



اَبُو سَيِّدِي تَيْكُو لُو كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

Cawangan
Selangor

FACULTY OF HOTEL AND TOURISM MANAGEMENT

BACHELOR OF SCIENCE (Hons.) TOURISM MANAGEMENT (HM241)

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

SOCIAL MEDIA PORTFOLIO



THE PRETIOLA

<https://www.facebook.com/The-Pretiola-103606715665701>

**PREPARED FOR:
MADAM NORFAZLINA BINTI GHAZALI**

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SUBMISSION DATE: 12 JULY 2022

ACKNOWLEDGMENT

In the name of Allah, the most beneficent and merciful, who provide me with good health and knowledge to accomplish this report. This report is a task given to me in ENT530: Principles of Entrepreneurship. A great opportunity has been shown to me to study real-life entrepreneur business as an entrepreneur student. I have gotten a lot of help from others apart from the internet.

First and foremost, I would like to express my gratitude to the lecturer, Madam Norfazlina Binti Ghazali, who guides my partner and me in reviewing the business and gives moral support in different matters regarding the subject. I learn a lot through this assignment as it expresses me on business operation and management. To my family, I would like to thank them due to their understanding and cooperation in lending their hand in accomplishing the report.

At last, I am very grateful to finally complete the report given even though there are some obstacles along the way, Alhamdulillah. Gratitude towards all class members for actively giving support and helping accomplish tasks assigned.

EXECUTIVE SUMMARY

The Pretiola is a local business established in mid of 2021. It is an online business promoted and marketed through an online platform, Facebook. Using the copywriting strategies, we learnt in the course, we utilize Facebook as a medium to market or sell our goods to the general public. Facebook is one of the greatest social media platforms for promoting online businesses since it has the largest global user base. Therefore, it could be beneficial for internet businesses to reach as many people as possible with their products.

The name is chosen to signify the product's taste and texture. The word "*pretzel*" *coming* from the Latin "*pretiola*," which means "a little reward." Pretzels are a type of bread typically made from wheat or rye flour and a few other ingredients, such as yeast, sugar, salt, water, and butter. The Pretiola provides a crunchy and delicious dessert suit for breakfast, teatime, or special occasions like birthday parties or wedding celebrations.

The soft pretzels' unusual texture, which resembles chewy bread, makes them a popular bakery item among all pastry lovers. They differ from snack-style pretzels (which have a firm feel) due to their substantially higher moisture content, bigger size, and the conditions under which the dough was processed. The Pretiola are a delivery service situated in Shah Alam, Selangor, serving the Kuala Lumpur and Klang Valley regions.

The Pretiola's biggest issue is that Auntie Anne is the sole rival; Auntie Anne's products are unquestionably so great since they are freshly made and rotated. Pretzels are always freshly prepared. Premade pretzels are never available at an Auntie Anne's. The distinctive flour combination, which is combined with water and yeast in a mixer, is shipped to each site. Pretzels are baked, salted, and coated with genuine butter before being served hot and fresh. In order to attract more customers, the industry is developing several distinctive and varied topping options.

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BODY OF THE REPORT

1.1 Go-Ecommerce Registration

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

AFEefa BINTI ANAN

Personal Information

Name	: AFEefa BINTI ANAN	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			

Institution Information [Add New](#)

UITM Puncak Alam - NFG ENT530 HM2413B

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

Activate Windows
Go to Settings to activate Windows.

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

FARAH HAFIZI BINTI MOHD REZA HAFEZ

Personal Information

Name	: FARAH HAFIZI BINTI MOHD REZA HAFEZ	Phone/Mobile	:	Edit
New Identity Card No.	:	Home Address	:	
Email Address	:	District	:	
City	:	Postcode	:	
State	:	Personal Instagram	:	null
Personal Facebook	:	Race	:	Malay
Gender	: Female	Special Need Required	:	No
Marital Status	: Single			

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Figure 1.1: The Pretiola Go-Ecommerce Registration

1.2 MyENT Certificate

 UNIVERSITI
TEKNOLOGI
MARA

Akademi
Pembangunan PKS dan
Keusahawanan Malaysia
(MASMED)

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar : 2022787325
Nama : AFEefa BINTI AINAN

Program Pengajian : SARJANA MUDA SAINS (KEPUJIAN) PENGURUSAN PELANCONGAN
Fakulti : Faculty of Hotel & Tourism Management
Kampus : Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Online
Bidang Perniagaan yg
dibebani : Makanan
Tempoh Berniaga : 1 tahun
No. Pendaftaran Perniagaan :
URL Perniagaan : <https://www.facebook.com/The-Pretiola-103606715665701>
Alamat Premis Perniagaan : No 4, jalan turmalin tiga 7/12c seksyen 7 shah alam 4000 selangor
Tarikh Mendaftar : 26 Apr 2022
Tarikh Kemaskini : 20 Jun 2022
Tarikh Cetak : 20 Jun 2022

Siji Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dijalankan oleh pelajar semasa tempoh pengajian di UITM.
Siji ini secara tidak langsung akan terbatal apabila penama menamatkan pengajian atau tidak lagi aktif dalam sistem universiti.

Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED) juga berhak membatalkan siji ini tanpa sebarang notis.
Penggunaan siji ini hanya diterima untuk kegunaan urusan dalaman UITM sahaja. Urusan dan aktiviti perniagaan yang
dijalankan oleh penama adalah risiko dan tanggungjawab sendiri tanpa melibatkan kepentingan dan nama Universiti.

SALINAN PENDAFTARAN INI DIPERAKUI OLEH
PENOLONG NAIB CANSOLOR KEUSAHAWANAN UITM

Malaysian Academy of SME & Entrepreneurship Development (MASMED)



Figure 1.2: The Pretiola Bites MyENT Certificate

2.0 INTRODUCTION OF BUSINESS

2.1 Name and Address of Business

The name of the business is The Pretiola. The name is chosen to signify the product's taste and texture. The word "*pretzel*" coming from the Latin "*pretiola*," which means "a little reward." Pretzels are a type of bread typically made from wheat or rye flour and a few other ingredients, such as yeast, sugar, salt, water, and butter. The Pretiola provides a crunchy and delicious dessert suit for breakfast, teatime, or special occasions like birthday parties or wedding celebrations.

The Pretiola is a local business established in mid of 2021. It is an online business promoted and marketed through an online platform. The business is located at No. 4 Jalan Turmalin Tiga 7/12c Seksyen 7, Shah Alam. Customers can make orders through our Facebook page direct message or contact number.

2.2 Organizational Chart

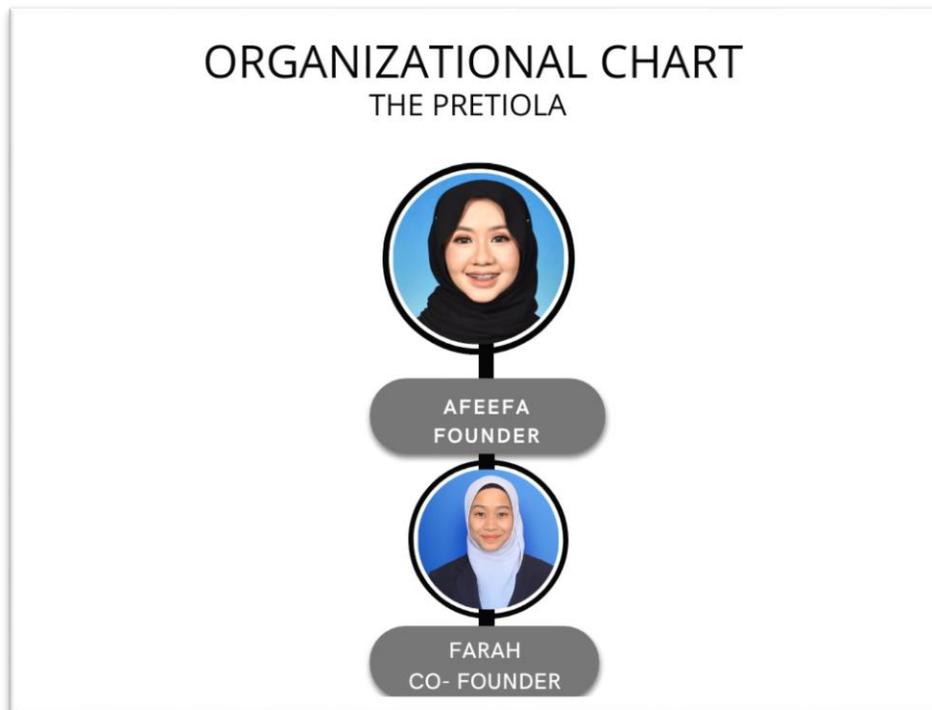


Figure 1.3: The Pretiola Organizational Chart

2.3 Mission and Vision

It is a crucial component of a company's strategy since it provides a road map for the future by helping to priorities tasks, allocate resources, and make sure that everyone is working toward the same goals and objectives. We are aware that every person, company, or organization in charge of anything must have a unique purpose and vision in order to set and maintain focus on their objectives. In order to demonstrate that their aims are clear and that whatever they manage will go according to their vision and mission, visions and missions are also produced. We thus have our own vision and objective for The Pretiola in our little business.

2.3.1 Mission

- Create a pretzels shop that makes the best quality goods from scratch and fresh daily.
- Create an inviting, warm atmosphere for our customers to purchase their fried goods.

2.3.2 Vision

Continually innovate in the pastry industry while frying everything from scratch onsite.

- Engaging in the customer's experience, innovation, trust, and success reaching the expectation

2.4 Description of Product and Services

For the production of our fried dough, The Pretiola use only the finest and freshest ingredients. a single packet of yeast, melted butter, sugar, either ordinary or brown, salt, and flour. We received a variety of flavors, including original, peperoni, jalapenos, sweet almond, sour cream and onion, roasted garlic parmesan, and cinnamon sugar. Other than that, we have a limited-time matcha and strawberry vanilla seasonal taste that is very amazing. The pretzels only came in one size and were freshly fried every day when orders were placed.

2.5 Price List

THE PRETIOLA PRICES		
 ORIGINAL RM 3.90	 CINNAMON SUGAR RM 4.50	 SWEET ALMOND RM 5.60
 SOUR CREAM & ONION RM 4.50	 ROASTED GARLIC & PARMESAN RM 5.60	 PEPPERONI RM 5.60
 JALAPENO RM 5.60	 RAISIN RM 4.50	 ORIGINAL PRETZEL NUGGETS RM 3.90

Table 1.2: The Pretiola Price List and Products

3.0 FACEBOOK (FB)

As we are starting our business, we had created our own Facebook Page. We are decided to named our shop as The Pretiola which is become an adaptation by our main product selling, pretzels. Our goal in creating a fb page is also to promote the products and services we provide. As we have stated above, the products we sell are Pretzels products and the services we do are such as Charge On Delivery (COD), ship this product via postage out of our area and we also taking order as a whole package for any occasion such as birthday treats, wedding and to be used as a gift to a partner or someone else. So, through this Facebook Page, we will easily get some customers.

We also noticed that by creating a Facebook Page, it is a good platform or medium to connect our business with our customer through online. Moreover, nowadays the majority of people use social media in their daily lives. So that, we had created an interesting language style on our Facebook page through teaser, soft sell and hard sell that related with our business information

3.1 FACEBOOK PAGE

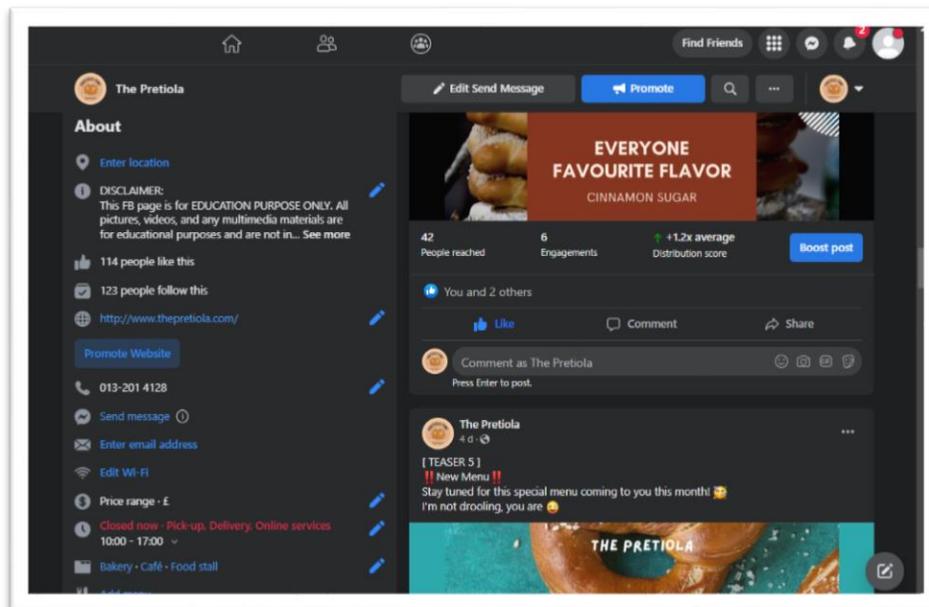
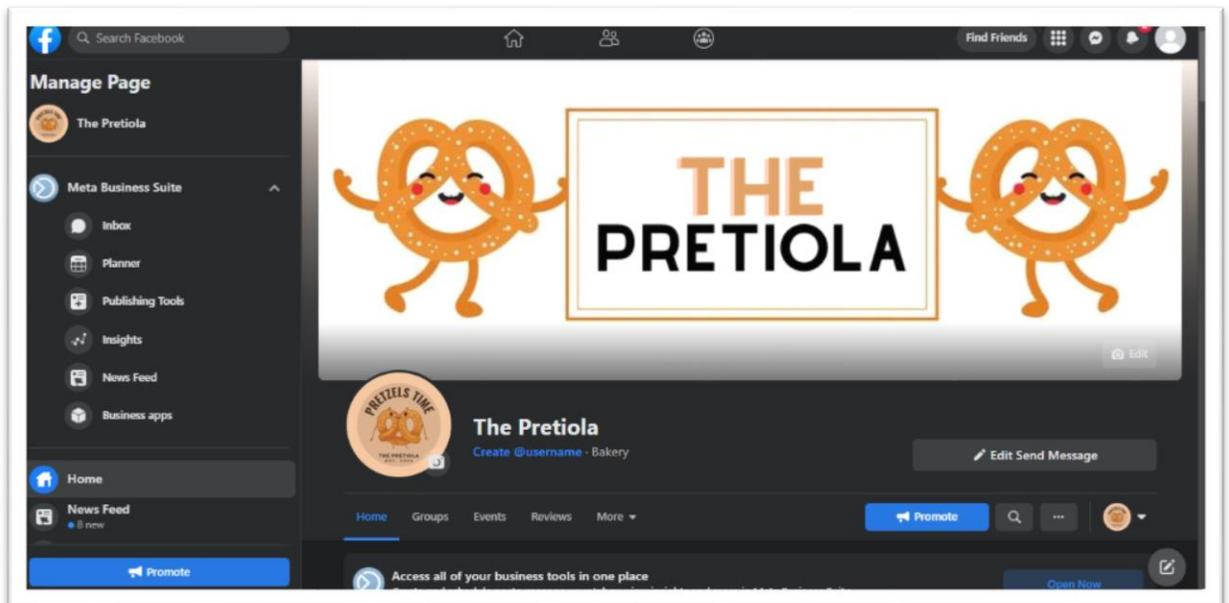


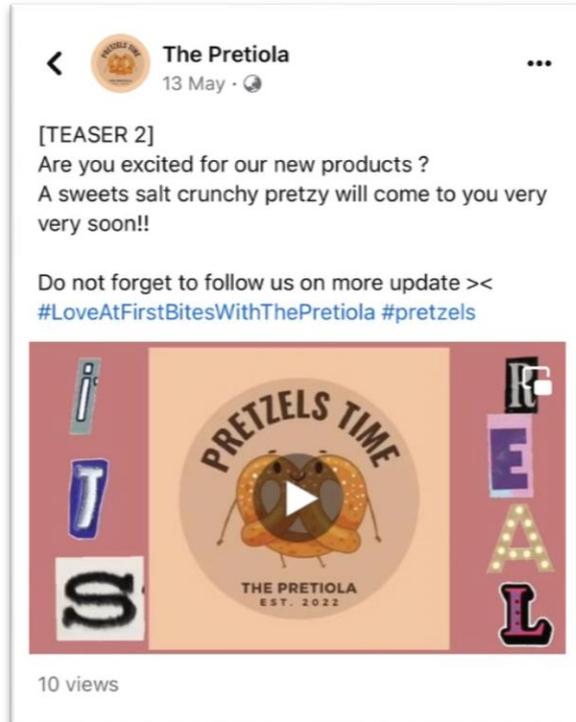
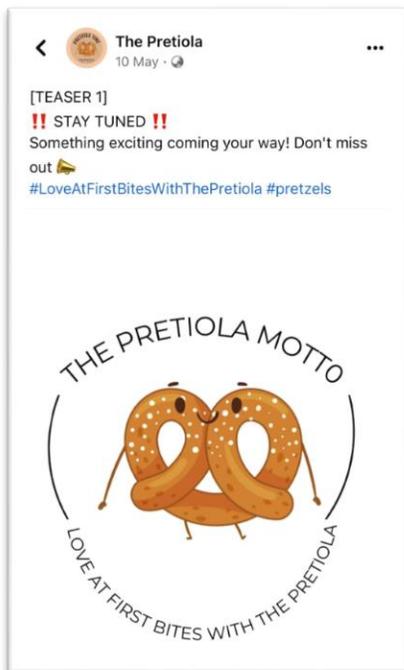
Figure 1.4: The Pretiola's Official Facebook Page

3.2 Custom URL Facebook Page

This custom URL typically serves as the Web address of your profile page and can be shared and bookmarked by other users. A Uniform Resource Locator (**URL**), colloquially termed a web address, is a reference to a web resource that specifies its location on a computer network and a mechanism for retrieving it. So below we are provided our FB Pages URL;

<https://www.facebook.com/The-Pretiola-103606715665701/>

3.3 Facebook (FB) Post – TEASER



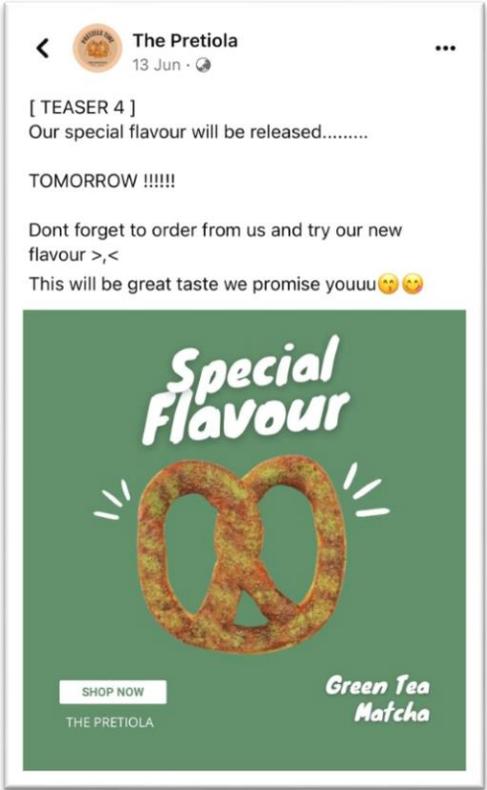
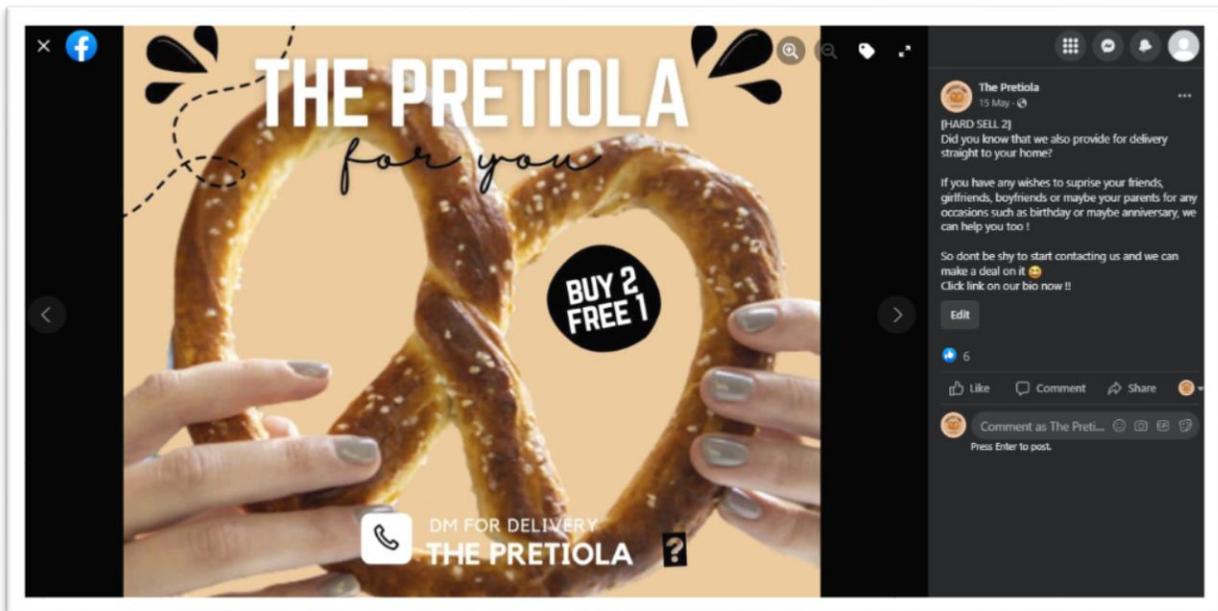


Figure 1.5 : The Pretiola's Teaser pos

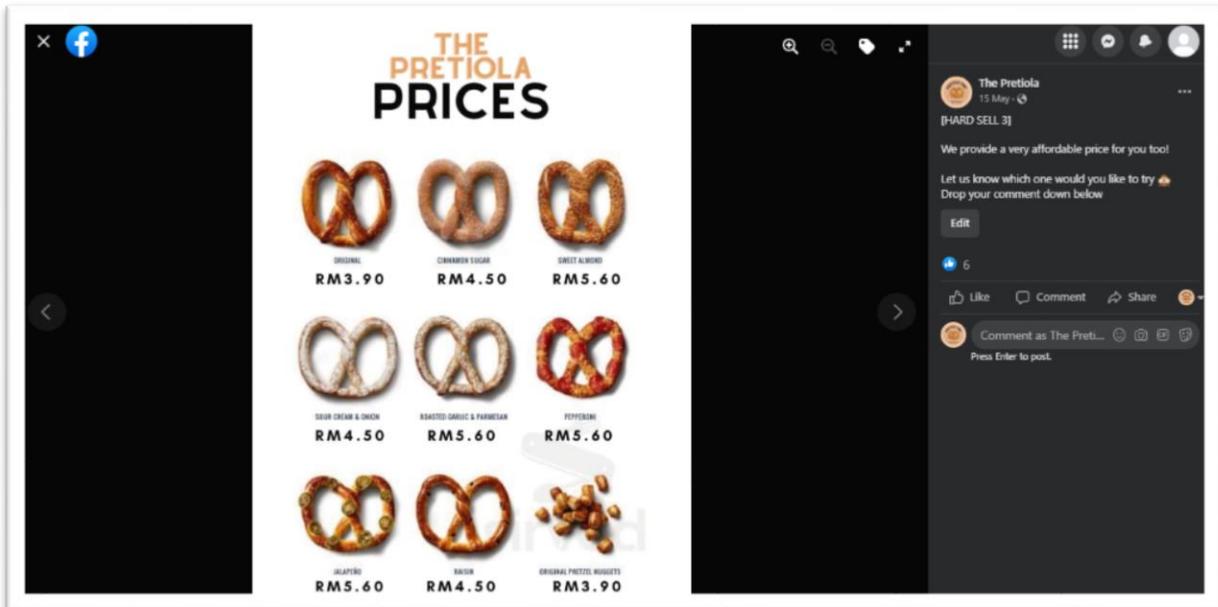
3.4 Facebook (FB) Post – Copywriting (Hard Sell)



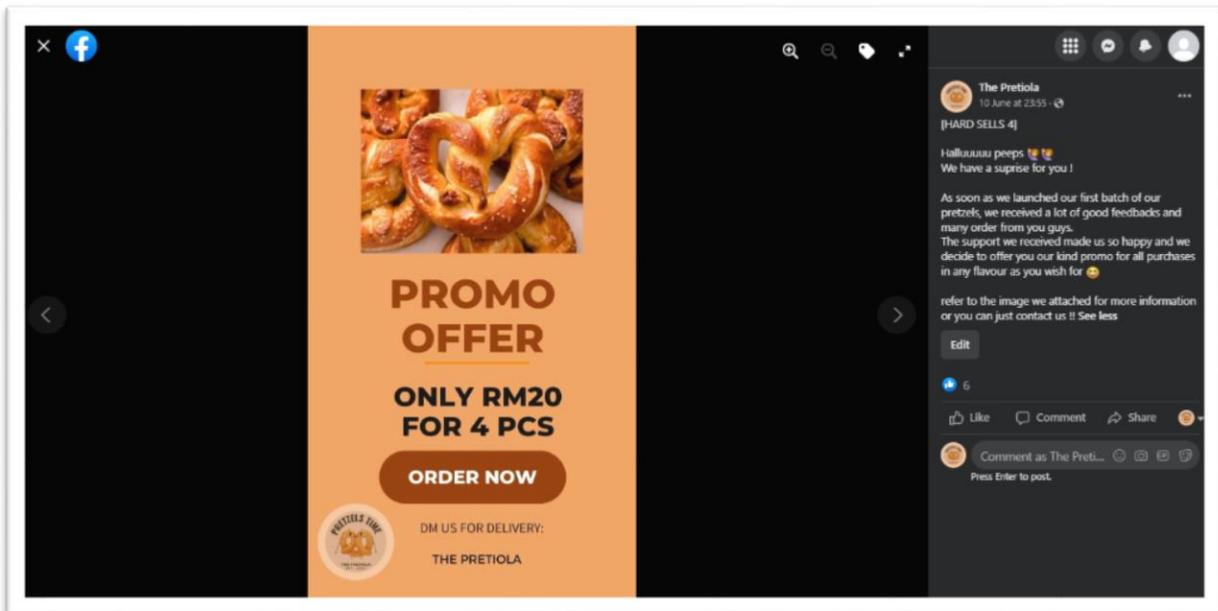
Hard Sell 1



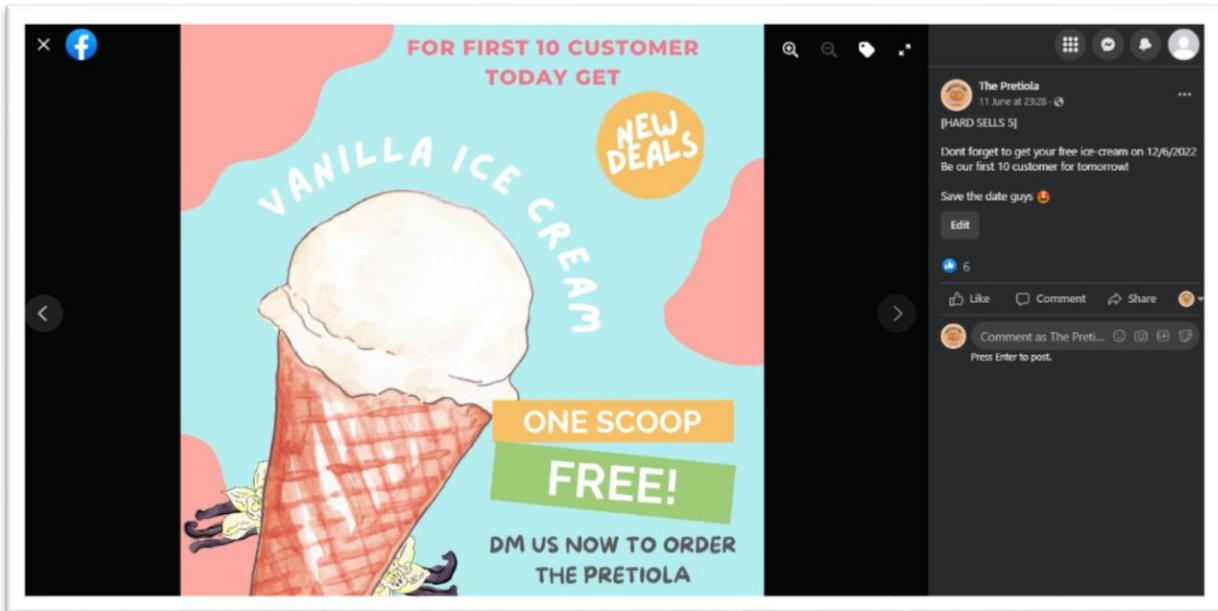
Hard Sell 2



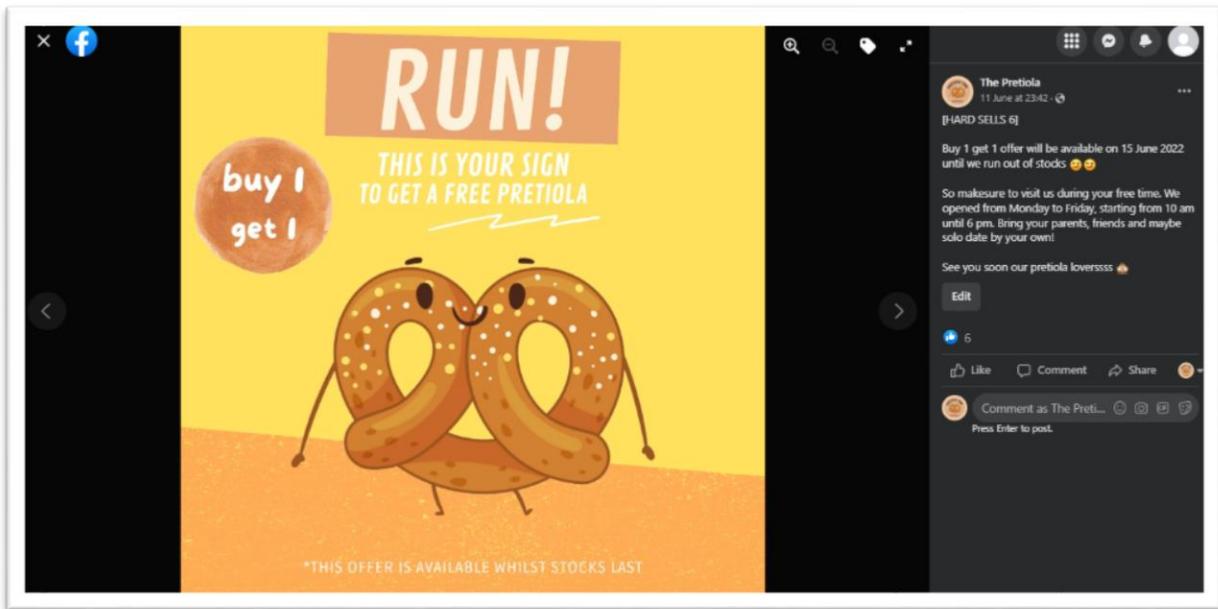
Hard Sell 3



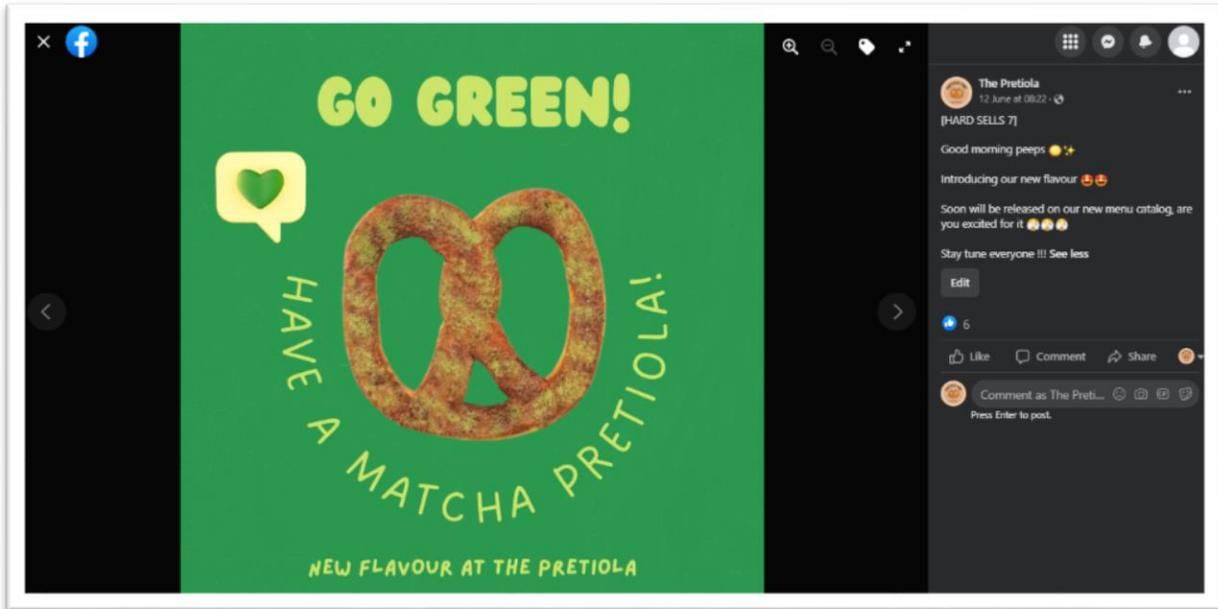
Hard Sell 4



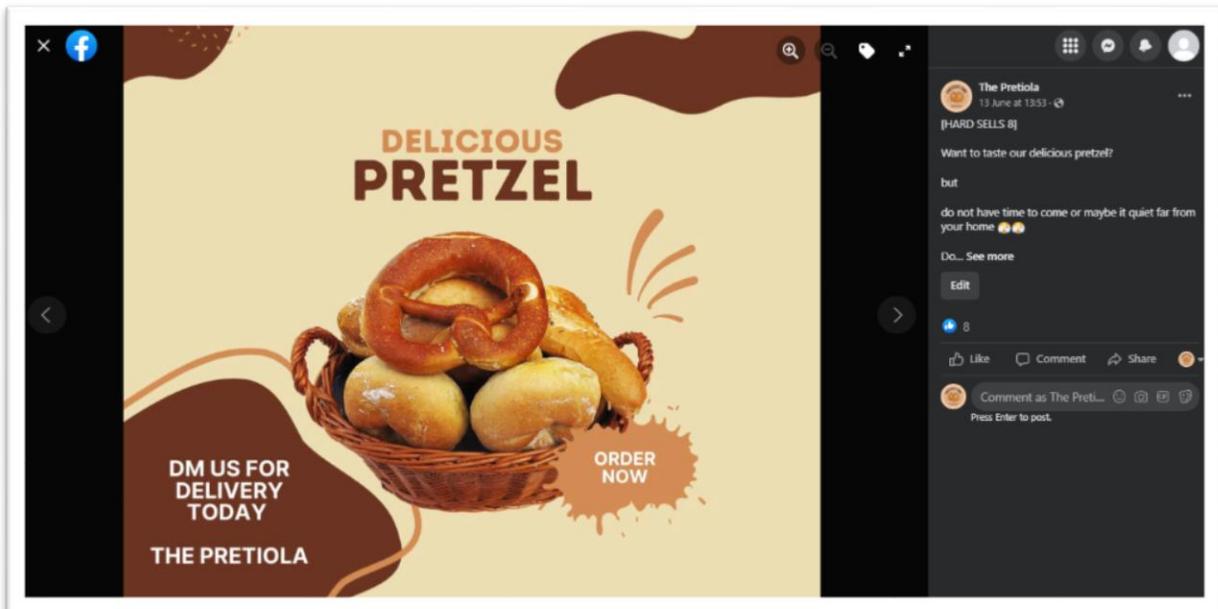
Hard Sell 5



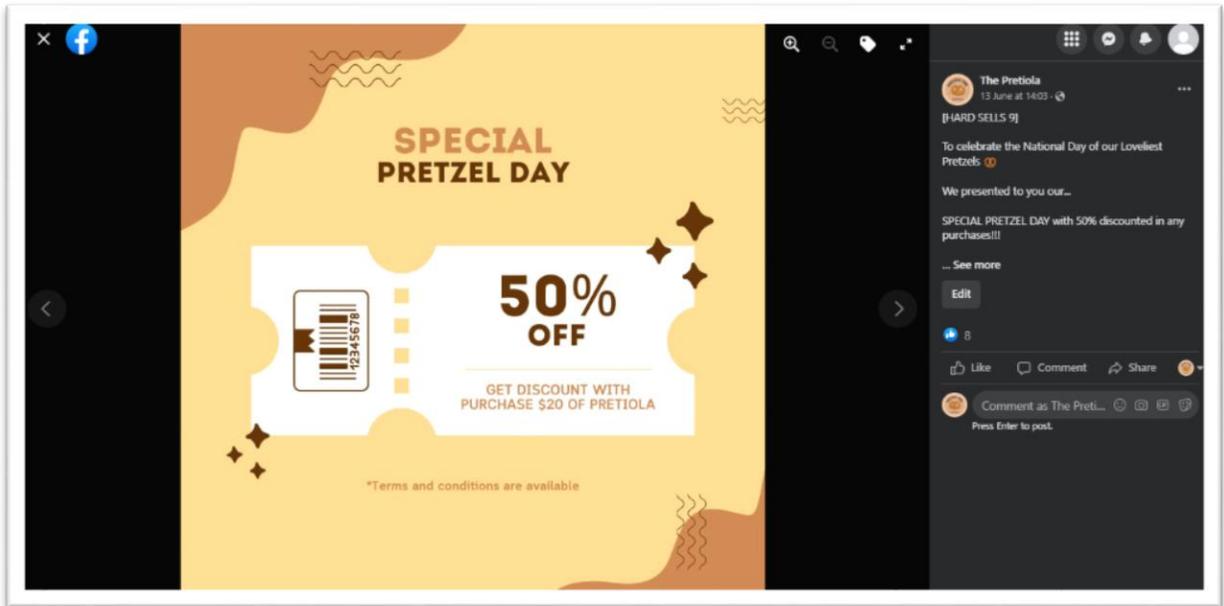
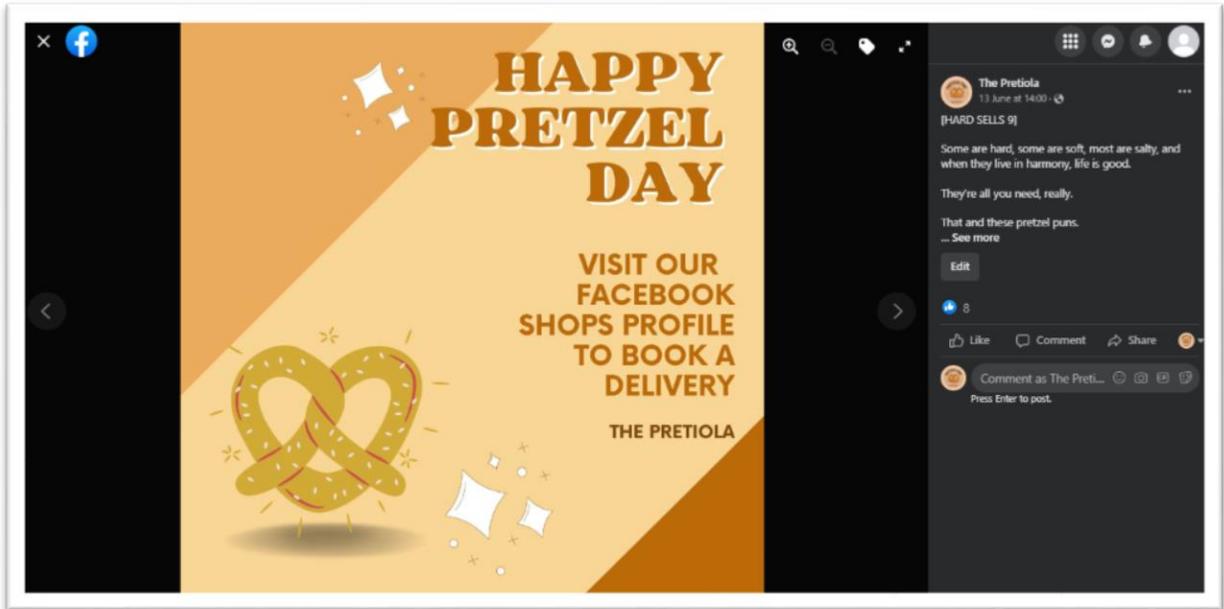
Hard Sell 6



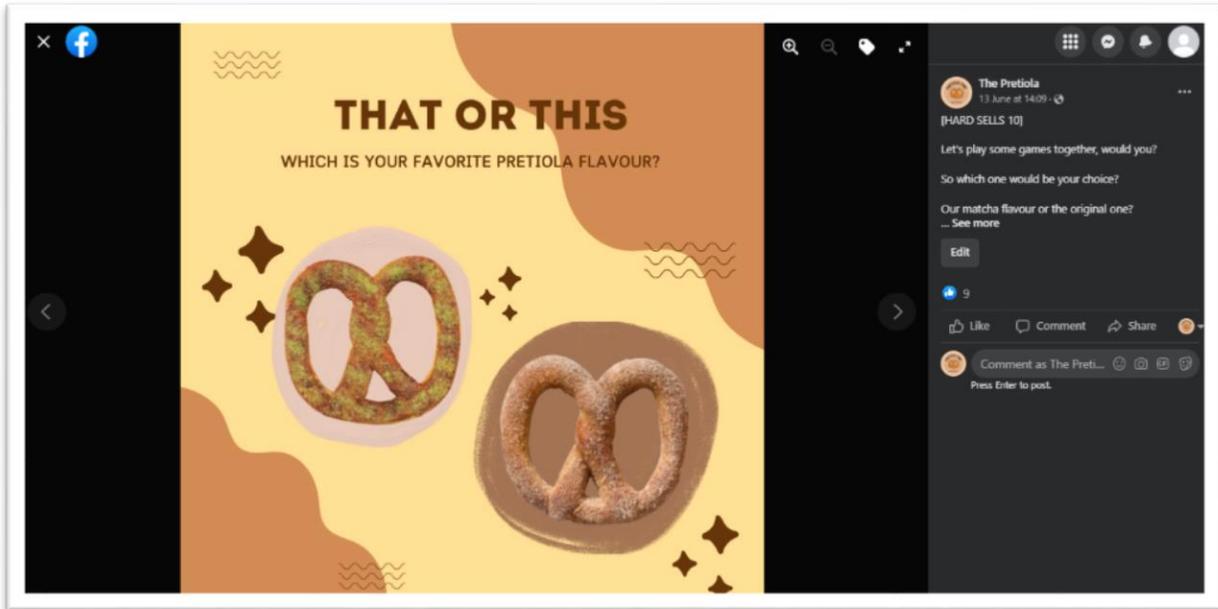
Hard Sell 7



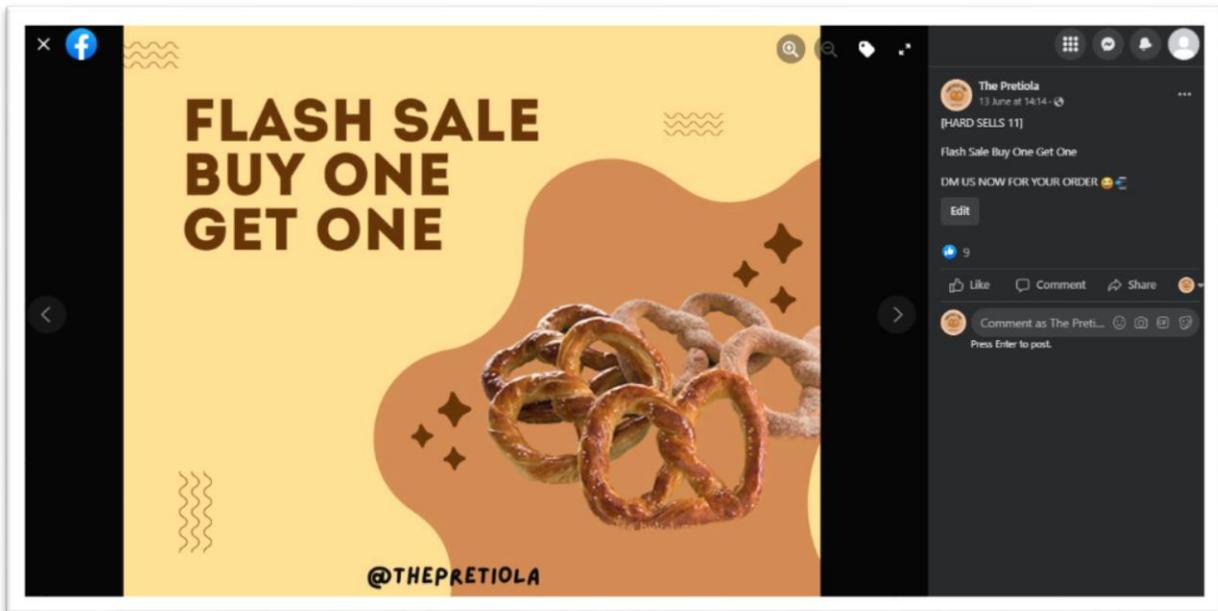
Hard Sell 8



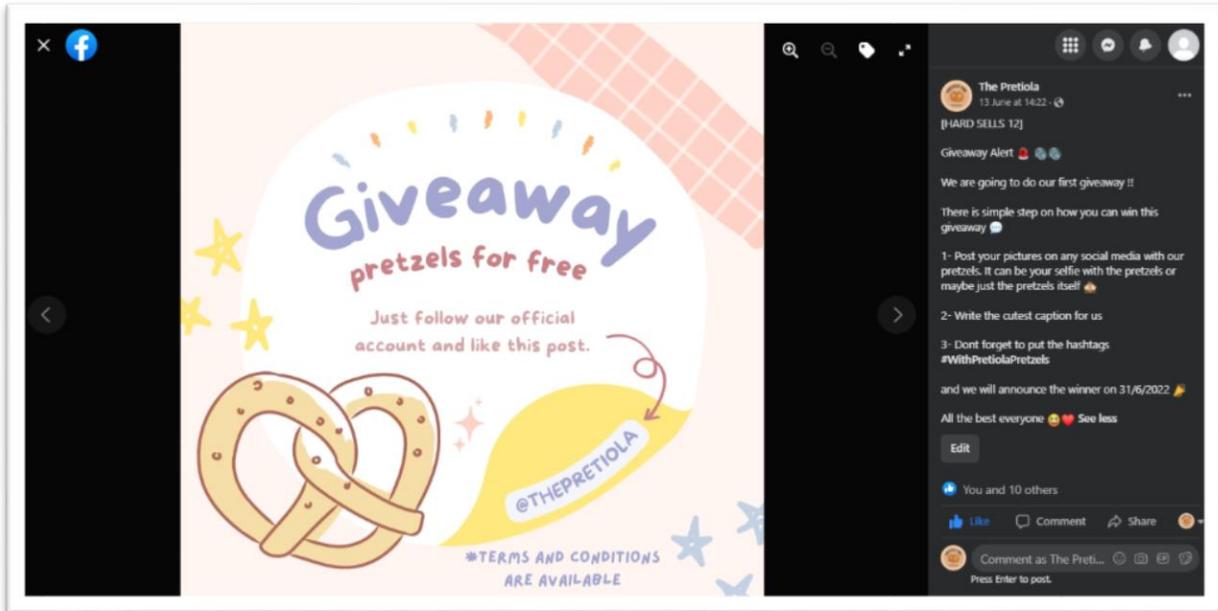
Hard Sell 9



Hard Sell 10



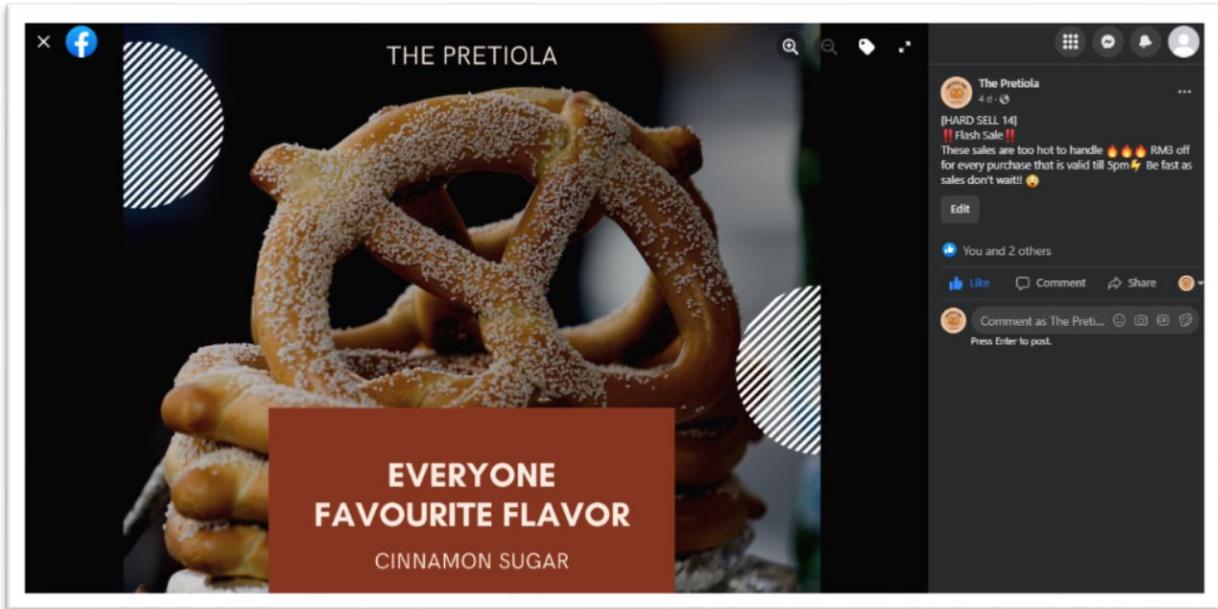
Hard Sell 11



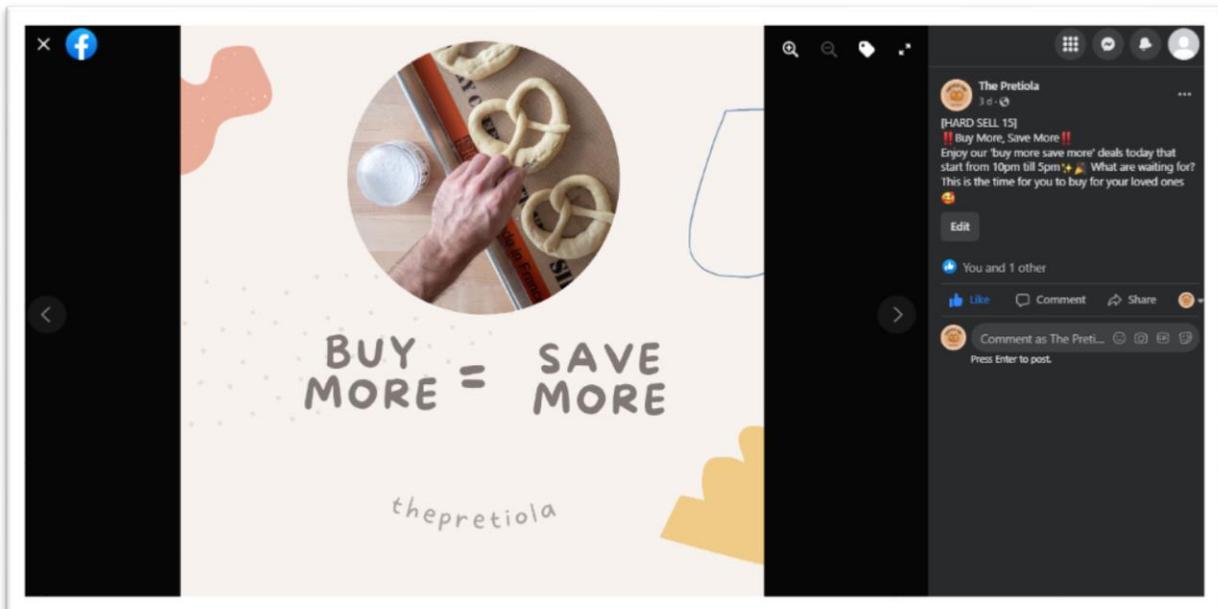
Hard Sell 12



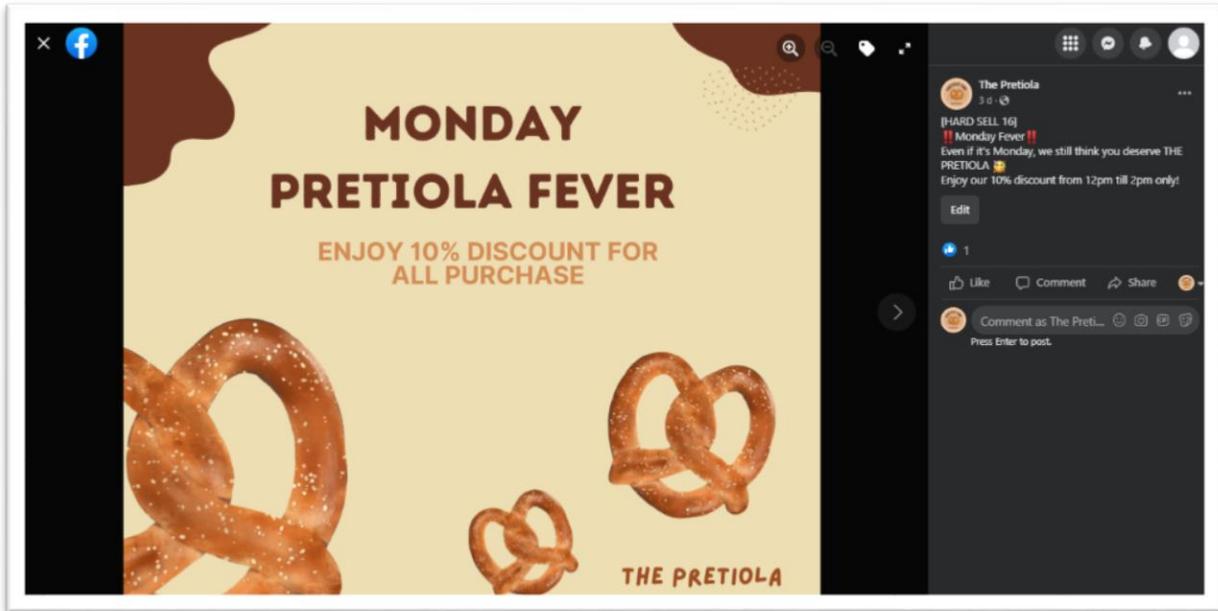
Hard Sell 13



Hard Sell 14



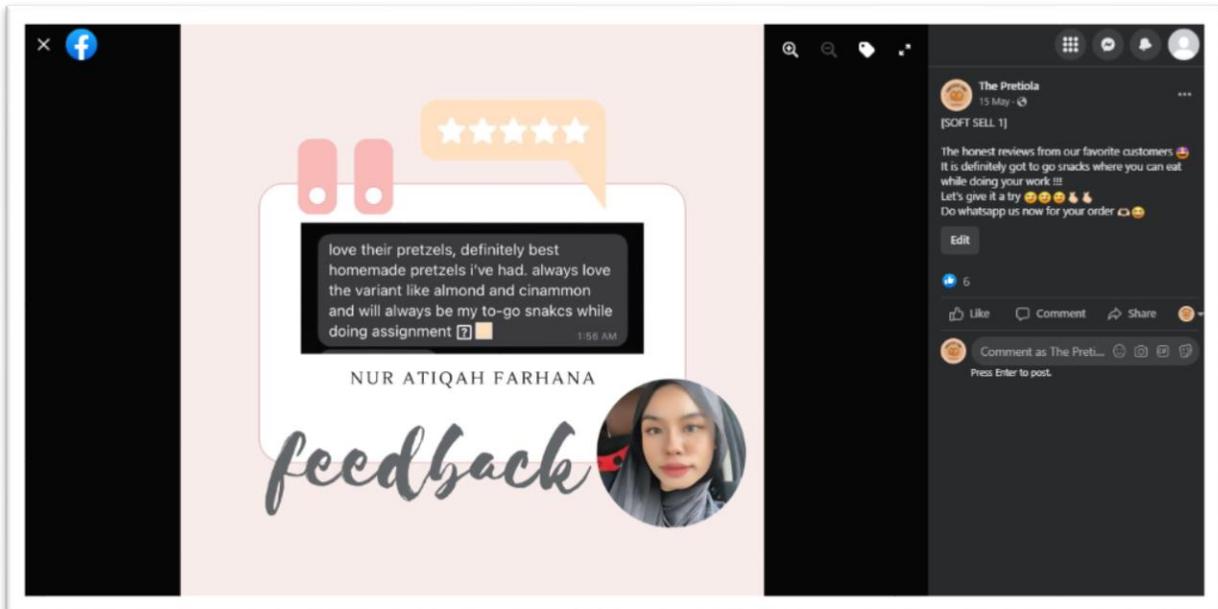
Hard Sell 15



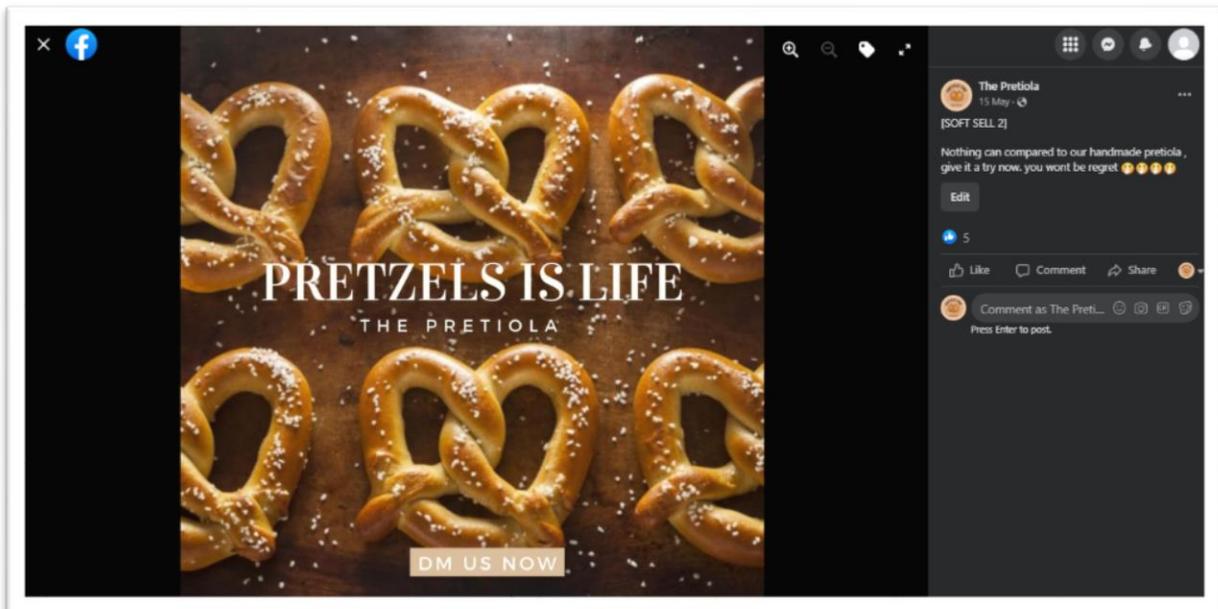
Hard Sell 16

Figure 1.6: The Pretiola's Hard Sell Copywriting

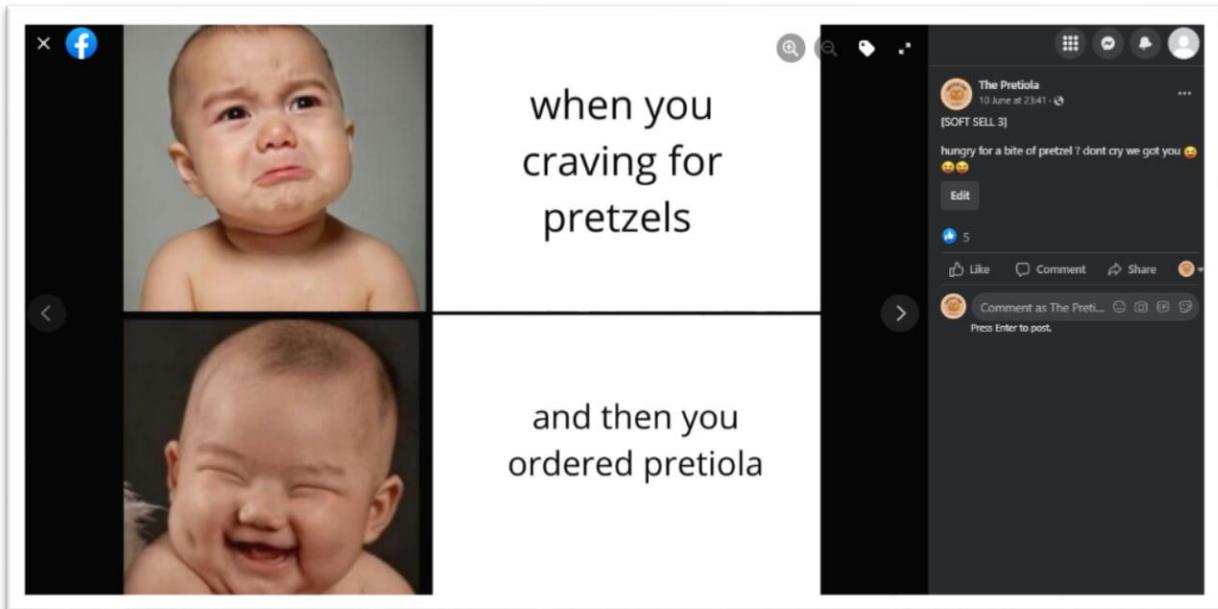
3.5 Facebook (FB) Post – Copywriting (Soft Sell)



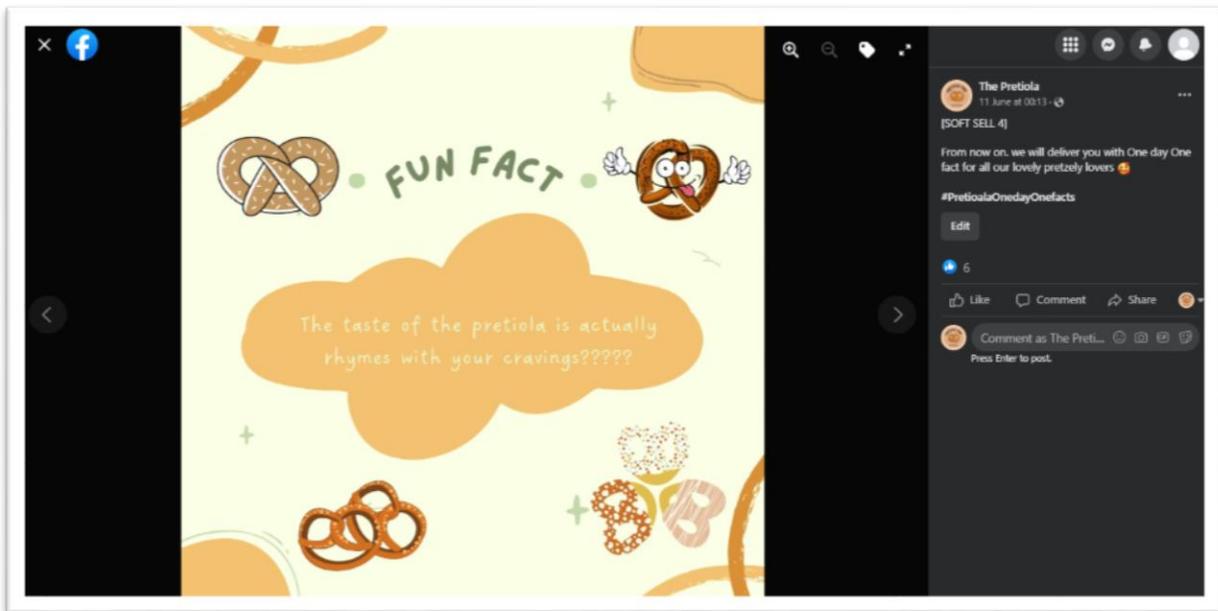
Soft Sell 1



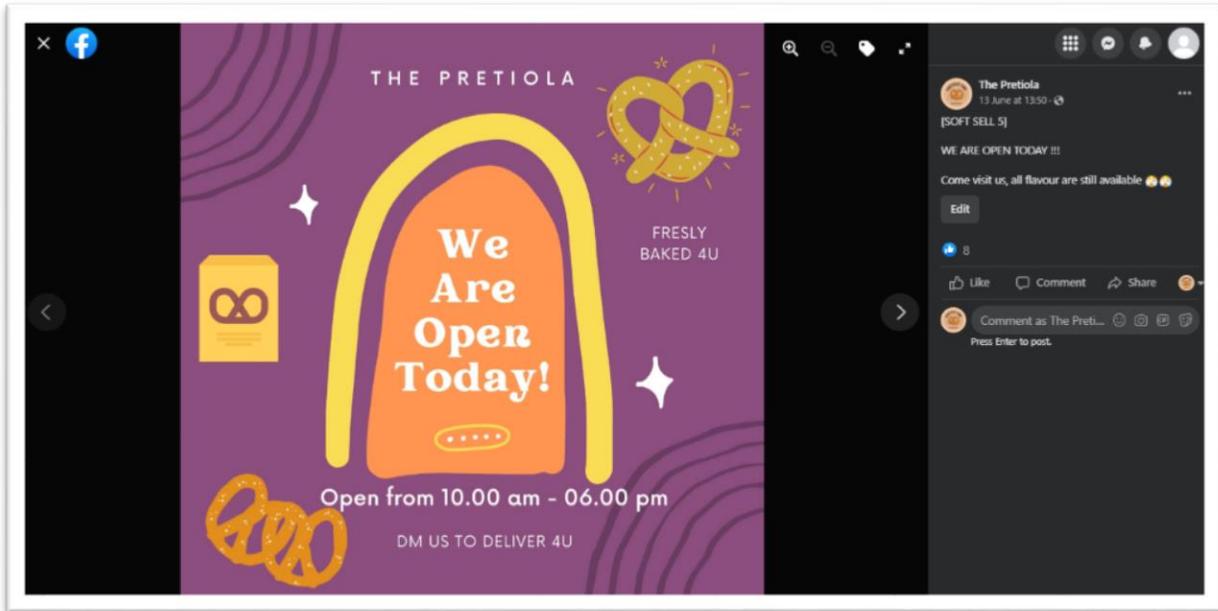
Soft Sell 2



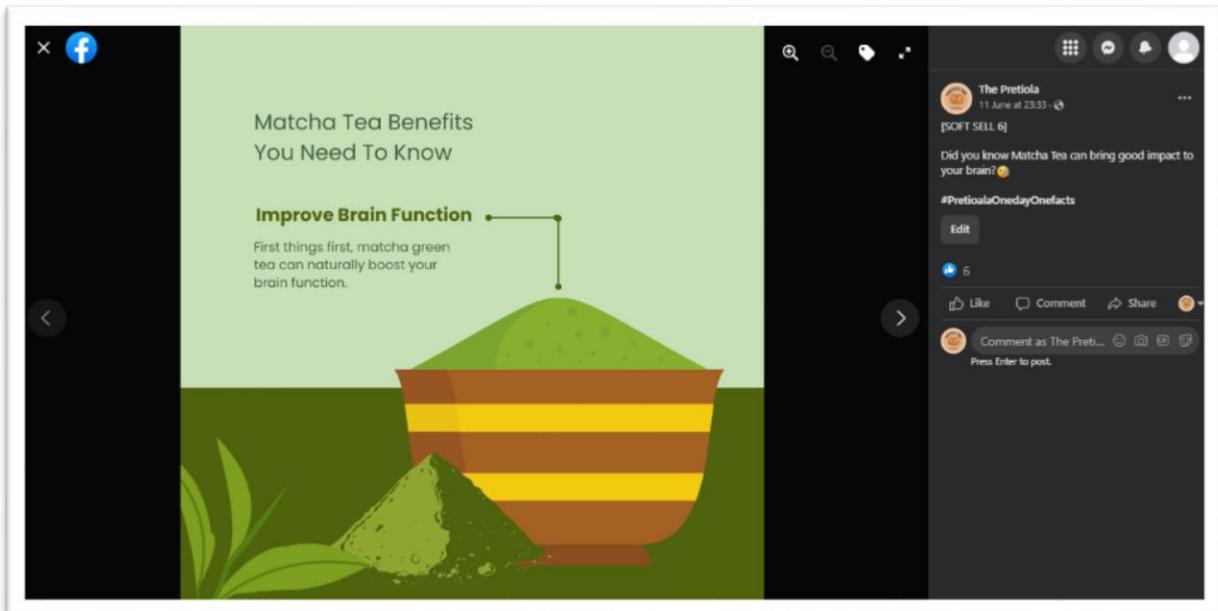
Soft Sell 3



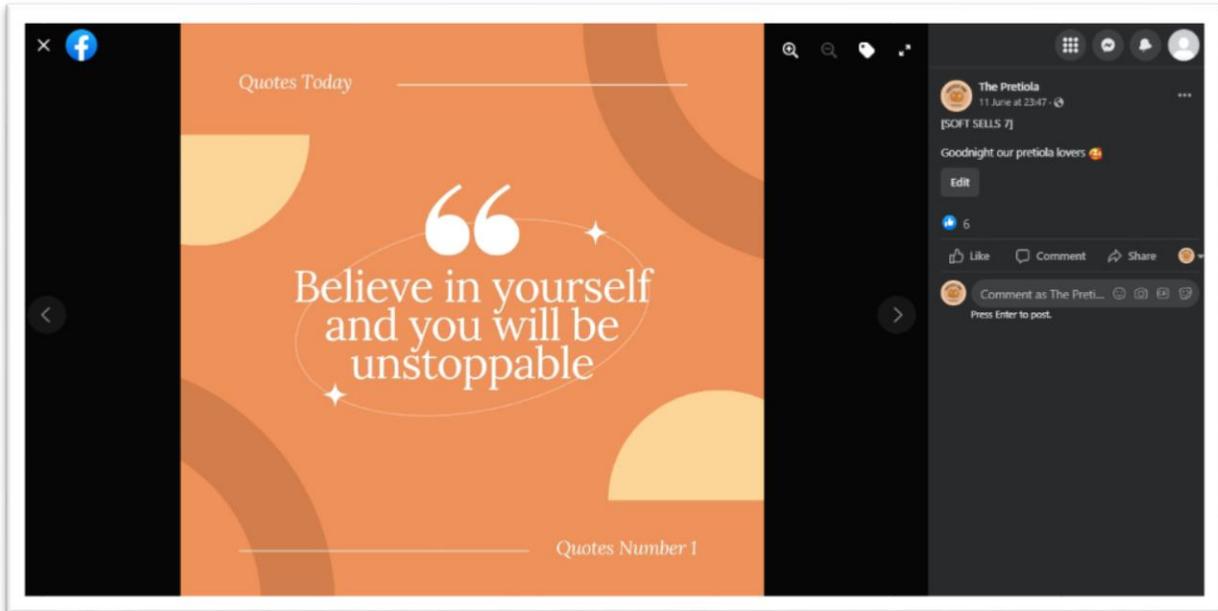
Soft Sell 4



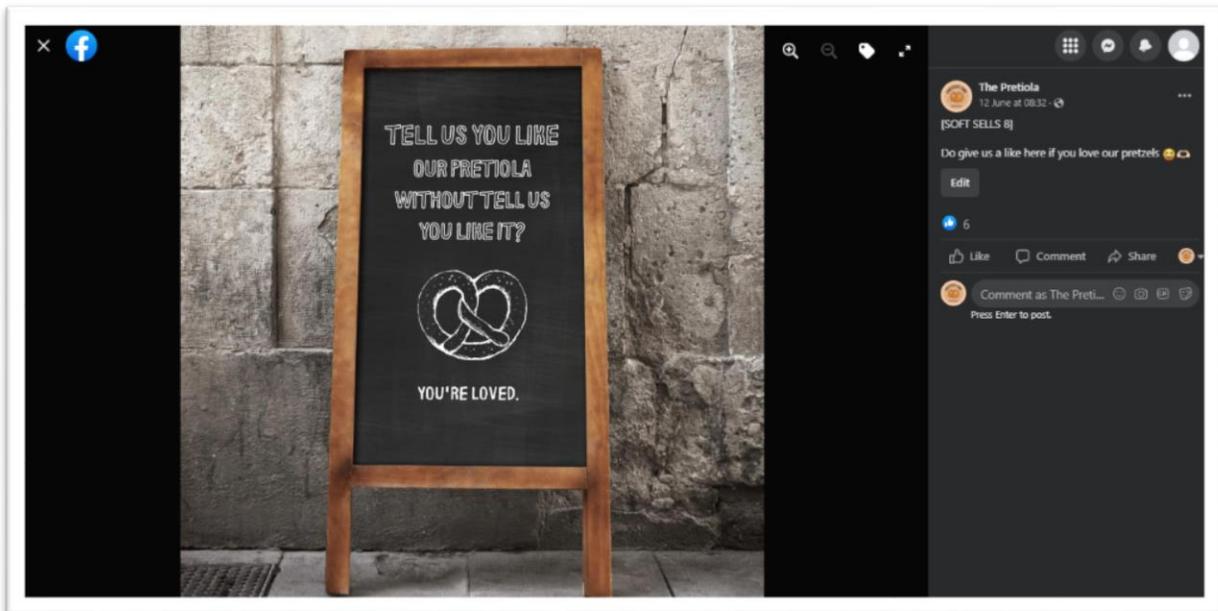
Soft Sell 5



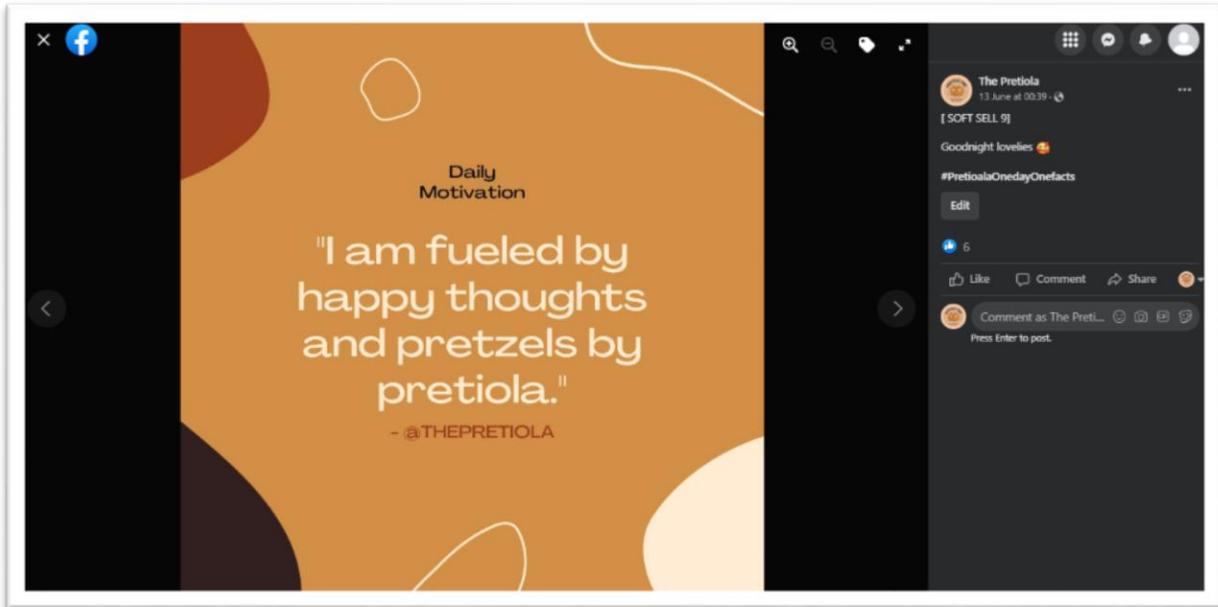
Soft Sell 6



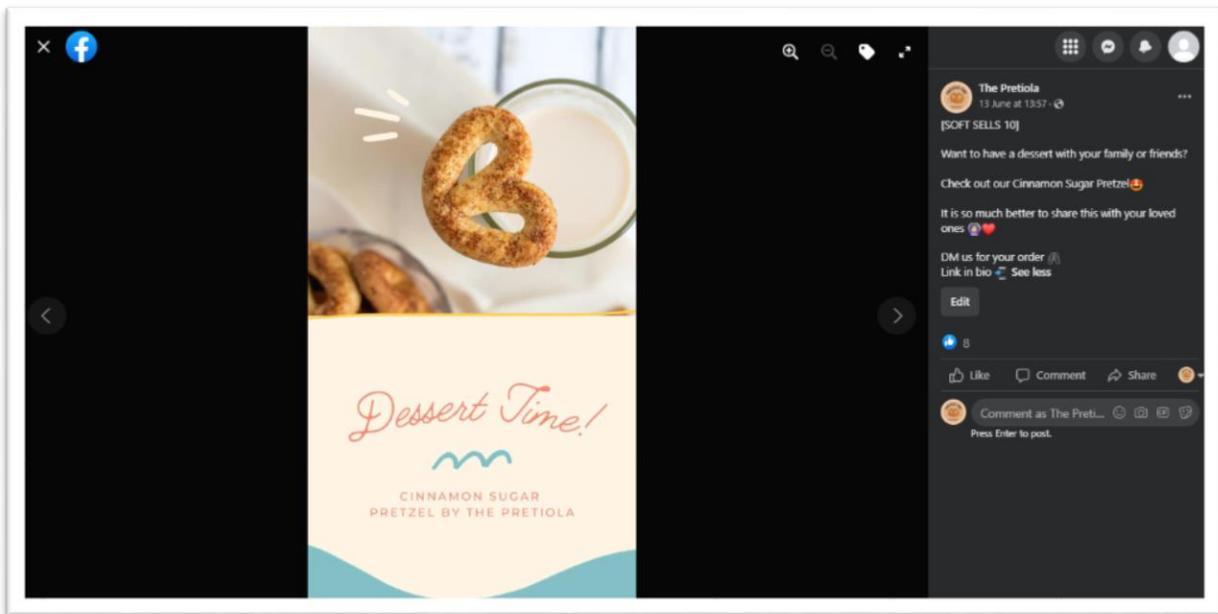
Soft Sell 7



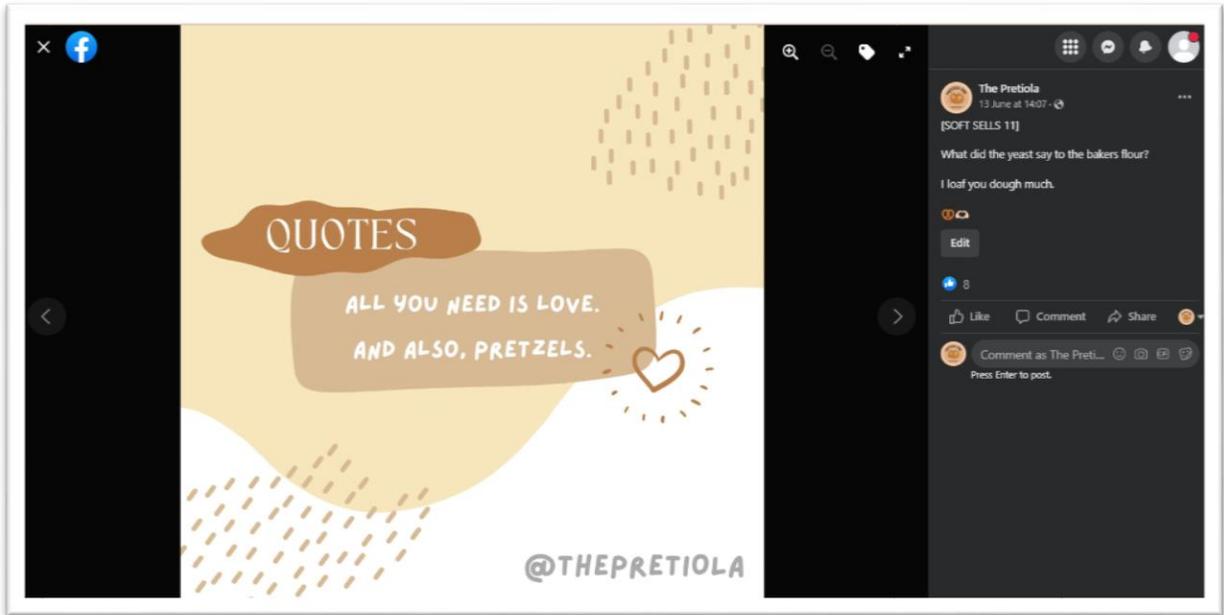
Soft Sell 8



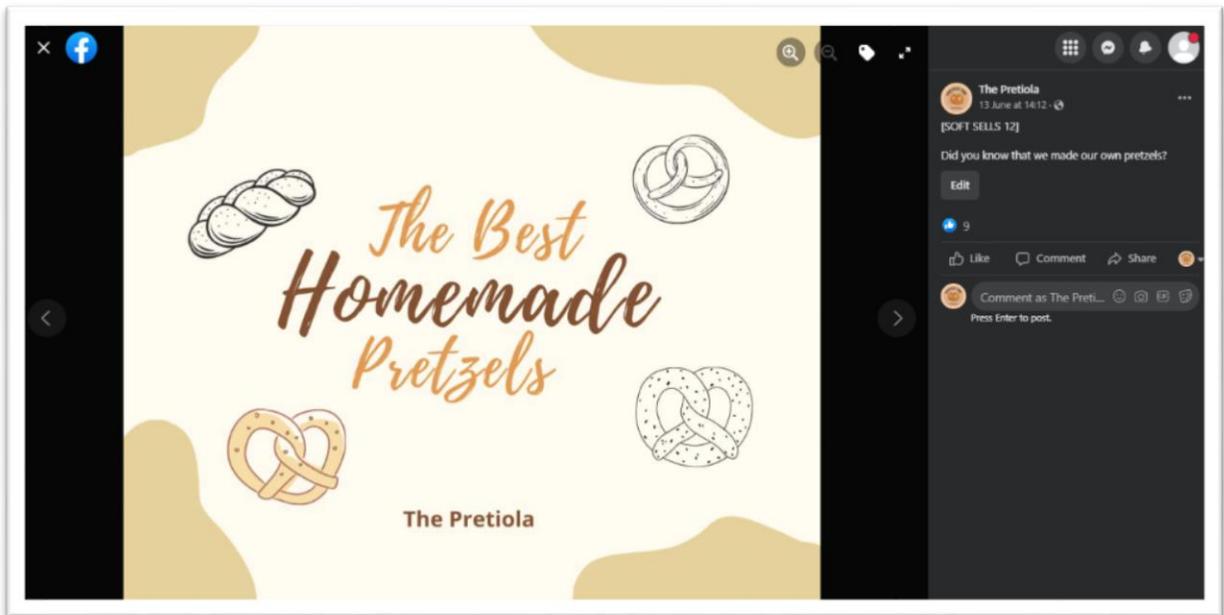
Soft Sell 9



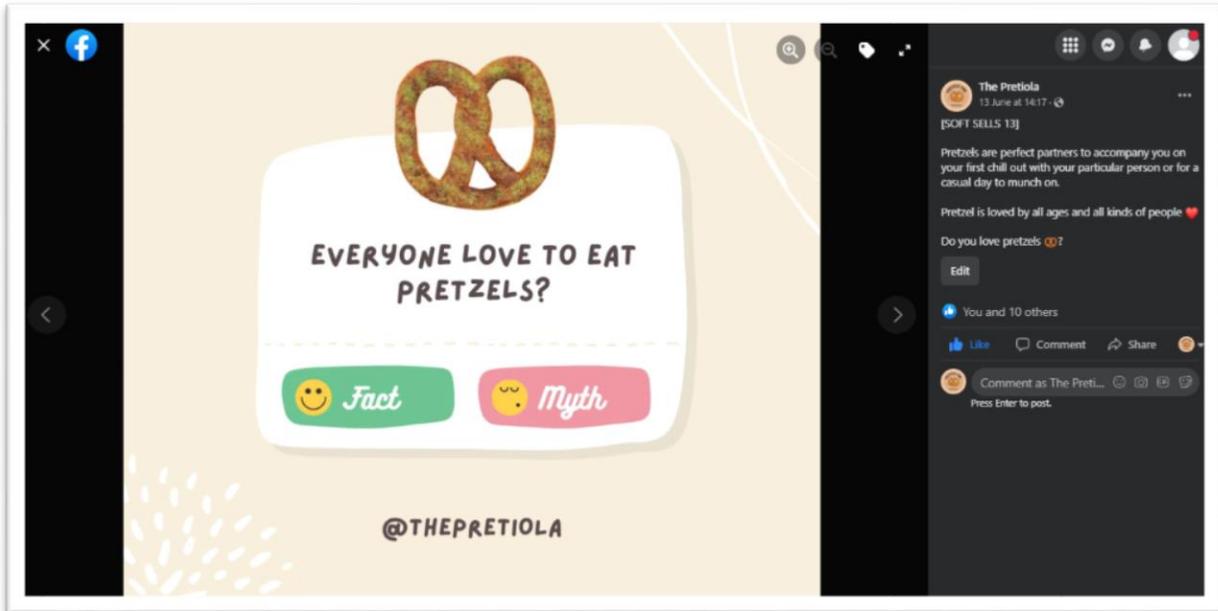
Soft Sell 10



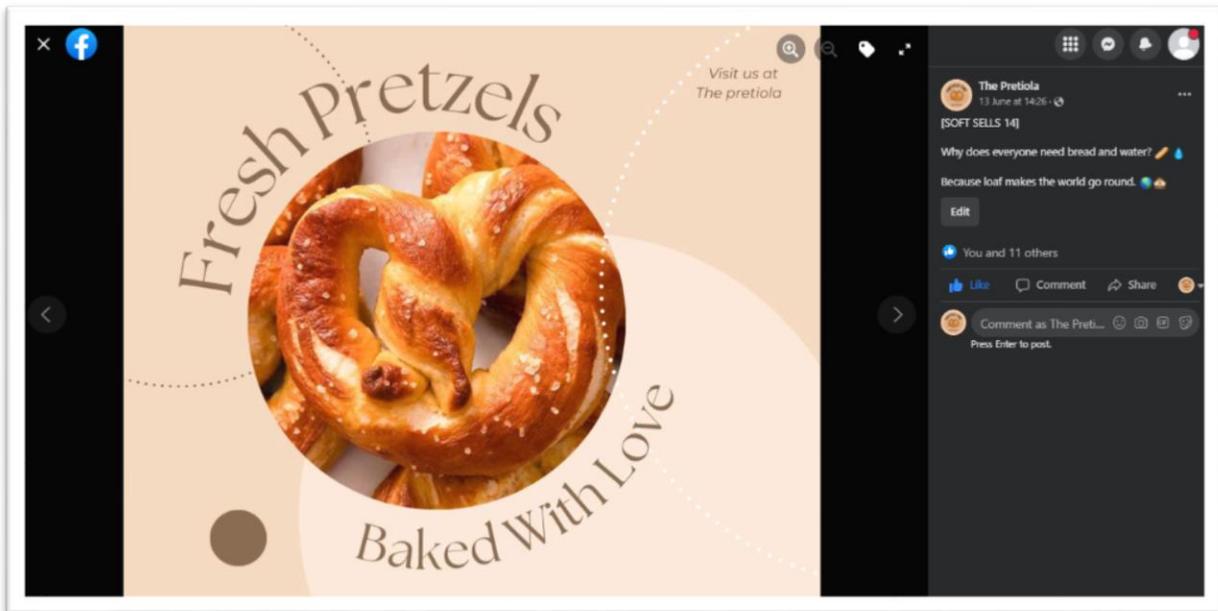
Soft Sell 11



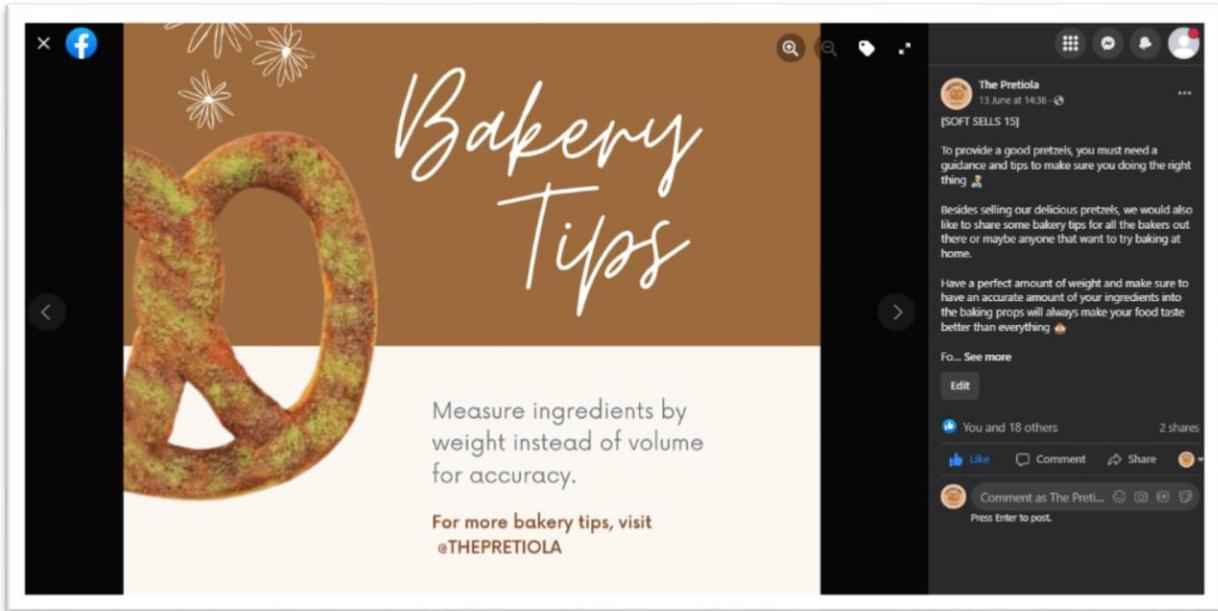
Soft Sell 12



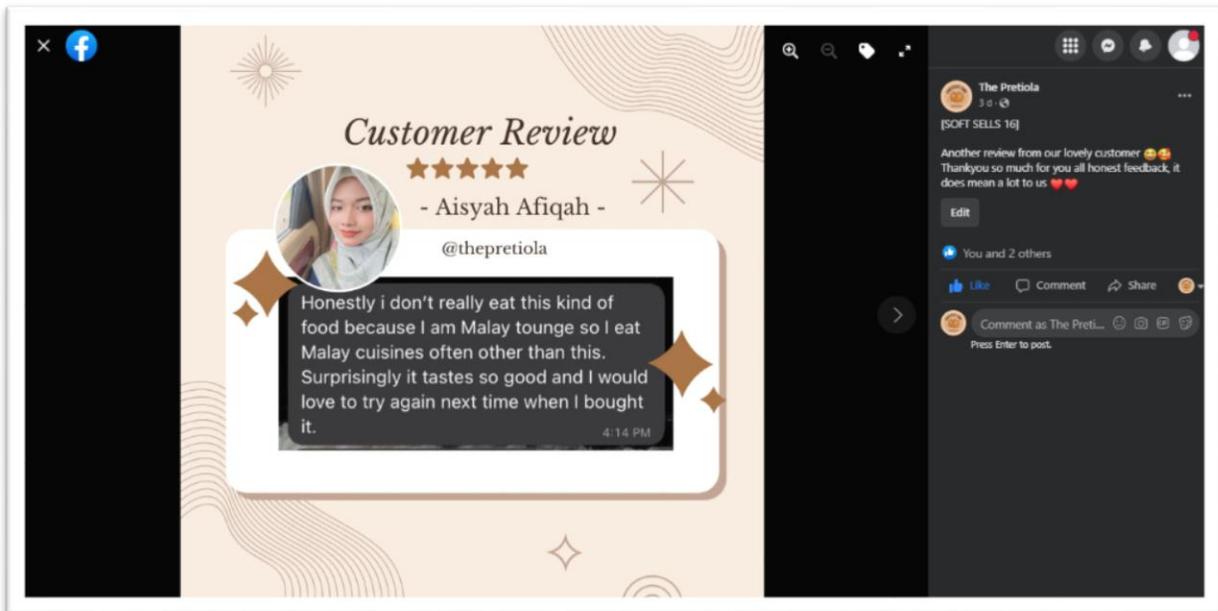
Soft Sell 13



Soft Sell 14



Soft Sell 15



Soft Sell 16

Figure 1.7: The Pretiola's Soft Sells Copywriting

3.6 Relevant Graphics to Each Post/Copywriting

The Pretiola currently have 40 post and there are post that is on ongoing. The total soft sell and hard sell are 16 posts between May to July. Figure below shows The Pretiola's page of publishing tools in function view our latest and previous posts.

This screenshot shows the Facebook Ads Manager interface for 'The Pretiola'. The 'Published' tab is active, displaying a list of posts with their respective performance metrics. The interface includes a search bar, filters, and a table of post details.

Title	Date published ↓	Reach	Engagements	Likes and reactions
The Pretiola updated their status. The Pretiola	10 May 22:50	1 People reached	0 Post engagements	0 Reactions
The Pretiola updated their status. The Pretiola	10 May 22:49	1 People reached	0 Post engagements	0 Reactions
The Pretiola updated their status. The Pretiola	10 May 18:12	1 People reached	1 Post engagements	0 Reactions
The Pretiola updated their cover photo. The Pretiola	10 May 17:59	--	5 Post engagements	5 Likes and reactions
The Pretiola updated their profile picture. The Pretiola	10 May 17:51	0 People reached	4 Post engagements	4 Reactions

This screenshot shows the Facebook Ads Manager interface for 'The Pretiola', displaying a list of promotional posts. The interface includes a search bar, filters, and a table of post details.

Title	Date published ↓	Reach	Engagements	Likes and reactions
[HARD SELL 2] Did you know that we als... The Pretiola	15 May 13:59	12 People reached	6 Post engagements	6 Reactions
[SOFT SELL 2] Nothing can compared to ... The Pretiola	15 May 13:55	11 People reached	6 Post engagements	5 Reactions
[HARD SELL 1] A lot of you guys have be... The Pretiola	15 May 13:54	10 People reached	7 Post engagements	6 Reactions
[SOFT SELL 1] The honest reviews from o... The Pretiola	15 May 13:50	10 People reached	6 Post engagements	6 Reactions
[TEASER 2] Are you excited for our new p... The Pretiola	13 May 16:17	11 People reached	9 Post engagements	6 Reactions

Posts and stories
Schedule, publish and manage posts and stories, and more.

Create Story Create Post

Published Scheduled Drafts

Media type Filter Clear Search by ID or caption Last 90 days: 10 Apr 2022-8 Jul 2022 Columns

Title	Date published ↓	Reach	Engagement	Likes and reactions
[SOFT SELL 4] From now on, we will deliv... The Pretiola	11 June 00:13	9 People reached	6 Post engagements	6 Reactions
[TEASER 3] Introduce our new topping ! ... The Pretiola	11 June 00:08	11 People reached	7 Post engagements	6 Reactions
[HARD SELLS 4] Halluuuuu peeps 🐣 ... The Pretiola	10 June 23:55	10 People reached	7 Post engagements	6 Reactions
[SOFT SELL 3] hungry for a bite of pretzel... The Pretiola	10 June 23:41	9 People reached	5 Post engagements	5 Reactions
[HARD SELL 3] We provide a very afforda... The Pretiola	15 May 14:02	11 People reached	6 Post engagements	6 Reactions

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Published Scheduled Drafts

Media type Filter Clear Search by ID or caption Last 90 days: 10 Apr 2022-8 Jul 2022 Columns

Title	Date published ↓	Reach	Engagement	Likes and reactions
[HARD SELLS 7] Good morning peeps 🐣 ... The Pretiola	12 June 08:22	12 People reached	6 Post engagements	6 Reactions
[SOFT SELLS 7] Goodnight our pretiola lo... The Pretiola	11 June 23:47	14 People reached	6 Post engagements	6 Reactions
[HARD SELLS 6] Buy 1 get 1 offer will be ... The Pretiola	11 June 23:42	14 People reached	7 Post engagements	6 Reactions
[SOFT SELL 6] Did you know Matcha Tea ... The Pretiola	11 June 23:33	9 People reached	6 Post engagements	6 Reactions
[HARD SELLS 5] Dont forget to get your f... The Pretiola	11 June 23:28	9 People reached	6 Post engagements	6 Reactions

Posts and stories
Schedule, publish and manage posts and stories, and more.

Create Story Create Post

Published Scheduled Drafts

Media type Filter Clear Search by ID or caption Last 90 days: 10 Apr 2022-8 Jul 2022 Columns

Title	Date published ↓	Reach ⓘ T1	Engagement s ⓘ T1	Likes and reactions ⓘ T1
[HARD SELLS 8] Want to taste our delicio... The Pretiola	13 June 13:53	18 People reached	8 Post engagements	8 Reactions
[SOFT SELL 5] WE ARE OPEN TODAY III C... The Pretiola	13 June 13:50	18 People reached	8 Post engagements	8 Reactions
[TEASER 4] Our special flavour will be re... The Pretiola	13 June 00:46	18 People reached	7 Post engagements	6 Reactions
[SOFT SELL 9] Goodnight lovelies 😊 #Pr... The Pretiola	13 June 00:39	16 People reached	6 Post engagements	6 Reactions
[SOFT SELLS 8] Do give us a like here if y... The Pretiola	12 June 08:32	14 People reached	6 Post engagements	6 Reactions

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Title	Date published ↓	Reach ⓘ T1	Engagement s ⓘ T1	Likes and reactions ⓘ T1
[HARD SELLS 10] Let's play some games t... The Pretiola	13 June 14:09	24 People reached	9 Post engagements	9 Reactions
[SOFT SELLS 11] What did the yeast say t... The Pretiola	13 June 14:07	23 People reached	8 Post engagements	8 Reactions
[HARD SELLS 9] To celebrate the National... The Pretiola	13 June 14:03	21 People reached	8 Post engagements	8 Reactions
[HARD SELLS 9] Some are hard, some are... The Pretiola	13 June 14:00	20 People reached	8 Post engagements	8 Reactions
[SOFT SELLS 10] Want to have a dessert ... The Pretiola	13 June 13:57	19 People reached	8 Post engagements	8 Reactions

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Title	Date published ↓	Reach	Engagements	Likes and reactions
[SOFT SELLS 14] Why does everyone nee... The Pretiola	13 June 14:26	50 People reached	12 Post engagements	12 Reactions
[HARD SELLS 12] Giveaway Alert 📣📣... The Pretiola	13 June 14:22	43 People reached	12 Post engagements	11 Reactions
[SOFT SELLS 13] Pretzels are perfect part... The Pretiola	13 June 14:17	34 People reached	11 Post engagements	11 Reactions
[HARD SELLS 11] Flash Sale Buy One Get ... The Pretiola	13 June 14:14	28 People reached	10 Post engagements	9 Reactions
[SOFT SELLS 12] Did you know that we m... The Pretiola	13 June 14:12	25 People reached	9 Post engagements	9 Reactions

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Title	Date published ↓	Reach	Engagements	Likes and reactions
[SOFT SELLS 16] Another review from our... The Pretiola	6 July 01:28	41 People reached	6 Post engagements	3 Reactions
[HARD SELL 14] #Flash Sale! These sales ... The Pretiola	5 July 14:07	42 People reached	6 Post engagements	3 Reactions
[TEASER 5] #New Menu! Stay tuned for ... The Pretiola	5 July 13:44	48 People reached	9 Post engagements	6 Reactions
[SOFT SELLS 15] To provide a good pretz... The Pretiola	13 June 14:36	263 People reached	76 Post engagements	31 Reactions
[HARD SELLS 13] Special Deals for the W... The Pretiola	13 June 14:31	62 People reached	18 Post engagements	13 Reactions

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	Title	Date published ↓	Reach	Engagements	Likes and reactions
[HARD SELL 16] !!Monday Fever!! Even if I...	The Pretiola	6 July 01:46	20 People reached	1 Post engagements	1 Reactions
[HARD SELL 15] !!Buy More. Save More!! ...	The Pretiola	6 July 01:37	21 People reached	2 Post engagements	2 Reactions
[SOFT SELLS 16] Another review from our...	The Pretiola	6 July 01:28	41 People reached	6 Post engagements	3 Reactions
[HARD SELL 14] !!Flash Sale!! These sales ...	The Pretiola	5 July 14:07	42 People reached	6 Post engagements	3 Reactions
[TEASER 5] !!New Menu!! Stay tuned for ...	The Pretiola	5 July 13:44	48 People reached	9 Post engagements	6 Reactions

Figure 1.8: The Pretiola's Relevant Graphics to Each Post/Copywriting

4.0 Conclusion

As a whole, The Pretiola is a small business run by two partners. The business has been selling pretzels products, which are salted slender bread often shaped like a loose knot that are suitable for consumption by all ages. We have also promoted these pretzels by The Pretiola product through the Facebook page platform. We have also chosen bread and pastry products because we find that these products are still popular with all groups, especially teenagers and children. So, we chose the pretzels as the product because of the advantages that this product has, namely the premium and unusual bread pastry, the wide range of topping options and it's in a very affordable price.

Starting a small business as an independent online seller can also train ourselves in the field of entrepreneurship and train ourselves to be a diligent person and always strive to achieve what we want. Next, by having our own business as well, we can learn how to use and conduct Facebook page platform. This platform helps us a lot in getting regular customers. This is because, we have put on the profile Facebook page that we are selling handmade or homemade pretzels for the all the people who live nearby Kuala Lumpur and Shah Alam. Our customers are also mostly from UiTM Puncak Alam students and external customers near section 7 and also near Gombak and KL. So far, we have gotten good sales results through our Facebook page.