



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

80

FACULTY OF HOTEL AND TOURISM MANAGEMENT

PRINCIPLES OF ENTREPRENEURSHIP

(ENT530)

SOCIAL MEDIA PORTFOLIO

CLASS:

HM240 4B

PREPARED BY:

NUR ALIA DANIA BINTI MOHD SHAMSUL NAZRI	2019872214
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PREPARED FOR:

DR NUR ZAWANI BINTI MAMAT @ IBRAHIM

1. ACKNOWLEDGEMENT



I am grateful to Allah for giving me the opportunity to complete my report. All thanks and gratitude to Allah for completing the assignment successfully. I thank Allah for all of the opportunities, difficulties, and strength that have been given upon me in order for me to accomplish the project. I'd like to thank Dr. Nur Zawani Binti Mamat @ Ibrahim, my subject lecturer at UiTM Puncak Alam, Selangor, for giving me with an excellent assignment and guidance via many consultations. All members of my family and friends have my sincere appreciation. It would be difficult to finish this project without their help. In addition, I'd like to thank the Go-eCommerce Company for successfully registering "Kerepek Becka" as my online business. I would also want to thank UiTM Puncak Alam for enabling me to participate in this topic, Principles of Entrepreneurship. Many individuals, including my classmates ENT530 (4B), provided valuable comments and recommendations during this assessment, which gave me energy and motivation to improve the quality of this job. Their frank comments keep me motivated as I work on this accomplishment. May Allah bless the above-mentioned individuals with prosperity and respect throughout their lives.

2. EXECUTIVE SUMMARY



This portfolio was created for Kerepek Becka, a beginning on-line firm in Klang, Selangor. Kerepek Becka anticipates catching up with people who enjoyed the junk food. This company is categorized as a food and beverage product. The company intends to develop a significant market by selling and producing food. On this evaluation, the majority of students are selling food and beverage products. As a result, Kerepek Becka wants to provide a product at a price that all junk food fans can afford. Nur Alia Dania binti Mohd Shamsul Nazri is the product's dropship. As an Individual Project Assignment for the semester four course Principles of Entrepreneurship (ENT530). To help owner develop the abilities and take on more responsibility in the company enterprise, I have done some research in sales, marketing, and management. Kerepek Becka is sold using a cheese-flavored 'Kulit Popia,' with components such as chilli, sugar, and salt. As a consequence, customers will enjoy the crisp and spicy cheesy when eating Kerepek Becka. This culinary item has received great reviews from customers. As a consequence, they'll concentrate their efforts on ensuring that everyone has access to nutritious meals. For the component utilized in production, I invest RM200 in capital. Within months, I make money selling Kerepek Becka. As a result, the firms succeed in selling the complete product and gaining expertise from doing so.

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4. GO E-COMMERCE REGISTRATION

4.1 PERSONAL INFORMATION

Go-eCommerce BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

PERSONAL PROFILE BUSINESS PROFILE


NUR ALIA DANIA BINTI MOHD SHAMSUL NAZRI

Personal Information [Edit](#)

Name	: NUR ALIA DANIA BINTI MOHD SHAMSUL NAZRI	Phone/Mobile	: 0142631831	Edit
New Identity Card No.	: 970106106530	Home Address	: No, 48 lorong sri damak 26A	
Email Address	: aliadania97@gmail.com	District	: Selangor	
City	: Klang	Postcode	: 41200	
State	: Selangor	Personal Instagram	: null	
Personal Facebook	:	Race	: Malay	
Gender	: Female	Special Need Required	: No	
Marital Status	: Single			

4.2 INSTITUTION INFORMATION


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	Edit Delete
Course Name	: NZI ENT530	Class Name	: NZI ENT 530	
Subject Name	: PRINCIPLE OF ENTREPREEURSH IP	Year Enrolling the subject	: 2021	
		Lecturer Name	: NOR ZAWANI BT MAMAT@IBRAHIM	

Month Enrolling the Subject	: 4	Year Of Internship Enrollment	: 0
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	: No		

4.3 BUSINESS INFORMATION

PERSONAL PROFILE	BUSINESS PROFILE			
 <p>NUR ALIA DANIA BINTI MOHD SHAMSUL NAZRI</p>	Company Name : KerepekBeckabyLiaa	Company Registration No. :	Edit	
	Type Of Business : Enterprise	Business Role : Dropshipper		
	Facebook Page : KerepekBeckabyLiaa	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 : No	Type Of Website :		
		Experience in International Export : No		

4.4 PROGRAMME ECERTIFICATE



5. INTRODUCTION OF BUSINESS

5.1 NAME AND ADDRESS OF BUSINESS

- The name of the product is Kerepek Becka with cheesy flavour.
- Owned by Safar Delight Enterprise, was established on 2010. Kerepek Becka by Liaa started in March 2021
- The address of this business is, No,48 Lorong Sri Damak 26A, Taman Sri Andalas, 41200 Klang, Selangor.

5.2 ORGANIZATION CHART



5.3 MISSION

Our mission, which must be completed in the near future, is to create new Kerepek Becka varieties. Aside from their well-known cheesy kerepek, they aim to experiment with a range of spicy and salty egg products in order to increase profits. They also want to improve the quality of their product, the speed with which it is delivered, and the work they put into advertising the product so that it is known, all of which will result in an improvement in customer happiness.

5.4 VISION

Our long-term aim is for them to spread their business to all corners of the globe, but first they must broaden their business by starting with the internal market, then expanding to Asia, and then expanding to the worldwide market. Before we proceed, we must first begin at the lowest level. When their product becomes more widely available on a global scale, they will be able to boost our local brand and reputation. As a result, their product's brand strength will be greater, and the danger of competition will be reduced. They also intend to enter into markets such as Tesco, Jusco, Giant, and others in order to expand their client base and product manufacturing.

5.5 DESCRIPTION OF PRODUCTS / SERVICES

Kerepek Becka is a handmade product manufactured by the owner using a specific ingredient: "kulit popia," cheese, chili powder, salt, and sugar. Energy, protein, sugar, salt, carbs, and fat are all included in this kerepek's nutrition facts. The product owner sells in store and on social media, and uses shipping services to deliver the goods to the consumer.

5.6 PRICE LIST

The Kerepek Becka weighs 50 grams and costs RM10.00. Postage and cash on delivery (COD) are not included in the pricing. We generally utilize J&T, Poslaju, and ABX Express for postage. The cost of mailing is RM7 for (Semenanjung Malaysia) and RM10 for (Sabah and Sarawak). In the Klang region, the price for COD is RM3. Aside from that, we provide a deal to our customers where they may get free shipping if they buy 150 grams, which is three containers.

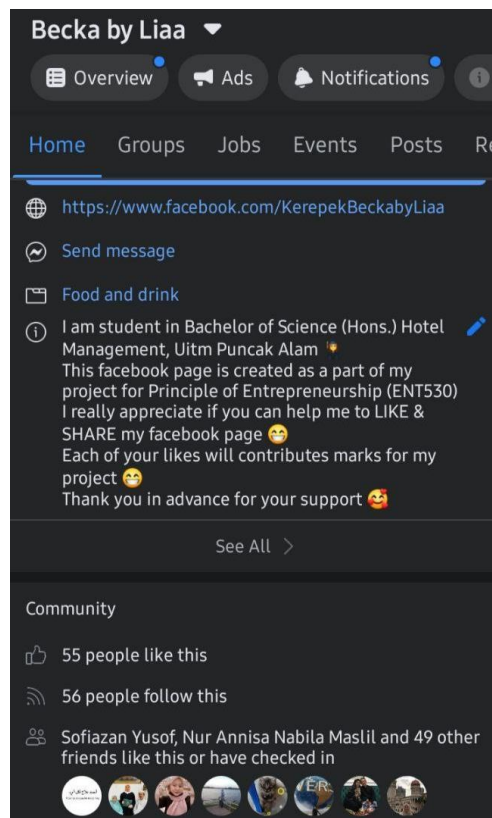
6. FACEBOOK (FB)

6.1 CREATING FACEBOOK (FB) PAGE

- Facebook page name: Kerepek Becka by Liaa
- Date page created: 28 April 2021



- The profile and cover photo for Facebook page



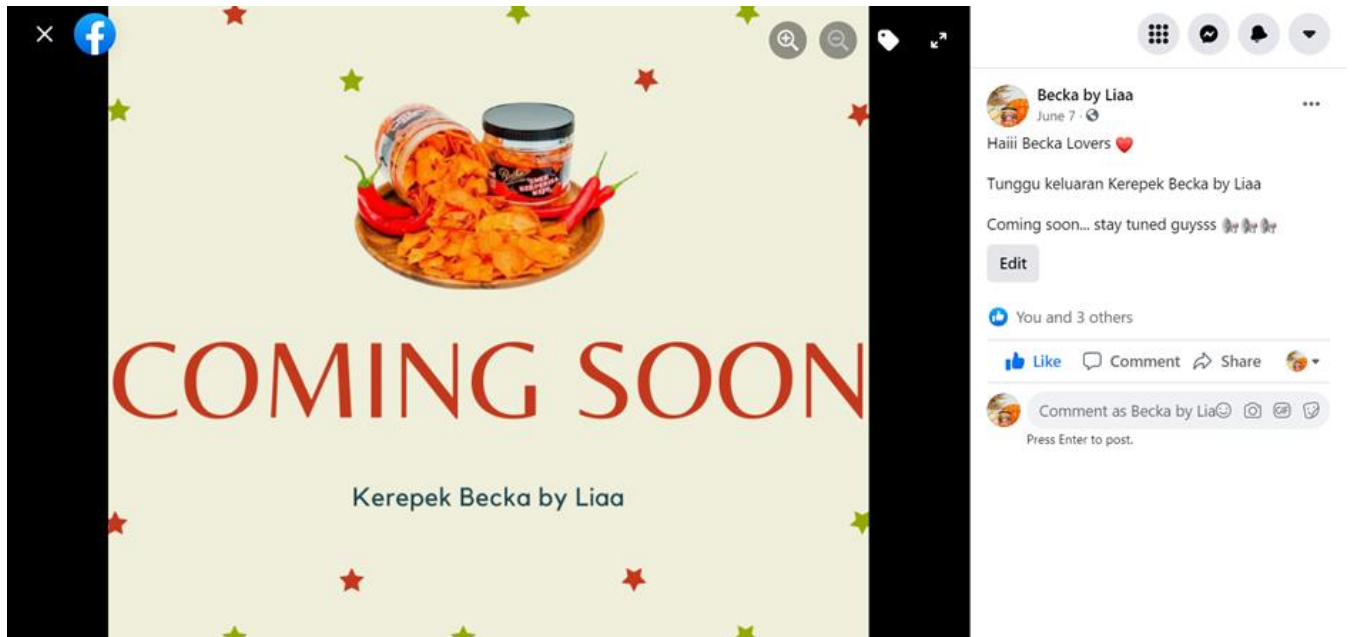
- The information that provide at Facebook page

6.2 CUSTOMING URL FACEBOOK (FB) PAGE

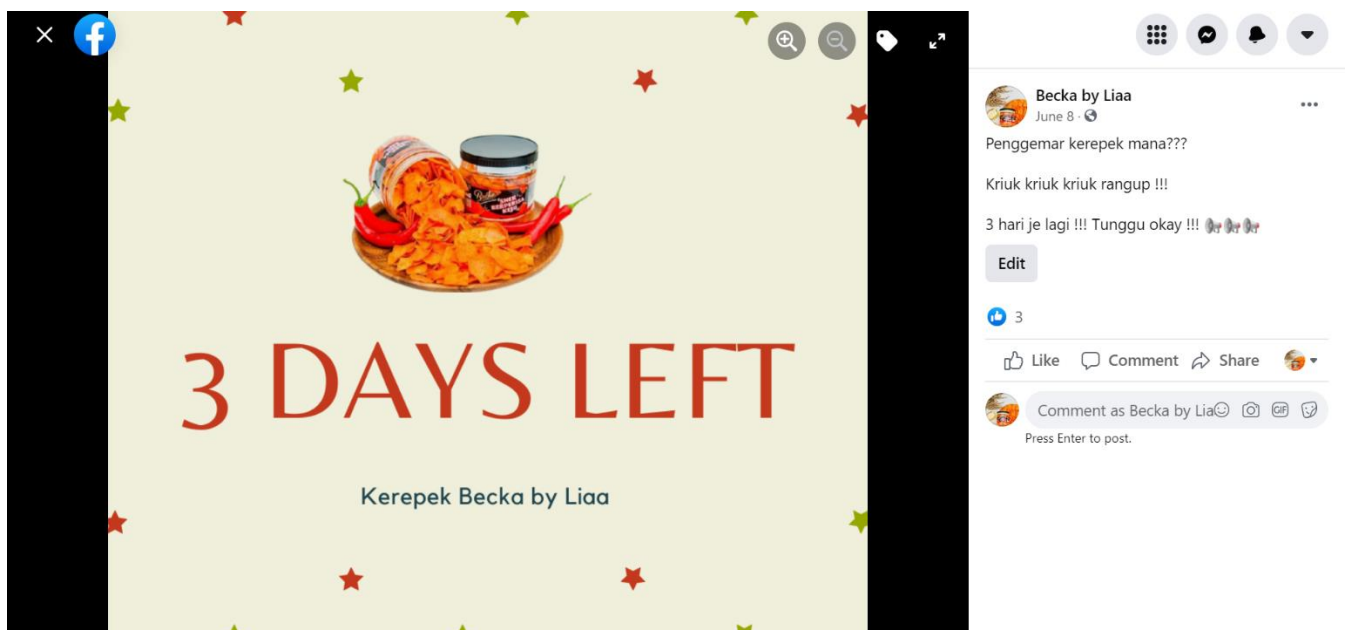
- URL Facebook: <https://www.facebook.com/KerepekBeckabyLiaa>

6.3 FACEBOOK (FB) POST – TEASER

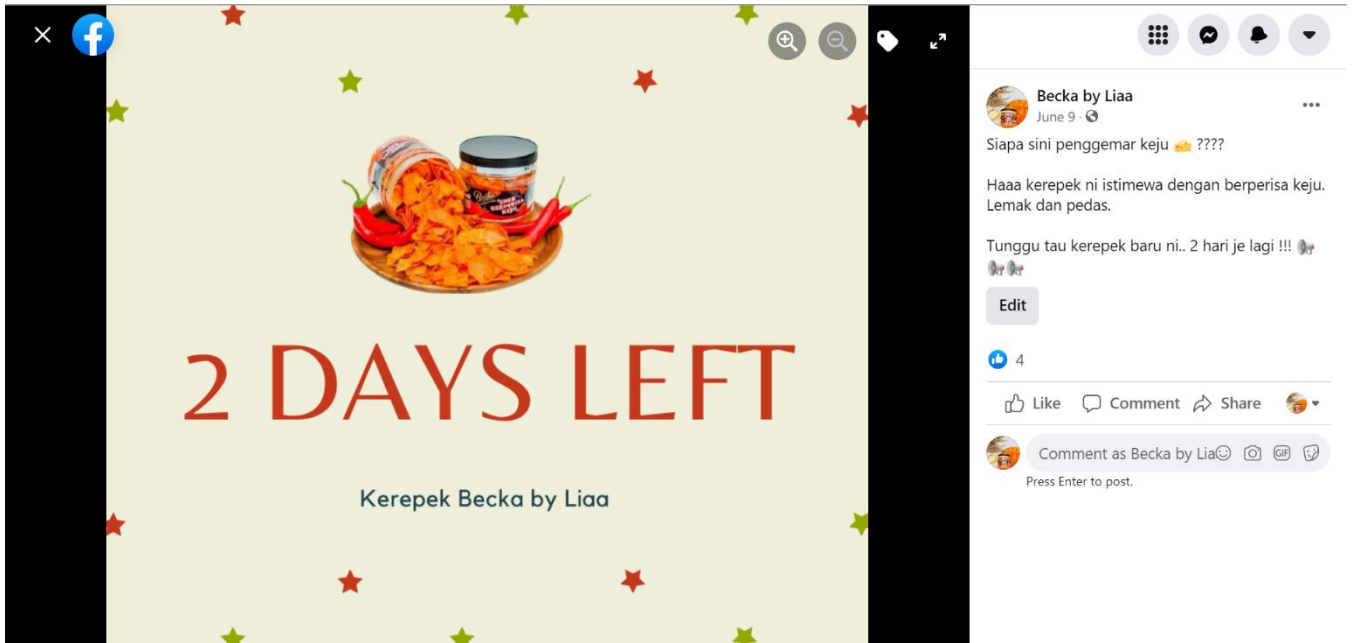
- Teaser is the advertisement that give a small information about the product to the people to make them interested to know about the product.



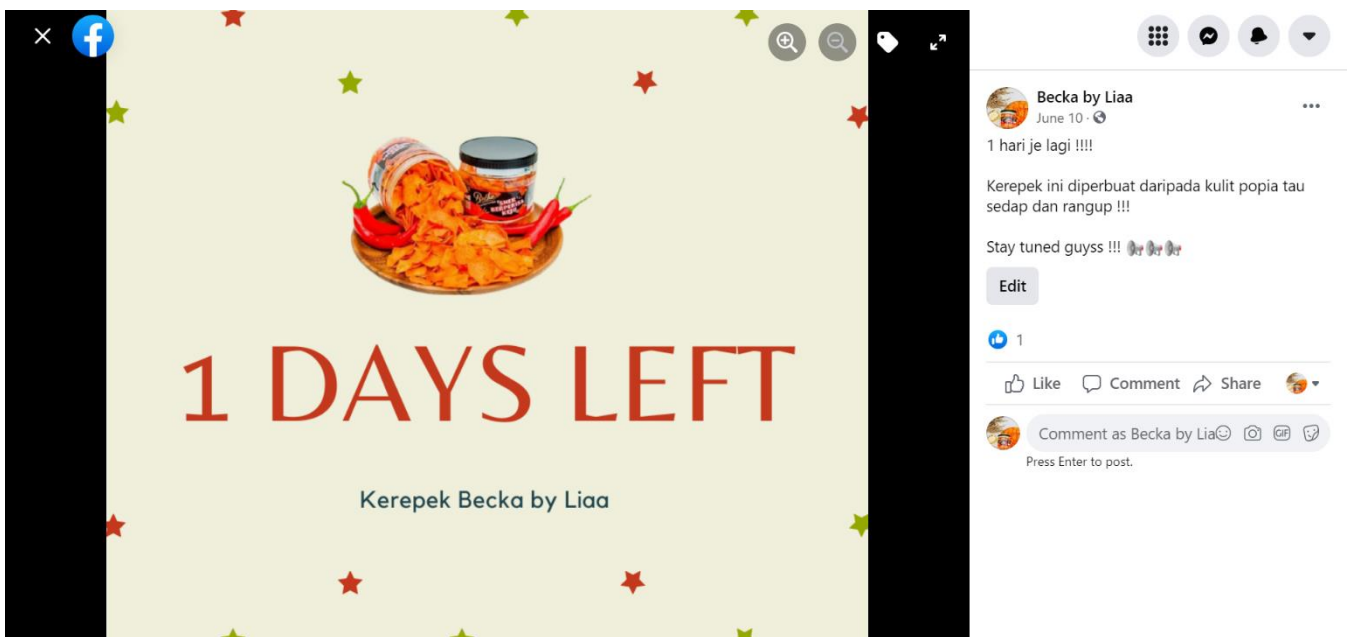
- Teaser 1



- Teaser 2



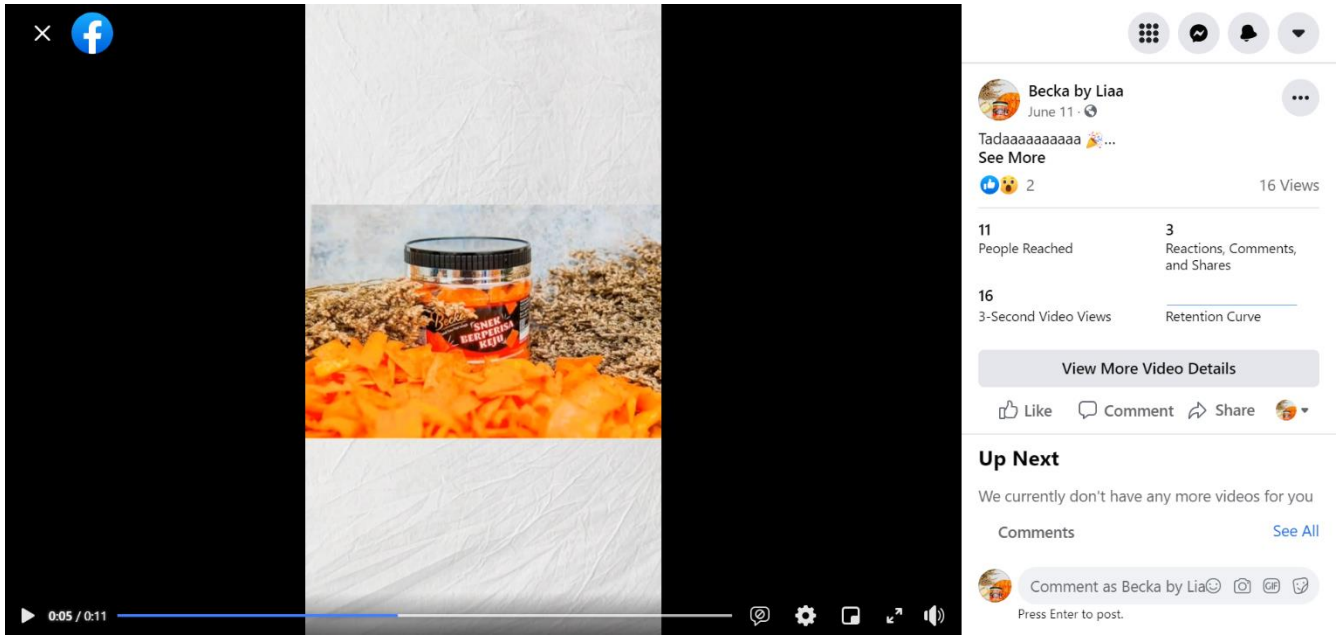
- Teaser 3



- Teaser 4

6.4 FACEBOOK (FB) POST – COPYWRITING (HARD SELL)

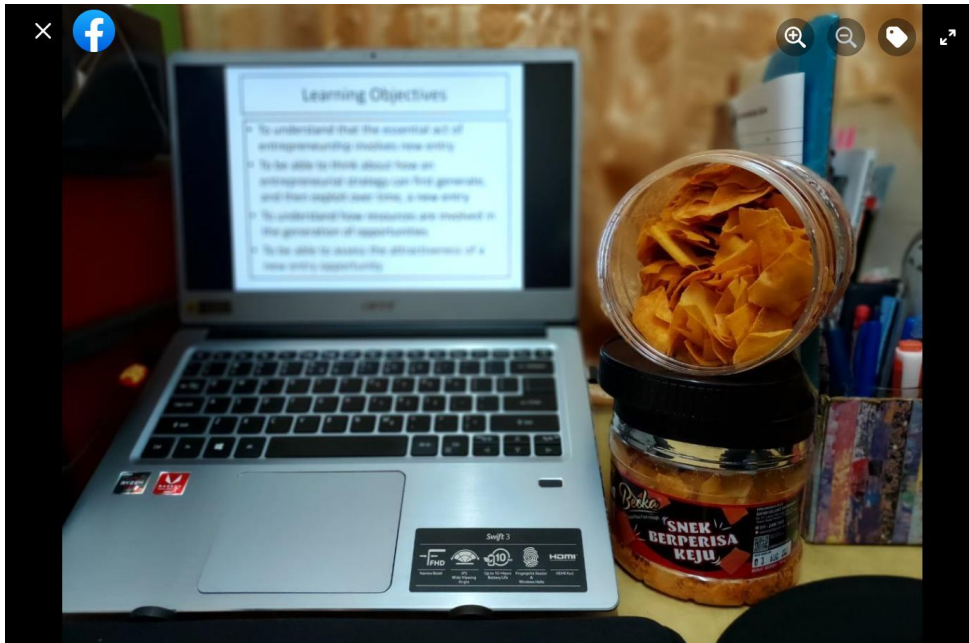
- A hard sell is a type of advertising or sales technique that uses language that is extremely direct and forceful. A hard sell is intended to persuade a customer to acquire a product or service immediately rather than considering his or her choices and maybe deferring the purchase.



• Hard sell 1



• Hard sell 2



Becca by Liaa
10h · 🌐

Haiii Becca Lovers ❤️

Siapa sini yang Open and Distance Learning 🎓 (ODL) ataupun yang Work From Home 🏠 (WFH) ???

Mesti mengantuk dan bosan kan?

Haa Kerepek Becca ni boleh jadi kudap kudap sambil mengadap laptop 🖥️ Boleh juga hilangkan mengantuk 😊 dan bosan.

Sedap dan rangup!!! "sekalirasapastinaklagi"

RM10 JE!!!! Rugi tak beli 😭

Belum cuba??? Meh cuba! [See Less](#)

Edit

👍 1

Comment as Becca by Liaa 🗨️ 📷 📄 🗑️

Press Enter to post.

• **Hard sell 3**



Becca by Liaa
10h · 🌐

Haiii Becca Lovers ❤️

Siapa sini yang suka tengok movie atau tgk game bola ke 🏈 ???

Haaa sambil sambil layan tv boleh la makan kerepek becca ni. Duduk je dekat ruang tamu tu bukak kerepek becca ni dan kongsi bersama keluarga 🍀 confirm habis 1 bekas.

RM10 JE!!!! Rugi tak beli 😭

Belum cuba??? Meh cuba! [See Less](#)

Edit

👍 1

👍 Like 🗨️ Comment ➦ Share 🗑️

Comment as Becca by Liaa 🗨️ 📷 📄 🗑️

Press Enter to post.

• **Hard sell 4**

The image shows a Facebook post from the page 'Becca by Liaa'. The post features a central graphic with a red coronavirus icon at the top left, the text 'COVID-19 CORONAVIRUS' in red and black, a black house silhouette containing the text '# STAY HOME # SAVE LIVES', and the Indonesian phrase 'SAYANGI NYAWA, DIRI SENDIRI DAN INSAN TERSAYANG' in black. Below the graphic, it says 'KEREPEK BECKA BY LIAA' and provides a URL: 'https://www.facebook.com/KerepekBeckabyLiaa'. The post text includes: 'Haiii Becca Lovers', 'Please stay at home and stay safe guys', 'Elakkan 3 S (Sesak, Sempit, Sembang dekat)', 'Amalkan 3 W (Wash, Wear, Warn)', and 'Take care everyone'. The post has 1 like and is currently being commented on by the user.

- **Hard sell 5**

6.5 FACEBOOK (FB) POST – COPYWRITING (SOFT SELL)

- By not forcing customers to buy your products and services, soft sell copywriting attempts to foster the customer-business connection. You're just proposing and placing your items in a way that can assist customers make educated decisions with soft-sell copywriting.

KEREPEK BECKA
SNEK BERPERISA KEJU

[HTTPS://WWW.FACEBOOK.COM/KEREPEKBECKABYLIAA](https://www.facebook.com/KEREPEKBECKABYLIAA)

MAKLUMAT PEMAKANAN

Saiz Hidangan	50 g	50 g
Energy	476 kcal	238 kcal
Protein	5.5 g	2.75 g
Jumlah Gula	10.1 g	5.05 g
Minerum	478.3 mg	239.1 mg
Kalsium	67.5 g	33.8 g
lemak	20.5 g	10.2 g

BAK SEBELUM :
03 AUG 2021
BERAT BERSIH : 150 g

MAKLUMAT ALERGEN:
• MENGANDUNGI
GLUTEN DAN UNSUR
TENUSU

Becka by Liaa
July 19 at 11:47 AM · 🌐

Haaa jangan risau 😊

Kami juga menyediakan maklumat makanan dan tarikh luput kerepek bagi memudahkan peminat kerepek becka ni 🙌

"Sekalirasapastinaklagi"

Edit

👍 4 💬 1 Comment

👍 Like 💬 Comment ➦ Share 📷

Most Relevant ▾

Adiba Azlan
risau lah 😊

Like · Reply · Message · 1d

Comment as Becka by Liaa 📷 📷 📷

Press Enter to post.

• Soft sell 1

TIPS MEMILIH KEREPEK:

1. Memilih kudapan yang ringkas iaitu kering atau separa basah.
2. Senang dan mudah didapati, di kedai berdekatan ataupun melalui online.
3. Memilih kudapan yang sihat, homemade

KEREPEK BECKA BY LIAA
<https://www.facebook.com/KerepekBeckabyLiaa>

Becka by Liaa
July 19 at 9:37 PM · 🌐

Haiii Becka Lovers ❤️

Alia nak share dengan semua orang tips memilih kerepek 🙌

Lepasni boleh buat pilihan yang bijak 🙌 Semoga bermanfaat untuk semua ❤️

Edit


👍 2

👍 Like 💬 Comment ➦ Share 📷

Comment as Becka by Liaa 📷 📷 📷

Press Enter to post.

• Soft sell 2





KELEBIHAN KULIT POPIA:

1. Diperbuat daripada tepung gandum, tepung ubi kayu dan garam, sehingga menjadi doh yang kenyal.
2. Kemudian doh akan diregangkan dan dijadikan satu lapisan nipis.
3. Ia boleh disediakan dalam pelbagai cara daripada mentah, frozen, digoreng, disira, kerepek dan terdapat juga popia simpul.

KELEBIHAN KEJU:

1. **MENGEKALKAN KESIHATAN MATA** - Keju mengandungi vitamin A yang penting dalam mengekalkan penglihatan yang normal dan mengelakkan rabun.
2. **MENCEGAH KEROSAKAN GIGI** - Kasein yang terdapat dalam keju membantu melindungi enamel gigi dengan membentuk penapis yang nipis pada permukaan gigi untuk menghalangnya dari rosak.





KELEBIHAN CILI:

1. Memperbaiki sistem penghadaman.
2. Peluh akibat makanan pedas dapat mengurangkana masalah selesema.
3. Membantu mengurangkan risiko menghidap kanser.

• Soft sell 3



KELEBIHAN MEMILIH KEREPEK BECKA BY LIAA:

1. Tidak berminyak
2. Bebas kolestrol dan bahan pengawet / pewarna
3. Sedap, enak dan rangup
4. Dijamin halal

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

• Soft sell 4

The image shows a Facebook post from the page 'Becka by Liaa'. The post features a promotional flyer for 'KEREPEK BECKA' (SNEK BERPERISA KEJU) and a text-based announcement. The flyer includes the following text:




KEREPEK BECKA
SNEK BERPERISA KEJU
"SEKALIRASAPASTIKETAGIH"
RM10!!!
POSTAGE AVAILABLE:
(SM): RM7
(SS): RM10
DELIVERY (ANDALAS, KLANG AREA)
RM3
BECKA BY LIAA

The text-based announcement reads:

Haaaa Alia ada buat promosi tau!!!!
Siapa beli 3 bekas boleh dapat free postage dan delivery 🙏
Belum cuba??? Meh cuba!
Edit
1 Like 1 Share
Comment as Becka by Liaa
Press Enter to post.

- **Soft sell 5**

6.6 GRAPHICS

























Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
YOU 1  Becka by Liaa	56 	▲ 100%	9	45 

Becka by Liaa > Page Insights

Page Insights

- Overview
- Business Suite
- Creator Studio
- Followers
- Ads
- Likes
- Reach
- Page Views

Promote

Published	Post	Type	Targeting	Reach	Engagement	Promote
07/21/2021 8:09 PM	 Haaaa Alia ada buat promosi tau!!!! Slapa beli 3 bekas boleh dapat free	Image	Public	27 	0 3 	Boost Post
07/21/2021 8:08 PM	 Haliii Becka Lovers ❤️ Alia nak share sikit kenapa korang kena pilih	Image	Public	4 	4 1 	Boost Post
07/21/2021 12:42 PM	 Haliii Becka Lovers ❤️ Slapa sini yang suka tengok movie atau tgk	Image	Public	9 	0 1 	Boost Post
07/21/2021 12:38 PM	 Haliii Becka Lovers ❤️ Slapa sini yang Open and Distance Learning	Image	Public	6 	2 2 	Boost Post
07/21/2021 12:29 PM	 Haliii Becka Lovers ❤️ Please stay at home 🏠 and stay safe guys 😊	Image	Public	4 	0 1 	Boost Post
07/19/2021 9:38 PM	 Halii 😊 Alia share kelebihan kerepek becka berperisa keju ni 😊	Image	Public	18 	4 3 	Boost Post
07/19/2021 9:37 PM	 Haliii Becka Lovers ❤️ Alia nak share dengan semua orang tps memilih	Image	Public	15 	1 2 	Boost Post
07/19/2021 11:47 AM	 Haaa jangan risau 😊 Kami juga menyediakan maklumat makanan	Image	Public	25 	6 5 	Boost Post

Becka by Liaa > Page Insights

Page Insights

- Overview
- Business Suite
- Creator Studio
- Followers
- Ads
- Likes
- Reach
- Page Views

Promote

07/19/2021 11:43 AM	 Haliii becka lovers ❤️ Slapa sini penggemar keju ?? Haaa sini	Image	Public	73 	14 12 	Boost Post
06/11/2021 12:18 PM	 Tadaaaaaaa 🐼 Assalamualaikum, haliii becka lovers	Image	Public	11 	4 3 	Boost Post
06/10/2021 11:55 AM	 1 hari je lagi !!!! Kerepek ini diperbuat daripada kulit popia tau sedap dan	Image	Public	10 	1 1 	Boost Post
06/09/2021 12:17 PM	 Slapa sini penggemar keju 🧀???? Haaa kerepek ni istimewa dengan	Image	Public	14 	5 4 	Boost Post
06/08/2021 12:33 PM	 Penggemar kerepek mana??? Kriuk kriuk rangup !!! 3 hari je lagi !!!	Image	Public	13 	5 3 	Boost Post
06/07/2021 12:14 PM	 Haliii Becka Lovers ❤️ Tunggu keluaran Kerepek Becka by Liaa	Image	Public	13 	4 4 	Boost Post
04/28/2021 5:41 PM	Assalamualaikum hello everyone 🙏 I am Nur Alia Dania binti Mohd Shamsul Nazri, student	Text	Public	21 	1 6 	Boost Post
04/28/2021 3:21 PM	 Becka by Liaa	Image	Public	0 	0 5 	Boost Post

7. CONCLUSION

The goal of the KerepekBeckabyLiaa Facebook page is to market Kerepek Becka goods to those who enjoy junk food. The business entails posting items to ensure that everyone is interested in purchasing them. I'm hoping to persuade folks to buy the items since they're tasty and crispy. Since the Covid-19 epidemic, it has been much easier to sell it online than of having people go to a store to purchase it. Kerepek Becka goods may also be used as a source of extra income while also providing opportunities to learn more about business. Kerepek Becka will use all of its resources and make every effort to ensure the smooth and effective operation of our company. One of the objectives is for Kerepek Becka to become their favorite hangout and the first location that comes to mind when planning their spare time. I'll identify my skills and shortcomings so that I may continue to improve where I'm weak and successfully grow our company. Kerepek Becka may be little, but I have big plans for it to become the town's and market's most successful business.

8. APPENDICES

- Writing style: Times New Roman, 12, Justify, 1.5 spacing
- Turnitin marks

