



اَوْبُنُوْرَسِيْتِي تِيَكُوْ لُوْ كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

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

INDIVIDUAL ASSIGNMENT
PRINCIPLES OF ENTREPRENEURSHIP (ENT530)
SOCIAL MEDIA PORTFOLIO

SUBMITTED FOR:

DR NOR ZAWANI MAMAT@IBRAHIM

SUBMITTED BY:

HANI FATIHAH BINTI MUSTAPA KAMAL

2020957527

HM245 3B1

SUBMISSION DATE : 25 JULY 2021

ACKNOWLEDGEMENT

First of all, I would like to thank Allah SWT and His messenger, Prophet Muhammad SAW. It is because of His blessing it is possible for me to finish this assignment. I would like to say thank you to, my dear lecturer, Dr. Nor Zawani Mamat@Ibrahim for guidance and assistance given to me and my classmate in completing this individual task.

Not to be forgotten is also my gratitude to my best friend and also my classmates who helped me a lot directly and indirectly throughout the completion of this assignment. There is much knowledge that I can gain in completing this individual assignment.

Last but not least, I would like to say thank you to my beloved parents, Mr. Mustapa Kamal and Mrs. Norakilah and also my family for their endless encouragement and prayers especially during COVID-19 pandemic that is being faced by the whole world. I also would like to say thank you to those people directly and indirectly involved who assisted me on my assignment with all your kindness. Thank you for all, take care and stay safe.

EXECUTIVE SUMMARY

To perform this task, we as students who took the Entrepreneurship course were given the task to create a platform that is facebook to market our products. With the guidance shown by our lecturers during the lectures, we were able to create facebook to help us in doing business. There are many benefits we can do by using this facebook page. We are able to do marketing about our products to the people who use this facebook platform.

We know there is a community of various groups where they also use this facebook platform as their social media. We also know, when someone does a small business like I do, it has given me knowledge about the sales made using this facebook platform. With this platform, I can promote my products extensively. With the assignment that my lecturer had given me, I was able to learn the technique of how to make postings for sale in soft and hard sell.

TABLE OF CONTENTS

NO.	TITLE	PAGE
1.0	ACKNOWLEDGEMENT	2
2.0	EXECUTIVE SUMMARY	3
3.0	GO-ECOMMERCE REGISTRATION	5-6
4.0	INTRODUCTION OF BUSINESS	
	4.1 NAME AND ADDRESS OF BUSINESS	7
	4.2 ORGANIZATIONAL CHART	8
	4.3 MISSION / VISION	8
	4.4 DESCRIPTION OF PRODUCTS / SERVICES	9
	4.5 PRICE LIST	9
5.0	FACEBOOK PAGE	
	5.1 CREATING FACEBOOK PAGE	10
	5.2 CUSTOMIZING URL FACEBOOK PAGE	10-11
	5.3 FACEBOOK TEASER POST	12-13
	5.4 COPYWRITING - HARD SELL	14-15
	5.5 COPYWRITING - SOFT SELL	16-18
	5.6 GRAPHICS	19-20
6.0	CONCLUSION	21

3.0 GO-ECOMMERCE REGISTRATION (PRINT SCREEN)

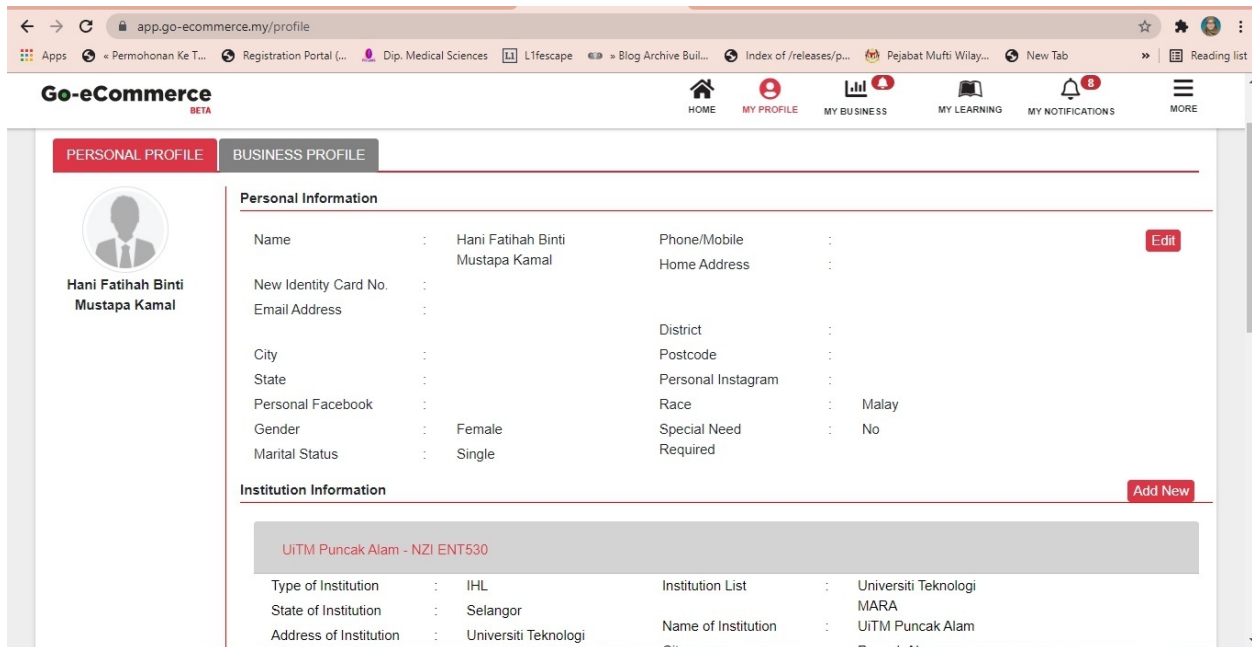


Image 1: Personal Information

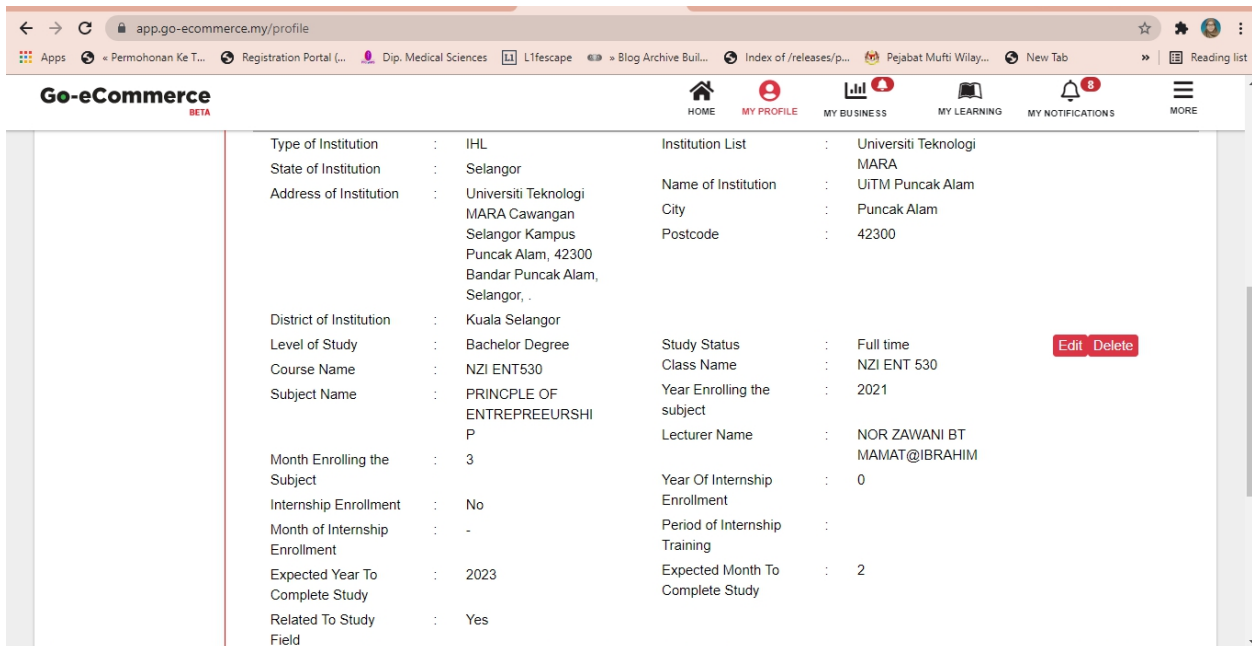


Image 2: Institution Information



Certificate of Completion

This acknowledges that

Hani Fatimah Binti Mustapa Kamal

has successfully completed

eUsahawan Course

Level 1 – Go Digital

organised by



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

4.0 INTRODUCTION OF BUSINESS

4.1 NAME AND ADDRESS OF BUSINESS



Name : fatihahRielkies

Address : No.2/2014 Rumah Kakitangan Felcra Bhd Kg Kurnia, 32400 Ayer Tawar, Perak.

Facebook Address : <https://web.facebook.com/fatihahRielkies>

Telephone Number :

Main Activities : Sell Rielkies Choco Jar

Rielkies Choco Jar is the one of the products that specialized in selling a variety of cereals with premium chocolate. I use the dropship method where I will not hold the items but I use the promotional method by promoting the products using social media like facebook. The promotion is aimed at the residents of Beruas and Ayer Tawar and also to my friends at facebook.

4.2 ORGANIZATIONAL CHART



Founder

AERIL ZAFREL



Stockist



Dropship

HANI FATIHAH BINTI MUSTAPA KAMAL

4.3 MISSION / VISION

Mission

To make this business by supporting and distributing a cereal-based snack as a dessert known as a well-known local product in the country and abroad.

Vision




To make income and profit by promoting various types of Rielkies to the market.

4.4 DESCRIPTION OF PRODUCTS / SERVICES

Rielkies Choco Jar

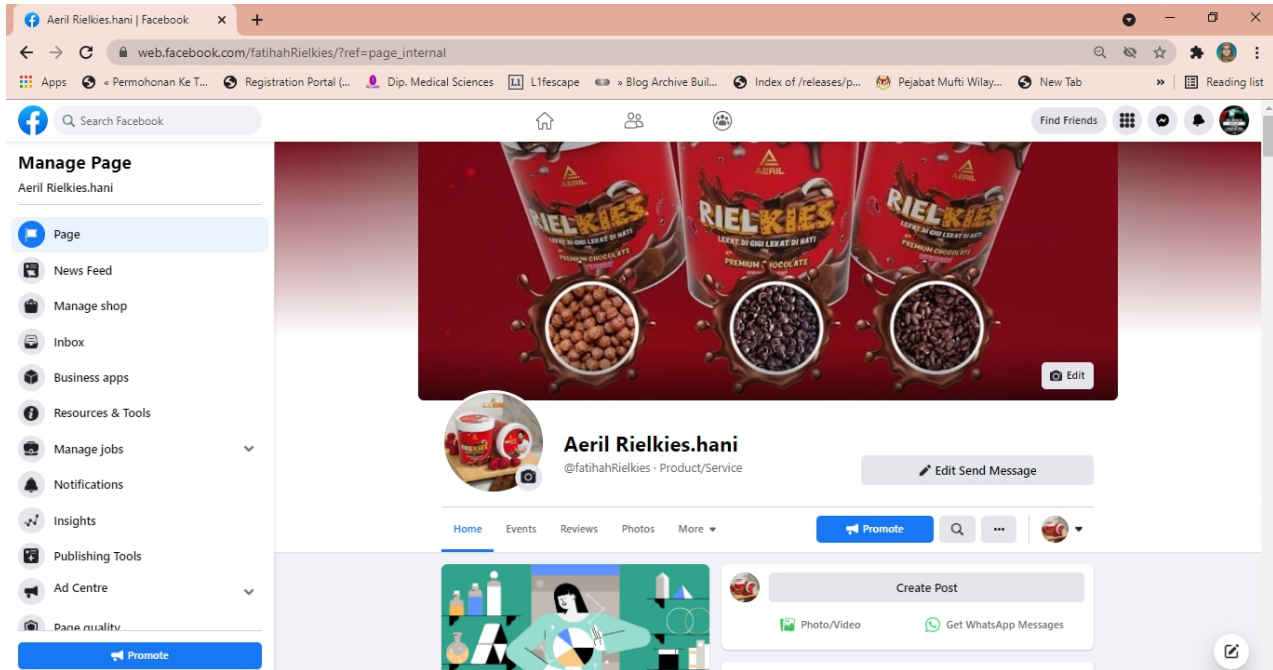
Rielkies Choco Jar is a brand of Bumiputra Muslim food products that are believed to be 100% halal. Founder of the product is Aerial Zafrel. The products that have been chosen are a combination of cereals with premium chocolate are Riel Mini Crunch, Riel Ball and Riel Rice. These products can also be eaten with bread and ice cream. It can also be eaten at breakfast and also if hungry in the middle of night can enjoy it. These Rielkies are completely filled with a very tasty layer of premium chocolate and have become everyone's favorite.

4.5 PRICE LIST

	Riel mini crunch RM16.00
	Riel ball RM16.00
	Riel rice RM 16.00

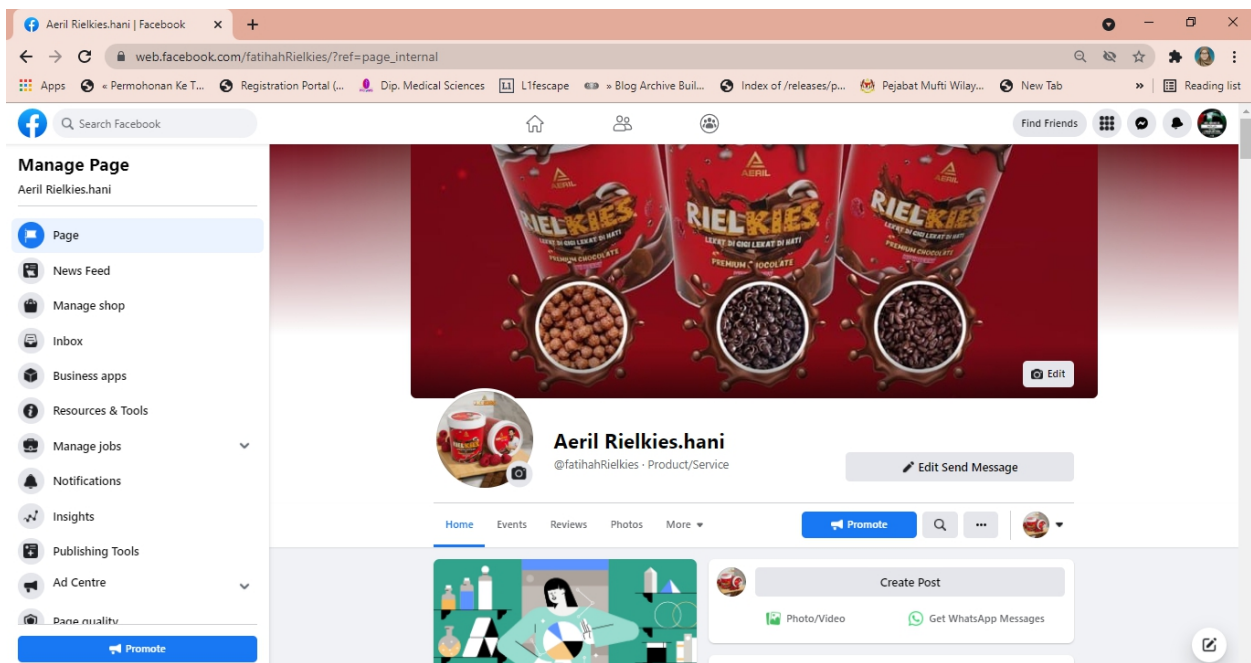
5.0 FACEBOOK PAGE

5.1 CREATING FACEBOOK (FB) PAGE



5.2 CUSTOMIZING URL








<https://web.facebook.com/fatihahRielkies>



Aeril Rielkies.hani ▼




- Overview
- Ads
- Notifications
- ⓘ F

- Home**
- Events
- Posts
- Reviews
- Photos

-  [Ask for website](#)
Send this question in Messenger. 
-  [Send message](#)
-  [016-769 3071](#)
-  [Add menu](#)
-  [Product/service · Dessert shop](#)
-  [Price range · ££](#)


See All >

Community

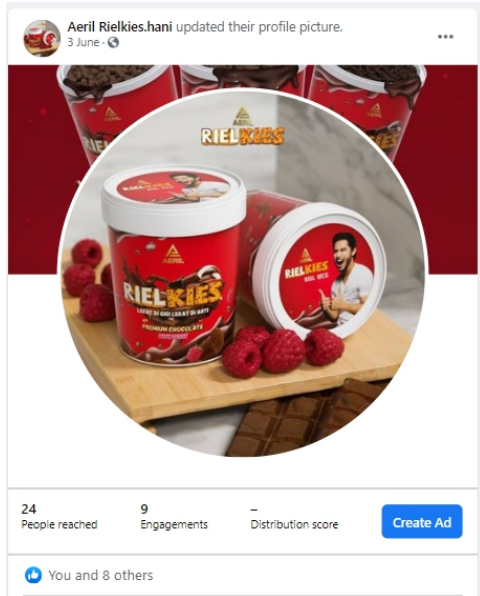
-  60 people like this
-  61 people follow this
-  Aina Amira, Nur Maisarah and 14 other friends like this



See all >

 [Create Post](#)

5.3 FB TEASER POST



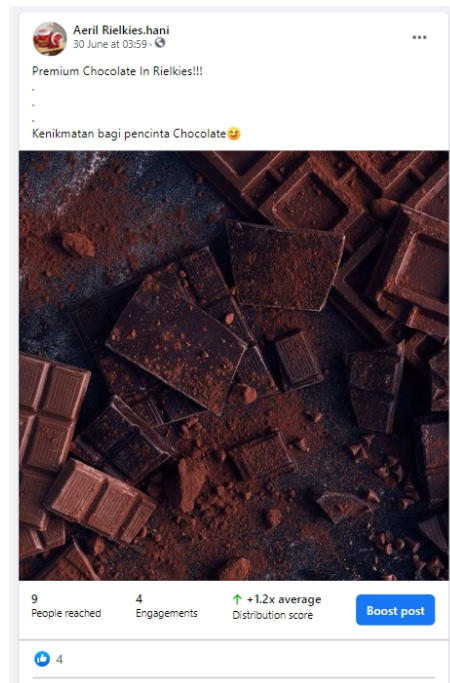
Teaser 1



Teaser 2



Teaser 3



Teaser 4



Teaser 5



Teaser 6



Teaser 7

5.4 COPYWRITING - HARD SELL

Aeril Rielkies.hani
30 June at 22:33

Nak makan tapi tak tahu nak makan apa ??
Lagi lagi musim pko ni mesti asyik nak menguyah je kan 🙄
Haa mari sini order Rielkies Choco Jar ni 🍫 best tau coklat premium, tak akan muak punyaaa!! 🍫 Cepat order sebelum kehabisan stok !!

TIGA pilihan bijirin
 🍫 Riel Mini Crunch
 🍫 Riel Ball
 🍫 Riel Rice
 RM16 Sahaja

Berminat ?
Boleh order sekarang 🍫
<https://wa.me/60167693071>



9 People reached 4 Engagements +1.2x average Distribution score [Boost post](#)

4

Hard sell 1

Aeril Rielkies.hani
30 June at 23:05

KELEBIHAN Rielkies Choco Jar 🍫🍫
 🍫 Ada cranberry untuk menstabilkan rasa
 🍫 Coklat premium yang tidak muak
 🍫 Coklat sehati atas bawah
LEKAT DI GIGI, LEKAT DI HATI

Haa apalagi, marilah grab cepat!!
Hanya perlu tekan link disini saja 🍫
<https://wa.me/60167693071>



7 People reached 7 Engagements [Boost post](#)

5

Hard sell 2

Aeril Rielkies.hani
30 June at 23:26

Anda kerap beli Chocolate terlampau pahit atau manis? Selalu dapat bertih beras yang lemasu dan tidak rangup? Sukar mencari Chocotub yang tahan lama?
 Kenikmatan coklat yang kelihatan menyelerakan dengan gabungan berrynya, haa apa tunggu lagi memperkenalkan Chocotub letupss seluruh Malaysia !!!
 Paling Best dengan harga KAW punyaaa !! Best kan?
 Haa takyahh pikir panjang lagi JOM ORDER sekarang !!
<https://wa.me/60167693071>



7 People reached 4 Engagements -1.0x average Distribution score [Boost post](#)

4

Hard sell 3

Aeril Rielkies.hani
1 July at 12:35

ORDER NOWWW !!
 Rielkies ChocoTub
 - Chocolate premium
 - Tub besar
 - Cranberry yang chewy
 - Pelbagai pilihan
 - Harga bersesuaian dengan kualiti rasa yang tinggi
 - Tahan lama
 - Percuma sudu
<https://wa.me/60167693071>



8 People reached 3 Engagements +1.4x higher Distribution score [Boost post](#)

3

Hard sell 4

Aeril Rielkies.hani
19 h · 🌐

Waktu² pkp nie, rasa bosankan duduk rumah? Bila dah lama tak dapat keluar rumah, mesti tkde apa benda yang nak dibuat...
Haa apakata kenyangkan perut korang dengan pilihan rielkies yang korang suka dan makan dengan pelbagai cara, mesti rasa sedap yang mempunyai kelainankan 😊😊

- 👉 Riel mini crunch
- 👉 Riel ball
- 👉 Riel rice

GRAB IT NOW!!!
<https://wa.me/60167693071>



4 People reached 2 Engagements [Boost post](#)

👍 2

Hard sell 5

Aeril Rielkies.hani
17 h · 🌐

Waktu² nak cuti nie bestnya layan Kdrama sambil makan benda manis sejuk sejuk. Syokk la kalau dapat ni komfem senang hati punya 😊

Rielkies Choco Jar bukan hanya boleh dimakan begitu je tau. Tengoklah tu boleh dimakan dengan topping aiskrim lagi... Kalau ada buah buahan segar lagi berganda syookk tu tau 😊
Tak teringin kettu tgok 😊😊

Cepat² dapatkannya
<https://wa.me/60167693071>



5 People reached 3 Engagements [Boost post](#)

👍 2

Hard sell 6

5.5 COPYWRITING - SOFT SELL

Aeril Rielkies.hani
30 June at 04:19 · 🌐

RIELKIES yang mempunyai 3 pilihan. 😊

1. Riel Ball
2. Riel Mini Crunch
3. Riel Rice

Yang mana satukah, yang akan menjadi rebutan anda? 🤔



8 People reached 4 Engagements ↑ +1.1x average Distribution score **Boost post**

👍 4


Soft sell 1

Aeril Rielkies.hani
30 June at 23:41 · 🌐

Nak bagi present apa tu untuk yang tersayang? Buat Birthday surprise alangkah happynya insan tersayang tu kan..

Haa apa tunggu lagi, try bagi Rielkies Choco Jar nie, confirm Sayang!! 🍫

Nak selit order untuk Rielkies Choco Jar?
Nah tekan link di bawah okay 🙌
<https://wa.me/60167693071>



9 People reached 7 Engagements **Boost post**

👍 4

Soft sell 2

Aeril Rielkies.hani
1 July at 00:04 · 🌐

LAPAR WAKTU MALAM? 🤔
MALAS NAK KELUAR? 🤔

Tanpa perlu membuang masa... dengan Rielkies Choco Jar masa anda akan terjimat 🍫

Hanya terus makan dan boleh dijadikan supper terus. Sangat mudah.
So apa lagi jom selit order sekarang tau
<https://wa.me/60167693071>



7 People reached 5 Engagements **Boost post**


👍 4

Soft sell 3

Aeril Rielkies.hani
1 July at 09:36 · 🌐

Selamat Pagi Gais !

Breakfast apa pagi niee ?
Jom mulakan pagi anda dengan menikmati Rielkies Choco Jar.
Komfirm senyum sepanjang hari
JOM ramai2 klik link di bawah
<https://wa.me/60167693071>



10 People reached 4 Engagements ↑ +1.3x average Distribution score **Boost post**

👍 4

Soft sell 4

Aeril Rielkies.hani
1 July at 11:18

Keistimewaan Yang Ada Pada Rielkies !!
Akan menjadikan keinginan anda untuk merasainyaa 🍫🍫
Ayuh gaiss, jangan lepaskan peluang yang ada 🙌
Bole klik link dibawah okay!
<https://wa.me/60167693071>

8 People reached 4 Engagements +1.3x average Distribution score **Boost post**

4

Soft sell 5

Aeril Rielkies.hani
1 July at 12:11

Yang mana satu, idaman kalbu...!
Kalau sis paling menjadi idaman kalbu Riel Choco Mini Crunch 🍫
Haa korang pula yang mana satu menjadi idaman kalbu? 🙌

- 🍫 Riel Mini Crunch
- 🍫 Riel Ball
- 🍫 Riel Rice

<https://wa.me/60167693071>

8 People reached 4 Engagements +1.3x average Distribution score **Boost post**

3

Soft sell 6

Aeril Rielkies.hani
4 July at 18:52

Selamat petang smuaa!!
Ptg mcm nie mesti rasa lapar dan rasa nak mengunyah jee kan.
Haaa apalagi, dapatkan rielkies dengan segera, konfem tak menyesal! 🍫
Boleh klik link dibawah okay! 🙌
<https://wa.me/60167693071>

10 People reached 4 Engagements +1.7x higher Distribution score **Boost post**

You and 2 others

Soft sell 7

Aeril Rielkies.hani
19 h

Salam Jumaat dan Selamat Malam 🍫
Jangan lupa dapatkan Rielkies, dinombor telefon yang tertera dibawah okay 🙌
<https://wa.me/60167693071>

- Riel mini crunch
- Riel ball
- Riel rice

🍫🍫🍫

6 People reached 2 Engagements +2.2x higher Distribution score **Boost post**


2

Soft sell 8

Aeril Rielkies.hani
22 h

Goodnight Gais!
Jangan lupa bangun subuh esok tau!
Sebelum tido nak selit sikit tentang kebaikan berries..
Dan nak pesan nie, jangan lupa dapatkan Rielkies anda ! !

TIGA pilihan bijirin
Riel Mini Crunch
Riel Ball
Riel Rice
RM16 Sahaja 🍌
<https://wa.me/60167693071>



6 People reached
3 Engagements
+2.2x higher Distribution score

Boost post

2









Soft sell 9

5.6 GRAPHICS

FREQUENCY OF POSTING

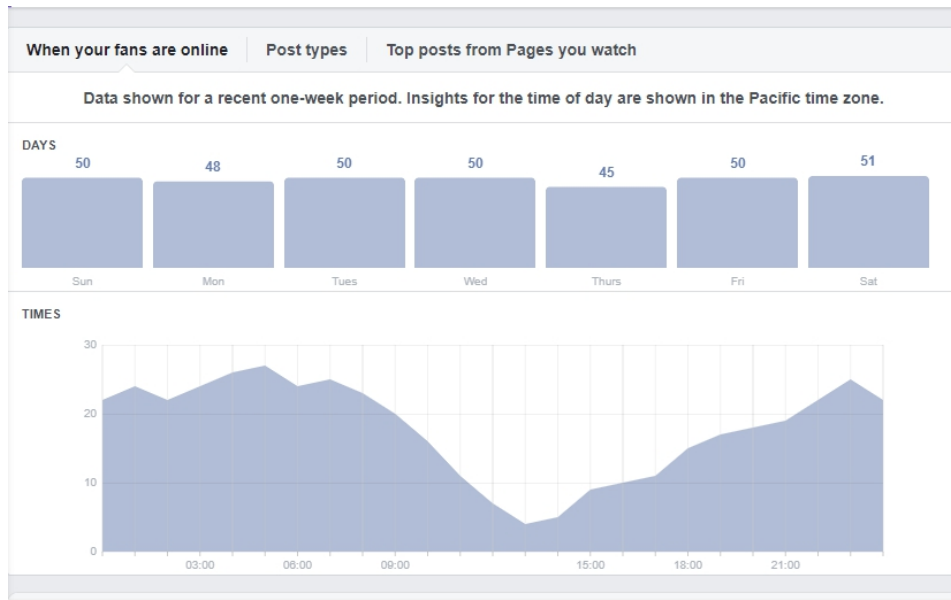
All posts published Create Post

■ Reach: Organic/Paid ■ Post clicks ■ Reactions, comments & shares ■

Published	Post	Type	Targeting	Reach	Engagement	Promote
24/07/2021 00:28	 Goodnight Gais! Jangan lupa bangun subuh esok tau! Sebelum tido nak	Image	Public	6	0 2	Boost post
24/07/2021 00:06	 Waktu nak cuti nie bestnya layan Kdrama sambil makan benda manis	Video	Public	5	0 3	Boost post
23/07/2021 22:33	 Waktu pkp nie, rasa bosankan duduk rumah? Bila dah lama tak dapat	Video	Public	4	0 2	Boost post
23/07/2021 22:27	 Salam Jumaat dan Selamat Malam 😊 Jangan lupa dapatkan Rielkies,	Image	Public	6	0 2	Boost post
23/07/2021 21:17	 Aeril Rielkies,hani updated their phone number.	Text	Public	4	0 2	Boost post
04/07/2021 18:52	 Selamat petang smuaa!! Ptg mcm nie mesti rasa lapar dan rasa nak	Image	Public	10	0 4	Boost post
01/07/2021 12:35	 ORDER NOWW!! Rielkies ChocoTub - Chocolate premium - Tub besar -	Image	Public	8	0 3	Boost post
01/07/2021	 Yang mana satu, idaman kalbu...!	Image	Public	8	0	Boost post

01/07/2021 12:11	 Yang mana satu, idaman kalbu...! Kalau sis paling menjadi idaman	Image	Public	8	0 4	Boost post
01/07/2021 11:18	 Keistimewaan Yang Ada Pada Rielkies !! Akan menjadikan	Image	Public	8	0 4	Boost post
01/07/2021 09:36	 Selamat Pagi Gais! Breakfast apa pagi niee ? Jom mulakan pagi anda	Image	Public	10	0 4	Boost post
01/07/2021 00:04	 LAPAR WAKTU MALAM? 😭 MALAS NAK KELUAR? 😊 Tanpa perlu	Image	Public	7	1 4	Boost post
30/06/2021 23:41	 Nak bagi present apa tu untuk yang tersayang? Buat Birthday surprise	Image	Public	9	3 4	Boost post
30/06/2021 23:28	 Anda kerap beli Chocolate terlampau pahit atau manis? Selalu dapat bertin	Image	Public	7	0 4	Boost post
30/06/2021 23:05	 KELEBIHAN Rielkies Choco Jar 😊 Ada kranberry untuk	Image	Public	7	2 5	Boost post
30/06/2021 22:44	 Berries in Rielkies ! Kat sini ada perminat berries tak 🤔🤔🤔	Image	Public	10	0 4	Boost post
30/06/2021 22:33	 Nak makan tapi tak tahu nak makan apa?? Lagi lagi musim pkp ni mesti	Image	Public	9	0 4	Boost post
30/06/2021 04:24	 Rielkies Choco Jar yang sentiasa Lekat di Gigi, Lekat di Hati	Image	Public	6	0 5	Boost post

30/06/2021 22:33	 Nak makan tapi tak tahu nak makan apa?? Lagi lagi musim pkr ni mesti	 	9		0 4		Boost post
30/06/2021 04:24	 Rielkies Choco Jar yang sentiasa Lekat di Gigi, Lekat di Hati!	 	6		0 5		Boost post
30/06/2021 04:19	 RIELKIES yang mempunyai 3 pilihan. 😊 1. Riel Ball 2. Riel Mini Crunch 3.	 	8		0 4		Boost post
30/06/2021 04:16	 Excuses To Eat More Chocolate! 🍫	 	7		0 4		Boost post
30/06/2021 03:59	 Premium Chocolate In Rielkies!!! ... Kenikmatan bagi pencinta Chocolate	 	9		0 4		Boost post
30/06/2021 03:49	 Ingin merasai kenikmatan CHOCOLATE yang sebenar? ...	 	9		0 4		Boost post
30/06/2021 03:08	 Aeril Rielkies.hani updated their phone number.	 	7		0 4		Boost post
15/06/2021 00:52	 What is Coming Soon? 😊 Stay Tuned For Something DELICIOUS!	 	12		6 4		Boost post
04/06/2021 15:14	 This page is for the principle of entrepreneurship subject (ENT 530).	 	25		1 12		Boost post
03/06/2021 23:42	 Aeril Rielkies.hani	 	0		0 9		Boost post



6.0 CONCLUSION

In a nutshell, social media platform such as Facebook is a great platform to everyone especially during this pandemic of Covid-19. Through this media social platform, people can promote their products and do online businesses at home. As a student, this social media does helps me to gain experiences that can be used in the future. Facebook is the perfect media social for me because it is a famous application and it is also easy to promote in hard sell and soft sell.

After that, my product for this assignment is Rielkies Choco Jar, which specialized in selling a variety of cereals. I am interested to sell this product because Rielkies Choco Jar use premium chocolate and berries that everyone will surely love it. Moreover, by selling this product on Facebook it can increase my side income as a dropship. Then, I also learn how to do a promotion which aim my friends on facebook and other people. I really enjoyed to sell my favourite food because I can give happiness for others by eating Rielkies Choco Jar

To sum up, facebook is the right market place to attract the customers. Therefore, this assignment really helps me to learn and gain more knowledge about online business. If Allah wills, I can be an entrepreneur in the future by completing this assignment.