



SAMBAL BILIS BY YUNN'FJ"

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

FACULTY & PROGRAMME:

FACULTY OF TOURISM AND HOTEL MANAGEMENT HOTEL MANAGEMENT
(HM240)

SEMESTER:

4

NAME OF STUDENTS:

FAYUNAH JUSTIN (2019423986)

LECTURE:

DR NOR ZAWANI BINTI MAMAT@IBRAHIM



ACKNOWLEDGEMENT

First and foremost, I thank God for his grace and direction in allowing me to provide this researcher with the chance to complete this work successfully. I would not have had the spirit, let alone the strength, to complete this endeavor without His consent. Finally, I was able to finish the ENT530 project paper that our professor had assigned. This project's conclusion has made me extremely delighted.

Although there were some difficulties in completing the assignment, I was able to adjust properly and successfully. This endeavor also gives me the opportunity to put my abilities and interests to the test. To put it another way, it may serve as a guide for anybody who wishes to establish a new firm or become an entrepreneur.

Furthermore, I would like to express my gratitude to our professor, Dr Nor Zawani Mamat @ Ibrahim, for giving excellent advice and assistance in completing my assignments in order to get satisfactory results; without it, the project would be unable to be finished properly. In addition, I'd want to express my gratitude to my classmates, who gave us with invaluable criticism and unwavering support during this project, which has motivated me to grow. Everyone's direct and indirect assistance is much appreciated. ✓

Thank you.

FAYUNAH JUSTIN

July 25, 2021

TABLE OF CONTENT

NO.	CONTENT	PAGE
	COVER PAGE	I
	ACKNOWLEDGEMENT	II
	TABLE OF CONTENT	III
	EXECUTIVE SUMMARY	IV
1.0	GO-COMMERCE REGISTRATION	1-2
2.0	INTRODUCTION	
	2.1 Name and address of business	3
	2.2 Organizational chart	3
	2.3 Mission and vision	4
	2.4 Descriptions of products	4
	2.5 Price list	5
3.0	FACEBOOK	
	3.1 Creating Facebook (FB) page	6
	3.2 Customing URL Facebook (FB) page	7
	3.3 Facebook (FB) post – Teaser	8
	3.4 Facebook (FB) post – Copywriting (Hard sell)	8
	3.5 Facebook (FB) post – Copywriting (Soft sell)	9
	3.6 Graphics	10
4.0	CONCLUSION	11
5.0	APPENDIX	12



EXECUTIVE SUMMARY


“Sambal Bilis” Malaysians are familiar with this product. In Malaysia, it is a fairly well-known item. The reason for this is that sambal is a popular dish in Malaysia. As a result, I made the decision to part ways with Sambal Bilis. The primary goal of this company is to expand the distribution of the Sambal Bilis product. On June 27, 2021, I launched my internet business using a social media platform. My target market includes people from all walks of life. This is because the sambal bilis that I make is not as hot as the sambal bilis that I make according to the preferences of the people. Since its inception, this product has received a lot of positive feedback, customers have given me a lot of positive reviews regarding the quality of this sambal bilis, both in terms of taste and quantity. I provide a fee-based delivery service to individuals in my immediate vicinity. I also give out presents to anyone who buy a lot of sambal bilis. This is one of our marketing strategies to get more people to visit our store and purchase our goods. I can sell 50 to 100 sambal bilis in a day. This has demonstrated that Sambal Bilis is a strong option with high-quality items that will prosper in Malaysia and beyond.

1.0 Go-Commerce Registration

Go-eCommerce
BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS 4 MORE

PERSONAL PROFILE BUSINESS PROFILE



Fayunah Justin

Personal Information

Name	: Fayunah Justin	Phone/Mobile	:	Edit
New Identity Card No.	:	Home Address	:	
Email Address	:	District	:	
City	:	Postcode	:	
State	:	Personal Instagram	:	
Personal Facebook	:	Race	:	Bumiputra Sabah
Gender	: Female	Special Need Required	:	No
Marital Status	: Single			

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FAYUNAH JUSTIN

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2.0 INTRODUCTION

2.1 NAME AND ADDRESS OF BUSINESS

FAYUNAHJUSTIN

KAMPUNG LALANG

89900 TENOM



SABAH

2.2 ORGANIZATION CHART

SAMBAL BILIS CHART ORGANITION



2.3 MISSION AND VISION

MISSION

- ✓ Sambal Bilis is a food business that wants to maintain quality at an affordable price.
- ✓ Sambal Bilis aims to produce one of the favorite foods of the local community.

VISION

- ✓ Sambal Bilis is one of the famous foods in Malaysia.

2.4 DESCRIPTIONS OF PRODUCTS



Sambal Bilis offers a variety of sizes and quantities. We also provide free Sambal Bilis to those who have just made their first purchase. We also provide containers to customers who purchase more than five jars of Sambal Bilis. We also provide gifts to customers who repurchase our Sambal Bilis. To place an order, Sambal Bilis customers can visit the Facebook page and can continue to send messages on Facebook. We provide delivery services to customers around the area near us.

2.5 PRICE LIST

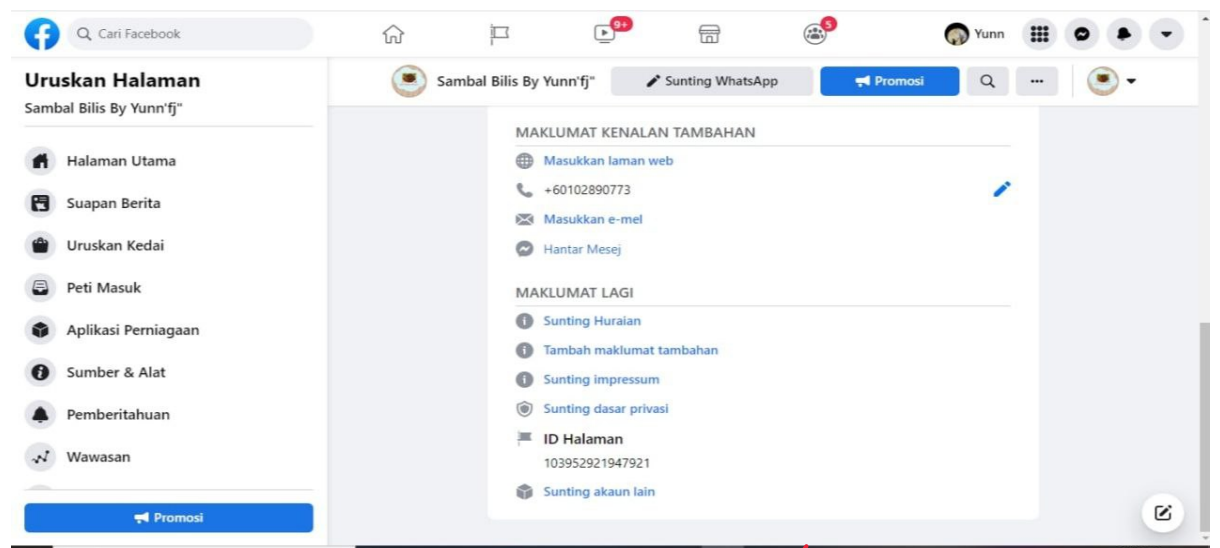
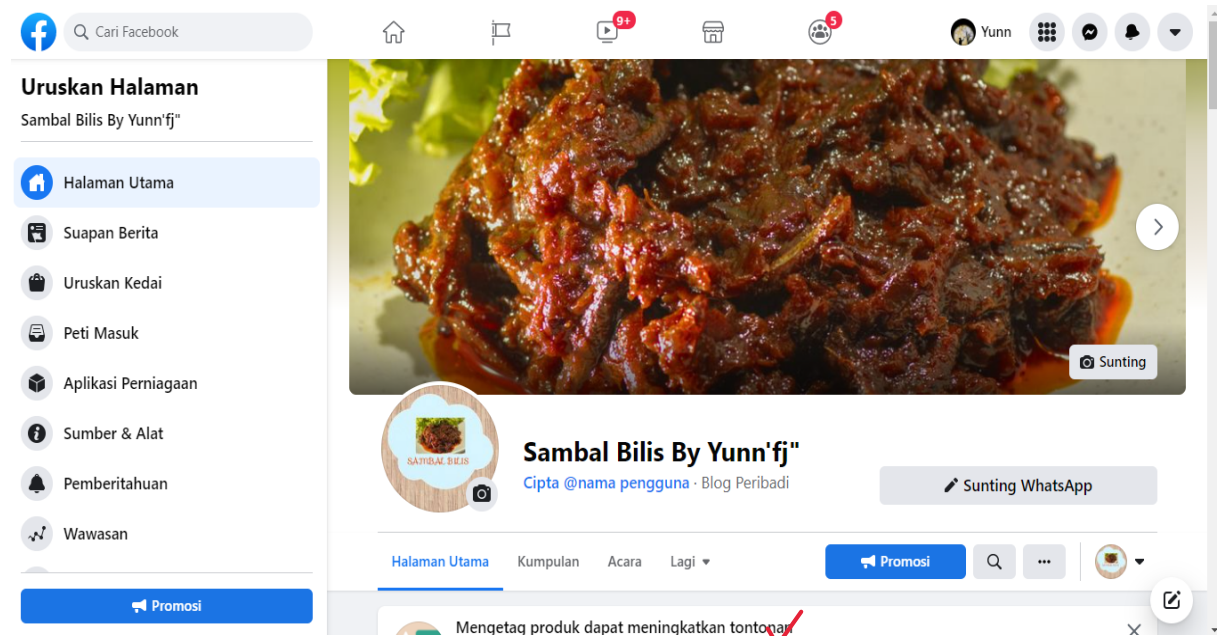
Our clients may choose from three different sizes, all of which are of excellent quality and are reasonably priced.

NO	SIZE (ML)	PRICE (RM)
1.	300	2.50
2.	400	5.00
3.	500	7.50

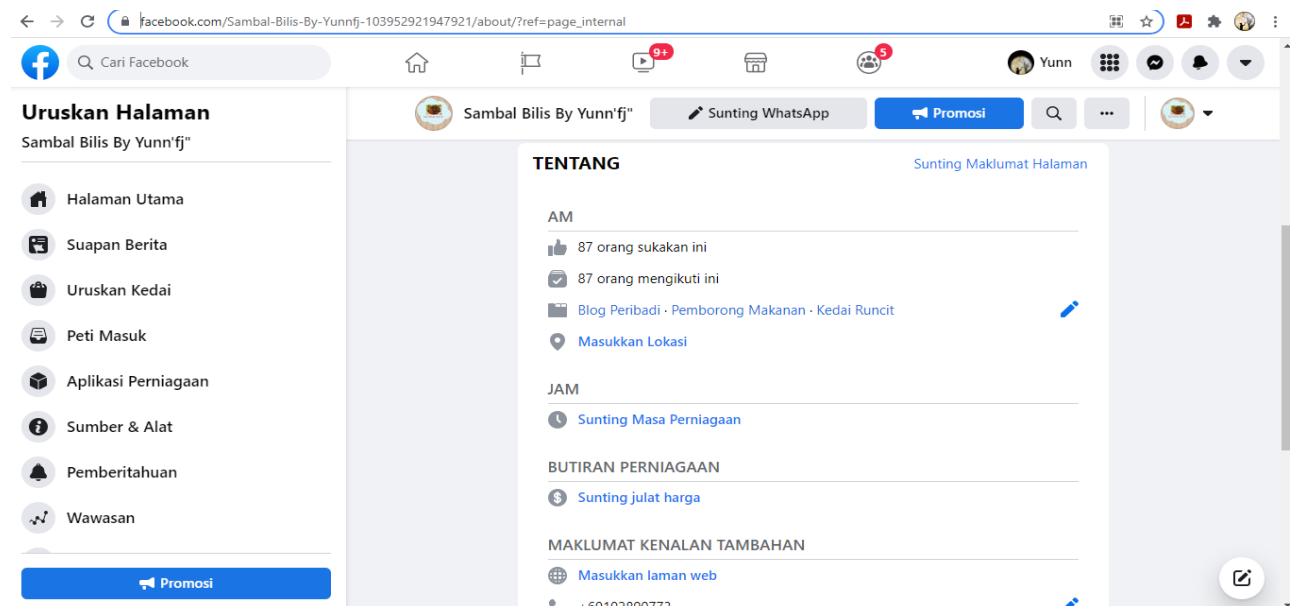
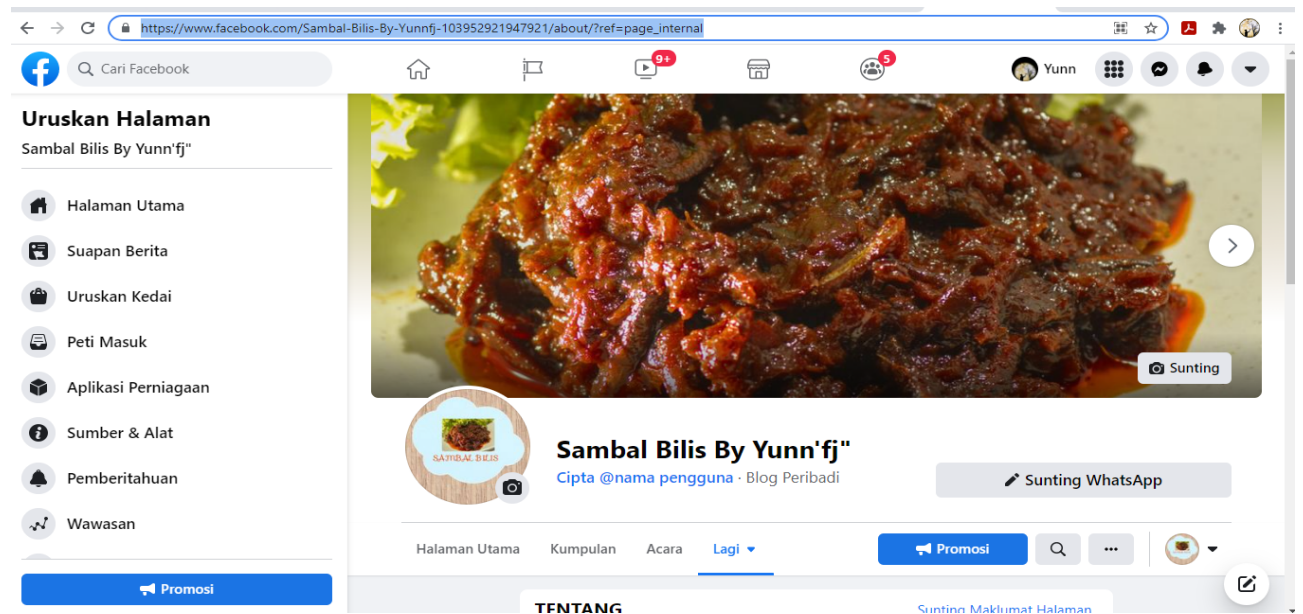
Our items are not more than RM 10 in pricing. Customers that pick up their packages personally are not charged. We charge a shipping fee. Meanwhile, if by post, customers have to pay postage of RM8 for Peninsular Malaysia and RM12 for Sabah and Sarawak. ✓

3.0 FACEBOOK (FB)

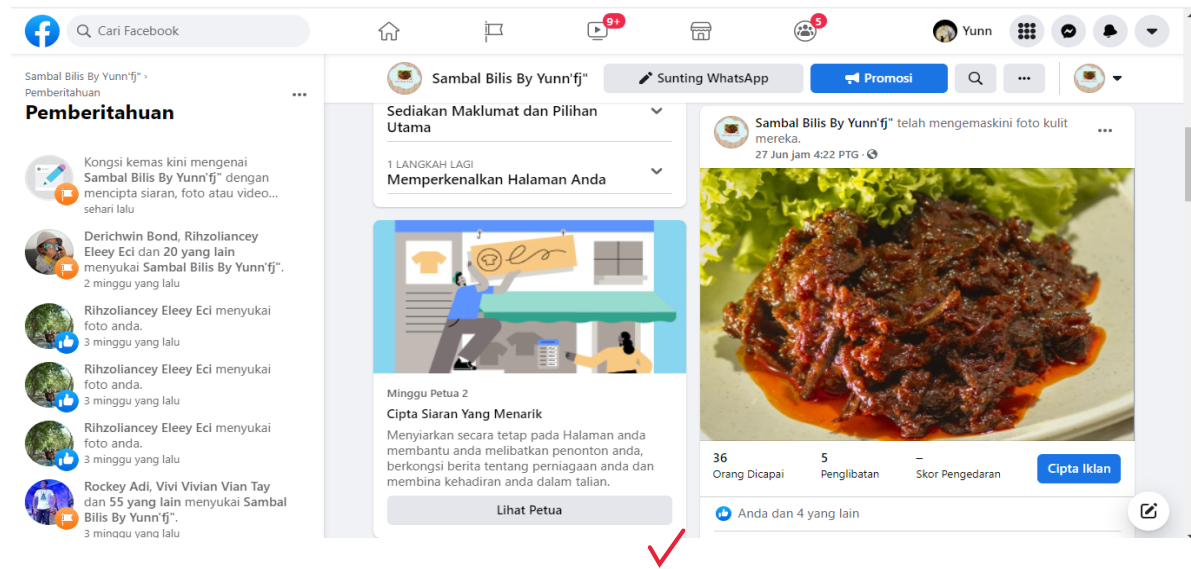
3.1 CREATING FACEBOOK (FB) PAGE



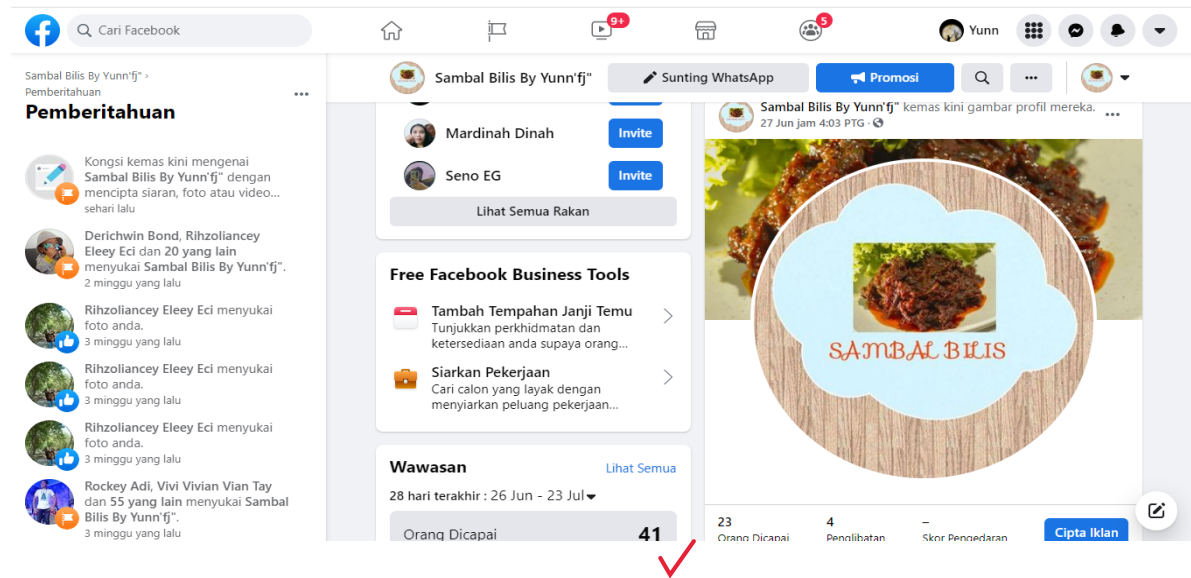
3.2 Customing URL Facebook (FB) page



3.3 FACEBOOK (FB) POST- TEASER



3.4 FACEBOOK (FB) POST- COPYWRITING (HARD SELL)



3.5 FACEBOOK (FB) POST– COPYWRITING (SOFT SELL)

The screenshot shows a Facebook post from the page 'Sambal Bilis By Yunn'fj'. The post includes a photo of a dish of sambal bilis. The post is highlighted with a red checkmark. The interface shows the Facebook navigation bar at the top, a search bar, and a left sidebar with a 'Pemberitahuan' (Notifications) section. The main content area displays the post with a 'Cipta Siaran Yang Menarik' (Interesting Post) badge. The badge text reads: 'Minggu Petua 2 Cipta Siaran Yang Menarik Menyiarkan secara tetap pada Halaman anda membantu anda melibatkan penonton anda, berkongsi berita tentang perniagaan anda dan membina kehadiran anda dalam talian.' Below the badge is a 'Lihat Petua' (View Tips) button. The post itself has 36 'Orang Dicapai' (People Reached), 5 'Penglibatan' (Engagements), and 0 'Skor Pendedaran' (Reach Score). A 'Cipta Iklan' (Create Ad) button is visible. The post text says: 'Sambal Bilis By Yunn'fj' telah mengemaskini foto kulit mereka. 27 Jun jam 4:22 PTG'. The post is also marked as a 'Promosi' (Paid Post).

3.6 GRAPHICS

Wawasan Halaman

Ringkasan Halaman 7 hari yang lalu

Hasil dari 17 Jul 2021 - 23 Jul 2021
 Nota: Tidak termasuk data hari ini. Aktiviti wawasan dilaporkan dalam masa zon Pasifik. Aktiviti iklan dilaporkan dalam masa daripada akaun iklan anda.

Tindakan di Halaman	Tontonan Halaman	Sukaan
17 Julai - 23 Julai	17 Julai - 23 Julai	17 Julai
Kami mempunyai data yang tidak mencukupi untuk menunjukkan tempoh masa yang dipilih.	1 Jumlah Tontonan Halaman ▲0%	

Capaian Siaran	Capaian Cerita	Cadangan
17 Julai - 23 Julai	17 Julai - 23 Julai	17 Julai
2 Orang Dicapai ▲0%	Dapatkan Wawasan Cerita Lihat statistik mengenai bagaimana cerita terkini Halaman anda telah berprestasi. Ketahu Lebih Lanjut	



Wawasan Halaman

3 Kiriman Terkini Anda

Diterbitkan	Kiriman	Jenis	Mensasarkan	Capaian	Pengli
25/07/2021 2:07 PAGI	Sambal Bilis By Yunn'fj' mengemaskini nombor			0	0
25/07/2021 2:07 PAGI	Sambal Bilis By Yunn'fj' mengemaskini nombor			0	0
27/06/2021 4:03 PTG	Sambal Bilis By Yunn'fj'			0	4

Lihat Semua Kiriman

Halaman untuk Ditonton

Bandingkan prestasi Halaman dan siaran anda dengan Halaman yang serupa di Facebook.

Pages to Watch helps you compare the performance of your Page and posts with similar [Tambah Halaman](#) to get started.

[Tambah Halaman](#)

Halaman	Jumlah Sukaan Ha	Dari Minggu Lepas
ANDA 1 Sambal Bilis By Yunn'fj'	87	▲100%



Wawasan Halaman

3 Kiriman Terkini Anda

Diterbitkan	Kiriman	Jenis	Mensasarkan	Capaian	Pengli
25/07/2021 2:07 PAGI	Sambal Bilis By Yunn'fj' mengemaskini nombor			0	0
25/07/2021 2:07 PAGI	Sambal Bilis By Yunn'fj' mengemaskini nombor			0	0
27/06/2021 4:03 PTG	Sambal Bilis By Yunn'fj'			0	4

Lihat Semua Kiriman

Halaman untuk Ditonton

Bandingkan prestasi Halaman dan siaran anda dengan Halaman yang serupa di Facebook.

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[Tambah Halaman](#)

Halaman	Jumlah Sukaan Ha	Dari Minggu Lepas	Siaran
ANDA 1 Sambal Bilis By Yunn'fj'	87	▲100%	



V

4.0 CONCLUSION

In the conclusion, through completing my Social Media Portfolio, I gained a lot of experience and knowledge. To be honest, I enjoyed the experience of going through the procedure. I learn how to manage a social media-based internet business and was able to turn a profit for my firm. As we all know, having understanding of internet business may help us gain an advantage in online marketing because we now prefer to purchase online rather than go to a store. This is due to the fact that it is far more convenient for the customer. I truly hope that my internet business continues to grow and prosper in the market, since I need to reach my aims and vision of being one of Malaysia's most well-known food items. I will do all in my power to maintain the quality and pricing of my products in order to fulfill the requirements and desires of my consumers, ensuring that they continue to buy my items. Furthermore, I believe that the accomplishments I will achieve in the future will assist in lowering the unemployment rate by providing them with opportunities to work alongside me. Finally, in this day, social media is the finest medium for interacting with customers and assisting our business's growth. I learn how to operate my own business in real life, how to attract online users, how to market my brand, and how to connect with consumers through this Social Media Portfolio project. On Facebook, I've seen a number of aspects of business tools that I believe are quite beneficial for running an online business. As an entrepreneur, I recognized the advantages of internet business for marketing today, and I also made a profit while working on this project. Lastly, I'm hoping that this would bring more notice to my sambal bilis company.

5.0 APPENDIX

ENT530 social media sambal bilis

ORIGINALITY REPORT

19%	10%	0%	17%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	Submitted to Universiti Teknologi MARA Student Paper	17%
2	www.coursehero.com Internet Source	1%
3	mafiadoc.com Internet Source	1%

Exclude quotes On

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