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**UNIVERSITI TEKNOLOGI MARA CAWANGAN
SELANGOR KAMPUS PUNCAK ALAM**

**ENT 530 –
PRINCIPLES OF ENTREPRENEURSHIP**

SOCIAL MEDIA PORTFOLIO (40%)

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GROUP: HM2404B

LECTURER NAME: DR. NOR ZAWANI MAMAT@IBRAHIM



ACKNOWLEDGEMENT

Assalamualaikum,

For the subject Principles of Entrepreneurship (ENT530), the students were instructed to do an individual project which is to set up real entrepreneurial business and its own structure and we also instructed to do a Social Media portfolio based on our own business. This assignment report needs to be submitted in week 14 or 15. In the real entrepreneurial business, each individual needs to use social media platform by utilizing Facebook (FB) for marketing purposes. By utilizing Facebook (FB) page for marketing purposes, everyone needs to address the content of Facebook (FB) page which are customing URL Facebook (FB) page, teaser post, hard or soft sell for copywriting and the frequency of posting. Everyone also needs to register in go-ecommerce system. In the end of the assignment, everyone needs to write a final report using the given format.

My completion of this report could not have been accomplished without the support of my lecturer for ENT530 subject, Dr. Nor Zawani Mamat@Ibrahim for giving us a good guideline for this assignment throughout numerous consultations. I would like to express my deep gratitude to everyone especially my close friend and classmates that have helped me in carrying out this Social Media portfolio. Lastly, I would like to thank everyone once more for their help direct and indirectly in completing this assignment.



EXECUTIVE SUMMARY



The chosen business is Wafaa.licious by Eyn, a food delivery service. The main goal of this business is to provide a fresh homemade baked desserts into the customers' home. This business is selling homemade creation which is desserts. Our homemade creation consists of Nutella brownies, Chococrunch, Pavlova, Portuguese Tart, and four cakes in our mini series cakes. For delivery service, we covered around Kota Bharu, Panji, and Pengkalan Chepa area only during this pandemic lockdown. If the situation is getting better, for sure we will deliver into more areas so it can satisfy our beloved customers.

On 22 June, we starting to operate this business through the Facebook (FB) page. Since that, we have been communicating with the customers in this platform. This platform makes it easier for us in putting the products list and description, it is also easier for us in checking the order from the customers via Direct Message (DM). We have gotten a lot of positive feedbacks about our homemade desserts especially Nutella brownies and Tornado cake in our mini series cake. We always follow and create the popular and viral cakes among the customer so that they also can taste every single cake that existed and satisfied with it.

Finally, I am taking this opportunity to be thankful that I have take the Principles of Entrepreneur (ENT530) subject in this semester. Without this subject, I would never know how to start a business or how to manage social media platform as the marketing strategy to promote the business and attract the customer's attention and interest.

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i. BUSINESS REGISTRATION (Suruhanjaya Syarikat Malaysia (SSM))


PERSONAL PROFILE	BUSINESS PROFILE																																																																	
 <p>Nur Ainrafiza binti Mohamad Fakri</p>	<p>Personal Information</p> <table border="0"> <tr> <td>Name</td><td>: Nur Ainrafiza binti Mohamad Fakri</td> <td>Phone/Mobile</td><td>:</td> <td>Edit</td> </tr> <tr> <td>New Identity Card No.</td><td>:</td> <td>Home Address</td><td>:</td> <td></td> </tr> <tr> <td>Email Address</td><td>:</td> <td>District</td><td>:</td> <td></td> </tr> <tr> <td>City</td><td>:</td> <td>Postcode</td><td>:</td> <td></td> </tr> <tr> <td>State</td><td>:</td> <td>Personal Instagram</td><td>:</td> <td></td> </tr> <tr> <td>Personal Facebook</td><td>:</td> <td>Race</td><td>:</td> <td>Malay</td> </tr> <tr> <td>Gender</td><td>: Female</td> <td>Special Need Required</td><td>:</td> <td>No</td> </tr> <tr> <td>Marital Status</td><td>: Single</td> <td></td><td></td> <td></td> </tr> </table> <p>Institution Information Add New</p> <p>Uitm Puncak Alam - NZI ENT530</p> <table border="0"> <tr> <td>Type of Institution</td><td>: IHL</td> <td>Institution List</td><td>:</td> <td>Universiti Teknologi MARA</td> </tr> <tr> <td>State of Institution</td><td>: Selangor</td> <td>Name of Institution</td><td>:</td> <td>Uitm Puncak Alam</td> </tr> <tr> <td>Address of Institution</td><td>: Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, .</td> <td>City</td><td>:</td> <td>Puncak Alam</td> </tr> <tr> <td></td><td></td> <td>Postcode</td><td>:</td> <td>42300</td> </tr> <tr> <td>District of Institution</td><td>: Kuala Selangor</td> <td></td><td></td> <td></td> </tr> </table>	Name	: Nur Ainrafiza binti Mohamad Fakri	Phone/Mobile	:	Edit	New Identity Card No.	:	Home Address	:		Email Address	:	District	:		City	:	Postcode	:		State	:	Personal Instagram	:		Personal Facebook	:	Race	:	Malay	Gender	: Female	Special Need Required	:	No	Marital Status	: Single				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			
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Image 1: Personal 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		
Level of Study	: Bachelor Degree	Study Status	: Full time
Course Name	: NZI ENT530	Class Name	: NZI ENT 530
Subject Name	: PRINCIPLE OF ENTREPREEURSHIP	Year Enrolling the subject	: 2021
		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	: 7
Expected Year To Complete Study	: 2022		
Related To Study Field	: Yes		
		Edit	Delete

Image 2: Institution Information


PERSONAL PROFILE	BUSINESS PROFILE																																										
 <p>Nur Ainrafiza binti Mohamad Fakri</p>	<table border="0"> <tr> <td>Company Name</td><td>: Wafaalicious</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/wafaaliciousbyEyn/</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>: None</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	: Wafaalicious	Company Registration No.	:	-	Edit	Type Of Business	: Sdn Bhd	Business Role	:	Dropshipper		Facebook Page	: https://www.facebook.com/wafaaliciousbyEyn/	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	: Yes	Type Of Website	:					Experience in International Export	:	No	
	Company Name	: Wafaalicious	Company Registration No.	:	-	Edit																																					
	Type Of Business	: Sdn Bhd	Business Role	:	Dropshipper																																						
	Facebook Page	: https://www.facebook.com/wafaaliciousbyEyn/	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	: Yes	Type Of Website	:																																							
			Experience in International Export	:	No																																						

Image 3: Business Information

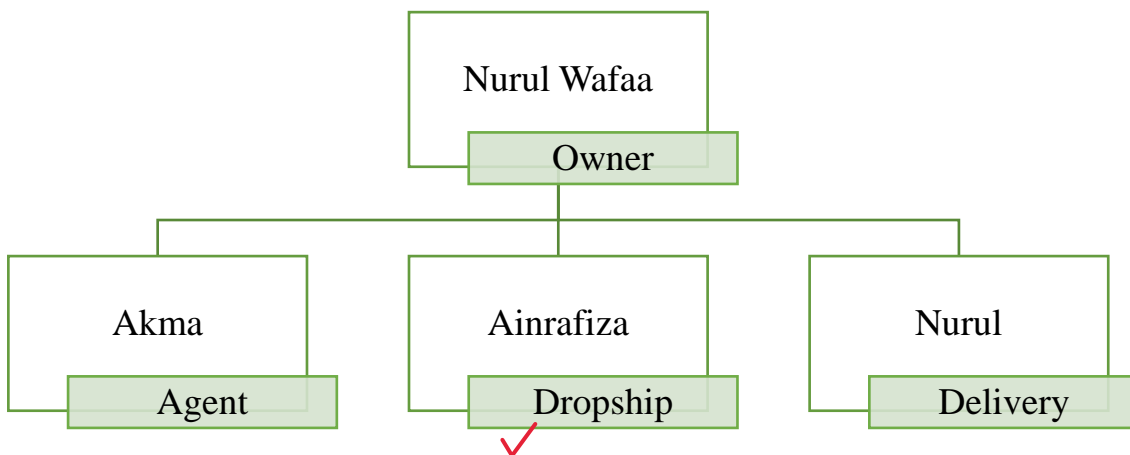
ii. INTRODUCTION OF BUSINESS

- Name and address of business

The name given to this business is Wafaa.licious by Eyn. The role of this business is a dropship from Wafaa.licious business, which is a food delivery service around Kota Bharu, Panji, and Pengkalan Chepa, Kelantan area. This business is specialising in a various of homemade desserts especially cakes.

The address of this business is Lot 1541 Kampung Padang Bongor, Binjai 16150, Kota Bharu, Kelantan. Our customer can make the order via direct message (DM) in our Facebook page.

- Organization Chart



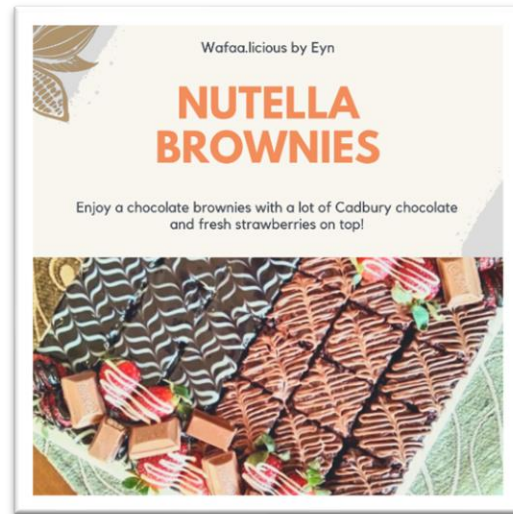
- Mission / Vision

Every business must have their own mission and vision. The purpose of mission is to provide a short summary of the purpose and focus for the business. Meanwhile the purpose of vision is the direction and identifies what the business will be.

The mission of Wafaa.licious by Eyn is to create the most delicious and best quality desserts in the town! We would love to connect with our customers by creating a great dessert so that they are satisfied with their purchase.

The vision of Wafaa.licious by Eyn is to provide a great delivery service for our homemade desserts to in front of their home so that they can enjoy the fresh homemade dessert.

- Description of products with price list

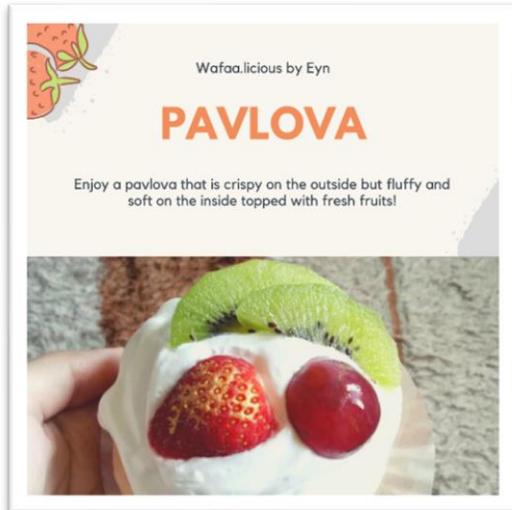


NUTELLA BROWNIES

For our very first homemade creation is Nutella Brownies. It has two version which is the left picture is the original brownies with Nutella on top of it, meanwhile the right picture has two different chocolates as topping and with addition of Cadbury chocolate bar and strawberries. Besides that, we also accept any different topping that was requested by our customer so the topping can be varied to satisfy our customer more.

For the original Nutella brownies ~~on~~ the left picture, the price of it is RM45 meanwhile for the Nutella brownies with any kinds of topping is around RM50 or the price will be varied according to the request topping by customer ~~.~~

PAVLOVA



Our second homemade creation is pavlova. It contains six pieces in a box. Pavlova is a dessert that based on meringue (white egg). This pavlova is crispy on the outside but on the inside of it is fluffy and soft. It also served with whipped cream on top and fruits as decoration.

The price of this pavlova is RM38 for one box and the size of this pavlova is a bit smaller than the original pavlova.



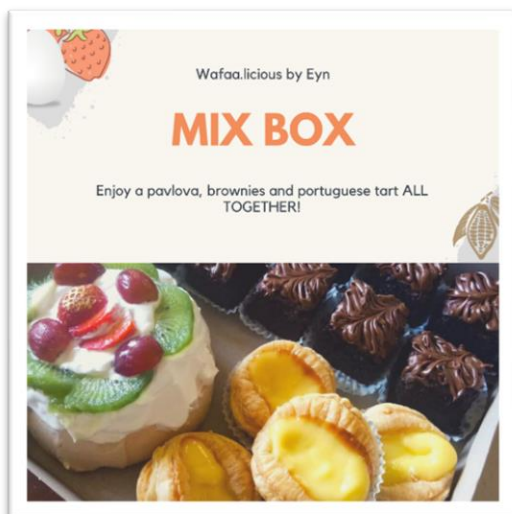
PORTUGUESE TART



The third homemade creation is Portuguese tart. It contains 5 pieces in a box. This tart is consisting of pastry crust on the outside and in the middle is filled with egg custard. This tart is one of the most favourite from the customers.

The price or this one box of Portuguese tart is RM10.

MIX BOX



The mix box is consisting of Nutella brownies, a pavlova, and some Portuguese tart. The reason we created this mix box is for our customer that want to try all our early homemade creation and save up their money. It is also suitable for the customers that purchase this to eat for their own.

Mix box's price is RM30. It can save our customer budget by buying this mix box as it contains all our creation!



CHOCOCRUNCH



The next one is Chococrunch. It is suitable for snacking while watching movies or doing homework. It got two choices of chocolate which are milk chocolate or white chocolate. It also has many different toppings that we offer which are Kinder Bueno, Kit Kat, Oreo, and Cadbury.

The Chococrunch's price is RM10 for each bottle.



MINI CAKES SERIES

This mini cakes series is consisting of Lotus Biscoff cake, Pandan cake, Red Velvet cake, and Tornado cake. This mini cakes series is suitable for customers who likes a smaller cake, for someone who wants a bit of every different kind of cakes, or for our little customers that was bought by their parents. Every cake's price under the mini cakes series is only RM10.



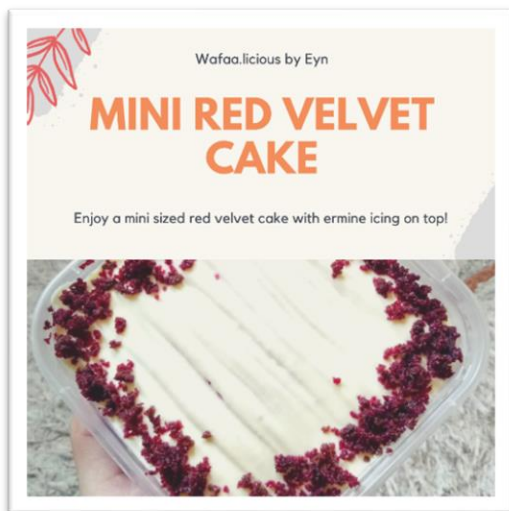
LOTUS BISCOFF CAKE

The first mini cakes series is Lotus Biscoff cake. The main ingredient in this cake is the Lotus Biscoff biscuits. The biscuits are like a delicate shortbread cookie with a deep caramel flavour. For the topping part, we also put the Biscoff spread on top of the cake.



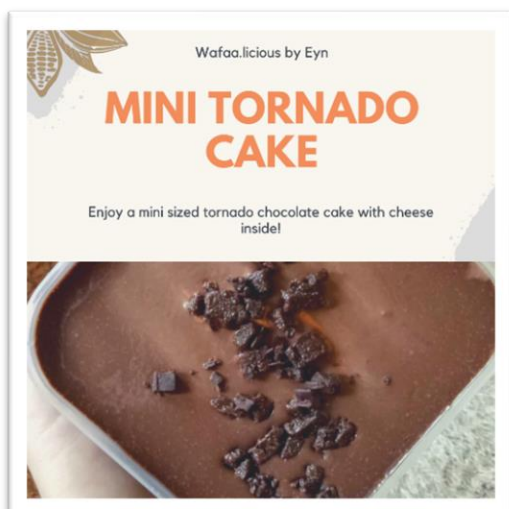
PANDAN CAKE

The second mini cakes series is a Pandan cake. This cake is a light, fluffy, moist, and green coloured sponge cake with Pandan flavour. For the cake's topping, we put buttercream frosting and sweet palm sugar on top of it.



RED VELVET CAKE

The third mini cakes series is Red Velvet cake. This cake is a soft, mild, and red coloured chocolate cake. This cake serves with cream cheese frosting as the topping with some crumbles from the cake.

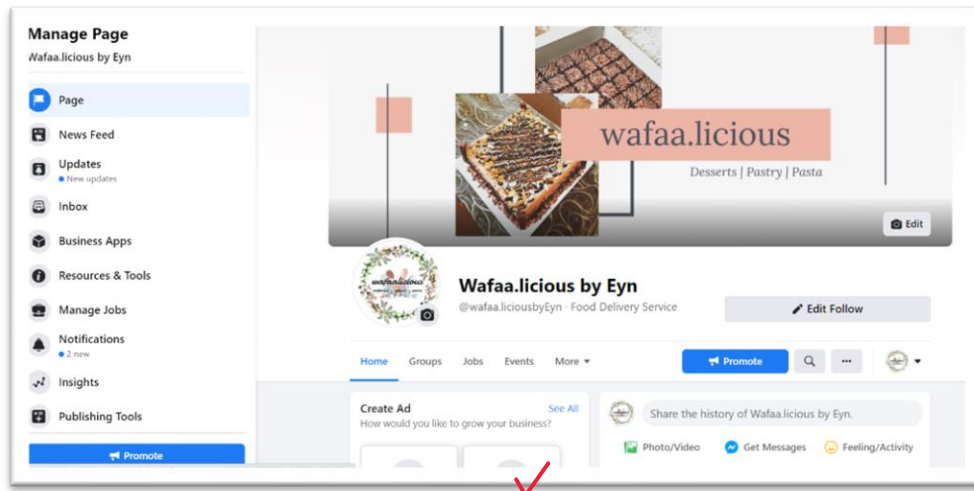


TORNADO CAKE

The last mini cakes series is Tornado Cake. This cake is moist, fluffy and melt when eat it. It is a moist chocolate cake and rich with cheese and chocolate ganache layers inside of it. This cake is one of the most popular cakes among the customers. ✓

iii. FACEBOOK (FB)

- Creating Facebook (FB) page.

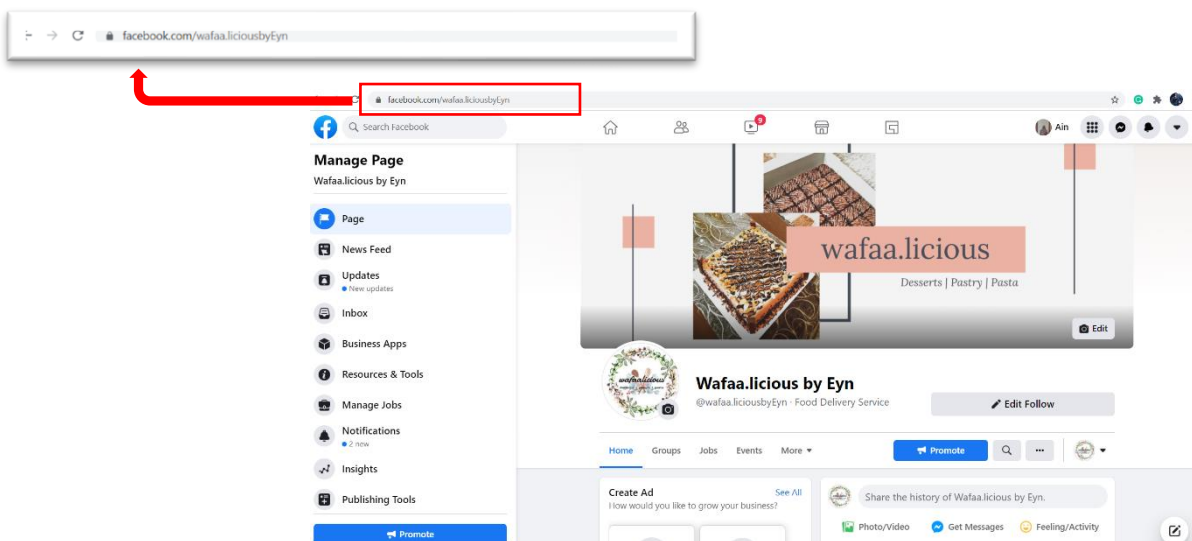


In this globalization era, every business owner will open their business in social media platform including Facebook Page. Creating Facebook (FB) page is one of the great ways to connect with the customers and build a new social networking effectively. This FB page helps us in communicating directly with our targeted customers.

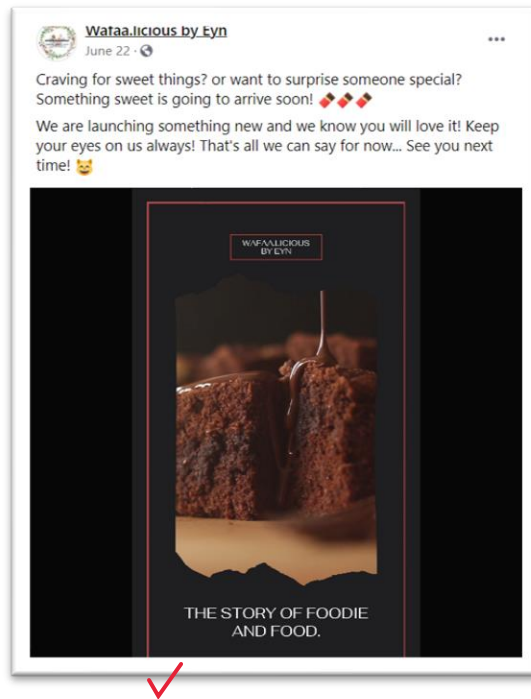
Wafaa.licious by Eyn page was created on 3 May and began to run starting on 22 June. This page is helping our customers in deciding what they are going to see and making a purchase easily. Furthermore, once the customers decide on what they are going to buy, they can directly message us via Direct Message (DM) in FB page.

- Customing URL Facebook (FB) page.

<https://www.facebook.com/wafaa.liciousbyEyn>



- Facebook (FB) post – Teaser.

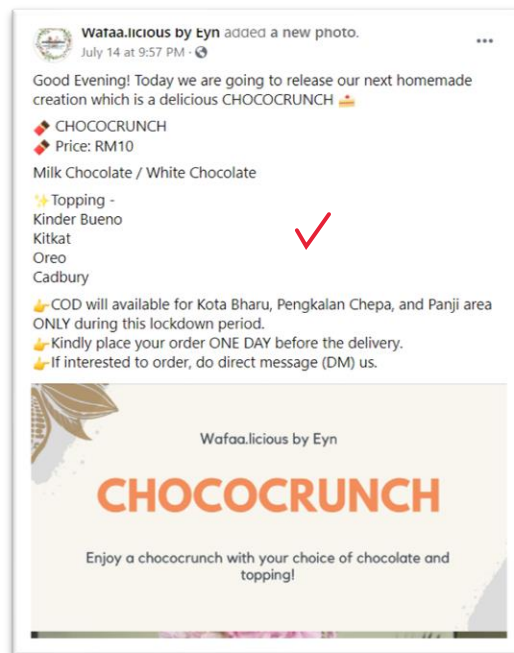
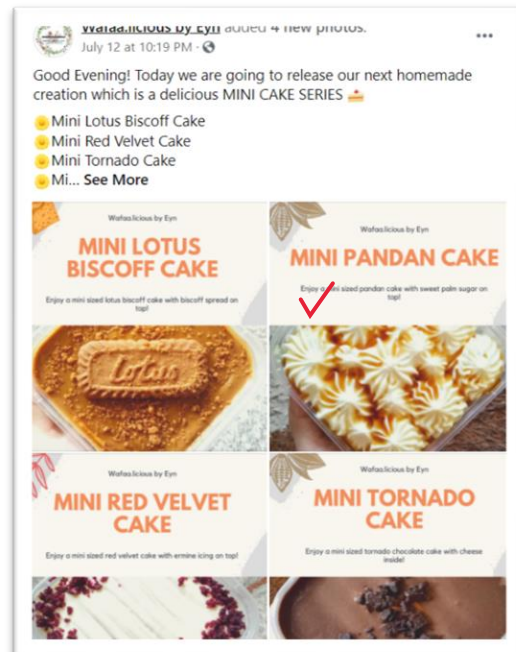
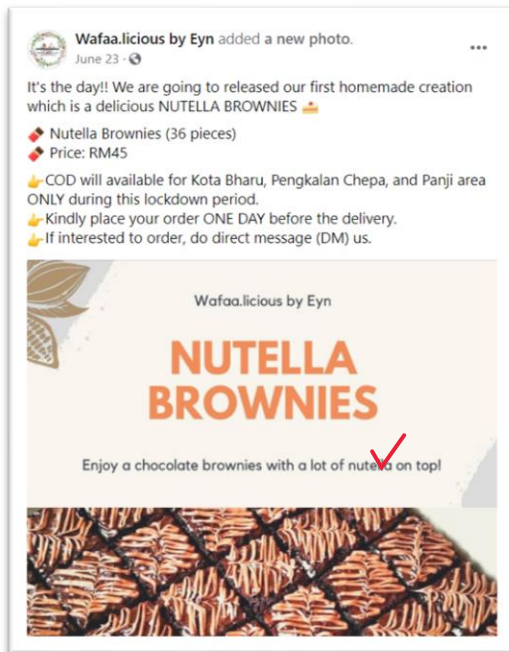


This is the very first teaser that we posted in the Facebook (FB) page. By posting the teaser of our upcoming products, it will gain people’s attention and make them curious about what this business is going to sell. With their curious mind, they might stay tuned, follow, and waiting for our coming soon release products.



After that, we put the second ~~teaser~~ for our next coming soon products. Through this, the customers will be curious again and will gain a lot of attention from them and other new customers that will show interest in our business.

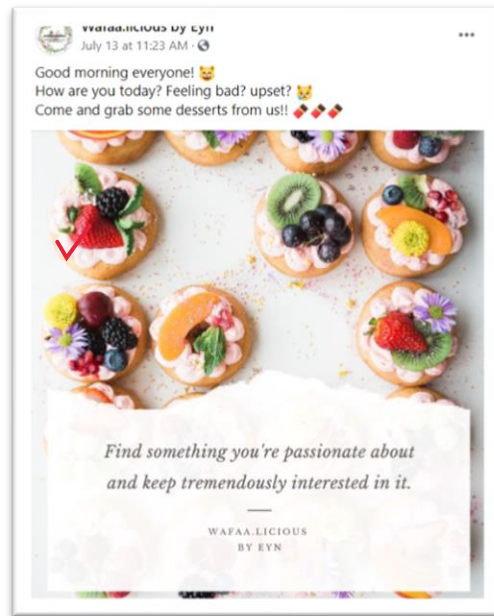
- Facebook (FB) post – Copywriting (Hard sell).



A hard sell is a type of advertising or sales tactic that uses language that is unusually direct and demanding. It is also intended to persuade a customer to acquire the product immediately rather than considering their options and decide to wait on the purchase.

With this kind of hard sell also helps customer in knowing about the products description before purchasing it. We have put the name, price, and a bit description of the products that we sell in our copywriting for hard sell postings. ✓

- Facebook (FB) post – Copywriting (Soft sell).



A soft sell is a marketing and sales strategy that use gentle language and a non-aggressive technique. It is intended to avoid enraging and losing potential customers. Other than that, soft sell emphasis a product’s advantages and appeal to the customer’s appeal by communicating using humour, invoking warm, or welcoming images.

Through this soft sell, we can communicate with the customers through their days so that they can stay interest in us. Wishing them a good day, giving them a strength and tell them some new information is some ways to communicate with them so that we can strengthen our relationship with the customers.

- Frequency of posting.

Published	Post	Type	Targeting	Reach	Engagement	Promote
07/23/2021 11:03 PM	Good Evening everyone! 🐱 Have you ever wonder why desserts exist?	Image	Global	4	0	Boost Post
07/14/2021 10:01 PM	Baking may be regarded as a science, but it's the chemistry	Image	Global	13	0	Boost Post
07/14/2021 9:57 PM	Good Evening! Today we are going to release our next homemade creation	Image	Global	14	0	Boost Post
07/13/2021 11:23 AM	Good morning everyone! 🐱 How are you today? Feeling bad? upset? 🐱	Image	Global	12	0	Boost Post
07/12/2021 10:19 PM	Good Evening! Today we are going to release our next homemade creation	Image	Global	15	3	Boost Post
07/03/2021 4:41 PM	Good evening everyone! How are you today? Feeling hungry? Can't	Image	Global	15	1	Boost Post
06/29/2021 2:31 PM	Good Afternoon everyone! 🍅🍆 Wishing you a good day and stay	Image	Global	17	1	Boost Post
06/28/2021 11:35 AM	Good morning and happy Monday to everyone! Today we are going to	Image	Global	14	2	Boost Post
06/26/2021 8:19 PM	Good evening everyone! Today we are going to release our next	Image	Global	23	2	Boost Post
06/25/2021 2:06 PM	Hello and good afternoon everyone! 🐱 We are going to release our next	Image	Global	17	2	Boost Post

06/23/2021 11:02 AM	It's the day!! We are going to released our first homemade creation	Image	Global	16	0	Boost Post
06/23/2021 11:00 AM	It's the day!! We are going to released our first homemade creation	Image	Global	13	1	Boost Post
06/23/2021 10:47 AM	Hello and good morning everyone! 🐱 Today is the day where we are	Image	Global	15	2	Boost Post
06/22/2021 5:23 PM	Craving for sweet things? or want to surprise someone special?	Image	Global	16	0	Boost Post
05/03/2021 11:57 AM	Wafaa.licious by Eyn	Image	Global	0	0	Boost Post

The frequency of posting will make business sales growth because it will attract and create interest among the customers to visit the Facebook (FB) page frequently. Once they are aware of the business through the frequent posting, for surely, they will always come visit the page more often and decide to purchase the product.

The frequency of posting in our Facebook (FB) page is not frequently nor every day. The gap between each posting is really vary between each other. Some of the gap is between 1 or 5 days.

iv. CONCLUSION

In conclusion, everyone that has business nowadays is using every social media platform including Facebook (FB) page in promoting and expanding their business to their own targeted market or audience. It is also easier to communicate and connected to the customers so that they will always be looked up and follow up for the business. As a result, it is a win-win situation for the seller and their customer in making a good use of this platform in creating a good social networking. ✓

Besides that, during the process in conducting this platform, I have learned many new knowledges in how to deal with FB page, how to create a good design, how to promote our own products and many more to gain more people's interest into our business. Furthermore, we also need to be creative for wording and designing to attract customer. we need to post more frequently so that the customer will know that ✓we are ready to serve them anytime.

Finally, I hope that my business will continue to grow more and reach our mission and vision so that we can be one of the known business among people in the town. We always try our best in maintaining the best quality and ✓affordable price for our beloved customers. In the end, we hope our business can be the talk of the town and spread the business around the country in the future.