



الْمَدِينَةُ الْمُتَّقِيَّةُ
UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF BUSINESS
MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
CAWANGAN SELANGOR
KAMPUS PUNCAK ALAM
43200 BANDAR PUNCAK ALAM**

ASSIGNMENT COVER SHEET

87

COURSE DETAILS

Course	ENT530
Tutorial Group	ENT530L
Lecturer's Name	Dr Zawani Binti Ibrahim
Title	Individual Assignment Social Media Portfolio
Submission date and year	25 th July 2021

STUDENT'S DETAIL

No.	Name	ID Number
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Assignment Overall Marks:

Acknowledgement

First and foremost, praises and thank to Allah SWT, the Almighty, for His showers of blessings and ideas through my assignment which helps me in completing this assignment.

I would like to express my sincere gratitude to my lecturer Madam Zawani Binti Ibrahim, for giving me opportunities to be able to complete this assignment in the preferred way. She has thought me the correct method in completing this assignment and it has been such an opportunity to be able to work under her teaching and guidance.

I would also like to thank my family for the underlying support, prayer, and helpful aid that they provide throughout my entire assignment. Thank you very much also to my friends which help provide ideas and insight in completing this assignment.

EXECUTIVE SUMMARY

Air Botol Bulan is nothing like a common coffee, the coffee grains were locally grown and harvested in Johor, the idea to start this company comes during the first Movement Control Order (MCO) being impelled by the government of Malaysia in March 2020. Since then, the owner starts this company with the objective of supplying the best coffee to the consumer.

The customer review comes with many good replies, since many people like the bold taste of natural ground coffee with no added preservative. The unique taste of the coffee makes it hardly to forget, which makes the customer to come back for more. The price of the product also are very cheap and affordable for most of the people.

At the early moment of this business, Air Botol Bulan was sold more than 100 bottles every two weeks within the area of Kuala Lumpur. The increasing number of orders that we get create a huge sales revenue which then help the business to grow bigger. This shows that Air Botol Bulan is one of the marketable products in the market, and has a lot of potential to increase its brand reputation in the beverage market.

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1.0 GO E-COMMERCE REGISTRATION



Certificate of Completion

This acknowledges that

Ahmad Fadhil Bin Ahmad Izdihar

has successfully completed

eUsahawan Course
Level 1 – Go Digital

organised by



This is a digital-generated certificate. No signature is required.

1.1 COMPANIES COMMISSION OF MALAYSIA



BORANG D (KAEDAH 13)



PERAKUAN PENDAFTARAN AKTA PENDAFTARAN PERNIAGAAN 1956

Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama

AHMAD FADHIL BIN AHMAD IZDIHAR
NO. PENDAFTARAN:

telah didaftarkan dari hari ini sehingga **21 JUN 2022** di bawah Akta Pendaftaran
Perniagaan 1956, beralamat di

Bil. Cawangan: TIADA

Bertarikh di **SISTEM EZBIZ** pada **22 JUN 2021**.

NOR AZIMAH BINTI ABDUL AZIZ
Pendaftar Perniagaan
Semenanjung Malaysia

2.0 INTRODUCTION OF BUSINESS

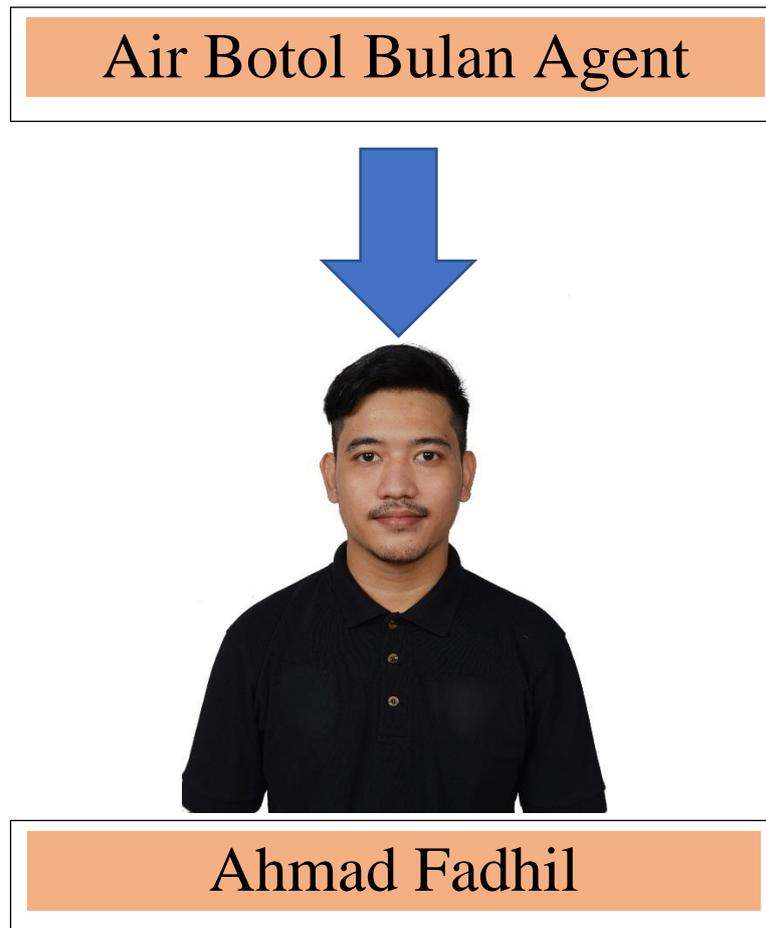
2.1 NAME AND ADDRESS OF BUSINESS



Air Botol Bulan is the business name that is chosen based on the product that we sell. The use of the word "*Bulan*" is to represent the super good taste of the coffee that brings excitement to the peak when someone is drinking it. Our business motto is "The tastiest coffee ever" which represents that we wanted to give our customers the true taste of coffee without any preservative. As for our target market, we targeted people with the range of age between 15-65, especially for the people that are interested in drinking coffee.

Name of Business	Air Botol Bulan KL enterprise
Business Address	Lot 3/4 sierra, Jalan Bukit Bendera 7, Rawang, Selangor Darul Ehsan
Corresponding Address	
Telephone Number	
Form of Business	Sole proprietorship
Main Activities	Retail of beverage product
Date of Commencement	23th march 2020
Date of Registration	22th June 2021
Registration Number	202103196802 (PG0514833-U)
Name of Bank	Bank Islam
Bank Account Number	

2.2 ORGANIZATIONAL CHART



Name and Position	Career Highlights
Ahmad Fadhil Bin Ahmad Izdihar (Air Botol Bulan Agent)	<ul style="list-style-type: none">• Graduated from Netherlands Maritime University College, Johor.<ul style="list-style-type: none">- Diploma in Shipping Management• Bachelor's in business administration (Hons.) Transportation UITM Puncak Alam.

2.3 MISSION AND VISION

MISSION

- To provide the community with the true taste of coffee without using any preservative.

VISION

- To become one of the top selling coffee beverages seller in Malaysia.

2.4 DESCRIPTION OF PRODUCT AND SERVICES

Air Botol Bulan KL is a company that provide a coffee product that will surely provide satisfaction for any coffee lovers out there. Especially during the current pandemic situation, people can get relax by having this coffee in their home.

Our coffee is nothing like any coffee in the market today, first our coffee is grown and harvested exclusively and locally in Ayer Hitam, Johor. The coffee grains then were transported to a factory in Klang where they are freshly grinded and process into a coffee beverage. The end product is tested for quality and were ready for bottling. Since the process does not use any preservative, this will give the true coffee experience and sensation to its drinkers.

This coffee should be enjoy right out of the refrigerator, and a lot of the customers prefer to add milk to make it more creamy. The solution is quite thick where people who not a fan of coffee can add extra water to lighten the taste. The product also really good to being the partner of crackers, where it is most enjoyable along with a snack.

2.5 PRICE LIST

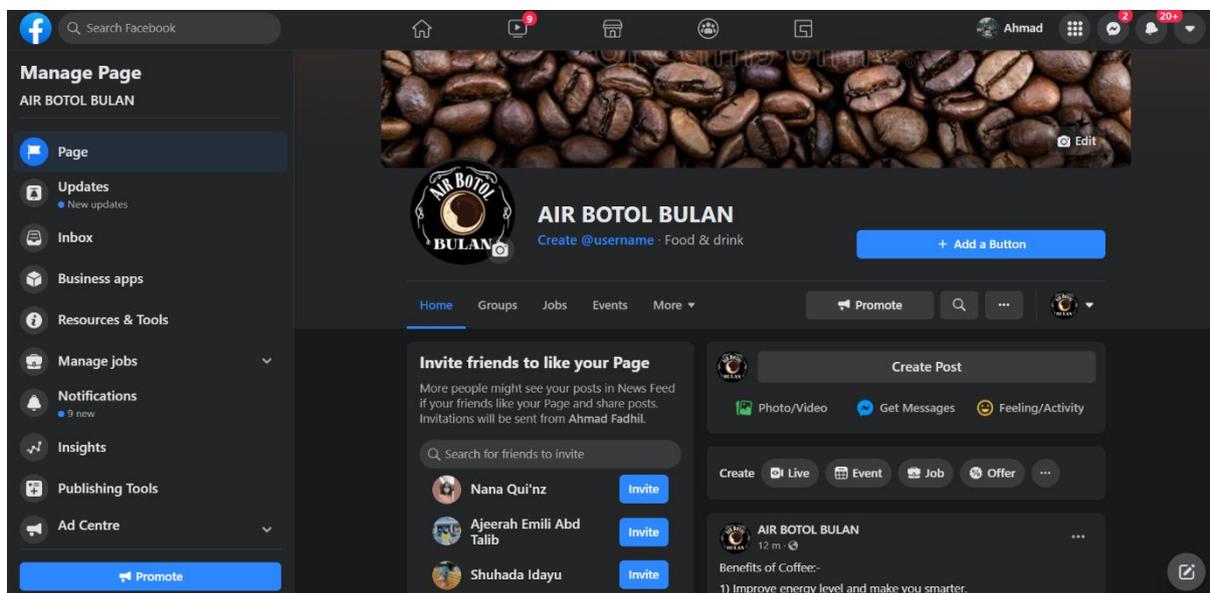
Currently, Air Botol Bulan is only available with one variation, which is the original version. But we always comes up with discounts and offer, for an example, bundle buying, where buying multiple amount of the product will get a price reduction, or 25% off on the order. The original comes with a price of RM6.90 per bottle. But with promotion, people can buy three product with a free shipping, which saves consumer for about RM 4.00 on shipping fee.

	<ul style="list-style-type: none">• RM 6.90
------------------------------------------------------------------------------------	-----------------------------------------------------------

3.0 FACEBOOK (FB)

During early period of the business, we have set up a Facebook page as a step to promote our product and services to all FB users, especially to those who has interest or are looking for a coffee. As technology has lead people to do more online shopping, we really think online marketing is the go to step and by expanding our online platform, people can easily visit our page, contacting us, or even place an order on the internet.

3.1 FACEBOOK PAGE



3.2 CUSTOM URL FACEBOOK: <https://www.facebook.com/AIR-BOTOL-BULAN-102954355378165>

3.3 FACEBOOK (TEASER)

AIR BOTOL BULAN
24 June · 🌐

Wait for the arrivals of the best coffee EVER!!!!



-Stay Tuned-

1 People reached 0 Engagements ↑ +5.3x higher Distribution score **Boost post**

Like Comment Share

Comment as AIR BOTOL BULAN 📷 📺 📹 📧

Press Enter to post.

AIR BOTOL BULAN
18 July at 08:43 · 🌐

A beverage product that will satisfy your caffeine needs coming soon. Stay tuned!!



1 People reached 0 Engagements ↑ +4.0x higher Distribution score **Boost post**

Like Comment Share

3Y5K5Mg6CGLtBum9MUlq1E1Y7pOrb-DwFwVZMaGm9sUij8WLhH-HJEJwo2QpsQiahjPa_BNIGS

AIR BOTOL BULAN
18 July at 08:40 · 🌐

The most tastiest product coming soon!!



COMING SOON

PENANG | MUAR | SHAH ALAM

AIR BOTOL BULAN
21 July at 07:32 · 🌐

The soon is now, here are the arrivals of the true coffee flavor. Get yourself a bottle now!



1 People reached 0 Engagements ↑ +2.7x higher Distribution score **Boost post**

Like Comment Share

3.4 FACEBOOK COPYWRITING (HARD SELL)

AIR BOTOL BULAN
1h · 🌐

Air Botol Bulan is best served cold and along with any snack. The taste and aroma of a beautiful coffee will surely makes you dream about it.

Now we have a promotion, for every product that being purchased, customer get to choose whether to add-on "cucur pisang" for just RM1.50, which sums to RM8.40 only.

What you're waiting for? Grab a promo now!!



AIR BOTOL BULAN
45 m · 🌐

We got a combo ongoing sale!

Come and get a combo of Air Botol Bulan paired with 5 curry puffs for a total amount of RM8.00.

Available while stock last.



Get more messages for AIR BOTOL BULAN
You can add a Messenger button to your post to get more messages for AIR BOTOL BULAN.

0 People reached 0 Engagements [Boost post](#)

Like Comment Share

Comment as AIR BOTOL BULAN

AIR BOTOL BULAN
52 m · 🌐

Hello guys

Do you guys are in search of a coffee that taste great? Here we have the most tastiest coffee ever, with a purchase of above 3 orders, you will get yourself a RM1.00 off from every bottle.

Don't miss out this sale, and grab now!☕



AIR BOTOL BULAN
13 m · 🌐

Here we are selling the true taste of a coffee, any coffee lovers should try Air Botol Bulan and will instantly fall in love with this beverage.

The first 150 orders of above 2 of Air Botol Bulan will be getting an exclusive stickers for only RM14.00.

Hurry up and grab a combo now!



0 People reached 0 Engagements [Boost post](#)

3.5 FACEBOOK COPYWRITING (SOFT SELL)

AIR BOTOL BULAN
21 July at 07:55 · 🌐

AIR BOTOL BULAN is brewed by the best barista there is, representing genuine taste and quality.
You will be surprised by it's taste.
Simply because we just use premium coffee grains that were roasted so that we can provide true coffee flavor ☕



hutterstock.com · 32607071

AIR BOTOL BULAN
8 h · 🌐

There are differences between common coffee and our coffee.
Air Botol Bulan is made with natural grounded coffee that promises a true sensation of drinking a coffee.
Be sure to try one and see what it does to your way of living!



AIR BOTOL BULAN
3 h · 🌐

Benefits of Coffee:-

- 1) Improve energy level and make you smarter.
- helps get extra energy which improves thinking method.
- 2) Help burn excess fat.
- Studies shown that caffeine in coffee helps in burning fat for over 10% for obese individuals.
- 3) Improves physical performance.
- Boost your Epinephrine (Adrenaline) level which makes your body ready for extreme physical condition.
- 4) Contain various vitamins such as, vitamin B2, B3, and B5.
- 5) Lower the risk of type 2 diabetes.
- People that drinks coffee daily has a 7% of reduced risk of type-2 diabetes.

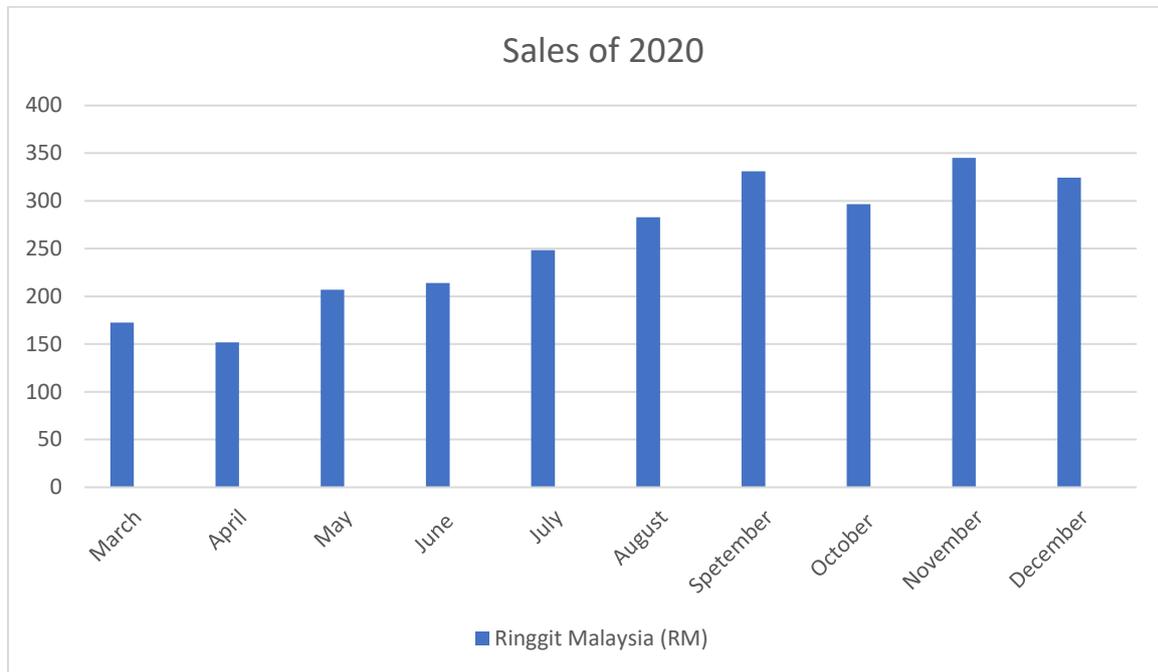


1 People reached 0 Engagements ↑ +1.3x higher Distribution score [Boost post](#)

👍 Like 💬 Comment ➦ Share

Comment as AIR BOTOL BULAN

3.6 GRAPHICS



4.0 CONCLUSION

Air Botol Bulan is a coffee beverage that offers real taste of a coffee, brewed through perfection with locally grown coffee grains. The perfect ratio between the ingredients helps this product to be remembered and search for by people. Besides the beautiful taste and aroma, Air Botol Bulan also conquers customers heart as for its price that is cheap and affordable.

We offer the true experience of drinking a coffee, while it only comes with one original flavour, we always offer a promotion or a combo that can easily go along with Air Botol Bulan. The low sugar usage also is a big point, since low sugar beverage can be consumed by all type of people without having a risk of a high blood pressure.

Since the beginning of our business, the first month we have managed to sell 25 bottle of Air Botol Bulan. As the business go on, the number of orders began to rose and has accumulated an annual revenue of RM2,580 for the year 2020. While as the middle period of 2021, the revenue is RM2,021.7. This shows that Air Botol Bulan is a marketable beverage product in the market, and by the numbers of sales represents, there is an opportunity for this product to expand in the future.