate, press the button like and follow this page! <https://www.facebook.com/ChocodapsDuo/>

Chocodap's duo
This page is for group assignment on the subjec... [WhatsApp](#)

6 Orang Dicapai 4 Penglibatan [Galakkan Siaran](#)

👍 3

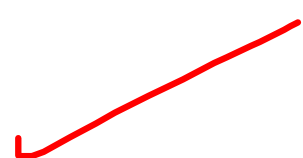
Topic

Introduction

Content

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Graphic



● Soft Sell 24

Chocodap's duo
3m · 🌐

Is it true that chocolate can make us happy? 🤔 Hmmm, interesting !!! 🐱

In living in this new norm many are unaware that a person can experience mood swings due to the stress, fatigue, and conflict he or she is experiencing. 🏆

Does your chocolate help restore a happy mood again? Did you know chocolate has long been known as a mood booster? 💎

So here's the fact: the content found in chocolate like caffeine, theobromine, and so on can help improve our mood. It is because the sugar content in it can give energy and enthusiasm to those of us who eat it.

In addition, content such as antioxidants can improve blood flow to the brain.

Like, follow, and share our FB page for more interesting facts about chocolate ✅

<https://www.facebook.com/ChocodapsDuo/>

Chocodap's
LEBIH CARI SEDAP

0 Orang Dicapai · 0 Penuliharaan · — Skor Pengedaran

Galakkan Siaran

Topic

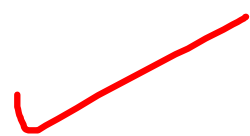
Introduction

Content

Call To Action

Graphic

SOFT SELL= 19 MARKS
GRAPHICS= 03



3.6 Sales Report

Go-eCommerce

Business Name	Date	Type	Marketplace(if any)	Others Marketplace(if any)	Total Sales (RM)	Expenses Category	Expenses Subcategory	Total Expenses (RM)	Descriptions	Created At
Chocodap	15/04/2022	offline			484				SALES APRIL	23/05/2022
Chocodap	15/04/2022	expenses				Goods	Stock	247	CHOC STOCK, DELIVERY, PACKAGING	23/05/2022
Chocodap	06/05/2022	online	Social Media		264				Sales	14/06/2022
Chocodap	06/05/2022	expenses				Goods	Stock	127	Stock, packaging, and delivery expenses	14/06/2022
Chocodap	12/05/2022	online	Social Media		54				Sales	14/06/2022
Chocodap	12/05/2022	expenses				Goods	Stock	34	Delivery and stock expenses	14/06/2022
Chocodap	14/06/2022	expenses				Goods	Stock	86.1	Stock from supplier	14/06/2022
Chocodap	14/06/2022	online	Social Media		167				Sales	14/06/2022

✓ 4

4.0 CONCLUSION

In a word, Chocodaps is a company that sells various types of chocolate. It has Classic Edition, Yogurt Edition, Truffle Edition, chocodaps cookies and mini bites. Each edition brings a different taste as it is combined with a different flavor. Chocodaps is an online seller company. It used agents and dropships to distribute its product to customers. As a dropship of an agent, we created a Facebook page called Chocodaps Duo in order to create awareness of these products to the potential customers. This page also helps in promoting and marketing his products to the existing Facebook users and other sellers, especially to the people who live nearby to our business area such as our friends. This platform is able to post or share any latest updates on our business sales and promotion.

In addition, as a dropship, the Facebook platform is very useful in order to achieving the company's goal in order to be the best local chocolate distributor in Malaysia. Other than that, this Facebook page helps in improving our marketing strategy through teasers, hard sells, and soft sells. This will help in expanding the growth of Chocodaps company in the future.

In conclusion, subject ENT530: Principles of Entrepreneurship also plays an important for us. This subject taught us to create real entrepreneurial business and organise the structure. We are given an opportunity to conduct the task on real online business by utilising Facebook pages throughout the semester. In the end, we agreed that online business can be a useful tool for new businesses to run their business. It gave us opportunities to experience having a business even though we still in a long road to own a big company. We hope that this online business in social media will improve our business skills in future.



WRITING = 03 ✓