



اَوْنُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

UNIVERSITI TEKNOLOGI MARA (UiTM)

KAMPUS PUNCAK ALAM

SELANGOR



PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

INDIVIDUAL ASSIGNMENT (SOCIAL MEDIA PORTFOLIO)

FACULTY & PROGRAMME : FACULTY OF BUSINESS AND MANAGEMENT (BA244)
SEMESTER : 4
NAME : HANIS HASANAH BINTI NOR AZMAN
STUDENT ID : 2019612582
GROUP : ENT530-L (SESI 20212)
LECTURER : DR. NORZAWANI BINTI MAMAT @ IBRAHIM

ACKNOWLEDGEMENT

First and foremost, praises and thanks to God, the Almighty, for His showers of blessings throughout my work and for me to be able to complete the assignment successfully.

I would like to express my deep and sincere gratitude to my lecturer, Dr. Norzawani Binti Mamat @ Ibrahim, for helping my classmates and I in doing our assignments by providing information throughout this whole time during the class. Her sincerity and motivation have deeply inspired me, and I am extremely grateful for what she has taught me.

I am also extremely grateful to my parents for their love, prayers, caring, and sacrifices for educating and preparing me for my future. And not to forget my fellow classmates that were with me throughout the time of completing this task. They helped me a lot and I am very thankful for that.

Finally, my thanks go to all the people who have supported me and guided me in completing the assignment directly or indirectly.

EXECUTIVE SUMMARY

Better Taste is a sole proprietorship business that was established by Hanis Hasanah binti Nor Azman on April 15th, 2021. The nature of Better Taste's business is food, and the target market is not limited to youth, but includes people of all ages. It is because any food does not have to be age specific. Better Taste's food is suitable for all ages. The product that I have decided to focus on was Anchovy Floss or “Serondeng Ikan Bilis” that are made by Dapur CikguRu. They are titled Dapur CikguRu and are produced by the onwer's mother. It is made using fresh ingredients, from the anchovies to the onions to the chilies, and it takes a long time to mix the anchovy floss until it is dry. As a result, patience is required. Facebook was chosen as the main platform for Better Taste to promote is because Facebook offers so many benefits and opportunities for business owners. Facebook is a low-cost marketing technique that is ideal for small to medium-sized businesses with a restricted marketing budget. Better Taste frequently posts soft sell and hard sell content on Facebook in order to engage with customers and cater to the market for product purchases.

TABLE OF CONTENT

NO.	CONTENTS	PAGE
1.0	BUSINESS REGISTRATION	
	1.1 GO-ECOMMERCE REGISTRATION	1
	1.2 CERTIFICATE	2
2.0	INTRODUCTION OF BUSINESS	
	2.1 BACKGROUND OF BUSINESS	3
	2.2 ORGANIZATIONAL CHART	4
	2.3 MISSION / VISION	4
	2.4 DESCRIPTIONS OF PRODUCTS	5
	2.5 PRICE LIST	5
3.0	FACEBOOK (FB)	
	3.1 CREATING FACEBOOK (FB) PAGE	6
	3.2 CUSTOMING URL FACEBOOK (FB) PAGE	6
	3.3 FACEBOOK (FB) POST – TEASER	7 – 8
	3.4 FACEBOOK (FB) POST – COPYWRITING (HARD SELL)	9 – 11
	3.5 FACEBOOK (FB) POST – COPYWRITING (SOFT SELL)	12 – 13
	3.6 FREQUENCY OF POSTING	14
	3.7 ALL POST PUBLISHED	15
	3.8 SALES REPORT	16
4.0	CONCLUSION	17


1.0 BUSINESS REGISTRATION

1.1 GO-ECOMMERCE REGISTRATION

Go-eCommerce BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

PERSONAL PROFILE BUSINESS PROFILE


HANIS HASANAH BINTI NOR AZMAN

Personal Information

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

Institution Information

[Add New](#)

UITM Puncak Alam - NZI ENT530

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	
District of Institution	:	Kuala Selangor	Postcode	:	42300	
Level of Study	:	Bachelor Degree	Study Status	:	Full time	Edit Delete
Course Name	:	NZI ENT530	Class Name	:	NZI ENT 530	
Subject Name	:	PRINCIPLE OF ENTREPREEURSHIP	Year Enrolling the subject	:	2021	
Month Enrolling the Subject	:	3	Lecturer Name	:	NOR ZAWANI BT MAMAT@IBRAHIM	
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	:	8	
Related To Study Field	:	Yes				

1.2 CERTIFICATE



2.0 INTRODUCTION OF BUSINESS

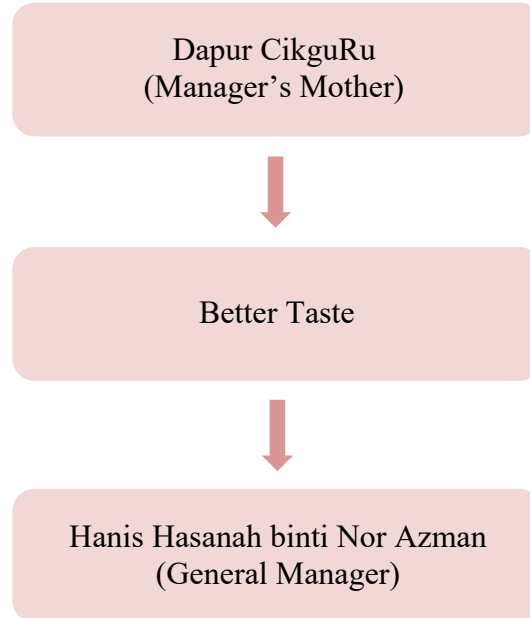
2.1 BACKGROUND OF BUSINESS



Name of Business	Better Taste
Address of Business	No. 11, Taman Lembah Keramat, Kuala Lumpur
Telephone Number	
Date Established	April 15th 2021
Form of Business	Sole Proprietorship
Type of Business	Food and Beverages
Facebook Page	https://www.facebook.com/bettertaste21
Date of Go-Ecommerce Registration	May 20th 2021

This business is a sole proprietorship and was established on April 15th, 2021. It has officially launched on the 25th of April. It is named Better Taste because the product has special additives ingredients that have a better taste for all of its customers. The type of business for this business is Food and Beverages, and the product that we sell is Anchovy Floss by Dapur CikguRu for our customers who love extra spiciness and extra flavour in their meal. Customer who are interested to buy can contact us through Better Taste's Facebook Page and WhatsApp.

2.2 ORGANIZATIONAL CHART



2.3 MISSION / VISION

2.3.1 MISSION

Our mission is to serve everyone better than anyone else. We strive to prepare and serve customers with simple but high-quality products.

2.3.2 VISION

Our vision is to provide consumable products that have special additives ingredients that improve the taste of every meal for everyone.

2.4 DESCRIPTIONS OF PRODUCTS

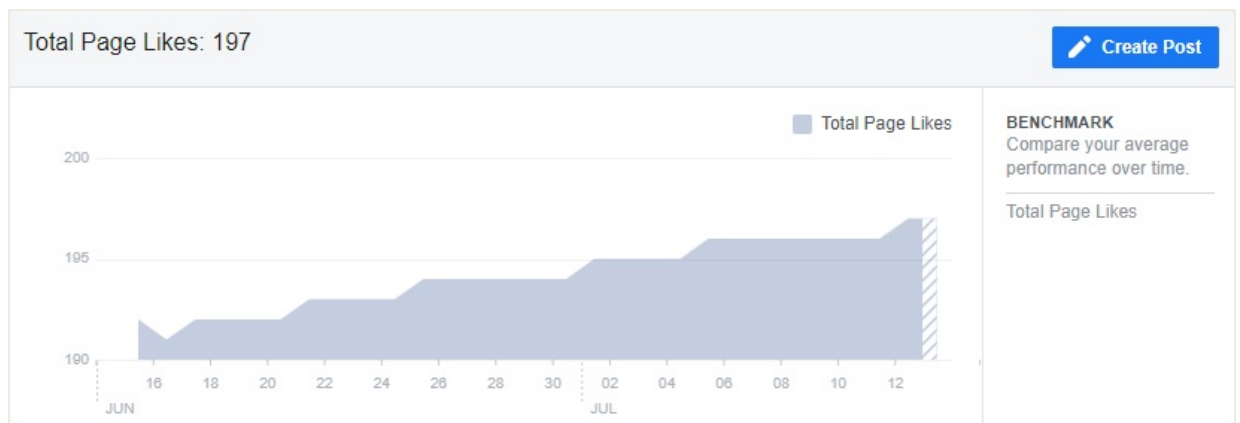
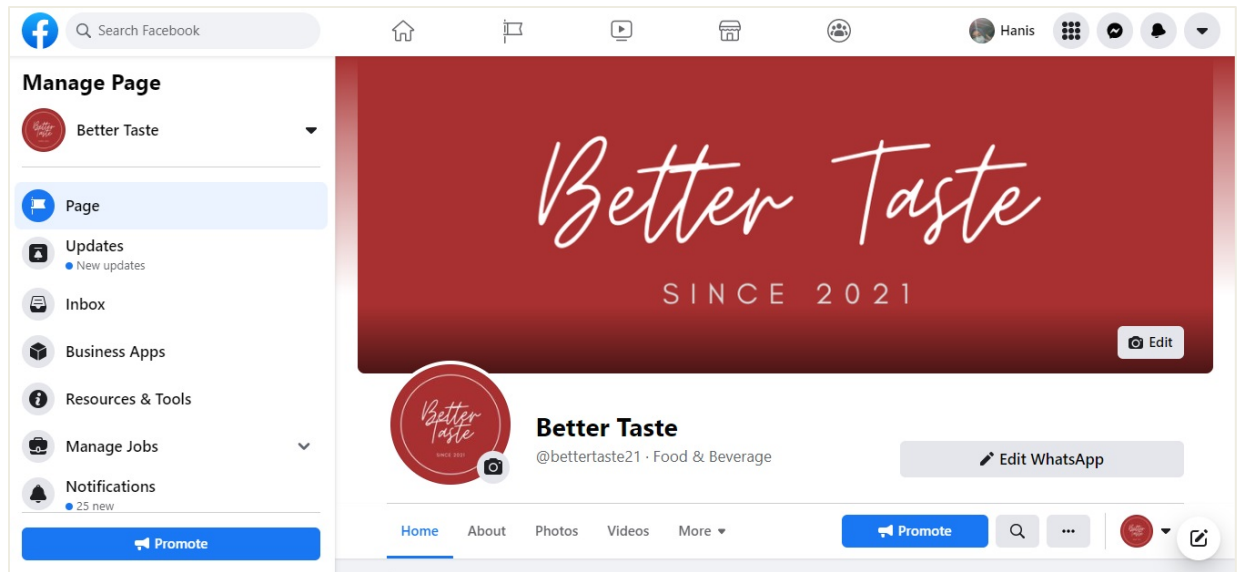
The product that Better Taste have decided to focus on selling is Anchovy Floss or “Serondeng Ikan Bilis” that are made by Dapur CikguRu. It is made using fresh ingredients, from the anchovies to the onions to the chilies, and it takes a long time to mix all the ingredients until it is dry, and for that, patience is required. Anchovy Floss by Dapur CikguRu is available in two sizes, which are 200 grams and 300 grams. The cost per unit for 200 grams is RM15, and for 300 grams it is RM21.

2.5 PRICE LIST

PRODUCTS	PRICE	NOTES
	RM15	200 GRAMS
	RM21	300 GRAMS

3.0 FACEBOOK (FB)

3.1 CREATING FACEBOOK (FB) PAGE



3.2 CUSTOMING URL FACEBOOK (FB) PAGE

<https://www.facebook.com/bettertaste21>

3.3 FACEBOOK (FB) POST – TEASER

TEASER #1



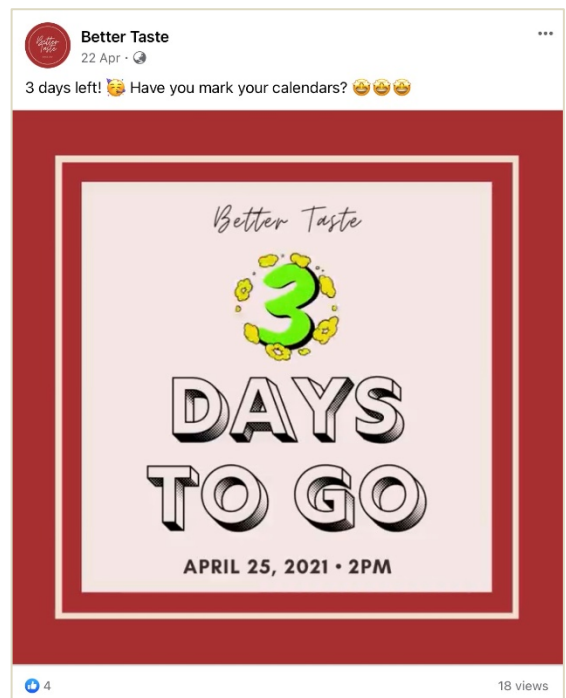
TEASER #2



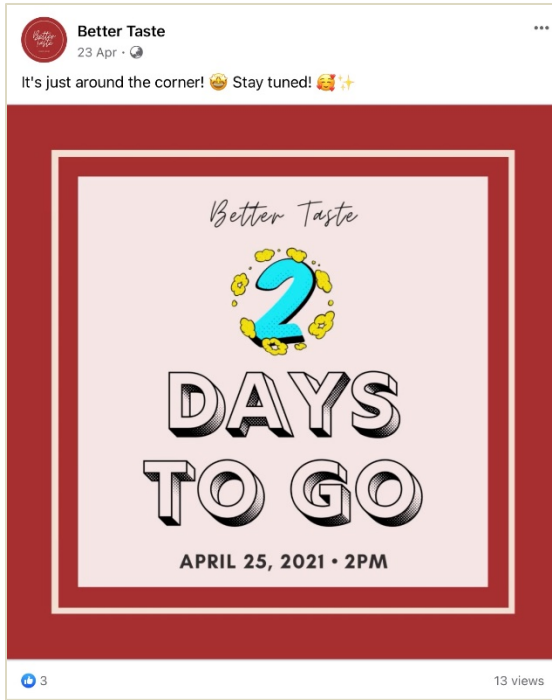
TEASER #3



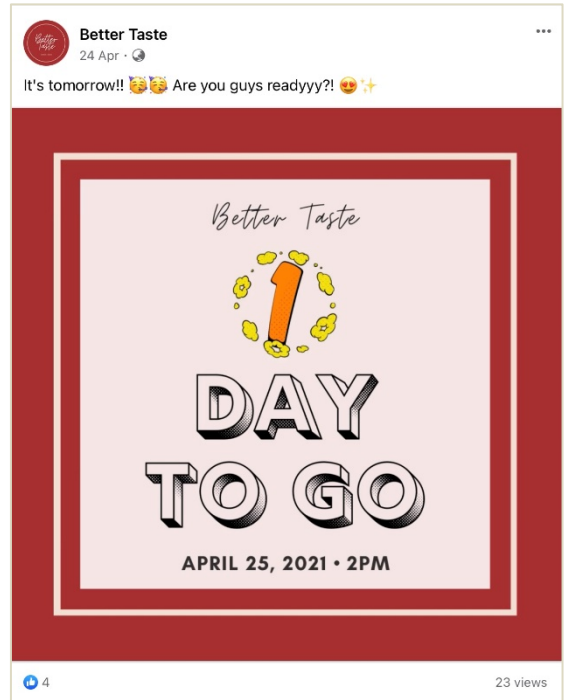
TEASER #4



TEASER #5



TEASER #6



3.4 FACEBOOK (FB) POST – COPYWRITING (HARD SELL)

HARD SELL #1

Better Taste
25 Apr · 🌐

🎉 D-DAY 🎉

It's here! It's finally here!! 🥳🥳
Price:
👉 200g RM15 👉
👉 300g RM21 👉

Order now while stocks last 🥰❤️



Serondeng Ikan Bilis

8 1 share 77 views

HARD SELL #2

Better Taste
28 Jun · 🌐

Good day everyone! 🙌

Have you ever felt compelled to eat something else than the same meal every day?
Don't you worry. We got your back!

Order this anchovy floss now! It is spicy and tasty. You won't regret buying it 🥰

Price:
👉 200g RM15 👉
👉 300g RM21 👉



"good food feeds the soul"

2

HARD SELL #3

Better Taste
5 Jul · 🌐

Good day everyone! 🍌
Craving for a something spicy? 🍌🔥 But stuck at home because of MCO?? 😞

Don't worry! We can deliver our Anchovy Floss right to your doorsteps!

Available in 2 sizes:
👉 200g RM15 👉
👉 300g RM21 👉

Once you taste it, you definitely want moreee! 😊

Contact us to order ❤️



Better Taste

A BETTER TASTE FOR YOUR TASTE BVD

👍 2

HARD SELL #4

Better Taste
6 Jul · 🌐

Assalamualaikum and good day everyone! 🍌

Have you tried our Anchovy Floss yet?

Do you know that our Anchovy Floss are 100% made by our beloved educator, CikguRu? She uses easy and delicious recipe in making the products 👉


You need to have patience in cooking the Anchovy Floss as it takes a very long time to complete.

But once you taste it, you definitely want moreee! 😊

Available in 2 sizes:
👉 200g RM15 👉
👉 300g RM21 👉

I promise you it's worth the price 😊

Contact us to order ❤️



Better Taste

Recipes by CikguRu
Easy and delicious recipe

👍 1

HARD SELL #5


Better Taste
7 Jul · 🌐

!! ATTENTION !!

We have a good news to be shared with you guys! 🥰

Since it's July, we are offering a "Buy 2 Free 1" offer to you guysss!

Contact us now to order ✨✨



JULY'S OFFER
BUY 2 FREE 1
ORDER NOW
Better Taste

1

HARD SELL #6

Better Taste
1 d · 🌐

Assalamualaikum everyone! ✨

Have you try out our Anchovy Floss yet?

Once you have a taste, it is love at the first bite! 😊

Available in 2 sizes:
✨ 200g RM15 ✨
✨ 300g RM21 ✨

I promise you it's worth the price 🥰

Contact us now to order ❤️



Better Taste

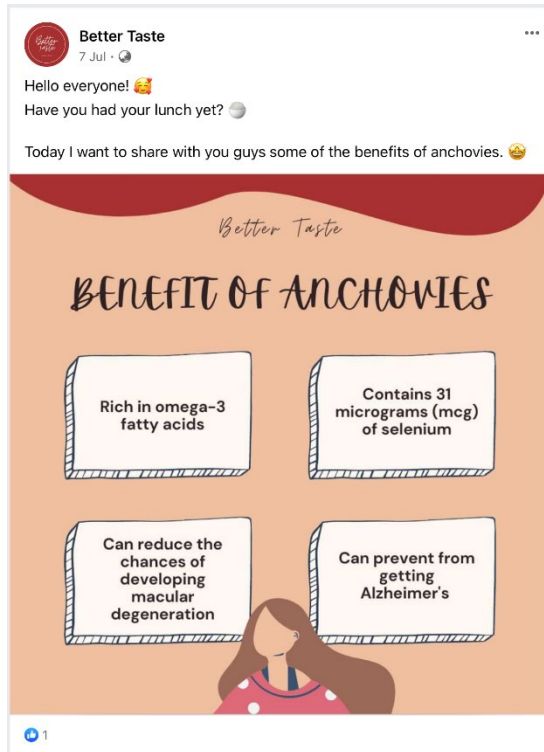
DAPUR CIKGURU
Pisang Manis & Perisaan 2
SERONDENG IKAN BELI
200g
300g

LOVE AT FIRST BITE
GENUINE HAPPINESS

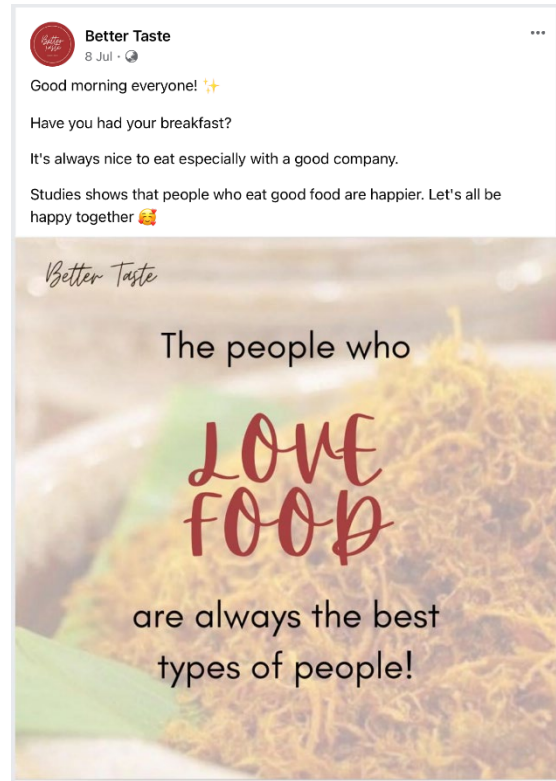
1

3.5 FACEBOOK (FB) POST – COPYWRITING (SOFT SELL)

SOFT SELL #1



SOFT SELL #2



SOFT SELL #3

Better Taste
6 d · 🌐

Hello everyone! 🍷

How are you guys today? Hope everyone is doing well 🌸

Today I want to share with you guys the other benefits of anchovies. 🐟

Better Taste

BENEFIT OF ANCHOVIES

Part 2

- High in sodium
- Source of calcium, iron, and zinc
- Can reduce triglyceride levels
- Can slow the buildup of plaque in arteries

1

SOFT SELL #4

Better Taste
5 d · 🌐

Hello everyone! Happy weekend ✨

Hope everyone have a wonderful weekend, don't forget to take a break once in a while.

Eat good food and don't forget to love yourself moreee 🍷

Better Taste

Eat Good Food,
Love Yourself

1

SOFT SELL #5

Better Taste
2 d · 🌐

Hello and good day everyone! 🍷

How are you guys feeling today? Have you had your lunch yet?

Today I want to share with you guys the other benefits of anchovies. 🐟

Better Taste

BENEFIT OF ANCHOVIES

Part 3

- Can reduce blood pressure
- Can lower the risk of getting stroke
- May reduce the risk of some types of cancer
- Can reduce blood clotting

1

SOFT SELL #6

Better Taste
1 d · 🌐

Assalamualaikum and hello everyone! 🍷

Have you reward yourself today? ✨

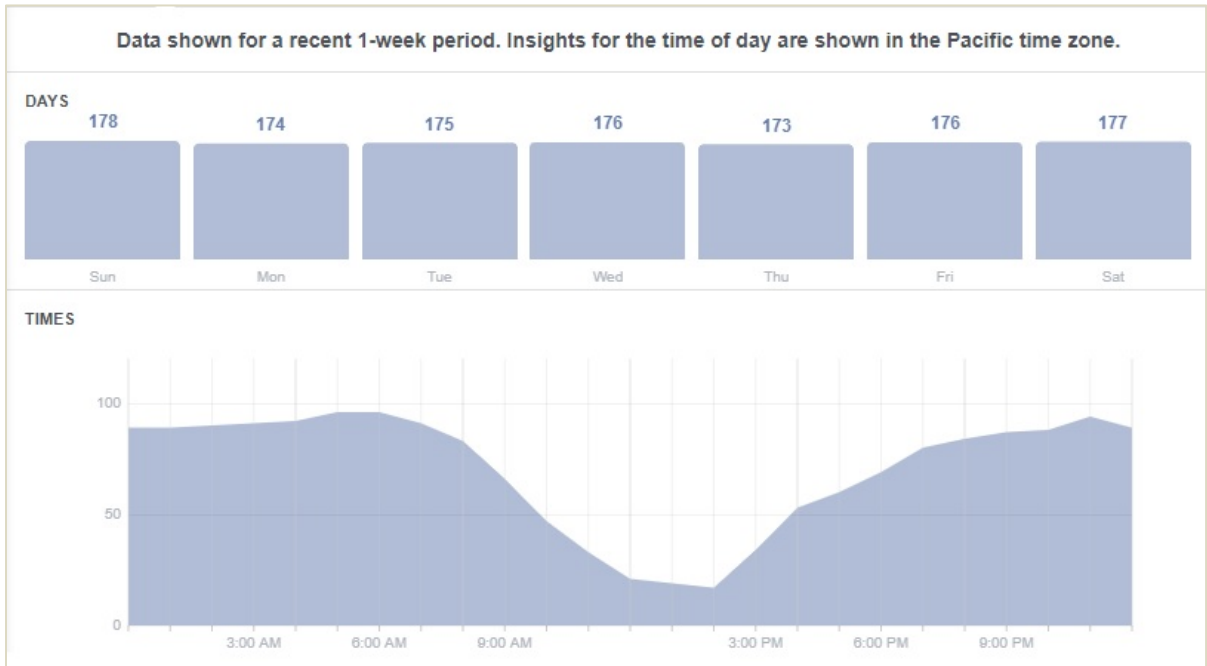
One of the ways to reward your hard work are by consuming good food 🍷

Better Taste

























































































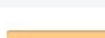

nothing brings
people together
like good food

1

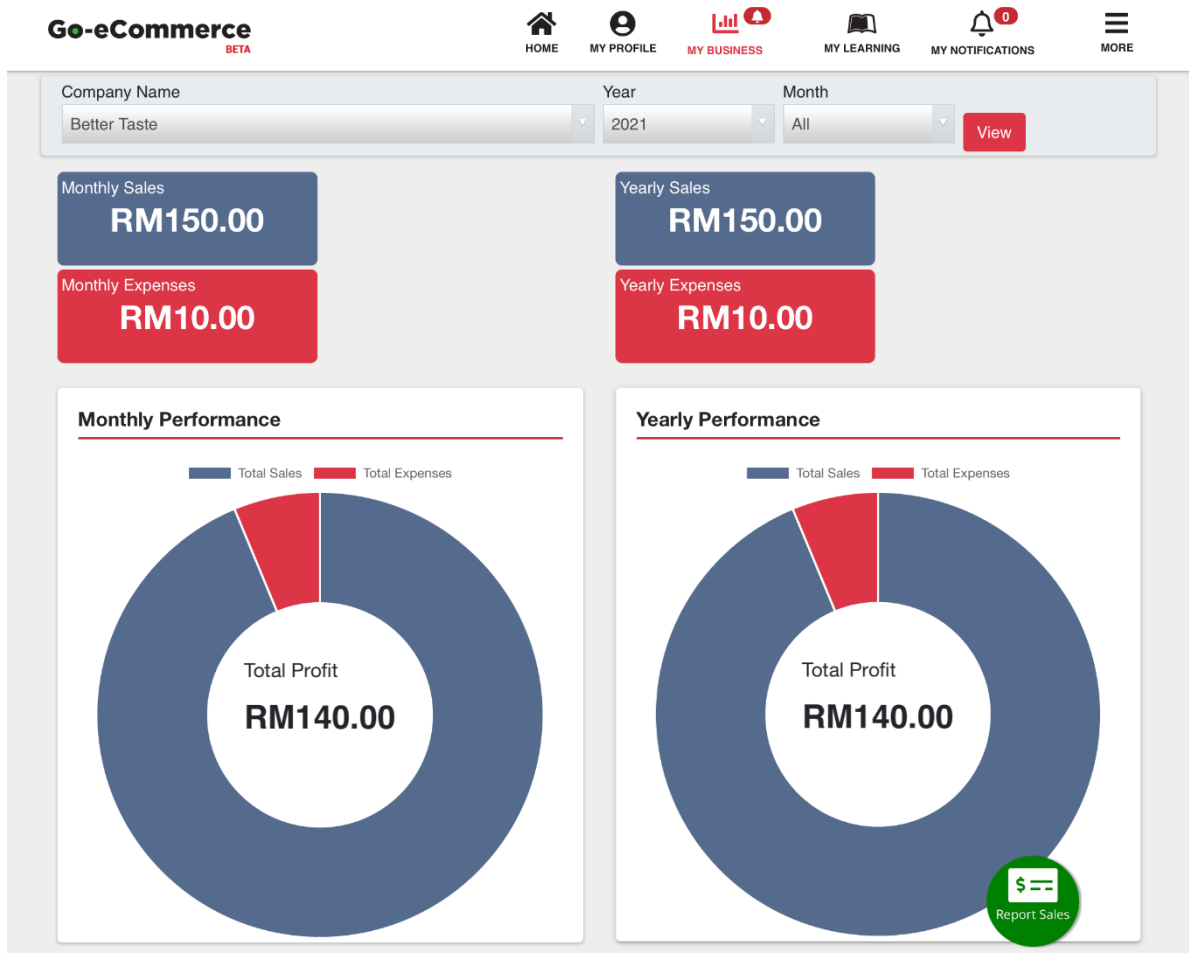
3.6 FREQUENCY OF POSTING



3.7 ALL POST PUBLISHED

All Posts Published							Create Post		
							Reach: Organic / Paid	Post Clicks	Reactions, Comments & Shares
Published	Post	Type	Targeting	Reach	Engagement	Promote			
07/15/2021 3:03 PM	 Assalamualaikum and hello everyone! 😊 Have you reward			8 	1 1 	Boost Post			
07/14/2021 3:22 PM	 Hello and good day everyone! 😊 How are you guys feeling today?			10 	0 0 	Boost Post			
07/13/2021 3:00 PM	 Assalamualaikum everyone! ✨ Have you try out our Anchovy Floss			10 	0 1 	Boost Post			
07/11/2021 5:38 PM	 Hello everyone! Happy weekend ✨ Hope everyone have a wonderful			11 	1 1 	Boost Post			
07/10/2021 3:11 PM	 Hello everyone! 😊 How are you guys today? Hope everyone is doing			12 	0 1 	Boost Post			
07/08/2021 10:45 AM	 Good morning everyone! ✨ Have you had your breakfast? It's always			8 	0 0 	Boost Post			
07/07/2021 3:09 PM	 !! ATTENTION !! We have a good news to be shared with you guys! 🤗			11 	1 1 	Boost Post			
07/07/2021 2:17 PM	 Hello everyone! 😊 Have you had your lunch yet? 🍱 Today I want to			11 	0 1 	Boost Post			
07/06/2021 3:20 PM	 Assalamualaikum and good day everyone! 😊 Have you tried our			12 	1 1 	Boost Post			
07/05/2021 7:01 PM	 Good day everyone! 😊 Craving for a something spicy? 🌶️ But stuck at			16 	0 4 	Boost Post			
06/28/2021 4:54 PM	 Good day everyone! ✨ Have you ever felt compelled to eat something			24 	2 3 	Boost Post			
04/25/2021 2:00 PM	 🎉 D-DAY 🎉 It's here! It's finally here!! 🤗 Price: ✨ 200g RM15			78 	20 10 	Boost Post			
04/24/2021 2:19 PM	 It's tomorrow!! 🤗 Are you guys readyyy?! 🤗			55 	2 4 	Boost Post			
04/23/2021 2:02 PM	 It's just around the corner! 🤗 Stay tuned! 🤗			52 	3 3 	Boost Post			
04/22/2021 1:48 PM	 3 days left! 🤗 Have you mark your calendars? 🤗			52 	2 4 	Boost Post			
04/21/2021 1:09 PM	 There are a few days left for our product to be launched! 🤗 Don't			54 	4 8 	Boost Post			
04/20/2021 10:09 PM	 Hello everyone! ✨ Our product will be launched this Sunday 🤗 Turn on			59 	8 7 	Boost Post			
04/19/2021 4:31 PM	 Hello and good evening everyone! We are launching our products in just			118 	10 12 	Boost Post			

3.8 SALES REPORT



4.0 CONCLUSION

To conclude, Better Taste is a Sole Proprietorship business. The nature of its business is food, and the target market is not limited to youth, but includes people of all ages. It is because any food does not have to be age specific, and Better Taste's food is suitable for all ages. This business sells two sizes of Anchovy Floss through online selling on Better Taste's Facebook page. By using Facebook to promote and sell my products, I can promote and market my products to a possible target market from several states in Malaysia. Apart from that, it is not only giving benefits for my business but also allows me to improve my knowledge of current business trends.

Thus, as a result, I am able to reach my business' goals and missions by utilising Facebook to promote Better Taste's food business. With this gradual progress and success, Better Taste will focus on achieving more of Better Taste's goals in the future. In the coming years, I wish to see my business to grow even further. It is undeniable that conducting business through Facebook can benefit the business, and as a result, I intend to conduct my business through other social media platforms as well.