



اَوْنُوْزِ سَيِّتِي تَيْكُوْلُوْ كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA 77



INDIVIDUAL ASSIGNMENT
SOCIAL MEDIA PORTFOLIO
ENT530

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MATRIX NUMBER: 2020987877

CLASS: BA247 3A

SEMESTER: SEMESTER 3

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SUBMISSION DATE: WEEK 14

ACKNOWLEDGEMENT

First and foremost, I thank Allah S.W.T for providing me with the wisdom, strength, and patience that I require, as well as the chance to learn more about this subject by completing this assignment.

I was able to accomplish my project with passion and within the allotted time. I managed to make the most of it by conducting thorough research and locating the information I required to finish my project. This assignment is the product of my efforts as well as the support of others, both indirect and direct.

Finally, I want to express my heartfelt gratitude to Dr. Nor Zawani binti Mamat @ Ibrahim, my professor, for her patience with our class. I'd want to express my gratitude to her for providing me with the directions and other necessary material to accomplish this project.

Executive Summary

Pop Chizz is a start-up entrepreneurial business that will be formed as an individual project business at UiTM Puncak Alam, Selangor Branch. The company provided pop chizz delivery services to students at UiTM Puncak Alam, as well as postal services to consumers all throughout Malaysia. Easy Store is a company devoted to constantly providing high customer satisfaction by offering a high-quality product at a reasonable price and establishing a value relationship with consumers.

The time is ripe to launch this new business. From May through July, the company is open for business for around three months. The chosen location is ideal because students are one of the target customers. Pop Chizz's popularity among students has never waned.

The business provides a door-to-door service at the UiTM Puncak Alam college and nearby regions, which will undoubtedly attract customers. They will most likely become repeat clients if they are happy with the service quality. With an initial amount of RM 370.00, I am launching my firm. This new business is more likely to be managed by a single person, since I was the only one in charge of the general manager, marketing manager, and finance manager.

At the same time, I became a Popchiz Malaysia agent and began dropship under them. My clients' characteristics come from various economic levels, including students, working folks, and those in the surrounding communities.


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1.0 Go-Ecommerce registration

Go-eCommerce
BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

PERSONAL PROFILE BUSINESS PROFILE


Muhammad Hazril Aqim Bin Mohamad Hazeman

Personal Information Edit

Name	: Muhammad Hazril Aqim Bin Mohamad Hazeman	Phone/Mobile	:	
		Home Address	:	
		District	:	
New Identity Card No.	:	Postcode	:	
Email Address	:	Personal Instagram	:	
City	:	Race	:	Malay
State	:	Special Need Required	:	No
Personal Facebook	:			
Gender	:			Male
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
		Postcode	:	42300



Certificate of Completion

This acknowledges that

Muhammad Hazril Aqim Bin Mohamad Hazeman

has successfully completed

eUsahawan Course Level 1 – Go Digital

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

2.0 Introduction of Business

My company is a sole proprietorship, also known as individual entrepreneurship, which is defined as a form of business owned or operated by a single person with no legal separation between the owner and the business entity (Copple, 2012). All aspects are under the owner's direct control, and he or she is legally responsible for the money. As the lone trader, I am responsible for all earnings and losses, as well as all obligations.

Pop Chizz, the company for which I am running, falls within the fast-food category. The entrepreneurs in Jengka, Pahang, have a stronger willingness to get involved in the business sector and assist the locals earn money. Marsuhaini Ahmad Saupi, 39, the owner, makes Popchiz, a daily snack made from popia, cheese, and spices, which is the most popular dish on social media. Looking at the community's lives nowadays is like finding a simple and easy-to-eat meal, which inspired the mother of four children to start a food products company with her husband, Gemersik F & B Sdn Bhd.

I am becoming a Popchiz Malaysia agent and a dropshipper for this entrepreneurial venture. I spent some money as capital and bought some Pop Chizz stocks to have on hand to sell to my target market, which are students from UiTM Puncak Alam, and as a dropship, I also offered a postal and courier service for individuals who lived outside of the designated region. I utilise social media platforms like Facebook (FB) for marketing purposes so that people are aware of the items I am offering.

2.1 Name and Address of Business

My business is registered as a sole proprietorship under my personal name, Muhammad Hazril Aqim bin Mohd Hazeman, as indicated on my identity card, and my business is registered at 137 Fasa 2H, Seri Manjung, 32040, Perak. In the actual world of entrepreneurship, I need to use social media platforms like Facebook (FB) for marketing.

As a result, on June 15, 2021, a Facebook (FB) page called Pop Chizz was launched. My company's name has the following characteristics: it is brief, memorable, pronounceable, and easy to spell in a single manner. I chose that name for my website because I want to emphasise the store's functionality, which allows customers to simply explore the firm's variety of products and services, examine photographs or images of the products, and obtain information about product specs, features, and pricing.

The business is based in Puncak Alam, especially at University of Technology Mara, Puncak Alam Campus, 42300 Bandar Puncak Alam, Selangor, where it operates. There are a few criteria that have been considered while selecting this area as a company location. Because of the proximity of the market and the expense of shipping the items to my target market of students, I chose this area as a perfect location. Next, due to the small and close distances between me and my consumers, I do not need to spend a lot of money on shipping items to them.

2.2 Mission and Vision

MISSION

To deliver Pop Chiz in a variety of flavours in accordance with current trends, market demand, and customer value for money, and to be among Asia's finest firms in the HALAL food and technology industry.

VISION

Make Pop Chizz a household name and expand the market to include all local and foreign markets.


2.3 Description of Products / Services

A product description is the language that tells a client about the characteristics and benefits of a product. The product description's objective is to provide the buyer enough information to make them want to buy the product right away (Nicole, 2017). My firm falls within the fast-food category because the major product of my entrepreneurial venture is cheddar chips.

Popchiz is a snack composed of popia, cheese, and spices that may be eaten on a regular basis. It's hot, crunchy, crispy, and cheesy, and just three high-quality ingredients were utilised in this product: sugar, premium cheese, and paper powder. Pop chizz is available in two flavours: regular and curry hot. Fans of heat are in high demand. Popchiz Malaysia has introduced a new flavour called "Curry Spicy," which has been well received by Malaysians.

Popchiz packaging is highly appealing to customers since it includes two colours to distinguish different sorts of flavours. The original flavours are represented by blue stickers and white plastic jar covers, whilst curry hot flavours are represented by orange stickers and black plastic jar covers. Customers will be able to quickly identify the flavour they prefer.

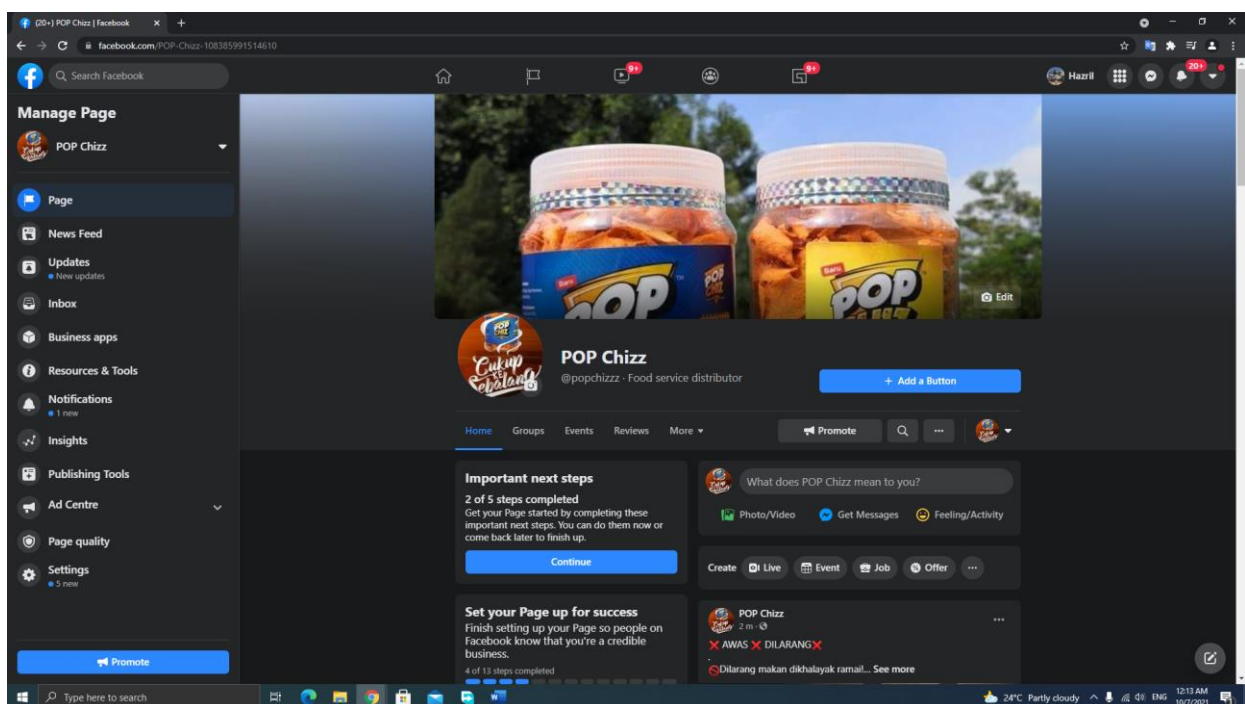
2.4 Price List

Product	Price (For every item)
<p data-bbox="228 521 347 562">Original</p> 	<p data-bbox="1070 779 1206 813">RM 18.00</p>
<p data-bbox="228 1167 395 1207">Curry Spicy</p> 	<p data-bbox="1070 1462 1206 1496">RM 18.00</p>

3.1 Facebook (FB)

As of July 2011, Facebook was the world's most popular social networking site, with over 750 million active members. Facebook is a prominent free social networking site that allows users to establish profiles, post photos and videos, send messages, and communicate with friends, family, and co-workers. We, as students, must use social media platforms for marketing objectives, such as Facebook (FB).

First and foremost, I need to build a Facebook (FB) profile to promote my business to the public while also selling my goods. Then I need to tweak the URL of my Facebook (FB) page and post the URL of my page on social media platforms like WhatsApp and Facebook Messenger to get people to like my page.



URL Facebook Page: <https://www.facebook.com/popchizz>

3.2 Facebook (FB) Post: Teaser

Teaser ads are used as the frontrunners of advertising campaigns, revealing only a small amount about the advertiser or the product. Its goal is to get people's attention and generate excitement and anticipation by piquing their interest. Teaser advertising must be widely disseminated through multiple or all media vehicles to be successful. A teaser commercial simply exposes a little amount of information about the marketer or the product. Its goal is to get people's attention and generate excitement and anticipation by piquing their interest. Teaser advertising must be widely disseminated through multiple or all media vehicles to be successful.

As a result, I used the Facebook (FB) platform to publish my teaser post with a few company pages and groups. As a result, I was able to contact around 34 individuals and receive 20 engagements on my teaser post. In my teaser article, I talked about the features of my items, such as their ingredients, promotions, and so on, and I decided to include a video as a teaser to make it more interesting and to draw people's attention to it.



Teaser 1



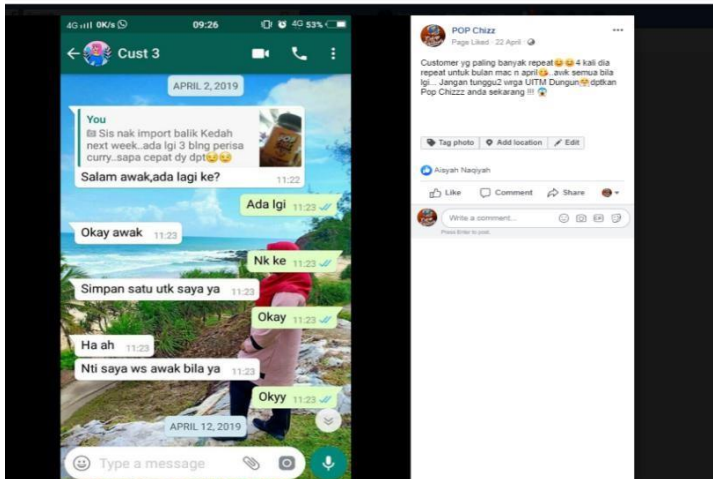
Teaser 2

3.3 Facebook (FB) Post: Copywriting (Hard Sell)

A hard sell is a marketing or sales strategy that uses very direct and forceful language. 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.

To increase the number of people who see my Facebook page, I use the Facebook platform to distribute a post that consists of hard sell copywriting to company pages and groups. The target audiences are from all around Malaysia to increase awareness of my Facebook page and the items I sell.

For the hard sell copywriting, I specified the pricing immediately in the article to allow the client to make an immediate judgement and comparison of the items, making it easier for them to decide. If a consumer is undecided about making a purchase, the hard sell method may be enough to persuade them to make a hasty decision without even thinking about it.



Hard Sell 1



Hard Sell 2

3.4 Facebook (FB) Post: 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.

To increase the number of people who see my Facebook page, I use the Facebook platform to distribute a post that consists of soft sell copywriting to company pages and groups. The target audiences are from all around Malaysia to increase awareness of my Facebook page and the items I sell.

Rather than simply mentioning the price of the items in the article, I choose to offer positive comments from customers who have purchased my products as well as a description of the products, which may draw people's attention and lead them to believe in me as a trustworthy vendor.

Soft selling is typically the favoured technique for most organisations, but that does not imply it is flawless; there are a few drawbacks. Some people, for example, will not be persuaded by a soft sale. Soft selling makes your offer appear less urgent and important. Unfortunately, this implies that many individuals will put off making a purchase until later or may miss it altogether.



Soft Sell 1



Soft Sell 2

3.5 Graphic

Post	Type	Targeting	Reach	Engagement	Promote
	Public	Public	0	0	Boost Post
Poo chizz anak dimakan di mana jua Tambahan pula pada Hari	Public	Public	1	0	Boost Post
	Public	Public	3	0	Boost Post
Poochiz RM 18!! Je sebarang. Sedap djomn hingga menjilat jai... Past	Public	Public	3	0	Boost Post
testimoni from UITM dunjur... Jom dapatkan goo Chizz segera	Public	Public	9	0	Boost Post
WELCOME TO MAY... RAMADHAN 6 MORE DAYS	Public	Public	19	0	Boost Post
⛔ AWAS ⛔ DILARANG ⛔ ⛔ Dilarang makan dihalayak tamai	Public	Public	15	0	Boost Post
Kruk krak krak krak cukup ke sebarang? Perghhh sedap sampai	Public	Public	13	0	Boost Post
ASSALAMUALAIKUM... RAMADHAN ARCUWD THE	Public	Public	18	1	Boost Post

Chat (63)

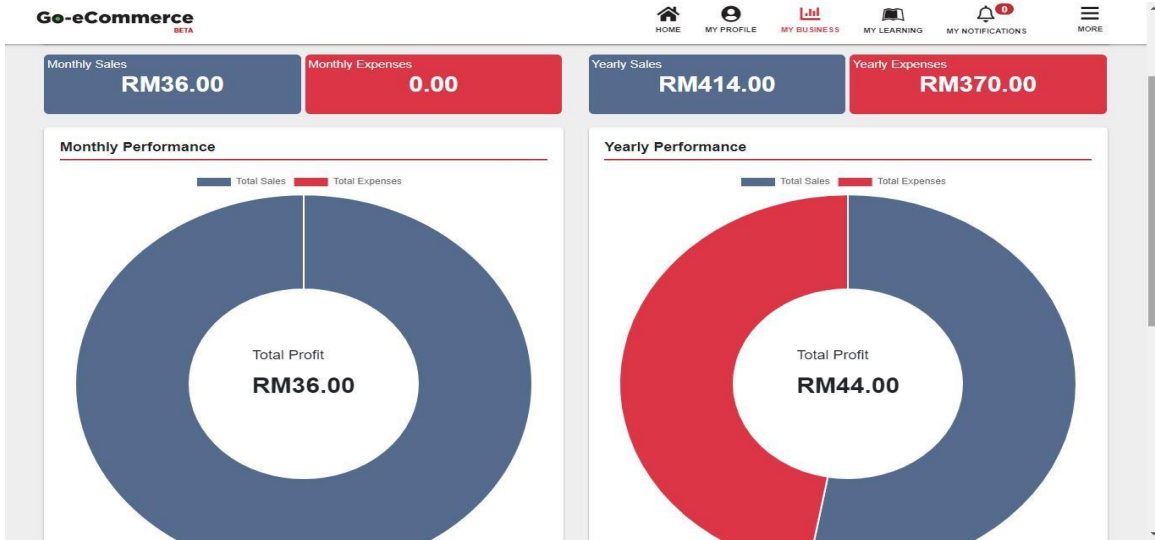
Picture: Print screen of frequency of posting taken from Facebook page

4.0 Conclusion

As I mentioned in my social media portfolio report, it was a great experience to spend three months as a genuine seller, utilising social media as the primary channel for operating the business and acquiring consumers. Although three months is insufficient to master all aspects of operating a business, there is plenty to learn, such as new business vocabulary, how to handle social media, and so on.

This entrepreneur, Muhammad Hazril Aqim bin Mohd Hazeman, is offering Pop Chiz, a chip cheese-based product that costs Rm 18.00 each. Throughout this business time, about 10 posts on the Pop Chizzz Facebook page were made to promote the product for each month. On the business's Facebook page, three teasers, four hard sell posts, and four soft sale posts have been made. Aside from that, the total sales of this firm are RM 414, and the net profit from operations is RM 44.

With the aid of the lecturer and my friends, I was able to learn a lot of new things, such as the proper method to approach clients and other things. I learned about and gained more information about the actual entrepreneurial business while studying the topics that are vital in the business area. At the same time, I can develop my communication abilities by approaching consumers, writing Facebook postings, and improving my social media management skills. Due to everyone's full cooperation, working on this unique project was a pleasant experience.



Picture: The sales chart and total expenses of business