



اَوْنِبُوْرَسِيْتِي تِي كُوْلُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA 79



**Kedai Sambal by mama taste**

**PRINCIPLE OF ENTREPRENEURSHIP (ENT530): SOCIAL MEDIA**

**FACULTY & PROGRAMME:** FACULTY OF HOTEL & TOURISM MANAGEMENT  
(HM245) ✓

**SEMESTER:** 3

**PROJECT TITLE:** SOCIAL MEDIA

**STUDENT NAME:**

1. NUR AININA FATIHAH BINTI NORMANNUDDIN (2020713927)

**LECTURER:** DR. NOR ZAWANI BINTI IBRAHIM ✓

### i. **Acknowledgement**

We would like to thank our instructor, Dr. Nor Zawani Binti Ibrahim who always gave us knowledge. Also, thank you also to our parents who often support us to finish the assignments that need to be done. Finally, thanks to my friend's partner for working together to complete this task. We are also grateful for the information available on the internet in improving our knowledge of the implementation and challenges of a halal hotel in Malaysia.



## ii. Executive summary

Based on this product, we are selling #DagingBawangGoreng (DBG) by kedai sambal to give a new flavor of the meat instead of black meat or jerky that people common get. However my family have decided to sell this dish to make a small business and make it as new innovation. Introducing this new innovation of #DagingBawangGoreng that are the best selling since 2018 on Hari Raya Aidilfitri and Hari Raya Aidiladha celebration. On this celebration will be the hot selling. This is because, this #DagingBawangGoreng dish has made it easier for customers to eat just like that. This #DBG production is made with homemade and unique recipe standards from the family's hereditary heritage. This DBG specialty gives a unique flavor that makes customers always want more. In addition, the Vision & Mission for this DBG product is to maintain the quality of the products & will be the most favorite menu for every customers and can enter the market nationwide. The production of this small business is done in a residential house located in Taman Puncak Jalil 9 and has 5 employees. The owner of this business is Mrs. Norasidawati Binti Mohamed Sidek while the management is handled by Mr. Normannuddin Bin Haji Osman. So far, the sales of production obtained during the Hari Raya Aidilfitri & Hari Raya Aidil Adha celebrations are RM10,000. Furthermore, the company conducts promotional sales activities on Facebook and online Shoppe. For advertising, the company has used social media platforms such as Facebook and Instagram so that customers know the existence of the company and know the development of the company in the sale of DBG.



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Go-eCommerce BETA

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PERSONAL PROFILE BUSINESS PROFILE

  
**NUR AININA FATIHAH**  
**BINTI NORMANNUDDIN**

**Personal Information**

Name	: NUR AININA FATIHAH BINTI NORMANNUDDIN	Phone/Mobile	:	<a href="#">Edit</a>
New Identity Card No.	:	Home Address	:	
Email Address	:	District	:	
City	:	Postcode	: 43300	
State	:	Personal Instagram	:	
Personal Facebook	:	Race	:	
Gender	:	Special Need	:	
Marital Status	:	Required	:	

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**Image 1 : Personal information**

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Marital Status

**Institution Information** [Add New](#)

**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	
District of Institution	: Kuala Selangor	Postcode	: 42300	
Level of Study	: Bachelor Degree	Study Status	: Full time	<a href="#">Edit</a> <a href="#">Delete</a>
Course Name	: NZI ENT530	Class Name	: NZI ENT 530	
Subject Name	: PRINCIPLE OF ENTREPREEURSHIP	Year Enrolling the subject	: 2021	
Month Enrolling the Subject	: 3	Lecturer Name	: NOR ZAWANI BT MAMAT@IBRAHIM	
Internship Enrollment	: No	Year Of Internship Enrollment	:	
Month of Internship Enrollment	:	Period of Internship Training	:	
Expected Year To Complete Study	: 2023	Expected Month To Complete Study	: 3	
Related To Study Field	: Yes			

**eCertificates**



**Image 2 : Institution information**

## INTRODUCTION OF BUSINESS

. Name and adress business :

Kedai sambal By.mama.taste

No 35, Taman Puncak Jalil 9/23,

Seri Kembangan, Selangor 43300. ✓

Organizational chart :



Mission / Vission :

Mission ✓

- By.mama.taste to is a sambal stall that maintain the quality of the products.

- By.mama.taste also keep make new innovation of the products to give a variation of the menu to be sold at the feast ✓

- By.mama.taste duty also produced a quality delicious meat and side dishes eaten by customers at any time, especially on Eid celebrations

Vission

- By.mama.taste will be the most favorite menu for every customers and can enter the market nationwide. ✓

## Description products and services



**Picture 1 : Daging Bawang Goreng & Sambal Menyengat**

By mama taste offer a various type of dish such as Sambal menyengat, Sambal menyengat tempoyak (SMT) and Sambal menyengat tempoyak petai (SMTP). The most favourite customers they would buy are Daging Bawang Goreng and Sambal Menyengat. We also provide a package discount for our lovely customers. To place the orders, By.mama.taste customer can visit our Facebook page, instagram and shopee online market. We provide delivery service to the customer around areas which is Taman Puncak Jalil & Bandar Tasik Selatan.

### Price list :

By.mama.taste offer 2 type most favourite customer always get their order with great quality and affordable price

No	Type of dish	Price (RM)
1	Daging Bawang Goreng	RM35
2	Sambal Menyengat	RM15

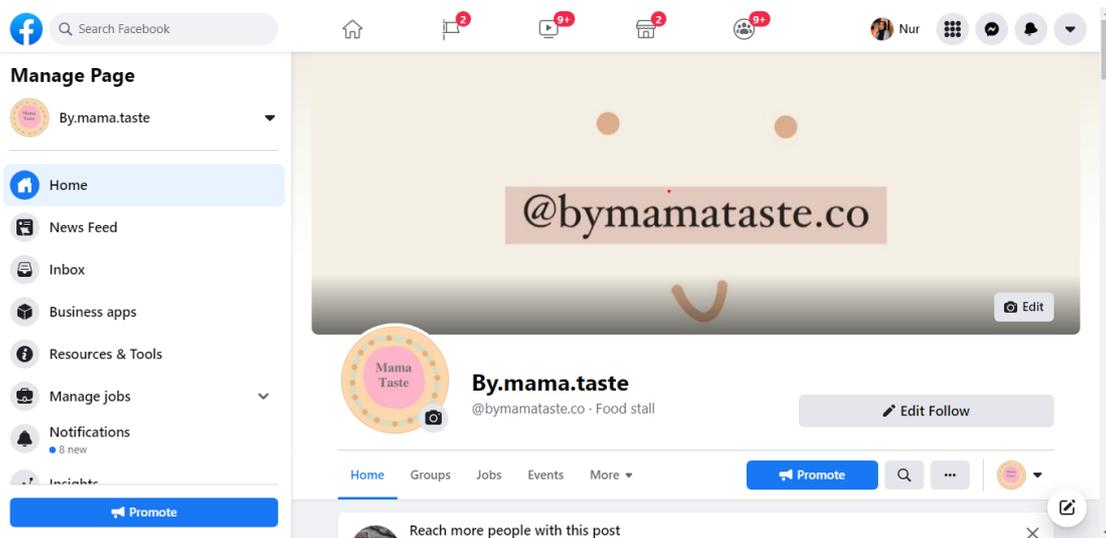
The price of our products not over than RM50. There is no fee charged for those customers who want self-pickup at our basement at Petronas Tmn Puncak Jalil 9. We charged the delivery fee for those who wants us to send it to them within RM2 to RM5 depends on area. Meanwhile if by postage, the customers need to pay the postage fee

RM8 for Semenanjung Malaysia and RM12 for Sabah and Sarawak. For shopee shipping postage only RM4.60.

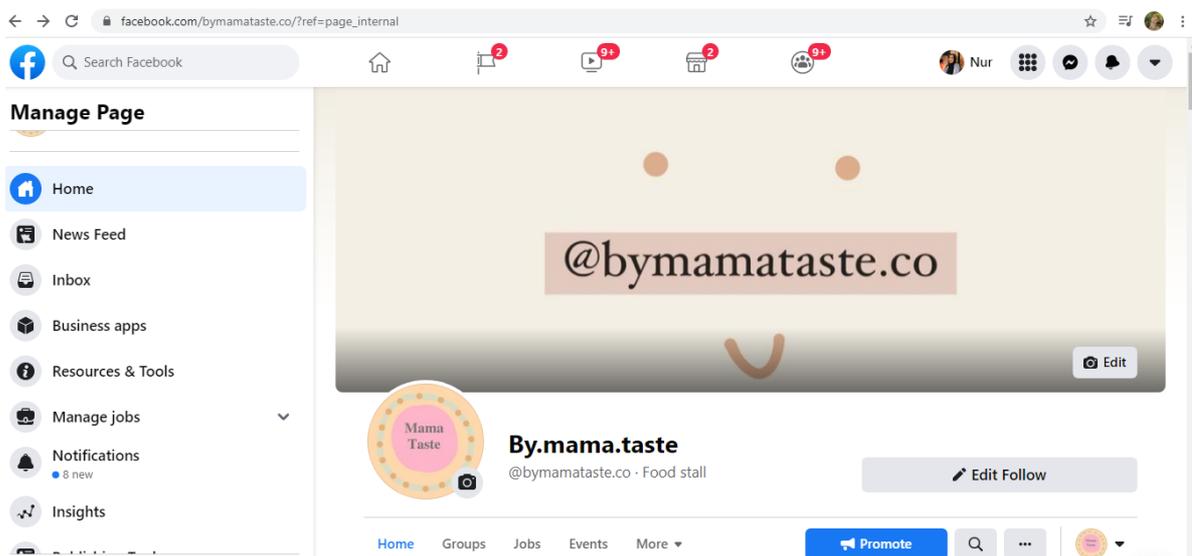


### III. Facebook

- Creating facebook page



- Customing URL facebook (FB) page



- Facebook (FB) teasers post.

By.mama.taste  
Yesterday at 12:32 · 🌐

Tak lama lagi ni dalam beberapa hari je InshaaAllah Daging Bawang Goreng pedas akan release. Sabar ye semua! 🥰



By.mama.taste  
Yesterday at 12:12 · 🌐

Atas permintaan lovely customers, kita buat Daging Bawang Goreng version pedas punya pula oki 🙌



- Facebook (FB) post –Copywriting (Hard Sell)

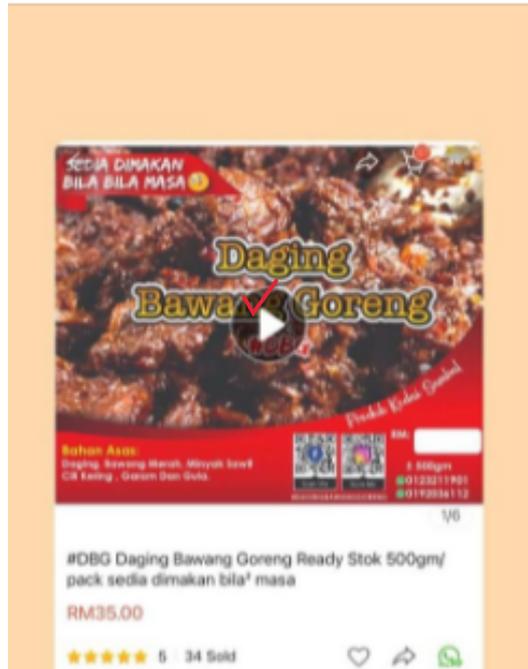
By.mama.taste  
30 June at 14:52 · 🌐

Hai semuanya, how was your day? 😊  
Lapar ke tu? Ha ni nak bagitahu Daging Bawang Goreng homemade sedia dihidang. Sedap sungguh! Wajib cuba tau RM35/1 pack !  
•  
Kt shopee pun ada jual 🥰🥰🥰 mudah beli kt shopee je, nah link :  
<https://shopee.com.my/noruman/8071217525?smmt=0.0.9>  
•



By.mama.taste  
Yesterday at 12:37 · 🌐

Assalamualaikum, Daging Bawang Goreng already in stock, order melalui FB dan shopee pun boleh !  
LINK shopee : <https://shopee.com.my/noruman/8071217525?smmt=0.0.9>



By.mama.taste  
16 July at 23:26 · 🌐

Sambal menyengat kaw kaw! Ni pun kami jual tau 🥰 menyengat sampai berdesup telinga keluar asap! RM15 sahaja ! packaging lama (gambar 1) packaging baru (gambar 2). Apa apa boleh DM ye akak abang sekalian ~



By.mama.taste  
Yesterday at 12:51 · 🌐

Sambal Menyengat Delivery timeeee~ 😊



By.mama.taste  
Yesterday at 12:59 · 🌐

SELAMAT HARI RAYA HAJI 🎉  
Daging Bawang Goreng available stock oki!  
Nak order? Order di shopee:  
<https://shopee.com.my/noruman/8071217525?smtt=0.0.9>



By.mama.taste  
7 July at 15:38 · 🌐

Alhamdulillah customer gembira, kami pun gembira 🥳🥳🥳 mari pakat beli DagingBawangGoreng By.mama.taste di shopee <https://shopee.com.my/noruman/8071217525?smtt=0.0.9>.

\*h  
★★★★★  
Sedapp...rase die sesedap r

l bagi 5 bintang! Sedapp mashaAllah, saya ambah tambah nasi. Family saya pun suka. seller 🙏 semoga diberi kesihatan yg sihat keluasan rezeki selalu 🙌🙌🙌🙌

Product quality Good value for money  
Delivery Excellent service by seller

7-2021 12:00

eller Response:  
rima kasih .... Harap berpuashati yer..Raya l ti order lagi yerr

By.mama.taste  
Yesterday at 12:46 · 🌐

Alhamdulillah nurse pun dah grab our DBG 🥰 anda bila lagi?



By.mama.taste  
Yesterday at 12:48 · 🌐

Terima kasih lovely customers yg sentiasa beri sokongan 🥰 Raya Haji ni pun kita masih jual lagi taw! Cepat cepat order oki 🙌



By.mama.taste  
Yesterday at 12:50

Live talk 'resipi bonda menjadi jualan' bersama Soulstan's hq & DagingBawangGoreng 🤗



•Facebook (FB) post – Copywriting (Soft Sell)

By.mama.taste  
Yesterday at 12:58

Siapa yang belum cuba Daging Bawang Goreng kami ni, mari cuba dulu, confirm sedap!  
-Daging empuk ✓  
-secukup rasa ✓  
-Beraloi bel ✓



MAKANAN YANG BOLEH DIMAKAN BERSAMA DAGING BAWANG GORENG :

- 1) NASI PUTIH PANAS PANAS
- 2) KETUPAT
- 3) LEMANG
- 4) NASI IMPIT
- 5) ROTI
- 6) PULUT

By.mama.taste  
17 July at 15:07

Tips cara simpan DBG supaya boleh makan berulang 🍴 baru puas hati, nak lagi puas hati?? Nah link shopee boleh order sini : <https://shopee.com.my/noruman/8071217525?smtt=0.0.9>



**! Cara penyimpanan DagingBawangGoreng !**

1. Ambil DBG ikut banyak mana yang nak makan
2. Simpan di dalam bekas
3. Letakkan bekas di fridge
4. Jika nak makan berulang kali?

Ulangi langkah 1 🍴👍

## Conclusion

In the conclusion, I experienced and learnt a lot of things by finishing this Social Media Portfolio. I honestly love the experience I have been through in the processes. I learnt how to handle online business in social media and be able to gain the profit for my family company. As we know, if we have knowledge about online business we can get more advantages in online marketing since nowadays we people tend to go online shopping rather than go for physical shopping. This is because, it is way much better and easier for the customer. I really hope that my online business will be continue and going to thrive in the market because I need to achieve my goals and vision to be one in nationwide market. I will give my best and my best efforts in order to maintain the quality and price of my product to satisfy the customer needs and wants though to keep the customer loyal to my family brand. Moreover, I hope that with the achievement that I will achieve in the future will help the unemployment rates decrease by offer them to work with my company. Lastly, nowadays social media is the best platform to engage with the customer and it helps to flowery our business in this era. In this Social Media Portfolio assignment, I learnt how to handle my own business in real life, how to grab online user attention, how to promote my business, how to communicate with the customers. I have seen a lot of business tools features in Facebook which I think it is very helpful to handle the online business. As an entrepreneur I acknowledge the benefits of online businesses for ~~today~~ marketing and I also gained some profits while handle this assignment. Last but not least, I wish my family business will get more attention after this.