



SOCIAL MEDIA: PORTFOLIO

TOTTILA CHEEZY

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

FACULTY : FACULTY OF ACCOUNTANCY

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PROJECT TITLE : SOCIAL MEDIA PORTFOLIO - TOTTILA CHEEZY

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ACKNOWLEDGEMENT

First and foremost, we would like to express our sincere gratitude to our lecturer Sir Ahmad Zuhairi Bin Zainudin for giving us ample time to finish our assignment as well as giving continuous guidance to us on how to properly prepared our assignment aligning with the rules that has been given. We would also show our appreciation towards our friends who have lent them their hand in helping us with this assignment. There were times when we were struggling to understand on how to do our assignment and our friends willingly help us to better understand on how to move forward with our project.

On top of that, It is a great honor to have been given the opportunity to study and apply the teachings that Sir Ahmad Zuhairi have taught us in the online classes. We were genuinely ecstatic to have the opportunity to start our own business and learn from the experience on how to manage the business properly through the teachings and guidance from him. With the experience and knowledge gained from this assignment, both of us are now more confident to dip our toes in the online business world. With all that said, we would give our thanks once again to our lecturer Sir Ahmad Zuhairi and all our friends that have been endearing in helping us with this project.

EXECUTIVE SUMMARY

Tottila Cheezy is a small business that aim to provide a good experience to customers. This business is located in 95, Hala Pengkalan Barat 30, Taman Sri Sayang,31650, Ipoh, Perak. Even though most of the transactions were done online, the location is still accessible for physical purchases. This business focuses mainly on selling a kind of snack. Our one and only product is known as Tottila which was made of three main ingredients namely tortilla chips, cheese powder, and dried nori seaweed. With its reasonable price, tottila is a product that can be enjoyed by all. The product is also very marketable as is shown in this report whereby the report shows the level of engagement the product was able to generate with present and potential customers. This can be seen with the engagement that we were able to gain in the Tottila Cheezy Facebook page. Gaining 96 likes in a short period of time proves that our business is attractive by Malaysians. Most people were engaged and were very much interested in our product. There are many reasons behind this, one of the reasons includes that the product has a good testimonial record whereby a lot of customers who have bought this product gave raving good reviews on tottila.

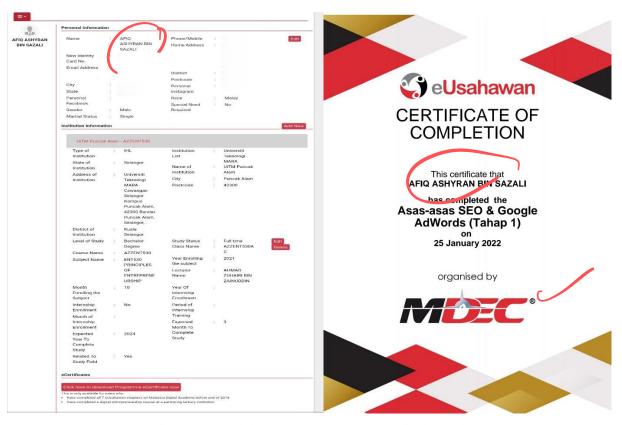
We were also able to generate engagement with people by using the hard and soft sell techniques. These techniques were pivotal in marketing our product. People tend to be more engaging with us when we apply them. Because of this, we were able to utilize what we learn in class and use it practically so that we can get the results we wanted. Other than that, our product is very affordable to the masses as it is price at as low as RM6.90 each jar which is considered as very affordable to most people. With this in mind, people are more willing to try out our product as it would not cost as much as if you were to buy a more expensive snacks such as Ferrero Roche. This business is only run by two people because of the relatively small scale of operation which were divided into three positions as shown in the report. Also because of that, we are able to be more flexible in managing our business. With all this being said, our project of opening the business can be considered a success as we are able to sell a relatively high amount of inventory to customers who are eager to eat and be satisfied with our product. addition, by registering the Go-Commerce and MyEnt, we are able to learn more regarding online business which would help guide us better in the near future. Last but not least, we managed to make three sets of Facebook posting regarding teasers, hard sell and soft sell copywriting where we did extra posts for each of them as we are eager to finish this project successfully.

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1.0 GO-ECOMMERCE REGISTRATION

a) AFIQ ASHYRAN BIN SAZALI





b) MUHAMMAD UMAR BIN SALEHUDIN





2) MyENT CERTIFICATE

(a)AFIQ ASHYRAN BIN SAZALI



b) Muhammad Umar bin Salehudin



3.0 INTRODUCTION OF BUSINESS

3.1 Name and address of business

Tottila Cheezy is the name of our business which involves in food and beverage industry where we sell only one kind of snack known as tortilla chips. This business is run by two students who are Afiq Ashyran Bin Sazali (general and marketing manager) and Muhammad Umar Bin Salehudin (operating manager). Also, Tottila Cheezy is a partnership business being the agent under the HQ entity named Tottila Enterprise. Being an agent, we mostly do online and cash on delivery transactions as we don't have an actual shop. Too add, we commercialize our product on the two main platforms of our business which are Facebook and WhatsApp. There, our customers can see our product and can contact us directly to make orders. Our customers, however, can still come physically to Afiq's house to purchase it directly as there is where we store our stocks. As for the online transaction, we cover all across Malaysia through postage service by reliable couriers such as PosLaju and J&T. Whilst COD on the other hand, we only cover the area around the city of Ipoh, Perak where we deliver our product right in front of our customers doorstep. Besides that, our business was commenced on December 9th, 2021. Regarding our target market, our eyes focus mostly toward the younger generation within the range of age around 15-30 years old. Regardless of that, our product is suitable among all ages as long as they can bear the cheesiness. Lastly, for a clearer explanation regarding our business, take a look at the table below.

Business name	Tottila Cheezy
Business address	95, Hala Pengkalan Barat 30, Taman Sri Sayang,31650,
	Ipoh,Perak
Email address	
Telephone number	
Form of business	Partnership
Main activity	Selling food (snack)
Facebook Name	Tottila Cheezy

3.2 Organizational Chart



3.3 Mission and vision

Mission:

- To provide a premium snack at an affordable price
- To give opportunity for locals in gaining side incomes
- To improve the economic gap between races in Malaysia

Vision:

- Becoming the leading business in the local snack industry

3.4 Descriptions of products / services

Tottila cheezy offers only one kind of product known as Tottila which is a type of snack made of three main ingredients namely tortilla chip, cheese powder and dried nori seaweed. As we know, torttila chip is a triangled chip made of corn. This provides a solid shape that is convenient for different ways of eating such as for dipping in beef sauce, cheese sauce or even to eat it alone. The cheese powder on the other hand gives a "kick" to the mild taste of the tortilla chips as it has a hint of spiciness and umami taste. Other than that, tottila also provides a mixed sense of taste between savoury and sweetness. To balance this, dried nori seaweed is introduced as it has a hint of tangy flavour which also could boost or improve the creaminess in the cheese powder.

Our product comes with 300 grams more or less amount of chips and is filled in a beautifully wrapped plastic jar with our logo. To add, this plastic jar is concealed with two different kinds of covers which are an aluminum sealer and also an airtight cap. This is to ensure the crispiness of the chips is maintained for a long period of time so that our product is at its finest condition. This is also to make sure that our customers can enjoy their totals for a day or two without it becoming soggy.

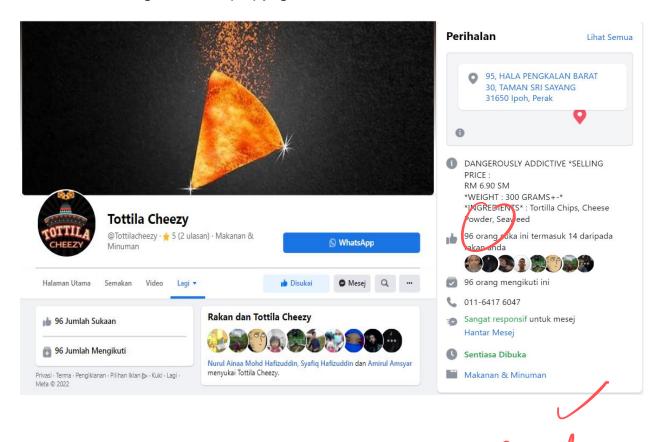
In terms of services on the other hand, we offer two methods in delivering our product which are through delivery and postage. As for the delivery, the area covered by us is only within the radius of Ipoh, Perak. Meaning that for every order from Ipoh, Afiq will deliver our product right in front of customer's doorstep. Whilst for postage, the area covered is all across Malaysia. Meaning that for every order outside of Ipoh within the region of Malaysia, courier service will be utilized. Most of our orders will be delivered through two reliable courier companies known as J&T and PosLaju which usually will take a day or two to reach customers varies according to the distance of their location. Last but not least, to ensure the safety of our product during shipment, several safety elements were considered including the air bubble wrapping to avoid the chips from being crushed, durable and tight plastic wrapper and also a warning sticker with a "fragile" word written on top of it.

3.5 Price list

PRODUCT IMAGE	NAME OF THE PRODUCT	PRICE	WEIGHT	INGREDIENTS
TOTILA	TOTTILA	RM 6.90	300 GRAMS+-	-TORTILLA CHIPS -CHEESE POWDER -NORI SEAWEED

4.0 Facebook (FB)

4.1 Creating Facebook (FB) page

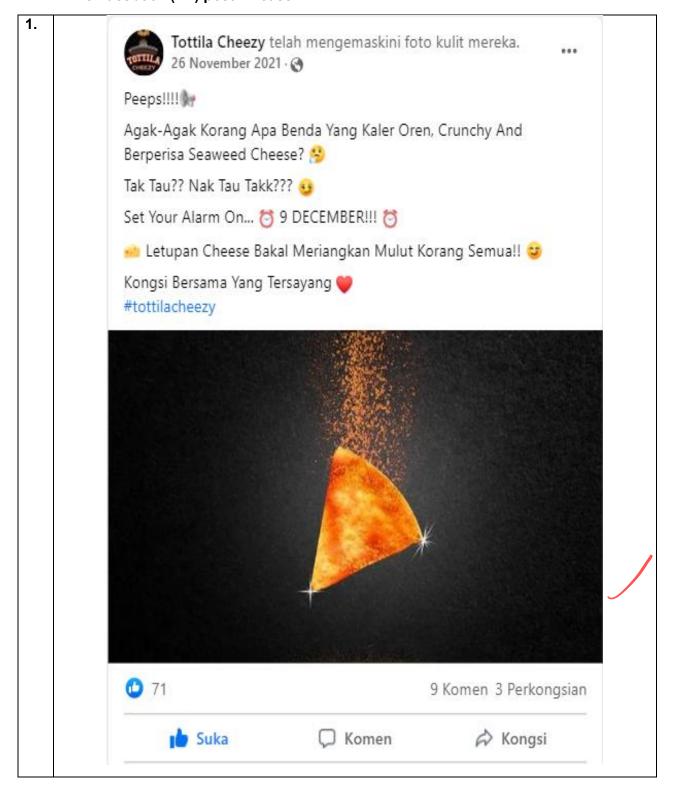


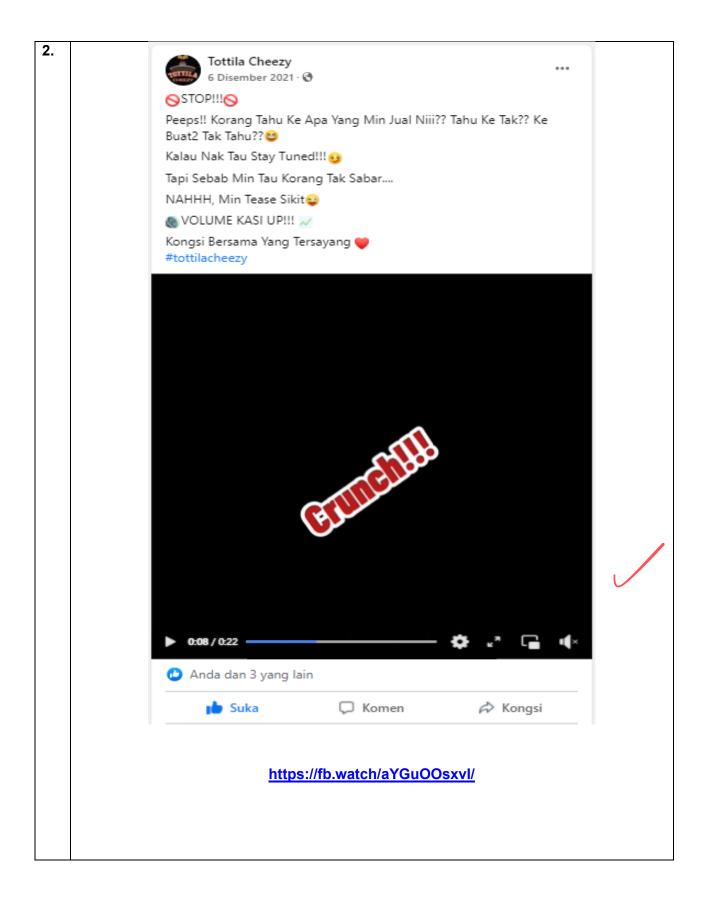
4500

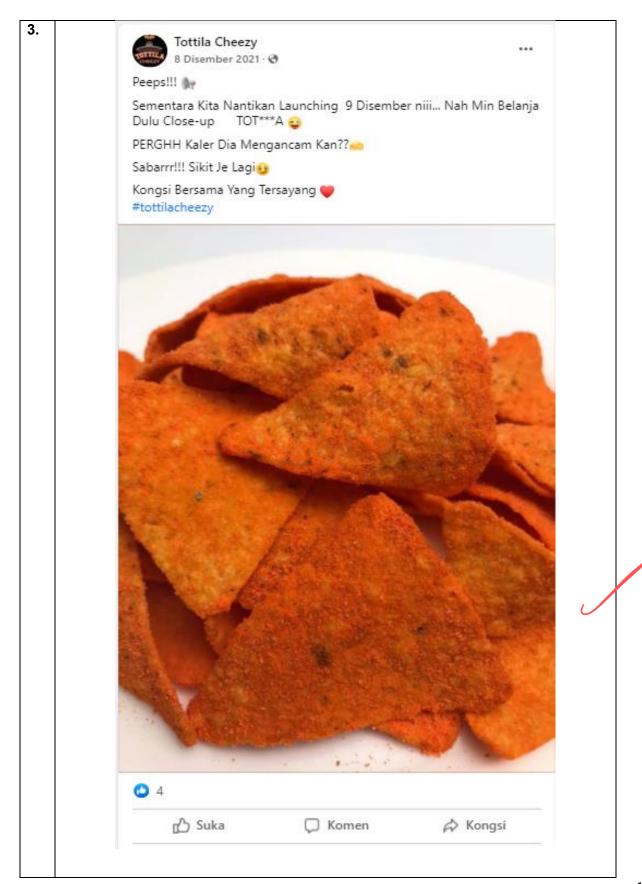
4.2 Custom URL Facebook page

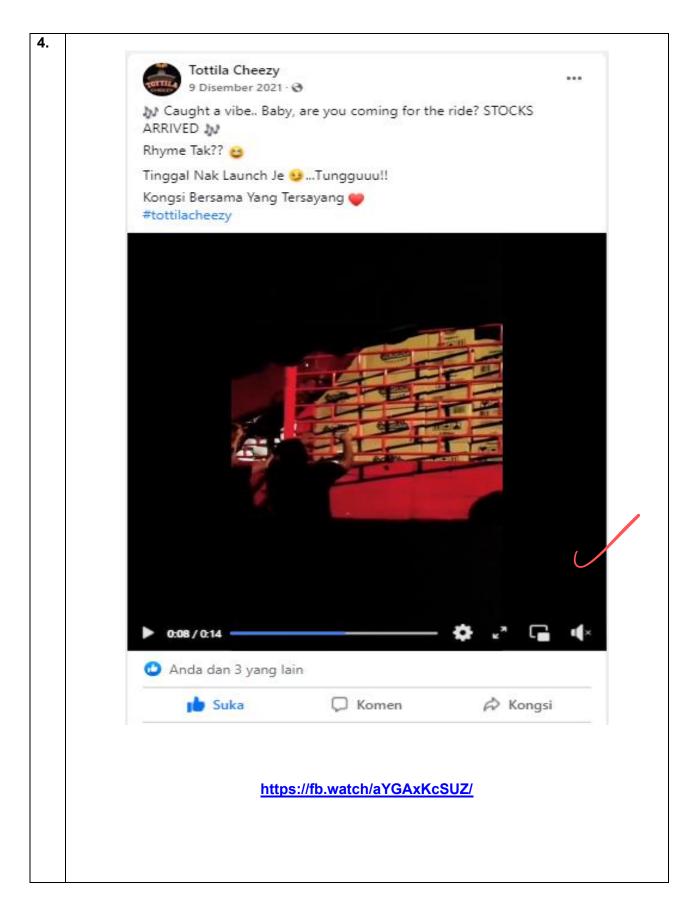
https://www.facebook.com/Tottilacheezy/

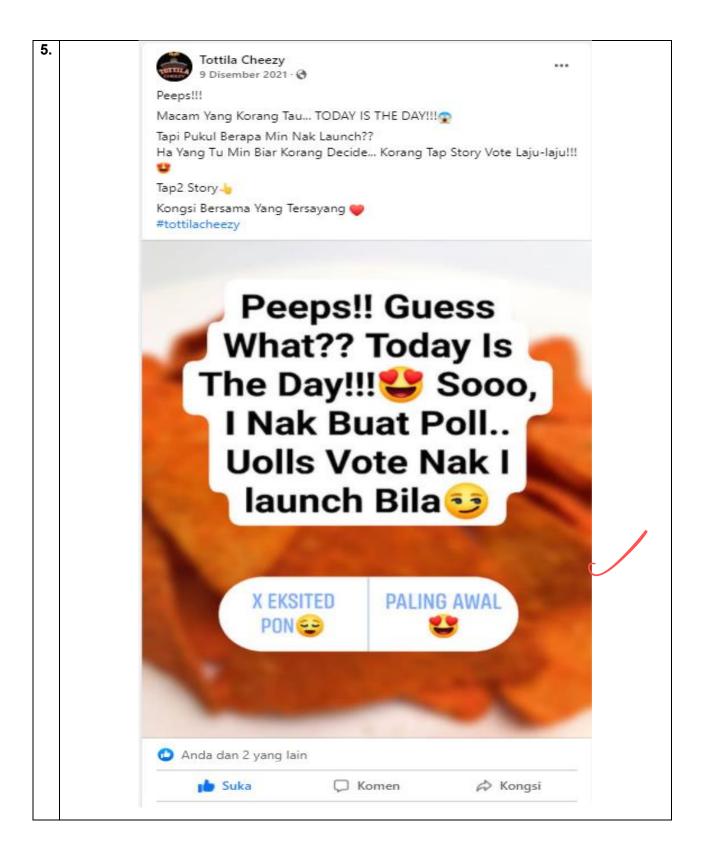
4.3 Facebook (FB) post - Teaser



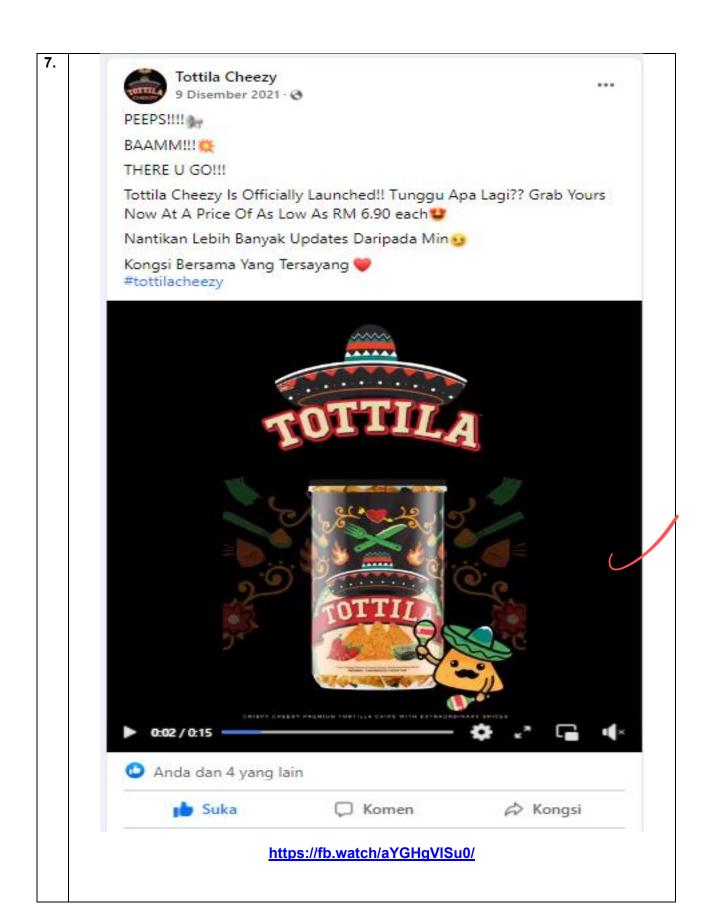














Ha So Korang Dah Tau Ke Apa Tu Tottila Cheezy??

Takpe... Di Hari Jumaat Yang Mulia Ni Biar Min Kenalkan Korang

Takpe... Di Hari Jumaat Yang Mulia Ni Biar Min Kenalkan Korang Dengan Produk Kami Yang Amazing Ni 😉

So Basically, Tottila Ni Adalah Snek Berasaskan Kepingan Totilla Chips Yang Disaluti Serbuk Cheese Yang Melimpah Ruah Dan Yang Paling Best, Dia Disampingkan Dengan Kepingan Nori Seaweed Tau!!!

Maknanya Apa?? Maknanya Ni Adalah Makanan Semua Pencinta Cheese!!!

Jadi Untuk Korang Yang Obses Dengan Cheese Especially Dalam Bentuk Snacks, Tunggu Apa Lagi?? Tekan Link Kat Bawah Ni Sekarang Dan Rasai Kesurran Tottila Kami!!

https://wa.me/message/CJRBI3ZZZI7BA1

*Dapatkan Dengan Harga Serendah RM 6.90

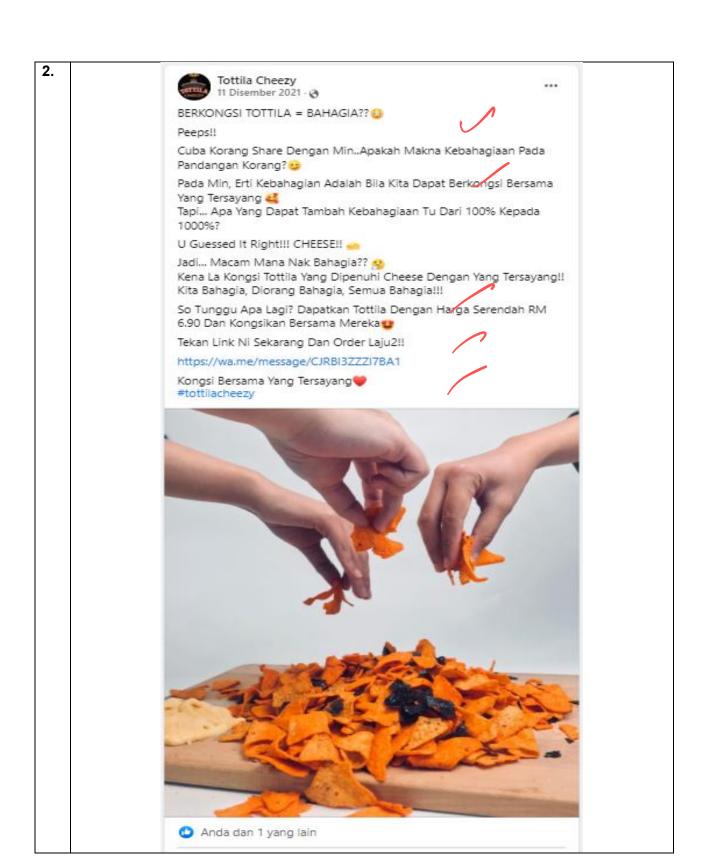
P/S Oh Ya, Lupa Min Nak Bagitau.. Serbuk Cheese Dia Pedas Tau Which Makes It 1000x Better!! 🚯

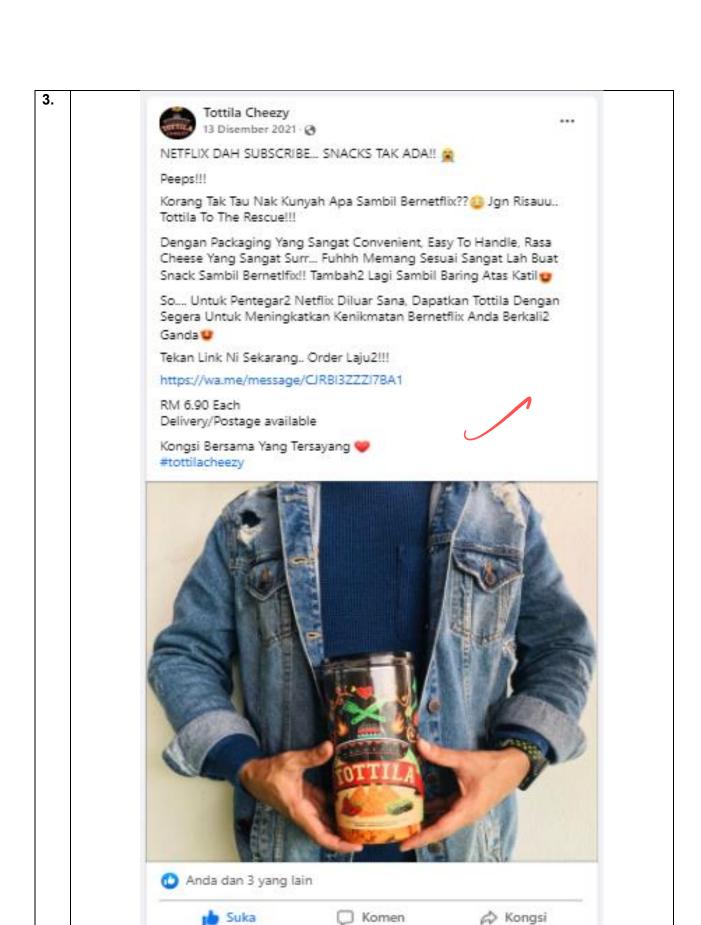
Kongsi Bersama Yang Tersayang

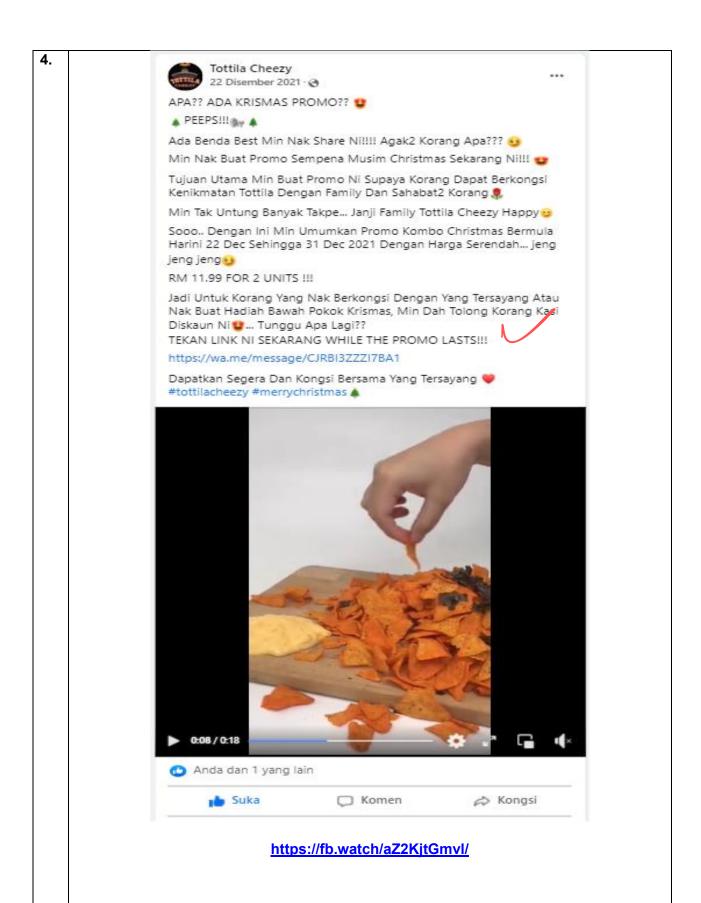
#tottilacheezy

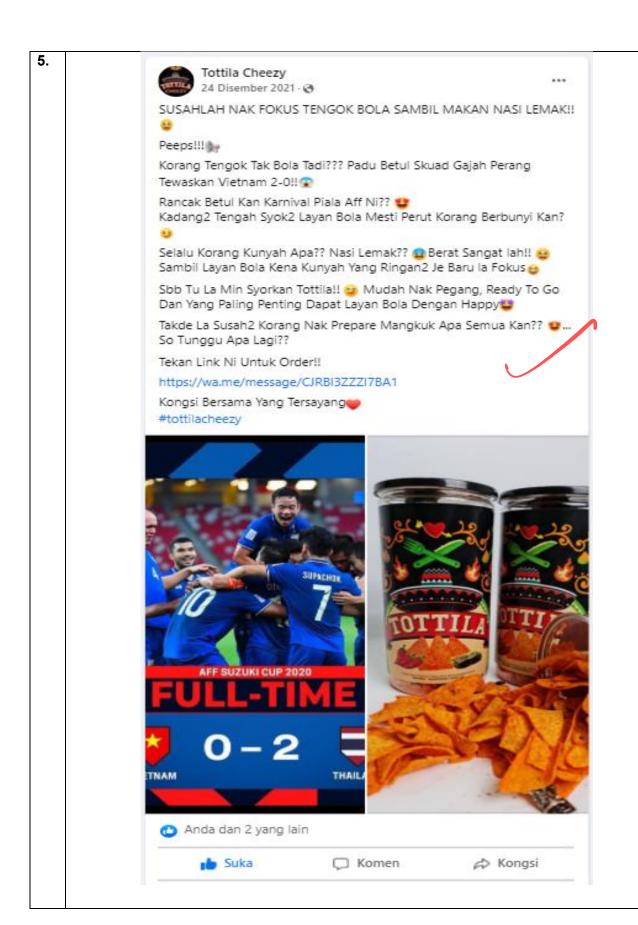


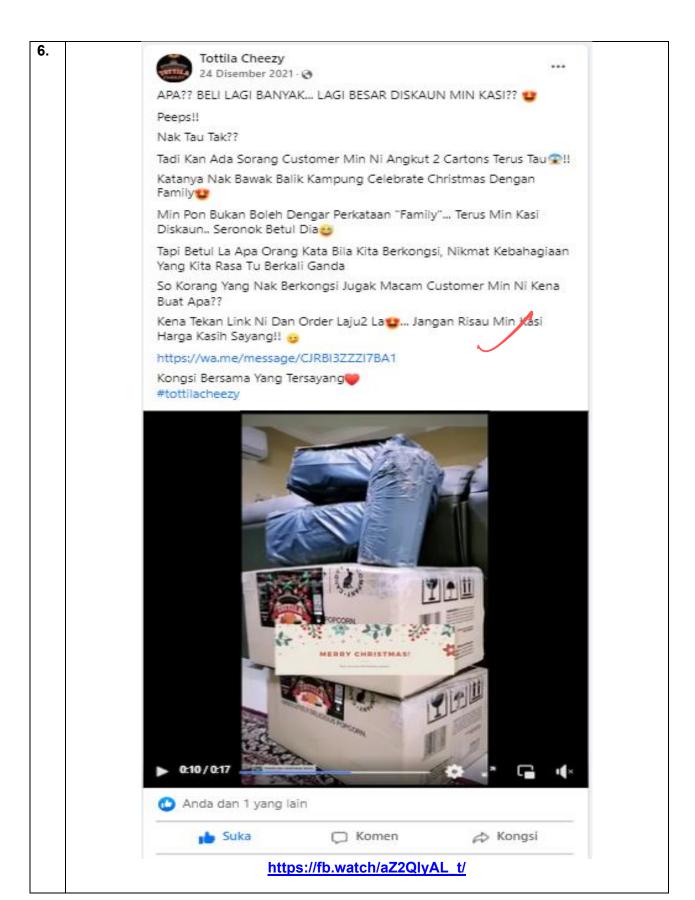
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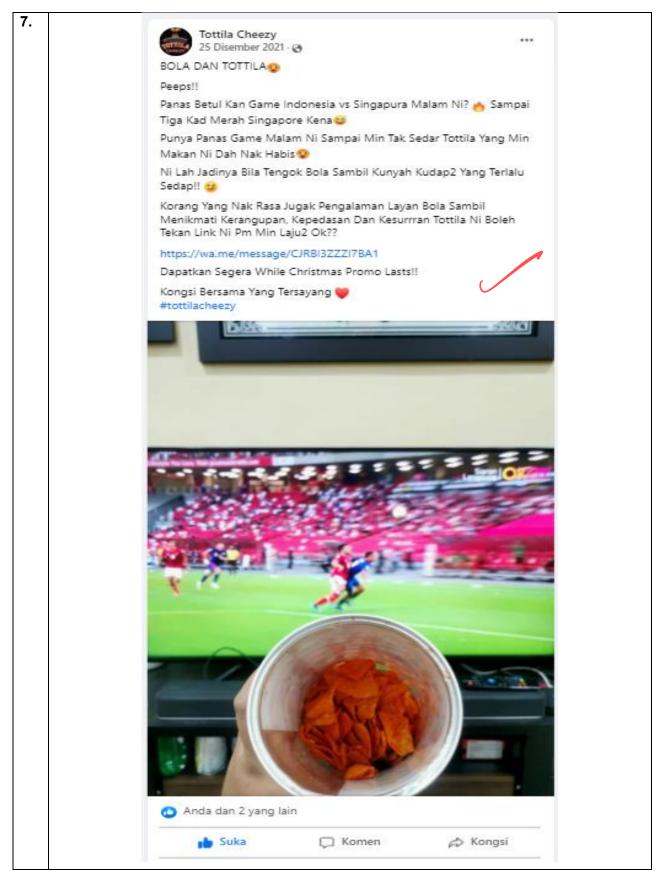


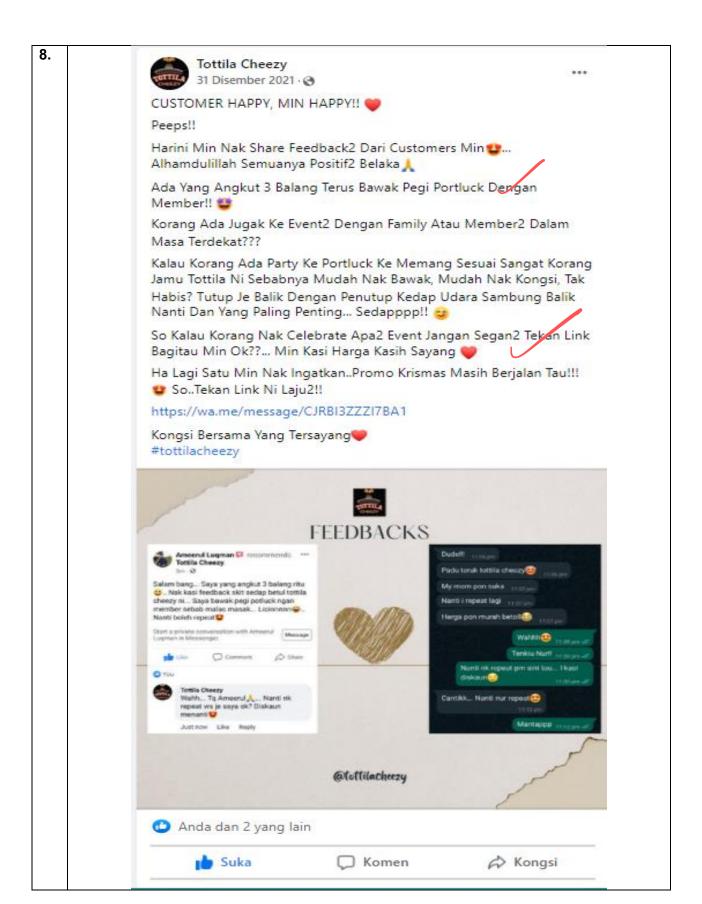


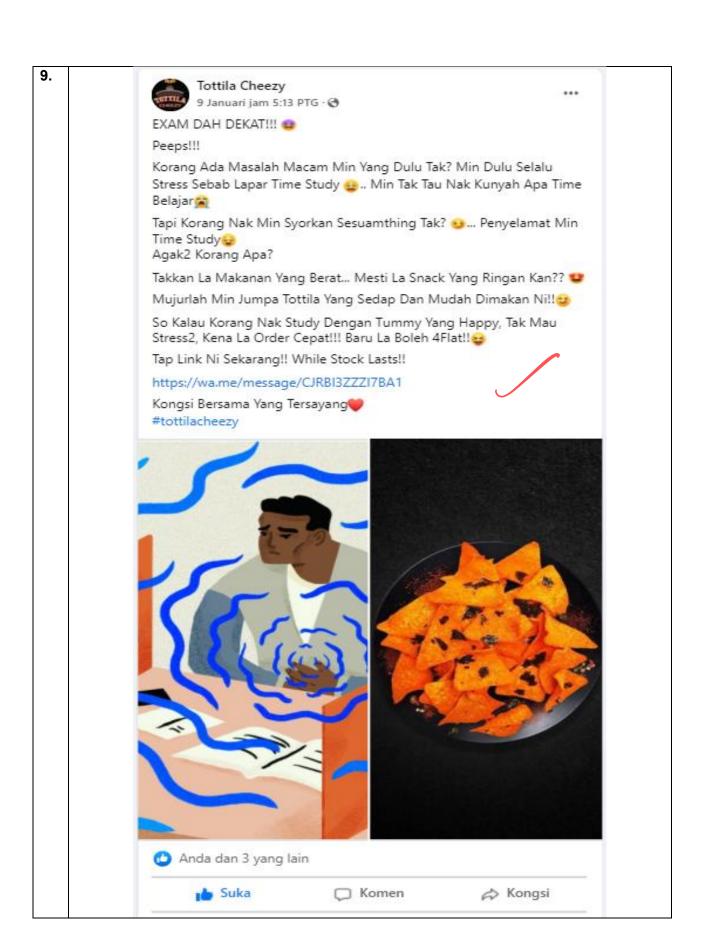


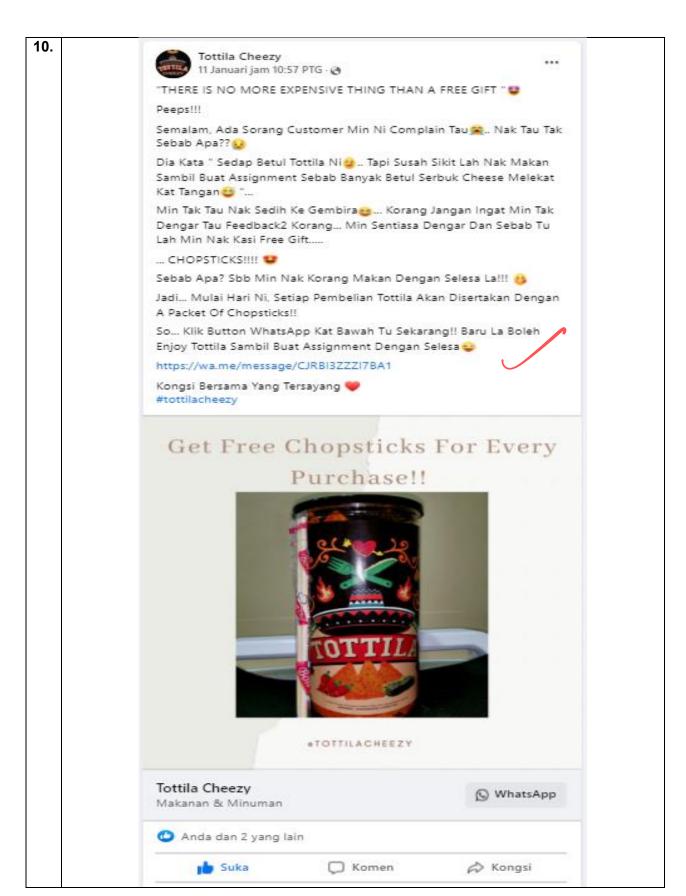


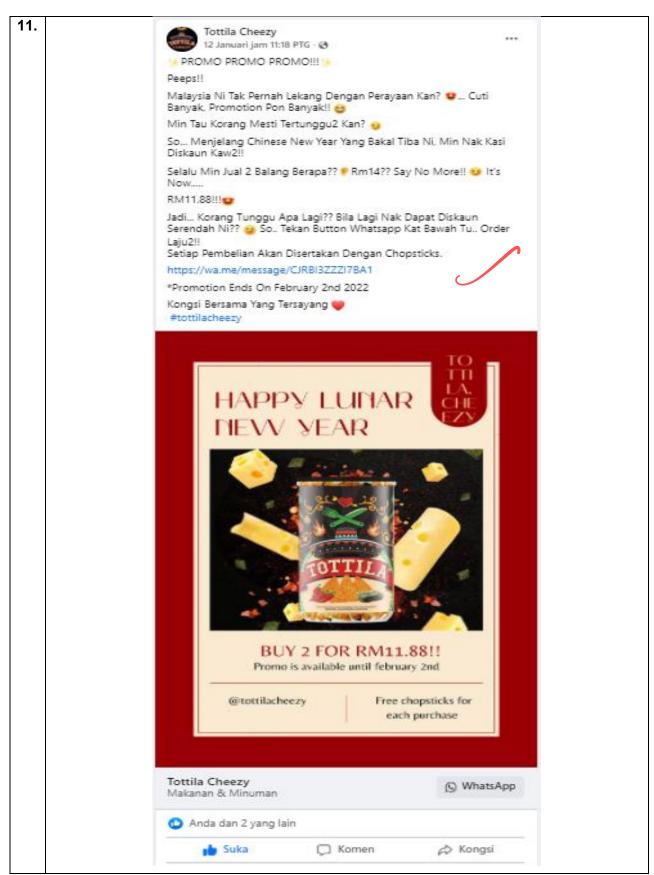


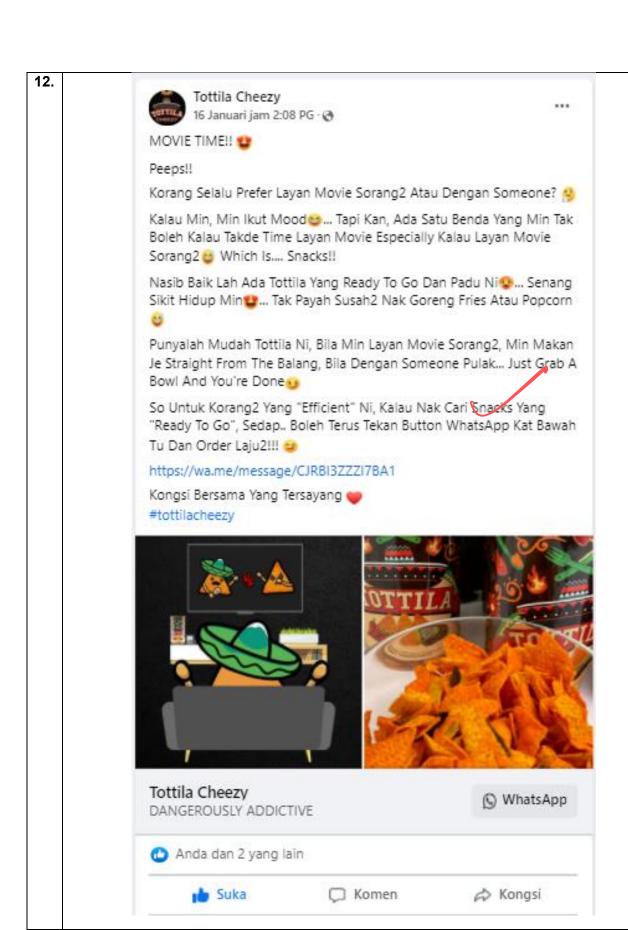


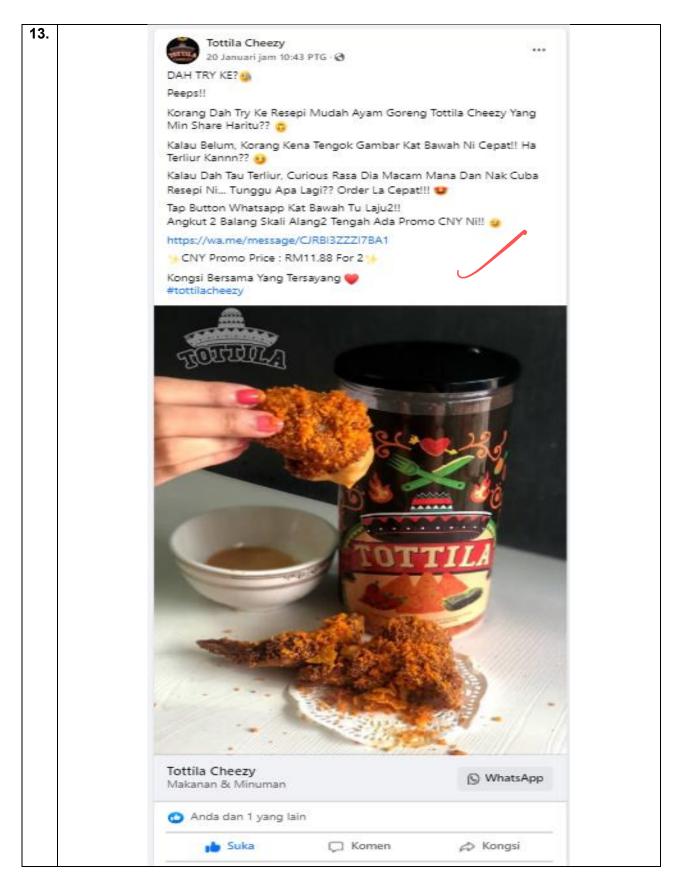


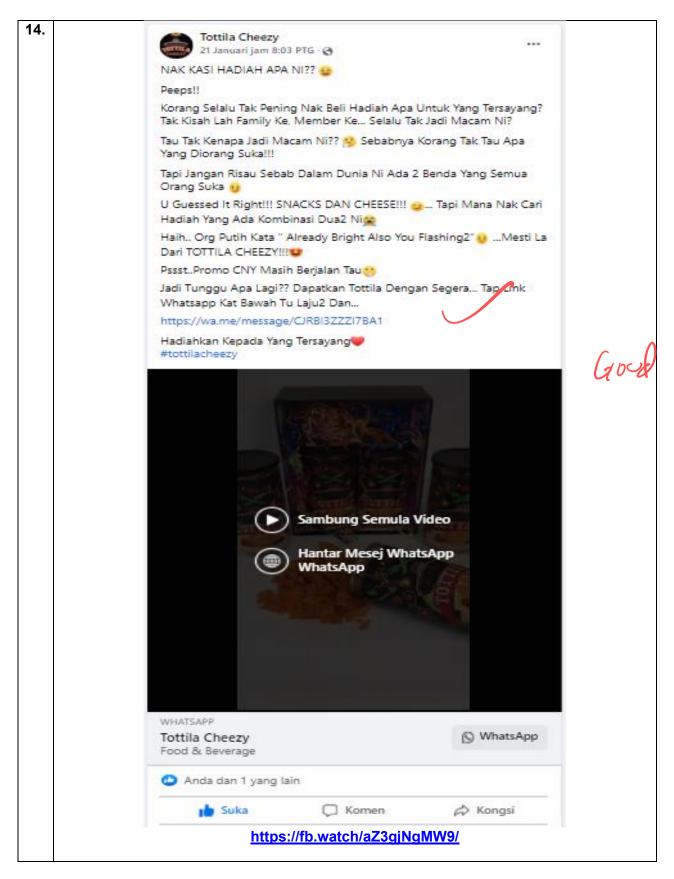


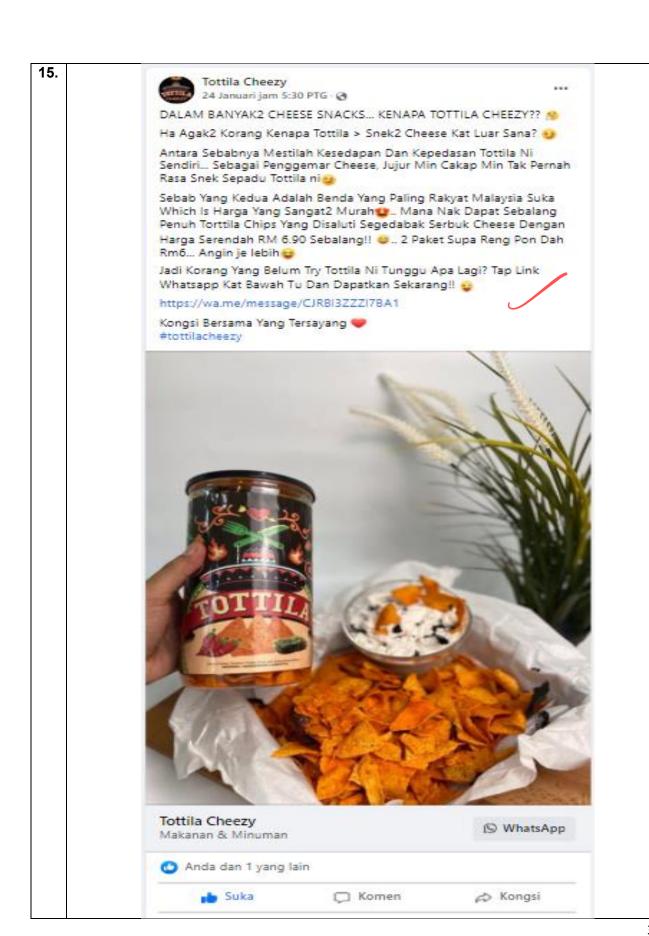


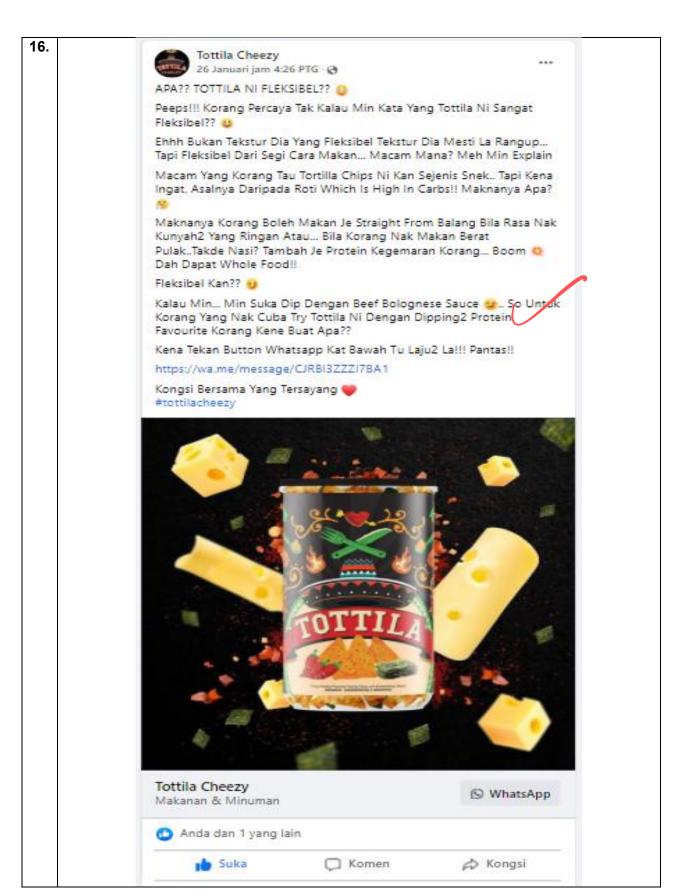


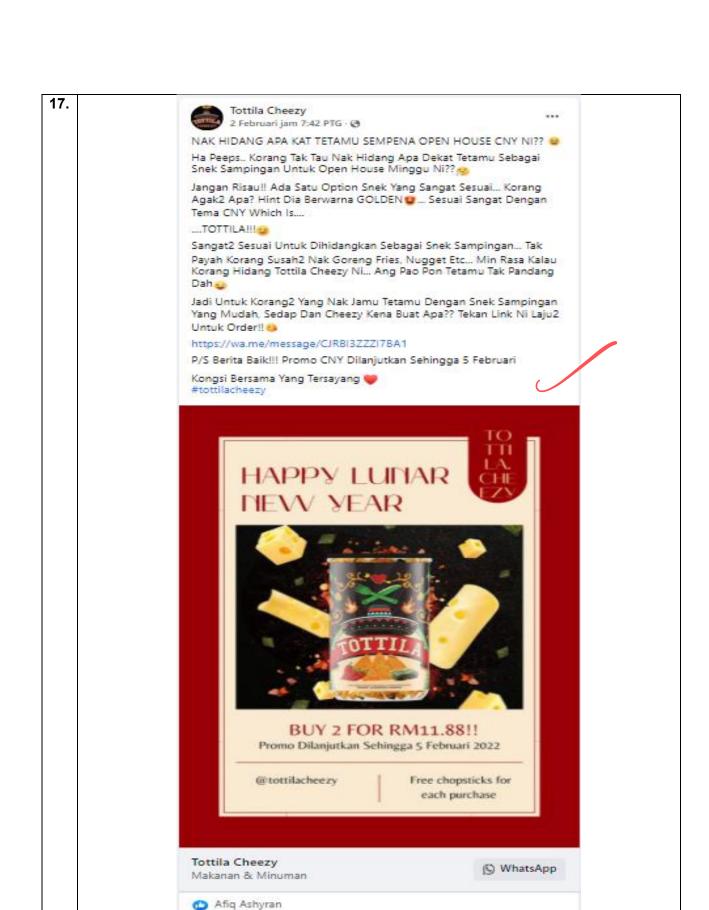










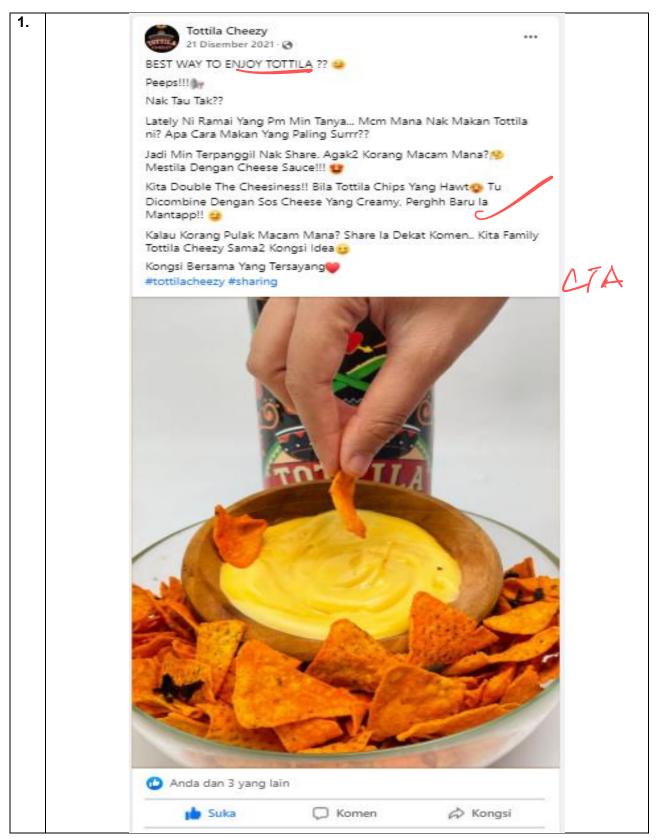


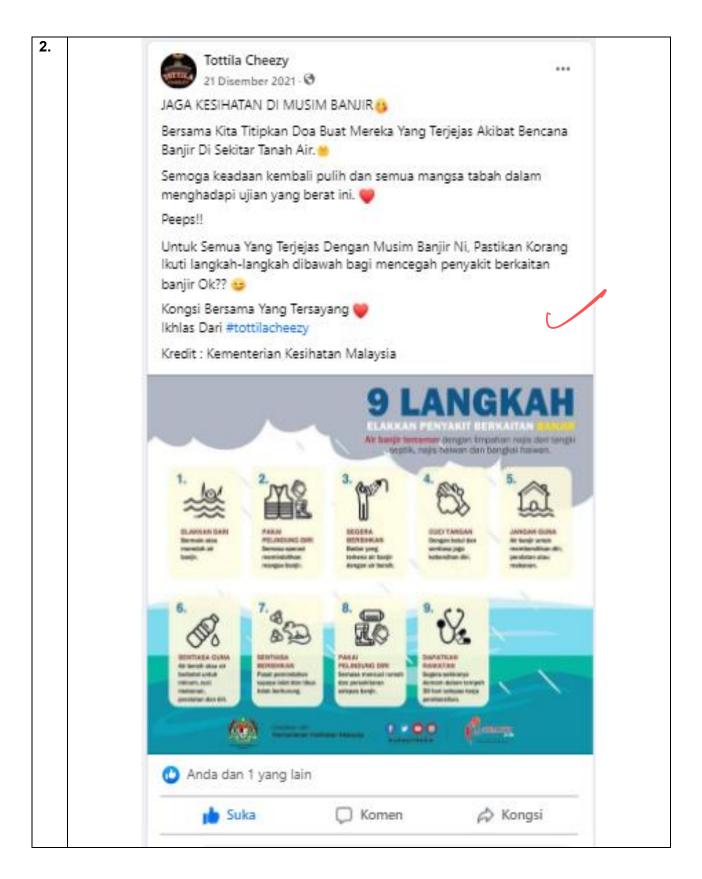
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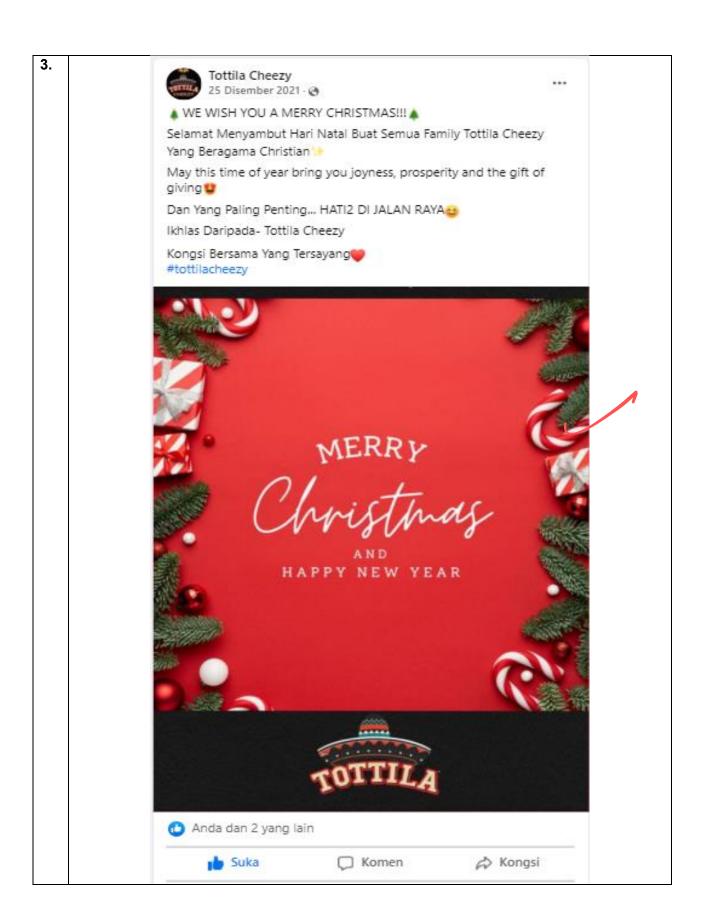
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b Suka

4.5 Facebook (FB) post - Soft Sell











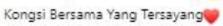
WE SEND YOU LOVE DURING THESE TOUGH TIMES

Dalam Kita Bergembira Di Musim Perayaan Ini, Tottila Cheezy Ingin Mengingatkan Kepada Family Tottila Cheezy Yang Kita Masih Belum Menang Dalam Menangani Pandemik Covid-19

Oleh Itu, Suka Untuk Min Berkongsi Nasihat Untuk Mengurangkan Risiko Jangkitan Covid-19 Ketika Menyambut Hari Krismas:-

- Digalakkan Untuk Menyambut Krismas Secara Maya
- Lakukan Ujian Kendiri Sebelum Bersua
- Hadkan Bilangan Ahli Keluarga Yang Hadir
- Lakukan Isolasi Kendiri Jika Tidak Sihat
- Hadkan Tempoh Masa Berkumpul
- Digalakkan Untuk Melakukan Aktiviti Di Luar Rumah
- Buka Pintu Dan Tingkap Untuk Pengudaraan Yang Baik
- Elakkan Sembang Dekat, Kuat, Menjerit Dan Menyanyi
- Jaga Penjarakan Fizikal Sekurang-kurangnya 1 meter
- Jangan Berkongsi Perkakas Makanan
- Cuci Tangan Dengan Kerap
- Sentiasa Memakai Pelitup Muka Kecuali Ketika Makan

Ikhlas Daripada - Tottila Cheezy 🥴



#tottilacheezy

Suka

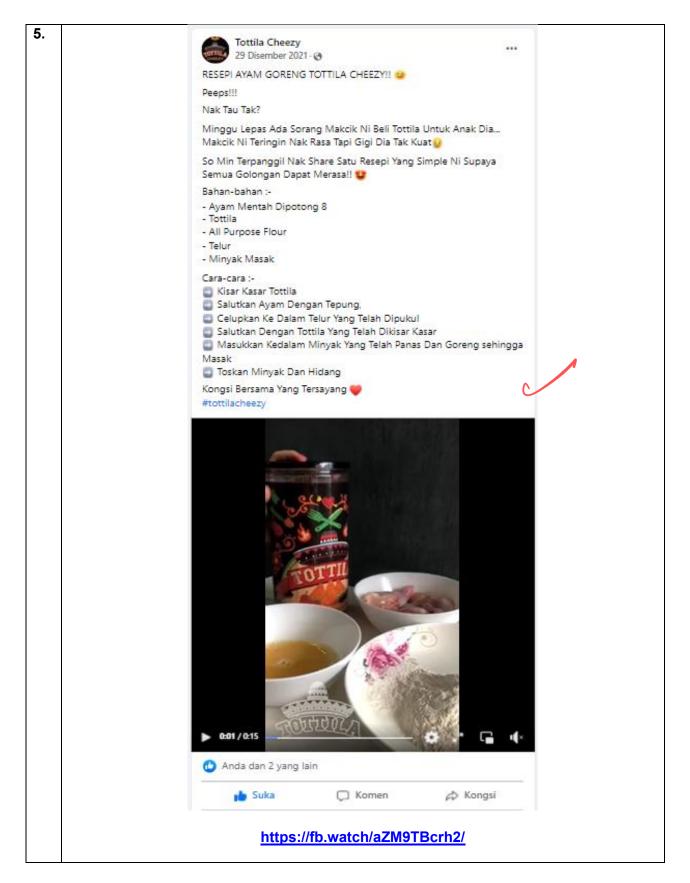
Kredit- Kementerian Kesihatan Malaysia



A Kongsi



☐ Komen







APA?? TOTTILA ADA KHASIAT?? 😨

Peeps!

Korang Tau Tak Yang Salah Satu Bahan Dalam Tottila Cheezy Ni Adalah Nori Seaweed Tau!! 😉

Macam Yang Kita Tau Makanan Yang Kaler Hijau Ni Kan Mostly Sihat2 Belaka

So Korang Nak Tau Tak Apa Khasiat Rumpai Laut Nori Ni?? Kalau Nak Jum Baca Perkongsian Min Ni!! 😛

Antara Khasiat Dan Kebaikan Nori :-

- Kaya Dengan lodine
- (Meningkatkan Fungsi Thyroid)
- Kaya Dengan Pelbagai Anti-Oksidan (Kurangkan Radikal Bebas Dan Keradangan)
- Tinggi Dengan Serat Dan Polysaccharides

(Menjaga Kesihatan Perut)

- Rendah Kalori Dan Tinggi Fiber

(Membantu Pengurangan Berat Badan, Memperlahankan

Pengosongan Perut Sekaligus Rasa Kenyang Lebih Lama)

- Mengurangkan Kadar Kolesterol

(Menjaga Kesihatan Jantung)

Ha Banyakkan Khasiat Nori Ni??... So Korang Jangan Lupa Includekan Nori Seaweed Ni Banyak2 Dalam Diet Seharian Korang Ok?? Baru La Sihat

Kongsi Bersama Yang Tersayang | #tottilacheezy #sharing



Anda dan 1 yang lain











SNACKING & DOPAMINE? 🤒

Peeps!!

Korang Tau Tak Yang Bila Kita Snacking "Happy Food", Badan Kita Akan Release Hormon Dopamine Tau!!

Tapi Korang Tau Ke Apa Kelebihan Hormon Dopamine Ni? 8 Meh Min Sharekan Dengan Korang 66

Antara Benefit Utama Dopamine Ni Dia Dapat Bantu Kita Kekal Fokus, Jadi Produktif Dan Bermotivasi Tinggi Tau!!

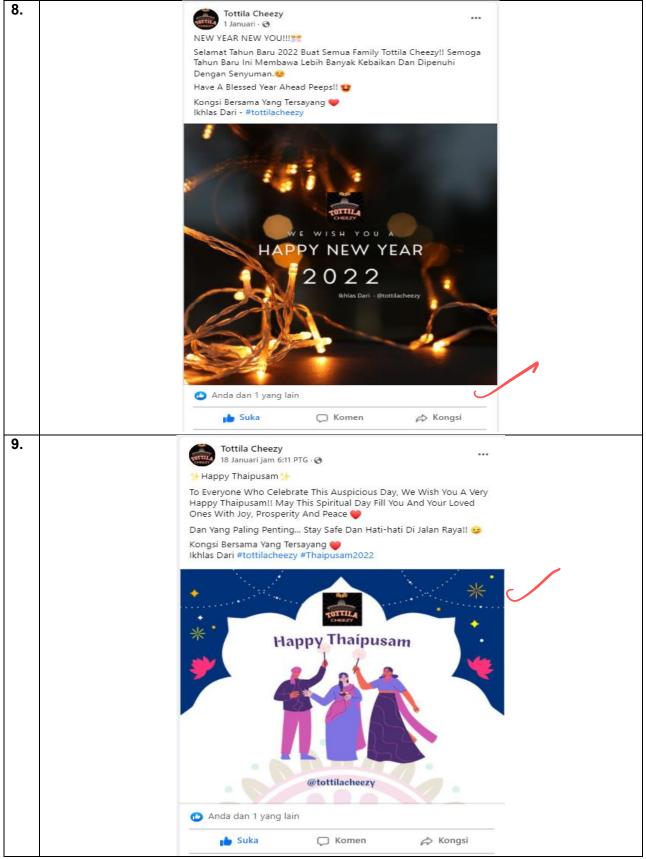
Tapi Selain Daripada Tu, Ada Jugak Benefit2 Lain Antaranya:-

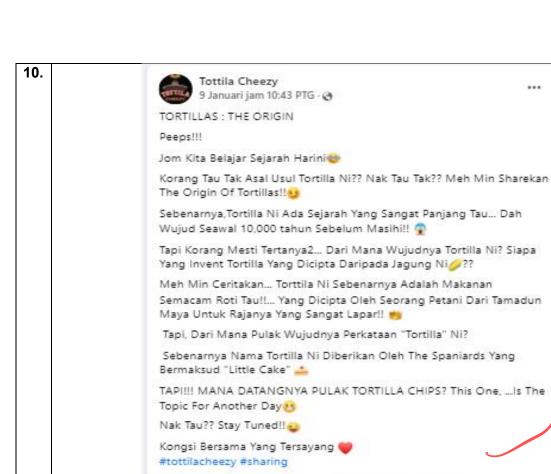
- Membantu Penurunan Berat Badan
- Buat Anda Rasa Lebih "Alive"
- Menguatkan Ingatan
- Mengatasi Kemurungan
- Mencegah Penyakit Parkinson
- Mengurangkan Ketagihan Yang Membahayakan Diri

Kongsi Bersama Yang Tersayang 💗

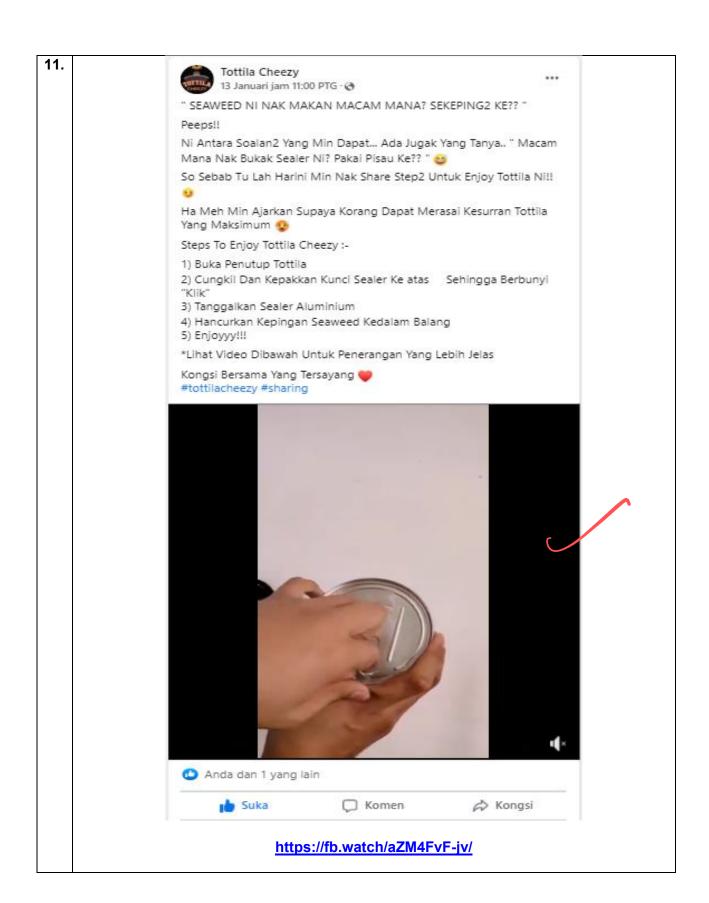




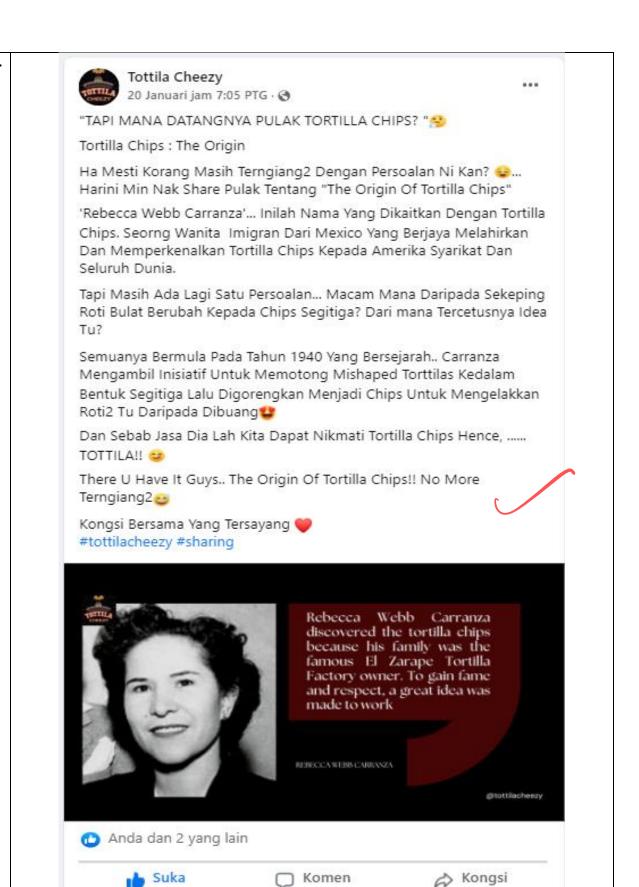


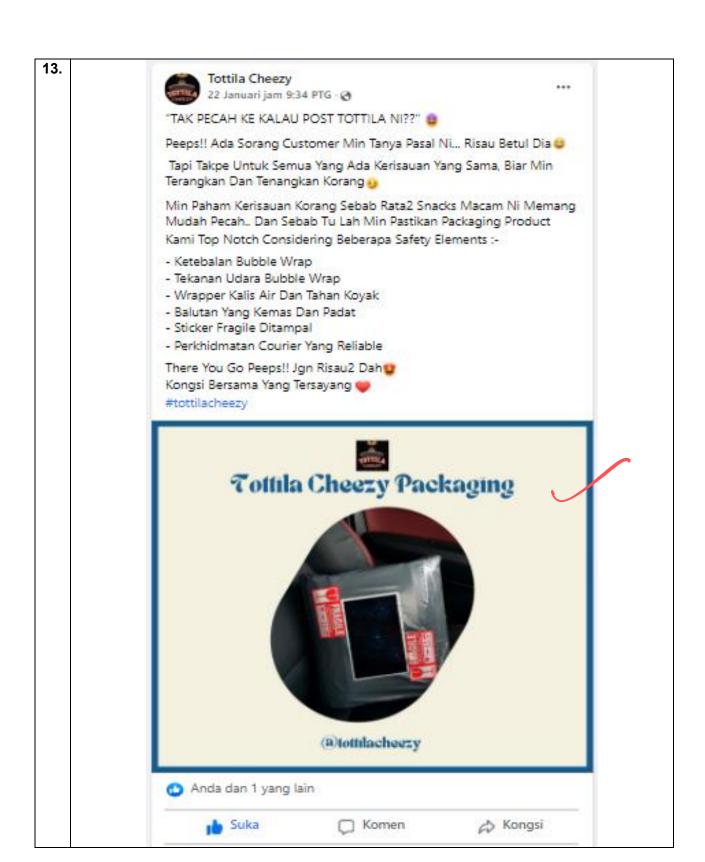


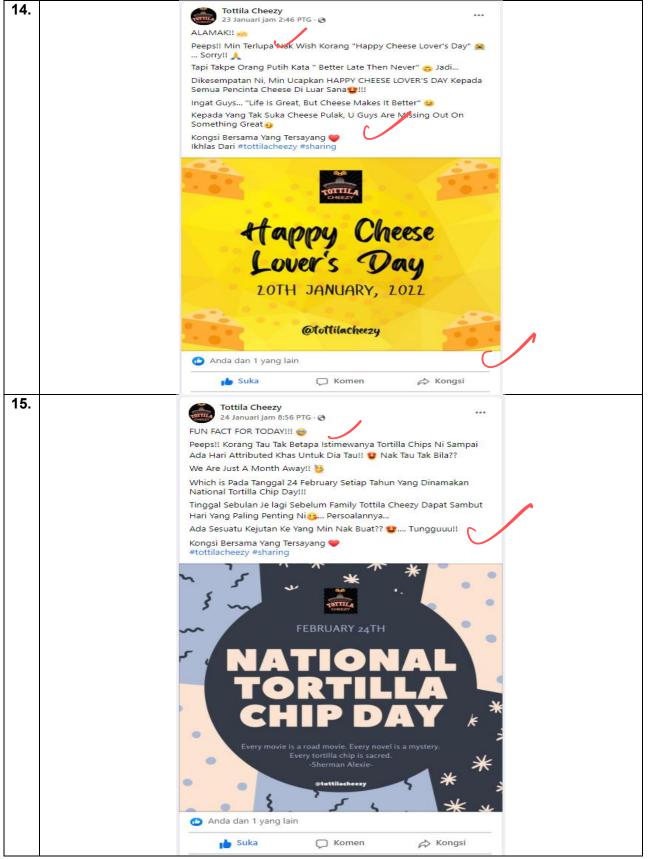
















DELVERTIS OF CHIEL.

Peeps!!

Disebabkan Cheese Adalah Bahan Paling Utama Dalam Tottila Dan Korang Semua Adalah Pentegar Cheese, Min Nak Sharekan Kat Korang Tentang Khasiat2 Cheese

Macam Yang Kita Semua Tau Cheese Ni Ada Banyak Sangat Jenis...
Parmesan, Mozzarella, Cheddar Dan Lain2

Tapi... Dalam Kevariasian Cheese2 Ni, Apa Je Khasiat Yang Dia Ada?? Ha... Antara Benefits Yang Kita Boleh Dapat Daripada Cheese Adalah:-

- -Cheese Can Prevent Osteoporosis
- -Cheese Can Have a Positive Effect on Your Dental Health
- -Cheese Consumption Can Help You Gain Weight in a Healthy Way
- -Cheese is the Best Dietary Source for Calcium
- -Cheese is an Excellent Source of Protein
- -Cheese is High in Vitamin B12

Semua Ni Dan Banyak Lagi Khasiat2 Lain!! Jadi... Amalkan Banyak2 Cheese Dalam Diet Seharian Korang Ok?? Tapi Pastikan Seimbang Tau!! Baru La Sihat

Kongsi Bersama Yang Tersayang | #tottilacheezy #sharing





5.0 Conclusion

To conclude, Tottila Cheezy is a business that sells only one kind of product known as tottila through two types of online platforms which are Facebook and WhatsApp which has the mission to provide premium snack at an affordable price to the customers. This will lead to another mission of the company which is to give opportunity for locals in gaining side incomes. Other than that, the company vision is to also improve the economic gap between races in Malaysia. On top of that, We can conclude that by commercializing our product through Facebook page, we are able to reach larger audience as we can market our product and target potential buyers. Also, we are able to create an awareness regarding our product's existence by keeping our audience updated through latest contents. Plus, by utilizing the hard self and soft sell techniques that were taught by Sir Ahmad Zuhairi, we were able to gain more customers as it helps the process of attracting audience.

In addition, Facebook page also gives us tons of other benefits in term of analyzing our business trends as it features various statistics such as the number of audiences reached, number of likers and feedback's section. This will keep us updated and on track regarding our current business performance hence we could do the planning effectively. Not to mention, being under the same company, WhatsApp and Facebook are linked together meaning that our business is accessible between these two platforms. Hence, this will ease our customers in making purchases. For example, for every hard sell posted, our WhatsApp account can be linked on the bottom of each post where our customers can contact us directly by the tip of their fingers. In addition, by registering the Go-Commerce and MyEnt, we are able to learn more regarding online business which would help guide us better in the near future

Regarding our business on the other hand, we believe that Tottila Cheezy will grow bigger and bigger as we are able to market our product steadily on the most efficient and effective market such as Facebook. Although our target market is among the younger generation, we believe that Tottila is a kind of snack that is loved by all generations because as we all know, no one hates cheese. To add, various positive feedbacks from our customers proved that our product is likeable and addictive. Most of them made another purchase later on. On top of that, we also believe that our product is really flexible as it is suitable for every occasion which were once again proven by our customer's testimonial where most of them made a purchase in a large amount to celebrate certain festivals and parties with their loved ones.

To wrap the whole things up, we believe that by maintaining and improving our product, service and contents quality, the number of customers will increase significantly as Totila has a huge potential to gain popularity among Malaysians. This will help the company to become the leading business in the local snack industry which coincidentally is our vision. Last but not least, we believe that there is no better combination as compared to the combination of tortilla chips, cheese powder and dried nori seaweed. Remember, life is great but cheese makes it better.