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UNIVERSITI
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MARA

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UNIVERSITI TEKNOLOGI MARA, KAMPUS PUNCAK ALAM
CAWANGAN SELANGOR

SOCIAL MEDIA PORTFOLIO
PRINCIPLES OF ENTREPRENEURSHIP (ENT530)



SWEETCRÁVE by Abid

PREPARED BY:
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CLASS: HM2404B

PREPARED FOR:
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ACKNOWLEDGEMENT

I would like to express my sincere thanks of gratitude to my lecturer, Dr Nor Zawani Mamat@Ibrahim for giving me the golden opportunity to do this wonderful project on my business company called Sweetcráve by Abid which also helped me in doing a lot of studies and I came to know about many new things. I thank Dr Zawani for her patience, enthusiasm, insightful comments, invaluable suggestions, helpful information, practical advice and unceasing ideas which have helped me tremendously at all times in my business and completing this assessment. Her immense knowledge, profound experience and professional expertise in Principles of Entrepreneurship (ENT530) has enabled me to complete this study successfully. I am thankful to her for her precious time in guiding me, answering my queries, correcting and improving the English in my study. Without her guidance and relentless help, this study would not have been possible. I could not have imagined having a better supervisor in my study.

Secondly, I would like to express my sincere gratitude to everyone involved in supporting me throughout my study by helping me finalizing this study, giving feedbacks and many other kind of assistances given to me during the completion of this study.

EXECUTIVE SUMMARY

This report is completed as part of the requirement for the course Principles of Entrepreneurships (ENT53). The purpose of this report is to highlight the marketing strategy used by Sweetcráve by Abid. The completion of this work is fully by analysing the marketing posts of Sweetcráve by Abid on Facebook page.

Sweetcráve by Abid has been registered under Companies Commission of Malaysia or *Suruhanjaya Syarikat Malaysia (SSM)* in May 2021. The business role is Dropshipper and categorised under Food & Beverages. Sweetcráve by Abid is established in 2021 and registered in March of the same year. Sweetcráve by Abid's mission is to become dedicated producer and distributor of the said products, along with four core values which are quality, durability, innovation and community. While Sweetcráve by Abid's vision is to be among the best and tastiest chocobar and chocolate cookies producer and distributor.

Sweetcráve by Abid offers three products in total. They are Sweetcráve Choco Crunchy series that has two varieties under it. The varieties are Dark Crunch and Sweet Crunch that mainly use two different type of chocolates, which are dark and milk chocolate. The third product is Sweetcráve Chocolate Cookies that has a combination of a premium chocolate sauce and Biscoff Caramel Biscuits. The products are sold from RM14.90 to RM25.00.

Sweetcráve by Abid Facebook page was created and has 763 total likes. The pre-launch post of Sweetcráve by Abid was made and posted on May 22 to create excitement among Facebook users. Sweetcráve by Abid officially launched on May 24. Sweetcráve by Abid has made a total of 12 hard sell posts that mainly focus on few elements such as price, ingredients and promotions. While there are six soft sell posts that covers the elements of awareness, customer service, reviews and informative knowledge.

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1.0 BUSINESS REGISTRATION (SURUHANJAYA SYARIKAT MALAYSIA)

| PERSONAL PROFILE | BUSINESS PROFILE | | Edit | |
|--|--------------------------------------|-----------------------------|---|---------------------------------------|
|  MUHAMMAD ABID BIN KAMARUDDIN | Company Name | : Sweetcrave by Abid | Company Registration No. | |
| | Type Of Business | : Sdn. Bhd | Business Role | : Dropshipper |
| | Facebook Page | : facebook.com/mysweetcrave | 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 |

Picture : Registered ~~B~~usiness Profile of Sweetcráve by Abid on Go-Ecommerce

Suruhanjaya Syarikat Malaysia (SSM) or Companies Commission of Malaysia is a statutory body formed under Malaysia’s Act of Parliament. The formation of the body in 2002 is to regulates corporate and business affairs in Malaysia. Every business in Malaysia must be legal and registered under SSM.

Sweetcráve by Abid has been registered under SSM in May 2021 as Sweetcrave by Abid. The business is registered by the name Muhammad Abid bin Kamaruddin with business role of a dropshipper. The business is categorised under Food & Beverages as Sweetcráve by Abid offers customers edible products.

| Personal Information | | | |
|-----------------------|--------------------------------|-----------------------|---------|
| Name | : MUHAMMAD ABID BIN KAMARUDDIN | Phone/Mobile | : |
| New Identity Card No. | : | Home Address | : |
| Email Address | : | | |
| City | : | District | : |
| State | : | Postcode | : |
| Personal Facebook | : | Personal Instagram | : null |
| Gender | : Male | Race | : Malay |
| Marital Status | : Single | Special Need Required | : No |

Picture : ~~P~~ersonal Information in Go-Ecommerce

Institution Information**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 |
| | | Postcode | : 42300 |
| District of Institution | : Kuala Selangor | Study Status | : Full time |
| Level of Study | : Bachelor Degree | Class Name | : NZI ENT 530 |
| Course Name | : NZI ENT530 | Year Enrolling the subject | : 2021 |
| Subject Name | : PRINCIPLE OF ENTREPREEURSHIP | Lecturer Name | : NOR ZAWANI BT MAMAT@IBRAHIM |
| Month Enrolling the Subject | : 3 | Year Of Internship Enrollment | : |
| Internship Enrollment | : No | Period of Internship Training | : |
| Month of Internship Enrollment | : | Expected Month To Complete Study | : 9 |
| Expected Year To Complete Study | : 2022 | | |
| Related To Study Field | : Yes | | |

Picture : ~~V~~stitution Information in Go-Ecommerce



Certificate of Completion

This acknowledges that

MUHAMMAD ABID BIN KAMARUDDIN

has successfully completed

eUsahawan Course

Level 1 – Go Digital

organised by



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

✓
Picture: Level 1 Go Digital e-Certificate

2.0 INTRODUCTION TO SWEETCRÁVE BY ABID

2.1 BUSINESS BACKGROUND



Logo of Sweetcráve by Abid

| | |
|------------------------------|---|
| Name of Business | : Sweetcráve by Abid |
| Business Address | : 14-10, Jalan Setia Prima (M) U97/M, Indah 11, Setia Alam, 40170 Shah Alam, Selangor |
| Facebook Link | : https://www.facebook.com/mysweetcrave |
| Telephone Number | : |
| Fax Number | : |
| Email Address | : sweetcravebyabid ✓ @biz.com |
| Operation Hour | : 9:00 am – 10:00 ✓ pm everyday |
| Business Role | : Dropshipper |
| Business Category | : Food & Beverages ✓ |
| Date of Registration | : March 2021 |
| Year of Establishment | : 2021 |

2.2 ORGANIZATIONAL CHART OF SWEETCRÁVE BY ABID



Figure : Sweetcráve Organizational Chart



2.3 MISSION STATEMENT OF SWEETCRÁVE BY ABID

Sweetcráve by Abid's mission is to be a dedicated producer and distributor for chocojar and chocolate cookies to satisfy customers through the quality of ingredients and customer services.

The mission is accompanied by four core values:

1. Quality – to maintain the best and premium quality of ingredients.
2. Durability – to produce a long lasting foods with excellent durability.
3. Innovation – to produce more innovative products through combination of only the best flavours through only premium ingredients.
4. Community – to support local community especially for the less fortunate one through charity programs. ✓ very good

2.4 VISION STATEMENT OF SWEETCRÁVE BY ABID

Sweetcráve by Abid has a vision of being among the best and tastiest chocojar and chocolate cookies producer and distributor in the country. This vision is achievable through the passion, commitment and with the positivity in preparing the best flavour, packaging, marketing, promotion and customer service to customers. ✓

2.5 PRODUCTS BY SWEETCRÁVE BY ABID

Sweetcráve is committed in offering customers the best flavours to please their craves for something sweet with rich taste of chocolate. Hence, Sweetcráve offers total of three products that will solve the cravings. All products by Sweetcráve are made with premium ingredients to ensure excellent taste and quality that match everyone's taste buds.

The first product is Sweetcráve Chocolate Cookies. This product is made through a combination of two base ingredients which are caramel biscuits and dark chocolate coat. The caramel biscuit that is used for the production of this product Biscoff Caramel Biscuits while the coat used is a thick, premium dark chocolate sauce. Sweetcráve Chocolate Cookies is sold in a jar that is filled roughly of 37 pieces of chocolate coated caramel biscuits. One jar is weighed at 230gram to ensure fair distribution of volume to all customers. The caramel biscuits are made in a bite size to allow customers to consume them at any time that's convenient.



Picture 1: Sweetcráve Chocolate Cookies

The second product is Sweetcráve Choco Crunchy Series where there are two product varieties under Choco Crunchy Series. They are Dark Crunch and Sweet Crunch. Sweetcráve Choco Crunchy Series is basically chocoballs that are filled along with a melted premium chocolate sauce.

Dark Crunch is a jar of chocoball filled with melted premium Dark Chocolate. This product is targeted for customers who prefer the slight bitterness of cocoa with a mixture of a little sweetness. While Sweet Crunch is a jar of chocoball filled with melted premium Milk Chocolate. Sweet Crunch is suitable for those who enjoys sweet milk chocolate. The sweetness level is at the right level and won't worry much for anyone who wants to consume. Dark and Sweet Crunch are weighed at 300 grams per jar



Picture 2: Sweetcráve's Choco Crunchy Series

2.6 PRICE LIST

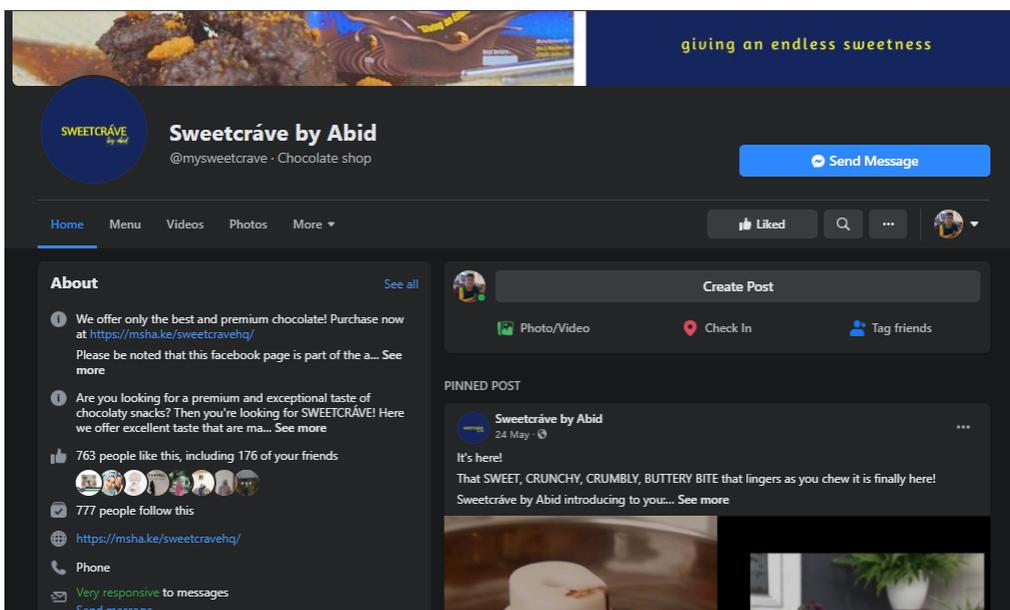
| No. | Product Name | Price | Visual |
|-----|------------------------------|---------|---|
| 1. | Sweetcráve Chocolate Cookies | RM25.00 |  |
| 2. | Sweetcráve Dark Crunch | RM15.90 |  |
| 3. | Sweetcráve Sweet Crunch | RM14.90 |  |



3.0 FACEBOOK

3.1 FACEBOOK (FB) PAGE

As part of the requirement, a Facebook page has been created to market the products by Sweetcráve by Abid. The Facebook page has a total of 763 likes and 776 followers. Since Sweetcráve by Abid sells chocolate-based products, the Facebook page is categorised as a chocolate shop.



Picture: Sweetcráve by Abid's Facebook Main Page

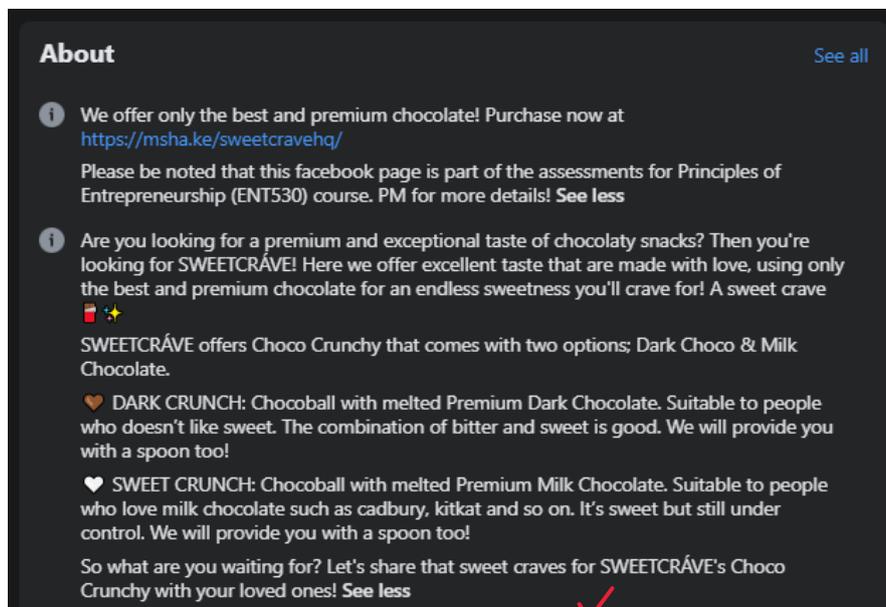


Picture: Sweetcráve by Abid's Profile Photo



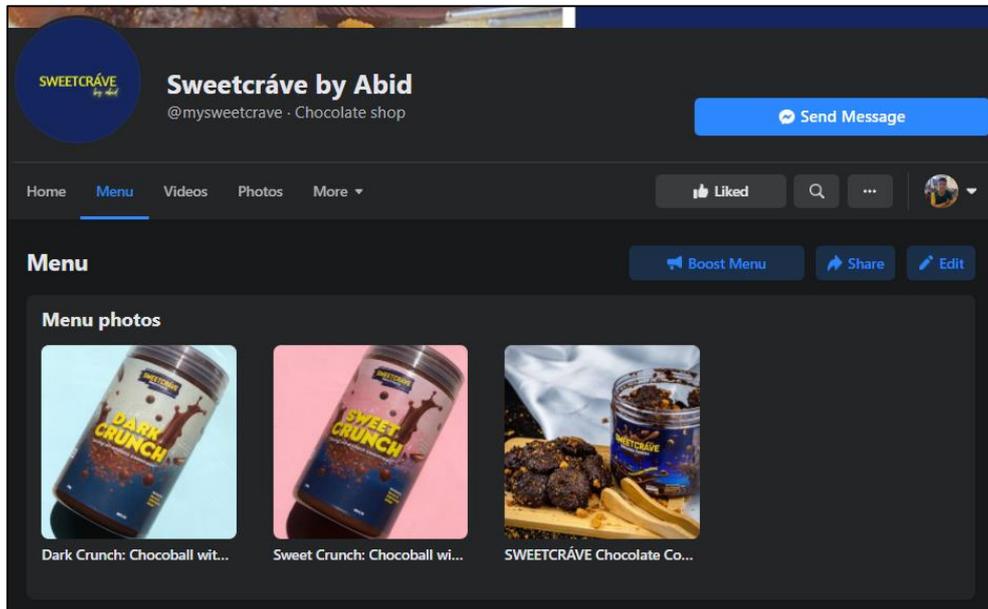
Picture: Sweetcráve by Abid's Header Photo

In the About tab, I have stated a short statement that Sweetcráve by Abid offer only the best and premium chocolate. A link is also provided to ease customers in purchasing. Besides that, a declaration that the Facebook page is made as part of the assessment for the subject Principles of Entrepreneurship (ENT530) course is also stated in the About tab to make sure that all page visitors are aware of the purpose of the Facebook page was created. While in Additional Information section, a long explanation of each of our products are stated. Along with that information are the links to Sweetcráve's Twitter and Instagram accounts.



Picture: Sweetcráve by Abid's About Tab

In the Menu tab of the Facebook page, all three products are displayed to visitors to see. The pictures are also captioned with the explanation of the products. This will ease the work of interested visitors to find out more about the products offered by Sweetcráve by Abid.



Picture: Sweetcráve by Abid's ~~Menu~~ Menu Tab

3.2 CUSTOMISED URL FACEBOOK (FB) PAGE

A customised Facebook page's link URL is created to help shortened the link. A custom URL is a short link that can be shared to people. The purpose of customising URL is to help in leveraging the Facebook page to its full potential. With a customised URL, followers and potential customers can easily remember the link for them to visit again in the future or to share with their friends and families. The customised URL for Sweetcráve by Abid's Facebook page is <http://facebook.com/mysweetcrave>. Mysweetcrave was made as the customised URL as it brings the meaning that Sweetcráve is mine. Therefore, it shows that people should purchase any products of Sweetcráve by Abid so that the products can be their own. It can also be interpreted as Malaysian Sweetcráve. This is because Sweetcráve by Abid is based in Malaysia and produced by Malaysian.

3.3 FACEBOOK TEASER POST

Before more marketing posts get posted on Sweetcráve by Abid Facebook page, a teaser was prepared for followers and likers to watch. A teaser is a type of advertising campaign and its main purpose is to create overall excitement and anticipation in the public especially followers and visitors. When public are excited to see know the full products list, this ensure more engagement when a brand or products are launched and be among the talks of the public.

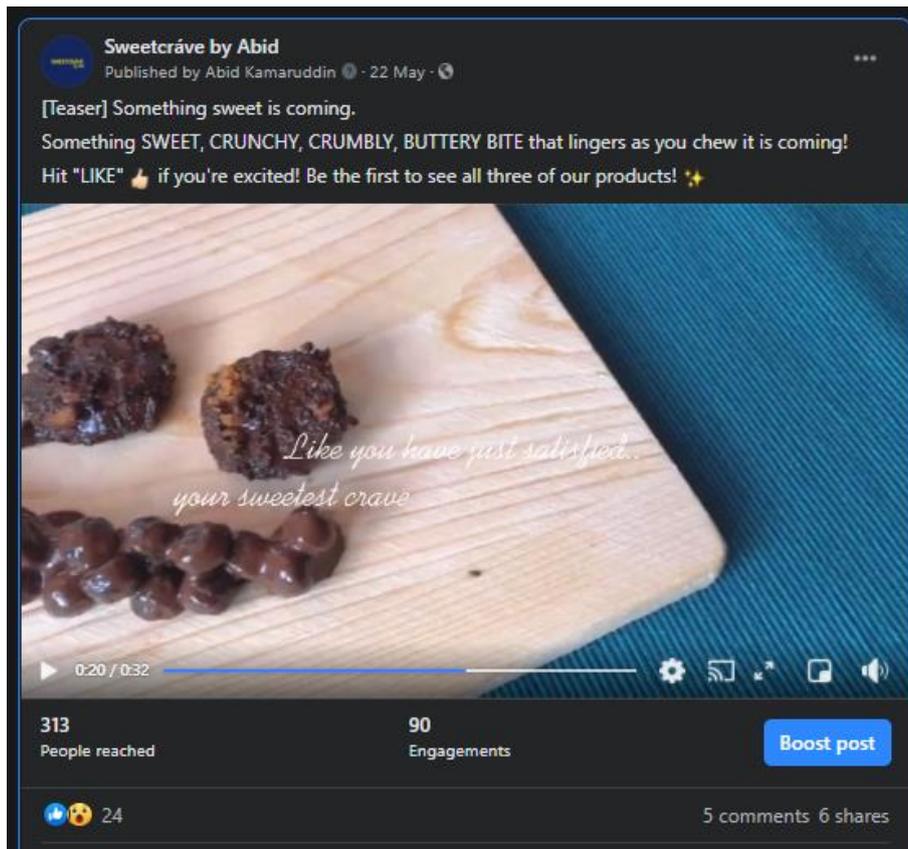
A teaser of Sweetcráve by Abid is made to for the exact purpose. The teaser that is used to pre-launch products by Sweetcráve by Abid has a mode of calmness, yet suspenseful. The teaser is made in a form of video so that viewers can easily catch the suspense that needs to be delivered. A 00:32 seconds long video is produced to be the teaser of Sweetcráve by Abid and was posted on 22nd May 2021.

| SCENE | VIDEO | AUDIO | WORDING |
|-------|--|-------------------|--|
| 1 | Abid playing piano (5 press) - Far shoot - Close shoot | Careless sweet | |
| 2 | Light rain by the window | | Have you felt in peace |
| 3 | Moving leaves | | And everything felt so right |
| 4 | Smiling products on cutting board | | Like you have just satisfied... your sweetest crave |
| 5 | Products by Sweetcráve by Abid | | With Sweetcráve |
| 6 | Black screen | | Sweetcráve by Abid |
| 7 | Black screen | | Coming very soon |

Table: Production Storyline of Sweetcráve by Abid's Teaser



The teaser post has successfully reached to 313 Facebook users with 90 engagements and 164 views. There are a total of 24 reactions where 20 of them are likes, two are Wow reaction and one is Care reactions. Besides that, the teaser video received a total of five comments from excited viewers along with six shares on Facebook. The caption on the post defined products by Sweetcráve by Abid as something sweet, crunchy, crumbly with buttery bite that lingers when a person chews them.



Picture: Sweetcrave by Abid's Teaser Post

[Teaser] Something sweet is coming. Something SWEET, CRUNCHY, CRUMBLY, BUTTERY BITE that lingers as you chew it is coming!
Hit "LIKE" 🤝 if you're excited! Be the first to see all three of our products! ✨

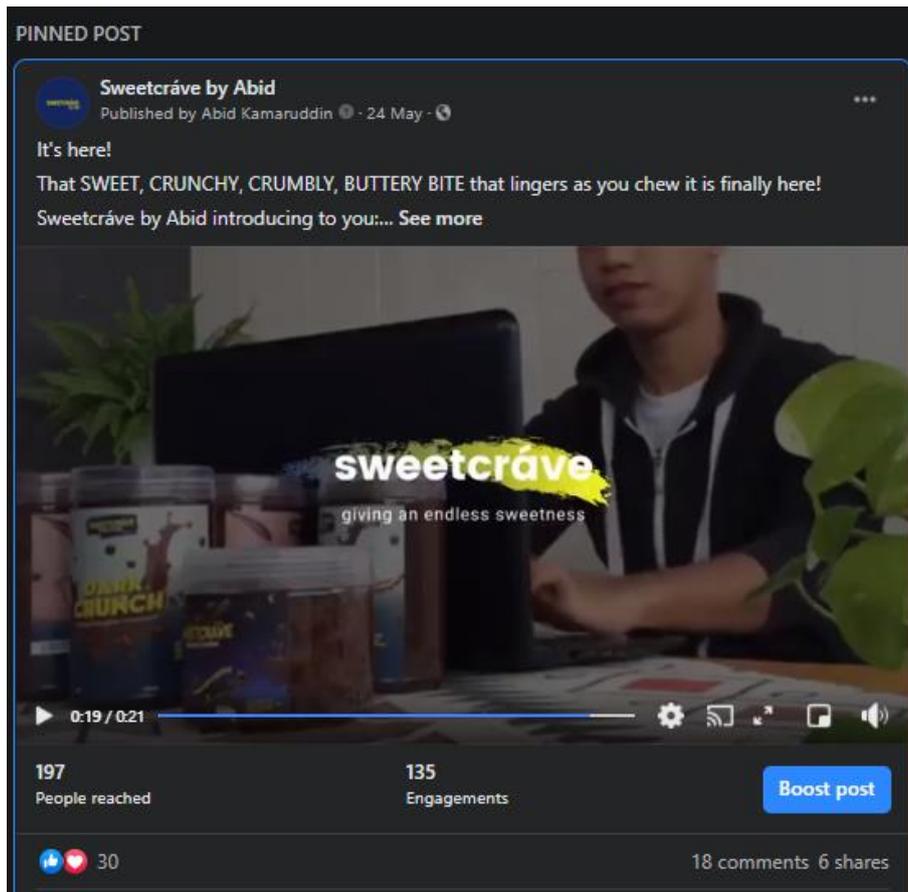
Figure: Teaser Post's Caption

3.4 FACEBOOK LAUNCH POST

Sweetcráve by Abid was launched on 24th May 2021, two days after the teaser was posted on the Facebook page. The launching post received a total of 171 views, six extra views as compared to the teaser video. The launch video by Sweetcráve by Abid is 21 seconds long where it shows all three products along with the product names. The video starts with a tagline “Indulge your taste buds with Sweetcráve by Abid” and followed by two videos for Sweet Crunch which are the video of Sweet Crunch itself and a video of a processed milk chocolate sauce.

Then, the video moves to showing two videos for Dark Crunch in which one of the videos is a video of Dark Crunch and another one is a video of dark chocolate being cut manually, which is by knife. Each product received roughly around six seconds long scene in the launching video. Next is a video of Sweetcráve Chocolate Cookies and a video of chocolate sauce being poured into a big bowl of chocolate sauce. The video ended with a background scene of Abid using laptop with all products showcased by his side. The ending scene also included a wording of “Sweetcráve: giving an endless sweetness.”

The launching post has reached to 197 Facebook users. To encourage more engagements on the launching post, we encourage viewers to drop down their product choice in the comment box. Because of that, the launching post received a total of 135 engagements and there are a total of 18 comments by excited viewers. Many of the comments are excited to purchase products by Sweetcráve by Abid. Based on the 18 comments, viewers are mostly interested in purchasing Sweetcráve by Abid’s Sweetcráve Chocolate Cookies the most. The post has obtained 30 reactions where 26 of them are likes, three are Love reactions and one is Wow reaction.



Picture: Sweetcráve by Abid's Launch Post

It's here!

That SWEET, CRUNCHY, CRUMBLY, BUTTERY BITE that lingers as you chew it is finally here!

Sweetcráve by Abid introducing to you:

- ★ Choco Crunchy - DARK CRUNCH
- ★ Choco Crunchy - SWEET CRUNCH
- ★ Sweetcráve CHOCOLATE COOKIES

Which do you think you'll love the most? Our crunchy chocoball with dark or milk chocolate? Or our biscoff caramel biscuits? 🍪

Comment down below your choice!

Figure: Launch Post's Caption

3.5 HARD SELL COPYWRITINGS

There are two types of sales approach which are hard sell approach and soft sell approach. Hard sell approach is basically a straightforward approach with one ultimate goal which is to get sales. To make this direct sales strategy works, it needs to be aggressive, forceful with forward thinking to obtain sales quickly.

Sweetcráve by Abid has posted a total of 12 hard sell posts from May to July. The first two posts focus on delivering the crucial information of the products. The first hard sell post is about Dark Crunch and Sweet Crunch. The post talks about the differences between Dark Crunch and Sweet Crunch whereby the main difference is the type of chocolate sauces used in both products. The post emphasizes that Dark Crunch is the best choice for those who likes dark chocolate whereby consumers can get the taste of slight bitterness along with a little sweetness. While Sweet Crunch is the right choice for sweet lovers because the product uses milk chocolate as the main ingredient. For those who likes Cadbury and KitKat chocolate bar, they will love Sweet Crunch. The post has reached 110 users and 14 engagements. There are eight reactions in total for this post in which five of them are likes, and another three are Wow reactions.



Picture: Sweetcráve by Abid's Hard Sell Post

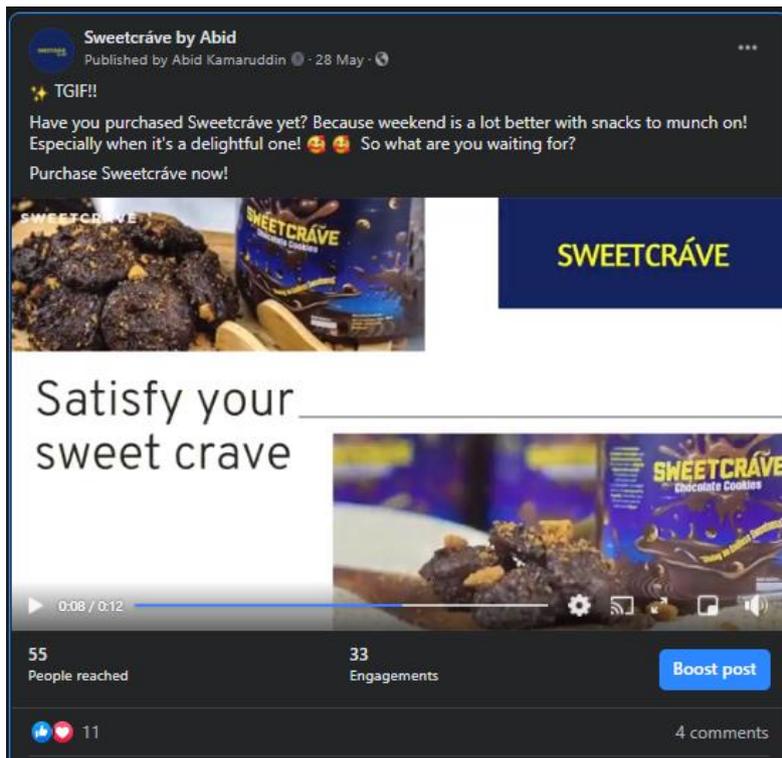
While the second post talks about Sweetcráve Chocolate Cookies. The post emphasizes that the product has two excellent combination of tastes. The main ingredients used in producing this product are a premium dark chocolate and Biscoff caramel biscuits. The post has received 17 engagements and reached to 123 users. There are 11 reactions where eight are likes and another three are Wow and Love reactions. The first and second hard sell posts were posted on May 25, 2021.



Picture: Sweetcráve by Abid's Hard Sell Post

The third hard sell post was posted on 28th May and has received 33 engagements and reached over 50 Facebook users. The post is made through a 12 seconds long video in which the first six seconds shows a photo of Sweetcráve Choco Crunchy series with a wording “Indulge your taste buds” and the last six seconds shows two photos of Sweetcráve Chocolate Cookies with a wording “Satisfy your sweet crave”. The short video has a catchy background sound to catch interest by Facebook users. The post has received 11 reactions with eight of them are likes and the remaining are Love reactions. The post obtained four comments in total.





Picture: Sweetcrave by Abid's Hard Sell Post



The following hard sell post focuses on the price of Sweetcrave by Abid's Choco Crunchy Series. With Sweet Crunch and Dark Crunch are sold at RM14.90 and RM15.90 per jar, the post delivers the information to followers of Sweetcrave by Abid on Facebook. The post has reached to 42 users along with 9 engagements. Posted on 30th May, the post obtained eight reactions comprises of likes, Love and Wow reactions. The next hard sell post was posted on the following day where it focuses on the price of Sweetcrave Chocolate Cookies. The post received seven reactions and eight engagements while it has reached to 45 users in total.



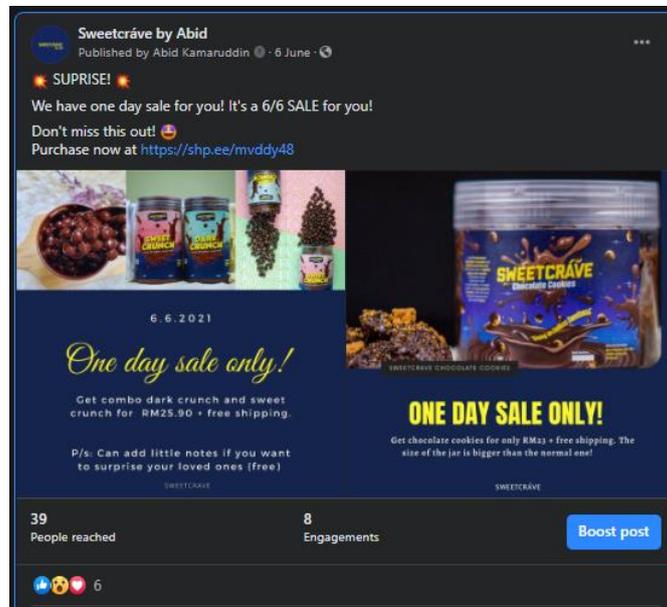
Picture: Sweetcráve by Abid's Hard Sell Post



Picture: Sweetcráve by Abid's Hard Sell Post

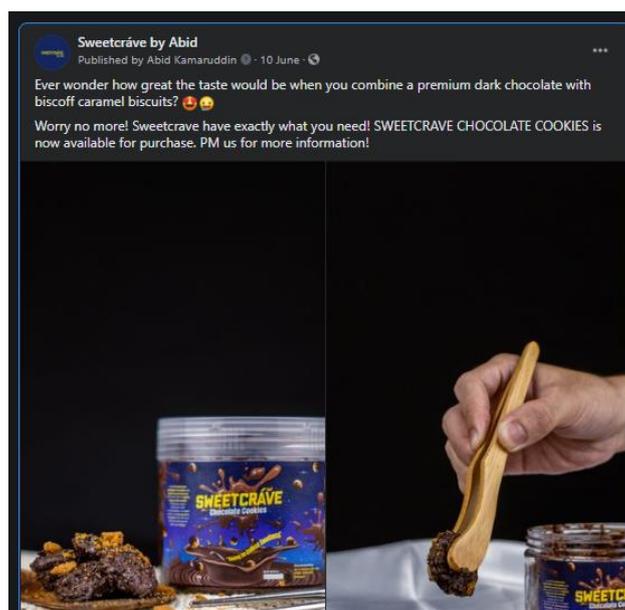
Throughout the marketing period, there are two promotional posts that have been offered to followers of Sweetcráve by Abid. The first promotional post is on June 6 where 6/6 SALE took place. The post specifically tells to all followers that they can purchase Sweetcráve by Abid's products at highly discounted price. This one day sale allows customers to get both of Choco Crunchy series at only RM25.50 instead of RM30.80.

That is over 25% off price given to customers. While customers can enjoy over 8% off if they purchase Sweetcráve Chocolate Cookies as the price during the sale is only at RM23 instead of RM25. This promotional post has received eight engagements and six reactions comprises of likes, Wow and Love reactions. It also reached to nearly 40 people.



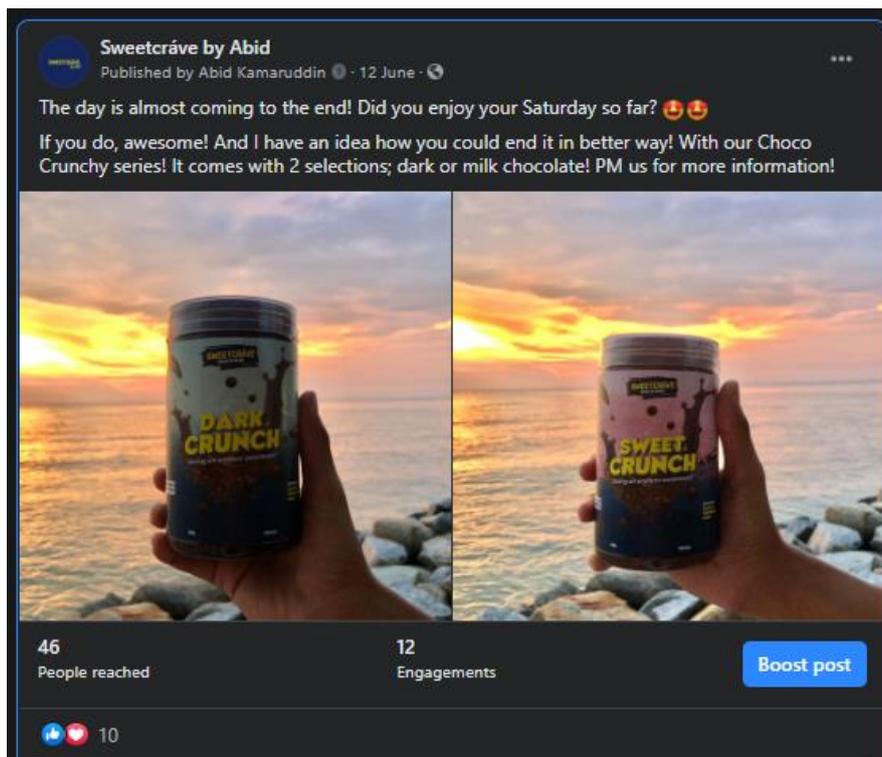
Picture: Sweetcráve by Abid's Hard Sell Post

The next hard sell post was posted on June 10 whereby it focuses on a direct marketing to potential customers in purchasing Sweetcráve Chocolate Cookies. The simple post included two photos of the products and has reached 40 people with six engagements. The post received six reactions of likes and Wow reaction.



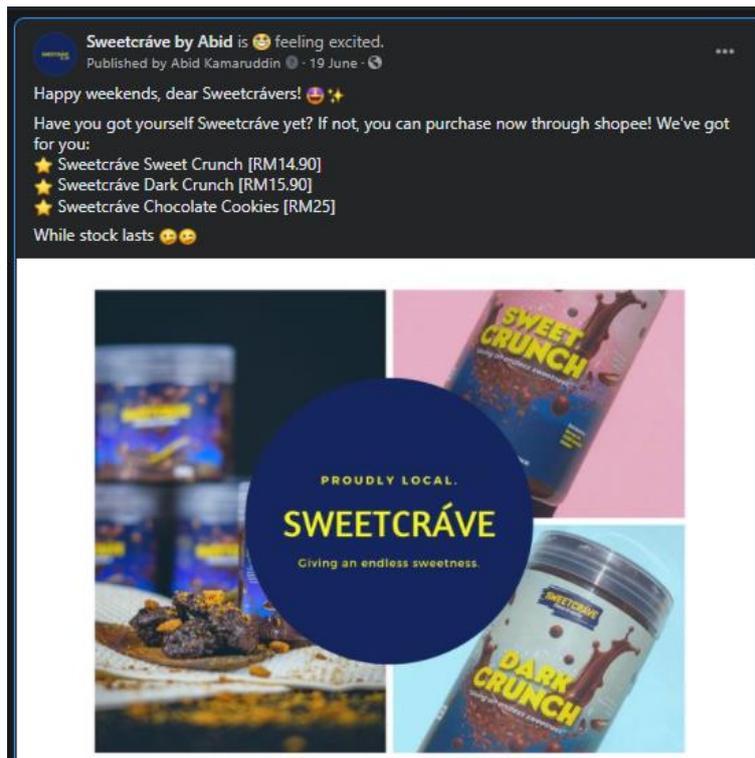
Picture: Sweetcráve by Abid's Hard Sell Post

The post followed with another hard sell post that was posted on Saturday at 5PM. Since the post was posted almost at the end of the day, the photos used for the post are Sweetcráve Choco Crunchy series with a background at dawn. The caption began with asking post viewers how their Saturday was going. That is to encourage more engagements for the post. The post reached 46 people with 12 engagements in total. It also received 10 reactions of likes and a Love reaction.



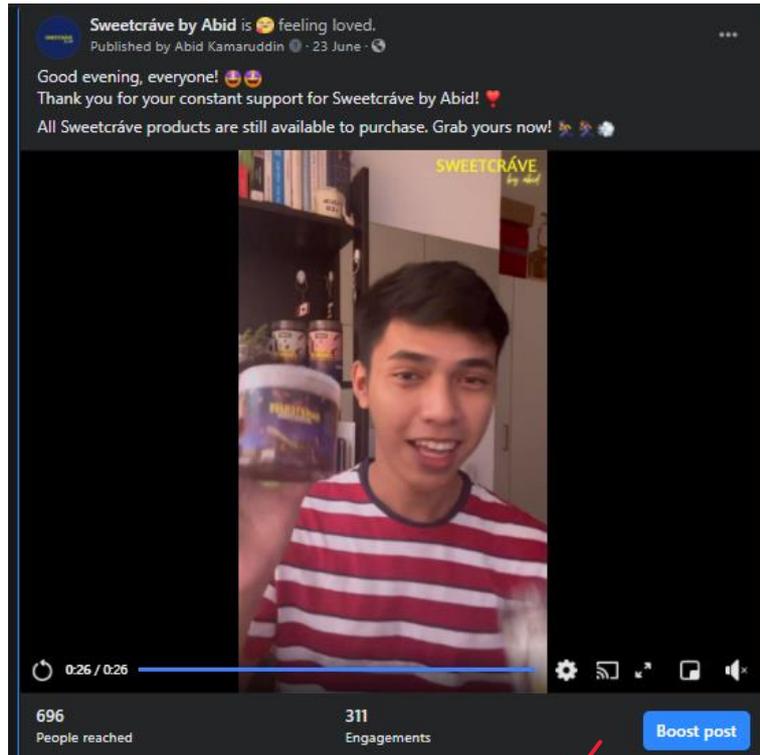
Picture: Sweetcráve by Abid's Hard Sell Post

Besides that, another hard sell post was posted on June 19 in which the post was captioned with the price list of all three products by Sweetcráve by Abid. The post received 17 engagements, eight reactions of likes, Care and Love reactions, and has reached to over 60 people. There are also two comments on the post by followers in which one says that she is waiting for her Sweetcráve to arrive soon. She has purchased a total of three Dark Crunch and one Sweet Crunch for her family to enjoy.



Picture: Sweetcráve by Abid's Hard Sell Post

The next hard sell post is by far the most engaging post by Sweetcráve by Abid. The post was posted on 23rd June and has reached to nearly 700 people on Facebook, along with over 300 engagements received. There are a total of 26 reactions whereby 23 of them are likes, two are Love reactions and one is Care reaction. Together with three comments by the Facebook page's followers, the post has a total of 8 shares. The post features a video of Abid directly promoting about all three products of Sweetcráve by Abid. The 24 seconds long video obtained 369 views. The video highlights three products offered, personal customer assistance and a show of gratitude to all people who have liked and supported Sweetcráve by Abid. The video ends with a wish for everyone to stay safe during COVID-19 pandemic. The ultimate goal of the video is to reach customers closer by building more trust and ensure that the products offered by Sweetcráve by Abid are rest assured true, exist and not part of scams.



Picture: Sweetcráve by Abid's Hard Sell Post

| Part | Scripts |
|------|---|
| 1 | Hi guys! I'm Abid and what I got here are our Dark Crunch and Sweet Crunch, as well as our Chocolate Cookies. They are available to be purchased through our Shopee. There's also a free shipping for you guys for purchases above RM15. So, don't miss it out, guys! |
| 2 | So, if you guys have any questions, do not hesitate to drop your questions in the comment box below. I'll get back to you as soon as I can. |
| 3 | I also would like to thank to everyone who have been very supportive to Sweetcráve by Abid. I'm greatly appreciates that. Thank you so much, guys. Stay safe! |

Table: Sweetcráve by Abid's Hard Sell Post Script

The second last hard sell post of Sweetcráve by Abid was posted on 6th of July. It is an announcement post for the second promotion specially for customers of Sweetcráve by Abid. This surprise post stated that there will be a 7.7 SALE for all interested followers. The post reached to 50 people on Facebook with 11 engagements. It also received 10 reactions whereby six are likes, three are Wow reactions and one is Love reaction. The post featured total of six photos in which three of them are photos of Sweetcráve Choco Crunchy series and another three are photos of Sweetcráve Chocolate Cookies.



Picture: Sweetcráve by Abid's Hard Sell Post

The last hard sell post is in regards of the second promotion for followers of Sweetcráve by Abid Facebook page. The post emphasize on the discounted price people can enjoy from the 7.7 SALE. For Sweetcráve Chocolate Cookies, people can enjoy over 8% off. While Sweetcráve Choco Crunchy series offer 15% off in price. The post was posted on 7th July since the sale is a 7.7 SALE. It has reached to 34 people with four engagements and four reactions.



Picture: Sweetcráve by Abid's Hard Sell Post

3.6 SOFT SELL COPYWRITINGS

As there are two types of sales approach which are hard sell approach and soft sell approach, soft sell approach is basically an indirect way of approaching customers to persuade them to purchase a product or service. This strategy focuses more on building relationship with potential customers through trust instead of pushing for sales.

Sweetcráve by Abid has a total of six soft sell posts from May to June. The first soft sell post was posted on the first day of Eid Ul-fitr in Malaysia. The post ultimately wishes to all Muslim followers Eid Mubarak and to enjoy the celebration with Sweetcráve by Abid. The photos used are two photos one a person in mint Baju Melayu holding Dark Crunch that is packaged in mint colored package. And the second photo is a girl in pink Baju Kurung and head scarf holding Sweet Crunch with pink packaging. The purpose of this post is to show care, love and enjoyment towards the special celebration, along with hoping to make Muslim followers to feel appreciated. Since soft sell focuses on building trust, this post is part of building trusts with followers of Sweetcráve by Abid Facebook page. The post has reached to 146 people. It also received 26 engagements and 11 reactions consists of likes and Love reactions.



Picture: Sweetcráve by Abid's Soft Sell Post

To build more trusts with customers, they first have to be assured that the products offered by Sweetcráve by Abid are good and beneficial to be consumed. Hence, a post that focuses on the benefits of chocolate was made. The purpose of the post is to share the informative benefits to potential customers in the future. With that, they will be more convinced to purchase products by Sweetcráve by Abid that are mainly use chocolate as the base ingredient. The post highlighted seven benefits of chocolates in which one of them is that chocolate helps to provide relief from stress. Since most of Sweetcráve by Abid's followers on Facebook are students and working adults, this benefit is to be highlighted as they are most likely stress from their daily works. The information is valid as they're obtained by legal dietitians through website Organic Facts.



Picture: Sweetcráve by Abid's Soft Sell Post

The third soft sell post is in regards to the recent announcement of lockdown through the country due to the worsening situation of COVID-19 pandemic in Malaysia. The announcement of the lockdown by Prime Minister Office (PMO) was done at 9PM on May 28. The post was immediately posted near at 11PM to wish all followers of Sweetcráve by Abid Facebook page to stay safe during the lockdown period.

The post also calls out everyone to play their part in containing the spread of the virus. The post primarily to show that Sweetcráve by Abid care about the issues that are going around and not solely focus on getting sales. The post reached 68 people with 13 engagements. Six of the reactions are of likes and Love reactions.



Picture: Sweetcráve by Abid's Soft Sell Post

The following soft sell post is an awareness. The post is made against people who wishes or have given their pets chocolate-based foods such as products of Sweetcráve by Abid. The post delivers a serious concern of feeding pets or animals chocolate. This is because chocolate, or cocoa specifically, is toxic to many animals. While chocolate is delicious to most human-kind, the contain of theobromine in cocoa is not digestible for most animals. A big consumption of chocolate by animals may risk their life to possible death. However, in the post, it has been highlighted that hamster is exceptional because chocolate is completely safe for hamster. However, the contents won't make chocolate a healthy snack. The post was made as certain irresponsible chocojar owners often try to prove their product's tastiness by giving their cats their chocolate-based products. This is a completely irresponsible act and Sweetcráve by Abid is against such marketing that could harm lives. The post has reached to 76 people with 22 engagements. There is also a comment asking for further explanation on how chocolate is safe for hamsters. We have then provided further reference in the comment box.



Picture: Sweetcráve by Abid's Soft Sell Post

The next soft sell post shows feedbacks by Sweetcráve's customers on Twitter. The post feature four different feedbacks from past customers who have enjoyed the taste of products by Sweetcráve. The post is captioned with a call for Facebook users to also follow Sweetcráve's Twitter account at [sweetcravehq](#). The post is made to convince new customers to not miss out the great taste offered by Sweetcráve by Abid. Many people have greatly satisfied with Sweetcráve by Abid's products. Therefore, they should have too by purchasing products of Sweetcráve by Abid. The post has received six engagements and reactions, and has reached to over 40 people of Facebook.



Picture: Sweetcráve by Abid's Soft Sell Post

The last soft sell post of Sweetcráve by Abid was posted on 4th June. The post offers a suggestion to all customers of Sweetcráve by Abid to improvise the taste of products of Sweetcráve by Abid. In the 51 seconds long video, a man explains and shows how Dark Crunch can be combined with a vanilla ice-cream, McD plain sundae in this case, to create more sensational taste. Since Dark Crunch has a bitterness flavour, it perfectly compliments the sweetness of the vanilla ice-cream. The crunchiness of Dark Crunch and the coldness of the vanilla ice-cream enhance more of the taste in anyone's mouth. The post has reached 67 people on Facebook and gained 13 engagements in total. The post received three reactions whereby two are Wow reactions and one is a like. The video has 47 views in total.

3.7 FREQUENCY OF POSTING

| Num | Dates by Week (Mon-Sun) | Date of Posts | Num of Posts |
|-----|-------------------------|--|--------------|
| 1 | 10 May - 16 May | 13 May | 1 |
| 2 | 17 May - 23 May | 22 May | 1 |
| 3 | 24 May - 30 May | 24 May 25 May 25 May 26 May 28 May 28 May 30 May | 7 |
| 4 | 31 May - 6 June | 31 May 2 June 4 June 6 June | 4 |
| 5 | 7 June - 13 June | 10 June 12 June | 2 |
| 6 | 14 June - 20 June | 14 June 19 June | 2 |
| 7 | 21 June - 27 June | 23 June | 1 |
| 8 | 28 June - 4 July | | 0 |
| 9 | 5 July - 11 July | 6 July 7 July | 2 |

Table: Sweetcráve by Abid's Post Frequency

From the table above, we can conclude that Sweetcráve by Abid has posted on average two times a week. The week with highest number of postings is week 3 with seven postings while the week with the least number of postings is week 8 with zero posting.

3.8 ENGAGEMENTS

Engagement is one of the important aspects for online entrepreneurs. One of the importance is to help the business to reach a bigger audience. As people are regularly engage with a business page on social media, it allows more chance of reaching to more people at increase the brand awareness subsequently. Last but not least, engagements help to build trust for new visitors and followers. It also provides better search engine presence.

Table below shows the engagement for every posts of Sweetcráve by Abid. On average, Sweetcráve by Abid reached to 118 people on Facebook for every posts. While for engagement, Sweetcráve by Abid on average received 39 engagements per posts.

| No | Date | Type of Post | People Reached | Engagements | Reactions | Comments | Views |
|----|---------|--------------|----------------|-------------|-----------|----------|-------|
| 1 | 13 May | Soft | 146 | 26 | 11 | 0 | - |
| 2 | 22 May | Teaser | 313 | 92 | 24 | 5 | 166 |
| 3 | 24 May | Launch | 197 | 137 | 30 | 18 | 175 |
| 4 | 25 May | Hard | 110 | 14 | 8 | 0 | - |
| 5 | 25 May | Hard | 123 | 17 | 11 | 0 | - |
| 6 | 28 May | Soft | 114 | 24 | 6 | 4 | - |
| 7 | 28 May | Hard | 55 | 35 | 11 | 4 | 36 |
| 8 | 28 May | Soft | 68 | 13 | 6 | 2 | - |
| 9 | 30 May | Hard | 42 | 9 | 8 | 0 | - |
| 10 | 31 May | Hard | 45 | 8 | 7 | 0 | - |
| 11 | 2 June | Soft | 76 | 22 | 6 | 7 | - |
| 12 | 4 June | Soft | 67 | 13 | 3 | 0 | 47 |
| 13 | 6 June | Hard | 39 | 8 | 6 | 0 | - |
| 14 | 10 June | Hard | 40 | 6 | 6 | 0 | - |
| 15 | 12 June | Hard | 46 | 12 | 10 | 0 | - |
| 16 | 14 June | Soft | 45 | 7 | 6 | 0 | - |
| 17 | 19 June | Hard | 61 | 17 | 8 | 4 | - |
| 18 | 23 June | Hard | 696 | 312 | 26 | 6 | 369 |
| 19 | 6 July | Hard | 50 | 12 | 10 | 0 | - |
| 20 | 7 July | Hard | 34 | 4 | 10 | 0 | - |

Table: Sweetcráve by Abid's Post Engagements

4.0 CONCLUSION

In conclusion, Sweetcráve by Abid is a business under chocolate shop category on Facebook that offers three exclusive products with chocolate as the base ingredient. Sweetcráve by Abid has practiced an active marketing through social media. Undoubtedly, social media marketing is one of the most powerful method for most businesses to reach prospects and customers. This is due to the growing number of social media users over the internet that uses their social media accounts for many purposes and shopping is among them.

However, social media marketing is exceptionally good as practiced by Sweetcráve by Abid because Facebook the most users worldwide. According to Statista, Facebook has a total of 2.6 billion users throughout the world. Besides that, Facebook also offers a good audience transparency. By audience transparency, it means that Sweetcráve by Abid may look at the growth of the business for each posts. The number of fans, friends of fans, behaviours and remarketing can also be seen on Facebook. This helps Sweetcráve by Abid to structure better marketing plan in the future

There are many more ways to successfully market products of Sweetcráve by Abid. All marketing that have been done through Sweetcráve by Abid Facebook page can be a good start to kick off better marketing and advertising in the future. The three months long marketing on Facebook allows Sweetcráve by Abid to grow audience and gain ideas and knowledge to market better. For example, including myself in a video or photo will give more engagements to the post. All the knowledges obtained will be used for the good use of the business.

FACEBOOK POST LINKS

Teaser

1. <https://www.facebook.com/mysweetcrave/posts/5962697020467897>

Launch

1. <https://www.facebook.com/mysweetcrave/posts/5968621609875438>

Hard Sell Posts

2. <https://www.facebook.com/mysweetcrave/posts/5976904565713809>
3. <https://www.facebook.com/mysweetcrave/posts/5976949625709303>
4. <https://www.facebook.com/mysweetcrave/posts/5984050971665835>
5. <https://www.facebook.com/mysweetcrave/posts/5994361660634766>
6. <https://www.facebook.com/mysweetcrave/posts/5994377203966545>
7. <https://www.facebook.com/mysweetcrave/posts/6033368916734040>
8. <https://www.facebook.com/mysweetcrave/posts/6054299304641001>
9. <https://www.facebook.com/mysweetcrave/posts/6064480536956211>
10. <https://www.facebook.com/mysweetcrave/posts/6095831527154445>
11. <https://www.facebook.com/mysweetcrave/posts/6114151031989161>
12. <https://www.facebook.com/mysweetcrave/posts/6176501605754103>
13. <https://www.facebook.com/mysweetcrave/posts/6178142668923330>

Soft Sell Posts

1. <https://www.facebook.com/mysweetcrave/posts/5911592082245058>
2. <https://www.facebook.com/mysweetcrave/posts/5978728465531419>
3. <https://www.facebook.com/mysweetcrave/posts/5993840890686843>
4. <https://www.facebook.com/mysweetcrave/posts/5985984408139158>
5. <https://www.facebook.com/mysweetcrave/posts/6072203056183959>
6. <https://www.facebook.com/mysweetcrave/posts/6004217746315824>

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APPENDICES

SWEETCRÁVE
by abid

BENEFITS OF CHOCOLATE

- PROVIDES RELIEF FROM STRESS
- HELPS TO PREVENT CANCER & DIARRHEA
- OFFERS RELIEF FROM COUGH & COLD
- HELPS IN PROPER FUNCTIONING OF NERVOUS SYSTEM
- HELPS IN MAINTAINING HEALTHY HEART & OPTIMAL BLOOD PRESSURE
- HELPS IN TREATING NERVOUS DISORDERS SUCH AS ALZHEIMER
- HELPS TO INCREASE BRAIN EFFICIENCY

Caution:
Excessive intake of dark and sugar-free chocolates can drop sugar levels in blood.
Chocolates with milk cream, butter and sugar is not recommended for obese individuals

Source: Organic Facts

Appendices: Benefits of Chocolate

DO YOU KNOW?

CHOCOLATE COULD POISON YOUR PETS!

This is because there is a theobromine content, which is indigestible for MOST animals.

You can share Sweetcráve with your friends! By friends, we meant your human friends! Not your furry or feathery friends.

Be a responsible owner.
Always know what you're feeding them!

SWEETCRÁVE
by abid

Appendices: Chocolate Could Poison Your Pets

SWEETCRÁVE
by abid

STAYING **SAFE** TOGETHER

We can win against COVID-19.
Let's play our part to contain the virus spread!



#KitaJagaKita

Appendices: Stay Safe Together

ONE DAY SALE ONLY

7.7 SALE!!



COMBO!
Dark Crunch + Sweet Crunch
for only RM26.90!

Chocolate cookies
only RM23 per jar!

* Add little note to surprise your loved ones (free)

SWEETCRÁVE
Crisco Crunchy

Appendices: Sweetcrave by Abid 7.7 SALE