



اَبُو سَيِّدِي تِكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

75

**FACULTY OF HOTEL AND TOURISM MANAGEMENT  
BACHELOR OF SCIENCE (HONS) CULINARY ARTS MANAGEMENT  
(HM245)**

**INDIVIDUAL ASSIGNMENT  
SOCIAL MEDIA PORTFOLIO  
PRINCIPLES OF ENTREPRENEURSHIP  
ENT 530**

**SUBMITTED FOR:  
DR NOR ZAWANI MAMAT@IBRAHIM**

**SUBMITTED BY:  
ALI IMRAN BIN MOHAINI  
2020968015**

**(HM245 3B1)**

**DATE SUBMITTED BY:**

**12<sup>TH</sup> JULY 2021**

### **A(i) Acknowledgement**

Several folks assisted me in completing this project assignment. I'd want to use this occasion to offer my heartfelt thanks to ALLAH S.W.T, The Almighty, on whom we ultimately rely for nourishment and direction. I am thankful since I was able to successfully finish my social media portfolio report as one of the evaluation requirements for the topic ENT530 Principles of Entrepreneurship.

Second, I'd like to thank the University Technology Mara (UiTM) campus in Puncak Alam, Selangor for providing me with the opportunity to carry out this entrepreneurial project. This endeavor taught me a lot and prepared me for the world of entrepreneurship. This project aided me by informing me about the world of business and the concept of how to become an entrepreneur in the future.

Next, I'd like to express my heartfelt gratitude to Miss DR NOR ZAWANI MAMAT@IBRAHIM, our Principle of Entrepreneurship (ENT530) lecturer, for their advice, comments, encouragement, and support throughout the semester to complete this report. Their prompt and effective participation has assisted me in organizing meticulously and becoming more mature in dealing with difficulties concerning. Their prompt and efficient contribution has assisted me in organizing meticulously and becoming more mature in dealing with evaluation difficulties. This report would not have been possible without their passion and effort.

Furthermore, my heartfelt thanks go to my parents, who helped me complete my portfolio on time by promoting my business and providing me with a lot of encouragement. Not to mention, they also assist me by providing ideas on how to finish the portfolio.

Finally, I will be eternally grateful to all of my colleagues who supported, guided, and shared their expertise on the project with me during the semester. I'd also want to thank everyone who was engaged in and contributed directly or indirectly to my assignment project, as they demonstrated their work and initiative until I was able to successfully finish this social portfolio report.

A(ii) **Executive summary**

Babayaga Krepek brownies offer brownie-based food products that are made into chips to provide customer satisfaction. This identifies people who want to eat cracker brownies as their snack. It is an affordable product price. It also targets children, families, and students to buy this product.

Babayaga Krepek's marketing strategy is product selection and pricing. It offers a reasonable price because many people want to buy this special product in Melaka and Malaysia. So I developed a marketing strategy that paid attention to buying Babayaga Krepek Brownies. It tastes good and the product is high quality

Ali Imran Bin Mohaini is in charge of Babayaga Krepek Brownies. I created a Facebook page to promote my business through social media, and I learned how to make a Facebook post for a business product, whether it is a teaser post, a soft sale, or a hard sell. To minimize profit drops, I must also increase sales and spend prudently on my goods. I need to market the product through social media throughout Malaysia, particularly in Malacca. I'm also learning how to utilize eCommerce to track sales. Selling this product as my endeavor is a challenge for me.

A(iii) **Table Of Content**

NO	CONTENT	PAGE
1	ACKNOWLEDGEMENT	1
2	EXECUTIVE SUMMARY	2
3	BODY OF THE REPORT (i) GO-ECOMMERCE REGISTRATION	4
4	(ii) INTRODUCTION OF BUSINESS  <ul style="list-style-type: none"> <li>● NAME AND ADDRESS OF BUSINESS</li> <li>● ORGANIZATION CHART</li> <li>● MISSION AND VISION</li> <li>● DESCRIPTION OF PRODUCT</li> <li>● PRICE LIST</li> </ul>	5 - 8
5	(iii) FACEBOOK (FB)  <ul style="list-style-type: none"> <li>● CREATING FACEBOOK PAGE</li> <li>● CUSTOMING URL FACEBOOK PAGE</li> <li>● FACEBOOK POST (TEASER)</li> <li>● FACEBOOK POST (HARD SELL)</li> <li>● FACEBOOK POST (SOFT SELL)</li> </ul>	9 - 20
6	GRAPHICS	21 - 24
7	CONCLUSION	25



B(i) Business Registration

## MASMED YOUNG ENTREPRENEUR (MyEN)

### SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

<b>No. Rujukan</b>	60a98730e8660
<b>No. Pelajar</b>	2020968015
<b>Nama</b>	ALI IMRAN BIN MOHAINI
<b>Program Pengajian</b>	DIPLOMA SENI KULINARI
<b>Fakulti</b>	Faculty of Hotel & Tourism Management
<b>Kampus</b>	Selangor

### MAKLUMAT PERNIAGAAN

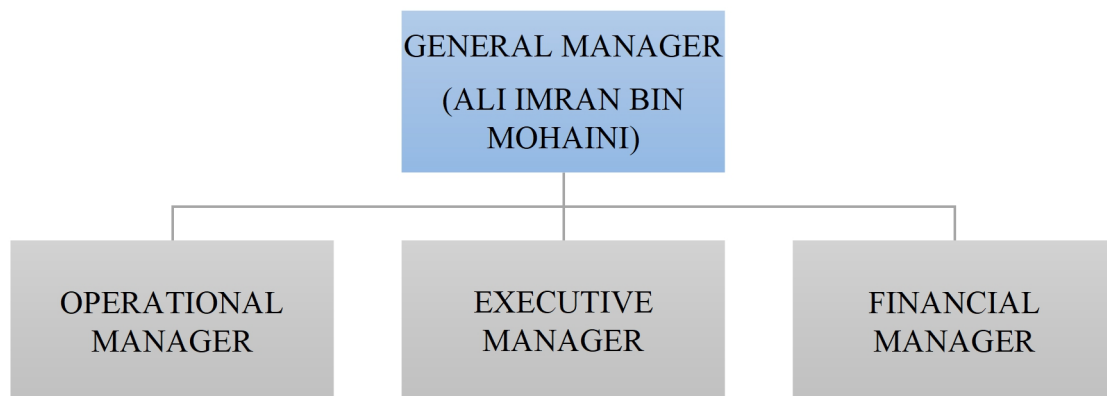
<b>Mod Perniagaan</b>	Online	
<b>Bidang Perniagaan yg diceburi</b>	Makanan	
<b>Tempoh Berniaga (jika ada)</b>		<b>No. Pendaftaran Perniagaan (jika ada)</b>
<b>URL Perniagaan (jika ada)</b>	<a href="https://www.facebook.com/aliimran.mohaini">https://www.facebook.com/aliimran.mohaini</a>	
<b>Alamat Premis Perniagaan</b>		
<b>Tarikh Mendaftar</b>	23 May 2021	

**B(ii) Introduction of business**

**Name And Address Of Business**

My business name is Babayaga Krepek Brownies. It is a private company because I am a private owner and do not have a partner to start this business. For the time to come when this company has a strong and stable profit amount, I will most likely find a partner to continue this company's legacy to grow even greater. This business sells cracker brownies. This was created from a very creative innovation in producing products such as brownies to cookies that can be enjoyed easily. I run this business from home only located in Melaka. I decided to sell this product because this product is new in the market and has various innovations in creating it as well as attracting the public to enjoy and taste the new food product. It is difficult to find and get this product because this product has captivated the community to try and make the stock to meet the demand is very limited. I also don't have an employee to make these brownies. This happens because I get this food product from a supplier. And I only sell and promote these products with the experience I have to attract buyers. I am an agent under the supplier. I get this product from a supplier who is in nine states.

**Organization Chart**



### **Mission**

My mission in this business I run is to try the ins and outs of the business world. Besides that also my mission is to introduce this product to the public about this product. This is because the product I am selling is homemade, a product produced by our race, and this product is halal and safe to eat. This product is also a product in the food category that innovates brownies to be made into cookies and the community can enjoy eating the brownies themselves. This product is still new in the market and it is very rare to get it due to very limited stock.

### **Vision**

My vision is to sell and market this product up out of the country and want or want this product to be able to penetrate overseas markets. This product is also suitable for outsiders because before they only tasted the brownies themselves and never taste the brownies that had been innovated into cookies. This is because there they already taste and know-how the brownies themselves so I want them to taste how the brownies themselves are made into cookies. I am confident that they will accept and love this innovation made.

### **Descriptions of products / services**

My business is “Brownies Chips” which have a variety of flavors. The flavors marketed by my business are dark chocolate, pull tea, hazelnut coffee, matcha (green tea), and red velvet. Red velvet is the latest flavor. The supplier has launched this new product on a limited basis and is an exclusive product that is only available on the festive day of Hari Raya Aidilfitri. It is a special edition for lovers of brownie chips. The most widely ordered and purchased product by customers is dark chocolate. The taste of this product is not much similar to the existing brownies sold in cake shops. But quite crunchy because it is a cookie. I do not make shipments that require any postal money. I only make cash on delivery (COD) or customers will pick up their orders. Easier because most of our customers live or live near my place.

## **PRODUCT**

FLAVOUR	DESCRIPTION
Red Velvet	It is the newest flavour that krepek brownies produce. It is taste sweeter than other flavour but it is not too sweet. But it is just nice and will suitable for the sweet lover.
Hazelnut Coffee	This flavour is quite bitter, but not too bitter and it is nice for the cookies. It is suitable to the coffee lover because it will taste the coffee itself but not too much.
Dark Chocolate	Even this flavour is dark chocolate but it does not taste bitter. It taste sweet but not to sweeter like red velvet. It suitable for those who are on diet. Because dark chocolate is good for diet.
Matcha (Green Tea )	Matcha is taste like a green tea, it is not too sweet or too bitter. It is also good for diet. Because it is not sweeter from sugar, it came from the tea itself.
Teh Tarik	This is suitable for the veteran that do not like sweet and want an old taste. It is taste like teh tarik for drink but not much sweet like the drink.

**Price list**



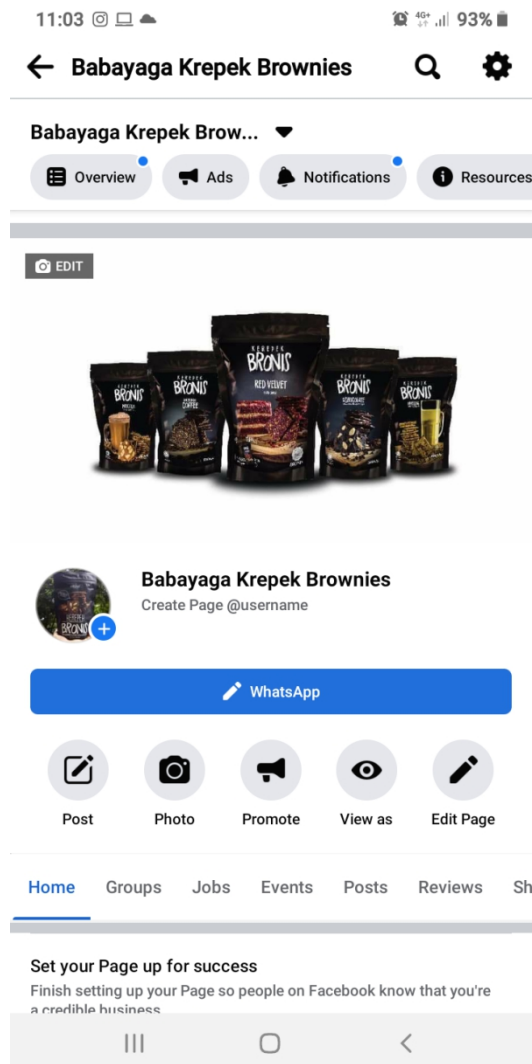
FLAVOUR	PRICE
Red Velvet	RM15
Hazelnut Coffee	RM15
Dark Chocolate	RM15
Matcha (Green Tea )	RM15
Teh Tarik	RM15

## B (iii) FACEBOOK

I built a Facebook page when I first started my business. This is to advertise our products and services among Facebook users, particularly those in our business region, to raise awareness of our Krepek brownies business.

Not only that, but I'm aware that people nowadays are increasingly interested in internet resources where they can quickly search for and obtain information. As a result, having a Facebook profile is one of the best ways to link our businesses online. We had prepared Facebook posts such as teaser, soft sale, and hard sell with the linked company on the Babayaga Krepek Brownies page.

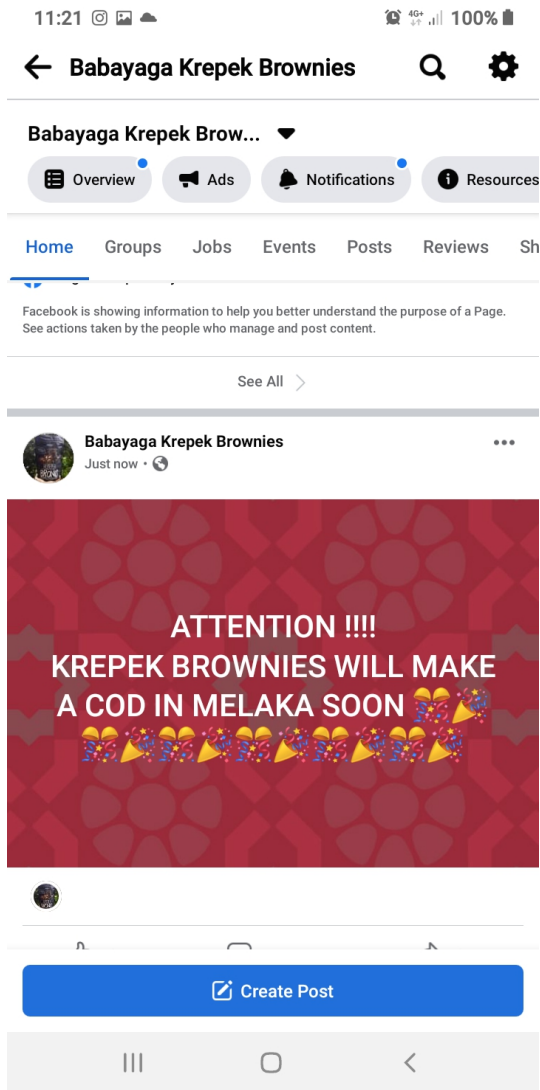
### Creating Facebook (FB) page



## Customing URL Facebook (FB) page

Facebook pages URL : <https://www.facebook.com/Babayaga-Krepek-Brownies>

## Facebook (FB) post – Teaser





## Facebook (FB) post – Copywriting (Hard sell)

11:59 4G 100%

← Babayaga Krepek Brownies 🔍 ⚙️

Babayaga Krepek Brow... ▾

Overview Ads Notifications Resources

Home Groups Jobs Events Posts Reviews Sh

9m · 🌐

🤔 PETANG-PETANG TIDAK TAHU NAK MAKAN APA  
🤔 PENAT BELAJAR RUNSING TERTINGGAL WAKTU MAKAN  
🤔 TENGOK MOVIE TAK TAHU NAK KUNYAH APA... See more

🤔 IN THE EVENING DON ' T KNOW WHAT TO EAT  
🤔 TIRED OF LEARNING RUNSING LEFT TIME TO EAT  
🤔 LOOK AT THE MOVIE DOESN ' T KNOW WH... See more

⚙️ Rate this translation



🌐

Create Post

☰ ○ <

11:59 4G+ 100%

← Babayaga Krepek Brownies 🔍 ⚙️

Babayaga Krepek Brow... ▾

Overview Ads Notifications Resources

Home Groups Jobs Events Posts Reviews Sh

KAMI TELAH MENAMBAH STOK BARU GENG 🎉🎉 JANGAN LEPASKAN PELUANG KEEMASAN YANG SEDIA ADA BAIK CEPAT SEBELUM STOK MASIH ADA 🤩🤩🤩🤩

WE HAVE ADDED NEW STOCK GANG 🎉🎉 DON ' T MISS THE GOLDEN OPPORTUNITY THAT'S AVAILABLA GOOD HURRY BEFORE STOCK LAST 🤩🤩🤩🤩

⚙️ Rate this translation



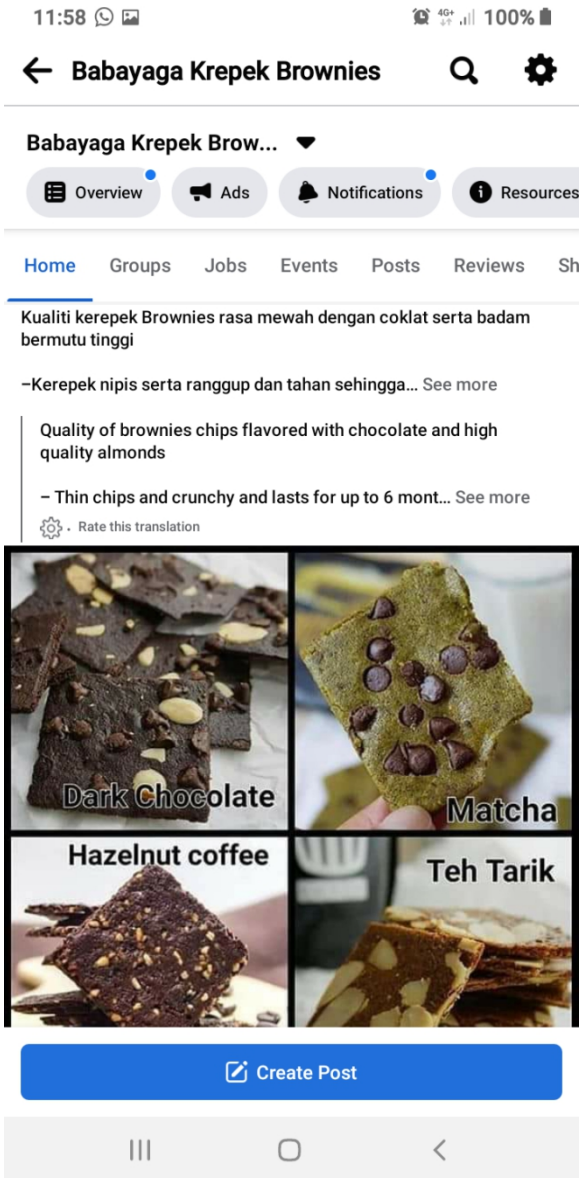
🌐

Create Post

☰ ○ <







Babayaga Krepek Brow...

- Overview
- Ads
- Notifications
- Resources

Home Groups Jobs Events Posts Reviews Sh

BERITA BAIK KEPADA KALIAN SEMUA, KINI KREPEK BROWNIES TELAH MEMPELBAGAIKAN PRODUK DENGAN MENGADAKAN 2 SAIZ PEK IAITU 100 G DAN... See more

GOOD NEWS TO ALL OF YOU, NOW BROWNIES CREPECTS HAVE DIFFERENT PRODUCTS BY HAVING 2 SIZE PACKS THAT ARE 100 G AND 200 G WE HAVE... See more

Rate this translation



Create Post

Babayaga Krepek Brow...

- Overview
- Ads
- Notifications
- Resources

Home Groups Jobs Events Posts Reviews Sh

Sejak kebelakangan ini asyik tergoda dengan entri Red velvet Cheese Brownies yang ditayangkan di media ???!!!!

Kini kami di kr... See more

See translation



Create Post

Babayaga Krepek Brow...

- Overview
- Ads
- Notifications
- Resources

- Home
- Groups
- Jobs
- Events
- Posts
- Reviews
- Sh

- Like
- Comment
- Share

0 people reached >

Boost Post



Babayaga Krepek Brownies

17 m · 🌐

PROMOSI SEMPENA PELANCARAN PRODUK BARU !!!!!!!!  
 MARI LAH BELI SEBELUM KEHABISAN STOK 🤩🤩🤩🤩🤩🤩

PROMOTION ON NEW PRODUCT LAUNCH!!!!!!!  
 LET'S BUY BEFORE THE STOCK LASTS 🤩🤩🤩🤩🤩🤩


⚙️ · Rate this translation



## Facebook (FB) post – Copywriting (Soft sell)


12:18 4G+ 100%


← Babayaga Krepek Brownies 🔍

 **Babayaga Krepek Brownies**  
15 Jun · 🌐

Teh hijau juga mampu menghalang penyerapan kalsium dan non-heme iron (zat besi yang didapati dari tumbuhan). Ini boleh memberikan masalah kepada mereka yang cenderung untuk menghidap anemia. Ada juga kajian yang mengatakan teh hijau mengurangkan penyerapan macro nutrien seperti lemak dan protein. Sebab itu ambil teh hijau ini sekarang-kurangnya sejam sebelum makan atau selepas makan.

Green tea can also prevent the absorption of calcium and non-heme iron (iron obtained from plants). This can give problems to those who are prone to anemia. There's also studies that say green tea reduces the absorption of macronutrients like fat and protein. That's why take this green tea at least an hour before or after a meal.

 Rate this translation



👍 Like    💬 Comment    ➦ Share

You are interacting as Babayaga Krepek Brownies

☰    ○    <

12:45 4G+ 100%

← Babayaga Krepek Brownies 🔍 ⚙️

**Babayaga Krepek Brow...** ▼

📄 Overview    📢 Ads    🔔 Notifications    ⓘ Resources

Home    Groups    Jobs    Events    Posts    Reviews    Sh


KAJIAN TERBARU MENUNJUKKAN SARAPAN COKLAT TERUTAMANYA COKLAT GELAP MUNGKIN DAPAT MEMBANTU KESIHATAN ANDA

LAPORAN FOOD BUSINESS NEWS MENYEBUTKAN KAJIAN BERKENAAN DISOKONG HASIL PENYELIDIKAN DI UNIVERSITI SYRACUSE YANG MENUNJUKKAN COKLAT GELAP MEMBERIKAN MANFAAT KEPADA OTAK DARI SEGI DAYA INGATAN DAN FOKUS

KAJIAN INI JUGA DISOKONG OLEH KAJIAN PADA 2012 YANG MENYATAKAN COKLAT YANG DIHIDANGKAN BERSAMA PROTEIN MAMPU MENGURANGKAN NAFSU MAKAN DAN MEMBANTU MENGURANGKAN BERAT BADAN

See translation





☰    ○    <



12:44 4G 100%

← Babayaga Krepek Brownies 🔍 ⚙️

Babayaga Krepek Brow... ▾

Overview Ads Notifications Resources

Home Groups Jobs Events Posts Reviews Sh

Did you know!!!!  
 To get optimal antioxidant impression, green tea should be taken between meals. This is to ensure catechin (one of the antioxidant major) does not respond with casein found in milk or any animal protein. This reaction can reduce the effectiveness of green tea.

⚙️ . Rate this translation

⚙️ . Rate this translation

Create Post

||| ○ <

12:18 4G 100%

← Babayaga Krepek Brownies 🔍 ⚙️

Babayaga Krepek Brow... ▾

Overview Ads Notifications Resources

Home Groups Jobs Events Posts Reviews Sh

Caffeine can help boost the brain to stay active and reduce fatigue. Caffeine also boosts neural trigger levels like dopamine and norepinephrin. Caffeine absorbs so quickly into the blood and based on the study of a cup of coffee will affect as early as 20 minutes after drinking up to an hour for a maximum effect on our brains.

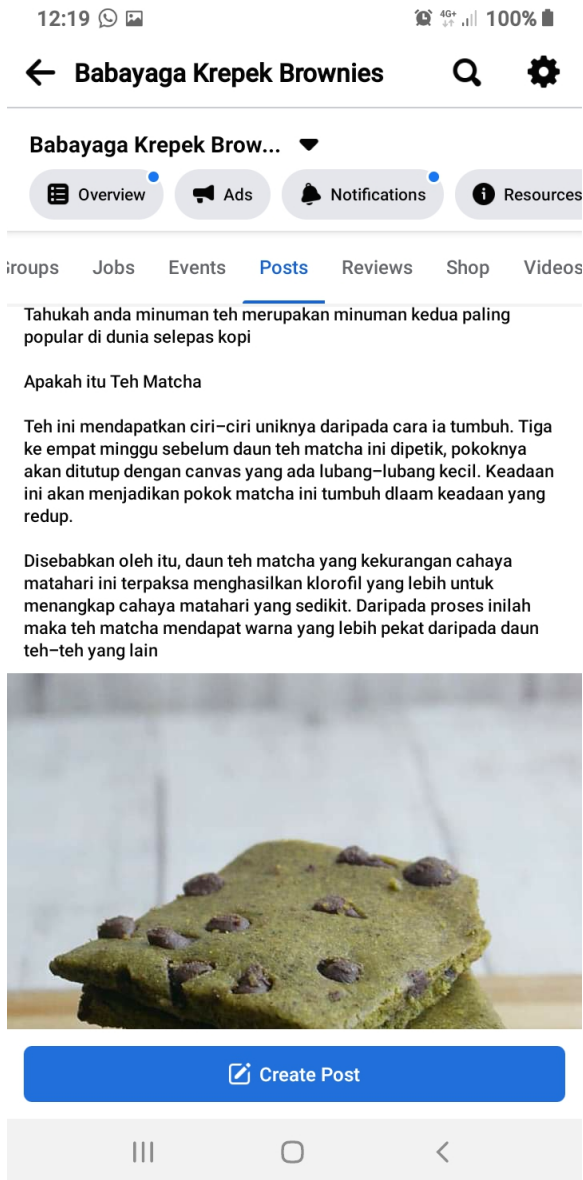
A recent study shows that drinking coffee contains caffeine has health benefits if taken in moderate doses. The condition of coffee taken does not contain excess sugar nor is it taken with creamer

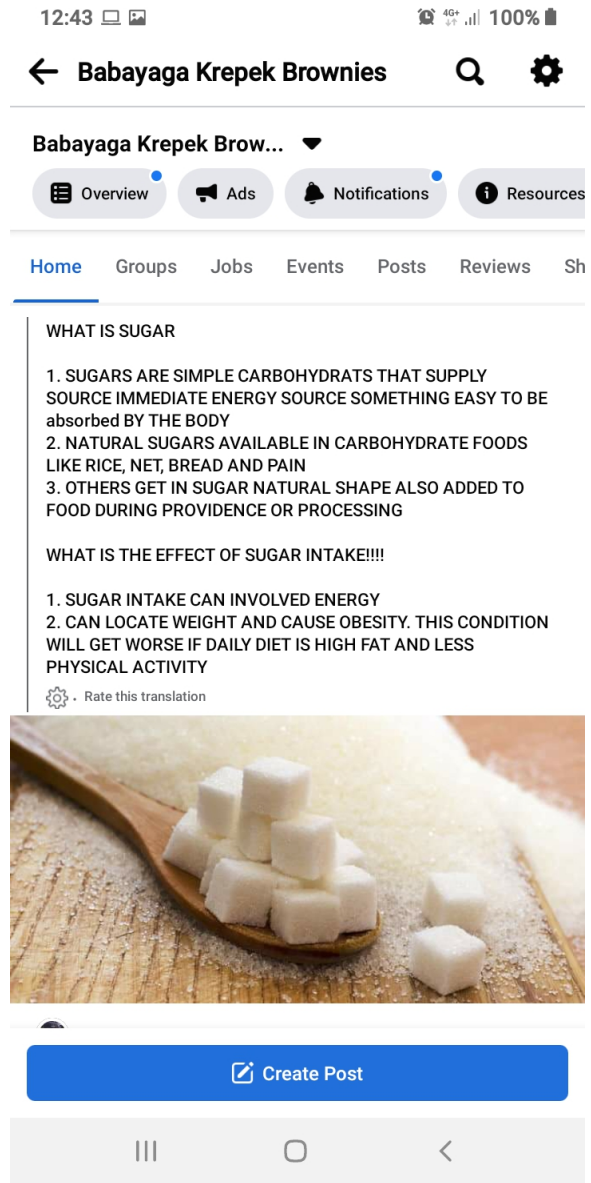
⚙️ . Rate this translation

⚙️ . Rate this translation

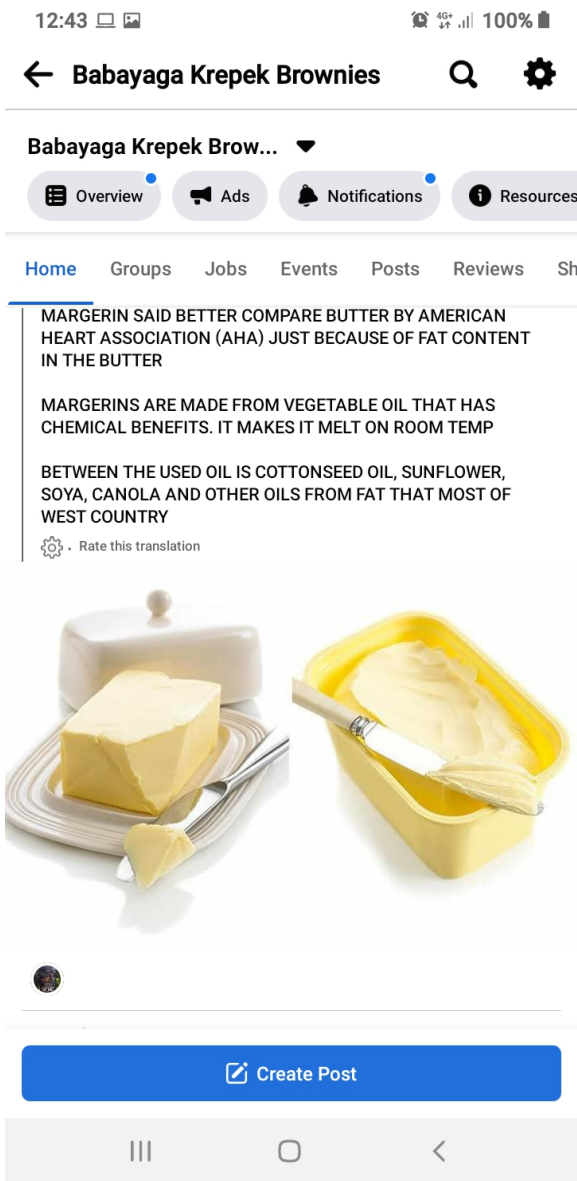
Create Post

||| ○ <

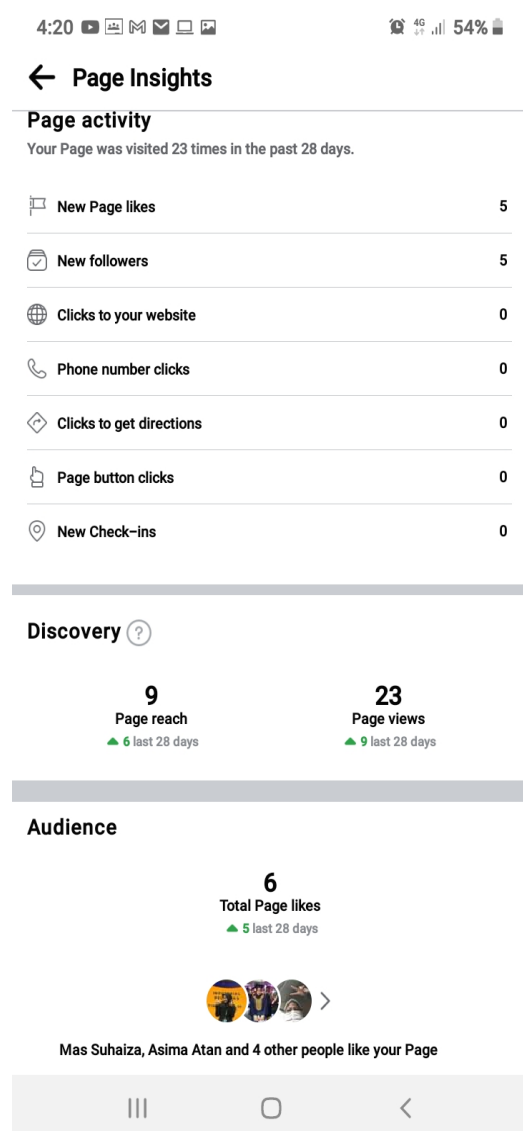
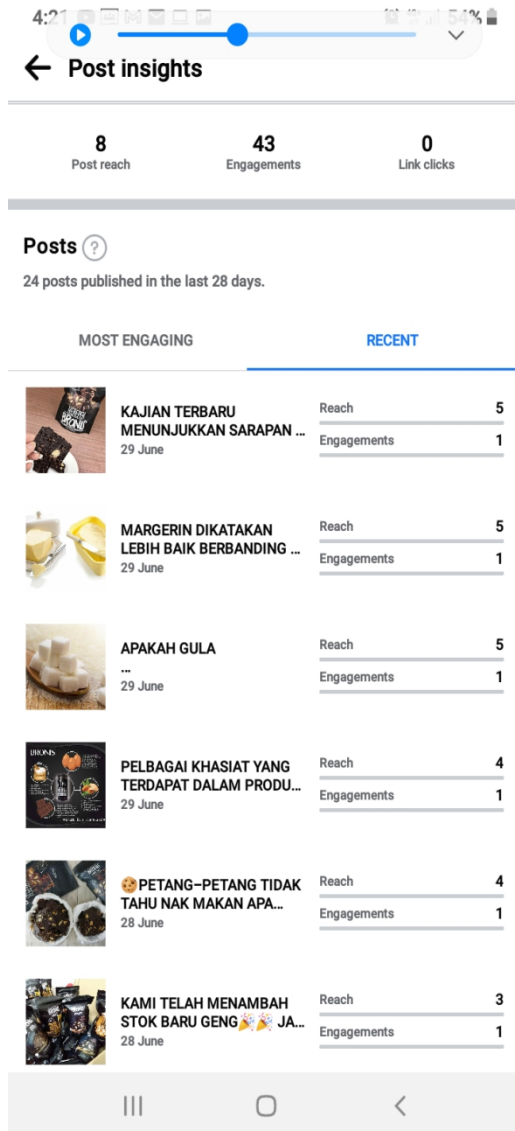








## Graphics



### ← Page Insights

14 June – 11 July

Last 28 days ▾




<b>Post reach</b> <b>8</b> ▲ 167%	<b>Post engagements</b> <b>43</b> ▲ 617%	<b>New Page likes</b> <b>5</b> ▲ 400%
---	--	---


### Posts ?

SEE MORE

24 posts published in the last 28 days.

#### MOST ENGAGING POSTS

-  **Sejak kebelakangan ini asyik tergoda dengan entri Red v...**  
21 June  
Reach: 3  
Engagements: 2
-  **Khasiat kopi sebenarnya terlalu banyak untuk diung...**  
21 June  
Reach: 3  
Engagements: 2
-  **Tahukah anda minuman teh merupakan minuman kedu...**  
15 June  
Reach: 3  
Engagements: 2









 **Encourage people to recommend your Page**  
Create a post that lets people know that they can leave feedback about their experience. >

### Events

Your Page hasn't hosted an event recently.



### ← Post insights

-  **Kafein dapat membantu merangsangkan otak untuk ...**  
15 June  
Reach: 3  
Engagements: 2
-  **Tahukah anda minuman teh merupakan minuman kedua...**  
15 June  
Reach: 3  
Engagements: 2
-  **Tahukah anda !!!! Untuk mendapatkan kesan ...**  
15 June  
Reach: 3  
Engagements: 2
-  **Babayaga Krepek Brownies updated their business hou...**  
24 May  
Reach: 4  
Engagements: 2
-  **Babayaga Krepek Brownies updated their phone number.**  
24 May  
Reach: 3  
Engagements: 2
-  **Babayaga Krepek Brownies's cover photo**  
24 May  
Reach: 0  
Engagements: 2
-  **Babayaga Krepek Brownies's cover photo**  
24 May  
Reach: 0  
Engagements: 2
-  **Babayaga Krepek Brownies**  
24 May  
Reach: 1  
Engagements: 2

### ← Post insights

14 June – 11 July · Last 28 days

8 Post reach      43 Engagements      0 Link clicks






#### Posts ?

24 posts published in the last 28 days.









#### MOST ENGAGING

#### RECENT

##### MOST ENGAGING POSTS

	<b>Sejak kebelakangan ini asyik tergodas dengan entri Red v...</b> 21 June	Reach Engagements	3 2
	<b>Khasiat kopi sebenarnya terlalu banyak untuk diungk...</b> 21 June	Reach Engagements	3 2
	<b>Tahukah anda minuman teh merupakan minuman kedua...</b> 15 June	Reach Engagements	3 2
	<b>Kafein dapat membantu merangsangkan otak untuk ...</b> 15 June	Reach Engagements	3 2
	<b>Bagi sesiapa yang ingin berdiet dan mengurangkan ...</b> 15 June	Reach Engagements	3 2

### ← Post insights

	<b>Khasiat kopi sebenarnya terlalu banyak untuk diungk...</b> 21 June	Reach Engagements	3 2
	<b>Kualiti kerepek Brownies rasa mewah dengan coklat ...</b> 21 June	Reach Engagements	4 2
	<b>Kualiti kerepek Brownies rasa mewah dengan coklat ...</b> 21 June	Reach Engagements	4 2
	<b>Babayaga Krepek Brownies updated their phone number.</b> 15 June	Reach Engagements	3 2
	<b>Assalamualaikum dan Salam Sejahtera ...</b> 15 June	Reach Engagements	3 2
	<b>Teh hijau juga mampu menghalang penyerapan ka...</b> 15 June	Reach Engagements	3 2
	<b>Sebenarnya anda tidak perlu takut mengambil badam ke...</b> 15 June	Reach Engagements	3 2
	<b>Bagi sesiapa yang ingin berdiet dan mengurangkan ...</b> 15 June	Reach Engagements	3 2

← Post insights



**TAK TAHU NAK BAGI APA DEKAT FAMILY, ADIK BERA...**  
28 June

Reach **3**  
Engagements **1**



**BERITA BAIK KEPADA KALIAN SEMUA, KINI KREP...**  
28 June

Reach **2**  
Engagements **1**



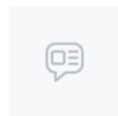
**PROMOSI SEMPENA PELANCARAN PRODUK BA...**  
28 June

Reach **2**  
Engagements **1**



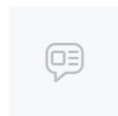
**GET READY AND BE READY GUYSSSSSS 🥳🥳🥳🥳🥳🥳...**  
28 June

Reach **2**  
Engagements **1**



**ATTENTION !!!! KREPEK BROWNIES WILL ...**  
28 June

Reach **3**  
Engagements **2**



**KAMI ADA KEJUTAN UNTUK ANDA 🤗🤗...**  
28 June

Reach **3**  
Engagements **1**



**Sejak kebelakangan ini asyik tergoda dengan entri Red v...**  
21 June

Reach **3**  
Engagements **2**



**Khasiat kopi sebenarnya terlalu banyak untuk diungk...**  
21 June

Reach **3**  
Engagements **2**

## **B (iv) Conclusion**

In a nutshell, Babayaga Krepek Brownies is a business that sells a variety of flavors of cookies not only faces to face but also online. By creating a business page on Facebook, I was able to promote and market our products and services as well as raise awareness of our existing business brand among Facebook users, particularly those who live near our business location. We may also upload the most recent information on our business activities or events using this type of platform.

Furthermore, it is beneficial not only to our business but also to ourselves, as we can keep up with current business trends by not just utilizing Facebook, but also other accessible platforms where we can improve our knowledge and skills. Then it will keep us from becoming obsolete businessmen while also developing us by keeping up with current developments in our nation.

As a result, as a start-up business, I was able to fulfill some of my goals with success and will continue to do so in the future by extending and operating my business through other accessible social media and improving our marketing approach.