



اُنِيُوْرْسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF HOTEL & TOURISM MANAGEMENT

HM245 BACHELOR OF SCIENCE (HONORS) CULINARY ARTS MANAGEMENT

INDIVIDUAL ASSIGNMENT

ENT530- PRINCIPLE OF ENTREPRENEURSHIP

FACEBOOK REPORT

92

PREPARED FOR:

DR. NOR ZAWANI BINTI MAMAT @ IBRAHIM

PREPARED BY:

MUHAMMAD ANAS BIN ZAMZURI

2020959399

HM245 3 B1

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ACKNOWLEDGEMENT

Assalamualaikum wbt,

In the name of Allah, the Most Merciful and Gracious,

All praise and gratitude to Allah for completing this task successfully. I appreciate God for all of the opportunities, challenges, and strength He has given me in order for me to finish the project. This procedure provided me with a wealth of information and experience, both academically and emotionally.

First and foremost, I want to express my gratitude to Dr. Nor Zawani Bt Mamat @ Ibrahim, my ENT530 lecturer, for her advice, patience, and most importantly, for providing positive encouragement and a kind attitude in order to assist me in completing my assignment. Having her as my lecturer has been a great pleasure and honour.

All members of my family have my heartfelt gratitude. Without their assistance, i would not have been able to finish this job. I'd want to express my gratitude to all of my university colleagues for their genuine encouragement, prayers, and assistance in completing this task.

Finally, I'd want to extend our gratitude to everyone who has helped with the project, whether directly or indirectly. May God continue to bless the above-mentioned people with success and honour for the rest of their life.



EXECUTIVE SUMMARY

Our chips brand, The Kerepeks, is the name of our products. The major purpose of the company is to present our consumers with a variety of flavour options rather than providing them with a single flavour at a low cost.

This company has been in operation for a year. According to customer reviews, this product has an excellent taste since the various flavours help our consumers recall the taste. This product is very affordable and easily available. As a result, this product suggests that our clients' sales have a bright future.


The Kerepeks have sold over ten bottles in a variety of flavours, including cheese, chocolate, and nestum, ✓ since its debut. Increased demand for our products was a result of profitable sales for our firm initiatives. As a result, The Kerepeks is a product of choice, with the potential to be marketed and developed into other industries as the company grows.

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1.0 GO – ECOMMERCE REGISTRATION

PERSONAL PROFILE	BUSINESS PROFILE																																																
 MUHAMMAD ANAS BIN ZAMZURI	Personal Information <table border="1"><tr><td>Name</td><td>: MUHAMMAD ANAS BIN ZAMZURI</td><td>Phone/Mobile</td><td>:</td><td></td><td>Edit</td></tr><tr><td>New Identity Card No.</td><td>:</td><td>Home Address</td><td>:</td><td></td><td></td></tr><tr><td>Email Address</td><td>:</td><td>District</td><td>:</td><td></td><td></td></tr><tr><td>City</td><td>:</td><td>Postcode</td><td>:</td><td>0</td><td></td></tr><tr><td>State</td><td>:</td><td>Personal Instagram</td><td>:</td><td></td><td></td></tr><tr><td>Personal Facebook</td><td>:</td><td>Race</td><td>:</td><td></td><td></td></tr><tr><td>Gender</td><td>:</td><td>Special Need Required</td><td>:</td><td></td><td></td></tr><tr><td>Marital Status</td><td>:</td><td></td><td></td><td></td><td></td></tr></table> Institution Information Add New	Name	: MUHAMMAD ANAS BIN ZAMZURI	Phone/Mobile	:		Edit	New Identity Card No.	:	Home Address	:			Email Address	:	District	:			City	:	Postcode	:	0		State	:	Personal Instagram	:			Personal Facebook	:	Race	:			Gender	:	Special Need Required	:			Marital Status	:				
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PERSONAL PROFILE	BUSINESS PROFILE																																										
 MUHAMMAD ANAS BIN ZAMZURI	<table border="1"><tr><td>Company Name</td><td>: The Kerepeks</td><td>Company Registration No.</td><td>:</td><td></td><td>Edit</td></tr><tr><td>Type Of Business</td><td>: Sdn. Bhd</td><td>Business Role</td><td>:</td><td>Dropshipper</td><td></td></tr><tr><td>Facebook Page</td><td>: https://www.facebook.com/The-Kerepeks-100631508920925</td><td>Business Category/Business Sub-Category</td><td>:</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><td></td></tr><tr><td>Marketplace</td><td>: Others</td><td>Business Website</td><td>:</td><td></td><td></td></tr><tr><td>Business Related to Your Study Field</td><td>: Yes</td><td>Type Of Website</td><td>:</td><td></td><td></td></tr><tr><td></td><td></td><td>Experience in International Export</td><td>:</td><td>No</td><td></td></tr></table>	Company Name	: The Kerepeks	Company Registration No.	:		Edit	Type Of Business	: Sdn. Bhd	Business Role	:	Dropshipper		Facebook Page	: https://www.facebook.com/The-Kerepeks-100631508920925	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	: Yes	Type Of Website	:					Experience in International Export	:	No	
Company Name	: The Kerepeks	Company Registration No.	:		Edit																																						
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		Experience in International Export	:	No																																							



MUHAMMAD ANAS BIN ZAMZURI (990626035893)



Certificate of Completion

This acknowledges that

has successfully completed

eUsahawan Course
Level 1 – Go Digital

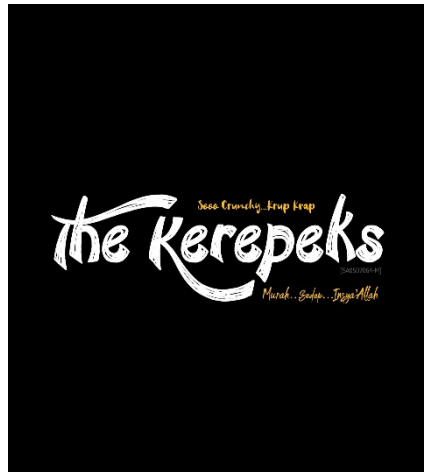
organised by



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



2.0 Introduction of Business



2.1

Name of business: The Kerepeks.

Address of business: LOT 709, Kg Surau Pdg Tgh Salor, 15100, Kota Bharu, Kelantan.

Facebook page: <https://www.facebook.com/The-Kerepeks-100631508920925>

Telephone number:



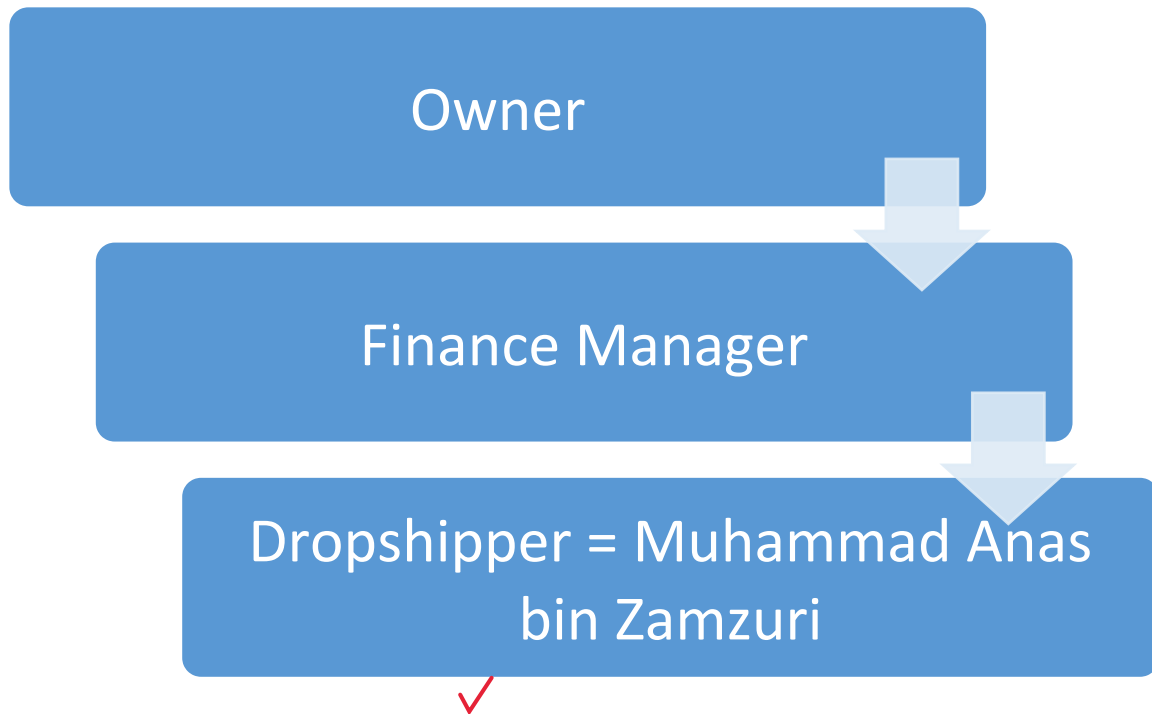
Type of business: Food and Beverage

Kerepek refer to a type of snack that is cut thin and fried until crisp. Kerepek are made from various materials and are named according to the type of material used to produce the chips. banana and tapioca chips are a traditional Malaysian food made from bananas and among the ingredients are turmeric powder, salt and sugar. Among the examples of bananas made into chips are nipah bananas and other bananas that are suitable for making chips. Crunchy snack chips are highly favored by the Malay community in which it is always eaten at leisure or simply as a snack during afternoon tea. I am also a dropshiper to these chips and all the supplies of these chips I take from the supplier.

This business is an online business that is targeted by our customers who are mostly from chips lovers regardless of age in the Kelantan area. We also provide delivery service based on the distance of their location and we take cash upon delivery to nearby areas.



2.2 Organizational Chart



2.3 Mission and vision




2.4 Description of product and services.

The Kerepeks

Crispy and tasty chips were introduced. Kerepeks can be served for breakfast, dinner, or as a gift at a Merisik ceremony, to friends who came to our house to watch Kdrama, or anywhere else. Eating The Kerepeks is a necessity for chip fans because it has a delicious core for everyday use and is more complete.

Those who purchase will not be able to grip my hand! Customers can call or message us directly through our phone number or Facebook page to place orders. Customers can order Chips by The Kerepeks for delivery, which will be paid based on their location and area.

PRODUCT	DECRPTIONS OF PRODUCT
	<ul style="list-style-type: none"> ❖ The Kerepeks. ❖ Ready to eat. ❖ Expiry date: 1-2 month (depending on the customer's own way) ❖ Product from: Salor, Kelantan ❖ Certifications: Halal ingredients ❖ Pack Content: 1 plastic container ❖ Pack Type: Single

2.5 Price List

This rotation The Kerepeks business has set prices for its products at standard prices in an effort to launch this brand into the food and beverage market segment of our country. In the current market, the price is shown as below:

Normal size : RM10 1pcs (excluding COD charge)

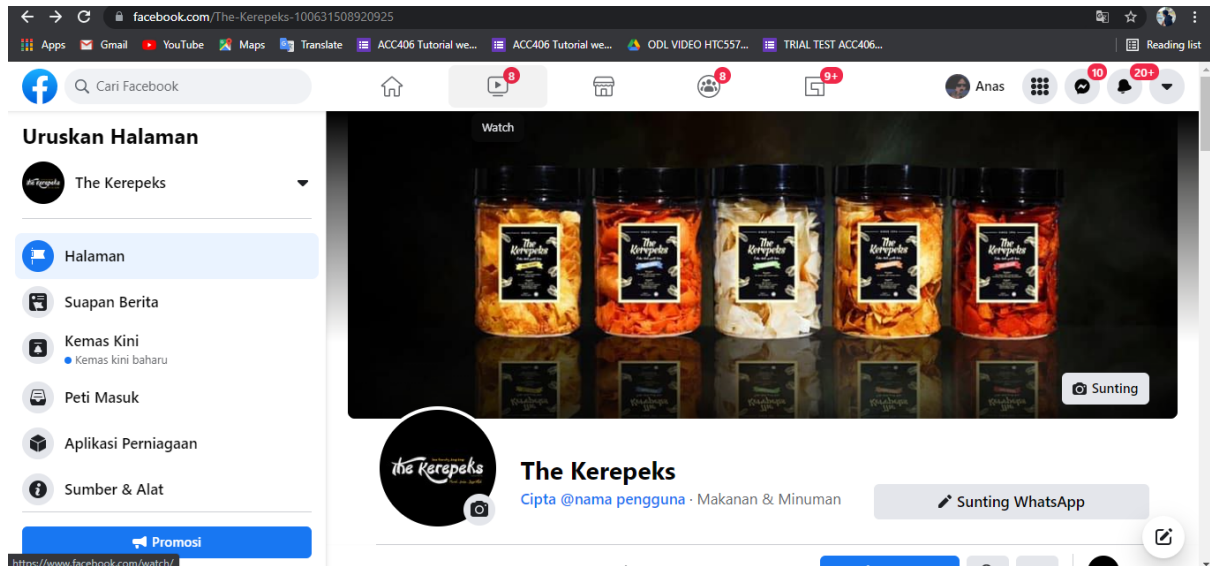
Bigger size : RM15 1pcs (excluding COD charge)

The established price, which includes the cost of delivery, is not a fixed price. When a customer purchases multiple units, the wholesale pricing is applied. However, delivery costs will remain the same.

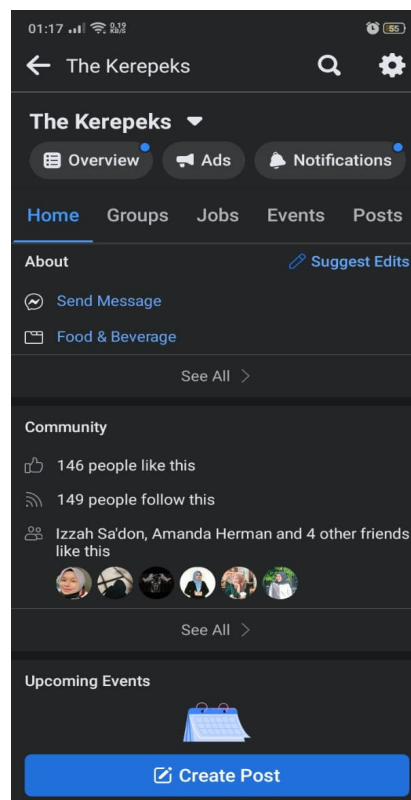
3.0 Facebook Page

3.1 Creating facebook (FB page)

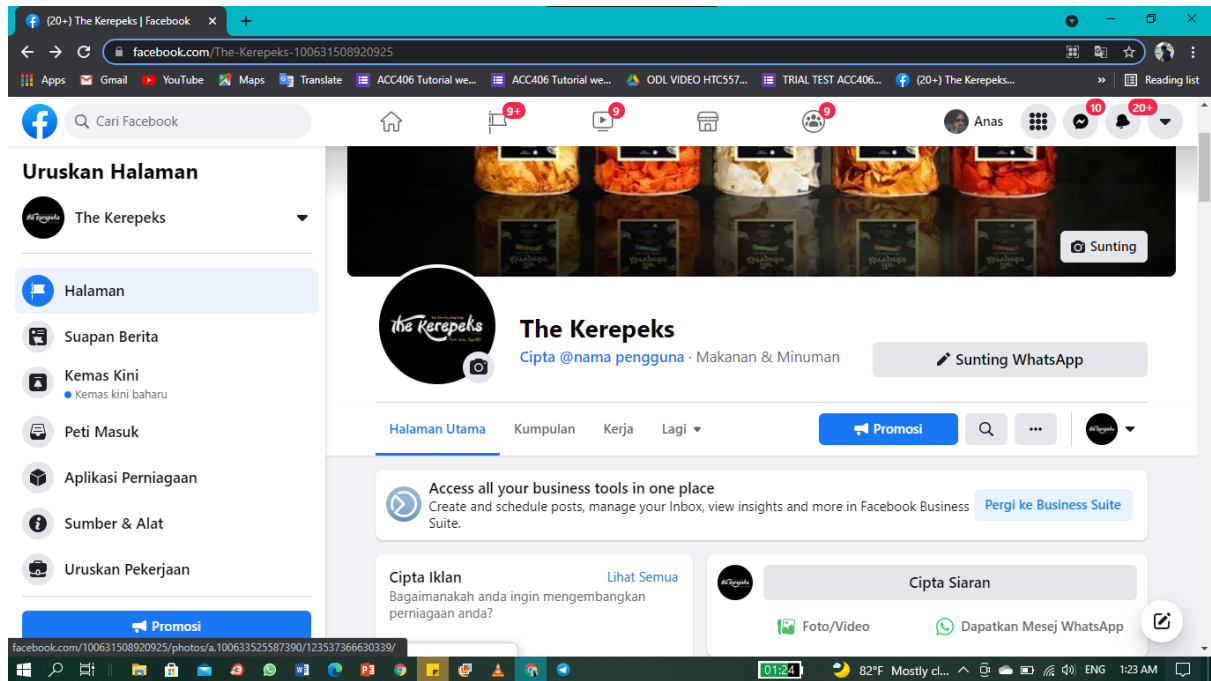
After receiving a Go-Ecommerce clearance certificate, the Kerepeks page was created on June 17th, 2021, and our business commenced operations on July 10th, 2021. Customers may always locate us by typing in "The Kerepeks" in the search box.



Aquired likes 100 and above



3.2 Customing URL Facebook (FB) page



<https://www.facebook.com/The-Kerepeks-100631508920925>

3.3 Facebook teaser (FB) post – (4 Teasers)



The Kerepeks
11 Jun · 🌐

Menonton sinetron bertambah menarik dengan kudapan yang tak jemu2 makan.. Dapatkan perisa kerepek ubi kegemaran anda dari dropship terpilih sekarang...!!!!

- ✅ Healthy Snack
- ✅ Tiada MSG
- ✅ 5 perasa kesukaan ramai
- ✅ Tidak Muak
- ✅ Rasa sekali pasti licin

Edit

👍 2

👍 Suka 💬 Komen ➦ Kongsi 🌐

Komen sebagai The K...
Tekan Enter untuk mengirim.



The Kerepeks
15 Jun · 🌐

Dapatkan kerepek ubi kegemaran anda dengan segera sementara stock masih ada. Hubungi dropship kami yang terpilih untuk mendapatkan maklumat dengan lebih lanjut..!!

Edit

👍 Suka 💬 Komen ➦ Kongsi 🌐

Komen sebagai The K...
Tekan Enter untuk mengirim.



The Kerepeks
9 Jun · 🌐

Dapatkan kudapan kegemaran anda hari ini dari semua dropship terpilih di seluruh Kelantan hari ini..!!!

- ✅ Healthy Snack
- ✅ Tiada MSG
- ✅ 5 perasa kesukaan ramai
- ✅ Rasa sekali pasti licin

— berasa gembira.

Edit

👍 Suka 💬 Komen ➦ Kongsi 🌐

Komen sebagai The K...
Tekan Enter untuk mengirim.





3.4 Facebook (FB) post – Copywriting (Hard sell) (3post)





The Kerepeks
28 Jun pada 6:00 PTG · 🌐 · 📍

The Kerepeks selamat sampai kepada tuan barunya!!

Terima kasih sudi membeli The Kerepeks dengan kami 🥰🥰

Edit

👍 Suka 💬 Komen ➦ Kongsi 🌐

The Kerepeks Komen sebagai The K... 😄 📷 📧 📧

Tekan Enter untuk mengirim.

The Kerepeks telah menambah 3 foto baru dari 30 Jun jam 11:30 PG.
30 Jun pada 11:30 PAGI · 🌐 · 📍

Antara feedback yang kami dapat dari pelanggan yang sudah membeli dari The Kerepeks 🥰🥰

TQ cyunk cik sue repeat lagi ❤️

"Sanggup makan sikit2 takut cepat habis" 🥰

Tu pon dah tinggal hujung2 balang dah 🥰

Ha tudia tuan rumah sampai nak kena wat



3.5 Facebook (FB) post – Copywriting (Soft sell) (3 post)


The Kerepeks telah menambah 2 foto baru dari 18 Jun jam 9:00 PTG — 😊 berasa teruja.
18 Jun pada 9:00 PTG · 📍 · 🌐

" THE KEREPEKS "
3 Perisa yang memikat jiwa 🍷
✔️ POPIA CHEESE 🧀
✔️ POPIA COCOA 🍫
✔️ POPIA NESTUM 🍷



The Kerepeks telah menambah 3 foto baru dari 19 Jun jam 9:15 PTG.
19 Jun pada 9:15 PTG · 📍 · 🌐

Perisa baru bagi keluaran #thekerepeks
" POPIA COCOA 🍫 (NEW) "
Untuk pertanyaan & tempahan boleh terus klik whatsapp kami



The Kerepeks telah menambah 2 foto baru dari 21 Jun jam 8:59 PTG.
21 Jun pada 8:59 PTG · 📍 · 🌐

Alamak !!
Bosan dgn ~~makanan~~ makanan yang ada ??
Ada banyak stock makanan lain tapi tetap rasa bosan ??
Itu merupakan petanda awal yang korang perlu dapatkan kudapan rangup dari The Kerepeks !! 😊
Jangan buang masa anda sekarang.. capai phone anda dan pesan dari dropship kami sekarang ! 😊



3.5.1 Frequency of posting

Capaian: Organik / Berbayar | Klik Kiriman | Reaksi, Komen & Kongsi

Kiriman	Jenis	Mensasarkan	Capaian	Penglibatan	Promosi
Antara feedback yang kami dapat dari pelanggan			3	0 0	Galakkan Siaran
The Kerepeks selamat sampai kepada tuan			4	0 0	Galakkan Siaran
Kudapan ringkas seperti ini masih mencari tuan baru !!			4	0 0	Galakkan Siaran
Alamak !! Bosan dgn makanan yang ada ?? Ada			3	0 0	Galakkan Siaran
Perisa baru bagi keluaran #thekerepeks " POPIA			1	0 0	Galakkan Siaran
" THE KEREPEKS " 3 Perisa yang memikat jiwa			4	0 0	Galakkan Siaran
Nantikan flavour terbaru keluaran kami !!			4	0 0	Galakkan Siaran
The Kerepeks kemas kini jam perniagaan mereka.			4	0 0	Galakkan Siaran
The Kerepeks			2	0 0	Galakkan Siaran

Dapatkan kerepek ubi kegemaran anda dengan			3	0 0	Galakkan Siaran
Menonton sinetron bertambah menarik			5	0 2	Galakkan Siaran
Dapatkan kudapan kegemaran anda hari ini			2	0 0	Galakkan Siaran
The Kerepeks			0	0 0	Galakkan Siaran
Kudapan ringkas seperti ini masih mencari tuan baru !!			4	0 0	Galakkan Siaran
Alamak !! Bosan dgn makanan yang ada ?? Ada			3	0 0	Galakkan Siaran
Perisa baru bagi keluaran #thekerepeks " POPIA			1	0 0	Galakkan Siaran
" THE KEREPEKS " 3 Perisa yang memikat jiwa			4	0 0	Galakkan Siaran
Nantikan flavour terbaru keluaran kami !!			4	0 0	Galakkan Siaran
Dapatkan kerepek ubi kegemaran anda dengan			3	0 0	Galakkan Siaran

Menonton sinetron bertambah menarik			5	0 2	Galakkan Siaran
Dapatkan kudapan kegemaran anda hari ini			2	0 0	Galakkan Siaran



Conclusion

To summarise, The Kerepeks sells crunchy chips with a great flavour. The Kerepeks sell their products on a Facebook page. We may infer that by running an online business, we are able to promote and sell our products and services, as well as learn about our existing market brands, particularly through Facebook Pages. We can also provide updates through these platforms, and our newest customers can keep up with our current specials or releases.

Furthermore, it not only benefits our business, but it also benefits us because we can track and update business trends by producing more income not only through the use of Facebook, but also through the use of other platforms accessible to sell things. This will keep us from becoming obsolete, and we will be able to grow in tandem with the country's present advances.

As a result, we learned how to suit the wants of our customers and how to promote our items through ad writing techniques such as teasers, hard sales, and soft sales. We're also good at maintaining our consumers' tastes and preferences. We were able to fulfil some of our objectives as a startup firm utilising Facebook Pages, and we will continue to achieve all of our objectives in the years to come by developing and running other existing social media businesses, as well as enhancing our marketing strategy. ✓