



אוניברסיטת טכנולוגיית מראה  
UNIVERSITI  
TEKNOLOGI  
MARA 69

FACULTY OF HOTEL AND TOURISM MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA KAMPUS PUNCAK ALAM

PRINCIPLES OF ENTREPRENEURSHIP ENT 530  
(SOCIAL MEDIA PORTFOLIO 40%)

NIK NUR AINI BT NIK LEH

2020959411

PREPARED FOR :  
DR NOR ZAWANI BINTI MAMAT @ IBRAHIM

SUBMISSION WEEK :  
WEEK 14

## **Acknowledgement**

First and foremost, I want to thank Allah SWT and His Messenger, Prophet Muhammad SAW, for their blessings, which allowed me to accomplish my Social Media Portfolio, which is one of the requirements for the assessment code for this topic Principles of Entrepreneurship (ENT530). I'd also like to express my gratitude to everyone who helped me finish my project. I am grateful to Dr. Nor Zawani Binti Mamat@ Ibrahim for her invaluable guidance, remarks, and recommendations during this research. I'd also like to thank my lecturer for his invaluable support in giving me with all of the essential and valuable information and assistance in creating my portfolio and my social media project. Thank you for your support and patience as I completed my project at home during the Movement Control Order (MCO). I'd want to express my gratitude to everyone who helped with this project. Thank you very much. Finally, I hope that this portfolio will be well received, since I have put up my best effort to complete this project.

## **EXECUTIVE SUMMARY.**

The purpose of this portfolio is to explain how to build an internet business using a Facebook Page. I've been running an online business for a while now. My project name is Topokkichin. This page sells instant topokki (tteokbokki), a rice cake with sauce that is quite popular in Korea. My is based in the area of my home, specifically in Kemaman, Terengganu. As a result, customers can place orders or pick them up at my home. They can also send me an email or call me if they have any queries or want to make a purchase.

The item that I selling are in instant food category. This is because people can enjoy their meal in 10minutes only. This food product also come with delicate gochujang sauce. This sauce is mostly taste like sweet and sour. According to my research tteok-bokki was known by various names including tteokjjim (steamed rice cakes), tteok-japchae (stir-fried rice cakes), and tteok-jeongol (rice cakes hot pot).

Customers in the Kemaman area are served by Chingu topokki. It was also directed at people who had a strong desire for Korean cuisine. This item can also be given as a gift to a beloved. Customers place orders quickly because of the low prices and the sauce that we provide. The packaging also encourages consumers to purchase this item. This topokki can be used to make a number of dishes, including pizza topping and topokki macaroni and cheese. Nik Nur Aini plus others agent and dropship who cover in Kemaman area. Our responsibility of selling and advertising the goods to customers. We developed this company on Facebook, and we utilise it to advertise softsell, hardsell, and my teaser business.

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## i. E-Commerce Registration

The screenshot shows the Go-eCommerce profile registration interface. At the top, there's a navigation bar with links for HOME, MY PROFILE, MY BUSINESS, MY LEARNING, MY NOTIFICATIONS, and MORE. Below the navigation is a header with tabs for PERSONAL PROFILE and BUSINESS PROFILE, with PERSONAL PROFILE selected. On the left, there's a sidebar with a placeholder profile picture and the name NIK NUR AINI BT NIK LEH. The main content area is divided into sections: Personal Information, Institution Information, and eCertificates. The Personal Information section contains fields for Name (NIK NUR AINI BT NIK LEH), New Identity Card No. (990129115462), Email Address (Niknuraini40@gmail.com), City, State, Personal Facebook, Gender, and Marital Status. There are also fields for Phone/Mobile (0134869660), Home Address, District, Postcode (24000), Personal Instagram, Race, and Special Need (Required). An 'Edit' button is located next to the phone number. The Institution Information section has an 'Add New' button. The eCertificates section includes a link to download a programme eCertificate now, noting it's available for users who have completed specific chapters or courses.

PERSONAL PROFILE BUSINESS PROFILE

NIK NUR AINI BT NIK LEH

**Personal Information**

Name	:	NIK NUR AINI BT NIK LEH	Phone/Mobile	:	0134869660	<a href="#">Edit</a>
New Identity Card No.	:	990129115462	Home Address	:		
Email Address	:	Niknuraini40@gmail.com	District	:		
City	:		Postcode	:	24000	
State	:		Personal Instagram	:		
Personal Facebook	:		Race	:		
Gender	:		Special Need	:		
Marital Status	:		Required			

**Institution Information**

[Add New](#)

**eCertificates**

Click here to download Programme eCertificate now

This is only available for users who:

- Have completed all 7 eUsahawan chapters on Malaysia Digital Academy before end of 2018
- Have completed a digital entrepreneurship course at a partnering tertiary institution

## **ii. Introduction of my business**

- Name and address of business

- Name : Ttebokkihcingu
- Address : D-96 Bandar Seri Bandi,Kemaman

One of the most popular foods nowadays is rapid goods. This topokki can be mixed with any items we wish, including cheese. People usually buy this product on weekends, and because of the pandemic, they can have Korean food at a restaurant. For this product can be served 1-2 person for one pack.

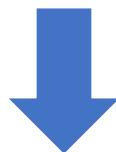
Because of this pandemic, the online business is getting busy days by days. People get Because of that, we decide to target our customer primarily house wife and student from Terengganu and Kemaman area. We provide to give a free delivery on Cod in Kemaman are. We use the postage as soon as the customer places their order for any other state in Malaysia including Sabah and Sarawak.

The online business is becoming increasingly active as a result of the pandemic. As a result, we decided to focus our marketing efforts on housewives and students in the Terengganu and Kemaman areas. We offer free delivery on charge on delivery (COD) in the Kemaman . We charge the delivery service according to their service area and take cash on delivery. When a consumer places an order for any other state in Malaysia, including Sabah and Sarawak, we utilise the postage immediately. Meanwhile if by postage, the customers need to pay the postage fee RM8 for Semenanjung Malaysia and RM12 for Sabah and Sarawak.Usually , we will wrap our product with bubblewrap or in the box to secure their quality ans safety. We've also opened the dropship to anyone looking for some extra cash during the pandemic.

**iii. Organizational chart**



CHINGU TOPOKKI



AGENT  
BY3DARA



NIK NUR AINI BT NIK LEH  
(DROPSHIP CHINGU TOPOKKI)

#### **iv. Mission and Vision**

- **Mission**

Our aim is to be a first successfully halal food product in Malaysia.

- **Vision**

Try to be creative with our product and try to explore more about another cuisine.

#### **v. DESCRIPTION OF PRODUCTS/SERVICES**

Chingu Topokki is a type of instant rice cake that originated in Korea. This product is guaranteed to have a JAKIM halal certificate. Tteokbokki, also known as tteokmyeon or tteokbokki-tteok, is a famous Korean cuisine prepared from small-sized. This type of dish was produced because we want everyone to learn more about Korean cuisine. We also discovered that Malaysians prefer to eat Korean cuisine. Spicy and sweet sauces are included with our products. This quick and easy topokki can be made by anyone. This topokki also can be a different dish such as Vietnamese roll filling with topokki,topokki cheese and many more. Each purchase comes with a free chopstick and stickers. We also have a surprise gift box for clients who wish to present a gift to someone they care about.



- **PRICE LIST**

In order to break into the existing market, Instant Chingu Topokki has designed to collect for its goods.

At a regular price one pack options are now available on the market:

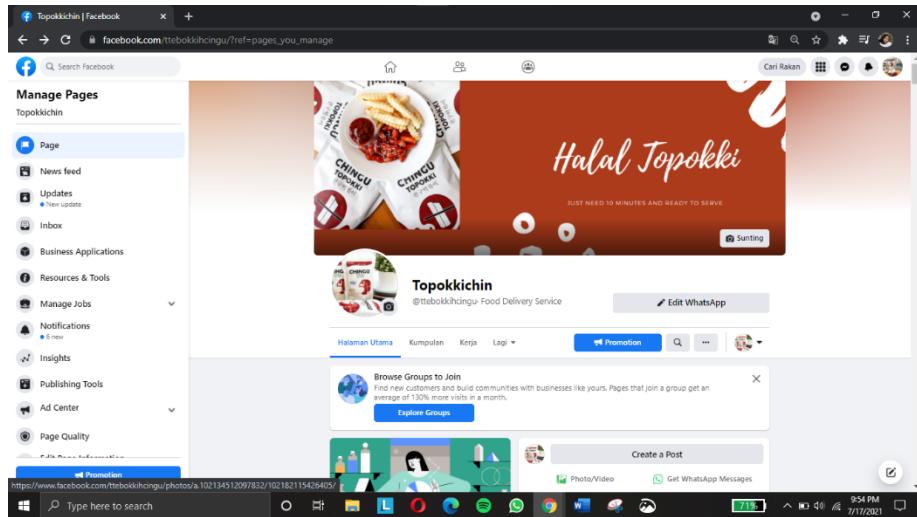
For topokkitchin the price list is as below.

- 1) 270grams – RM13 (excluding postage)

The set price is not a fixed price and does not include postage. Customers who purchase numerous packs will receive a bulk discount. However, postage prices may increase due to the parcel's size or weight. The fee for COD also free in Kemaman area.

## vi. FACEBOOK PAGE

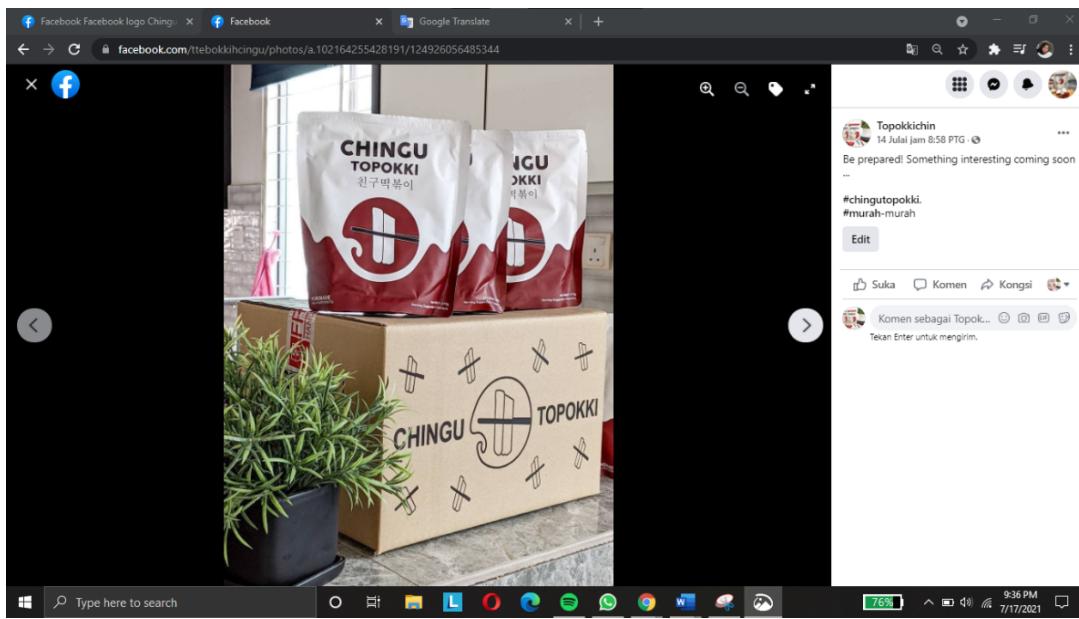
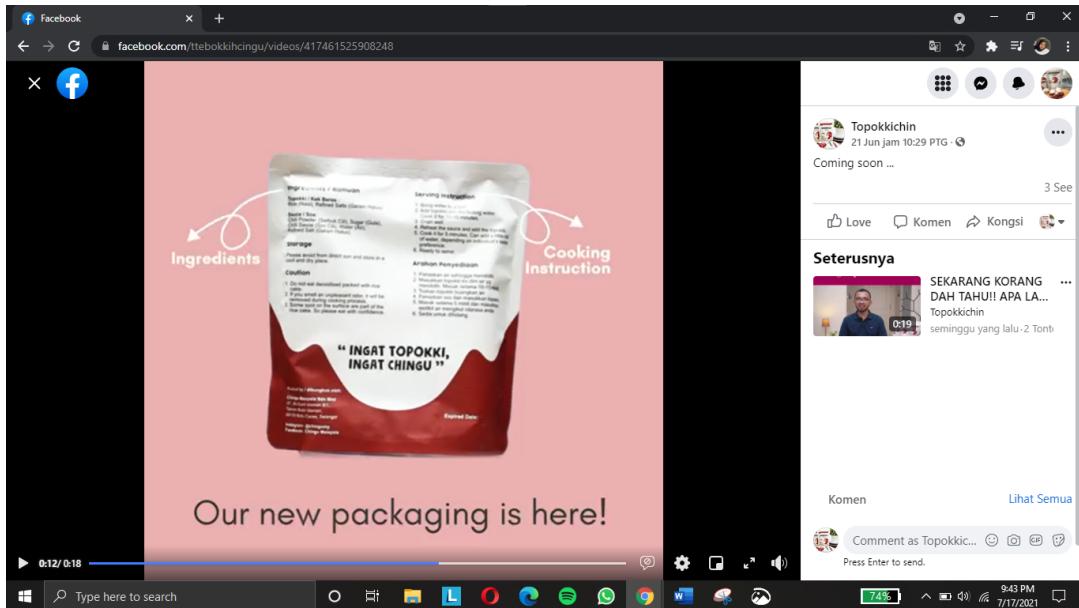
### ➤ Creating a Facebook Page



### ➤ URL Facebook Page

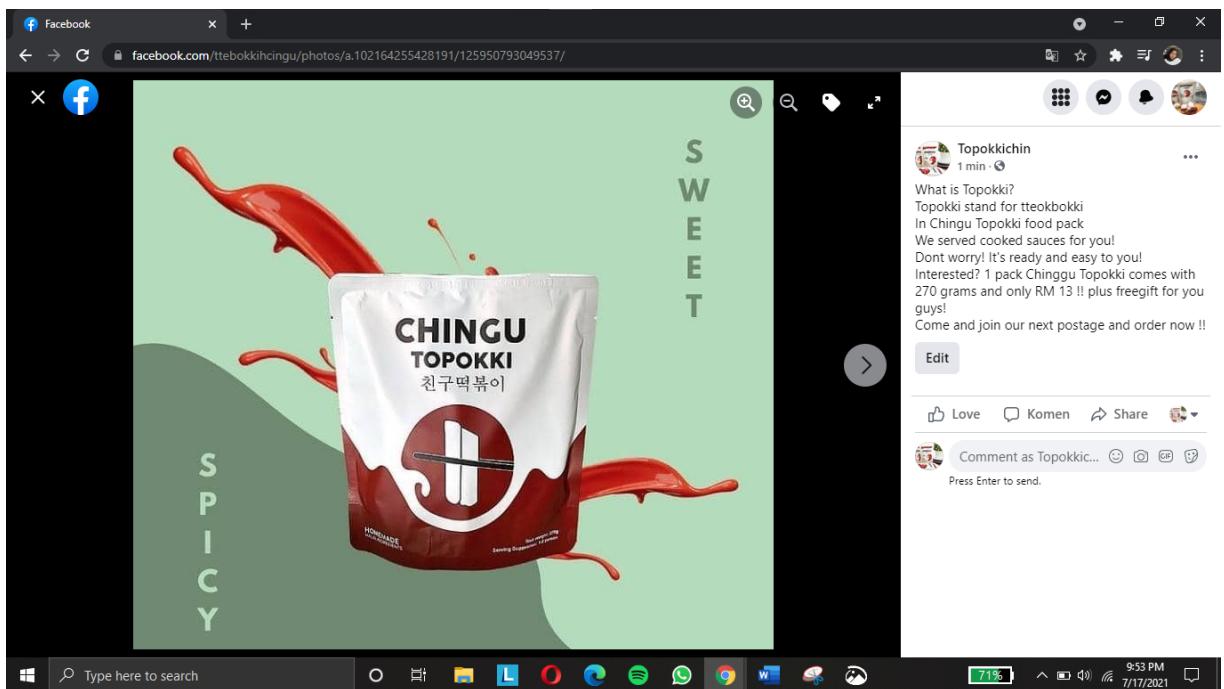
<https://www.facebook.com/ttebokkihcingu/>

➤ Facebook post teaser



### ➤ Facebook post copywriting (Hard Sell)

- Hard selling entails using directness, assertiveness, and foresight to swiftly generate a lead or close a transaction. Hard sellers rely on a rock-solid sales pitch, which has only one opportunity to succeed in most cases. Clients are frequently put under a lot of pressure in hard sales.



Topokkitchin | Facebook

facebook.com/ttebokkikhingu/?ref=pages\_you\_manage

Search Facebook

### Manage Pages

Topokkitchin

- Page**
- News feed
- Updates (1 New update)
- Inbox
- Business Applications
- Resources & Tools
- Manage Jobs
- Notifications (6 new)

Promotion

Topokkitchin

Minggu Petua 4

Sesualkan Halaman anda

Tambah ciri tersuai untuk menjadikan Halaman anda menonjol dan mendorong pelawat untuk mengambil tindakan.

Lihat Petua

Wawasan Lihat Semua

28 hari terakhir : 19 Jun - 16 Jul

Orang Dicapai	18
Penglibatan Siaran	1

9 Orang Dicapai 1 Penglibatan Galakan Tidak Tersedia

Facebook Facebook logo Chingu

facebook.com/ttebokkikhingu/photos/a.102164255428191/107540708223879

Type here to search

CHINGU TOPOKKI

**RM13 PER PACK**

DON'T FORGET TO TRY BEFORE YOU JUDGE THE TASTE 🐸

Topokkitchin 9 Jun

Mana nak dapat harga topokki homemade semurah ni!! RM13 je gais!!!

1 Komen

Suka Komen Kongsi Paling Relevan

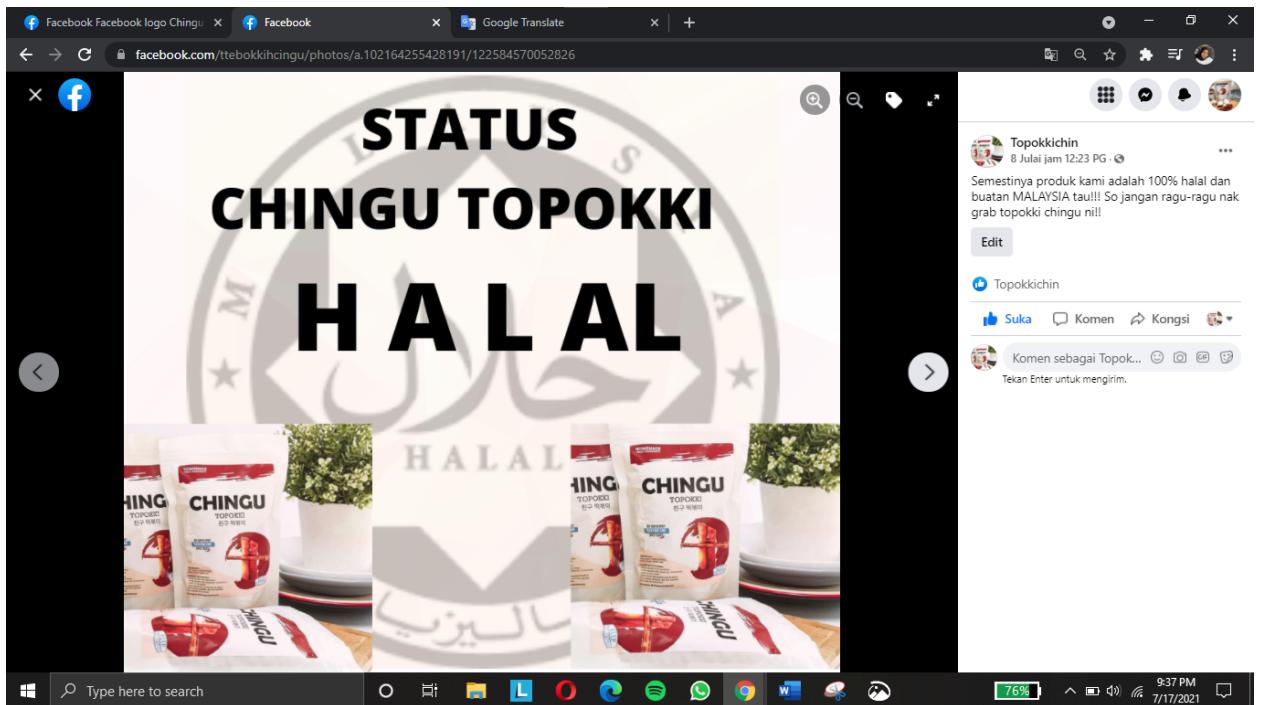
Pengarang Topokkitchin berminat boleh pm!!! Suka · Balas · 5m

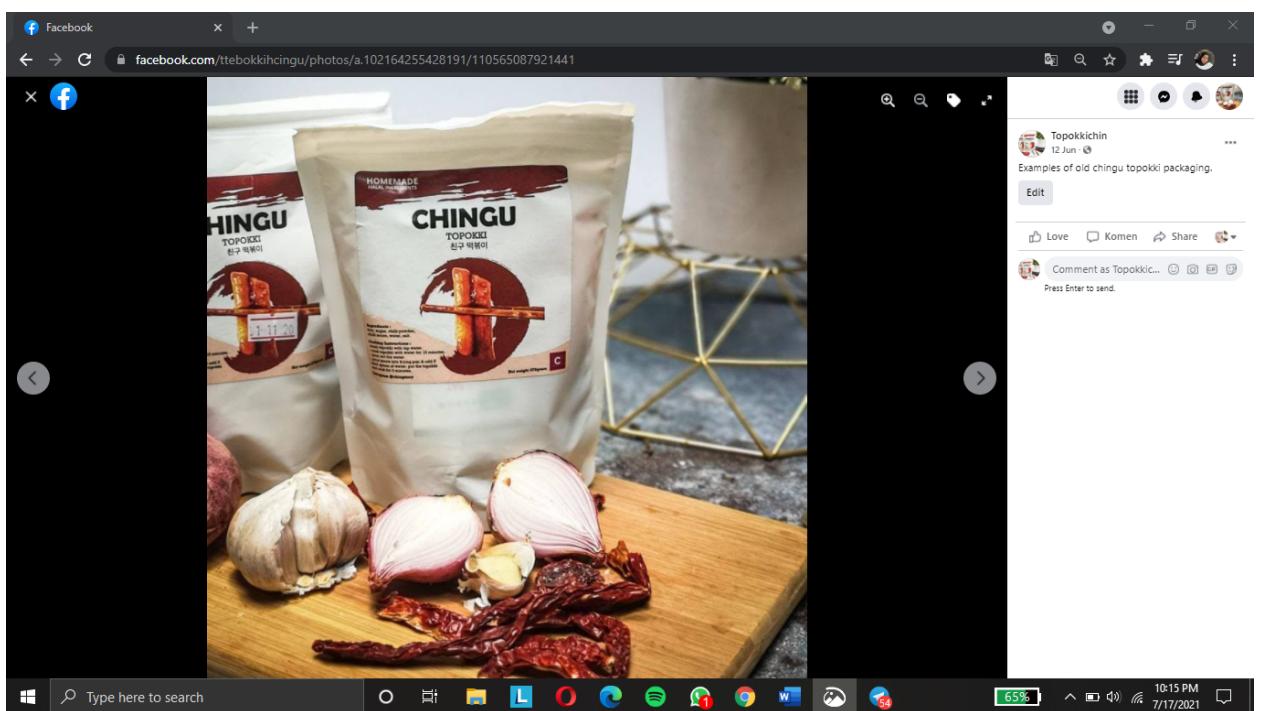
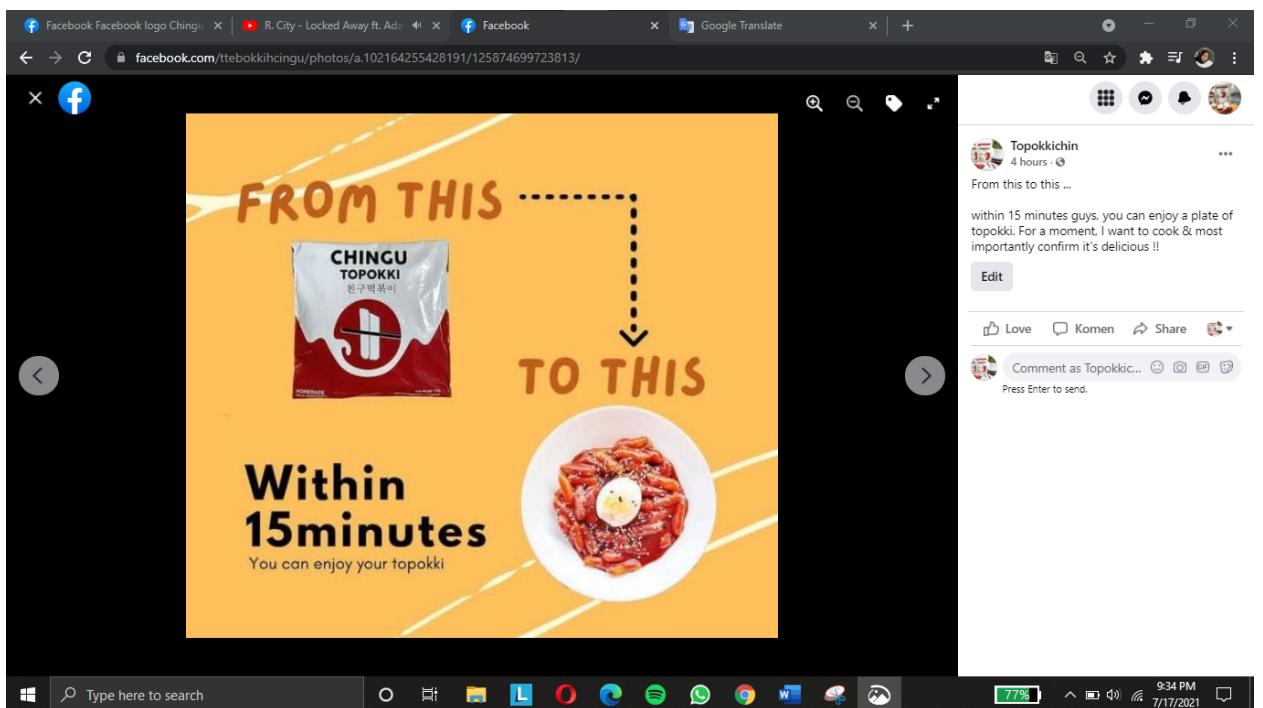
Komen sebagai Topok... Texan Enter untuk mengirim.

9:40 PM 7/17/2021

➤ **Facebook post copywriting (Soft Sell)**

- Soft selling entails depending on persuasion and patience to gain success during the sales process. Soft sellers take an empathetic approach to their prospects, attempting to understand what makes them tick. Naturally, this method necessitates the salesperson having plenty of time to succeed.





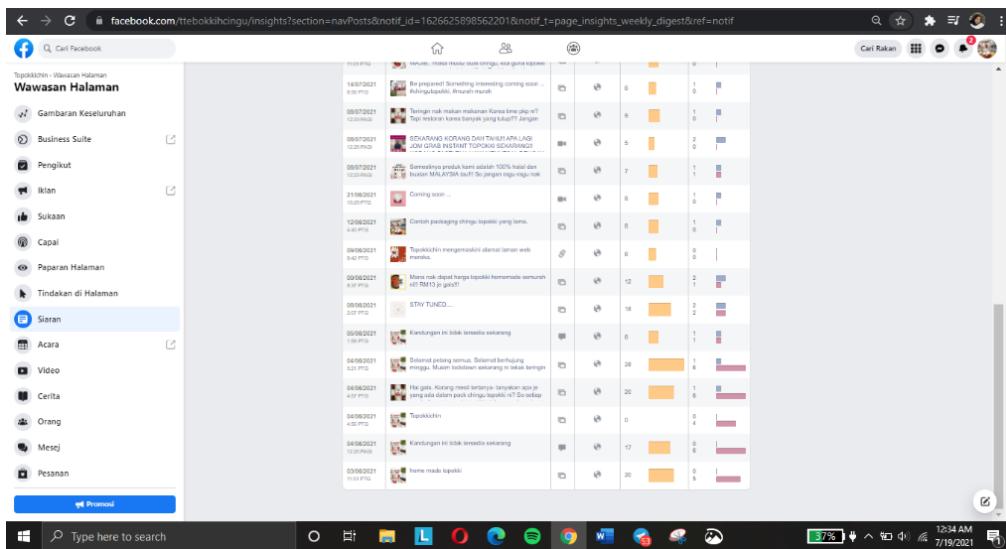
➤ Graphics

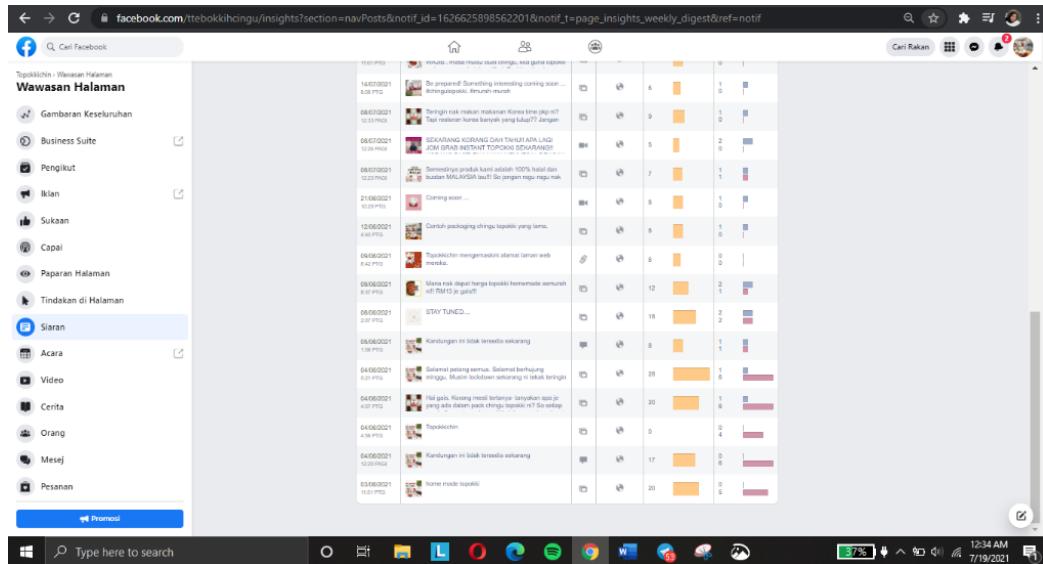






## ➤ FREQUENCY OF POSTING





## SALES REPORT

- During this MCO 2021, my business for this portfolio got affected. Only 4-7 customer bought this products

## CONCLUSION

Finally, through completing my Social Media Portfolio (ENT530), I gained a lot of experience and knowledge. I have thoroughly enjoyed my experience with the processes. I learned how to run an online business through social media and make money for my firm. Since we all know, having understanding of internet business will help us gain more advantages in online marketing, as most people nowadays choose to shop online rather than go to the store. This is because it is far superior and more convenient for the customer. I sincerely hope that my online business will continue to develop in the subject. I will do all in my power to maintain the quality and price of my product.

Unfortunely, during this MCO many people try so hard to build their business and they try so hard to learn more about entrepreneurship. In today's world, social media is the ideal platform for engaging with customers, and it aids in the blooming of our businesses. In this Social Media Portfolio project, I learned how to run a real-life business, how to attract internet users' attention, advertise my brand, and communicate with consumers. I've noticed that Facebook and others media social have a number of

business tool capabilities that I believe are really useful for running an internet business. As an entrepreneur, I recognise the advantages of online businesses for today's marketing, and I can made some money while working on this project.