



اَوَّلُ سِرِّهِمْ اَنْ يَتَّخِذُوا لَوْ كُنِيَ فَاِذَا
UNIVERSITI
TEKNOLOGI
MARA

BACHELOR OF SCIENCE (HONS.) TOURISM MANAGEMENT

PRINCIPLES OF ENTREPRENEURSHIP

(ENT530)

SOCIAL MEDIA REPORT



BROWNIES TO GO

PREPARED BY

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PREPARED FOR

MADAM NORFAZLINA BINTI GHAZALI

ACKNOWLEDGEMENT

Primarily, I would like to express my outmost gratitude to Allah S.W.T as we managed to complete our social media portfolio report with successfully by His guidance and blessings. Then, we would like to express our thankfulness to University Technology Mara (UiTM) Campus Puncak Alam, Selangor for giving us the opportunity to conduct this project assignment.

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Lastly, we would also like to thank you to everyone who had involved and contributed directly or indirectly in our assignment project as they have been shown their effort and initiative until we were able to complete this social portfolio report successfully.

EXECUTIVE SUMMARY

Brownies To Go is a company that sells brownies with various of toppings. “Sweet can make you Happy” is a tagline for Brownies To Go shop especially to our beloved customers. The main objective for the business is to offer a high-quality brownie with variety of toppings with affordable and reasonable prices for customers to celebrate any occasions. We started our online business on 12 May 2022 using social media platform such as Facebook. Our target customers are everyone from all ages especially chocolate and dessert lover. Since our first launching, we received a lot of good feedback from the customer regarding the taste of the brownies, how soft and it melt in their mouth.

Besides, we also offered the delivery service with charge to those who are near to our area. Not only that, but we also offered a party box services to those who wants to mix many varieties of toppings in one box. This is one of our marketing strategies to attract more customer to come and buy our product. It has proven that our brownies have been everyone’s favorites because of the uniqueness.

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1.0 GO-ECOMMERCE REGISTRATION


ALEEA ALEESYA QISTEENA BINTI AZMAN

Ge-eCommerce
BERKUALITI

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

PERSONAL PROFILE

BUSINESS PROFILE



ALEEA ALEESYA QISTEENA BINTI AZMAN

Personal Information

Name	ALEEA ALEESYA QISTEENA BINTI AZMAN	Phone/Mobile		Edit
New Identity Card No.		Home Address		
Email Address		District		
City		Postcode	43500	
State		Personal Instagram		
Personal Facebook		Race		
Gender		Special Need Required		
Marital Status				

Institution Information [Add New](#)

UITM Puncak Alam - NFGHM2413B

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
Course Name	NFGHM2413B	Class Name		NFGHM2413B
Subject Name	NFGHM2413B	Year Enrolling the subject		2022
Month Enrolling the Subject	3	Lecturer Name		Norfazlina Ghazali
Internship Enrollment	No	Year Of Internship Enrollment		
Month of Internship Enrollment		Period of Internship Training		
Expected Year To Complete Study	2024	Expected Month To Complete Study		1
Related To Study Field	Yes			

Certificates

PERSONAL PROFILE

BUSINESS PROFILE



Company Name	BROWNIES TO GO	Company Registration No.		Edit
Type Of Business	Enterprise	Business Role		Dropshipper
Facebook Page	https://www.facebook.com/Brownies-To-Go-101389892581257	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


MUHAMMAD DANIAL SYAHMI BIN MOHD NOOR

Go-eCommerce BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

Have you updated your sales today? Update your sales regularly to collect more points!

PERSONAL PROFILE BUSINESS PROFILE



Muhammad Danial Syahmi bin Mohd Noor

Personal Information

Name	Muhammad Danial Syahmi bin Mohd Noor	Phone/Mobile		Edit
New Identity Card No		Home Address		
Email Address		District		
City		Postcode		
State		Personal Instagram	null	
Personal Facebook		Race	Malay	
Gender	Male	Special Need Required	No	
Marital Status	Single			

[Add New](#)

Institution Information

UTM Puncak Alam - NFG40113B

Type of Institution	IEL	Institution List	Universiti Teknologi MARA	
State of Institution	Selangor	Name of Institution	UTM Puncak Alam	
Address of Institution	Universiti Teknologi MARA, Cawangan Selangor, Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, Kuala Selangor	City	Puncak Alam	
		Postcode	42300	
District of Institution	Kuala Selangor			
Level of Study	Bachelor Degree	Study Status	Full time	Edit Delete
Course Name	NFG40113B	Class Name	NFG40113B	
Subject Name	NFG40113B	Year Enrolling the subject	2022	
Month Enrolling the Subject	3	Lecturer Name	Norfadira Ghazali	
Internship Enrolment	No	Year Of Internship Enrolment		
Month of Internship Enrolment		Period of Internship Training		
Expected Year To Complete Study	2024	Expected Month To Complete Study	8	
Related To Study Field	No			


eCertificates

Go-eCommerce BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

Have you updated your sales today? Update your sales regularly to collect more points!

PERSONAL PROFILE **BUSINESS PROFILE**



Muhammad Danial Syahmi bin Mohd Noor

Company Name	Brownies To Go	Company Registration No.		Edit
Type Of Business	Enterprise	Business Role	Product Owner	
Facebook Page	https://www.facebook.com/Brownies-To-Go-101389892581267	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	

Available Contest

2.0 MYENT CERTIFICATE



4.0 INTRODUCTION TO BUSINESS

4.1 NAME AND ADDRESS OF BUSINESS

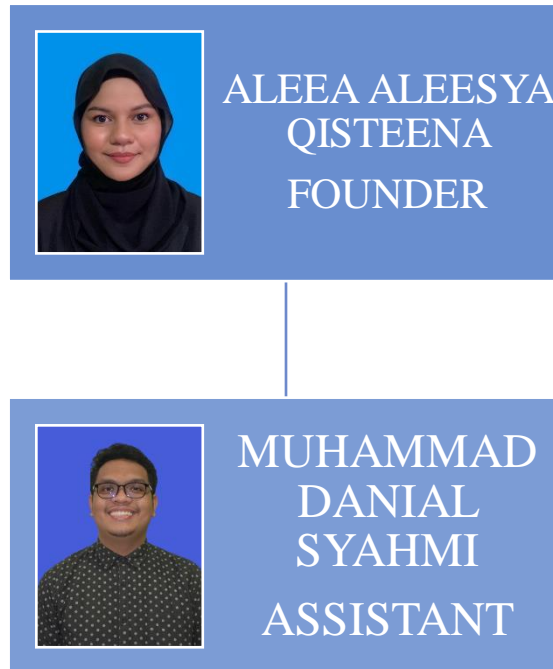


Figure Business' Logo

NAME	BROWNIES TO GO
BUSINESS ADDRESS	
CONTACT	
FACEBOOK PAGE	@Browniestg
MAIN ACTIVITY/ACTIVITIES	Selling and promoting brownies
OPEN TIME	Monday - Sunday
DATE OF ESTABLISHING THE BUSINESS	2022

4.2 ORGANIZATIONAL CHART

Brownies To Go is a new business. Therefore, we only have two workers at the moment, the owner and her assistant.



4.3 MISSION AND VISION

MISSION

We are dedicated about creating unique goods that taste excellent and enhance every dining experience. We will never compromise the quality of our products or our family values, and we will strive to surpass client expectations one order at a time.

VISION

The nation's best brownies business.

4.4 DESCRIPTION OF PRODUCTS

Brownies To Go is a business that sell sweet, fudgy and chocolaty brownies whether plain or with various toppings. Our Brownies freshly baked with premium ingredient such as high quality butter and dark chocolate. Brownies To Go is a fudgy and chewy texture that everyone love it. Our brownies can be eaten by everyone from young to adults. The packaging is made out good paper box which make it more secure to carry it around without worries. We aim to make our brand recognisable worldwide.

Brownies To Go has 4 types of set, plain, basic, party, nuts, and signature mix.

Basic:

- Salted Caramel or
- Nutella

Party

- Comes with basic toppings
- Add on topping such as marshmallow, Oreo, KitKat, Kinder Bueno, etc.

Nuts

- Macadamia
- Pistachio
- Almond
- Walnut

Signature Mix

- Nutella
- Lotus Bischoff
- Oreo
- Ovaltine

4.5 PRICE LIST

This is the price list Brownies To Go. The price start from RM28 for the plain brownies. The price according to the selected toppings.

Brownies To Go

7 INCH SIZE

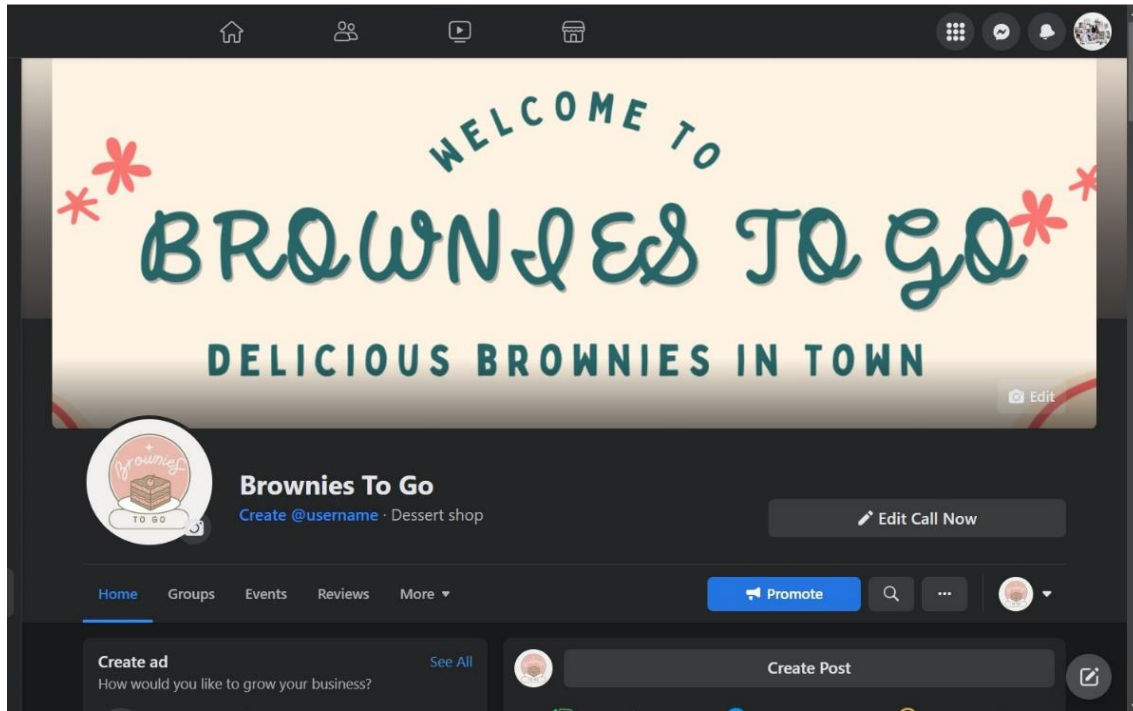


- Plain RM 28
- Basic RM 35
(Topped with Salted Caramel or Nutella)
- Party RM 55
Comes with basic toppings, add on other toppings such as marshmallow, oreo, kitkat, kinder bueno, etc
- NUTS RM 36
Macadamia
Pistachio
Almond
Walnut
- SIGNATURE MIX RM 43
4 toppings
(Nutella, Lotus Biscoff, Oreo, Ovaltine)

 Brownies To Go
 011 10816614

5.0 FACEBOOK

5.1 CREATING FACEBOOK PAGE



5.2 CUSTOMIZING URL FACEBOOK

<https://www.facebook.com/Brownies-To-Go-101389892581267>

5.3 FACEBOOK POST – TEASER

Brownies To Go
12 May · 🌐 · 🌐

Psst psst we have something sweet for you !

COMING SOON!

BROWNIES

Brownies To Go
Dessert shop

Send Message

3 People reached 0 Engagements ↓ -3.9x lower Distribution score

Boost post

Like Comment Share

Brownies To Go
13 May · 🌐 · 🌐

Craving for something sweet and chocolaty ??
We have something for you!

DESSERT

TIME

CAKEY, FUDGY AND CHEWY
@BROWNIESTOGO

3 People reached 2 Engagements ↓ -1.3x average Distribution score

Boost post

Like Comment Share

Brownies To Go
14 May · 🌐 · 🌐

Dear diet, things just aren't looking good for both of us. It's not me, it's you. You're too much work. You're boring and I can't stop cheating on you.
COMING SOON !

BROWNIES TO GO

011-1081 6614

0 People reached 0 Engagements - Distribution score

Boost post

Like Comment Share

Brownies To Go
14 May · 🌐 · 🌐

"A little slice of heaven" Can you guys guess it ?? The hints are in the picture!
COMING SOON!

SWEET, CAKEY, CHEWY, FUDGY, CHOCOLATY, MOIST

0 People reached 0 Engagements - Distribution score

Boost post

Like Comment Share

5.4 FACEBOOK POST- COPYWRITING (HARD SELL)

Brownies To Go
17 June at 14:54 · 🌐 · 📍

Happy nya bila customer cakap brownies kita sedap 😊
Nak order brownies ?
Boleh tekan link ini <https://wa.link/r474im>

Brownies To Go
Dessert shop

11 People reached 8 Engagements -2.1x lower Distribution score

Send Message Boost post

Brownies To Go
19 June at 14:48 · 🌐 · 📍

Thank you for supporting us!
The best brownies in town with various toppings
ORDER NOW <https://wa.link/r474im>... See more

Brownies To Go
Dessert shop

12 People reached 10 Engagements -2.1x lower Distribution score

Send Message Boost post

Brownies To Go
19 June at 14:56 · 🌐 · 📍

Tengok tu customer kita sendiri yang hantar gambar hehe . Thank you support kami sis !
ORDER NOW <https://wa.link/r474im>
ORDER NOW <https://wa.link/r474im>
ORDER NOW <https://wa.link/r474im>... See more

Brownies To Go
Dessert shop

12 People reached 8 Engagements -2.1x lower Distribution score

Send Message Boost post

Brownies To Go
23 May · 🌐 · 📍

Almond or Original ??
THE BEST BROWNIES NO.1 DI MALAYSIA! 🇲🇾
Terliur tengok gambar ke tu? Baru tengok gambar belum rasa lagi mesti terngiang ngiang sebab brownies ni lah antara paling murah tapi sedap sampai customer repeat order tau 🤩
Dengan harga serendah RM 28 unuk 7' inch... See more

Brownies To Go
Dessert shop

9 People reached 11 Engagements +1.9x higher Distribution score

Call Now Boost post

Brownies To Go
22 June at 14:58

Brownies kita sedap sampai customer nak repeat order 🥰 Thank you order dengan kami.

ORDER NOW <https://wa.link/r474im>
 ORDER NOW <https://wa.link/r474im>
 ORDER NOW <https://wa.link/r474im>... See more

FEEDBACK

BROWNIES TO GO

Brownies To Go
Dessert shop

Send Message

12 People reached 9 Engagements -2.1x lower Distribution score

Boost post

9

Brownies To Go
24 June at 15:01

Sedap ? Lembut ? Habis licin dah makan? Customer yang cakap bukan kamil! Tunggu apa lagi cepat order

ORDER NOW <https://wa.link/r474im>
 ORDER NOW <https://wa.link/r474im>
 ORDER NOW <https://wa.link/r474im>... See more

FEEDBACK

BROWNIES TO GO

Brownies To Go
Dessert shop

Send Message

14 People reached 9 Engagements -2.1x lower Distribution score

Boost post

9

Brownies To Go added 2 new photos from 25 June at 15:03.

25 June at 15:03

Thank you so much for supporting us!

ORDER NOW <https://wa.link/r474im>
 ORDER NOW <https://wa.link/r474im>
 ORDER NOW <https://wa.link/r474im>
 ORDER NOW <https://wa.link/r474im>

Customer Feedback

The brownies taste as good as they look ! Thank you

Brownies To Go
Dessert shop

Send Message

14 People reached 9 Engagements

Boost post

9

Brownies To Go
25 June at 15:07

Sis happy sangat kalau customer sis yang cakap macam ni. Thank you so much!
 Nak order? We offer you guys so many toppings
 - Plain... See more

Customer Feedback

Hi sis ur brownies memang the best ! Sweet and fudgy + the packaging pun kemas

★★★★★

@browniestogo

Brownies To Go
Dessert shop

Send Message

14 People reached 10 Engagements - Distribution score

Boost post

10

Brownies To Go added 2 new photos from 26 June at 15:10.

Feedback dari customer kami! Brownies to go offer banyak topping untuk diletak di atas brownies dan semuanya sedap! So tunggu apa lagi jom order dengan kami
link untuk order <https://wa.link/r474im>

Customer Feedback
Siss brownies you sedap sangat and tak muak!
Manis pun cukup je tak

7 INCH SIZE

- Plain RM 28
- Basic (Topped with Salted Caramel or Nutella) RM 35
- Party Comes with basic toppings, add on other RM 55

Brownies To Go
Dessert shop

14 People reached 12 Engagements

Boost post

Brownies To Go
1 July at 15:24

Taknak brownies plain? Jangan risau kita ada banyak topping untuk dipilih! Nak chocolate atau kacang? Brownies to go ada semua tu and boleh mix topping dalam satu box.
Harga mengikut toppings
link untuk order <https://wa.link/r474im>

Brownies To Go
7 INCH SIZE

- Plain RM 28
- Basic (Topped with Salted Caramel or Nutella) RM 35
- Party Comes with basic toppings, add on other toppings such as marshmallow, oreo, kitkat, kinder bueno, etc RM 55
- NUTS Macadamia Pistachio Almond Walnut RM 36
- SIGNATURE MIX 4 toppings (Nutella, Lotus Biscoff, Oreo, Ovaltine) RM 43

Brownies To Go
Dessert shop

16 People reached 11 Engagements

Boost post

Brownies To Go
2 July at 15:38

Boring dengan satu topping? Jangan risau kami ada menawarkan signature mix dengan berhaqa RM43 sahaja
- OREO
- NUTELLA
- LOTUS BISCOFF
- OVALTINE
link untuk order <https://wa.link/r474im>

1.35 P.M. FRESH BAKED MONDAY

BROWNIES TO GO
OUR SIGNATURE MIX - RM43
4 TOPPINGS IN ONE BOX

Brownies To Go
Dessert shop

13 People reached 11 Engagements -1.0x average Distribution score

Boost post

Brownies To Go
21 May

We have so many variations of topping on our brownies! And you can mix it into one box. Our price starts from RM35 for 7 inches.
OUR TOPPINGS
- Plain
- Nutella... See more

RM 35
7"
BROWNIES TO GO

011-108166144

Brownies To Go
Dessert shop


9 People reached 10 Engagements

Boost post

5.4 FACEBOOK POST- COPYWRITING (SOFT SELL)

Brownies To Go
11 June · 🌐 · 📍

Nak binge-watching Stranger Things di Netflix. Kena siapkan bekalan yang mencukupi ya untuk habiskan semua episod. Makan apa yang sesuai ya?
BROWNIES adalah jawapan paling tepat. Baru syok layan series yang ada di Netflix ni geng.
Confirm korang terpacak je depan TV tu berjam-jam bertemankan BROWNIES dari kami. Haa, moh ler order. ... See more




10 People reached 10 Engagements ↓ -1.1x average Distribution score **Boost post**

👍 9

Brownies To Go
15 June at 21:15 · 🌐 · 📍

Girlfriend atau boyfriend merajuk? Mesti korang ada buat something wrong ni.. Macam mana nak pujuk?
Bagi BROWNIES je geng.. lepas itu minta maaf. Boleh PM tepi apa ayat yang nak ditulis pada note untuk diberikan kepada partner kalian.
Link untuk order <https://wa.link/r474im>



10 People reached 11 Engagements **Boost post**

👍 8

Brownies To Go
12 June at 20:43 · 🌐 · 📍

ALAMAK! ESOK BIRTHDAY KAWAN TAPI DAH TAK SEMPAT NAK BELI KEK?
TENANG GAIS, TAK USAH PANIK! APA NAK RISAU? ORDER JE BROWNIES DENGAN KAMI!
INSYAALLAH SEMPAI SAMPAI KE CUSTOMER KAMI! CANDLE HAPPY BIRTHDAY TU KAMI BAGI FREE JE!
Yang dekat kami boleh COD, no worries guys!
Link untuk order <https://wa.link/r474im>

10 People reached 9 Engagements ↑ +1.3x higher Distribution score **Boost post**

👍 8

Brownies To Go
4 June · 🌐 · 🌐

Brownies Fun Fact 🇺🇸

Brownies have two of their own holidays. National Brownie Day is on December 8 and National Have a Brownie Day is on February 10. We're not clear on the difference, but we guess one is for making your own brownies and the other is more about getting them from someone else? You should get one from us any time of the year. Which ever day you like. Order from us now! Our price starts from RM 35 for 7 inch size brownie.

Link to order <https://wa.link/r474im>

9 People reached 8 Engagements — Distribution score


[Boost post](#)

👍 7

Brownies To Go
22 May · 🌐 · 🌐

Combo paling tinggi damage pada abad ini. 🍫 Kenikmatan yang tidak dapat diungkapkan dengan kata-kata. Ya Tuan-tuan dan puan-puan, inilah kombo brownies dan ice cream. Brownies yang moist bertemu dengan ice cream yang sejuk!!!! Kami jual brownies sahaja ya.. Ice cream korang beli sendiri.

Order Brownies anda di sini <https://wa.link/r474im>



9 People reached 10 Engagements — Distribution score

[Boost post](#)

👍 8

👍 Like 💬 Comment ➦ Share

Brownies To Go
25 May · 🌐 · 🌐

Ada event hijung minggu ini? Tak tahu nak bawa makanan apa yang sesuai untuk dikongsi bersama rakan-rakan atau ahli keluarga? Event haritu dah bawa nasi goreng, takkan event kali ini nak bawa nasi goreng jugak? Cuba try makanan yang unik dan berbeza sikit... contohnya... BROWNIES kn? Hu, menarik kan?

Boleh order dengan kami Brownies dengan topping Nutella ni geng, confirm terangkat punya!

Link untuk order <https://wa.link/r474im>




9 People reached 9 Engagements — Distribution score

[Boost post](#)

👍 8

Brownies To Go
29 May · 🌐 · 📍 · 📷 · 🗨 · ⋮

"Sis, saya nak dua topping boleh ke?"
Boleh gais, satu topping boleh, dua topping boleh, tiga boleh, empat pun boleh! Tiada masalah! Kami akan usaha sebaik mungkin untuk merealisasikan impian pelanggan kami! Kami jamin kepuasan dan kenikmatan kepada anda semua! No worries geng! Apa-apa boleh PM tepi, kita layan.
Ha macam ini, dua topping yang boleh campur-campur. Korang tengok sendiri macam mana kecantikan dia. ... See more



9 People reached 10 Engagements

[Boost post](#)

7

Brownies To Go
5 June · 🌐 · 📍 · 📷 · 🗨 · ⋮

Brownies with Lotus Biscoff topping is done!!
Tengok tu geng, Masyaallah.. nampak menyelerakan betul? Ha, untuk brownies dengan topping ini, harga dia.... RM 40 je geng!! Berbaloi berbaloi berbaloi! Jom order dengan kami!
Link untuk order <https://wa.link/r474im>



9 People reached 10 Engagements

[Boost post](#)

9

Brownies To Go
17 June at 21:17 · 🌐 · 📍 · 📷 · 🗨 · ⋮

CRAVING SOMETHING SWEET?
we've got you covered with our delicious BROWNIESSSSS 🍫. We have everything you need to satisfy your sweet tooth 🍫 and the best part? We deliver right to your door step! Our brownies are made with only the finest ingredients and baked fresh every day. You won't be able to resist their deliciousness 🍫
Order yours today and have them delivered to you or your loved one 🍫
Link to order <https://wa.link/r474im>



12 People reached 12 Engagements +1.8x higher Distribution score

[Boost post](#)

11

Brownies To Go
1 July at 00:41 · 🌐 · 📍 · 📷 · 🗨 · ⋮

Feeling down? Under the weather? Running? Terlalu banyak yang bermain di fikiran? 🍫
Tenang semua, kena dulu brownies kami. Kajian mengatakan mengambil makanan manis akan membuat seseorang itu menjadi lebih gembira dan ceria! 🍫
Pilih saja topping apa nak! Plain pun ada! Macam-macam ada!! Order dengan kami sekarang!



4.6 RELEVANT GRAPHIC

Content Ads, Posts and Stories Export

Recent content ↓

Type	Reach ↑↓	Likes and reactions ↑↓	Sticker taps ↑↓
Post Boost post	1	0	--
Post Boost post	2	9	--
Post Boost post	0	10	--
Post Boost post	4	10	--
Post Boost post	1	10	--
Post Boost post	1	9	--
Post Boost post	1	9	--
Post Boost post	1	9	--
Post Boost post	1	8	--
Post Boost post	1	8	--

Content Ads, Posts and Stories Export

Recent content ↓

Type	Reach ↑↓	Likes and reactions ↑↓	Sticker taps ↑↓
Post Boost post	0	11	--
Post Boost post	1	9	--
Post Boost post	1	8	--
Post Boost post	3	8	--
Post Boost post	4	12	--
Post Boost post	2	9	--
Post Boost post	3	9	--
Post Boost post	2	10	--
Post Boost post	4	10	--
Post Boost post	3	9	--

Content

Ads, Posts and Stories Export

Recent content	Type	Reach	Likes and reactions	Sticker taps
We all enjoy sweets, and it is no se... 8 July 06:39	Post	Boost post	3	9
Brownies with Lotus Biscoff toppin... 8 July 06:17	Post	Boost post	2	10
Brownies Fun Fact 🍪 Brownies ha... 8 July 06:03	Post	Boost post	3	8
'Sis, saya nak dua topping boleh ke... 8 July 05:56	Post	Boost post	2	8
Ada event hujung minggu ini? Tak t... 8 July 05:49	Post	Boost post	2	9
Combo paling tinggi damage pada ... 8 July 05:39	Post	Boost post	5	9
Almond or Original ?? THE BEST B... 8 July 02:28	Post	Boost post	3	9
Craving for something sweet and c... 4 July 03:18	Post	Boost post	3	7
Psst psst we have something swee... 4 July 03:09	Post	Boost post	1	7
Birthday party? A brownie. Potluck ... 4 July 02:47	Post	Boost post	12	11

Psst psst we have something swee... 4 July 03:09	Post	Boost post	1	7
Birthday party? A brownie. Potluck ... 4 July 02:47	Post	Boost post	12	11
This post contains no text 30 June 06:50	Post	Boost Unavailable	20	14
This post contains no text 16 May 05:34	Post	Boost post	17	10
Order now! only RM 35 for 7 inch 15 May 09:50	Post	Boost post	17	10
This post contains no text 13 May 09:46	Post	Boost post	9	9

Top-performing organic posts

Here are posts that have performed well over the last 90 days. Understanding what's working can help you decide what to create and share next, so you can keep up the great work.

Highest reach on a post



Facebook post

30 Jun 2022, 06:50

This post reached **900%** more people (20 people) than your median post (2 people) on Facebook.

Highest reactions on a post



Facebook post

30 Jun 2022, 06:50

This post received **56%** more reactions (14 reactions) than your median post (9 reactions) on Facebook.

Highest comments on a post



Facebook post

Feeling down? Under the weather? Runsi...
11 Jul 2022, 09:41

This post received 0 comments compared to your median post (0 comments) on Facebook.

Organic reach

Post reach

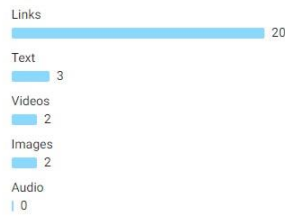
28

Total from last 90 days vs 90 days prior



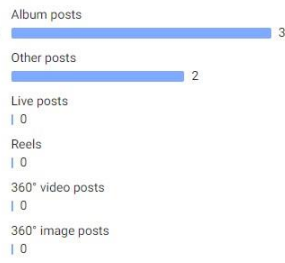
Median post reach per media type

For posts created in the last 90 days



Median post reach per content format

For posts created in the last 90 days



Organic engagement

Post reactions, comments and shares

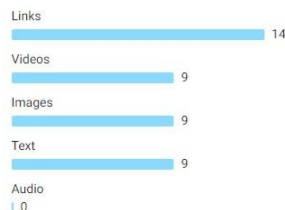
307

Total from last 90 days vs 90 days prior



Median post reactions, comments and shares per media type

For posts created in the last 90 days



Median post reactions, comments and shares per content format

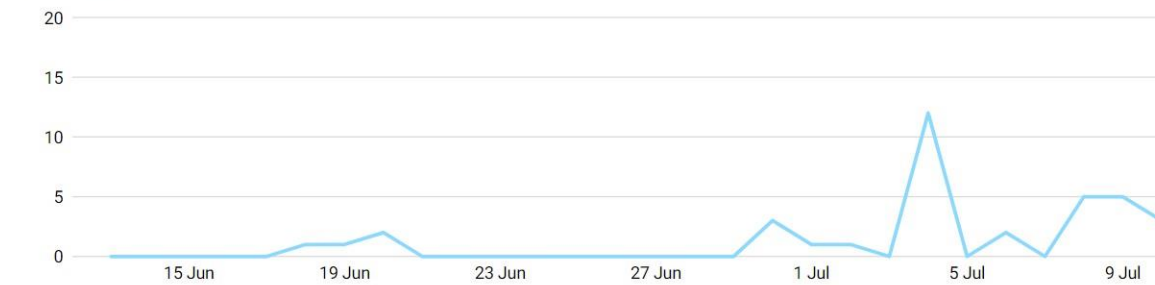
For posts created in the last 90 days



Facebook Page reach

17

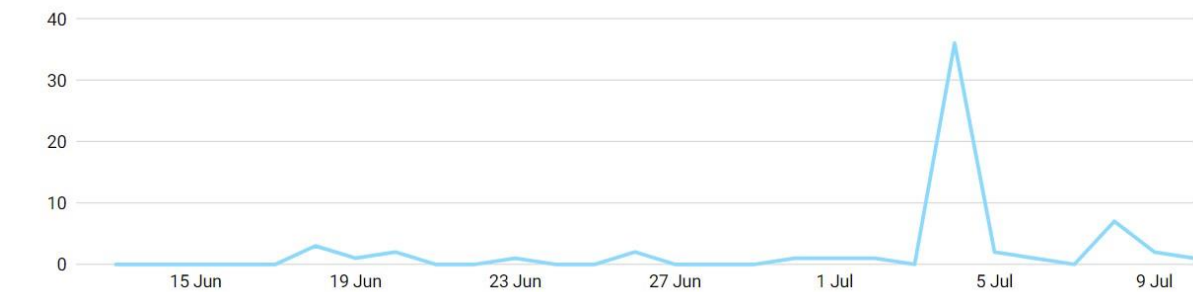
↑ 7.50%



Facebook Page visits

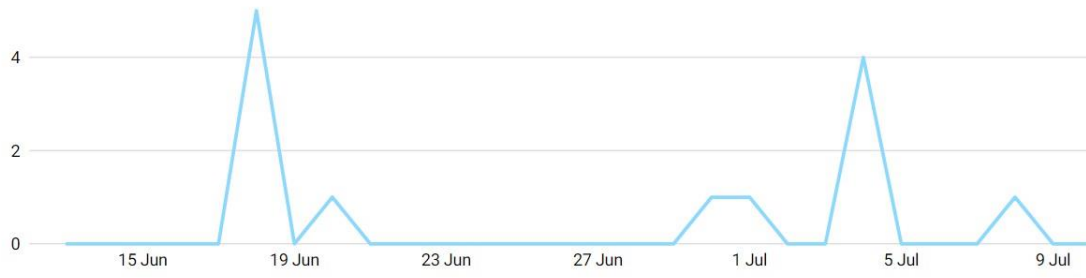
61

↑ 1.9K%



Facebook Page new likes ⓘ

13 ↑ 1.2K%



4.7 SALES REPORT

Go-eCommerce

Business Name	Date	Type	Marketplace (if any)	Others Marketplace (if any)	Total Sales (RM)	Expenses Category	Expenses Subcategory	Total Expenses (RM)	Descriptions	Created At
Brownies To Go	30/06/2022	online	Social Media		28				Fahme, Lot 1375B, Jalan Uganda, 41000 Klang Selangor Online transfer upon delivery	12/07/2022
Brownies To Go	01/07/2022	online	Social Media		35				Hakiem, No 2, Jalan Kg Pandan, Jalan Sungai Jati, 41000 Klang Online Transfer upon delivery	12/07/2022
Brownies To Go	01/07/2022	offline			35				Safura Lot 2773 Batu 6 Bukit Naga Seksyen 32 Shah Alam Online transfer COD	12/07/2022
Brownies To Go	03/07/2022	offline	Social Media		70				Puan Rahsyaa No 25, Lorong Puteri 5, Taman Desa Indah, 41000 Klang Online transfer upon delivery	12/07/2022
Brownies To Go	04/07/2022	online	Social Media		35				Cik Shazliyana Taman Botani Negara Shah Alam online transfer upon delivery	12/07/2022
Brownies To Go	06/07/2022	offline			35				Natrah UNISEL, Jalan Zirkon A7/A, Seksyen 7, 40000 Shah Alam, Selangor	12/07/2022
Brownies To Go	12/07/2022	online	Social Media		28				Elya No 12, Jalan G25/G, Jalan Bukit Kemuning, 40400 Shah Alam, Selangor Online transfer upon delivery	12/07/2022

5.0 CONCLUSION

ENT 530: Principles of Entrepreneurship played an important role for all UiTM students. This is because, this subject taught student to create real entrepreneurial business and organizing the structure individually. Students are tasked to conduct an online business by utilizing Facebook page during the semester.

This assignment showed that social media is a strong presence, and it is essential for one to start doing business marketing. In our social media portfolio, it showed that social media plays the important role to easily connect with future customers, they can also be aware of our products, and this leads to increasing business sales. For Brownies To Go, our Facebook page was able to create many engagements with customers by gaining some likes on our postings. Our Facebook page consisted of teaser post, soft sell and hard sell which helped our business to get the awareness from online audiences. Besides that, we were able to cross the total sales of more than RM 61 which is included in the sales report evidence above.

This subject proved its efficiency as we can learn how to conduct business and develop skills with knowledge to create own unique business ideas. Entrepreneurship education also encourage students to add more experience as entrepreneur by starting up with creating a small business at the young age.

In our opinion, online business is a very useful marketing tool for new start-up business to gain audiences from. It gave us many chances to experience having a legit business even without having the need of an office space. We at Brownies To Go hope that our online business will be able to improve for the better aspects of business.