



اَبُو سَيْدِي تَيْكُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

Fakulti  
Filem, Teater  
dan Animasi

**FACULTY OF FILM, THEATRE AND ANIMATION (FiTA)  
UNIVERSITI TEKNOLOGI MARA (UiTM)**

**COURSE CODE / NAME:**

ENT530 – PRICIPLES OF ENTREPRENEURSHIP

**LECTURER:**

DR. NURHUDA BINTI NIZAR

**TITLE OF ASSIGNMENT:**

SOCIAL MEDIA PORTFOLIO

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**STUDENT ID:**

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**PROGRAM / GROUP:**

FF237 FILM PRODUCTION

**DATE OF SUBMISSION:**

16 JULY 2021

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## **ACKNOWLEDGEMENT**

Alhamdulillah, first of all, I would like to thank Allah s.w.t as I am finally able to finish this assignment, which was provided with the complete guidance and inspiration of my lecturer. This task was completed with any commitment, and I learnt a lot from doing this assignment. Luckily, there's no challenge I've got to face in order to finish it even through this pandemic.

I would also like to express my gratitude to my lecturer, Dr. Nurhuda binti Nizar, because without her help I would not be able to understand and complete this task. She still helps and advises all students on how to do the tasks so that all of her students can get a positive result from what we've been doing.

Finally, I would like to thank and express my heartfelt appreciation to my family, friends and my love Adele Lotfee for their unconditional support and affection. I am also deeply indebted to them for their goodness and affection, because without them I am not sure either that I will do a fantastic job and that I will do my job properly.

I hope all my endeavours will offer a lot of benefits and support me with my research.  
Thank you.

## **EXECUTIVE SUMMARY** ✓

Munchieslicious is a business that offers its customers food and beverages. The product is food, cookies and chocolate. The purpose of the business is to sell products which can still afford and satisfy to the customer in good condition. It will also help to fulfil customer cravings. The owner would then encourage the buyer to receive their good quality and fair price.

The business has been in operation since 2021 and has used social media as a forum to promote, retain and benefit buyers. It can also help give the owner some pocket money and rooms for his new things. At first the business began to promote friends and family, later it grew and attracted various supporters. The region around Shah Alam is covered in this business. This business provides delivery service to customers from all over Shah Alam and most of the time COD in Seksyen 7 Shah Alam, Selangor. The business sells good products at competitive rates that draw the attention of the consumer. The target audience is chocolate lovers and students who passionately love eating cookies and chocolate.

Finally, social media have the power to attract customers by means of Facebook, Instagram, Carousel, Twitter and other types of platforms. The business will increase many supporters and grow its market worldwide through teaser, hard sell, and soft sell. While chocolate is good for health, it is because buyers like to eating something sweet these days.

# 1.0 GO E-COMMERCE REGISTRATION


## 1.1 PERSONAL PROFILE

2:02 AM Fri 16 Jul app.go-ecommerce.my 58%

**Go-eCommerce** BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

PERSONAL PROFILE BUSINESS PROFILE

  
**Afina Syasya Binti Anurazni**

**Personal Information** Edit

Name	: Afina Syasya Binti Anurazni	Phone/Mobile	:		<span>Edit</span>
New Identity Card No.	:	Home Address	:		
Email Address	:				
City	: Shah Alam	District	:		
State	: Selangor	Postcode	:		
Personal Facebook	: Munchiesticious	Personal Instagram	:	null	
Gender	: Female	Race	:	Malay	
Marital Status	: Single	Special Need Required	:	No	

**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	City	:	Puncak Perdana



2:05 AM Fri 16 Jul eUsahawan Syasya.pdf 59%

Done

Level of Study	: Bachelor Degree	Study Status	:	Full time
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	: 2022	Expected Month To Complete Study	:	7
Related To Study Field	: Yes			


## 1.2 Business Profile

1:32 AM Fri 16 Jul app.go-e-commerce.my 48%

**Go-eCommerce** BETA

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PERSONAL PROFILE BUSINESS PROFILE

  
**Afina Syasya Binti Anurazni**

Company Name	: Munchieslicious	Company Registration No.	:		<a href="#">Edit</a>
Type Of Business Enterprise	:	Business Role	:	Service Owner	
Facebook Page	:	Business Category/Business Sub-Category	:	Food & Beverages /	
https://www.facebook.com/munchieslicious/		Business Instagram Page	:		
Wechat for Business	:	Business Website	:		
Marketplace Others	:	Type Of Website	:		
Business Related to Your Study Field	:	Experience in International Export	:	No	
Yes					

Available Contest



### 1.3 eCertificates





# CERTIFICATE OF COMPLETION

This certificate that  
**Afina Syasya Binti Anurazni**  
has completed the  
**Entrepreneurship Value (Level 1)**  
on  
15 June 2021

organised by







# CERTIFICATE OF COMPLETION

This certificate that  
**Afina Syasya Binti Anurazni**  
has completed the  
**Introduction of Website (Level 1)**  
on  
**15 June 2021**

organised by





# CERTIFICATE OF COMPLETION

This certificate that  
**Afina Syasya Binti Anurazni**  
has completed the  
**Entrepreneurship Value (Level 1) - Copy**  
on  
**15 June 2021**

organised by



## 2.0 INTRODUCTION OF BUSINESS

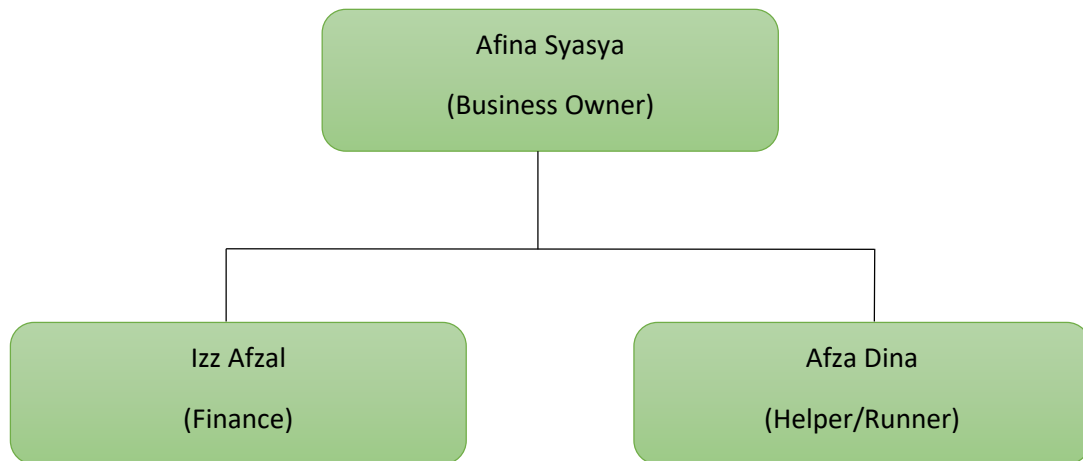
### 2.1 Name and Address of the business

- Munchielicious
- Universiti Teknologi MARA Kampus Puncak Perdana, Jalan Pulau Angsa AU/10A, 40150 Shah Alam, Selangor.



### 2.2 Organizational Chart

Munchielicious



### 2.3 Mission and Vision

- Mission  
To become one of the best seller cookies and chocolate in Malaysia and open up one cookies and chocolate store.
- Vision
  - Improve customer satisfaction
  - Speed up respond time
  - Give more reasonable price to student
  - Provide more affordable cookies and chocolate.



## 2.4 Description of Products and Services

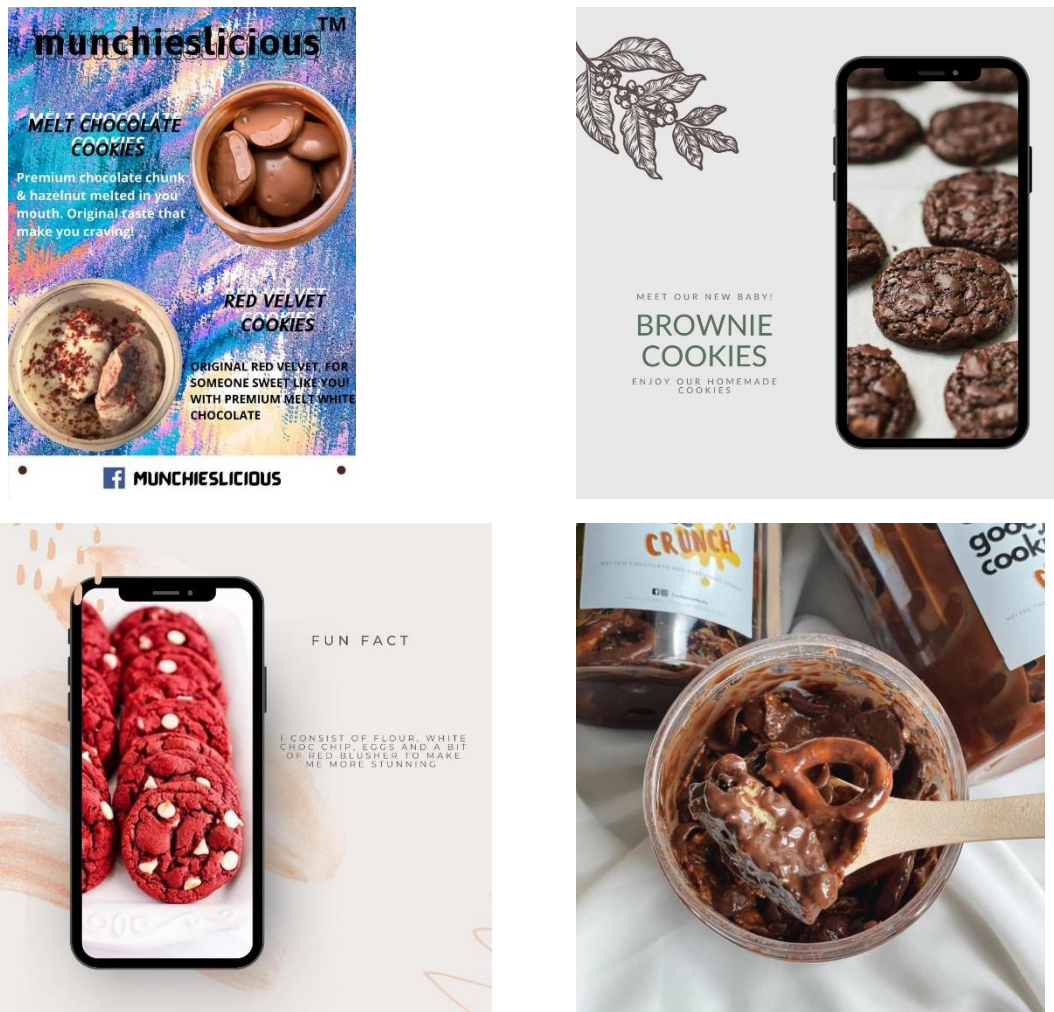


Figure 1: Product of Munchieslicious ✓

Our product consist of two flavours types that guarantee in superb condition and delicious. The purpose of selling these cookies due to the pandemis Covid-19 that's hit our economy, this make the owner dell burden of her life to survive in these situation. There a lot of commitment that the owner need to face for an example the owner needs to pay her study fees, the pocket money started to finish and personal matter. ✓

The products of packaging already washed for hygiene, this will make the buyer feel safer and confident to buys from our Facebook page. About our originalities of the product are 100% original due to the homemade cookies. The details of the products already being stated at the page itself, to make the buyer easier to see the foods. Some of the price states are fix

price due to the food condition and rarest. For the postage under RM50 it will be charge for RM10 and for the items for more than RM50 the postage will be free based on the terms and condition apply. To attract more customer some of the product provides free give to the buyers.



## **2.5 Market Segmentation**

The target demographic and market segmentation of the business are not limited. The business offers foods to individuals who love eating chocolate or chocolate lovers. Our foods products is also not aimed at any age as long as our client can eat something sweet. We give to our customers all sorts of cookies and chocolate at decent prices and we deliver discounts and free gift to our customers.

In addition, our primary emphasis is on customers who want to eat something delicious and sweet. As you know, chocolate is good for health and we sell in good quality. We aim to sell our goods at market price in order to give our consumers more benefits.

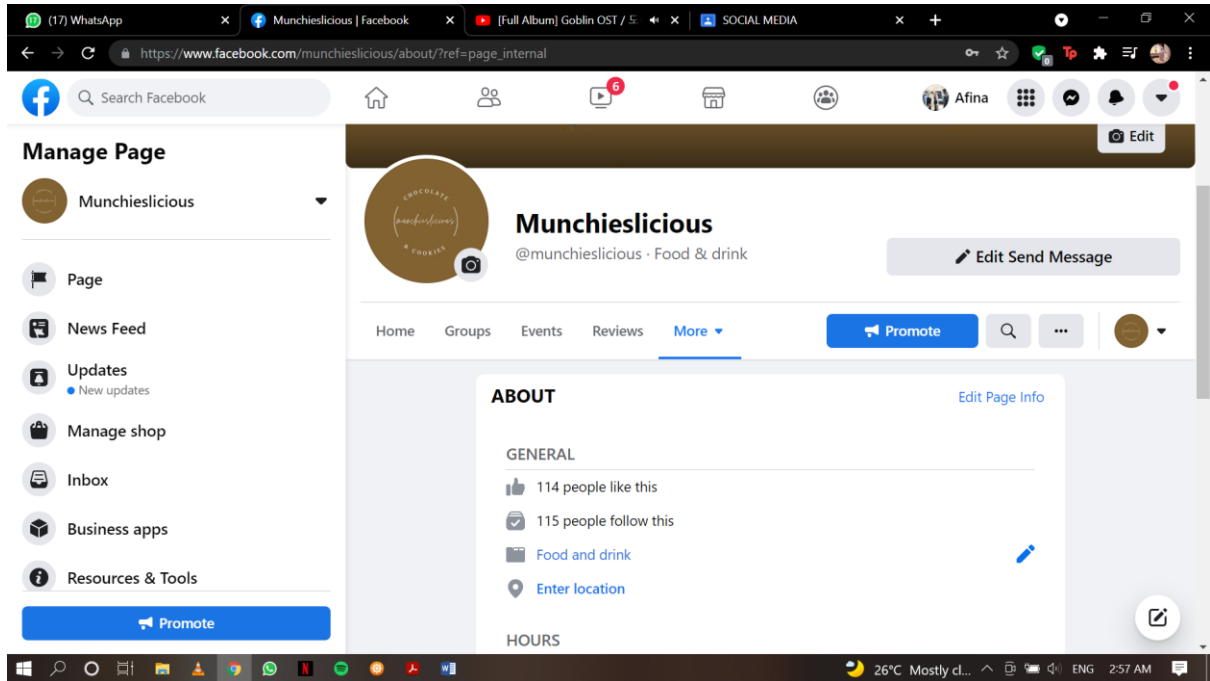
### **2.5.1 Price List**

Munchieslicious consist of 2 types of foods which is brownie cookies and chocojar melt chocolate and red velvet cookies chocojar. The price of brownie cookies are 25 pcs, RM18 and 50 pcs, RM24. While for the chocojar melt chocolate and red velvet cookies chocojar is RM14 for each. Our company also offers our customer promotion often and deals can be 30 percent off, which really is worth it, depending on the season festival. Our consumers will invest time with us and we will offer incentives to them.

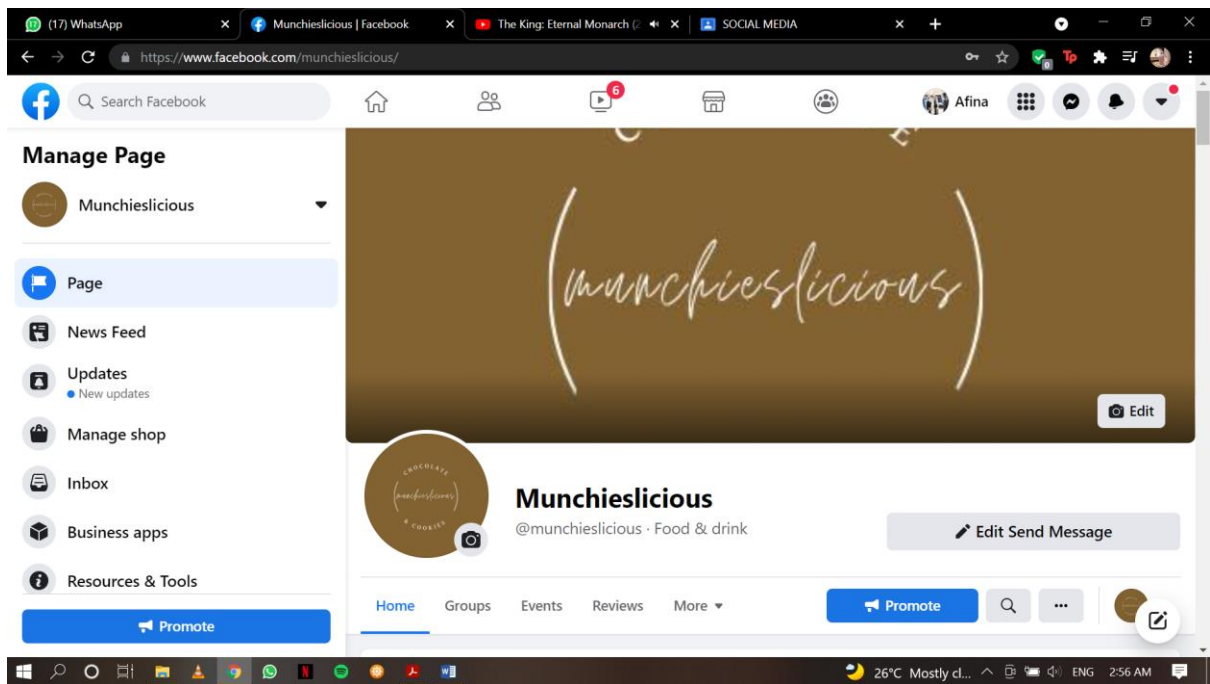


### 3.0 FACEBOOK PAGE

#### 3.1 Creating Facebook Page



#### 3.2 Customizing URL Facebook Page

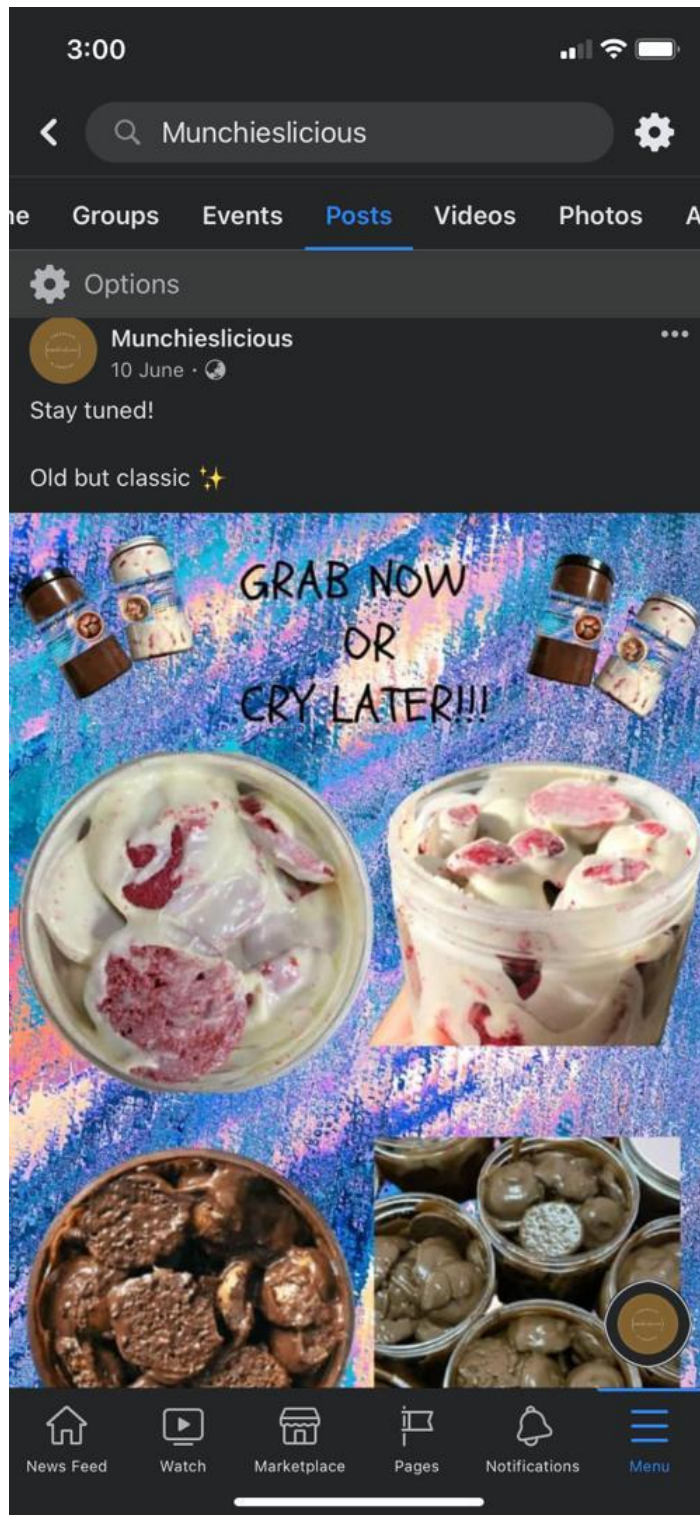


### 3.3 Facebook Post – 6 Teaser

#### Teaser 1



Teaser 2

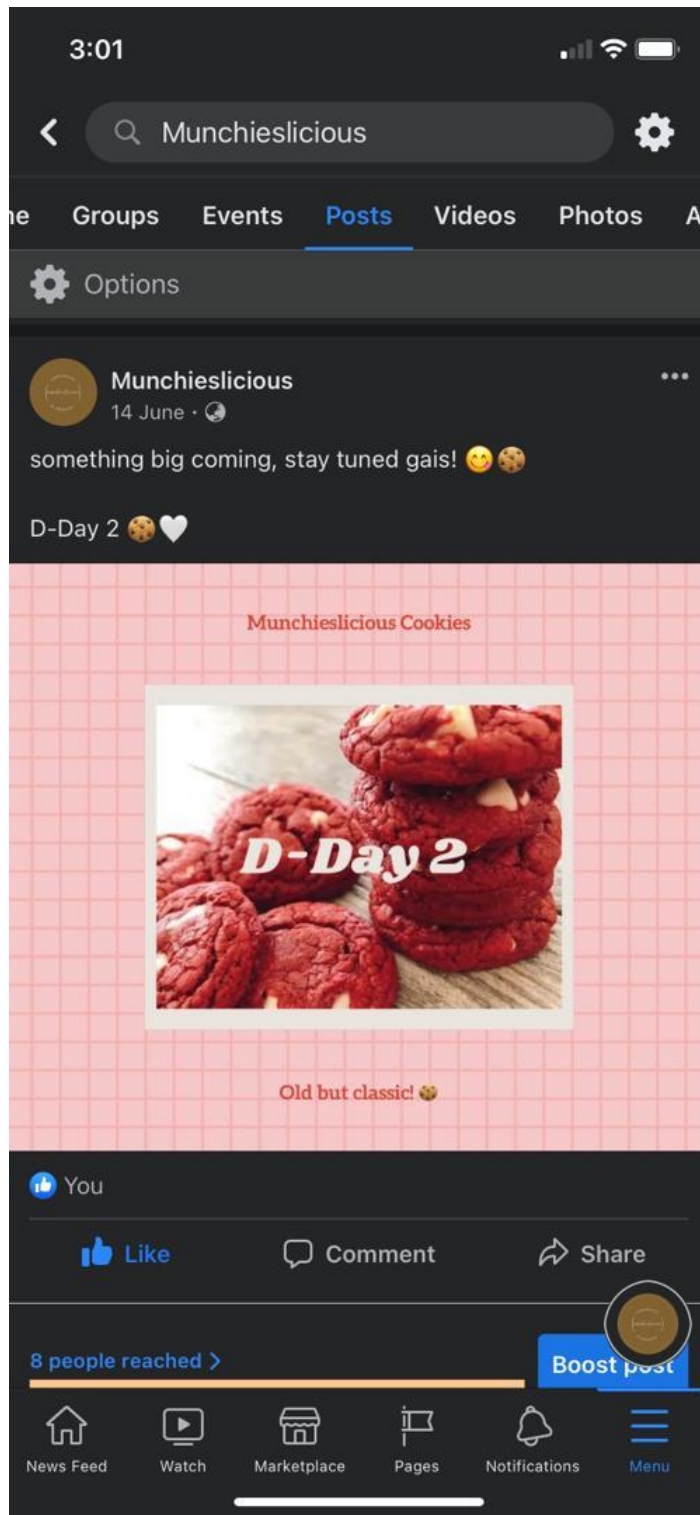




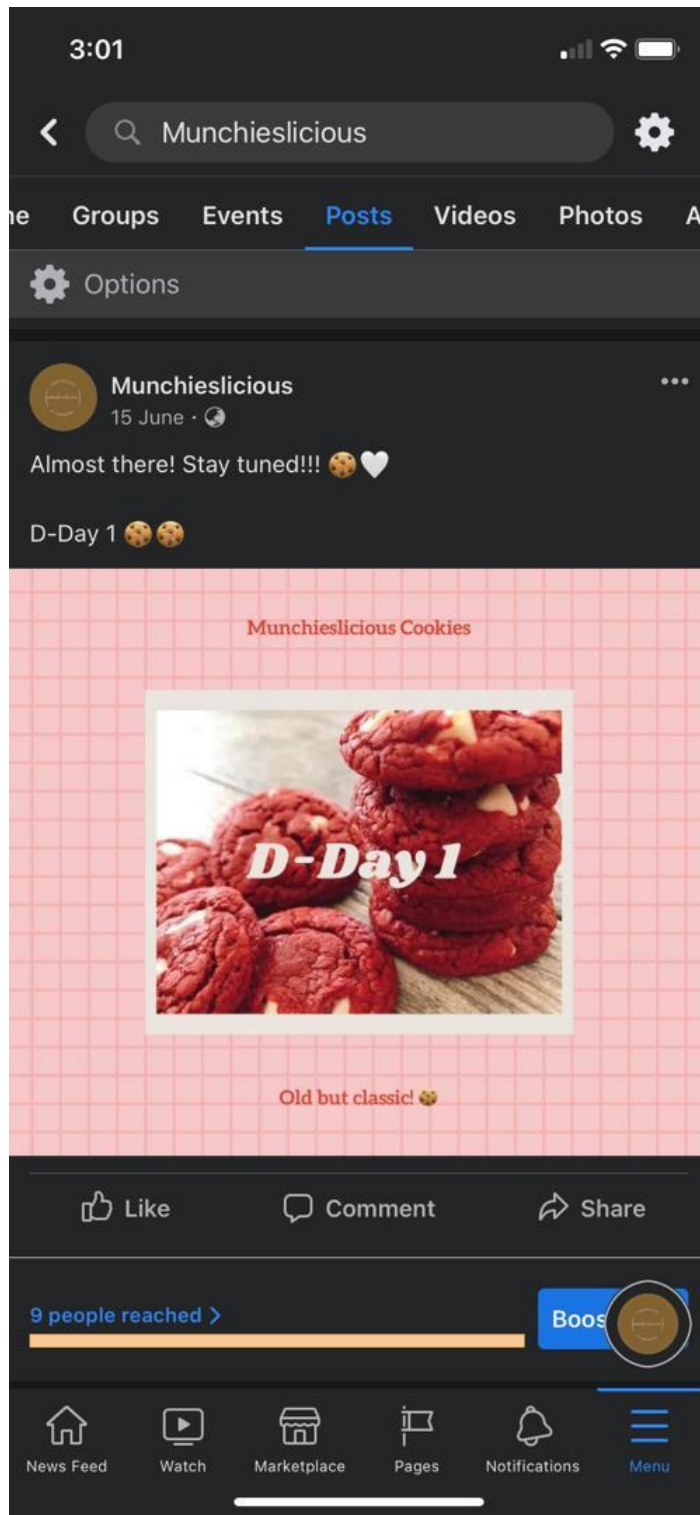
### Teaser 3



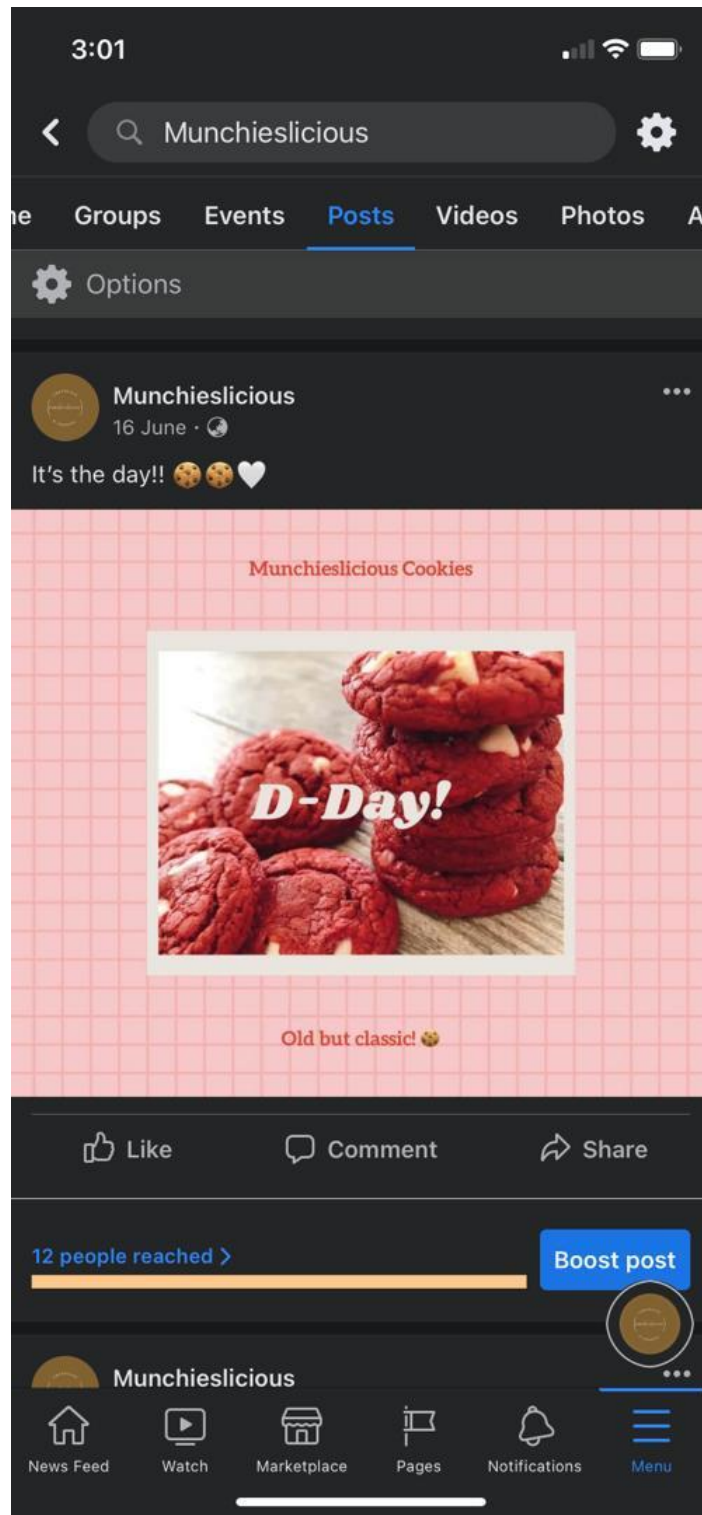
# Teaser 4



Teaser 5

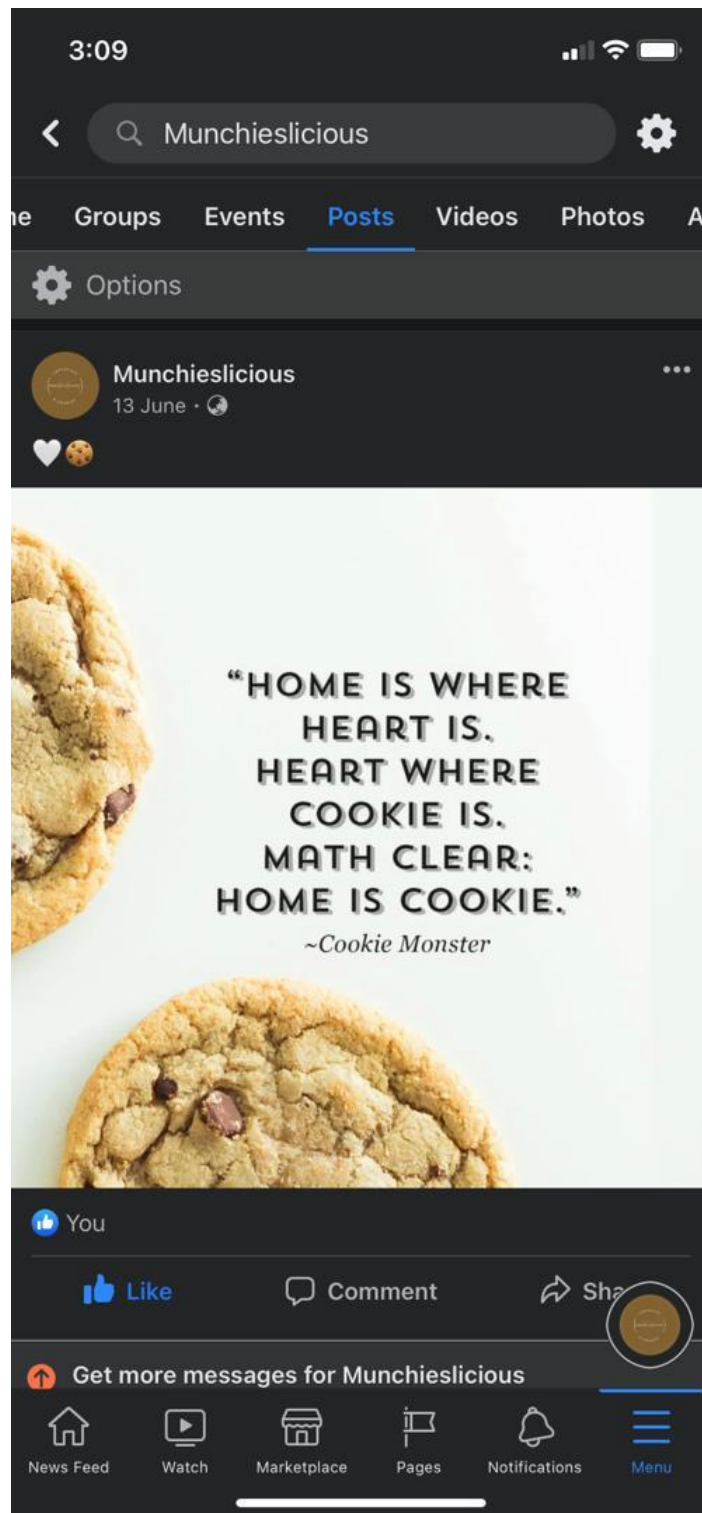


# Teaser 6

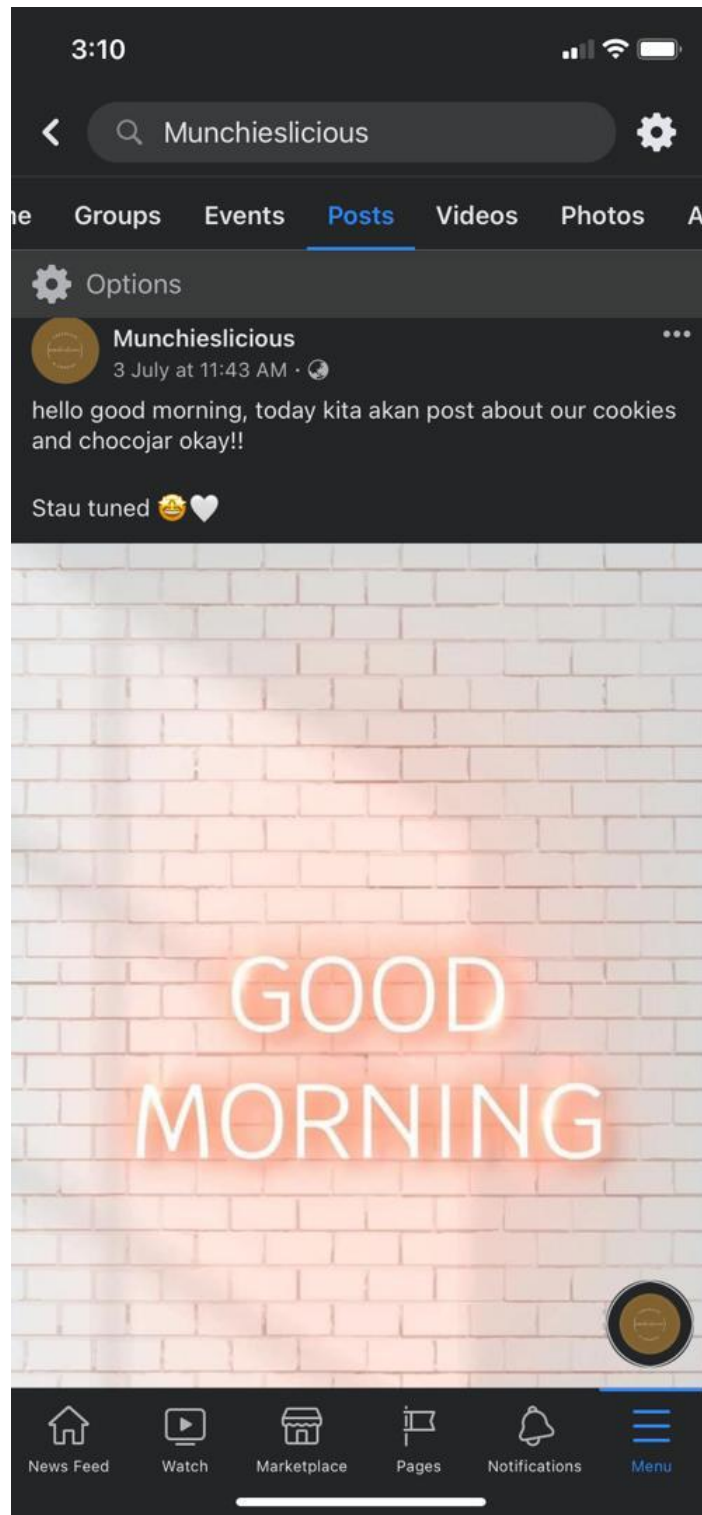


### 3.4 Facebook Post – Soft Sell 14

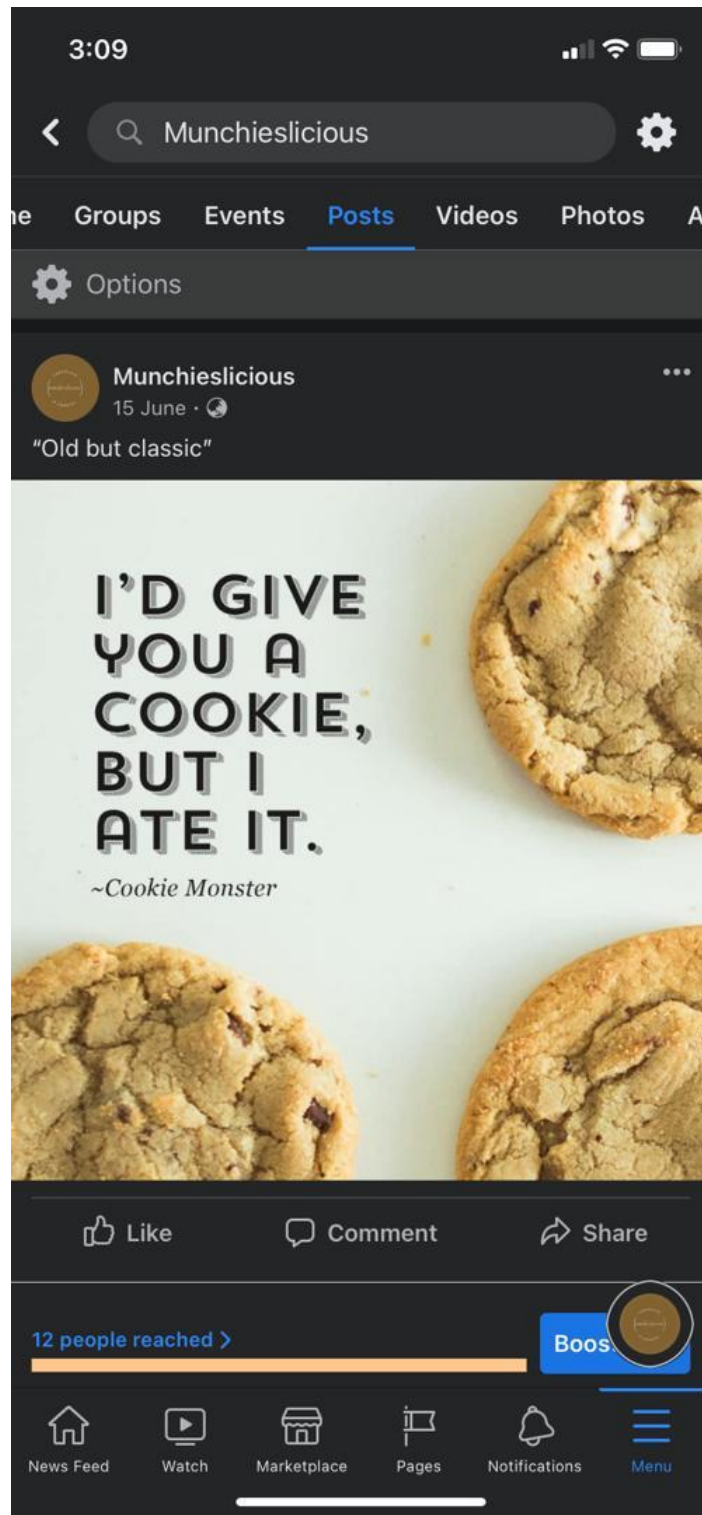
#### Soft Sell 1



## Soft Sell 2



Soft Sell 3

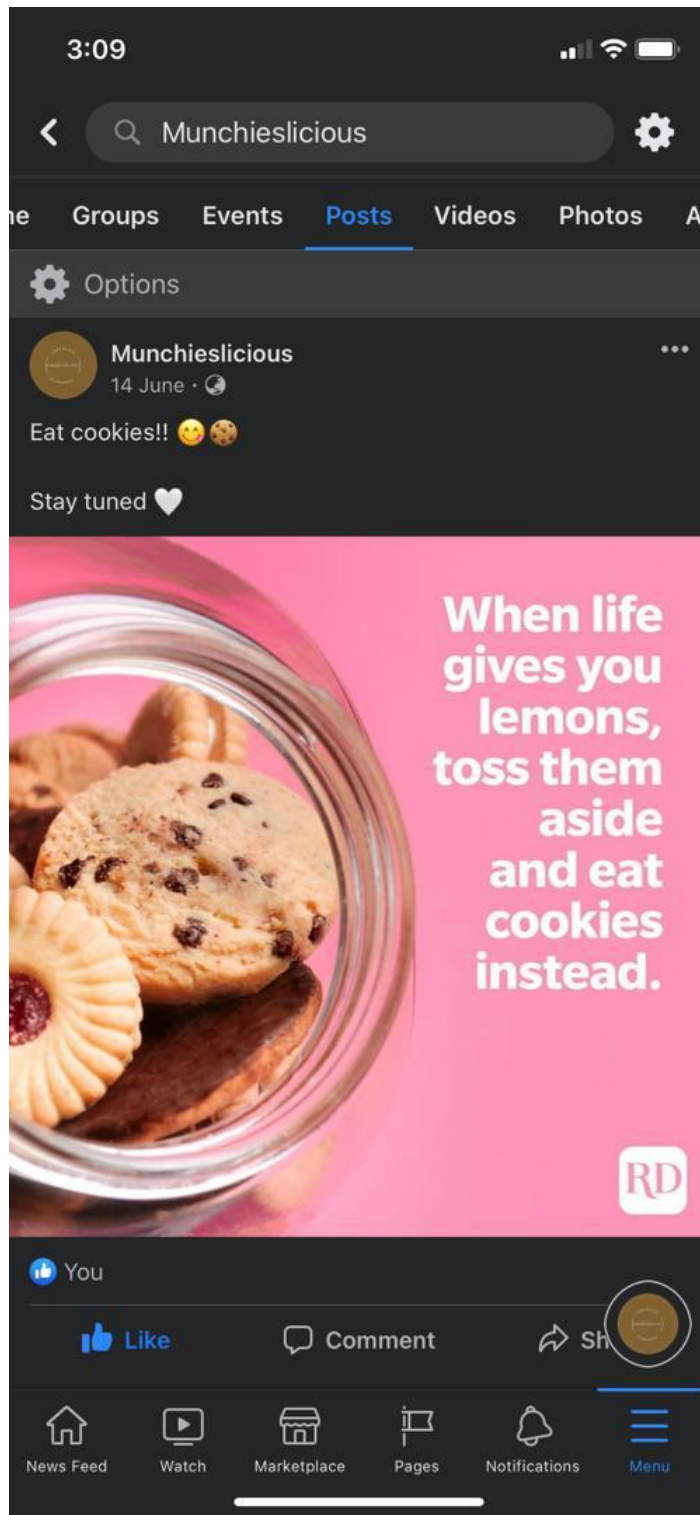


Soft Sell 4





Soft Sell 5



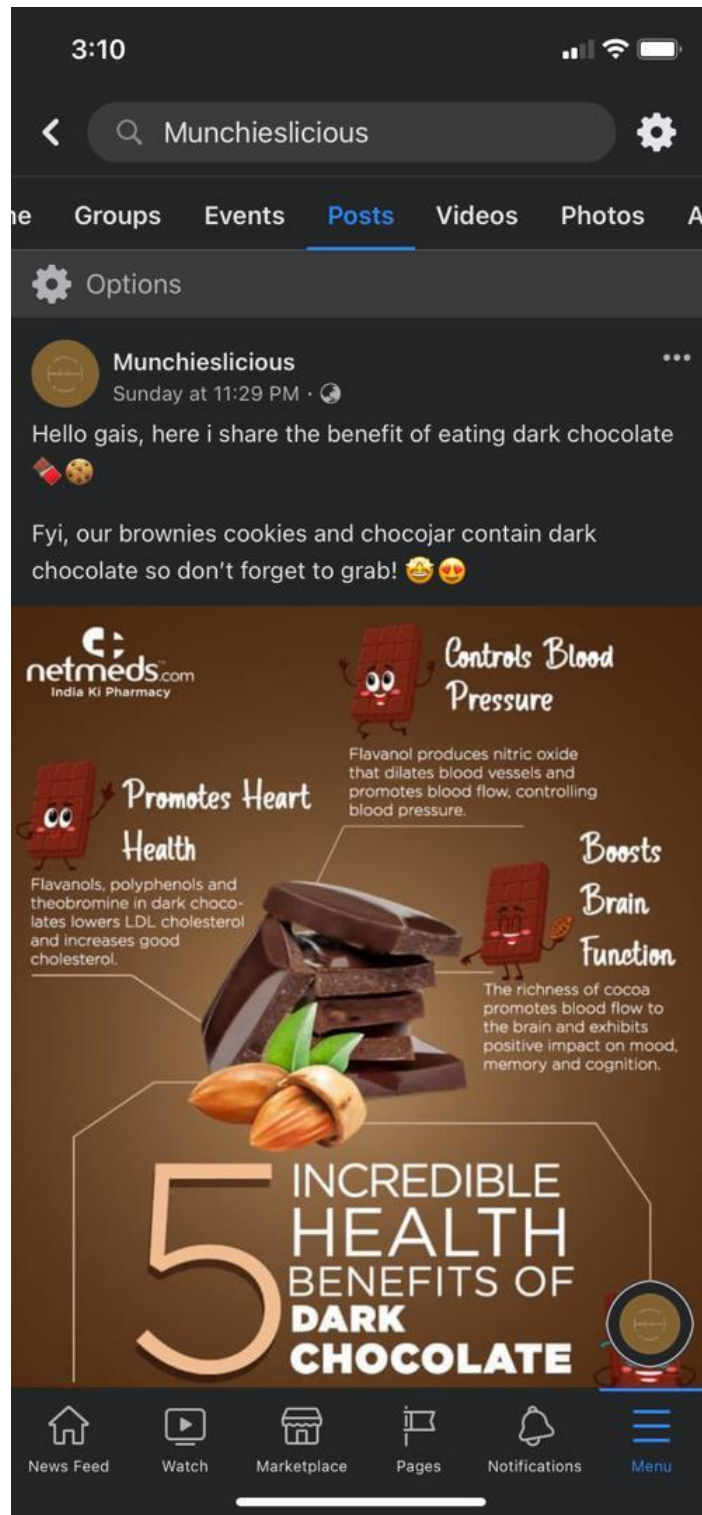
## Soft Sell 6



Soft Sell 7



Soft Sell 8



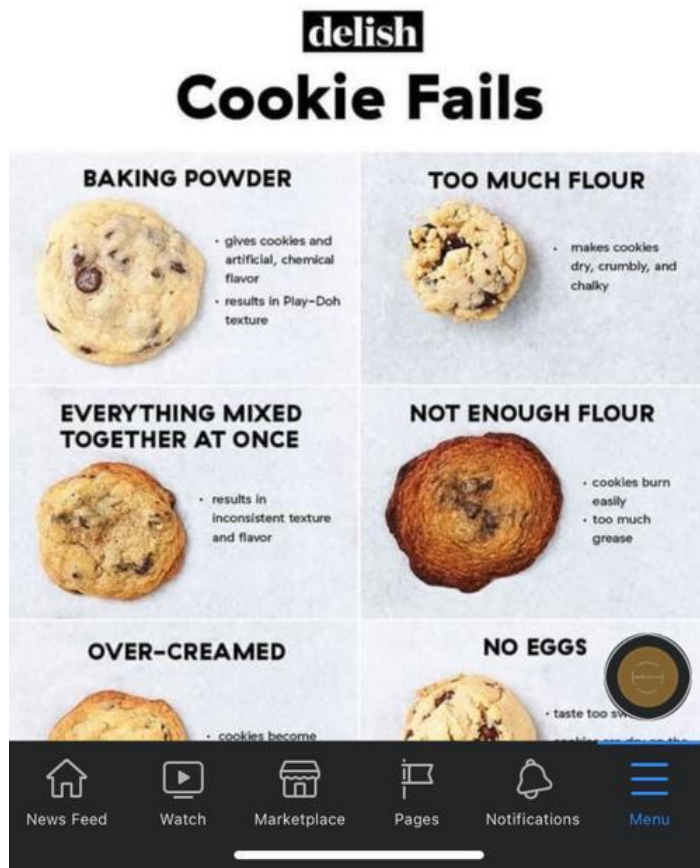
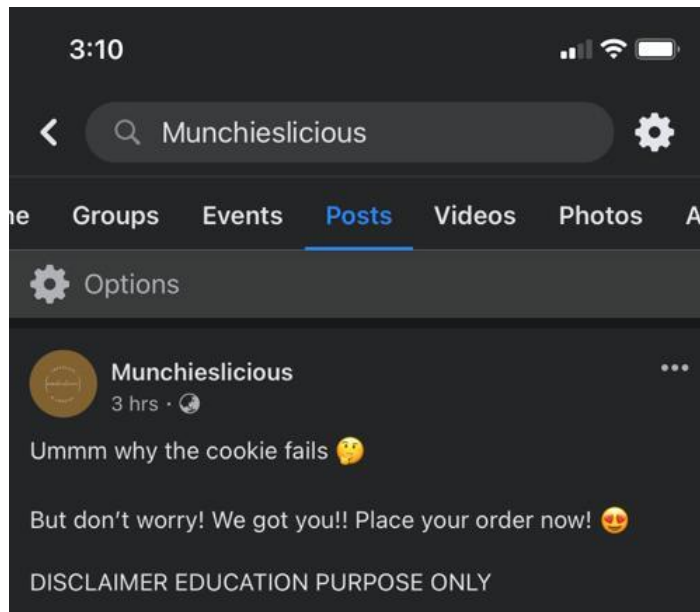
Soft Sell 9



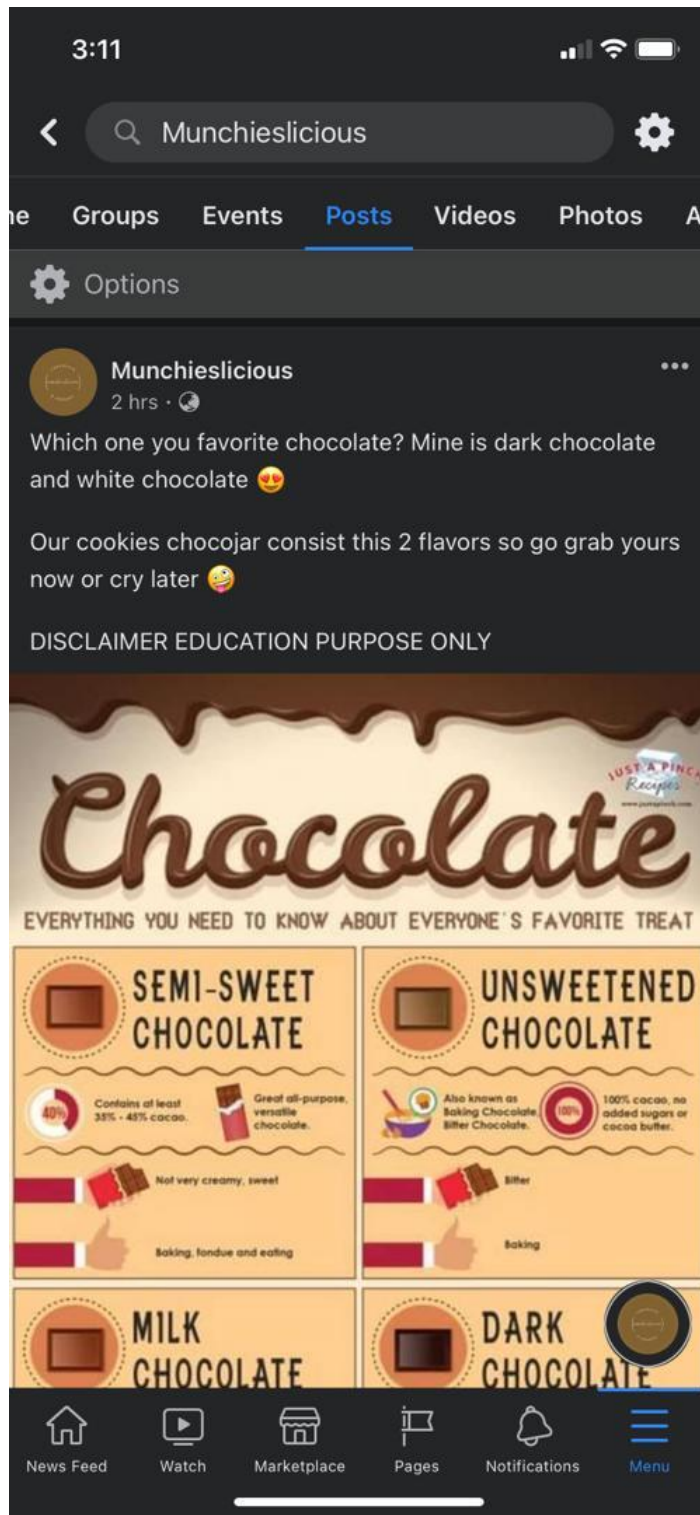
Soft Sell 10



# Soft Sell 11



Soft Sell 12





Soft Sell 13

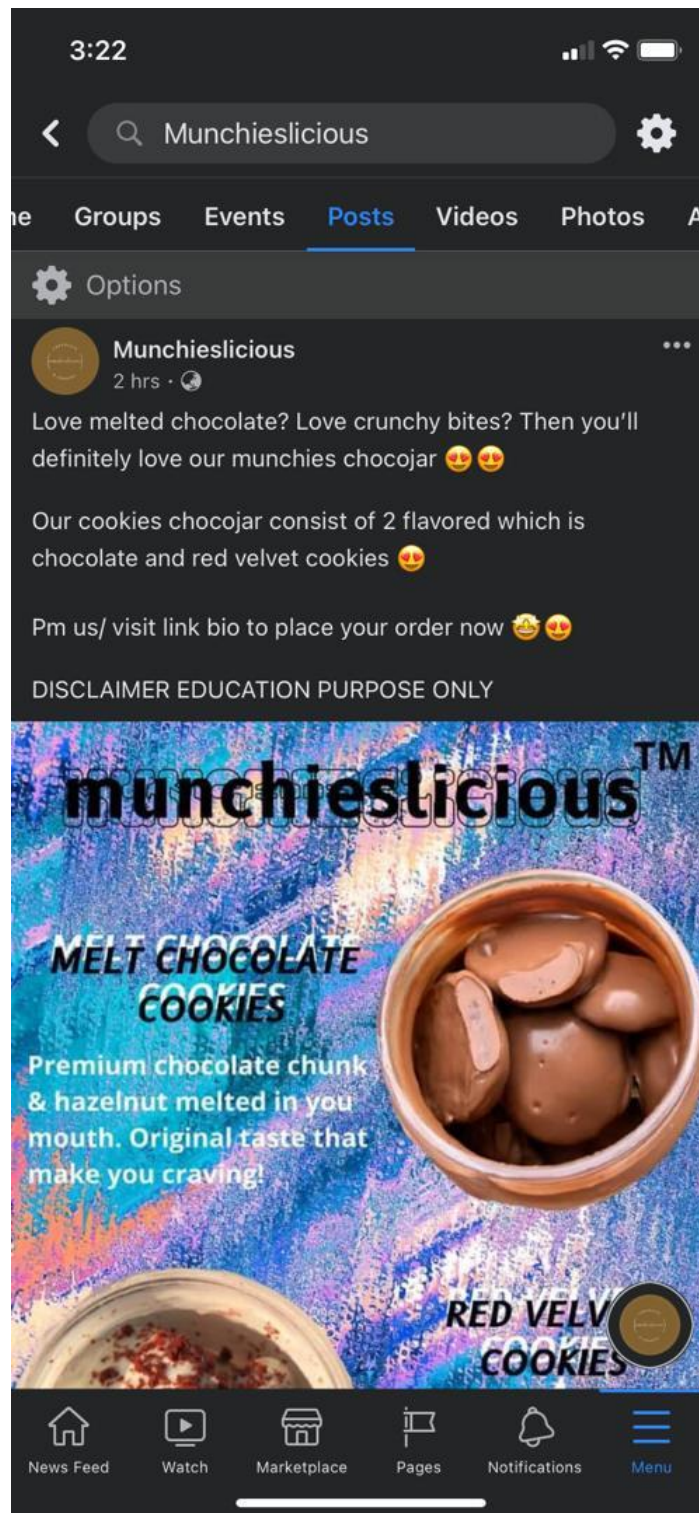


Soft Sell 14

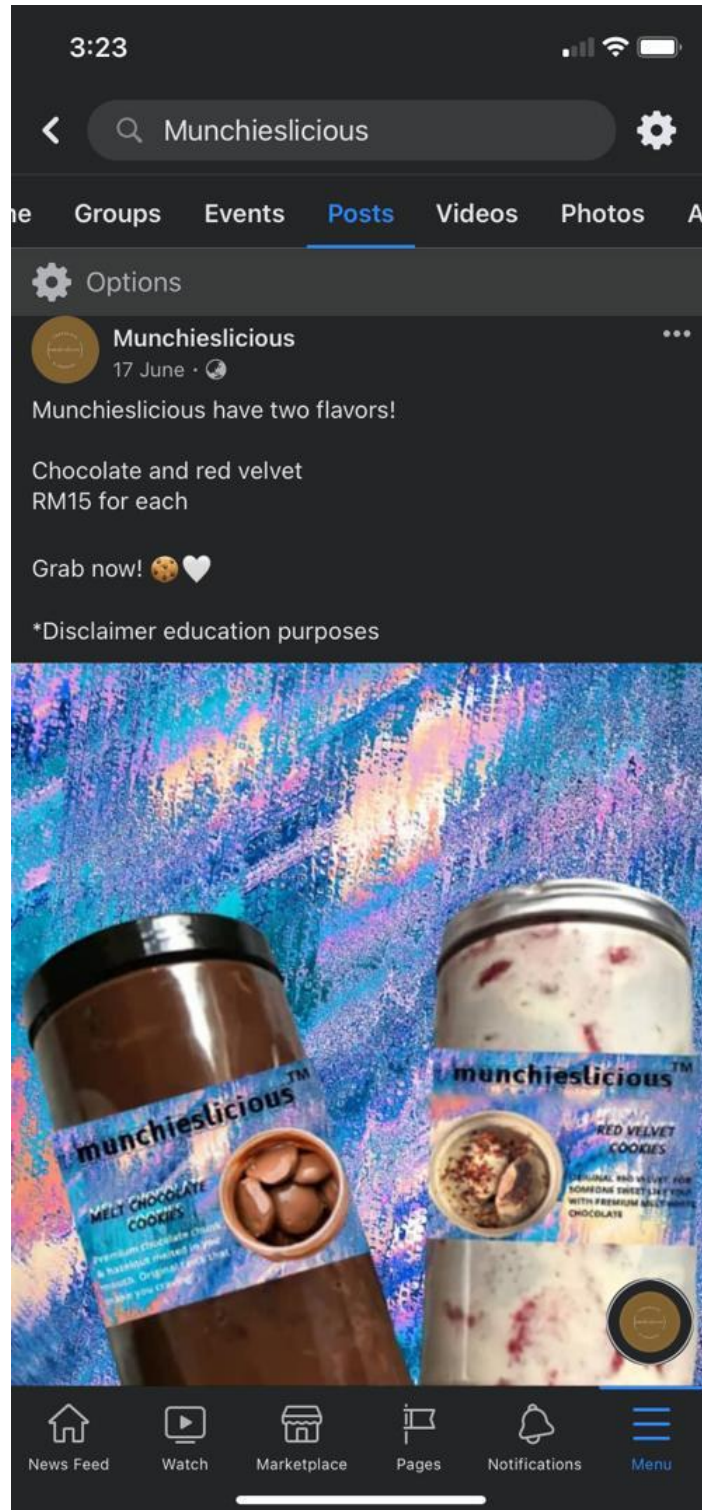


### 3.5 Facebook Post- Hard Sell 14

#### Hard Sell 1



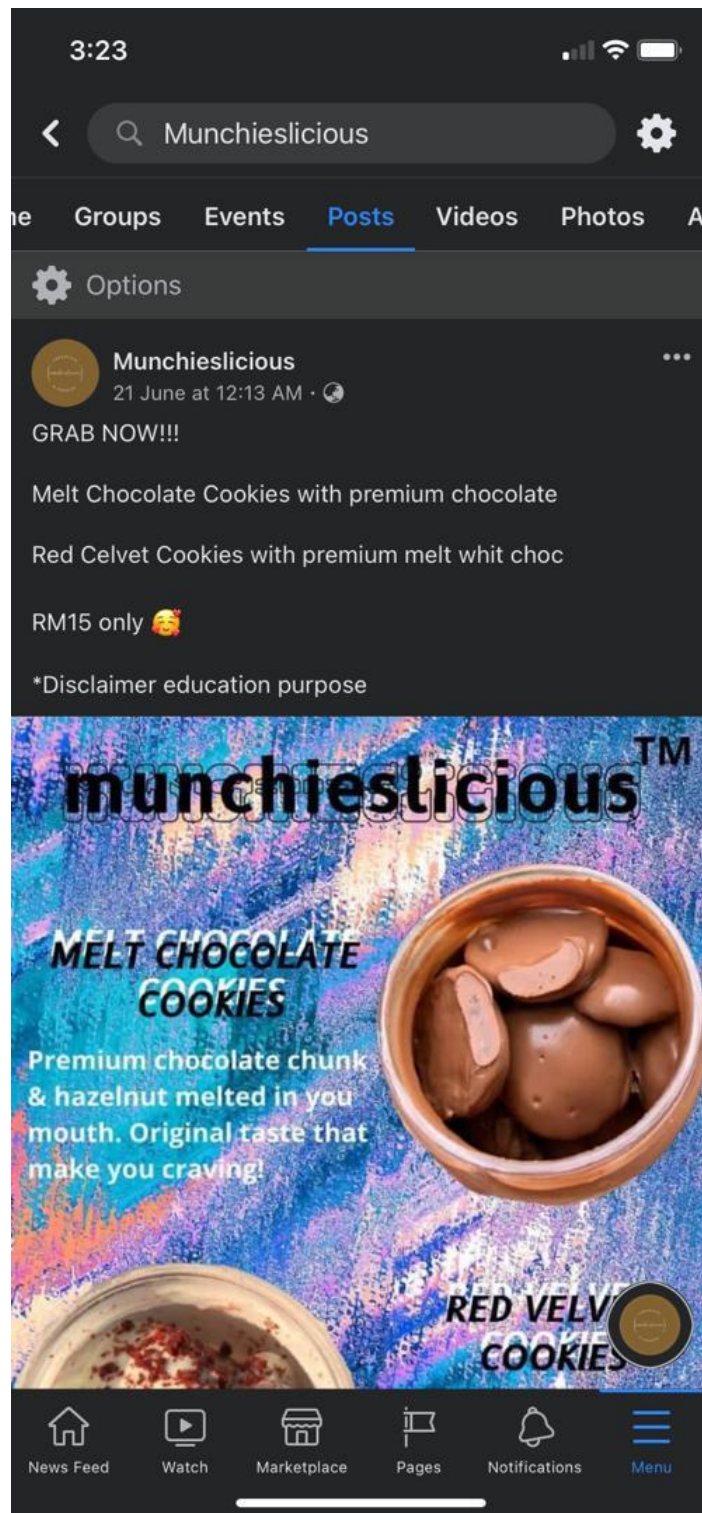
## Hard Sell 2



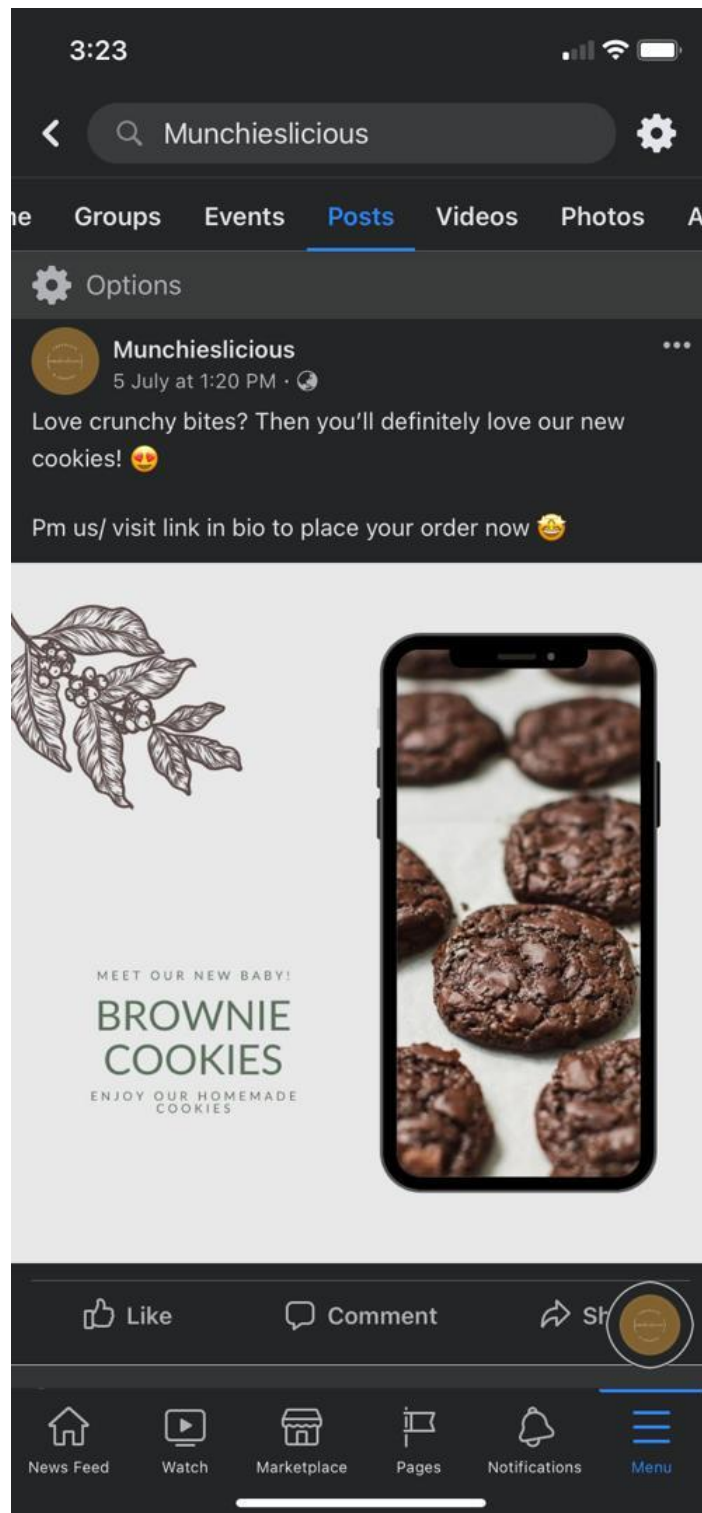
### Hard Sell 3



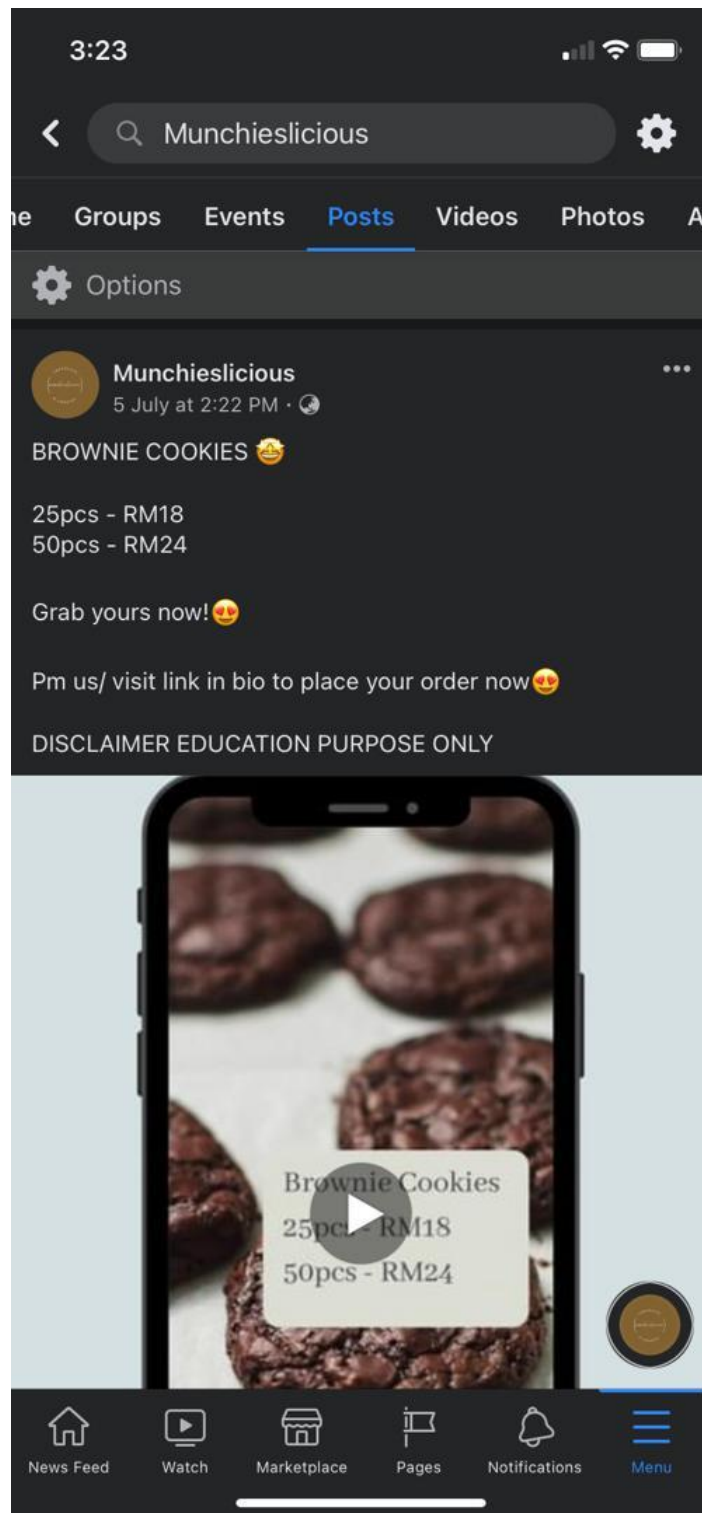
## Hard Sell 4



## Hard Sell 5

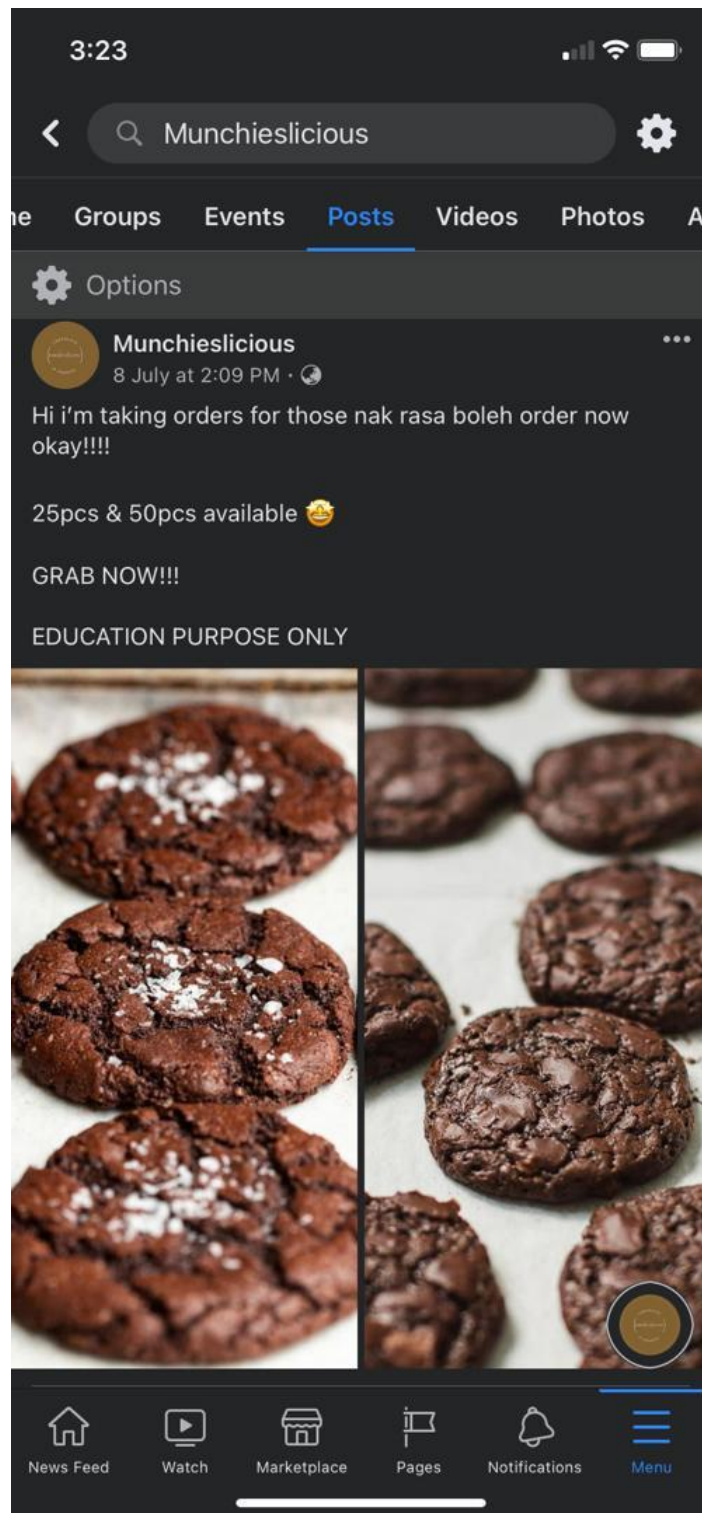


## Hard Sell 6





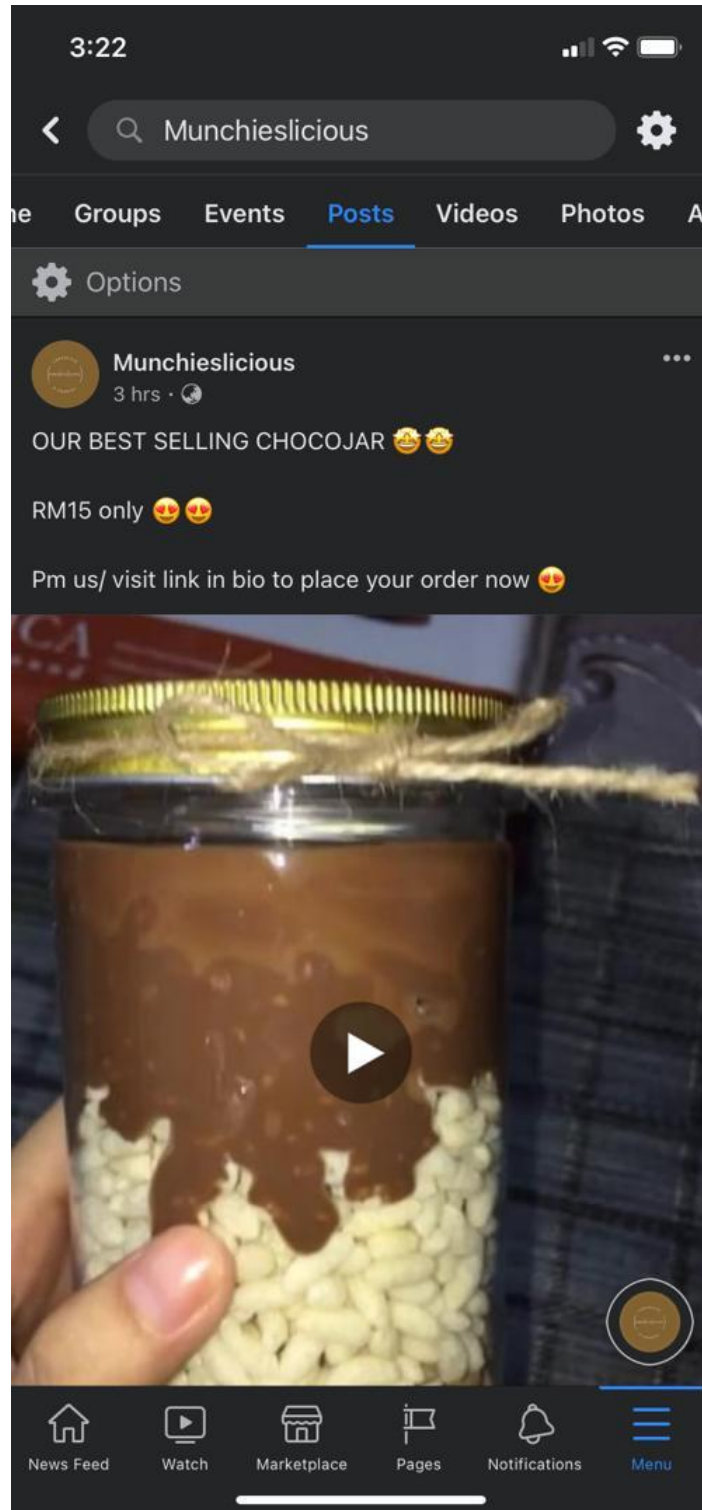
## Hard Sell 7



## Hard Sell 8



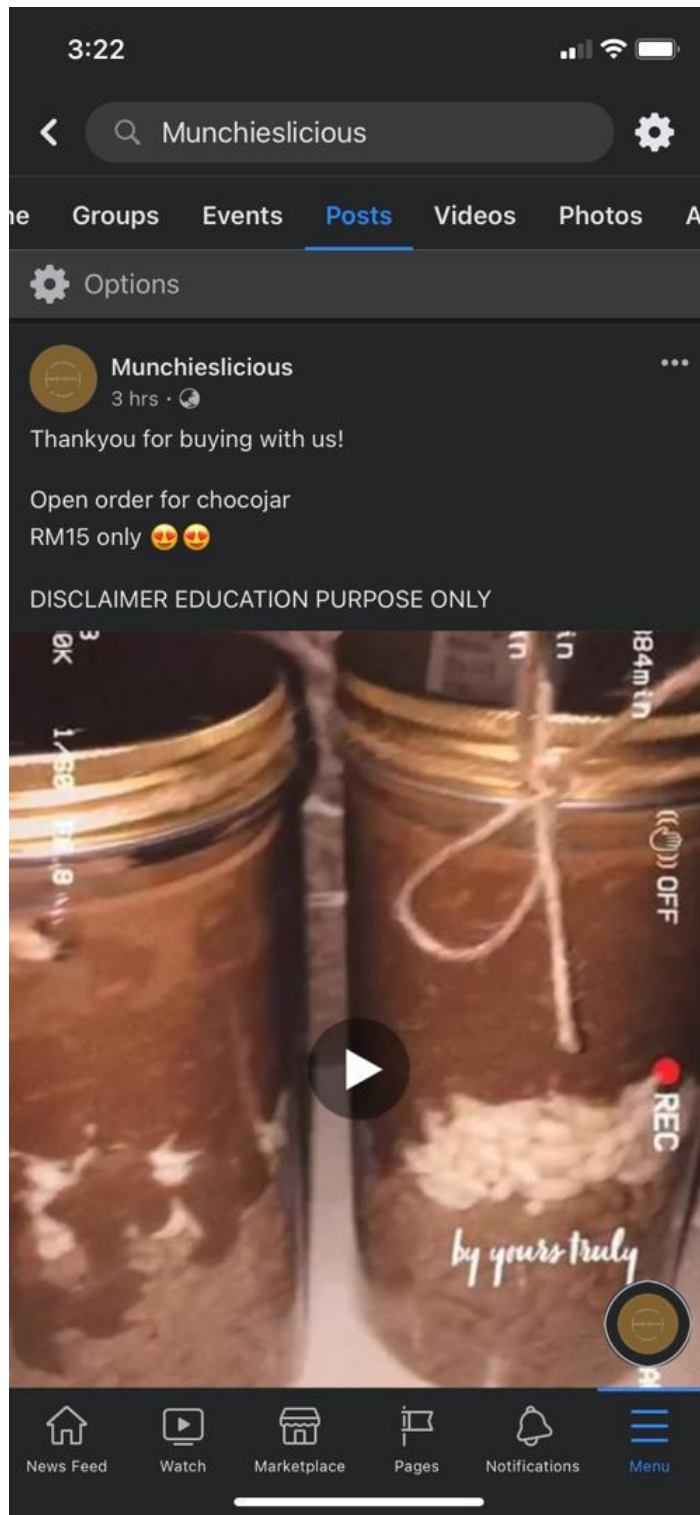
## Hard Sell 9



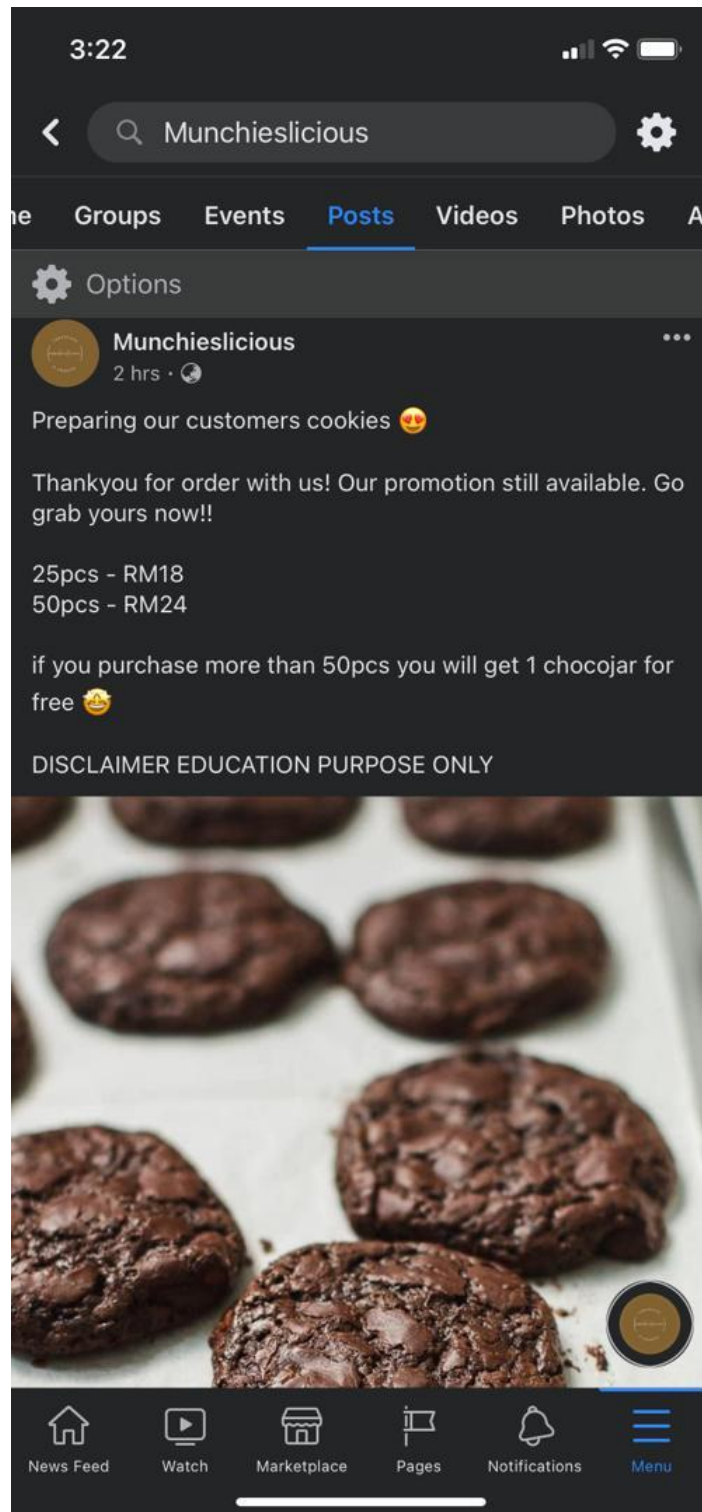
## Hard Sell 10



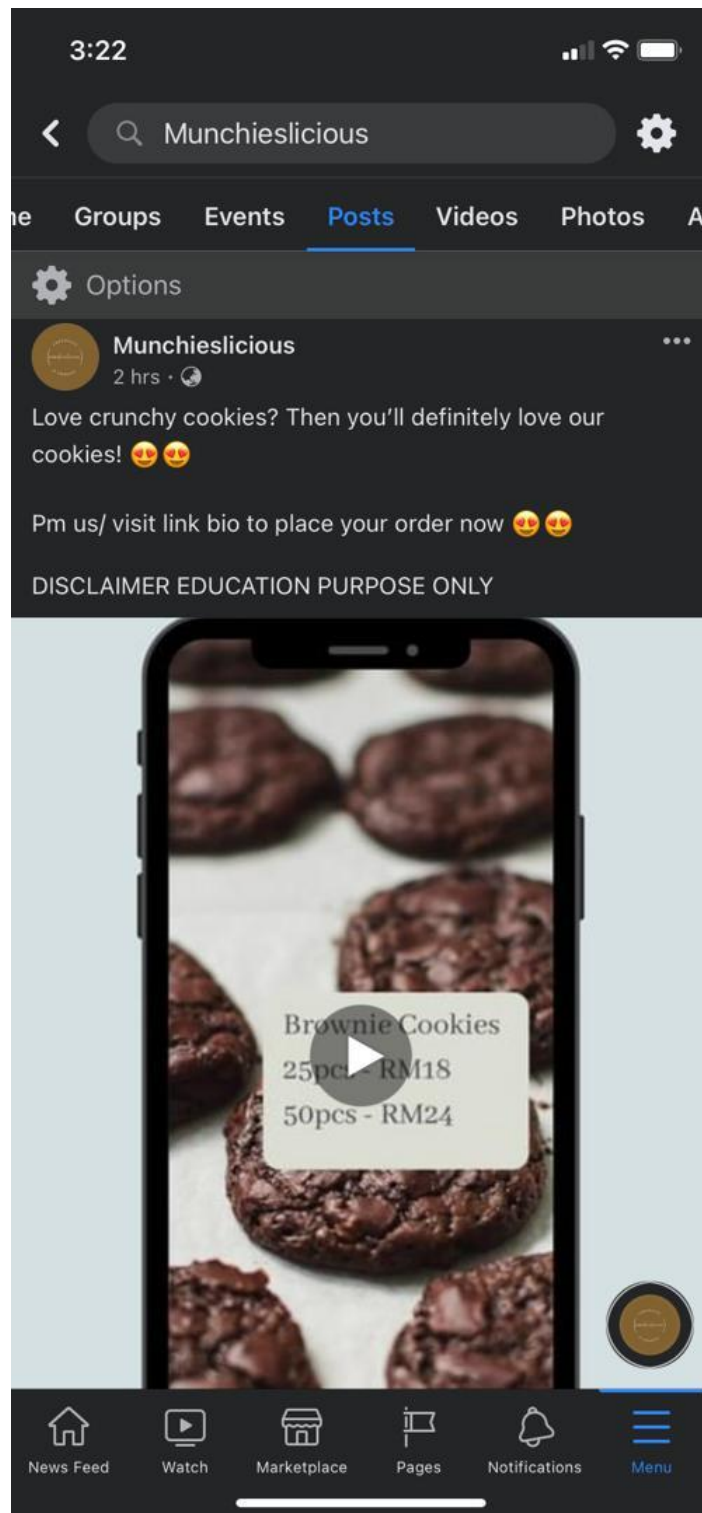
# Hard Sell 11



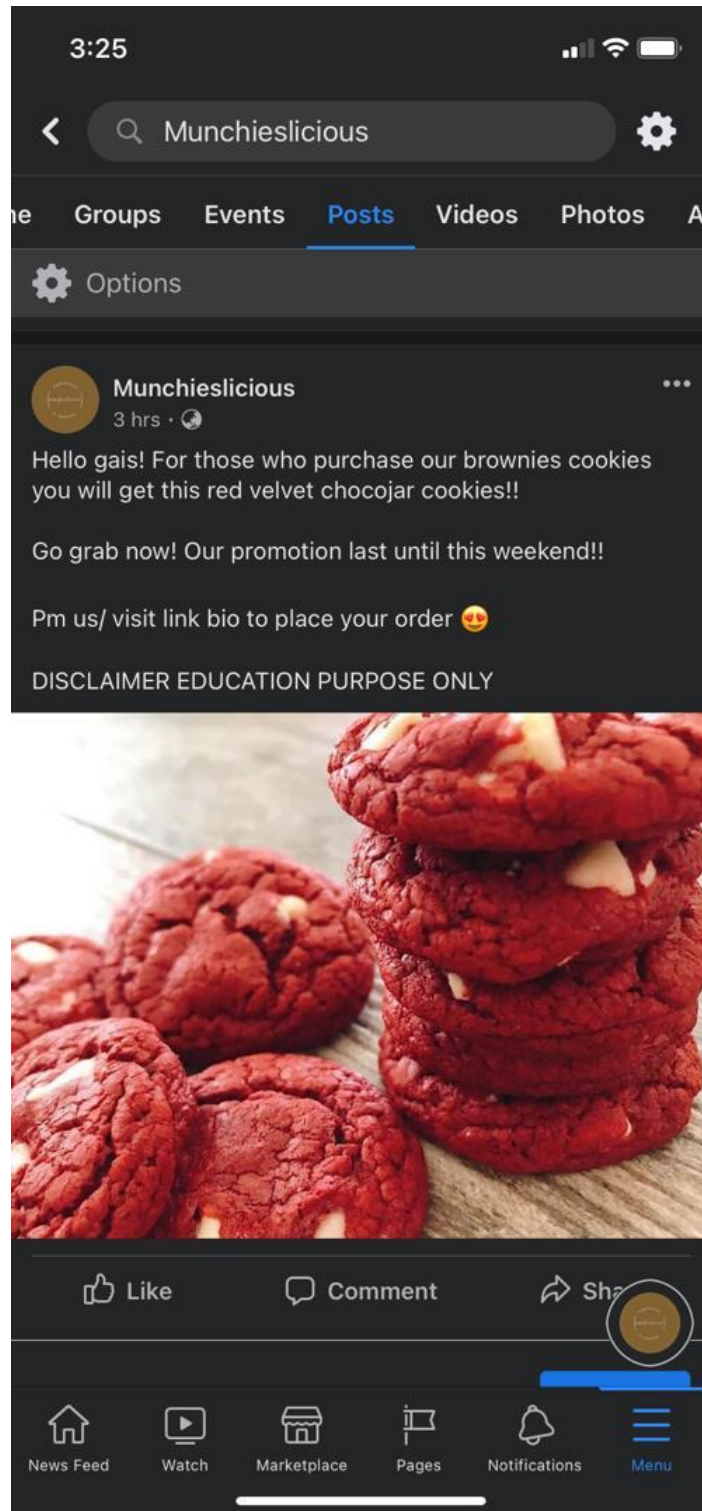
## Hard Sell 12



## Hard Sell 13



## Hard Sell 14





## 4.0 GRAPHIC

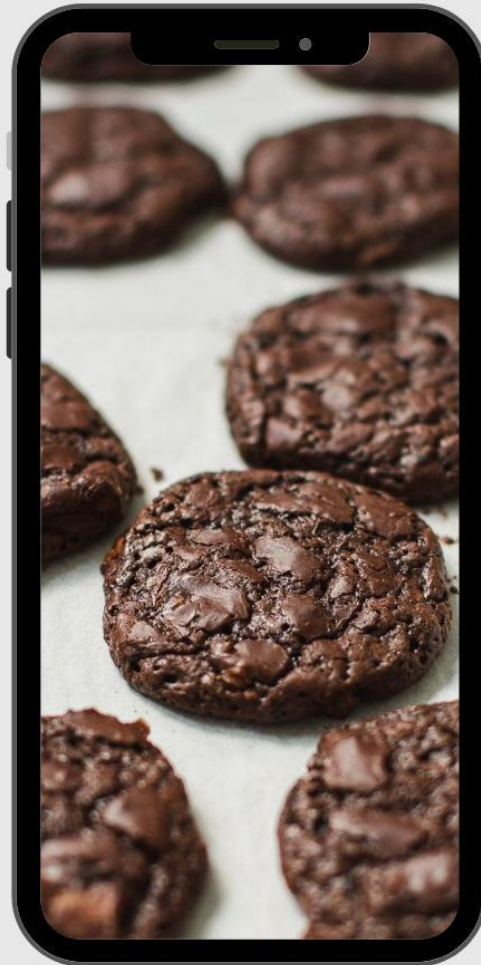




MEET OUR NEW BABY!

# BROWNIE COOKIES

ENJOY OUR HOMEMADE  
COOKIES





# **munchieslicious**™

## **MELT CHOCOLATE COOKIES**

Premium chocolate chunk  
& hazelnut melted in you  
mouth. Original taste that  
make you craving!



## **RED VELVET COOKIES**

ORIGINAL RED VELVET, FOR  
SOMEONE SWEET LIKE YOU!  
WITH PREMIUM MELT WHITE  
CHOCOLATE



**f MUNCHIESLICIOUS** ✓

## 5.0 CONCLUSION

I am so glad that I have completed my social media portfolio under my course, ENT530. The portfolio helps me to decide how to run my business and allow me to manage it. Via teasers, soft sell and hard sell, I can distinguish variations among our target customers. Via social media networks I can get a lot of benefit by advertising and promoting my goods and services.

Besides, I have learnt how to become an entrepreneur and how to communicate with customers in a positive manner. Keeping notes and tasks helping me in interacting with clients and doing my job with patience and affection. In this way, I will take all my duties as a business owner and I will draw more customers and raise my sales and make more money.

I am proud of the awareness that I learned from my social media portfolio. The most important thing that I have discovered is "one cannot give up to get one's desired outcome". Besides, I am more conscious of competition within the industry.

