



اَبُو سَيْدِي تَيْكُو لُو كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA



SOCIAL MEDIA PORTFOLIO

PEAH KITCHEN

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): SOCIAL MEDIA PORTFOLIO

FACULTY & PROGRAMME : BA244
SEMESTER : 4
PROJECT TITLE : SOCIAL MEDIA PORTFOLIO
NAME : NUR NADHIA NATASYA BINTI OSMAN

LECTURER : DR. NORZAWANI BINTI MAMAT @ IBRAHIM

ACKNOWLEDGEMENT

This report was prepared for my individual assignment Social Media Portfolio, for subject Principle of Entrepreneurship (ENT530). This assignment required students to set up real entrepreneurial business and framework of business on their own. To market the business and acknowledge the audience, the platform social media such as Facebook is a medium that is utilized for marketing purposes. I would like to thank DR NOR ZAWANI MAMAT@IBRAHIM as our lecturer for subject ENT530 for this semester. By the material given in class session it helps me to understand the objective learning and also complete my assignment perfectly. Furthermore, thank you to my fellow friends that support me with the idea and family that always support me with motivation and love. I hope this paper will fulfill the requirement of assignment.

Executive summary

Peah kitchen was developed in mid-2021 to fulfill the food demands of local customers. Initially, the business was established to prepare *kuih muih* for breaking fast, however after one month of fasting, the demand for *kuih muih* is increased. As a result, Peah Kitchen continues to provide *kuih muih* for breakfast as well as other menu options. Customers particularly enjoy the *Karipap* and Nasi lemak dishes, as well as a variety of *kuih muih*. In 2021, Peah Kitchen will be registered with SSM. The name Rafeah, the mother of Peah Kitchen's founder, Nur Nadhia Natasya Osman, was obtained together with the name Peah Kitchen.

The product of Peah Kitchen is quite cheap, with prices ranging from RM 1 to RM7.50. Customers can get the *kuih muih* only with three pieces available for RM 1, while Nasi Lemak ranges from RM 1.50 to RM7.50. Due to MCO and limits in doing business on premises, the model for starting a business is just RM100 and the capital from the saving of the owner. Business operations are done at home, and there is also a door-to-door delivery service. To receive orders from clients through WhatsApp, marketing is done on digital channels such as Facebook and Whatsapp. The buying area is limited to the area of Kampung Telok Pelabuhan Klang in Selangor.

The unique value proposition of this business is, sales price from product *kuih muih* which is 3 pieces only RM1 and compete with other competitors that offer 0.40sen to 0.50sen are pieces, penetration on price strategy give the advantages for our business. For the customer segment we focus on people that stay in the area Kampung Telok Gong and also for all gender and age.

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BORANG D (KAEDAH 13)

**PERAKUAN PENDAFTARAN
AKTA PENDAFTARAN PERNIAGAAN 1956**

Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama

PEAH KITCHEN

NO. PENDAFTARAN: 202103211054 (IP0559363-A)

telah didaftarkan dari hari ini sehingga **7 JULAI 2022** di bawah Akta Pendaftaran
Perniagaan 1956, beralamat di

Bil. Cawangan: TIADA

Bertarikh di **SISTEM EZBIZ** pada **8 JULAI 2021**.



NOR AZIMAH BINTI ABDUL AZIZ
Pendaftar Perniagaan
Semenanjung Malaysia

SUNGGUHPUN SEGALA USAHA TELAH DIAMBIL UNTUK MEMASTIKAN MAKLUMAT YANG DIBERI ADALAH BETUL DAN KEMASKINI PENDAFTAR PERNIAGAAN TIDAK BOLEH DIPERTANGGUNGKAN BAGI SEBARANG KERUGIAN KERANA MAKLUMAT YANG TERSILAP ATAU TERTINGGAL

**** MAKLUMAT PERNIAGAAN ****

NAMA PERNIAGAAN : PEAH KITCHEN
NO PENDAFTARAN :
ALAMAT UTAMA PERNIAGAAN : LOT 15413B JALAN UDANG GERTAK,
KAMPUNG BARU HAMID TUAH TELOK GONG
42000 PELABUHAN KLANG
SELANGOR
BENTUK PERNIAGAAN : PEMILIKAN TUNGGAL
TARIKH MULA BERNIAGA : 08-07-2021
TARIKH PENDAFTARAN : 08-07-2021
TARIKH LUPUT PENDAFTARAN : 07-07-2022
STATUS : AKTIF

**** JENIS PERNIAGAAN ****

FOOD PREPARATION FOR BREAKFAST; KUIH MUIH, NASI LEMAK AND BIHUN

**** MAKLUMAT CAWANGAN ****

*** TIADA CAWANGAN ***

Nama Perniagaan : PEAH KITCHEN
Nombor Pendaftaran : 202103211054 (IP0559363-A)



**** MAKLUMAT PEMILIK PERNIAGAAN TERKINI ****

NAMA : NUR NADHIA NATASYA BINTI OSMAN
ALAMAT KEDIAMAN :

NO K/P (LAMA) :
NO K/P (BARU) :
TARIKH LAHIR :
BANGSA : MELAYU
JANTINA : PEREMPUAN
KEWARGANEGARAAN : WARGANEGARA MALAYSIA
TARIKH MASUK : 08-07-2021

MAKLUMAT YANG DIBEKALKAN ADALAH EKSTRAK DARIPADA DOKUMEN YANG TELAH DIDAFTARKAN DENGAN PENDAFTAR.

PENDAFTAR PERNIAGAAN, SEMENANJUNG MALAYSIA
TARIKH : 08/07/2021

DOKUMEN INI ADALAH CETAKAN KOMPUTER. TANDATANGAN TIDAK DIPERLUKAN.



Certificate of Completion

This acknowledges that

NUR NADHIA NATASYA BINTI OSMAN

has successfully completed

eUsahawan Course

Level 1 – Go Digital

organised by

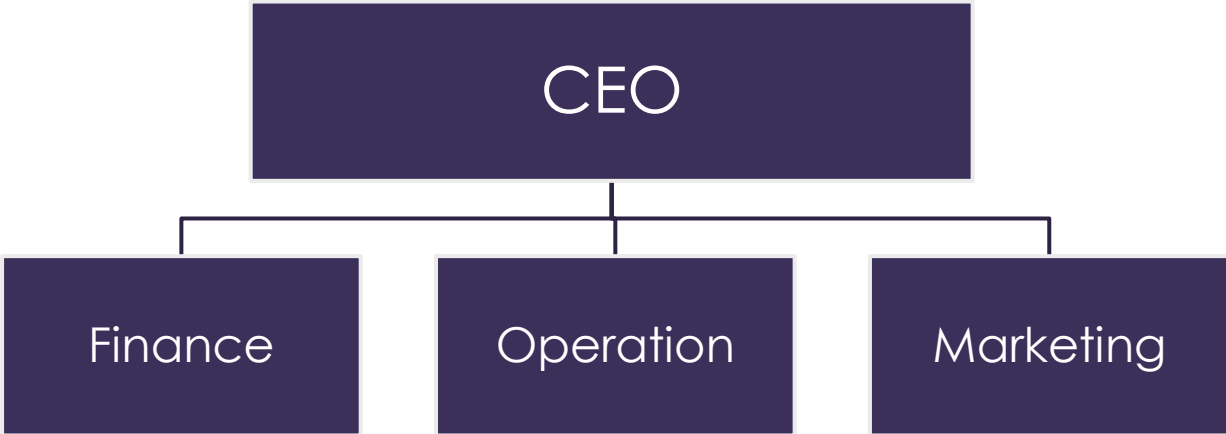


1.0 INTRODUCTION OF BUSINESS



Name of company : Peah Kitchen
Address : Lot 15413b Jalan Udang Gertak Kampung Baru Hamid Tuah
Telok Gong 42000 Pelabuhan Klang Selangor Darul Ehsan.
Company registration : (IP0559363-A)

1.2 ORGANIZATION CHART



1.3 MISSION AND VISION

Mission

Customers should be able to get the best meal preparation product at a reasonable price.

Vision

Expand product throughout the state in Malaysia

1.4 DESCRIPTION OF PRODUCT

The menu offers in business based on the traditional or Malay cuisine recipe, we have more than 5 of products an offer to our customer as below:

Heavy meals

- I. **Nasi Lemak:** is the main menu for breakfast meals that consists of regular **and special Nasi lemak**, the basic ingredient or recipe consists of rice that cooked with *santan* or coconut milk, is the main element to prepared Nasi lemak meals. The next is topping which, cucumber, *ikan bilis*, boiled eggs, and **special sambal**. However, for customers who need special meals of Nasi lemak we offer the special meal with an additional portion which includes fried eggs and fried chicken and customers with reasonable prices.
- II. **Bihun :** The process of preparation of meals begins with preparation of raw material. Which special sambal and ketchup and additional topping which, taugé, fish cake, kucai leaf and onion leaf.
- III. **Fried noodle (mee goreng):** The process of preparation of meals begins with preparation of raw material. Which special sambal and ketchup and additional topping which, taugé, fish cake, kucai leaf and onion leaf.

Light meals

- I. **Karipap:** An ingredient is wheat flour, margarine, potato, onion and curry powder. First step is made dough while prepare the essence of the karipap. After done with the form needed put into boiling oil until cook and ready to be serve. We offer the variety of essence of *karipap*, which *regular karipap, sardin karipap and chicken karipap*.
Ketayap: An ingredient is rice flour, food coloring(green), grated coconut, *gula melaka* and additional recipe. First step is to make the liquid from the rice flour bake on a flat pan

while preparing the essence of the Ketayap. After done with the form needed, put the done essence on, bake roast and roll until neat and ready for serving.

- II. **Onde-Onde:** An ingredient is glutinous flour), grated coconut, green bean, *gula melaka*, *bijan* seed and additional recipe. First step is to make the liquid from the rice flour baked on a flat pan while preparing the essence of the Onde-onde. After done with the form, cook with boiling oil until cooked perfectly and ready to serve.
- III. **Pulut panggang:** An ingredient is glutinous rice, grated coconut, and additional recipes. First step is cooking the glutinous rice, while preparing the essence of the *Pulut panggang*. Wrap the cooked glutinous rice with the essences into the banana leaves and roast until the banana leaves wither and then lift for serving.
- IV. **Donut:** This dessert is a new product from our business, the recipe of dough to make donut is the main element.

1.5 PRICE LIST

NO	MENU	PRICE (RM)
1	Nasi lemak (regular)	1.50
2	Nasi lemak (special) fried eggs	2.50
3	Nasi lemak(special) fried chicken	6.50
4	Bihun	1.50
5	Fried noodle (Mee goreng)	1.50
6	Fried chicken	3.50
7	Fried eggs	1
8	Regular Karipap	1 for 3 pcs
9	Sardine Karipap	0.80
10	Chicken Karipap	0.80
11	Katayap	1 for 3 pcs
11	Onde-onde	1 for 3 pcs


12	Pulut panggang	1 for 3 pcs
13	Donut	1 for 2 pcs
14	Donut (chocolate flavor)	1.50

1.0 Facebook page

The Facebook page reach is zero for beginning on 24 June 2021, however the sales already begin during offline sales. Based on the chart 1 the frequency of page reach increases starting from July.

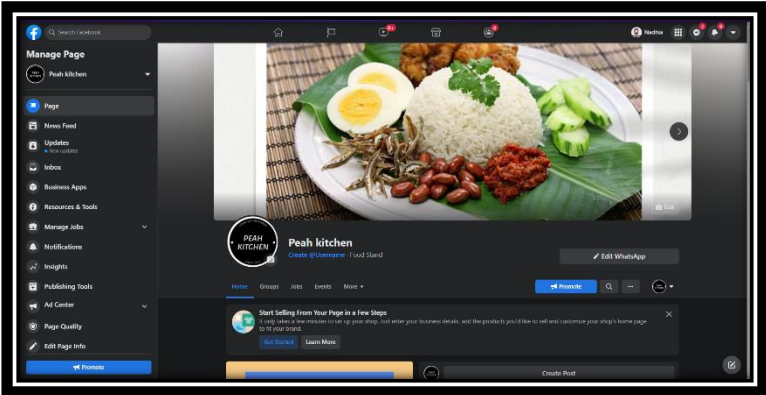


Chart 1

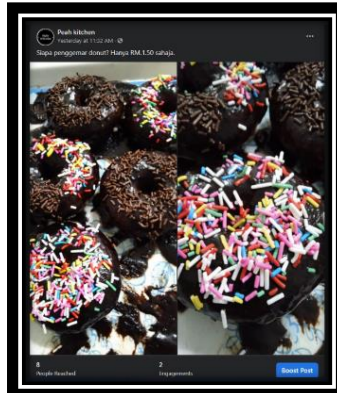
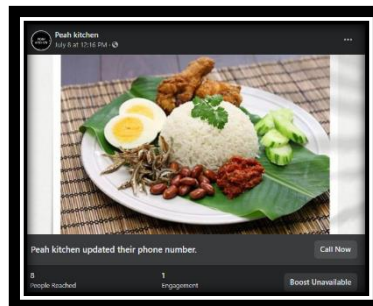
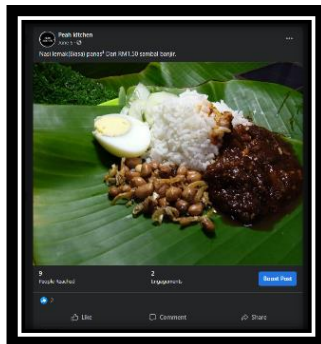
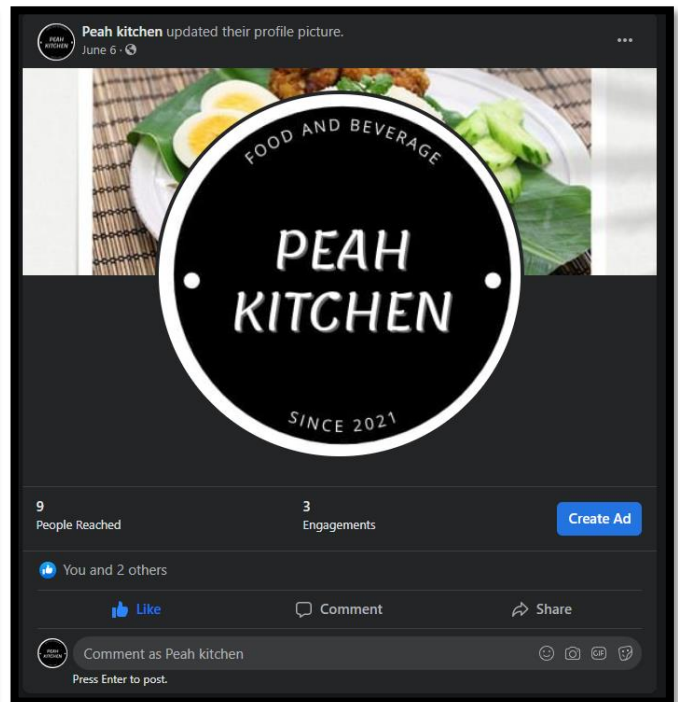
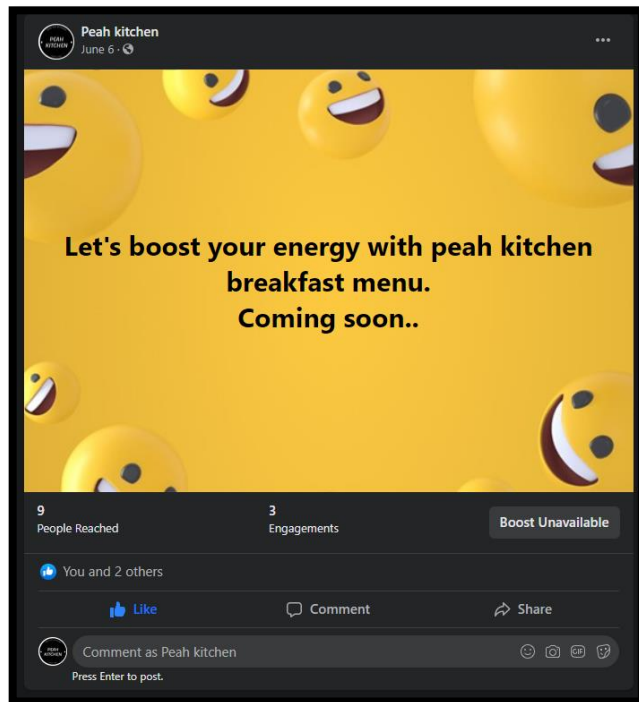
Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
YOU 1  Peah kitchen	21	▲ 100%	4	19

2.1 Costuming URL Facebook page

<https://www.facebook.com/Peah-kitchen-103274701984724>



2.2 Teaser



2.3 Hard sell

The business for hard sell is more convenient for the customer, since our market is only for certain places in the Kampung Telok Gong area. The cost of delivery is quite cheap, ranging from about 0.50Sen to RM1 at one time. The packaging is regularly bought from local suppliers such as the convenience store at Kampung Telok Gong. The type of packaging such as paper bag, plastic bag, plastic bowl, and palustrine depends on the product categories.



2.4 Soft sell

There is no soft sell made by the business since the target market area is only in Telok gong. The method of payment more to cash on delivery (COD), Here the potential target market by age and gender of audience. The result from Facebook business insight shows the potential audience can be reached using the platform for marketing purposes.

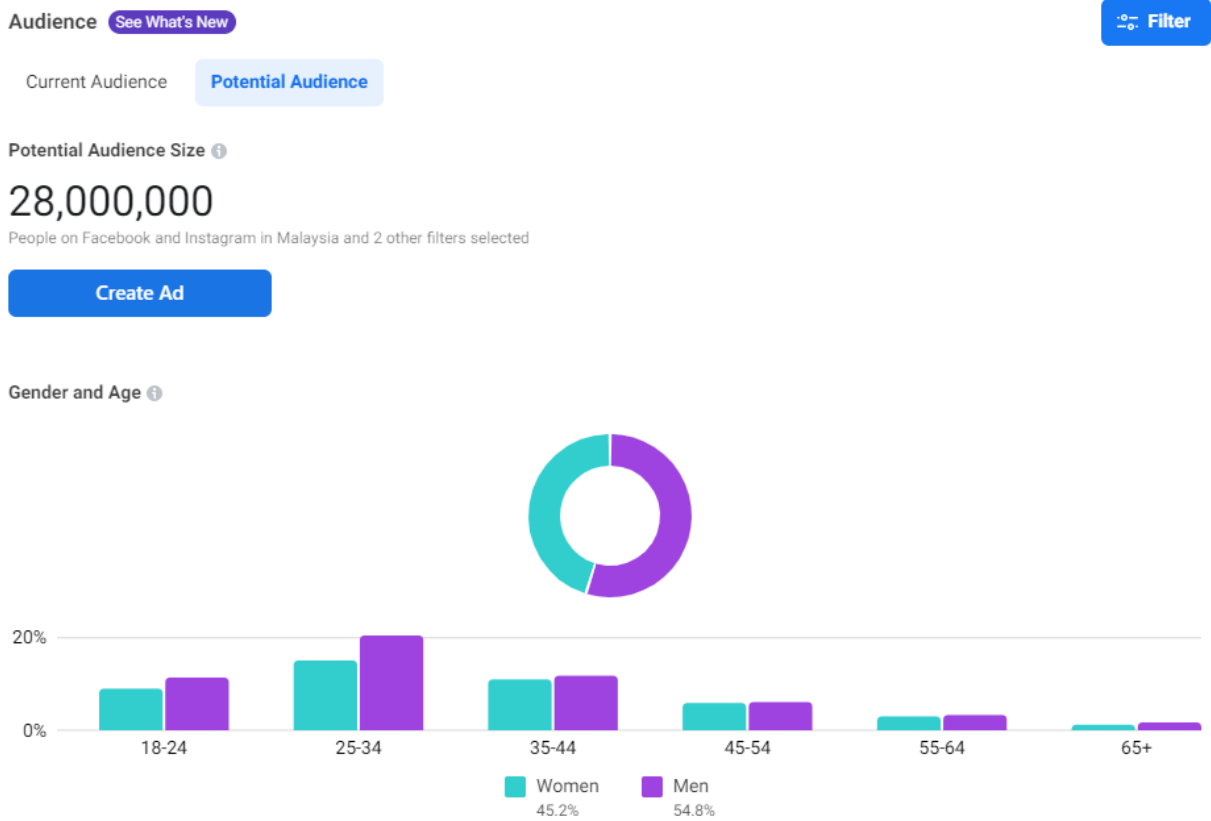


Chart 2


































2.5 Frequency of posting

The frequency of posting is about 1 to 2 months, since the business is more of an offline method, the frequency of posting is not too much, Literally the order regularly from the WhatsApp's application that is prepared in Facebook page. Additionally, we create the WhatsApp group for our loyal customers to update the menu every day and engage with them. This method is depending on the scale of the business market since the market and customer starting to grow this approach is more effective.

Data for When Your Fans Are Online is not available.

All Posts Published Create Post

Reach: Organic / Paid Post Clicks Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
07/18/2021 11:41 AM	 Pulut panggang dan Katayap hanya RM1 sahaja utk 3 pcs. Sangat murah			12	1 2	Boost Post
07/18/2021 11:37 AM	 Karipap ni hot seal cepat je habis cuma 3 ketul RM1 sahaja.Untuk			10	0 2	Boost Post
07/18/2021 11:32 AM	 Siapa penggemar donut? Hanya RM.1.50 sahaja.			8	0 2	Boost Post
07/08/2021 12:18 PM	 This content isn't available right now			1	0 0	Boost Post
07/08/2021 12:18 PM	 This content isn't available right now			1	0 0	Boost Post
07/08/2021 12:17 PM	 This content isn't available right now			1	0 0	Boost Post
07/08/2021 12:16 PM	 Peah kitchen updated their phone number.			8	0 1	Boost Post
06/06/2021 10:28 AM	 Bihun dari RM1.50(biasa)- Rm2.50			9	0 2	Boost Post
06/06/2021 10:21 AM	 Nasi lemak(Biasa) panas² Dari RM1.50 sambal banjir.			9	0 2	Boost Post
06/06/2021 12:15 AM	 Let's boost your energy with peah kitchen breakfast menu. Coming			9	0 3	Boost Post
06/06/2021 12:10 AM	 Peah kitchen			0	0 2	Boost Post

2.6 Sales report

Go-eCommerce

Business Name	Date	Type	Marketplace(if any)	Others Marketplace (if any)	Total Sales (RM)	Expenses Category	Expenses Subcategory	Total Expenses (RM)	Descriptions	Create d At
PEAH KITCHEN	21/07/2021	offline			14100				Total sales from 13 April - 21 July 2021	21/07/2021
PEAH KITCHEN	21/07/2021	expenses				Goods	Raw material	9400	Total expenses from 13 April - July 2021	21/07/2021

View 2

This is a sales report summary generated from Go-eCommerce Platform, Shows the total sales from 13 April 2021 until 21 July 2021. The sales per month is RM4,500. The cost of expenses is RM9,400 that consists of raw material. The total profit from the sales is RM4,700.

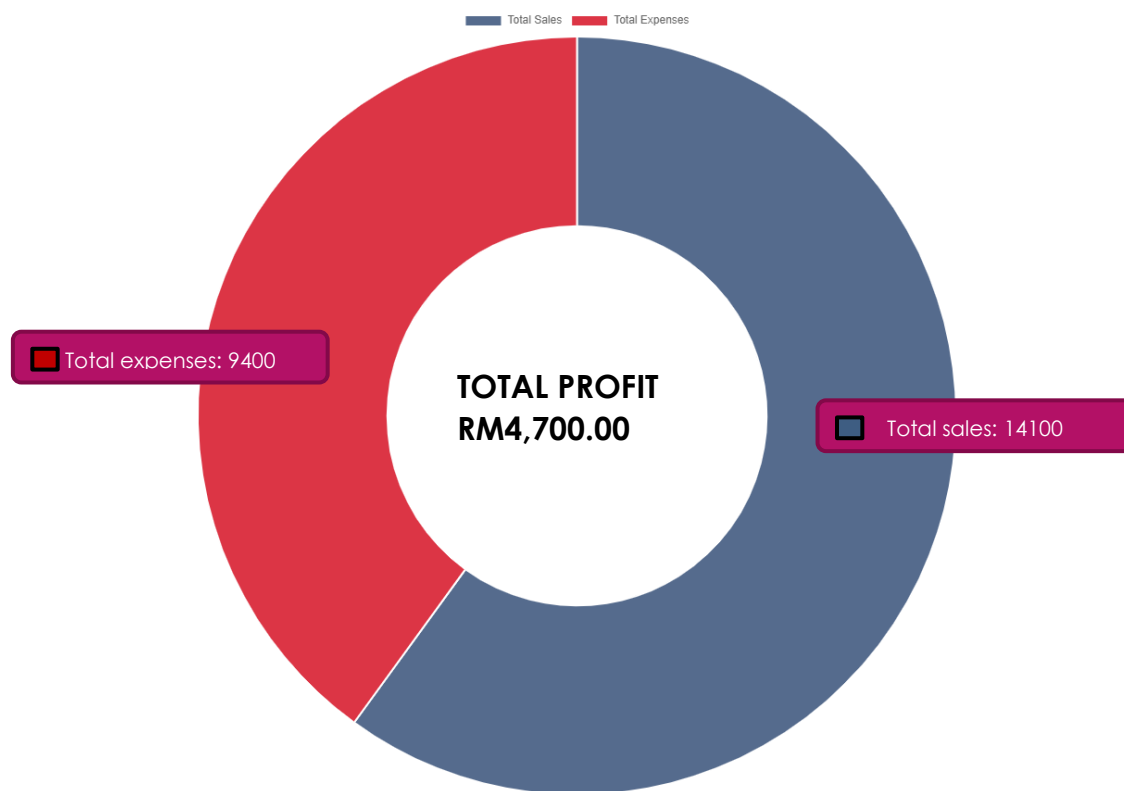


Chart 3

Conclusion

Startups in business require many more techniques to advertise their items in the market, including social media platforms such as Facebook. Social media as a promotional tool and one of the techniques or approaches that bring consumers closer together, as well as the firm may reduce marketing expenses and indirectly develop the business even further. Peah Kitchen is a micro business that startup the business from the small model and growth slowly.

An entrepreneur is a person who starts a new firm, incurring the most of the risks and reaping the majority of the profits. Entrepreneurship refers to the process of starting a business. The entrepreneur acts as an innovator for the business and comes up with a variety of ideas that can help not only the business but also benefit all people. Which this business established is for offering and sharing good with the entire society.

As a result, the price of our Kuih Muih is cheaper than that of our competitors. Because we sell kuih muih at a lower price than the market pricing, buyers may enjoy kuih muih at a lower price while we maintain product quality. Our targeting is not about profit only but is a part of the responsibility of society to make sure the society will receive the benefit from our businesses. We aim to establish a store in Telok Gong for long-term planning, and it is now under development. The establishment of this business will inadvertently bring our ordinary local consumer into our store. We can also establish a company delivering outside the district.

The social media which Facebook is utilizing rapidly to grow the business for long term purpose, especially to attract the audience from all around the place in Malaysia and customer segment from any background age and gender.