



اَوْنَبُوْرَسِيْتِيْ بَاتِيْكُوْلُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

UNIVERSITI TEKNOLOGI MARA
FACULTY OF HOTEL AND TOURISM MANAGEMENT

PRINCIPLES OF ENTREPRENEURSHIP
(ENT530)

SOCIAL MEDIA PORTFOLIO



GENTLE GIANT COOKIES

PREPARED BY:

ANIQ IRFAN HAQEEM BIN ROMELAN

(2021102279)

HM242

PREPARED FOR:

PN. NOR ZAWANI BINTI MAMAT@IBRAHIM

SEMESTER

MARCH - AUGUST 2021

ACKNOWLEDGEMENT

I would like to express my sincere gratitude to my lecture, PUAN NOR ZAWANI BINTI MAMAT@IBRAHIM for providing the invaluable guidance, comments and suggestions for me to complete this portfolio. I would like to thank you for encouraging and give lot of references material for me and my friends in order to complete this task.

I would also like to thank my classmates and my fellow friends for helping me to reach and achieve what I need in this assignment. They cooperate with me very well and that make me very grateful to them. I also feel very grateful to ALLAH because provide me energy that I need to finish this task properly.

Last but not least, I want to thanks my family because they always support and stand behind my back whenever I need. They always cheer me up and support me while I try to finish this assignment on time.

Executive summary

This social media portfolio is all about to promote, sell and doing business in real situation. In this assignment, student need to make one business and create the fb page to run their business. For this social media portfolio I choose Gentle Giant Cookies as my business for this assignment.

Gentle Giant Cookies is business where I sell variety kind of cookies flavour to the customer. There are variety of cookies flavour that I sell for in this business. There are Choco chips cookies, vanilla flavour cookies, carrot cookies, cinnamon cookies and raspberry cookies. We serve our cookies item with variety types of flavour that can satisfied all of our consumer.

For product advertising, I use Facebook as a platform to do promotion and giving information to my customer. This make me can promote my product easier since everyone in my are can see my post. Especially during this pandemic, everyone spend more time at social media. I use this opportunity to make everyone in Taiping know about my business and do some posting that can attract them to buy my product.

For sales, my average sales is about RM 123 per day. Its include the tips I got from customer and the donation I receive from others. For now I gain nice total profit that suitable with my capital and expenses. Gentle Giants Cookies average price is about RM 7. Its very cheap when being compare with other cookies product in market.

In this social media portfolio, I will tell in detail about my product and Gentle Giant Cookies organization. This to ensure the readers can get more knowledge about our product and can be lead to buy our item.

TABLE OF CONTENT

NO.	CONTENT	PAGE
1.	i. Acknowledgement	2
	ii. Executive summary	3
	iii. Table of contents	4
2.	INTRODUCTION OF BUSINESS	
	i. GO-Ecommerce Registration (print screen)	5
	ii. Names and Address of business (Background)	7
	iii. Organizational chart	8
	iv. Mission and Vision	8
	v. Description of Product	9-10
	vi. Price list	11
3.	FACEBOOK (Print Screen)	
	i. Facebook Details	12-19
	ii. Hard sell	20-23
	iii. Soft sell	24-29
4.	CONCLUSION	30

GO E-commerce Registration

The screenshot shows the user profile page for ANIQ IRFAN HAQEEM BIN ROMELAN. The page is divided into two main sections: Personal Information and Institution Information.

Personal Information:

Name	: ANIQ IRFAN HAQEEM BIN ROMELAN	Phone/Mobile	:		Edit
New Identity Card No.	:	Home Address	:		
Email Address	:	District	:		
City	:	Postcode	:		
State	:	Personal Instagram	:		
Personal Facebook	:	Race	:	Malay	
Gender	:	Special Need	:	No	
Marital Status	:	Required	:		

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	City	:	Puncak Alam	

The screenshot shows the detailed Institution Information for a course. The page is divided into two main sections: Institution Information and Course Details.

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	
District of Institution	: Kuala Selangor	Postcode	:	42300	
Level of Study	: Bachelor Degree	Study Status	:	Full time	Edit Delete
Course Name	: NZI ENT530	Class Name	:	NZI ENT 530	
Subject Name	: PRINCIPLE OF ENTREPREEURSHIP	Year Enrolling the subject	:	2021	
Month Enrolling the Subject	: 4	Lecturer Name	:	NOR ZAWANI BT MAMAT@IBRAHIM	
Internship Enrollment	: No	Year Of Internship Enrollment	:	0	
Month of Internship Enrollment	: -	Period of Internship Training	:		
Expected Year To	: 2025	Expected Month To	:	5	

Go-eCommerce BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

Level of Study	: Bachelor Degree	Study Status	: Full time	Edit Delete
Course Name	: NZI ENT530	Class Name	: NZI ENT 530	
Subject Name	: PRINCIPLE OF ENTREPREEURSHIP	Year Enrolling the subject	: 2021	
Month Enrolling the Subject	: 4	Lecturer Name	: NOR ZAWANI BT MAMAT@IBRAHIM	
Internship Enrollment	: No	Year Of Internship Enrollment	: 0	
Month of Internship Enrollment	: -	Period of Internship Training		
Expected Year To Complete Study	: 2025	Expected Month To Complete Study	: 5	
Related To Study Field	: Yes			

eCertificates

[Click here to download Programme eCertificate now](#)

This is only available for users who:

- Have completed all 7 eUsahawan chapters on Malaysia Digital Academy before end of 2018
- Have completed a digital entrepreneurship course at a partnering tertiary institution

Completed Online Training

Go-eCommerce BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

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

PERSONAL PROFILE **BUSINESS PROFILE**



**ANIQ IRFAN HAQEEM
BIN ROMELAN**

Company Name	: Gentle Giant Cookies	Company Registration No.		Edit
Type Of Business	: Sdn. Bhd	Business Role	: Product Owner	
Facebook Page	: https://www.facebook.com/ggcookiesmy/	Business Category/Business Sub-Category	: Food & Beverages / Food & Beverages	
Wechat for Business	:	Business Instagram Page	:	
Marketplace	: None	Business Website	:	
Business Related to Your Study Field	: No	Type Of Website	:	
		Experience in International Export	: No	

Available Contest

18.jpg WhatsApp Image...jpeg WhatsApp Image...jpeg dp.jpg 17.jpeg [Show all](#)

INTRODUCTION OF BUSINESS



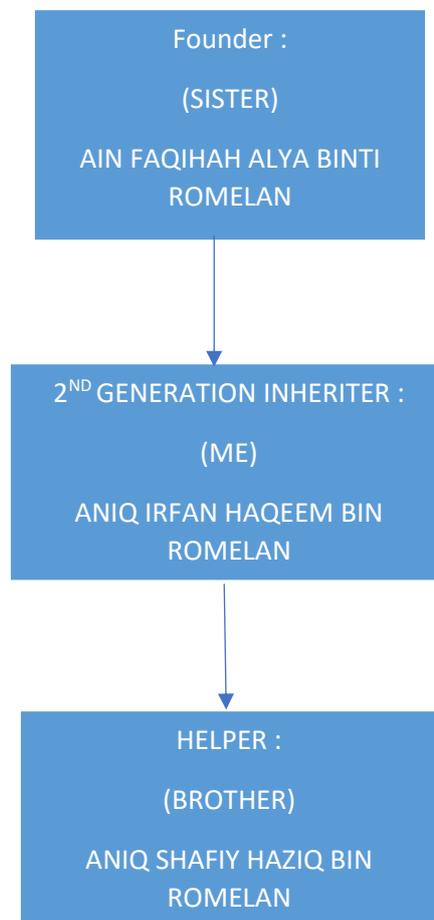
The name of my business for this social media portfolio is Gentle Giant Cookies. Its located at Batang Kali, Selangor. Therefore, Gentle Giant Cookies has already run the business at Bohor Bharu, Pahang since 2010. But in some circumstance, we need to move to Selangor then we officially make this business become public.

Gentle Giant Cookies is being founded by my family. The founder is my sister, Ain Faqihah Alya Binti Romelan and now I become the successor for this business. We use the traditional recipe that has been used over 10 years where my sister learned it from my mother. We maintain the classic way to make our product to ensure the consumer can have the same quality just like we had.

In Gentle Giant Cookies we use our family recipe to specially make cookies ourselves without buying the market readymade product. Even the readymade product is more convenient, we decide to maintain our traditional ways to ensure the quality of our product. This make our cookies different than others.

Gentle Giant Cookies now have entered the second generation and I am the one who inherited it. I will maintain the method and recipe in making our cookies product to ensure our consumer satisfaction. While, I will also try to add some new cookies that can make our brand adapt with the new generation. That's why I have introduce **Rasberry Flavour Cookies** and **Cinnamon Flavour** Cookies which to meet the consumer and market preferences.

Organization Chart



MISSION

Provide and produce the best Cookies ever that can make the eater always remember us.

VISSION

Maintain the traditional Cookies production and classic preparation to ensure all of our consumer get our Cookies with the best quality same like always.

DESCRIPTION OF PRODUCT/SERVICE

Our store sells 5 varieties of cookies. We sell Choco chips cookies, Vanilla cookies, Carrot cookies, Cinnamon Cookies and Raspberry cookies.



Choco chips cookies.

Cookies made with the addition of chocolate chips. This is our main signature product and the best-selling among the other products. With the taste of delicious chocolate, it will give the customer full satisfaction.



Vanilla cookies.

The cookies with vanilla-based flavour will give a mouth-watering taste to the customer.



Carrot Cookies

The cookies are made from a combination of vegetables, including carrots. For those who are vegetarians and carrot lovers, this product can suit their taste to the fullest.



Cinnamon cookies.

The cookies is made from the finest flavour of cinnamon that can give the fullest satisfaction to the customer.



Raspberry cookies.

The latest product from our store. It is made from the combination of delicious raspberry fruit that can give unique and natural sweet flavour to the customer.



We also provide delivery service to the customer.

PRICE LIST

Our price is very much cheaper than other that sell same product just like us. Our product average price is about RM7 . Here are our menu with the price list of our product:

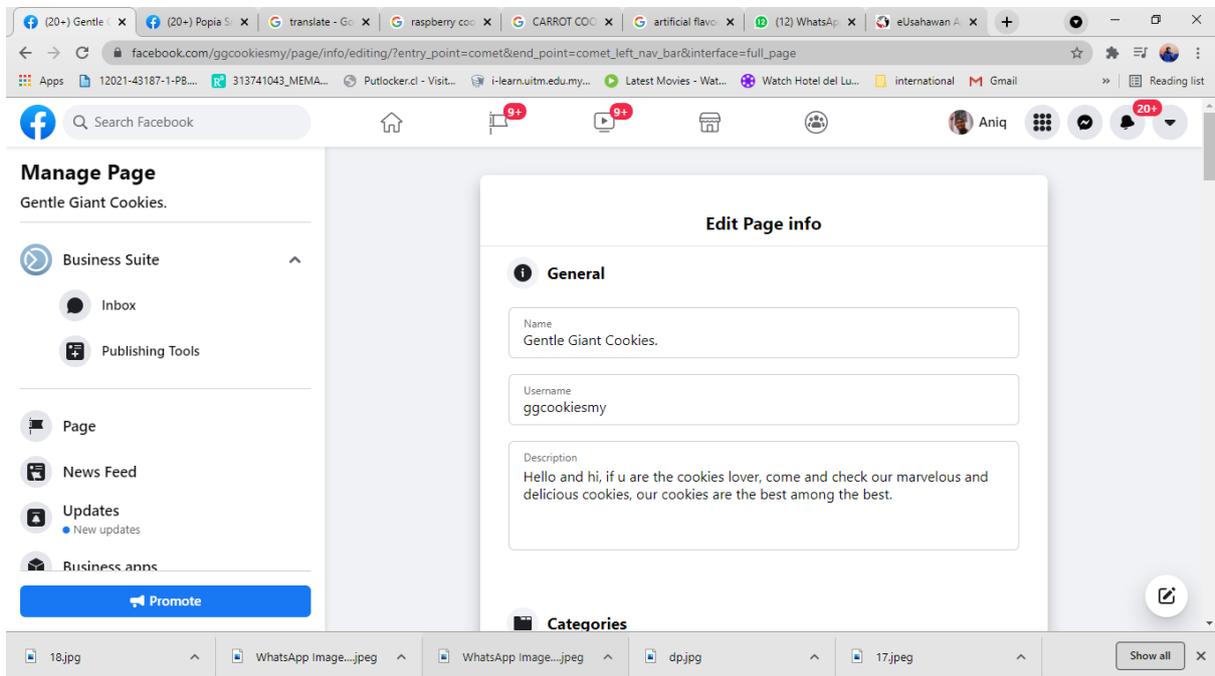
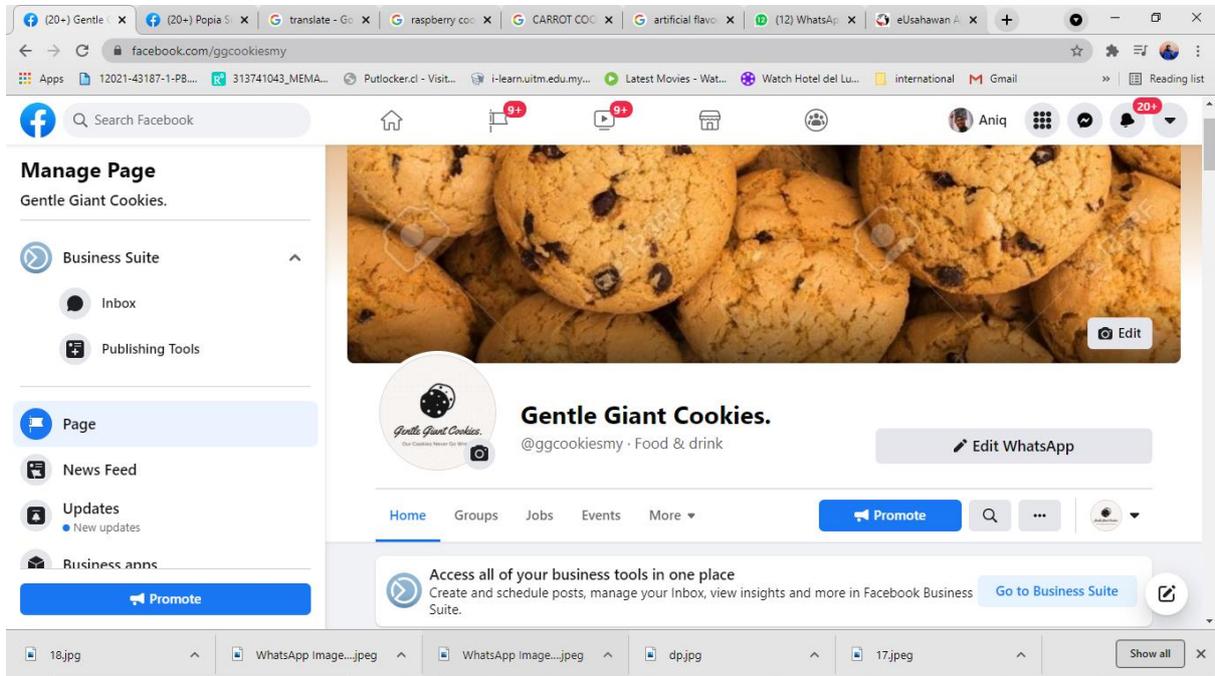
**THE PRICE
@GENTLE GIANT COOKIES.**

	Choco chips cookies Rm 7
	Vanilla cookies Rm 7
	Cinnamon cookies Rm 9
	Carrot cookies Rm 7
	Raspberry cookies Rm 11

FACEBOOK (Print Screen)

Here are the Facebook (print screen) post that I made in my Facebook page (Gentle Giant Cookies).

Facebook Details :



facebook.com/ggcookiesmy/page/info/editing/?entry_point=comet&end_point=comet_left_nav_bar&interface=full_page

Search Facebook

Manage Page

Gentle Giant Cookies.

- Business Suite
 - Inbox
 - Publishing Tools
- Page
- News Feed
- Updates
 - New updates
- Business apps

Promote

Contact

MY+60 Phone number 108994700

My Page doesn't have a phone number

MY+60 WhatsApp phone number 108994700

My Page doesn't have a WhatsApp number

Email address aniqfirnn@gmail.com

My Page doesn't have an email address

Website

18.jpg WhatsApp Image...jpeg WhatsApp Image...jpeg dp.jpg 17.jpeg Show all

facebook.com/ggcookiesmy/page/info/editing/?entry_point=comet&end_point=comet_left_nav_bar&interface=full_page

Search Facebook

Manage Page

Gentle Giant Cookies.

- Business Suite
 - Inbox
 - Publishing Tools
- Page
- News Feed
- Updates
 - New updates
- Business apps

Promote

Location

Manually update the address, town/city and postal code fields. Updating the address field does not automatically update other fields.

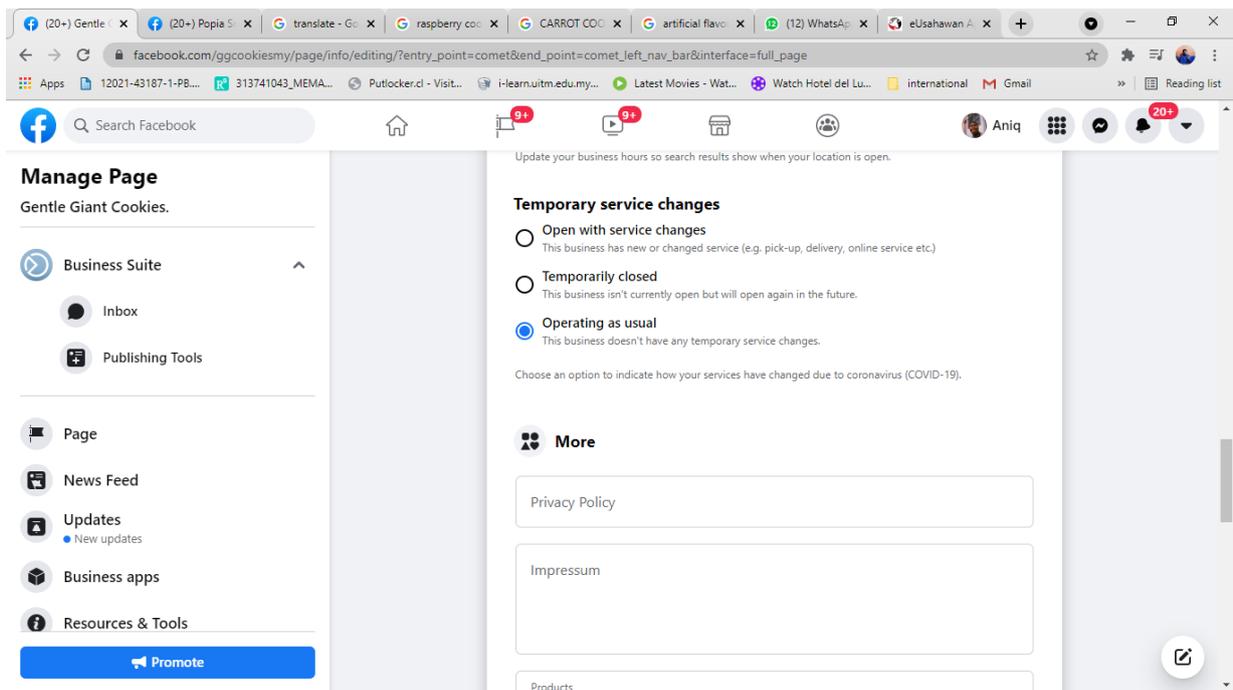
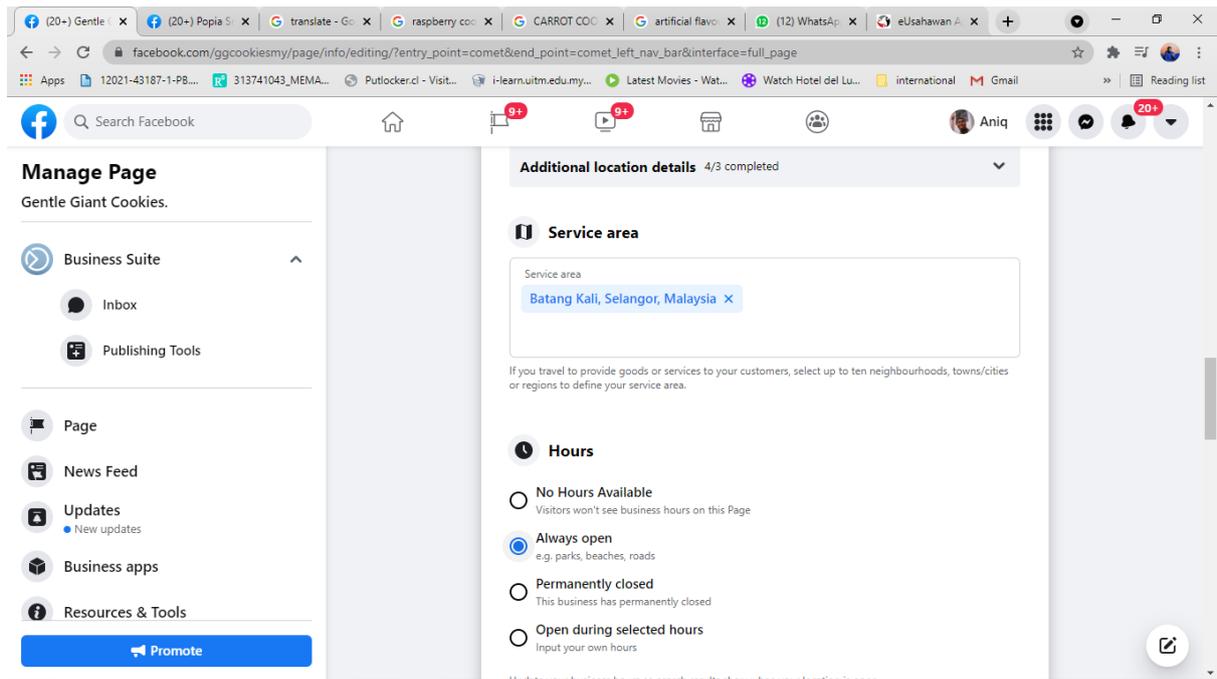
Address Batang Kali, Selangor, Malaysia

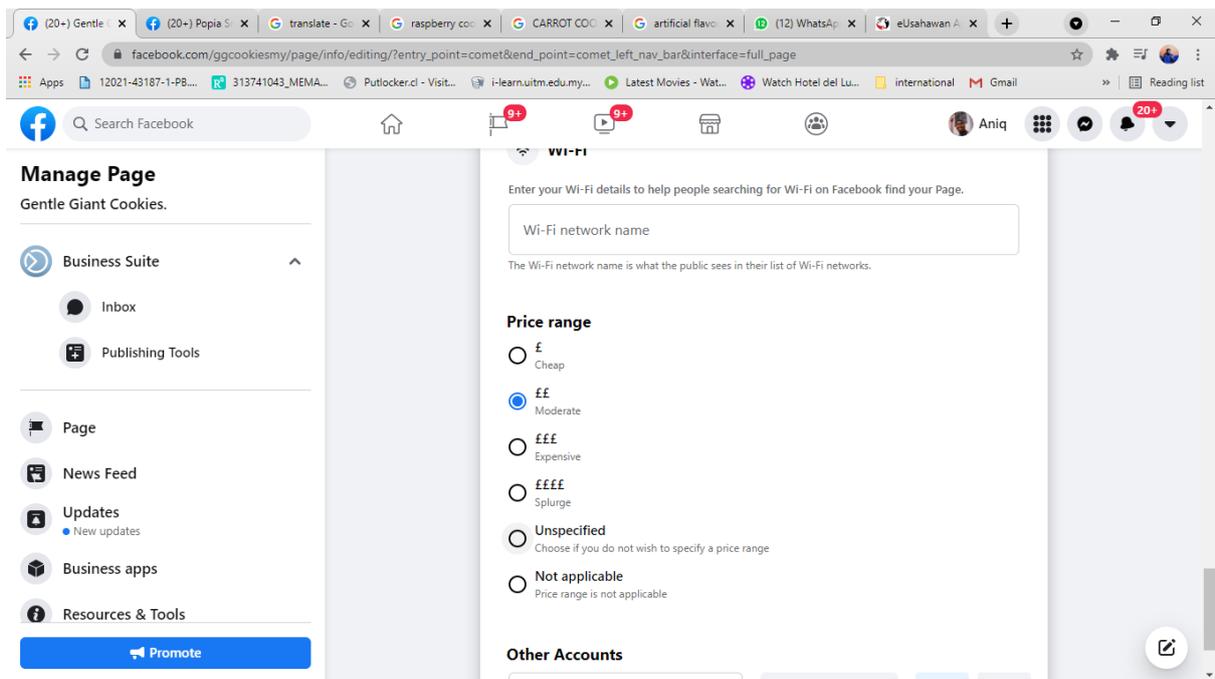
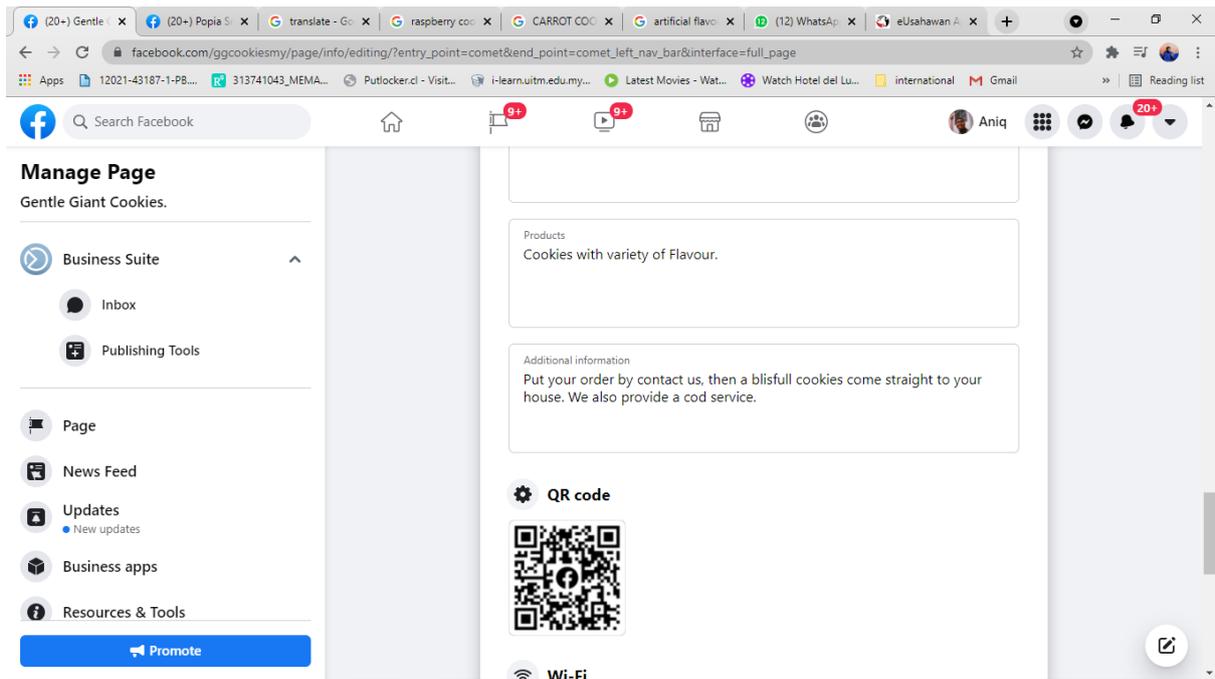
City Batang Kali, Selangor, Malaysia Postcode 44200

Map location

Click and drag to reposition

18.jpg WhatsApp Image...jpeg WhatsApp Image...jpeg dp.jpg 17.jpeg Show all



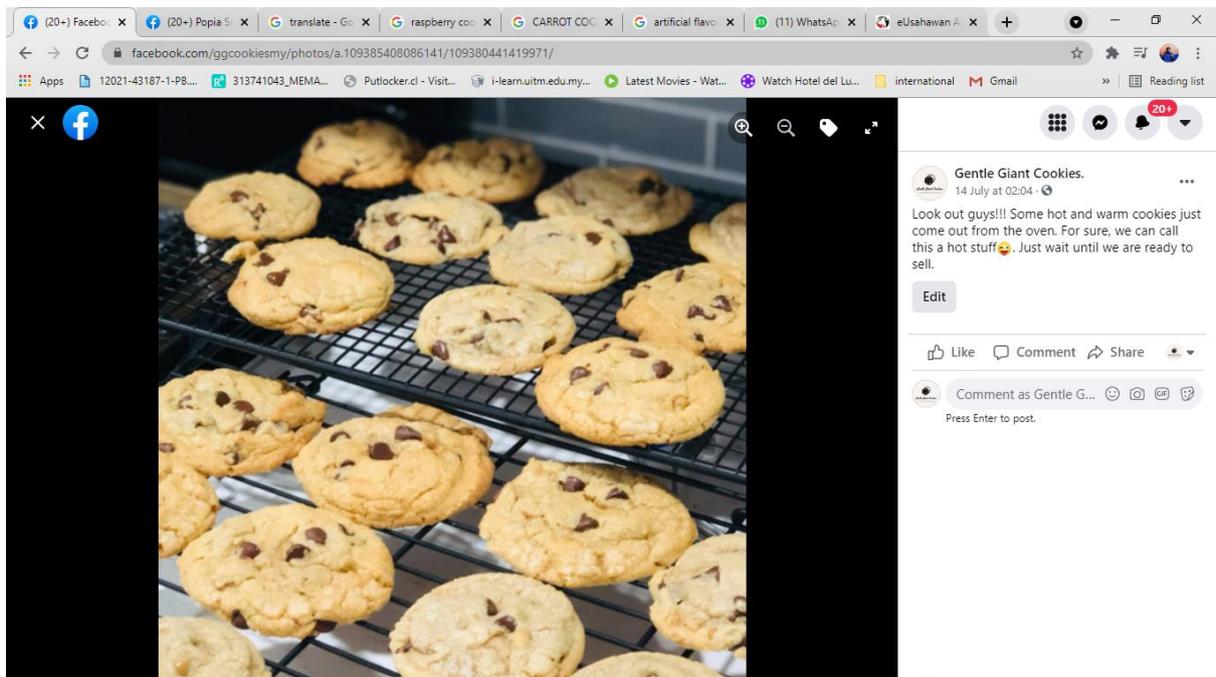
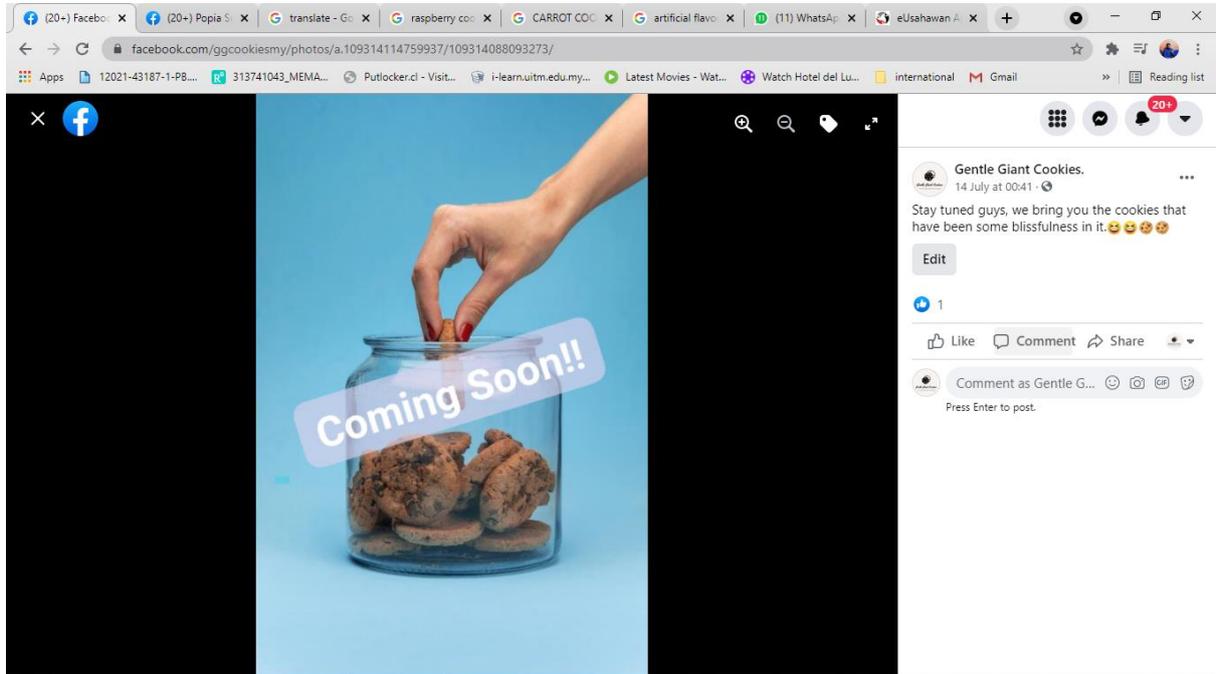


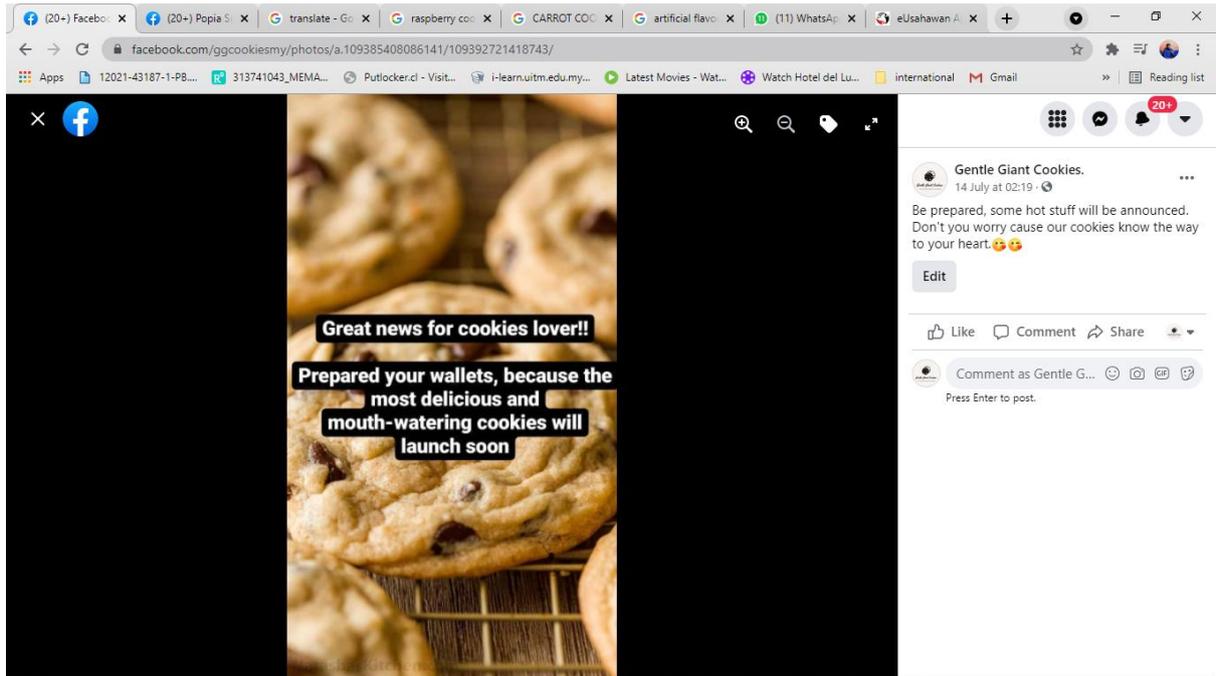
3.1.2. CUSTOMIZED URL FACEBOOK PAGE

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

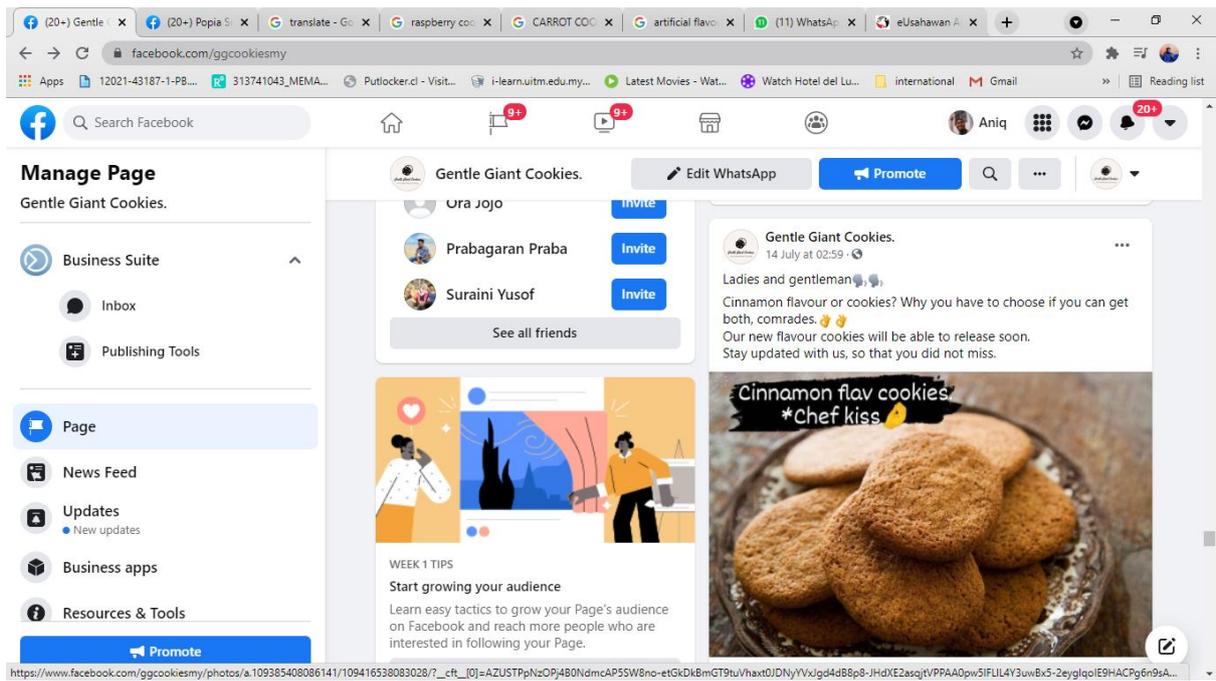
3.2 FACEBOOK TEASER POST

PRODUCT ARRIVAL TEASER





NEW PRODUCT TEASER



facebook.com/ggcookiesmy/photos/a.109385408086141/113179784373370

Send this post to someone who is carrot lover!



Gentle Giant Cookies.
18 July at 21:46 · 🌐

PSST, PSST.
Carrots cookies? hmm. Get ready guys!

Edit

Like Comment Share

Comment as Gentle G... 🗨️ 📷 📺 📧

Press Enter to post.

facebook.com/ggcookiesmy/photos/a.109385408086141/113185284372820



Gentle Giant Cookies.
18 July at 22:04 · 🌐

Special cookies for those who love carrot base flavour has now landed at Gentle Giant Cookies. !! If you are a carrot lover and who has been following our development for a long time and want to try our snacks, this is the time.

For those who do not eat carrot but have long wanted to change their habits, this is also your chance to try to enjoy carrot flavour by getting our cookies.

Don't worry, it is very delicious and sweet !! Gentle Giant Cookies. provides cookies with ... See more

Edit

1

Like Comment Share

Comment as Gentle G... 🗨️ 📷 📺 📧

Press Enter to post.

facebook.com/ggcookiesmy/photos/a.109385408086141/116109750747040



Gentle Giant Cookies.
2 h · 🌐

COMING SOON!!! NEW FLAVOURRR???

STAY TUNED!!!

Edit

Like Comment Share

Comment as Gentle G... 🗨️ 📷 📺 📧

Press Enter to post.

Facebook post from Gentle Giant Cookies. The image shows several raspberry and chocolate chip cookies on a cooling rack, with a bowl of raspberries and a jar of chocolate chips nearby. The text of the post reads:

Now the time has come. We at Gentle Giant Cookies, would like to introduce the latest snack in our store, "RASBERRY FLAVOUR COOKIES". Our cookies this time is a little different from the previous cookies because this cookies contains a natural sweetness feeling from rasberry fruit itself and we do not use artificial flavouren to sure the health and satisfaction of our customers.

As usual, our snacks are definitely different from the others because we make ingredients by ours... See more

Like Comment Share

Comment as Gentle G... Press Enter to post.

PROMOTION TEASER

Facebook post from Gentle Giant Cookies. The image is a promotional graphic for Eid Al-Adha, featuring a yellow crescent moon and a minaret against a dark blue background. The text of the post reads:

Eid Al-Adha will greet us soon, stay tuned with us. There are a lot of special promotion for you guys. Prepared you wallets. 🤝

1 Like Comment Share

Comment as Gentle G... Press Enter to post.

3.3 FACEBOOK POST- COPYWRITING (HARD SELL)

Ding Dong! We are coming to you~ Just open the door and prepared your wallets~ For the cookies. 🍪🍪

Promotion! Promotion!
In the conjunction of our first week launching our cookies, we provide a SPECIAL price for the first 15 customers! only RM 4.50 for a jar of cookies!!! Grab fast because after that we will back for the normal price which is RM 7.00 for a jar.

Order your cookies now!!!

Manage Page
Gentle Giant Cookies.

Business Suite
Inbox
Publishing Tools

Page
News Feed
Updates
Business apps
Resources & Tools

Invitations will be sent from Aniq Strong.

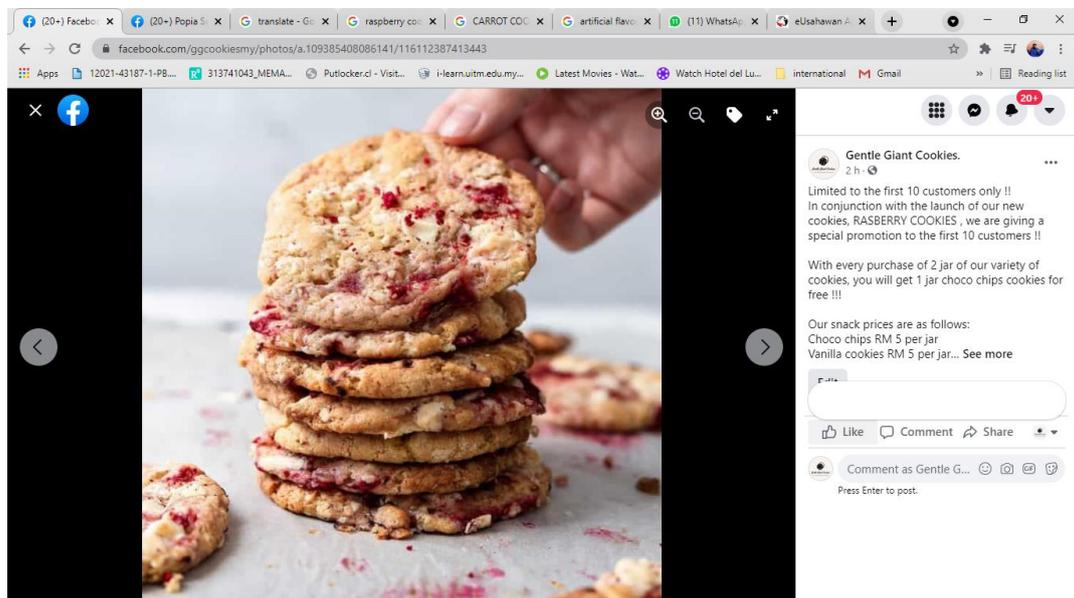
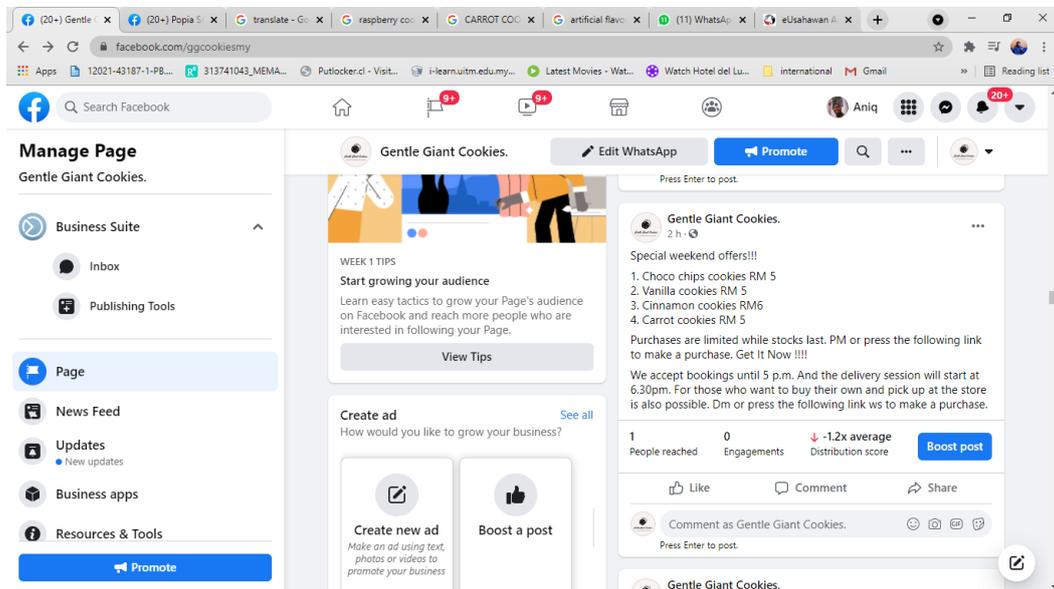
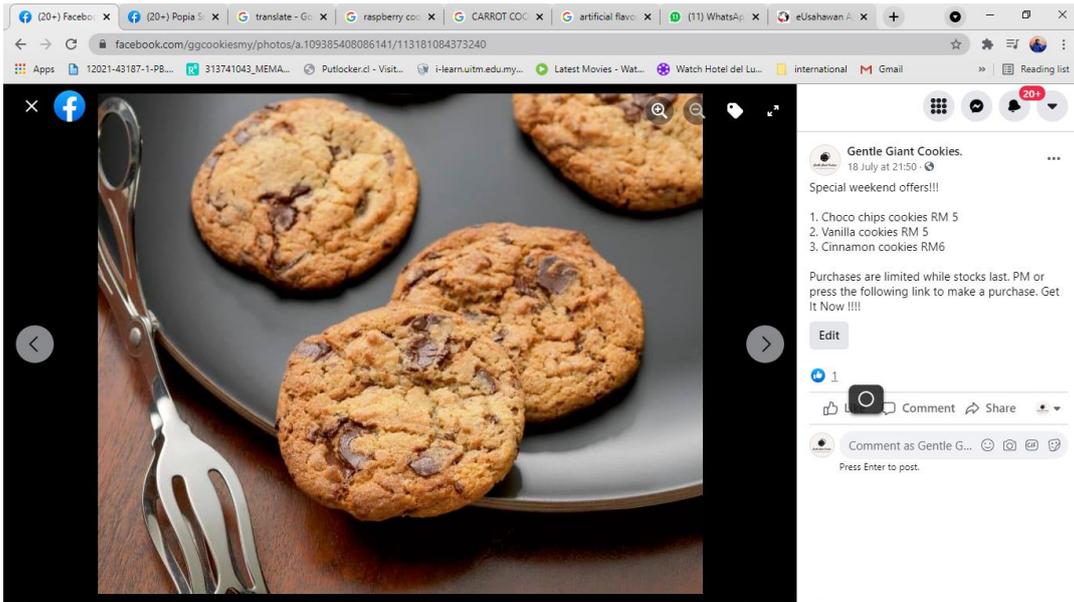
Search for friends to invite

- Ora Jojo [Invite](#)
- Prabakaran Praba [Invite](#)
- Suraini Yusof [Invite](#)

See all friends

WEEK 1 TIPS

Limited Offer !!
Today we at Gentle Giant Cookies, held a kaw2 promotion for our customers. You can get our cookies at the following prices:
1. Choco chips cookies RM 5 *top orders*
2. Vanilla cookies RM 5 *top orders*
3. Cinnamon cookies RM 6
Make a purchase now or you will regret it later !! day !!



AD

facebook.com/ggcookiesmy/photos/a.109385408086141/116118244079524



Gentle Giant Cookies.
Our Cookies Never Go Wrong

Gentle Giant Cookies. 2 h · 🌐

SPECIAL in this week of Eid Adha !!!
As usual, our cookies is ready to accept orders from those who want to get our products. This time we provide a SPECIAL set because you can mix different types of cookies in our store !!
Prices are as follows:

Set 1 RM 12
Choco chips cookies + Vanilla cookies

Set 2 RM 15 ... See more

Edit

Like Comment Share

Comment as Gentle G...
Press Enter to post.

facebook.com/ggcookiesmy/photos/a.109385408086141/116137290744286

THE PRICE @GENTLE GIANT COOKIES.

- Choco chips cookies - RM 7
- Vanilla cookies - RM 7
- Cinnamon cookies - RM 9
- Carrot cookies - RM 7
- Raspberry cookies - RM 11

Gentle Giant Cookies. 1 h · 🌐

GREAT PROMOTION !!!
With every cookies purchase of more than RM 9 at Gentle Giant Cookies, you will get 1 jar of cookies from us for free !!!!
To cookies Fans, this is the time you have been waiting for. To those who don't cookies casually, don't worry you will also get 1 jar of special cookies for free if you spend more than RM 9 in our shop.

Choco chips cookies RM 7
Vanilla cookies RM 7
Carrot cookies RM 7
Cinnamon cookies RM 9... See more

Edit

Like Comment Share

Comment as Gentle G...
Press Enter to post.

facebook.com/ggcookiesmy/photos/a.109385408086141/116121437412538

Gentle Giant Cookies. 2 h

PKP 3.0?
You can't leave the house because you are in the PKP area? Don't worry, we Gentle Giant Cookies, provide delivery service to our customers. Now you just have to wait at home and we will arrive at your doorstep!
Choose any of our cookies you like. We have :

- Choco chips RM 7
- Vanilla cookies RM 7
- Carrots cookies RM7
- Cinnamon cookies RM 9... See more

Edit

Like Comment Share

Comment as Gentle G... Press Enter to post.

facebook.com/ggcookiesmy/photos/a.109385408086141/109441258080556

Gentle Giant Cookies. 14 July at 03:57

Aidiladha will meet us shortly. So have you ready a snack for you and your family to enjoy on that day? 🍪 Tired of the raya biscuits on the market?

Grab now our delicious cookies :

- vanilla based cookies RM 7
- Choco chips cookies RM 7
- Cinnamon based cookies RM 7

The choice is in your hand, choose carefully. If you guys asking for suggestion from us, we got one answer, which is, all of them. 🍪

Edit

Like Comment Share

Comment as Gentle G... Press Enter to post.

facebook.com/ggcookiesmy/photos/a.109385408086141/109424834748865

Gentle Giant Cookies. 14 July at 03:21

As you know in this pandemic covid-19, some of us might facing problems in their daily life. As a human we must keep fighting and never give, trust yourself and enjoy your moment 🍪

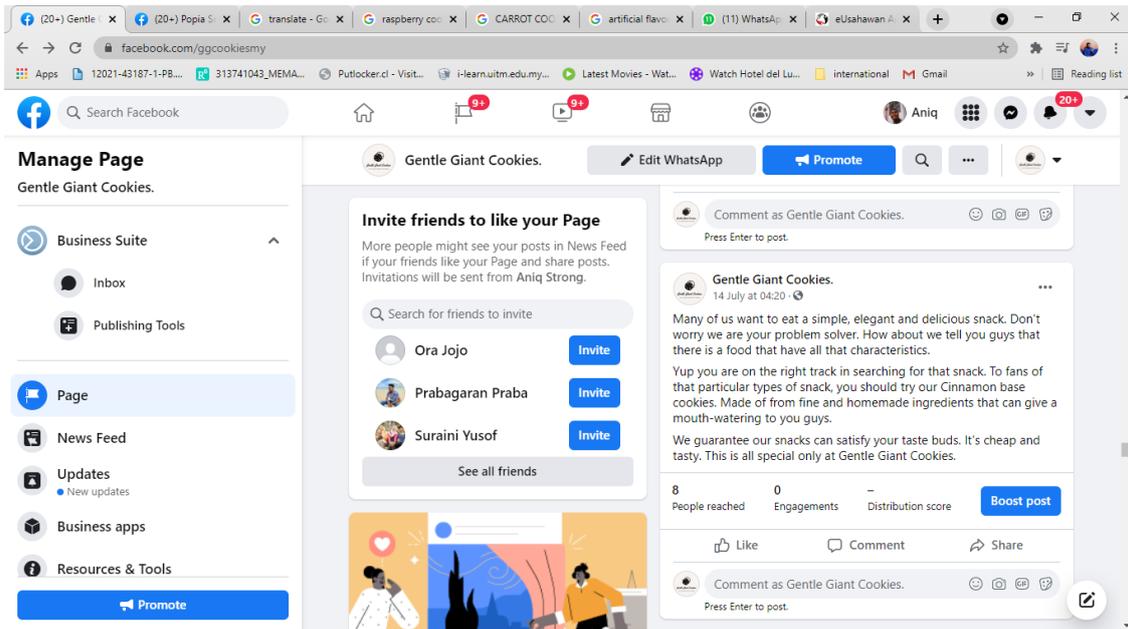
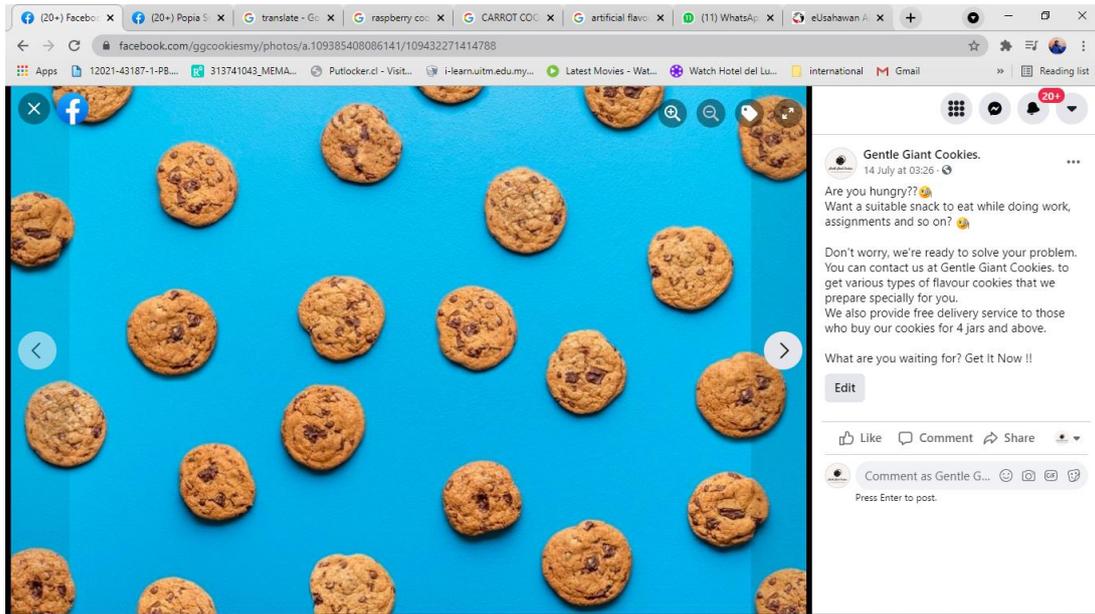
So we got a special offer for you guys, for those who purchase two jar of cookies got another one jar for free. RM 14.00 for three jars 🍪. So, grab this chance guys!

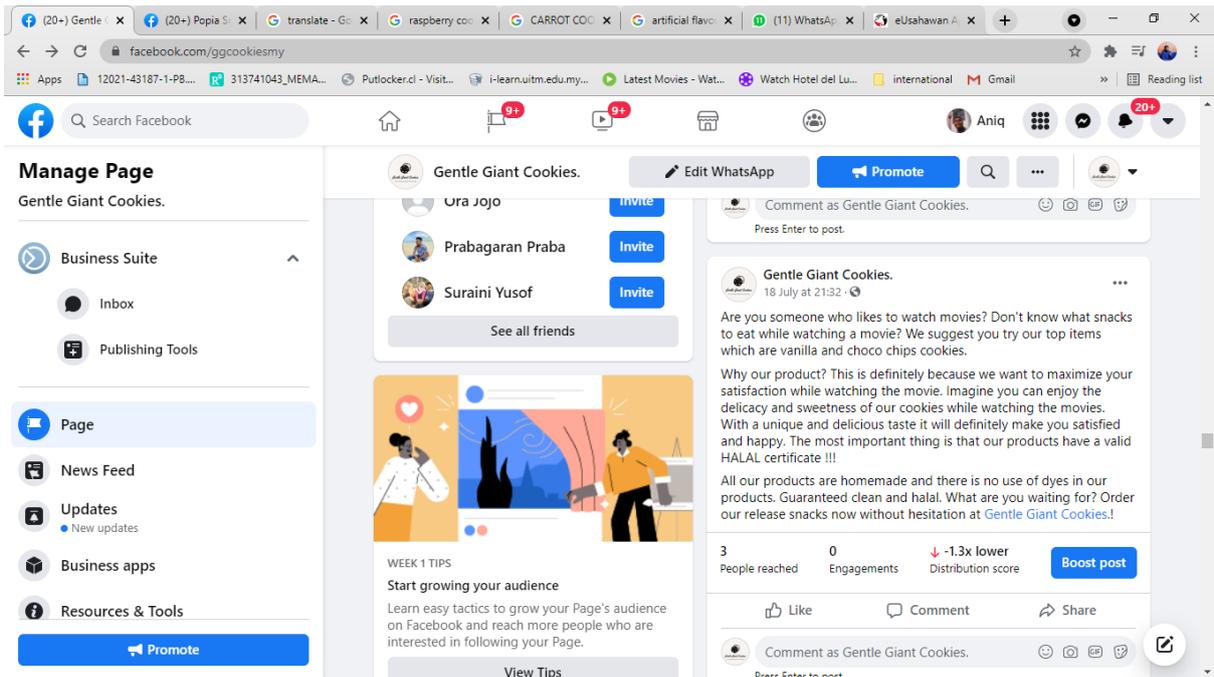
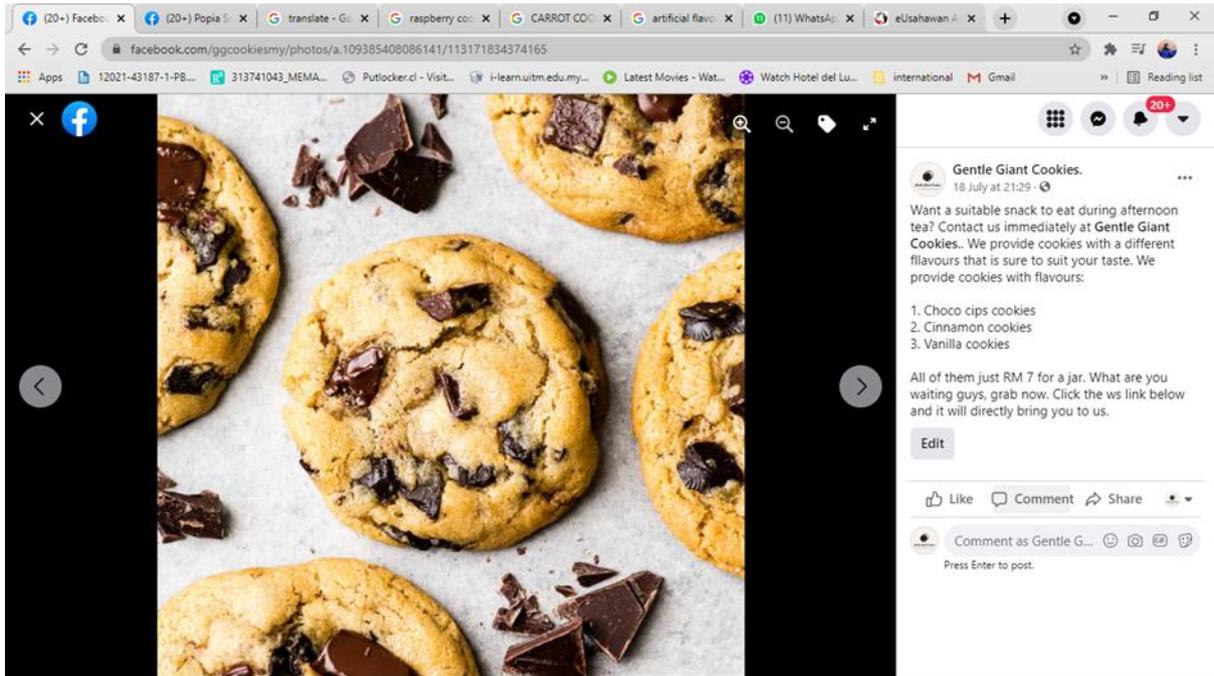
Edit

Like Comment Share

Comment as Gentle G... Press Enter to post.

3.3.2 FACEBOOK POST- COPYWRITING (SOFT SELL)





Facebook browser interface showing the 'Manage Page' section for 'Gentle Giant Cookies.' The left sidebar includes 'Business Suite' (Inbox, Publishing Tools), 'Page', 'News Feed', 'Updates', 'Business apps', and 'Resources & Tools'. The main content area features a 'WEEK 1 TIPS' card titled 'Start growing your audience' and a post from 'Gentle Giant Cookies.' dated 18 July at 21:38. The post text reads: 'COOKIES LOVERS I SUMMON YOU GUYS TO GRAB OUR PRODUCT. Here in our store, we provide you guys variety of cookies flavour that may encounter your suit. 1. Choco chips cookies. 2. Vanilla cookies 3. Cinnamon cookies All of them just RM 7 for a jar. Drop your order now at Gentle Giant Cookies.' The post statistics show 3 People reached, 0 Engagements, and a -1.3x lower Distribution score. A 'Boost post' button is visible.

Facebook browser interface showing the 'Manage Page' section for 'Gentle Giant Cookies.' The left sidebar is identical to the first image. The main content area features an 'Invitations will be sent from Aniq Strong.' section with a search bar and a list of friends to invite: Ora Jojo, Prabakaran Praba, and Suraini Yusof. Below this is the same 'WEEK 1 TIPS' card. The post from 'Gentle Giant Cookies.' dated 18 July at 21:54 has a different text: 'We Gentle Giant Cookies. will always provide cookies that are definitely the best for our customers. What differentiates our cookies from the others ?? We make sure all our ingredients and snacks are homemade !! Our cookies are produced from scratch instead of being bought at the grocery store. Most cookies sold in stores contain preservatives that can damage our body systems when we eat too much. But this will not happen to our cookies !! because it is HOMEMADE !!! This is what gives the Variety when you all try our cookies. You will be able to feel a different texture from the others. What are you waiting for? Get your cookies now !!!' The post statistics show 6 People reached, 0 Engagements, and a +1.5x higher Distribution score. A 'Boost post' button is visible.

Facebook browser interface showing the 'Gentle Giant Cookies.' page management interface. The left sidebar includes 'Manage Page', 'Business Suite', 'Page', 'News Feed', 'Updates', 'Business apps', and 'Resources & Tools'. The main content area features an 'Invite' section with a search bar and a list of friends: Ora Jojo, Prabakaran Praba, and Suraini Yusof, each with an 'Invite' button. Below this is a 'WEEK 1 TIPS' section titled 'Start growing your audience' with an illustration of two people. To the right, a post is being composed with the text: 'Want something crunchy,, sweet and tasty? Need a snack to accompany you while watching a movie ?? We at Gentle Giant Cookies. suggest you to try our cookies. Our cookies is definitely different from the others and can satisfy you. Why are our cookies different from the market? This is because our cookies ingredients are HOMEMADE. Our cookies are produced according to our own recipes that are sure to give satisfaction to anyone who enjoys them. Here are the snacks available at Gentle Giant Cookies.: Choco chips cookies, Vanilla cookies, Carrot cookies, Cinnamon cookies, Rasberry cookies. All of our cookies have their own uniqueness. What are you waiting for ??? Contact us soon !!'. The post statistics show 1 People reached, 0 Engagements, and a -1.1x average Distribution score. A 'Boost post' button is visible.

Facebook browser interface showing the 'Gentle Giant Cookies.' page management interface. The left sidebar is identical to the first screenshot. The main content area features the 'Invite' section with the same list of friends. Below this is the 'WEEK 1 TIPS' section with the text: 'Learn easy tactics to grow your Page's audience on Facebook and reach more people who are interested in following your Page.' To the right, a new post is being composed with the text: 'Are you a student? Busy until you don't have time to eat? Ish ish, that's very dangerous to your health. The human body produces energy from what we eat. You have no time to cook OR no one prepares food for you? Don't worry you can contact us Gentle Giant Cookies. to buy cookies from us. The cookies we provide contains enough nutrients and nutrients to maintain your body's energy. Our compact core and large number of portions as well as cheap prices can definitely satisfy you. You do not need to go to our store because you can order online and if you make a purchase of more than RM 10, we will do FREE delivery !!! What are you waiting for? Contact us now for more information.' The post statistics show 1 People reached, 0 Engagements, and a -1.1x average Distribution score. A 'Boost post' button is visible.

Facebook.com/ggcookiesmy

Search Facebook

Manage Page
Gentle Giant Cookies.

Business Suite

- Inbox
- Publishing Tools

Page

- News Feed
- Updates
- Business apps
- Resources & Tools

Gentle Giant Cookies.

Invitations will be sent from Aniq Strong.

Search for friends to invite

- Ora Jojo **Invite**
- Prabakaran Praba **Invite**
- Suraini Yusof **Invite**

See all friends

WEEK 1 TIPS
Start growing your audience

Are you confused about what to give your guests during the holidays? Want to make a difference in celebrating the upcoming Eid? We suggest you try to serve cookies from Gentle Giant Cookies. The cookies in our store has a unique sweet flavour, a crunchy texture and most importantly a delicious taste. This can definitely delight the guests who come to your home. With malificent texture and flavour, it will definitely satisfy and meet the tastes of your guests. Want to make a reservation? Contact Us Now !!!

1 People reached 0 Engagements -1.1x average Distribution score

facebook.com/ggcookiesmy/photos/a.109385408086141/116132864078062

Gentle Giant Cookies.

1 h · 🌐

OPEN ORDER !!
Dear Popia Snack Taiping customers, today we are operating as usual in our store. In conjunction with this glorious month of July we would like to encourage our customers to give alms. Therefore with every purchase of our snacks today HALF of the price you pay will be given to a nearby mosque. The more you buy the more you can help.

Here is our list of COOKIES :

- Choco chips cookies RM 7
- Vanilla cookies Rm 7
- Carrot cookies RM 7
- Cinnamon cookies RM 9
- Rasberry coo... See more

Edit

Like Comment Share

Comment as Gentle G... Press Enter to post.

Facebook browser interface for the page "Gentle Giant Cookies".

Manage Page
Gentle Giant Cookies.

Business Suite

- Inbox
- Publishing Tools

Page

- News Feed
- Updates (New updates)
- Business apps
- Resources & Tools

Page Content:

Invitations will be sent from Aniq Strong.

Search for friends to invite

- Ora Jojo [Invite](#)
- Prabakaran Praba [Invite](#)
- Suraini Yusof [Invite](#)

[See all friends](#)

Post:

Gentle Giant Cookies. 1 h · 🌐

Cookies from Gentle Giant Cookies. are guaranteed 100% HALAL and CLEAN. We prepare our produce cookies manually and they are all HOMEMADE. We do not buy semi-finished products that are in the market that we ourselves do not know their halal status. Therefore, you can enjoy our cookies without hesitation. Our cookies are carefully prepared to ensure the taste and quality are always TIP TOP! The hottest cookies in our store is Choco chips cookies and Raspberry Cookies. With a unique sweet flavor and crunchy it can definitely satisfy your appetite. To make a purchase you can contact us immediately !!! Cepatt !! Not much anymore.

Engagement:

- 1 People reached
- 0 Engagements
- 1.1x average Distribution score

[Boost post](#)

[Like](#) [Comment](#) [Share](#)

Comment as Gentle Giant Cookies. Press Enter to post.

Footer:

WEEK 1 TIPS
Start growing your audience

CONCLUSION

In a nut shell, this assignment social media portfolio has exposed me to the business world that required me to start and promote my business to the market. There are two types of sell technique that I learn and use it in this assignment. There are softsell and hardsell. While soft sell is more to trying to let the consumer or target market know more about our product, the hardsell is more to persuade the consumer to buy our product. Both of this techniques has their own strength that can attract the consumer. Not to forget, the teaser is also an important element to gain the market attention. With the good teaser, we can make consumer become curious and they will try our product later.

I believe the skills and knowledge that I gain in order to finish this Social media portfolio, assignment for subject principles of entrepreneurship (ENT530) will be uses for me in the future. I gain more knowledge about business marketing and how to interact and attract the market to buy my product if I become an entrepreneur in the future.



Certificate of Completion

This acknowledges that

ANIQ IRFAN HAQEEM BIN ROMELAN

has successfully completed

eUsahawan Course

Level 1 – Go Digital

organised by

