



اَللّٰهُمَّ صَلِّ وَسَلِّمْ عَلٰى نَبِيِّنَا مُحَمَّدٍ
UNIVERSITI
TEKNOLOGI
MARA

88



SOCIAL MEDIA PORTFOLIO

Malayaxprezzo by Faa

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): SOCIAL MEDIA PORTFOLIO

FACULTY & PROGRAMME : FACULTY OF HOTEL AND TOURISM MANAGEMENT /
BACHELOR OF SCIENCE (HONS.) HOTEL MANAGEMENT

SEMESTER : SEMESTER 4 (HM240 4B)

PROJECT TITLE : SOCIAL MEDIA PORTFOLIO (MALAYAXPREZZO BY FAA)

LECTURER : DR. NOR ZAWANI MAMAT @ IBRAHIM

NAME : FARAH ADIBA BINTI AZLAN (2019290408)

ACKNOWLEDGEMENT

Praise be to Allah, Lord of the universe, who gives the blessing and strength to complete this individual assignment. First of all, I would like to express my sincere thanks and gratitude to my lecturer for Principles of Entrepreneurship (ENT530), Dr Nor Zawani binti Mamat @ Ibrahim, for providing various guidelines about the report. Without the necessary practical knowledge, lecturer assistance, and friends, this social media portfolio would not have been accomplished. I'd like to thank everyone in my family and circle of friends for their unwavering support throughout this process. This endeavour, I believe, has equipped me to take on new and challenging chances in the future. During this online distance learning, this specific task really put my mental and physical abilities to the test, therefore I'd want to express my heartfelt gratitude and special thanks to everyone who helped me complete this social media portfolio, both directly and indirectly.

EXECUTIVE SUMMARY

The brand Malayaxprezzo is originally owned by Richmaats Essentials Sdn Bhd that was established in 2017 even though they started selling boba drinks in bottles in early 2019. Malayaxprezzo by Faa started in March 2021 by Farah Adiba as an agent and is located in Bangi, Selangor. This business sells various flavors of boba drinks in bottles. We also use social media and direct buying as a method of selling. Our focus is on people who love boba drinks and want to drink it anytime and anywhere because it is easy to carry. So Malayaxprezzo drink is the perfect choice since the boba drinks are in a bottle instead of a cup. A bottle is 480ml with a price of RM10. There's also a delivery service offered and the cost is charged according to the customer's area. But customers can also buy directly or self-pick up especially for those who stay around. The tagline used for this product is "Boba drinks in a bottle" because most boba drinks that are sold out there are mostly in a cup.


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BODY OF THE REPORT

1) Go-Ecommerce registration

PERSONAL PROFILE	BUSINESS PROFILE																																								
 <p>FARAH ADIBA BINTI AZLAN</p>	Personal Information <table border="0"> <tr> <td>Name</td><td>: FARAH ADIBA BINTI AZLAN</td> <td>Phone/Mobile</td><td>:</td> <td>Edit</td> </tr> <tr> <td>New Identity Card No.</td><td>:</td> <td>Home Address</td><td>:</td> <td></td> </tr> <tr> <td>Email Address</td><td>:</td> <td>District</td><td>:</td> <td></td> </tr> <tr> <td>City</td><td>:</td> <td>Postcode</td><td>:</td> <td></td> </tr> <tr> <td>State</td><td>:</td> <td>Personal Instagram</td><td>:</td> <td></td> </tr> <tr> <td>Personal Facebook</td><td>:</td> <td>Race</td><td>: Malay</td> <td></td> </tr> <tr> <td>Gender</td><td>: Female</td> <td>Special Need Required</td><td>: No</td> <td></td> </tr> <tr> <td>Marital Status</td><td>: Single</td> <td></td><td></td> <td></td> </tr> </table>	Name	: FARAH ADIBA BINTI AZLAN	Phone/Mobile	:	Edit	New Identity Card No.	:	Home Address	:		Email Address	:	District	:		City	:	Postcode	:		State	:	Personal Instagram	:		Personal Facebook	:	Race	: Malay		Gender	: Female	Special Need Required	: No		Marital Status	: Single			
	Name	: FARAH ADIBA BINTI AZLAN	Phone/Mobile	:	Edit																																				
	New Identity Card No.	:	Home Address	:																																					
	Email Address	:	District	:																																					
	City	:	Postcode	:																																					
	State	:	Personal Instagram	:																																					
	Personal Facebook	:	Race	: Malay																																					
	Gender	: Female	Special Need Required	: No																																					
	Marital Status	: Single																																							
	Institution Information Add New																																								

1.1 Personal profile

PERSONAL PROFILE	BUSINESS PROFILE																																			
 <p>FARAH ADIBA BINTI AZLAN</p>	<table border="0"> <tr> <td>Company Name</td><td>: Malayaxprezzo by Faa</td> <td>Company Registration No.</td><td>:</td> <td>Edit</td> </tr> <tr> <td>Type Of Business</td><td>: Sdn. Bhd</td> <td>Business Role</td><td>: Agent</td> <td></td> </tr> <tr> <td>Facebook Page</td><td>: Malayaxprezzo by Faa</td> <td>Business Category/Business Sub-Category</td><td>: Food & Beverages / Food & Beverages</td> <td></td> </tr> <tr> <td>Wechat for Business</td><td>:</td> <td>Business Instagram Page</td><td>:</td> <td></td> </tr> <tr> <td>Marketplace</td><td>: Others</td> <td>Business Website</td><td>:</td> <td></td> </tr> <tr> <td>Business Related to Your Study Field</td><td>: No</td> <td>Type Of Website</td><td>:</td> <td></td> </tr> <tr> <td></td><td></td> <td>Experience in International Export</td><td>: No</td> <td></td> </tr> </table>	Company Name	: Malayaxprezzo by Faa	Company Registration No.	:	Edit	Type Of Business	: Sdn. Bhd	Business Role	: Agent		Facebook Page	: Malayaxprezzo by Faa	Business Category/Business Sub-Category	: Food & Beverages / Food & Beverages		Wechat for Business	:	Business Instagram Page	:		Marketplace	: Others	Business Website	:		Business Related to Your Study Field	: No	Type Of Website	:				Experience in International Export	: No	
	Company Name	: Malayaxprezzo by Faa	Company Registration No.	:	Edit																															
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	Marketplace	: Others	Business Website	:																																
	Business Related to Your Study Field	: No	Type Of Website	:																																
			Experience in International Export	: No																																

1.2 Business profile

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
Course Name	: NZI ENT530	Class Name	: NZI ENT 530
Subject Name	: PRINCIPLE OF ENTREPREURSHIP	Year Enrolling the subject	: 2021
Month Enrolling the Subject	: 4	Lecturer Name	: NOR ZAWANI BT MAMAT@IBRAHIM
Internship Enrollment	: No	Year Of Internship Enrollment	:
Month of Internship Enrollment	:	Period of Internship Training	:
Expected Year To Complete Study	: 2022	Expected Month To Complete Study	: 7
Related To Study Field	: No		

1.3 Institution information



Certificate of Completion

This acknowledges that

FARAH ADIBA BINTI AZLAN

has successfully completed

eUsahawan Course Level 1 – Go Digital

organised by



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

1.4 Certificate of completion for e-Usahawan ✓

2) Introduction of business

- Name and address of business

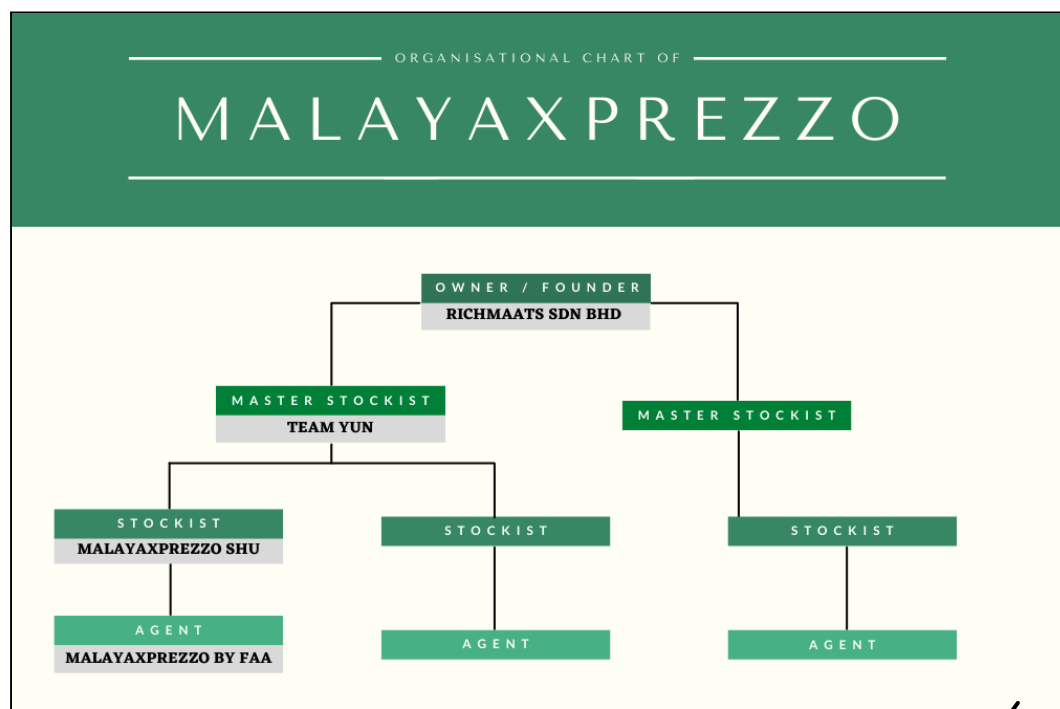
Name of business : Malayaxprezzo by Faa ✓

Address of business : 44, Jalan 8/7, Seksyen 8, 43650 Bandar Baru
Bangi Selangor

The brand Malayaxprezzo is originally owned by Richmaats Essentials Sdn Bhd that was established in 2017 while Malayaxprezzo by Faa started to be an agent in March 2021.

- Organizational chart

Malayaxprezzo by Faa is an agent under the stockist Malayaxprezzo Shu. While, Malayaxprezzo Shu is stockist under our master stockist, Team Yun that directly received the products from owner (Richmaats Sdn Bhd).



2.1 Organizational chart for Malayaxprezzo by Faa ✓

- Mission and vision

Mission : To provide boba drinks in bottles that can be enjoyed by everyone. ✓

Vision : To encourage young entrepreneur to venture into business and support Bumiputra products that made by Muslim. ✓

- Description of products



2.2 Products sell by Malayaxpresso by Faa ✓

Malayaxpresso is a premium flavored drink in a bottle that contains boba pearls. The drink is bottled in a high quality 480ml plastic bottle that is sealed and with an anti-spill cover/cap. It comes in four flavors which are Caramel Macchiato, Chocolate, Matcha (green tea), and Milk Tea. The ingredients used to make this drink are water, sugar, non-dairy creamer, and flavoring for each flavor (caramel and coffee, milk powder and cocoa, Japan matcha tea, black tea). The most important ingredient is the chewy boba pearls that are made of tapioca starch. Every flavor contains benefits such as less sugar, matcha is rich in antioxidants, milk tea can lower stress levels, chocolate can control emotions, and macchiato can boost energy. Delivery service is also provided by using Lalamove and the delivery charge is based on the area to be sent. ✓

- Price list

The price for every bottle is RM10 per 480ml ✓

3) Facebook

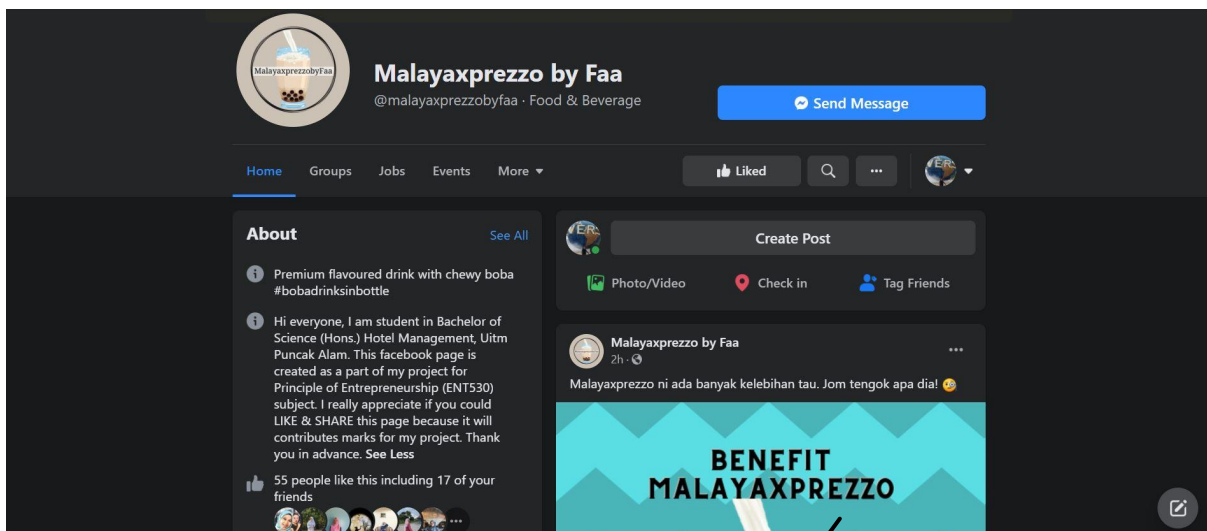
- Creating Facebook page

Facebook page name : Malayaxprezzo by Faa

Date page created : 25th April 2021



3.1 Cover photo and profile picture ✓



3.2 Information about the facebook page ✓

- Customizing URL Facebook page

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

- Facebook (FB) post – Teaser



Teaser 1 ✓



Teaser 2

Malayaxprezzo by Faa
Suka Halaman Ini · 30 April · 🌐

Coklat ni selain boleh makan begitu saja, kalau dijadikan air sedap juga kan? 😊

2 HARI LAGI! 🍫

#malayaxprezzobyfaa

Fieza Kiki Mia, Aisyah Echa dan Nur Alia Dania menyukai ini.

malayaxprezzobyfaa 🍫

Teaser 3

Malayaxprezzo by Faa
Suka Halaman Ini · 1 Mei · 🌐

Perhatian kepada semua penggemar minuman kopi, produk keluaran kami yang ini istimewa sikit tau sebab ada campuran perisa lain! ☺️

1 HARI LAGI! 🍫

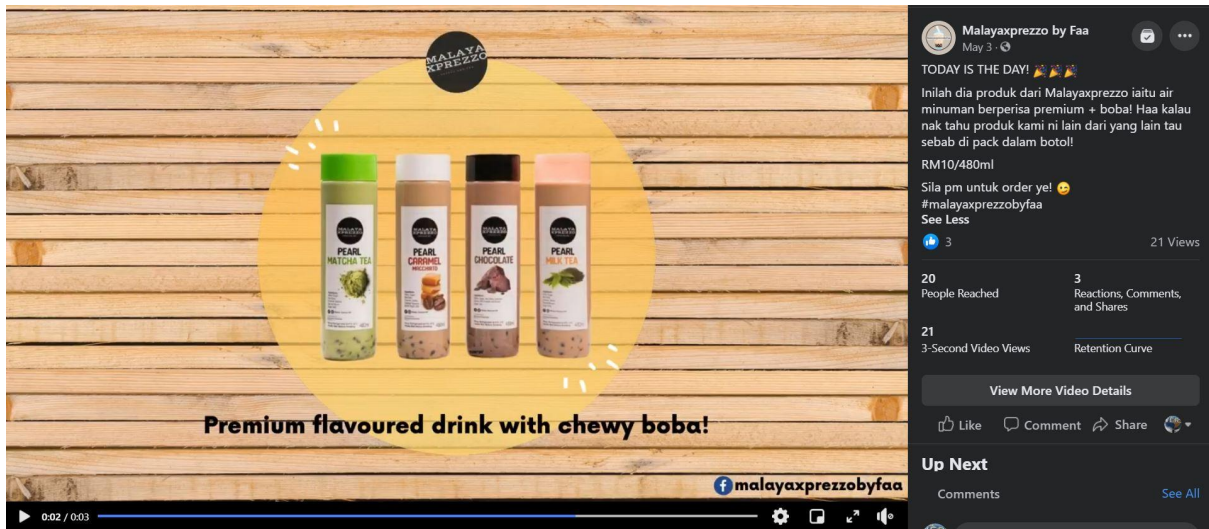
#malayaxprezzobyfaa

Nur Alia Dania dan Aisyah Echa menyukai ini.

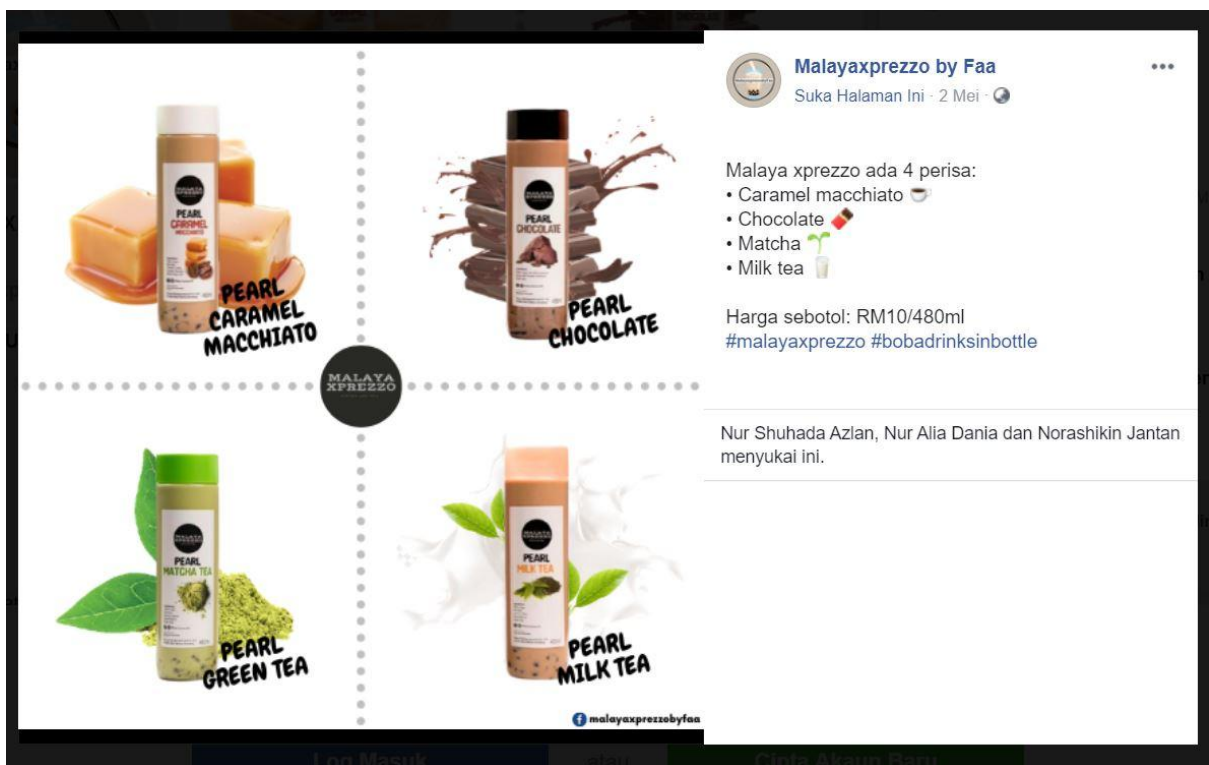
malayaxprezzobyfaa 🍫

Teaser 4

- Facebook (FB) post – Copywriting (Hard sell) ✓



Hard sell 1



Hard sell 2

MALAYA XPREZZO

PEARL CARAMEL MACCHIATO

PEARL MATCHA TEA

PEARL CHOCOLATE

PEARL MILK TEA

MALAYAXPREZZO.HQ

Malayaxprezzo by Faa
Suka Halaman Ini · 18 Julai · 🌐

Ada perisa Caramel Macchiato, Matcha (Green tea), Chocolate, dan Milk Tea. Yang pasti semua ada boba! Jadi pilih mana satu yang korang suka okay! RM10 je satu botol 😊

#malayaxprezzobyfaa

Nur Alia Dania, Norashikin Jantan dan Aisyah Echa menyukai ini.

Hard sell 3

MALAYA XPREZZO

PEARL CHOCOLATE

PEARL MATCHA TEA

PEARL MILK TEA

PEARL CARAMEL MACCHIATO

#MALAYAXPREZZOBYFAA

Malayaxprezzo by Faa
Suka Halaman Ini · Semalam · 🌐

Harga air Malayaxprezzo ni RM10/480ml tau! Dijamin sedap dan yang penting tak manis sangat 😊😊
Kalau nak order boleh pm!

Nur Shuhada Azlan, Nur Alia Dania dan Aisyah Echa menyukai ini.

Hard sell 4

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

MALAYA XPRESSO

Kebaikan Macchiato

- Merangsang psikoaktif yang meningkatkan kesedaran, perhatian, keupayaan untuk memberi tumpuan
- Meningkatkan tahap tenaga secara keseluruhan

MALAYAXPREZZO.HQ

Malayaxprezzo by Faa
Suka Halaman Ini · 18 Julai · 🌐

Hi semua! Siapa kat sini peminat kopi? ☺
Saya nak kongsi sikit apa kebaikan yang ada dalam Caramel Macchiato ni 🍵

#malayaxprezzobyfaa

Nur Shuhada Azlan, Nur Alia Dania dan 2 yang lain menyukai ini.

Soft sell 1

MALAYA XPRESSO

What is a Matcha Tea?

- Diperkaya dengan antioksidan
- Membantu menurunkan berat badan
- Membuat anda lebih tenang dan terjaga

MALAYAXPREZZO.HQ

Malayaxprezzo by Faa
Suka Halaman Ini · Semalam · 🌐

Siapa yang tengah on diet tu boleh la cuba Malayaxprezzo flavor Matcha ni sebab salah satu kebaikan dia boleh kurangkan berat badan tau! 🍵

#malayaxprezzobyfaa

Nur Shuhada Azlan, Aisyah Echa dan Nur Alia Dania menyukai ini.

Soft sell 2



MALAYA XPRESSO

Kebaikan Chocolate

- Mengurangkan tekanan depresi
- Meningkatkan sistem imun
- Memperbaiki emosi

MALAYAXPREZZO.HQ

Malayaxprezzo by Faa
Suka Halaman Ini · Semalam ·

Siapa yang tengah emosi tu boleh cuba Malayaxprezzo perisa Chocolate ni tau sebab coklat boleh meningkatkan tahap serotonin dalam badan kita! 😊👍🌈

Nur Shuhada Azlan, Nur Alia Dania dan Aisyah Echa menyukai ini.

Soft sell 3

MALAYA XPRESSO

Kebaikan Milk Tea

- Mengurangkan kadar stress
- Teh boleh melepaskan endorfin
- Menghalau hormon stress

MALAYAXPREZZO.HQ

Malayaxprezzo by Faa
Suka Halaman Ini · Semalam ·

Hai semua! Jangan stress stress duduk kat rumah tu. Apa kata cuba air Malayaxprezzo perisa Milk Tea ni, mana tahu boleh hilangkan stress korang 😊👍

Nur Shuhada Azlan, Nur Alia Dania dan Aisyah Echa menyukai ini.

Soft sell 4

**BENEFIT
MALAYAXPREZZO**

- **Easy to carry**
- **Have expiry date (last for 3 months)**
- **Sealed bottle cap**
- **Bumiputra made by Muslim**
- **Premium and luxury taste**

#MALAYAXPREZZOBYFAA

Malayaxprezzo by Faa
Suka Halaman Ini · 4 jam · 🌐

Malayaxprezzo ni ada banyak kelebihan tau. Jom tengok apa dia! 😊

Nur Shuhada Azlan, Nur Alia Dania dan Aisyah Echa menyukai ini.

Soft sell 5



CONCLUSION

In conclusion, Malayaxprezzo by Faa is a business that distributes a range of boba drinks in bottles and online through its Facebook page. It can be inferred that by conducting business through a Facebook page, I am able to promote and market my products as well as introducing this brand among Facebook users, particularly those who live near my business location. Furthermore, it provides benefits not just to my business but also to myself because I am able to improve my IT knowledge and skills, as well as keeping up with the current way of how people conduct their business using online platforms. Hence, as a start-up business that uses Facebook pages, I think I managed to achieve some goals that I targeted when I first started being an agent to sell these products. In the future, I plan to expand my business more by improving the marketing strategy and also use other social media platforms that are available to promote the products. Lastly, I hope that boba drinks in bottles will be the new trend in the near future. ✓

APPENDICES

FB REPORT - Malayaxprezzo by Faa

ORIGINALITY REPORT

15% SIMILARITY INDEX	3% INTERNET SOURCES	0% PUBLICATIONS	15% STUDENT PAPERS
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PRIMARY SOURCES

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