



الجامعة
UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Filem, Teater
dan Animasi

PRODUCT LOGO



CASE STUDY: FACEBOOK PORTFOLIO

SOCIAL MEDIA PORTFOLIO: MARCOOKIES

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY

FACULTY & PROGRAMME : FAKULTI FILEM, TEATER DAN ANIMASI

SEMESTER : 4

PROJECT TITLE : CASE STUDY FACEBOOK MARCOOKIES

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LECTURER : MADAM NURHUDA NIZAR

ACKNOWLEDGEMENT

This case study is a component of my Entrepreneurial Principles class (ENT530). This project has been really beneficial and has provided excellent training.

To begin, I need the assistance and thanks of a few well-respected individuals who deserve my heartfelt thanks in order to finish my case study. As a consequence, I'd want to express my gratitude to Madam Nurhuda Nizar, my professor, for her aid and suggestions in finishing my case study. Her patience and kindness in educating me, as well as her continuous support, were much appreciated.

This endeavour will need a significant amount of effort on my part. It would be impossible to do without the assistance of my parents and relatives. They help me in a variety of ways, and without their brilliant ideas and support, my project would not be able to move further. As a consequence, I am quite thankful for their assistance and participation, which has really aided me in finishing the case study.

I'd also want to express my heartfelt appreciation to everyone who helped with the case study's completion. As a consequence, a number of individuals, notably my friends, have offered helpful advice and pledges to my project, prompting me to improve my work. Simply said, I'm grateful for everyone's time and work.

EXECUTIVE SUMMARY




Family Corner is a product on my Facebook page Mar Cookies for my business. The major goal of the business is to provide a range of cookies from Family Corner to my customers at an accessible price while maintaining the luxury flavour of Family Corner. My company began operations on April 17, 2021

My goods had a terrific flavour, according to the customer review, because the tanginess of the cookies made my client recall the taste. Many people prefer this product because of its low and economical pricing. As a result, this product gives me valuable information for continuing to sell to my consumers.

Since the beginning of its operation, Family Corner has sold over 80 packets of cookies in a variety of flavours. Increased demand for my goods leads to a solid profit margin for my company initiative. As a result, Family Corner's cookies are a solid marketable product of choice that may be expanded into many various sectors as the company grows.

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1. GO-ECOMMERCE REGISTRATION



The screenshot displays the Go-eCommerce user profile page. The page is divided into two main sections: Personal Information and Institution Information. The Personal Information section includes fields for Name, New Identity Card No., Email Address, City, State, Personal Facebook, Gender, and Marital Status. The Institution Information section includes fields for Type of Institution, State of Institution, Address of Institution, District of Institution, Level of Study, Course Name, Subject Name, Month Enrolling the Subject, Internship Enrolment, Month of Internship Enrolment, Expected Year To Complete Study, Related To Study Field, Institution Let, Name of Institution, City, Postcode, Study Status, Class Name, Year Enrolling the subject, Lecturer Name, Year Of Internship Enrolment, Period of Internship Training, and Expected Month To Complete Study. The user's name is MARLIE DHAZNEL BIN RUSLI, and the institution is UTM Puncak Perdana - NHN ENT530.

Personal Information	
Name	MARLIE DHAZNEL BIN RUSLI
New Identity Card No.	
Email Address	
City	
State	
Personal Facebook	https://www.facebook.com/MarCookie
Gender	Male
Marital Status	Single
Phone/Mobile	
Home Address	
District	
Postcode	8000
Personal Instagram	null
Race	Malay
Special Need Required	No

Institution Information	
UTM Puncak Perdana - NHN ENT530	
Type of Institution	IHL
State of Institution	Selangor
Address of Institution	Universiti Teknologi MARA Kampus Puncak Perdana, Jin Pulau Angsa AUIS0A, 42150 Shah Alam, Selangor
District of Institution	Petaling
Level of Study	Bachelor Degree
Course Name	NHN ENT530
Subject Name	Principles of Entrepreneurship
Month Enrolling the Subject	3
Internship Enrolment	No
Month of Internship Enrolment	
Expected Year To Complete Study	2022
Related To Study Field	Yes
Institution Let	Universiti Teknologi MARA
Name of Institution	UTM Puncak Perdana
City	Puncak Perdana
Postcode	40150
Study Status	Full time
Class Name	FF2374A
Year Enrolling the subject	2021
Lecturer Name	NURHUDA BINTI HAJI NIZAR
Year Of Internship Enrolment	
Period of Internship Training	
Expected Month To Complete Study	12

Figure 1.1 Go-Ecommerce

In July of 2021, I was registered Go –Ecommerce for my business. To begin, I must complete a form on this Go-Ecommerce Web that is divided into two sections: personal information and institution information. I need to enter in my name, address, Id number, phone number, and, most importantly, my sales platform, which is Facebook. For Institution Information I have provided specifics of information about my place of study and the subject studied which is ENT530.

It is critical for students to understand how to calculate revenue accurately in Go-Ecommerce. Entrepreneurs do this all the time to make their jobs easier. So, I've started a business and need to register with Go-Ecommerce to acquire all of the information I need regarding my sales volume.

2. INTRODUCTION ✓

2.1 Name and address of business

Mar Cookies is the name of my company, which I chose based on my main products. My first name is Marlie, and I sell cookies, thus the combination of these terms suggests that I sell cookies. My company motto is "Kalau tak merasa korang rugi", which means that my cookies are worth purchasing if you miss them. As for my target market, Mar Cookies caters to all teens and adults between the ages of 15 - 55, as my cookies are excellent for families who enjoy homemade cookies.



Figure 1.2 Mar Cookies Logo

Name Of Business	Mar Cookies
Business Address	
Email Address	
Mobile Number	
Form Of Business	Dropship
Main Activities	Sale of food product
Date Of Commencement	April 16, 2021
Date Of Registration	April 17, 2021
Link Facebook	https://www.facebook.com/MarCookies-105508028337484
Name Of Bank	Bank Islam
Bank Account Number	

Table 1.1 Mar Cookies Information ✓

2.2 Organizational chart

Mar Cookies is a dropship company. This is due to the fact that my company is still new and only runs a tiny operation. As a result, my organizational chart solely includes Family Corner's Founder, Co founder, Stokis, Agents and Dropship Mar Cookies' owner.

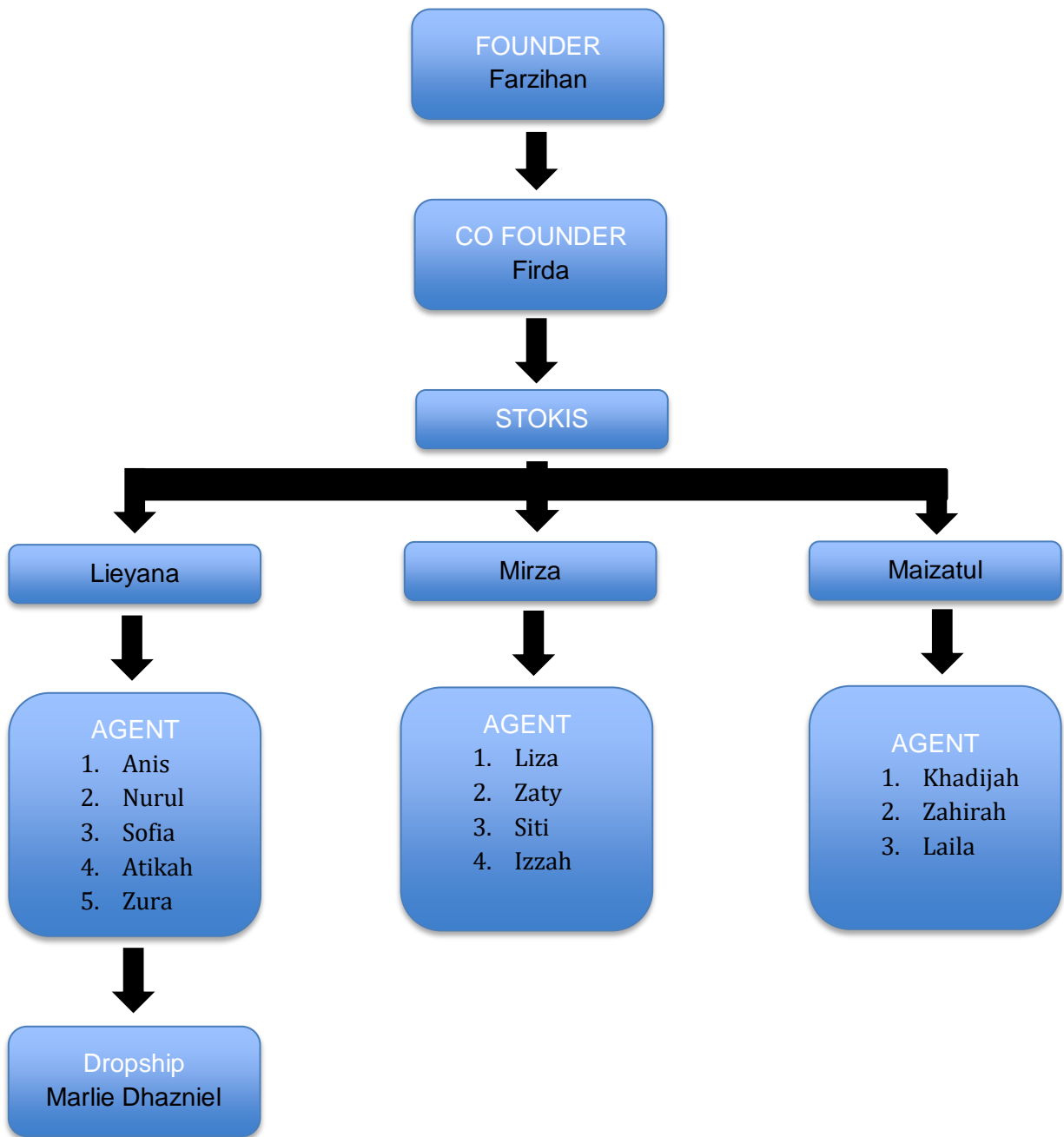


Figure 1.3 Mar Cookies Organizational chart

2.3 Mission and Vision ✓

Every firm, in my opinion, should have its own mission and vision statement in order to operate their operations in accordance with their objectives. As a result, I've created a purpose and vision for my company so that I know what I want to accomplish in the short and long term.

Mission

- To familiarise customers with the various cookie flavours.
- To provide receive good customer service.
- To become the good businessman in Kedah.
- To become the customer's first choice of Mar Cookies.

Vision



- To make Mar Cookies a new brand familiar as the top cookies seller in Malaysia.

2.4 Descriptions Of Products And Services

Family Corner is a company that sells a range of cookies from Kedah to my customers at a reasonable price and with a luxurious taste. I'm marketing Family Corner products because I believe my product will appeal to families. Because I'm selling cookies or Family Corner stuff. I've enlarged my product range to include not only one style of packaging, but also a second form of packaging for customers to choose from. Customers can get these biscuits during Eid al-Fitr and Eid Al-Adha. In terms of services, Mar Cookies provides free delivery to customers in the Sungai Petani area. Not only that, but our customers can save money when they buy more than 5 packs of cookies of any sort. This is because I want customers to experience different types of cookies without having to buy them and without having to worry about their health, as my target demographic is teenagers and older.



2.5 Price List ✓

Product	Name and Price
	<p>Name : Nuttela Pot</p> <p>Price : RM 32</p>
	<p>Name : Crazynut</p> <p>Price : RM 28</p>



Name : Vyrus

Price : RM 28



Name : Almond London

Price : RM 32





Name : Jagung Letup

Price : RM 18



Name : Serunding Ayam

Price : Rm 30





Name : Tortilla Balado

Price : RM 21



Name : Makmur Currypuff

Price : RM 28





Name : Tart Blueberry

Price : RM 32



Name : Jalina Keju

Price : RM 32





Name : Tart Nenas

Price : RM 21



Name : Corona Viral

Price : RM 32





Name : Brownies Melkish

Price : RM 29



Name : Stick 'O' Oreo

Price : RM 30





Name : Cranberries Croccante

Price : RM 28



Name : Panda Milk

Price : RM 21





Name : Kek Buah

Price : RM 30



Name : Buah Pinggang

Price : RM 28





Name : Mazola

Price : RM 28



Name : Peanut Butter

Price : RM 28





Name : Biskut Y

Price : RM 28



Name : Mini Somosa

Price : RM 29

**MINI
SAMOSA**
RM 29
480 G



✓ Name : Jejari Seaweed

Price : RM 28

**JEJARI
SEAWEED**
RM 18
220 G



Name : Ubi Pedas

Price : RM 21



Name : Nestum Roche

Price : RM 32



Name : Mentera Semerah Padi

Price : RM 32

3. FACEBOOK ✓

I made a Facebook Page when I first started my business. This is to raise awareness of my homemade cookies business by promoting my products and services among Facebook users, particularly those who live near my business location. Not only that, but I'm aware that people nowadays are increasingly interested in the internet, where they can simply search for and find information. As a result, building a Facebook Page is one of the best ways for me to engage with my customers online. In Mar Cookies Facebook Page. With the connected business, I generated Facebook posts such as teaser, soft sale, and hard sell.

3.1 Facebook Page

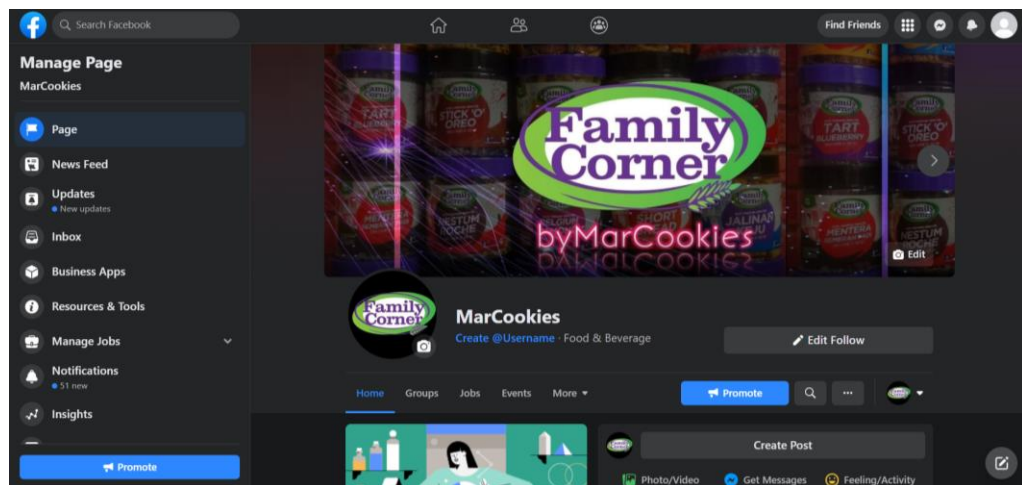


Figure 1.4 Mar Cookies Official Facebook Page

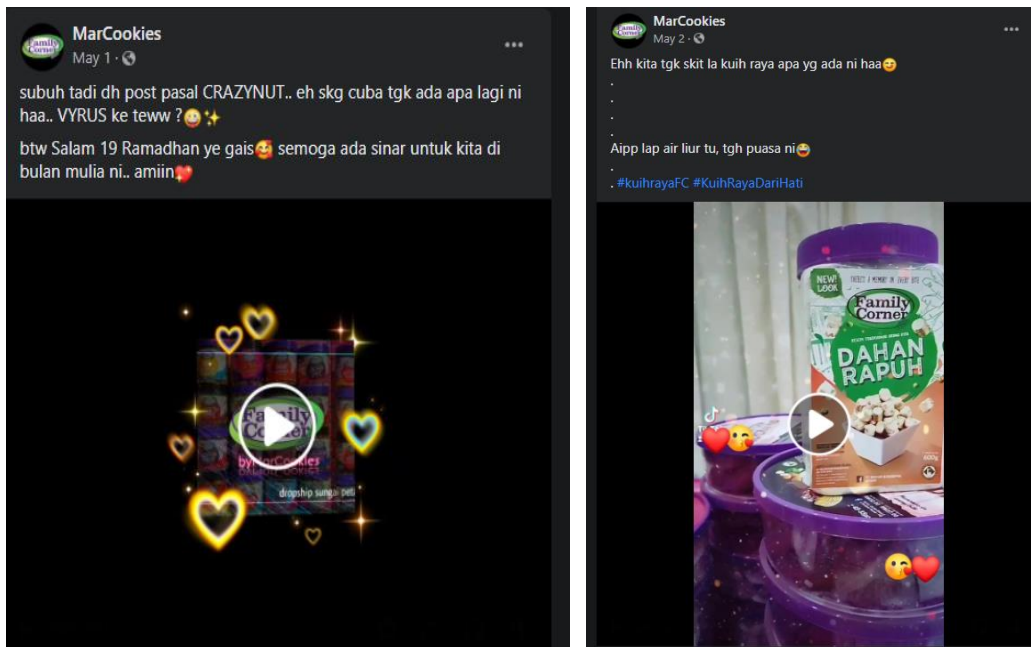
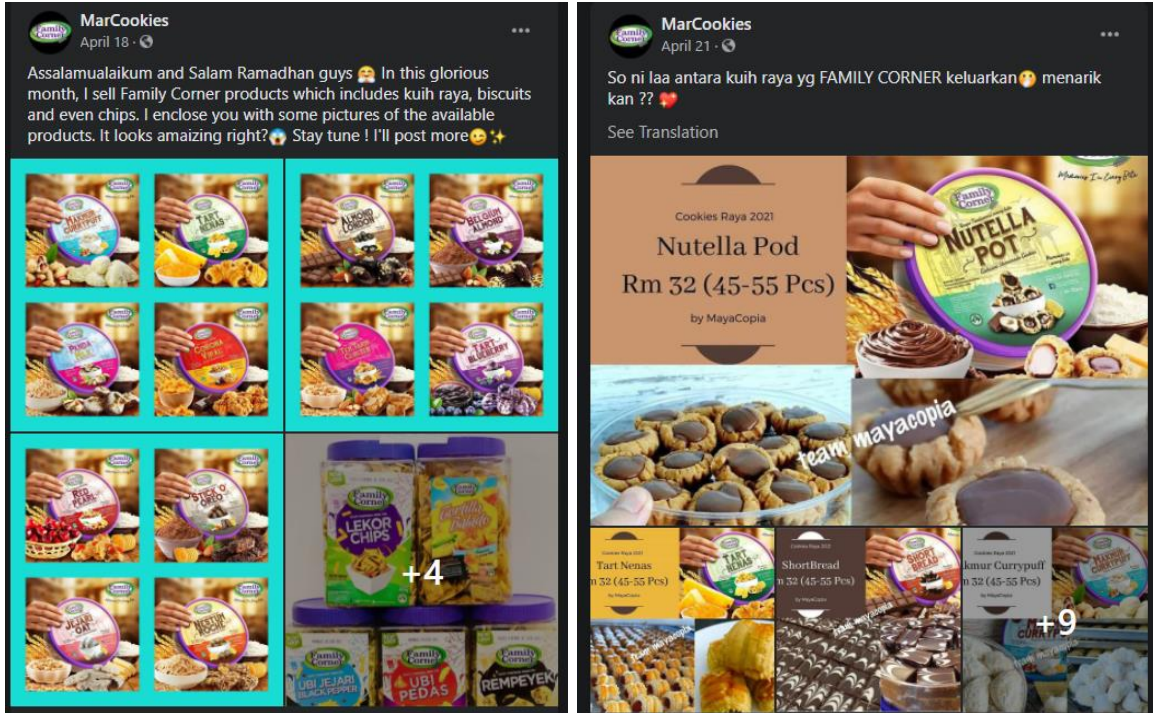
3.2 Custom URL Facebook Page

Facebook Page URL: <https://www.facebook.com/MarCookies-105508028337484>



3.3 Facebook Post Teaser

A teaser campaign is a marketing strategy in which cryptic ads are issued with the goal of generating interest in a new product, service, or bigger campaign. When done correctly, teaser marketing may build social interaction, interest, and excitement.



MarCookies
May 3 · 🌐

Sesuci lebaran, sesuci MAKMUR CURRYPUFF nii 🥰 ✨
Sebekas ada dlm 45-55pieces tau ✨




0:00 / 0:28

MarCookies
May 3 · 🌐

The crispness feels like getting out of the window... ish ish ish...
Cranberries Croccante simple cookies but luxurious flavor.

See original · Rate this translation




tak tahan..cookies ni memang best laa

MarCookies
May 4 · 🌐

Always eating pineapple tarts.. why not try to see blueberry tarts instead?
The purple color is like that.. interesting right?? ✨

See original · Rate this translation



MarCookies
May 2 · 🌐


Tercari cari ke kuih raya yang sedap2 ? Ni weh kami nak habaq kuih raya FC 🇲🇾 buatan Muslim. Kalau nak makan tu tak rasa ragu ragu laa.. Macam2 jenis lagi ada dalam kotak tu.. tak percaya ? Kena laa tunggu kami post apa lagi yg ada.. Stay tune 🥰 ✨

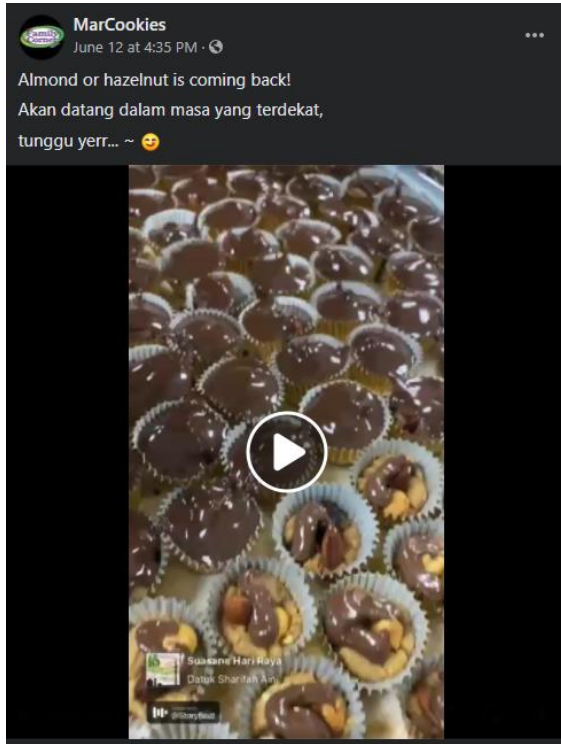
#sementarastokmasihada

Are you looking for a delicious Raya cake? This is what we want to tell FC 🇲🇾 Raya cakes made by Muslim. If you want to eat, you don't feel doubtful.. All sorts of other things are in the box.. don't believe? Have to wait for us to post what else is there.. Stay tuned 🥰 ✨

#sementarastokmasihada

Hide original · Rate this translation





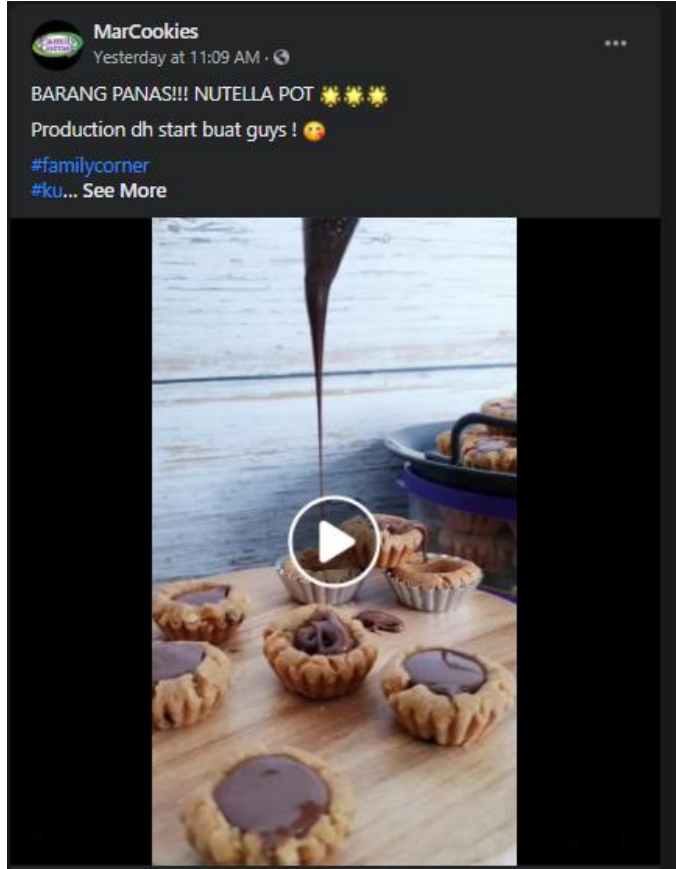


Figure 1.5 Teaser Post ✓

3.4 Facebook Copywriting Hard Sell

A hard sell is a type of advertising or sales technique that uses language that is extremely direct and forceful. A hard sell is intended to persuade a customer to acquire a product or service immediately rather than considering his or her choices and maybe deferring the purchase.

MarCookies
May 1 · 🌐

CRAZYNUT bukan mcm florentine biasherr ok ..
sbb kami punya padat with nuts! tgg sendiri lahh ada nya almond,
cashew, pumpkin & sunflower seed arghhhh mng best lah! 😊
Tambah2 bulan puasa ni pkr mesti ramai nak makan kudap2 lepas
berbuka.. mng ngam ler kalau ada dkt rumah.. dpt tgg tv dgn family
sambil makan CRAZYNUT 🤗🤗

grab lah satu sumpah tak nyesal !!
se- bekas 2 8

#CrazyNut
#FamilyCorner
#14tahundipasaran
#muslimproduct

MarCookies
May 1 · 🌐

VYRUS.....The Best Chocolate Porridge In Malaysia !!! !!

It's not just #CocoJar biasher biasher but your impression will definitely change when this 1 tablespoons of VYRUS feed goes into your mouth.

The difference is definitely on the premium melting chocolate recipe that is mixed by itself, flavored all luxurious, not fed up and tasted like enjoying expensive chocolate in Paris City... wow 🤗🤗

Plus premium bean like Almonds and Cashewnuts that are crispy roasted and definitely messy in a jar of VYRUS. Once scoop must be a luxury bean sticky to this coco crunch and coco ball.

Well, VYRUS is very appropriate daily eaten by you, your spouse and also your children.

It's Ramadhan now, here it is very suitable to be eaten while sahur due to the nutrients of chocolate, peanuts and coco crunch are very balanced in your diet while fasting.

WHAT ARE YOU WAITING FOR, YOU WILL LOSE IT IF YOU DON ' T TRY IT, IT'S DELICIOUS! LET'S BUY IT 🤗🤗

Price offered only RM 23.00 jar (320 gm)

🔗 See original · Rate this translation



MarCookies
May 3 · 🌐

Mencari jajan tuk dikunyah 🤤
Haa..ni ada Tortilla Balado dari Family Corner
Makan sambil ngadap tv, sekejap je licin
Sedap,ranggup..paling best lagi power dari Nachos 🍌
Tortilla Balado, kepingan perasa jagung yang disalut dengan sambal balado pedas pedas manis gitu..perghhhhh 🤤
Nak hoderr halo2 yerr

Looking for a snack to chew 🤤
Haa.. there is a Balado Tortilla from Family Corner
Eating while facing tv, but it's slippery in a moment
Delicious, crunchy.. the best is more powerful than Nachos 🍌 ... See More

🔗 · Hide Translation · Rate this translation



MarCookies
May 4 · 🌐

Kuning buat hakak jadi peningg 🤤🤤
Tapiii kalau dengan jalinan keju & tat nenas dari FC ni, tak jadi pening.. jadi nafsu makan tu lagi membua2 🤤🤤🤤
Dua jenis cookies ni boleh dikatakan cookies evergreen dalam katalog FC, sebab dah lebih 10 tahun berada di pasaran.. setiap tahun order akan bertambah.. kalau order bertambah tu makna kata apa??? sedapp lah kan?
Dahh kata sedap, takk mau horderr lagi ka?? 🤤🤤🤤
<https://bit.ly/3395MpX>

Yellow for hakak to be a pening 🤤🤤
But if with cheese interwoven & pineapple from FC ni, it will not be pious.. so the appetite is so fruting
These two types of cookies can be said to be evergreen cookies in the FC catalogue, because it has been on the market for more than 10 years.. every year the order will increase.. if the order increases what it means??? delicious right?... See More

🔗 · Hide original · Rate this translation



MarCookies
May 5 · 🌐

STICK 'O' OREO

- 🍌 Taburan crushed Oreo di atas bahagian biskut
- 🍌 Rasa seperti menggigit biskut cream Oreo
- 🍌 Rangup
- 🍌 Taburan badam cincang didalamnya.
- 🍌 Bahagian atas biskut dilapisi dengan coklat mewah
- 🍌 Ditabur dengan oreo crushed diatasnya
- 🍌 Sangat sedap dan tak jemu takala menikmati nyaaaa 🤤🤤🤤🤤

Mini pack
20 rgt
Bekas besar
32 rgt
See Translation




MarCookies
May 5 · 🌐

Cookies tiada coklat yang simple dan healthy..sebab kaya dengan emping jagung dari jenama Kelloggs dan juga buah cranberries.
Memang layan kalau hadap hari hari pun..makan tak jemu dan sangat 'croccante'..
Apa itu Croccante ??
Croccante diambil dari Bahasa Italy iaitu rangup,gurih atau krap krap krap 🤤🤤🤤🤤.
Berminat ?? Mai beli maii
#CookiesPremiumFC

Cookies are no chocolate that is simple and healthy.. because it is rich with cornstarch from the brand Kelloggs and cranberries.
It's really entertaining if you face it every day.. you don't get bored and you're very ' croccante ' ..
What is Croccante??
Croccante taken from Italy which is crispy, crunchy or crunchy krap krap krap 🤤🤤🤤🤤.
Interested?? Come and buy it
#CookiesPremiumFC

🔗 · Hide original · Rate this translation



MarCookies
June 10 at 11:16 PM · 🌐

Family Corner takde jual kuih2 evergreen ke? 🤔
Kenapa plak takde. Setiap kali musim raya haji, mesti ada kuih evergreen. 🙄
Haa...ini dia... kuih evergreen dari Family Corner. Legend2 semua ni. 🤔
Kuih Evergreen Special Edisi Raya Haji

Peanut Butter
Biskut Y
Mazola
Buah Pinggang
Jual: rm28

Korang nak book yang mana untuk raya haji. Mari CEPAT !!! 🤔
#kuihrayaFC
#stokisFC

MarCookies
June 11 at 9:45 AM · 🌐

Kalau tak moist bukan kek buah dari family corner.
Sapa yang dah makan je akan tahu rasa kek buah FC ni macam mana, dah la moist dengan buah bersepah nya.. Adududu nikmat nya buat minum petang dengan family waktu2 PKP nih yum yum~ 🤔
Jomm lah order sebijik dulu, kalau sedap boleh order lagi 2biji.... See More



MarCookies
May 4 · 🌐

BROWNIES MELKISH 🤔🔥

Cookies yg rapuh rangup yg juga ada kekacang & choc chip sedap dimakan begitu saja atau pun lebih sedapp bila celup-celup dalam milk chocolate melting yg kami sediakan sekali 🤔🤔 niqqqmat!
kena cuba okayy 🤔 se- balang 🤔 9 jerr

MarCookies
May 4 · 🌐

TEH TARIK CLUSTER

- 🔥 Bentuknya seperti Almond London tapi bukan Almond London. Ada campuran oat didlm nya
- 🔥 Ditabur croquant yg rangup sebelum disaluti coklat teh tarik + butterscooth
- 🔥 Ada taburan kepingan badam sbgai hiasan

🔥 Sedap wei.. Mai teh tarik kurang manis secawannnnn... 🤔🤔
#beljangentakbeli

MarCookies
June 12 at 11:07 PM · 🌐

Sudah tiba masanya... Jeng jeng jeng !!!
"Cookies Premium TERBARU FC"

ALMOND OR HAZELNUT ?
🤔🤔🤔🤔🤔🤔

Musykil pula nama cookies ini siap tanya soalan pula dekat kita almond atau hazelnut ??

Cookies premium yang kali ini antara cookies paling sedap dan sempurna pernah diciptakan. #MasukBakuTolongAngkatkan

Kali ini saya gunakan 2 jenis kacang mewah sekali gus iaitu almond dan hazelnut. so jawapan pada soalan itu adalah dua dua kacang ada dalam 1 jenis cookies.

Cookies jenis rangup krup krup dan dilimpahkan coklat cair di atasnya. Nak cookies ini ? Inilah masanyaa... Hanya Rm 29 sahaja... cepat cepat !!!



MarCookies
June 13 at 3:37 PM · 🌐

Bestseller cookies Premium by Family Corner! 🥰
Cepat2 dapatkan Almond or Hazelnut ni sebab pengeluaran dia dah nak abes. Sehingga bulan Julai 2021 sahaja.

Nanti ampa kempunan kott. Tgk la bahan2 yg digunakan. Pergghh! Mantapp! 😍
RM 29 sahaja untuk sebekas...

Almond or Hazelnut ?

beryls choc on top
nutella
hazelnut
almond
biscuit



MarCookies
June 13 at 9:25 PM · 🌐

Mencari jajan tuk dikunyah 🤔
Seperti yang dijanjikan ~

Haa..ni ada Tortilla Balado dari Family Corner
Makan sambil ngadap tv sambil layan Bola Euro 2021, sekejap je licin
Sedap, ranggup..paling best lagi power dari Nachos 🥰

Tortilla Balado, kepingan perasa jagung yang disalut dengan sambal balado pedas pedas manis gitu..perghhhhh 🤔

Rm21
Nak hoderr PM yerr...



MarCookies
June 14 at 8:40 PM · 🌐

NUTELLA POT antara Best Cookies yang ada ✨ ✨ ✨
Macam mana tak best NUTELLA POT punya tekstur yang tersendiri dan susah nak describes dengan kata2 🤔 🤔
Rasa cookies nie lain dari yang lain 🤔 🤔

Coklat berperasa kacang hazelnut jenama NUTELLA FERRERO berasal dari Itali ini adalah pengeluar Coklat Mewah terkenal iaitu FERRERO ROCHER 🥰
Pot tu bukan biashe ye. Dalam pot tu ada badam n coklat chips.

Tu lah puncanya NUTELLA POT jadi sedap uummmpphh 🥰

R_M32 bekas besar(28-32 pcs)
R_M20 mini pack(18-20 pcs)

#familycorner
#BMFproduk
#14tahundipasaran

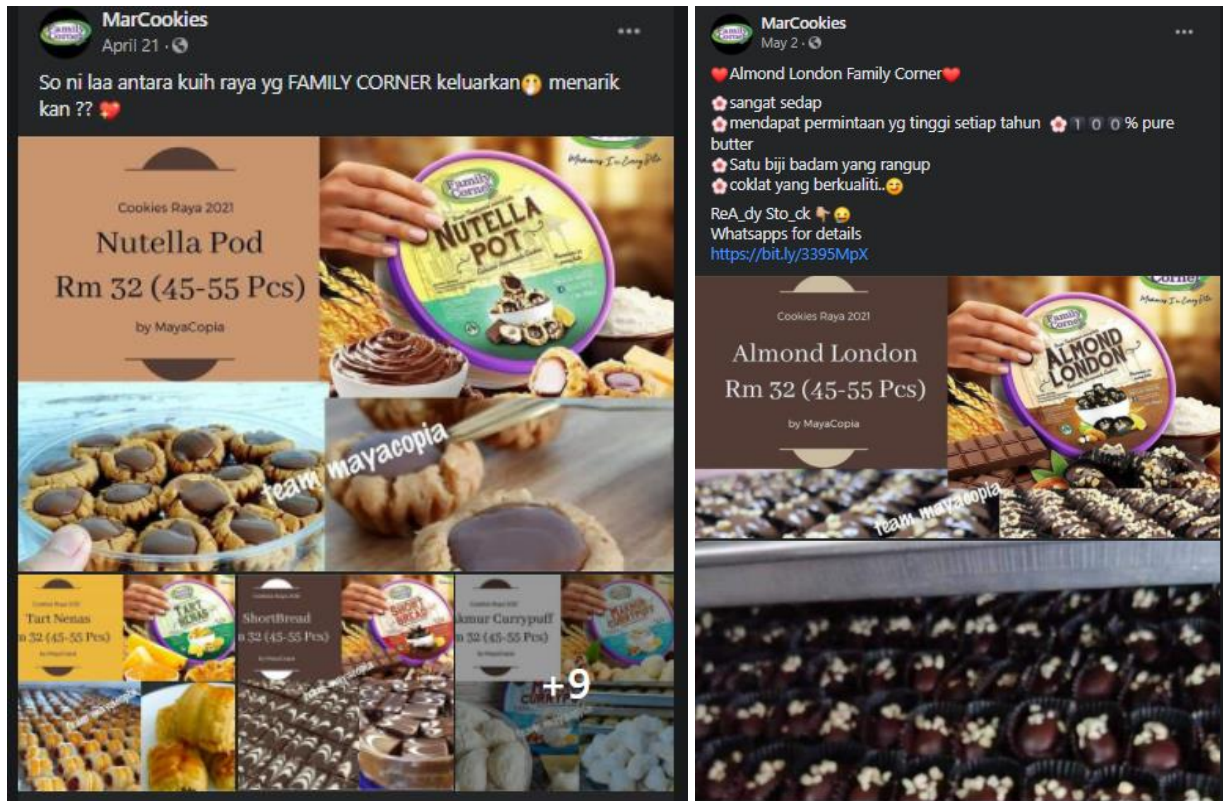




Figure 1.6 Hard Sell Post

3.5 Facebook Copywriting Soft Sell

The term "soft sell" refers to a marketing and sales strategy that uses delicate language and a non-aggressive attitude. A soft sale is intended to avoid enraging and repelling potential clients.



MarCookies
May 2 · 🌐

JAGUNG LETUP ! sedap budak2 pun suka. Pelik kan sbb nama 🍌 takut rasa bukan2 kan 😊

Ok rasa mcm keropok twisties rangup sedap manis masin.. x rugi langsung beli mkn berulang.. jajan laku keras ni 😊

mai la cuba se- balang 📦 8 saja

#JagungLetup
#FamilyCorner
#KUIHHAJANRAYA2021

MarCookies
May 2 · 🌐

Tetiba rasa lapar bila tengok gambar ni 🍴👉
Tiba tiba nk mkn lemak & ketupat.. tingat plk serunding kg laut yg femes dan supersedap..

jgn risau serunding yg sedap tu dah ada dekat FAMILY CORNER 🤗..
SERUNDING AYAM & SERUNDING DAGING berwajah baru tapi rasa dan keaslian tetap sama. Mkn saja pun sedap cuma risau bila kunyah tk leh berhenti plk 😊

Nk dpt yg asli serunding Kg Laut tak pyah nak susah2 pi Kelantan dekat kami pn ada..

Pm for details
<https://bit.ly/3395MpX>
#SerundingbyFamilyCorner



MarCookies
May 3 · 🌐

Tahu tak apa persamaan Makmur ini dengan awak ?
Makmur ini gebu di mulut saya tapi awak gebu di hati saya...🤔🤔🤔
😊 Cia cia ciao 😊

Makmur ni sedap tauuu, rugi kalau tak cuba.. sekali cuba boleh jatuh sayang berkali kali 🥰, kalau tak percaya cuba lah rasa 😊 gebu gebu gitewww.. mai beli cepat dah dekat nak raya dh ni, rugi kalau takdak dlm rumah 🥰

Pm for... See More

MarCookies
May 4 · 🌐

JALINAN KEJU FAMILY CORNER

Cookies separa rangup ini bertatahkan CASHEW NUT & PARUTAN CHEESE diatasnya pasti MEMBUATKAN anda terbuai & TAK JEMU untuk merasainya 😊

Ask for details
<https://bit.ly/3395MpX>



MarCookies
May 4 · 🌐

Cookies TOP SELLER !!

Cookies ni sedap sgt.. nama mmg gerun tapi sekali mkn pasti repeat! sedapp sbb ats kita tempek celebout & piping butterscoth 😊 biskut ni rangup ya 😊

hampa dok rumah orderrr je nnti cookies sampai 😊 rugi ni kalau melepas benda2 viral ni 😊👉



MarCookies
June 9 at 3:10 PM · 🌐

MENGGAMIT KENANGAN👉

Skrng ni susah nak jumpa biskut kelapa dah... Dgn FAMILY CORNER sapa yg teringin biskut kelapa boleh g-rab PANDA MILK ni ..

Bila makan perghhh teringat zaman2 dulu punya biskut kelapaaaa...mabeles..😭😭😭

ada yg nak???



MarCookies
June 11 at 9:37 PM · 🌐

" Tahu tak apa persamaan Makmur ini dengan awak ? Makmur ini gebu di mulut saya tapi awak gebu di hati saya..." 😊

Insyallah, makan pasti tak Jemu~... See More



MarCookies
June 12 at 3:40 PM · 🌐

Hai semua, apa persediaan raya haji korang? mesti tiadakan, sebab PKP...

Its okay la korang, sekarang dunia teknologi kann... Semua beli dalam maya ja, so untuk memenuhi juadah raya haji korang, jom la order kuih raya dari Mar Cookies, banyak kuih raya yang terkini disediakan wak... antaranya :

🌟 Mazola 45 ke 55... See More



MarCookies
June 15 at 3:12 PM · 🌐

Geram tengok!! dok bersusun elok atas rak 🤪
Ambil buka makan lah.. bulan ni tak makan lagi Nutella Pot?
Banyak bekas ada kat rumah. Kalau nak bagi tahu taw! Sumpahh tak rugi beli tiga puluh dua hengget sajo Bekas Besar Bekas Mini dua puluh jer 🤪



MarCookies
June 15 at 3:46 PM · 🌐

NESTUM ROCHE
=====

ada peminat tersendiri, cookies ini rupa biasa saja. taklah secantik cookies DILLWALE. sekadar hiasan serbuk nestum itu. tapi rasa dia itu yang buatn anda asyik dan ralit makan.. boleh dikatakan biskut evergreen jugak ni, lebih 10tahun dah ada di dalam pasaran..
Tekstur cookies tidak terlalu rangup. sedang sedang saja. rasa pun tak terlalu manis.
Anda perlu order cookies ini untuk hidangan di pagi raya aidiladha kali ni, atau nak order buat makan skrg pun boleh.. semua cookies ready 🤪🤪




MarCookies
June 16 at 3:17 PM · 🌐

Guys hari ni MarCookies nak share pasal Mentera semerah padi mesti ingat lagu ni kan nyanyian Datuk m.nasir 🤪🤪
Lagu pon boleh dijadikan sebagai kuih yer
MENTERA SEMERAH PADI
=====

Biskut yg rangup dlm tu ada badam cincang dicelup plk separuh dlm coklat beryls cair
Memang sedap dan crunchy
Jom mai la singgah
R_M32 bekas besar
R_M20 Mini pack



MarCookies
June 17 at 8:16 PM · 🌐

Ada yang suka tak dengan tart purple ini?
TART BLUEBERRY ni adik beradik Tart Nenas. Tapi berperisa blueberry. Teksturnya cukup gebu, lembut & cair di dalam mulut. Sedapnyaaaa. Warnanya pun amat cantik dan menarik. Amat sesuai dijadikan gubahan hantaran 🤪🤪
Rasanya umphhhhh marvellous & delicious. Gerenti dijamin sedap 100%.
sapa yang suka 100 percent tart nenas, ibu berani jamin 200 percent pulak dia suka **TART BLUEBERRY** ni 🤪
Kecik Rm18 25-26biji
Besar RM30 45-55biji.
Grab it now!!!
#homemadecookies #biskutsedap #aidiladha #tartblueberry #biskutraya #kekbuahkukus #serunding #dahanrapuh #familycorner






Figure 1.7 Soft Sell Post



3.6 Graphics ✓

3.6.1 Frequency of Posting

Mar Cookies currently have 42 posts in total and still in ongoing for newer post. The total teaser, hard sell and soft sell posts in April is 2. While in May, there are 21 posts for teaser, hard sell and soft sell in total. Post in June have 16 post for teaser, hard sell, and soft sell. Figure 1.8 shows Mar Cookies page of reach followers in function to view latest and previous posts as well as calculating the frequency of reach followers with ease. Figure 1.9 is shows a current followers in facebook pages Mar Cookies.

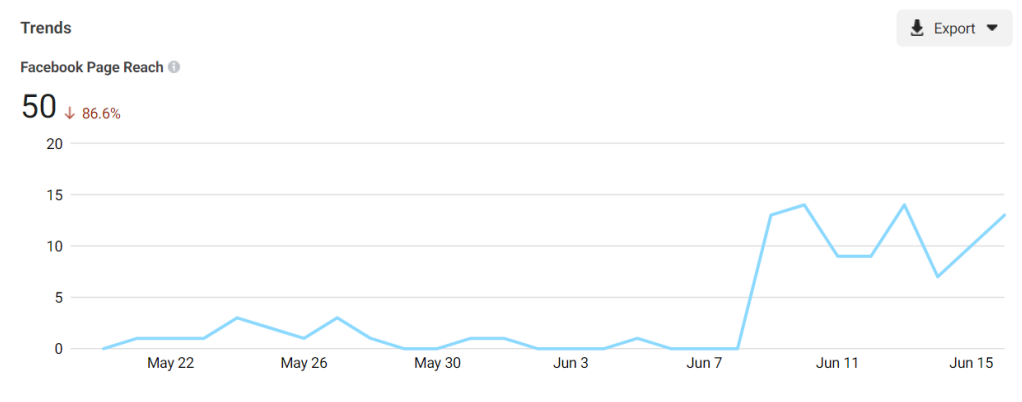


Figure 1.8 Facebook Page reach

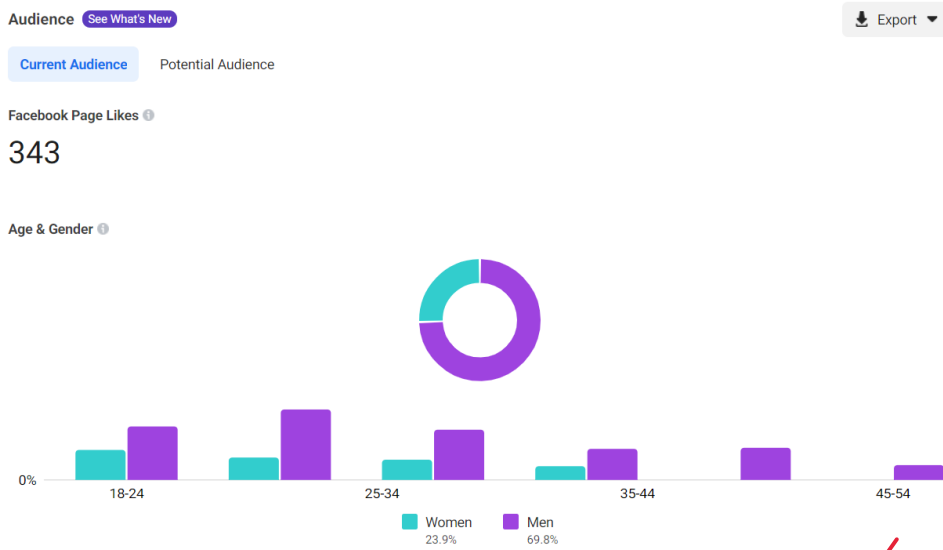


Figure 1.9 Current Audience ✓

4.0 SWOT



<p>Strength :</p> <p>I'm using online business platform. This will makes it easier for me to contact customers just by using Whatsapps and they can see the products i sell through Facebook that I have provided. Through this online platform, I can attract more customers to buy the products I sell and increase my sell.</p>	<p>Weakness :</p> <p>This product will only be on sale when approaching the days of Aidilfitri and Aidiladha celebrations.</p>
<p>Opportunities :</p> <p>Every year our country celebrates Aidilfitri and Aidiladha and enjoying cookies is a tradition that is no stranger. Since it is near to eid, it is oppurtunity for me to sell this product because this main products is cookies. Besides, this product also provides chips in which also suitable for Hari Raya Aidiladha. Moreover, this product is a Muslim product and all races should not hesitate to eat it.</p>	<p>Threat :</p> <p>I and my sister usually send the products through cod in area Sungai Petani. During Covid-19, it is hard to face up with people and also having money problem. Secondly, some of the products sometimes already out of stock so I can't restock it in short time because I have to order it first. This thing will happens when it's near to Eid celebration. Next, there are many competitor who also sell this kind of product during Eid celebration.</p>

Table 2.2 SWOT Analysis



5.0 CONCLUSION

In conclusion, Mar Cookies is a business that sells variety types of cookies not only through face to face method but also through online by creating Mar Cookies Facebook page. I can conclude that by conducting my business through Facebook page, I was able to promote and market my products and services as well as making consciousness of my existing business brand among Facebook users especially those who are nearby to my business area. Through this kind of platform, I was also able to post the latest updates of my business activity or event. In addition, it is not only given benefits to my business but also for ourselves as well, as I was able to follow and updated with the business trends nowadays by not only using Facebook, but also other available platform, where I can enhance my knowledge and skills in IT. Then, it will prevent me from being an outdated businessman, but develop me by keeping up with the current development in my country. Therefore, as a start-up business that using Facebook page, I were able to achieve some of my goals with success and will be ongoing to achieve all of Mar Cookies targets in the future by expanding and conducting my business through other available social media and as well improve my marketing strategy. ✓

6.0 REFERENCES

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7.0 APPENDICES

Here are a certificate for Go-Ecommerce.



This is a Facebook Page MarCookies

