



اَوْنُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

80

**UNIVERSITI TEKNOLOGI MARA CAWANGAN  
SELANGOR KAMPUS PUNCAK ALAM**

Faculty of Business and Management

**BA247**

Bachelor of Business Administration (Hons.) Transport

**ENT530**

Principle of Entrepreneurship

**Individual Assignment**

Social Media Report Assignment

**Prepared by**

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**2020952821**

**Prepared For**

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**Submission Date**

25<sup>th</sup> JULY 2021

# Acknowledgement

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I'd like to thank my parents and families for their assistance and guidance in completing this task. My gratitude and appreciation also go to my BA2473A classmates for their assistance with the assignment and to others who have volunteered to support me with their skills.

# Executive Summary

Homemade Drink is a small F&B business that based on Sungai Buloh. Homemade Drink is a partnership company owned by a Fikry and Tzuyu. The main platform we use to sells and updates about our product is on Facebook. The customer can contact directly with the company by using WhatsApp.

The product that we sells is homemade drink that use natural ingredient and without artificial sweetener. Our company offer 3 different flavor that will make you guys love which is Bandung Soda, Jagung and Kateera. All of our drink is very refreshing, rehydrating and cooling. This drink is popularly served during the month of Ramadhan when it is time to break the fast for the day. Our signature and the most demanded drink is Kateera. This fabulous drink sweetened with sugar syrup will inspire guests to linger for one more glass. You'll be amazed at the pleasing flavors that pop out when you combined katira (gond katira), basil seed, kembang semangkok (malva nuts) with evaporated milk.

Homemade Drink updates their Facebook post about the product that we sells regularly to attract more potential customer. We communicates with our customer using Facebook messenger and WhatsApp. For now we only promote it on Facebook and sells it through cash on delivery. We don't deliver our product to other cities using courier service because it may damage the product since this drink need to be always refrigerated.

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Business Registration (E-Commerce)



*Certificate of Completion*

This acknowledges that

MOHAMAD FIKRY AIZAT BIN MOHAMMED FAUZI

has successfully completed

**eUsahawan Course**

**Level 1 – Go Digital**

organised by



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

## E-Commerce Profile

PERSONAL PROFILE

BUSINESS PROFILE



MOHAMAD FIKRY AIZAT  
BIN MOHAMMED FAUZI

### Personal Information

Name	:	Phone/Mobile	:	<a href="#">Edit</a>
		Home Address	:	
New Identity Card No.	:			
Email Address	:	District	:	
City	:	Postcode	:	
State	:	Personal Instagram	:	
Personal Facebook	:	Race	:	Malay
Gender	:	Special Need Required	:	
Marital Status	:			

PERSONAL PROFILE

BUSINESS PROFILE



MOHAMAD FIKRY AIZAT  
BIN MOHAMMED FAUZI

Company Name	:	Homemade Drink	Company Registration No.	:	<a href="#">Edit</a>
Type Of Business	:	Enterprise	Business Role	:	Product Owner
Facebook Page	:	<a href="https://www.facebook.com/HomeadeDrink">https://www.facebook.com/HomeadeDrink</a>	Business Category/Business Sub-Category	:	Food & Beverages / Household, Hobbies & Lifestyles
Wechat for Business	:		Business Instagram Page	:	
Marketplace	:	Others	Business Website	:	<a href="https://www.facebook.com/HomeadeDrink">https://www.facebook.com/Homeade Drink</a>
Business Related to Your Study Field	:	No	Type Of Website	:	
			Experience in International Export	:	No



## Introduction of Business



Figure 1: Business Logo

Homemade Drink is a business that sells 3 different kind of homemade flavor. We are now currently sells Bandung Soda, Jagung and Kateera. It is a special and very tasty drink which has several health benefits including cooling the body.

Mohamad Fikry Aizat Bin Mohammed Fauzi and Miss Tzuyu is the owner of this business. This company established on 13 April 2021. The company located at No.26 Jalan Cemara 5, Saujana Utama, 47000 Sungai Buloh, Selangor. We deliver our product to our customer using cash on delivery to the nearest location only. But sometime we open our booth on the roadside or night market.

Our customer can see the products post and update on our online platform which is Homemade Drink Facebook and they can contact us through WhatsApp or Facebook Messenger. We also deliver to the whole Selangor and Kuala Lumpur for the customer that order above 100 bottles or we can setup our booth on any customer event.

Our Homemade Drinks are in high demand during the hot days, especially during the month of Ramadhan. The tagline for our Homemade Drink is - Don't forget to hydrate, it's great! – Because all of our drink is very refreshing, rehydrating and cooling.

**Business Information:-**

<b>Name of Business</b>	Homemade Drink
<b>Business Address</b>	No.26 Jalan Cemara 5, Saujana Utama, 47000 Sungai Buloh, Selangor
<b>Corresponding Address</b>	No.26 Jalan Cemara 5, Saujana Utama, 47000 Sungai Buloh, Selangor
<b>Telephone Number</b>	
<b>Form of Business</b>	Partnership
<b>Main Activities</b>	Food & Business
<b>Date of Commencement</b>	13 April 2021
<b>Name of Bank</b>	CIMB Bank
<b>Bank Account Number</b>	

Table 1: Business Information

Homemade company is a partnership company, Fikry and Tzuyu manage and operate a business and share its profits. We set the terms and conditions of our business relationship, including the distribution of ownership, responsibilities, liabilities, and profits and losses.

**Company Organization Chart**



Mohamad Fikry Aizat Bin Mohammed Fauzi  
(Founder)



Miss Tzuyu  
(Co-Founder)

## **Company Vision and Mission**

A mission statement explains what the firm does, what its goals are, and how it plans to achieve them. A vision statement defines the company's intended future status. A declaration of the company's objectives, goals, and values is typically created by combining elements of mission and vision statements.

### **Vision:**

- Our company vision is to become No1 Best Homemade flavor Drink in Malaysia that are using natural ingredient and without any artificial sweetener.

### **Mission:**

- To become the Malaysia preferred Homemade Drink Company – applying insight, service quality and innovation to create sustainable growth for business and society.
- We strive for more creation of Homemade Drink flavor to be offer to the Malaysian.
- Market the Homemade Drink product to around the world.

## **Description of Product**

Homemade Drinks is selling 3 different kind of flavor. The product that we sells is Bandung Soda, Jagung and Kateera. Each bottle net volume is 500ml. All the price is different if the customer buy in bulk. Cash on delivery charge may be different according to the distance of customer. Near customer would get free cash on delivery.

Our Homemade Drink is made by a natural sugar & no preservatives. There is no artificial flavor added and it is 100% made by natural ingredient. This would be benefit to the consumer as it contain more fiber, antioxidants and hydration. This drink is made to drive away the heat inside the human body, cure sore throat, to counteract toxicity and also has positive medicinal effects on human bodies.

This Homemade Drink have gone through many research and development before being market to customer. The amount of sugar contain is being measure and the flavor is being tested to get better taste. It is healthy to be consume by any level of age.

The following are products that offered by Homemade Drink:

Photos	Items
	Bandung Soda
	Jagung
	Kateera

Table 2: Products offered by Homemade Drink

Price list:

Items	Price Per Items	Detail
Bandung Soda	RM7	500ml
Jagung	RM7	500ml
Kateera	RM7	500ml

Table 3: Price list

## **Facebook**

Creating a social media account such as Facebook is quite necessary nowadays. As we all know, social media is an essential piece of a business marketing strategy. Social platforms help me connect with my customers, increase awareness about my brand, and boost my leads and sales. A Facebook page creates some potential benefits for my business.

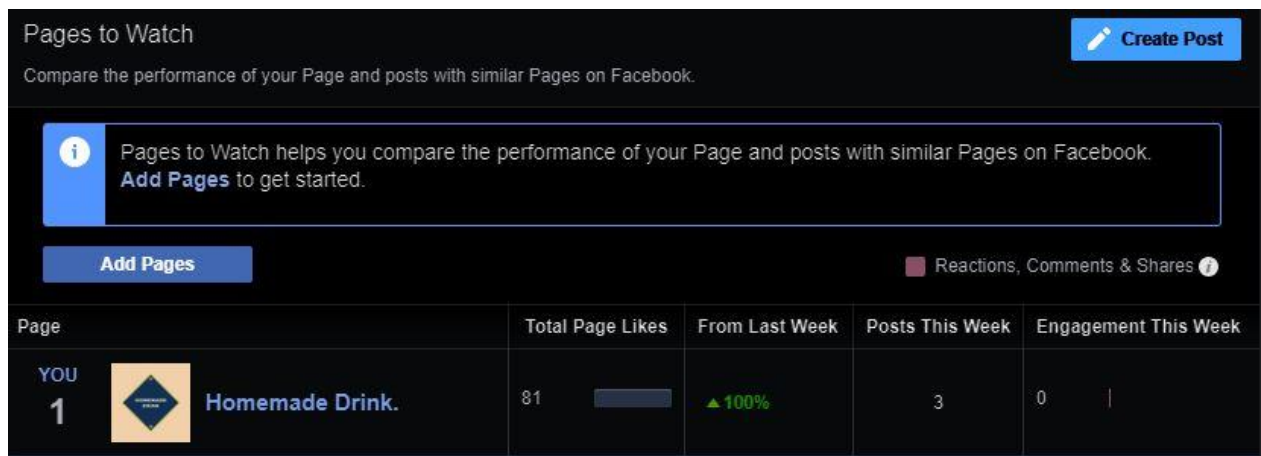
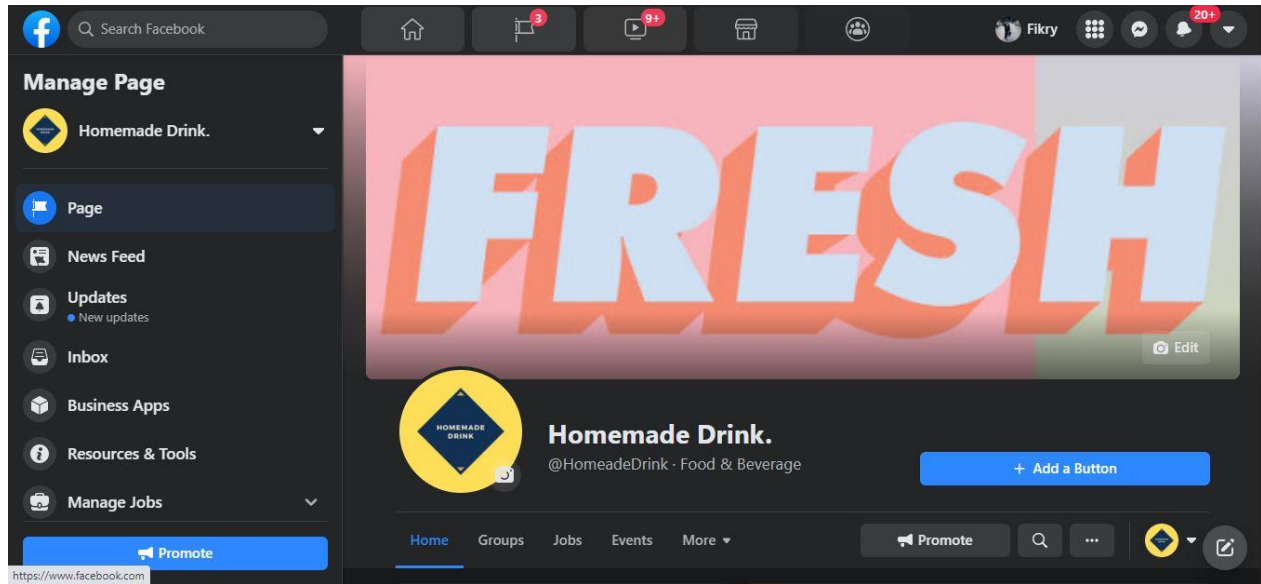
My business Facebook page is a place where I do publicise my business name, address and contact details, and briefly describe my products, Homemade Drink. Besides that, I use Facebook as my marketing platform. Facebook is a low-cost marketing strategy. Sometimes marketing activities would cost thousands of dollars through other channels. This is ideal for a small business like mine because I have a limited marketing budget.

Other than post a text or description of my products, I can also upload pictures and videos of my products on Facebook. This is such a powerful way to communicate with customers and potential customers, allowing them to see my products without having to visit my store. As we are in the middle of the pandemic, it is such an easy way for customers to view my products.

In conclusion, I can tell that it is easier for whoever have a small business like me to sell their products on Facebook. It can be reach to a wide audience.



## Creating Facebook Page



Customing URL for Facebook Page:

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

Customing URL for WhatsApp:

<https://wa.link/vjcs7k>

## Facebook Post: Teaser

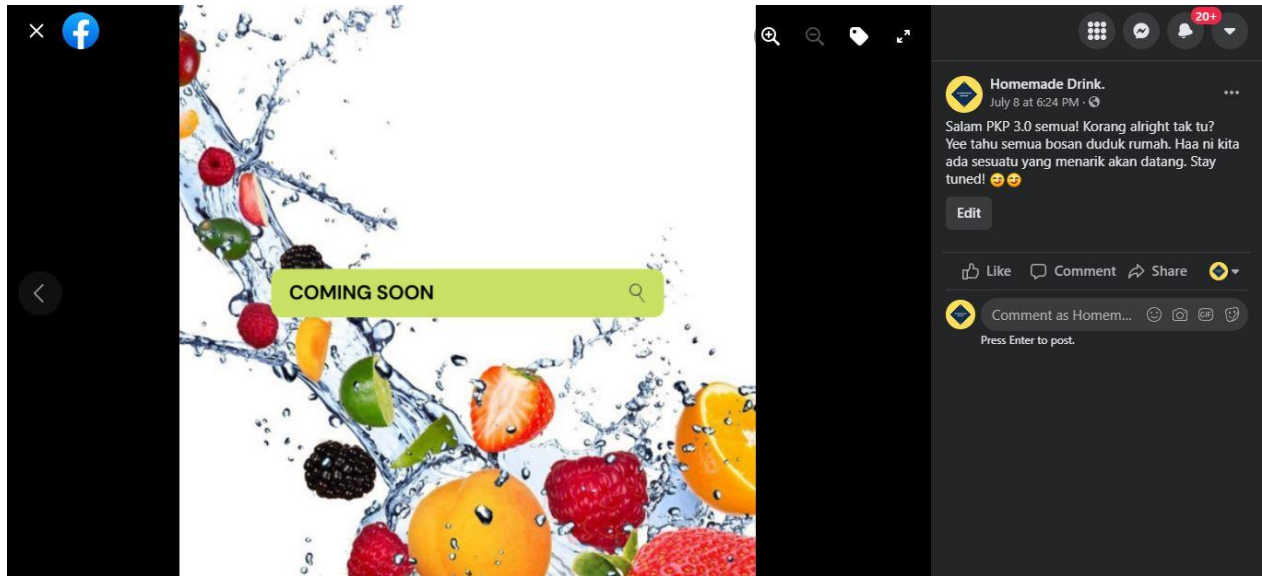


Figure 2: Teaser 1

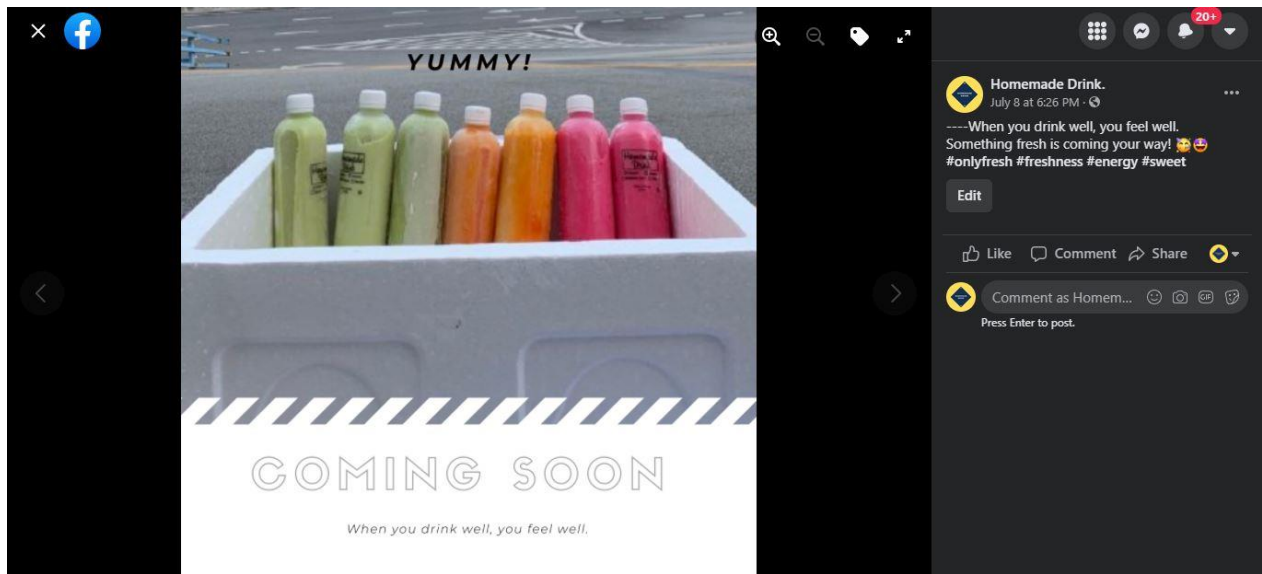


Figure 3: Teaser 2

## Facebook Post: Hard Sell



Figure 4: Hard Sell 1

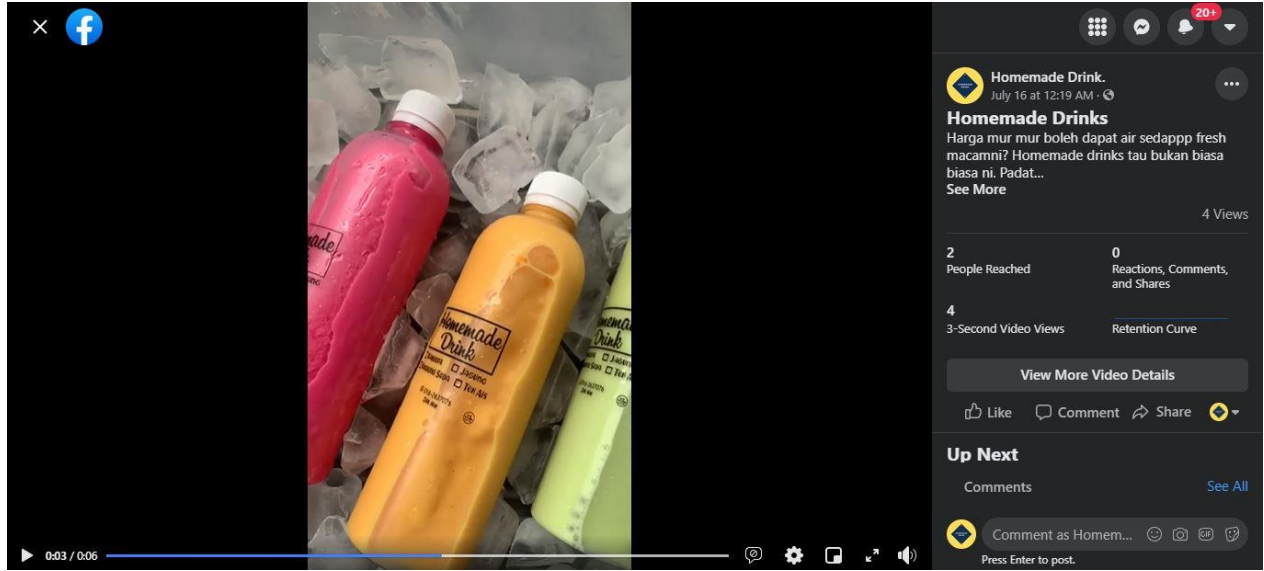


Figure 5: Hard Sell 2

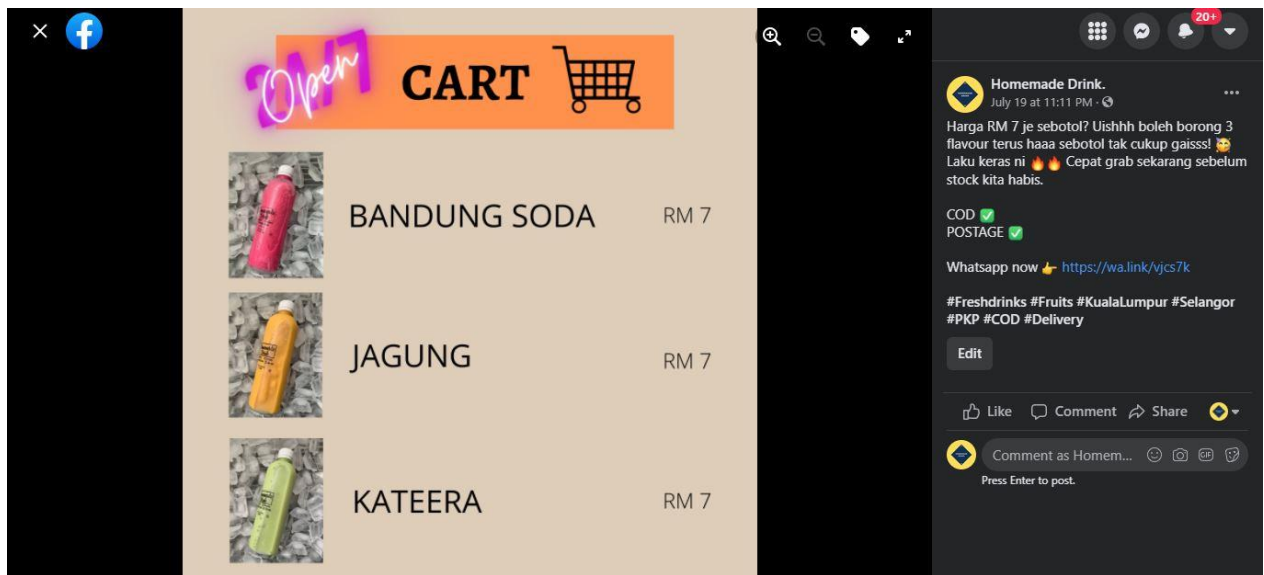


Figure 6: Hard Sell 3

## Facebook Post: Soft Sell

 **Homemade Drink.**  
July 16 at 12:25 AM · 🌐

Uish dengar cite cuaca Malaysia sekarang panas kan? Korang mesti duduk rumah kadang dahaga teringin nak minum air yang sedap fresh kan? Syok tau kalau dapat kateera, jagung, bandung peh sedapppp betul! TERLIUR LAHHH 😊 Get yours now! 😊

RM7 ONLY 🙄

Whatsapp now 👉 <https://wa.link/vjcs7k>

#Freshdrinks #Fruits #KualaLumpur #Selangor #PKP #COD #Delivery

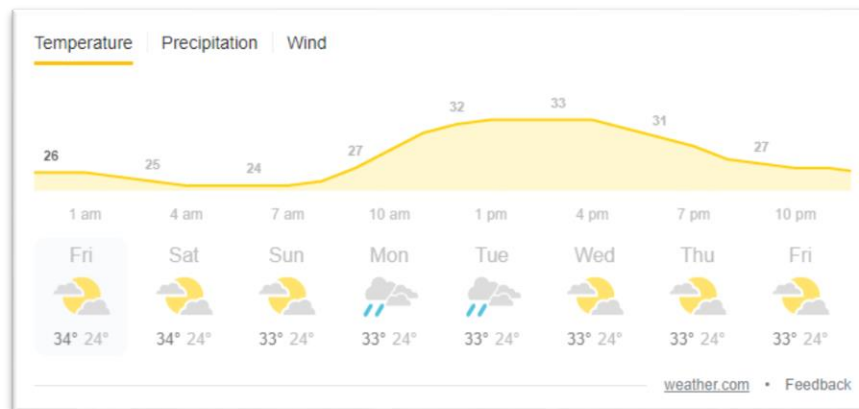


Figure 7: Soft Sell 1

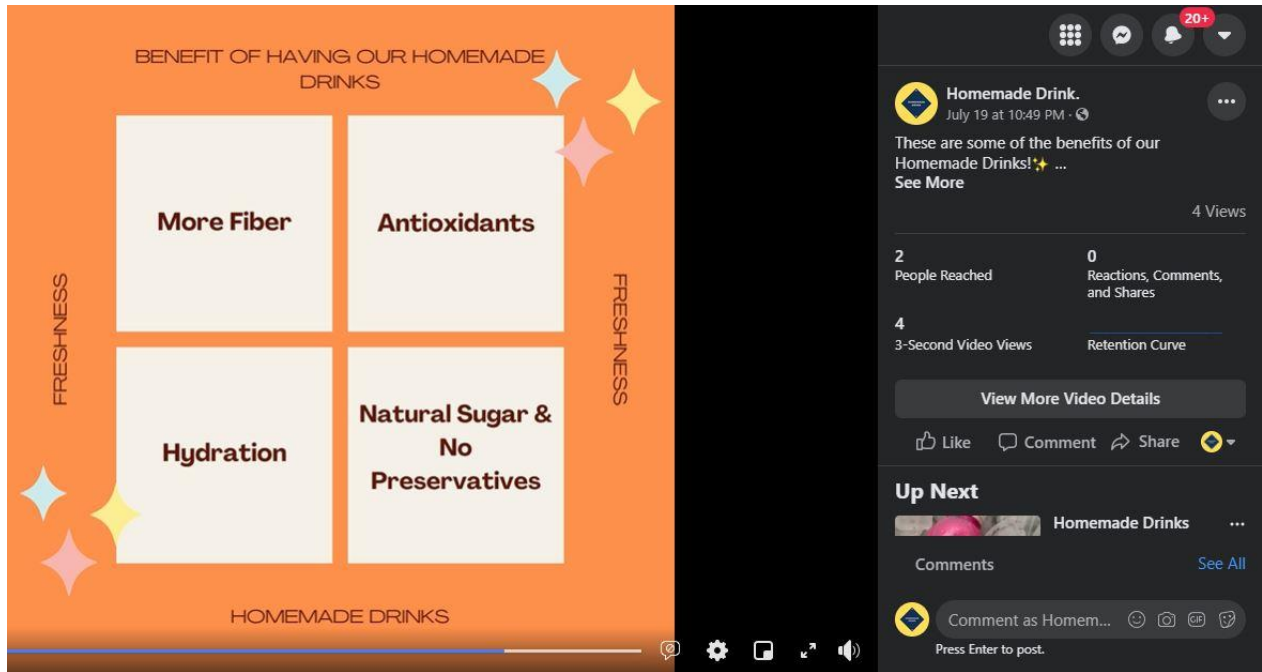


Figure 8: Soft Sell 2

## Frequency of Posting



Figure 9: Post Frequency

## Post Published:

Published	Post	Type	Targeting	Reach	Engagement	Promote
07/23/2021 6:53 PM	Homemade Drink.	Image	Public	0	0	Boost Post
07/19/2021 11:11 PM	Harga RM 7 je sebotol? Uishhh boleh borong 3 flavour terus haaa sebotol	Image	Public	2	1	Boost Post
07/19/2021 10:49 PM	These are some of the benefits of our Homemade Drinks! 🍹 Fresh drinks	Video	Public	2	1	Boost Post
07/16/2021 12:25 AM	Uish dengar cite cuaca Malaysia sekarang panas kan? Korang mesti	Image	Public	2	1	Boost Post
07/16/2021 12:19 AM	Harga mur mur boleh dapat air sedapp fresh macamni? Homemade	Video	Public	2	1	Boost Post
07/16/2021 12:05 AM	Finally! Kita launch fresh drinks yang akan menjadi kegilaan ramailii ni 🍹	Image	Public	2	1	Boost Post
07/08/2021 6:26 PM	----When you drink well, you feel well. Something fresh is coming your way!	Image	Public	2	0	Boost Post
07/08/2021 6:24 PM	Salam PKP 3.0 semual Korang alright tak tu? Yee tahu semua bosan	Image	Public	3	0	Boost Post

Figure 10: Post Published

## Business Card



Figure 11: Business Card 1

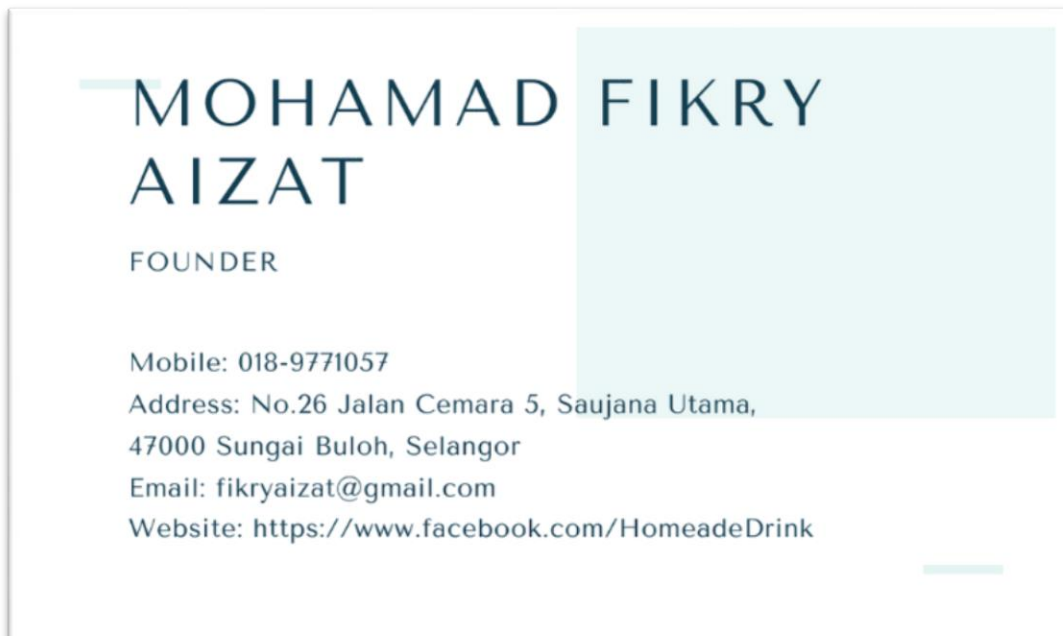


Figure 12: Business Card 2



## Conclusion

As a conclusion, Homemade Drink is a company that sells flavor drinks through the Facebook and WhatsApp. As we all know Facebook is an important tool for brands who are interested in selling their products to targeted audiences. Facebook is a convenient destination for people to discover, buy and sell items. People can find what they're looking for by filtering their results by location, category and price.

I use teaser, hard sell and soft sell on Facebook post to make more customer attract to our product. Teaser is to equivalent of a "coming soon" page on a website, designed to intrigue and tantalize, leaving your readers eager to learn more. Teasers can be vague and mysterious, or they might tell you exactly what's coming and when.

Hard selling is to gets straight to the point. This is especially important for clients who are ready to buy and aren't looking around to do a few more meetings. The decision should be made now, and you want to step up and offer yourself as a part of their team.

A soft sell is designed to avoid angering potential customers and pushing them away. Because soft selling is a low-pressure, persuasive and subtle sales technique, it may not result in a sale the first time a product is presented but helps to encourage repeat sales.

And the last one is our company using business card to promote the businesses easier. The business card represents your company's brand. Not only does it convey important personal contact information such as name, title, email, website, address and phone number, but oftentimes it is also the first exposure to the overall image of the business.