



اُونِيُوَرْسِيْتِي تِيكْنُوْلُوْجِي مَآرَا
UNIVERSITI
TEKNOLOGI
MARA 72

**PRINCIPLES OF ENTREPRENEURSHIP
(ENT 530)**

COURSES:

OPERATION MANAGEMENT (BA 244)

SEMESTER:

MARCH-AUGUST 2021

ASSIGNMENT TITLE:

SOCIAL MEDIA PORTFOLIO

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ACKNOWLEDGMENT

I feel grateful and lucky that I was able to complete the social media portfolio assignment within the time period set by our lecturer Dr Nor Zawani Bt Mamat@Ibrahim this assignment could not have been completed without the support of both parents and classmates BA2444A. we also sincerely thank the lecturer principles of entrepreneurship, Dr Nor Zawani Bt Mamat@Ibrahim I for guidance and encouragement in completing this assignment and teaching us in this course. and finally, I would like to thank those who have supported the online business that I run on Facebook.

EXECUTIVE SUMMARY

This report writes about step by step how to create a platform to start an online business using social media. There is an official website for registering your business online. Various information that needs to be filled in to ensure that any problems in the future can be avoided and your personal information is secure and accurate. This report presents photographs as proof that the information entered is true and accurate. However, the website allows for the editing of any personal information at any time.

Apart from that, this report also explains the important things that are required for organizations that want to start their business. For example, the name and address of the business, organizational charts, mission and vision of the organization, description about the product and the price list are important things that need to be taken seriously if you want to start a business either online or offline. The name and address serve to make customers aware of the existence of your business while the organization chart and mission and vision serve as a benchmark to those who are in the organization in achieving business objectives. The price list and description of the product for the organization's products is important so that everyone is aware of any changes and it is easy for customers to make a purchase with the price list and product description from your organization.

In this report shows various posts from Facebook. The Facebook post is a teaser post, hard sell and soft sell as well as a graphic found on the Facebook wall. All posts have their own role and all of these are one of the online marketing strategies. The teaser serves as is to generate interest in the securities, and it may be followed by the prospectus, final prospectus, and initial public offering. Hard sell uses sentences like "purchase now before time runs out," "limited time only," "don't miss out," and "get yours now before it's too late" to sell their product immediately to customers. And soft sell is a marketing strategy that is less powerful and emphatic.

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1.0 BUSINESS REGISTRATION

1.1 Go-Ecommerce Registration

 UNIVERSITI TEKNOLOGI MARA | Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar	: 2019627636
Nama	: Nurul Aqilah binti Mazlan
Program Pengajian	: SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN) PENGURUSAN OPERASI
Fakulti	: Faculty of Business & Management
Kampus	: Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan	: Online
Bidang Perniagaan yg diceburi	: Makanan
Tempoh Berniaga	:
No. Pendaftaran Perniagaan	:
URL Perniagaan	: https://www.facebook.com/Melitedbuds-108118241425292/
Alamat Premis Perniagaan	:
Tarikh Mendaftar	: 20 May 2021
Tarikh Cetak	: 22 Jul 2021

Sijil Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dijalankan oleh pelajar semasa tempoh pengajian di UiTM. Sijil ini secara tidak langsung akan terbatal apabila penama menamatkan pengajian atau tidak lagi aktif dalam sistem universiti.

Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED) juga berhak membatalkan sijil ini tanpa sebarang notis. Penggunaan sijil ini hanya diterima untuk kegunaan urusan dalaman UiTM sahaja. Urusan dan aktiviti perniagaan yang dijalankan oleh penama adalah risiko dan tanggungjawab sendiri tanpa melibatkan kepentingan dan nama Universiti.

SALINAN PENDAFTARAN INI DIPERAKUI OLEH

PENOLONG NAIB CANSOLOR KEUSAHAWANAN UiTM

Malaysian Academy of SME & Entrepreneurship Development (MASMED)

1.2 Personal Information

Have you updated your sales today? Update your sales regularly to collect more points!

PERSONAL PROFILE **BUSINESS PROFILE**

Personal Information

Name: Nurul Aqilah binti Mazlan Edit

New Identity Card No.:

Email Address:

City:

State:

Personal Facebook:

Gender: Female

Marital Status: Single

Phone/Mobile:

Home Address:

District:

Postcode:

Personal Instagram:

Race: Malay

Special Need: No

Required:

Institution Information Add New

Figure 1: Personal Information

Ge-eCommerce

PERSONAL PROFILE **BUSINESS PROFILE**

Institution Information Add New

UTM Puncak Alam - NZI ENT500

Type of Institution: IHL

State of Institution: Selangor

Address of Institution: Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor

District of Institution: Kuala Selangor

Level of Study: Bachelor Degree

Course Name: NZI ENT500

Subject Name: PRINCIPLE OF ENTREPRENEURSHIP

Month Enrolling the Subject: 3

Internship Enrollment: No

Month of Internship:

Expected Year To Complete Study: 2022

Related To Study Field: No

Institution List: Universiti Teknologi MARA

Name of Institution: UTM Puncak Alam

City: Puncak Alam

Postcode: 42300

Study Status: Full time

Class Name: NZI ENT 500

Year Enrolling the Subject: 2021

Lecturer Name: NOR ZAWANI BT MAHAAT@BRAHEM

Year Of Internship Enrollment:

Period of Internship Training:

Expected Month To Complete Study: 8

Edit Details

Figure 2: Institution Information

2.0 INTRODUCTION OF BUSINESS

2.1 Name and address of business

Our name business is Melted.buds by acilaa. Address for our business is at owner home, which is at No 214, Jalan Pulai Jaya 15, Bandar Pulai Jaya, Johor Bahru, Johor. The business was run by a 22 -year -old student from Universiti Teknologi Mara (UiTM) Puncak Alam and he was inspired by the food sold in the cafeteria where he studied. It is difficult to get a good dessert at a cheap price for a student. So, there was an online business called "Melted. Buds by acilaa" using the medium of Facebook as where they operate.

2.2 Organizational chart

Melted.buds by acilaa has their own organizational chart even they running their business through online. Organizational chart serves as an indicator to someone who has a unique role in an organization. And they play an important role in moving the organization. With an organizational chart, superiors can distribute resources optimally and efficiently without causing duplication of positions and tasks and there is no waste of energy. With an organizational chart, employees are clear on how they work to achieve the mission and vision of the company. Although online, Melted.buds by acilaa has also provided its own organizational chart. They have established the positions of Founder, Finance Advisor, Graphic Designer and Content Advisor as shown in Figure 3.



Figure 3: Organizational Chart of Melted.buds by acilaa

2.3 Mission / vision

Melted.buds by acilaa have a clear mission which we explain the reason that our brands are exist in market and which our mission is to serve the best chocolate cake and almond crunchy at an affordable price that is made wholeheartedly for customers.

Our vision has describes how the future will look once our goal is completed. We are imagining that our product will be known to many and most sought after and able to inspire students out there to do business while studying.

2.4 Descriptions of products

Chocolate moist cake from Melted.buds by acilaa is a chocolate cake that uses premium ingredients where there is a fluffy cake covered with chocolate melt and various toppings that can be chosen by customers themselves. there is no limit to the affordable price of RM 7 for small size and RM 20 for large size of 8 inches. Customers can taste the concentration of chocolate melt and the fluffiness of fresh steamed chocolate cake. The content in chocolate

moist cake is flour, premium cocoa powder, baking powder, baking soda powder, sugar, eggs, butter, milk, and vegetable oil, and will be steamed at 45 minutes to ensure the cake is fully cooked. the milk is heated and poured on a cake that is at room temperature. And lastly, toppings like chocolate rice, chocolate chips, Oreo, m&m, KitKat and whatever the customer wants we will put on top of the cake as toppings.

While homemade almond crunchy from Melted.buds by acilaa is a bean biscuit that uses premium ingredients where the biscuit has a crunchy and crispy taste and sweetness in each bite of the biscuit with an affordable price of RM 15 for small size and RM 20 for large size. Customers can taste and experience the crunchiness and sweetness combined under one tastebud and create an addictive feeling to eat it. Once I feel sure I want it again. One jar is definitely not enough and what makes it special is that it is a bolt from owner Melted.buds by acilaa himself. The ingredients in homemade crunchy almonds are premium florenta flour, almond flakes, pumpkin seeds, sunflower seeds, as well as black and white sesame seeds. The ingredients will be combined and baked according to a mold set at a temperature of 170 degrees Celsius and for 40 to 45 minutes or until the biscuits turn brown. These biscuits are not recommended to those who are allergic to nuts.

2.5 Price list

The price list can make it easier for customers to find out information about the price of each product produced by Melted.buds by acilaa without creating doubts and fraud in the buying and selling session. This is the price list of Melted.buds by acilaa product:

No	Items	RM
1	Chocolate Moist Cake (Small)	7
2	Chocolate Moist Cake (Large 8inch)	20
3	Almond Crunchy Homemade (Small)	15
4	Almond Crunchy Homemade (Large)	20

Table 1: Price list item

3.0 FACEBOOK (FB)

3.1 Facebook (FB) page

Using the medium of Facebook, the founder of Melted.buds by acilaa runs his business. Due to circumstantial factors such as the COVID-19 pandemic prompted him to run a business online and get encouragement from the government to do business online. Social media like Facebook helps a lot of new traders who want to start their business online. As shown in Figure 4 is the Facebook page for the business Melted.buds by acilaa.

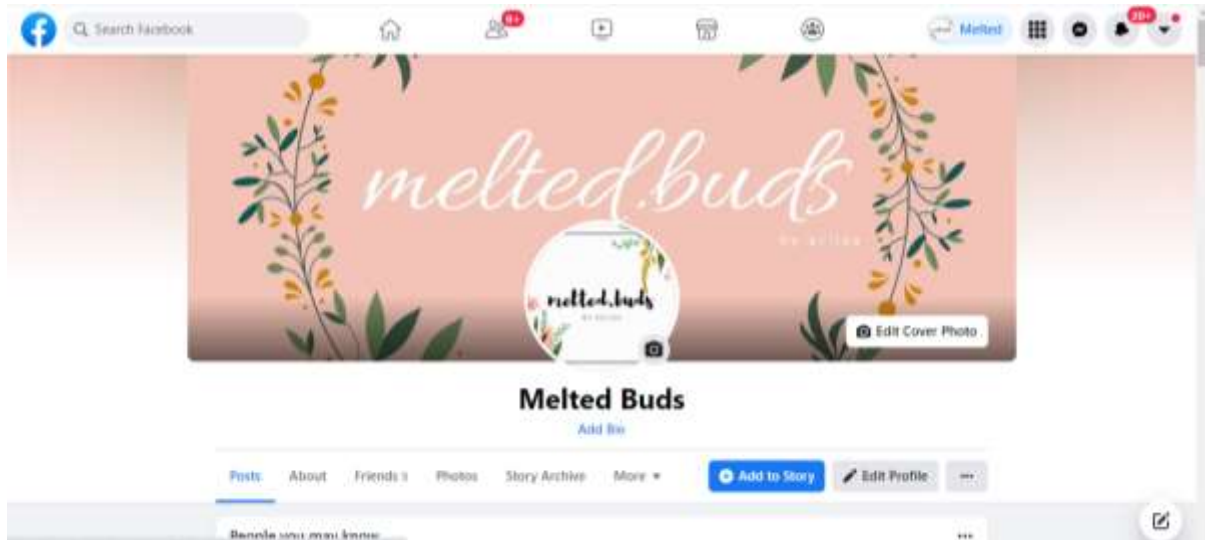


Figure 4: Facebook Page of Melted.buds by acilaa

3.2 URL Facebook (FB) page

Also included is a link that takes customers directly to Facebook pages to purchase items from Melted.buds by acilaa as shown:

<https://www.facebook.com/Meltedbuds-108118241425292/>

3.3 Facebook (FB) post – Teaser

The teaser's goal is to generate interest in the securities, and it may be followed by the prospectus, final prospectus, and initial public offering. The teaser usually has few details and simply emphasizes aspects that will appeal to a potential buyer. Melted.buds by acilaa also made some teasers on their Facebook page at different times and different product as in Figure 5 and Figure 6.

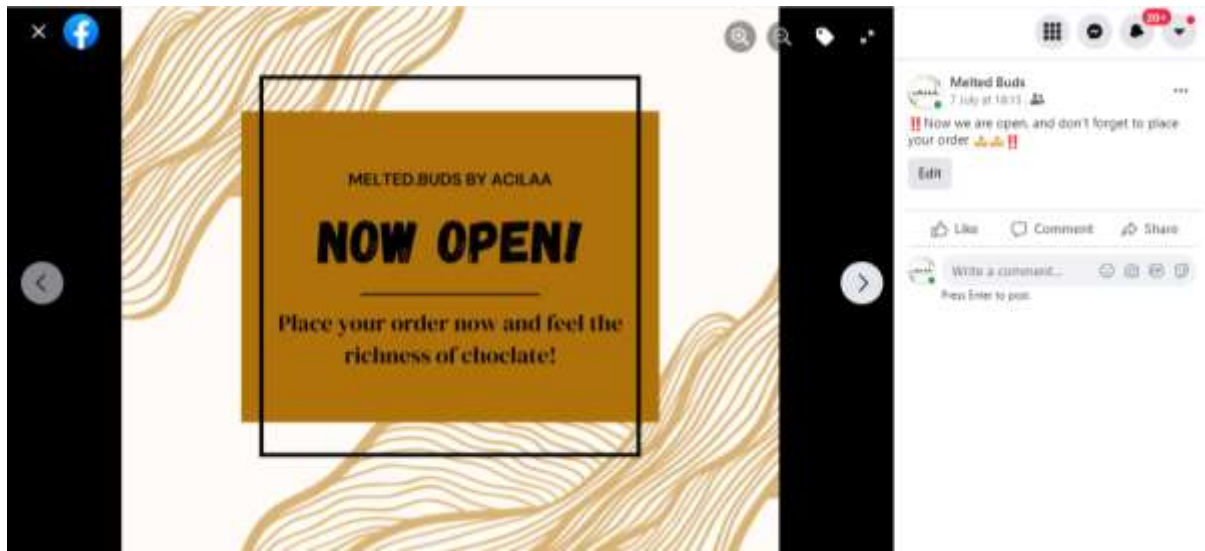


Figure 5: First Teaser Post of Melted.buds by acilaa



Figure 6: Second Teaser Post of Melted.buds by acilaa

3.4 Facebook (FB) post – Hard sell

Hard sell calls to action include phrases like "purchase now before time runs out," "limited time only," "don't miss out," and "get yours now before it's too late." There is 2 hard sells that Melted.buds by acilaa use in their online business as shown in Figure 7 and Figure 8.

<https://www.facebook.com/photo?fbid=151615937062055&set=a.143012164589099>

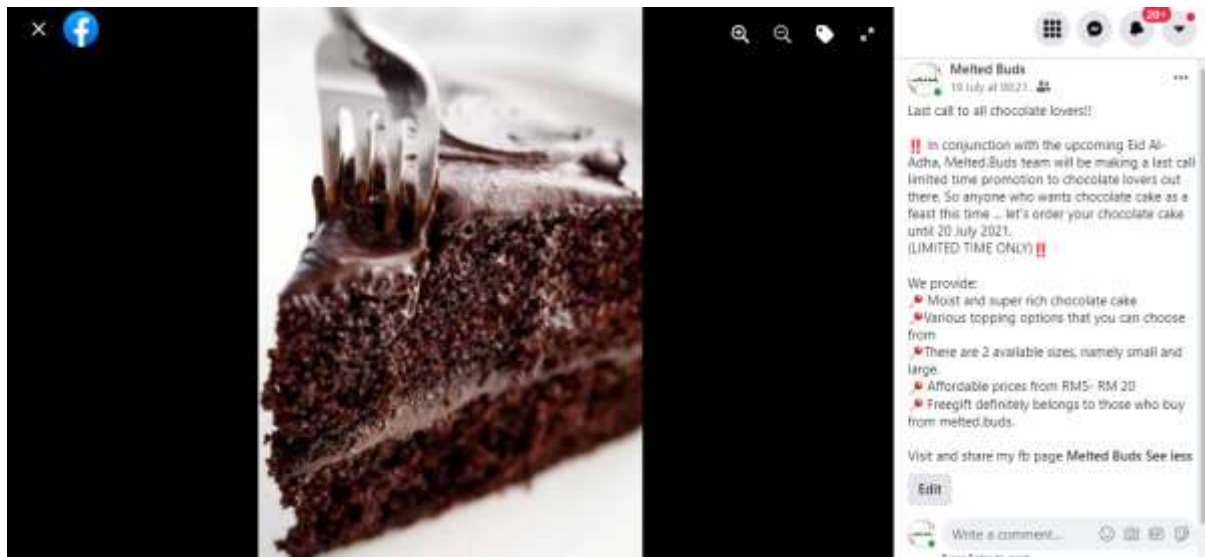


Figure 7: First Hard Sell of Melted.buds by acilaa

<https://www.facebook.com/photo?fbid=152933613596954&set=a.143012164589099>

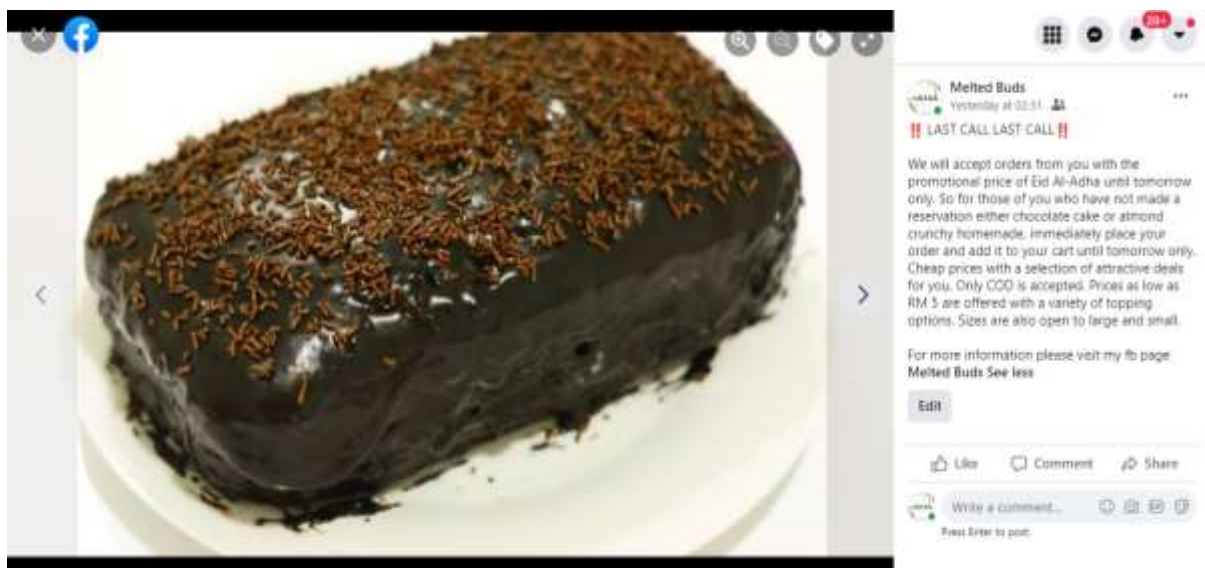


Figure 8: Second Hard Sell in Melted.buds by acilaa

3.5 Facebook (FB) post – Soft Sell

Soft sell calls to action are typically less powerful and emphatic. "Come on by if you want to take advantage of this deal," a soft sell call would say. There are 2 soft sell sells that Melted.buds by acilaa use in their online business as shown in Figure 9 and Figure 10.

<https://www.facebook.com/photo?fbid=144760974414218&set=a.143012164589099>

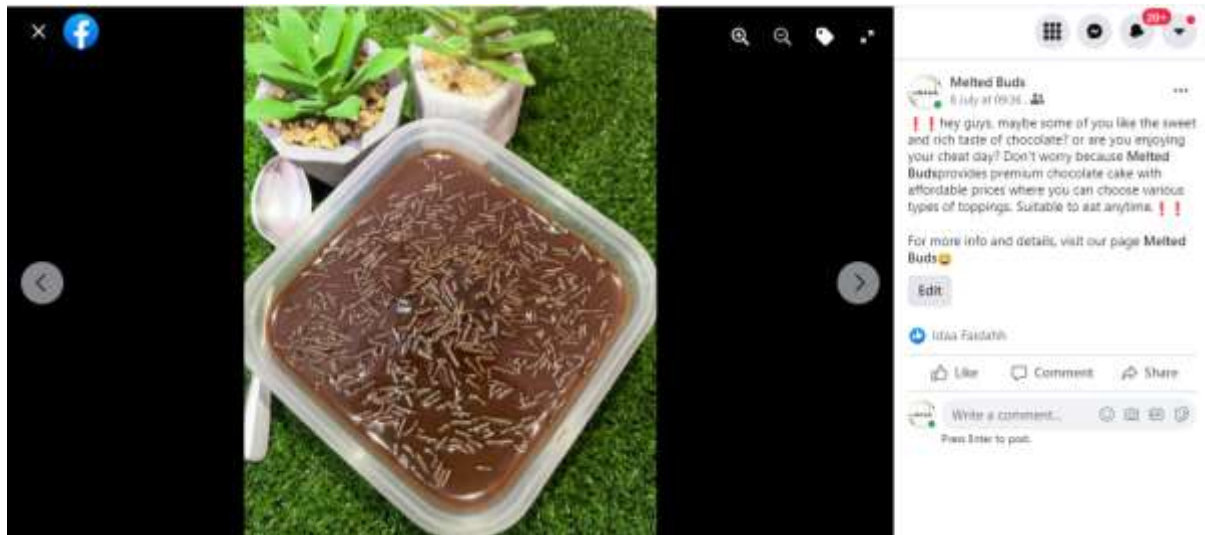


Figure 9: First Soft Sell in Melted.buds by acilaa

<https://www.facebook.com/photo?fbid=147741530782829&set=a.143012164589099>

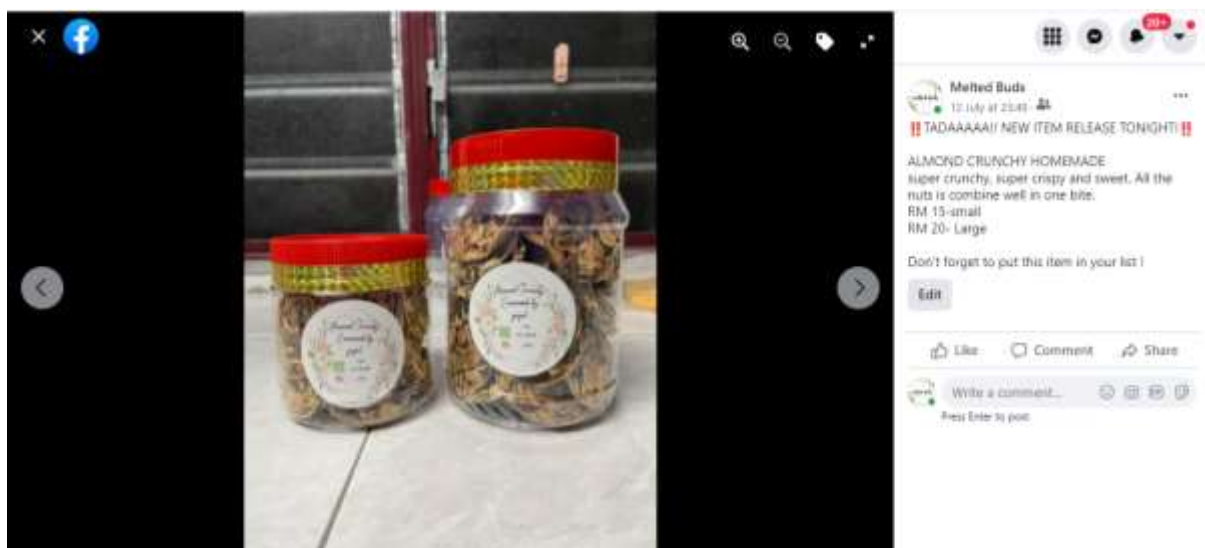


Figure 10: Second Soft Sell in Melted.buds in acilaa

4.0 CONCLUSION

In conclusion, we can see that Melted.buds by acilaa has a strong marketing strategy as well as a clear mission and vision for them to achieve. Through social media, Melted.buds by acilaa is able to expand its business. In fact, they are not focused on one way to get the attention of their customers of varying tastes. Social media such as Facebook is the most suitable medium to start a business online or on a small scale, especially during this pandemic season that urges everyone to do activities online only. They take the opportunity by doing business online as well because they are sensitive to the current situation and the increasingly sophisticated world with technology. They can also expand their business using social media such as expanding their business to other states. Customers will still increase and increase revenue by each company, especially Melted.buds by acilaa. Through social media we can also use various marketing methods and focus on the target market we want. If not using social media, businesses will waste time by targeting those who should not be the target of the organization. Organizations also only focus on one way which is to physically market by promoting their product or service face to face. They will face more losses than they expect and lower results. So, it is clear that social media is able to bring small businesses in Malaysia to expand their business and get more profits.