



SOCIAL MEDIA PORTFOLIO

PRINCIPLES OF ENTREPRENEURSHIP (ENT530) : PORTFOLIO

**FACULTY & PROGRAMME : FACULTY OF HOTEL AND TOURISM
MANAGEMENT & BACHELOR OF SCIENCE (HONS.) TOURISM
MANAGEMENT**

SEMESTER & GROUP : SEMESTER 3 & HM241 3B

PORTFOLIO TITLE : MAMA DIVA LE GATEAU

GROUP MEMBERS :

NO	NAME	STUDENT ID
1.	NORAUFA BINTI SHARIFUL ANUAR	2022755467
2.	NURUL AIN BINTI HASAN @ ZULSHAMSUL HARUNI	2022793845

PREPARED FOR : MS. NORFAZLINA BINTI GHAZALI

ACKNOWLEDGEMENT

We are thankful that we have been finally able to complete the social media portfolio for the subject ENT530 within the time frame set by our dear lecturer, Madam Nor Fazlina. The task had been completed thanks to all of the group members' efforts and cooperation.

First and foremost, we owe a debt of gratitude to our lovely lecturer, Madam Fazlina, because the report could not have been completed without her specialist knowledge. Madam also leads and guides us on how to complete the assignment in order to achieve a satisfactory outcome from the topic studied.

However, we would like to express our gratitude to our valued group members Noraufa and Nurul Ain. That goes above and beyond and always works together to obtain a decent portfolio report with all effort and responsibilities. It would not have been possible without their assistance. I am hoping that all of the opportunities will provide us with numerous benefits, as well as for the group report.

Furthermore, all gratitude goes go to Mama Diva Business, especially Miss Maisarah, the owner of Mama Diva, for making this portfolio report a success. We would be unable to complete the portfolio without her assistance and information. Last but not least, we'd like to thank our parents, because none of this would be possible without them.

EXECUTIVE SUMMARY

Mama Diva Le Gateau is a business founded by two friends, Nurul Ain and Noraufa. In May 2022, this business was established. It is a local business that sells "Kek Tapak Kuda," a vanilla and chocolate cake flavoured with nutella. This business was created to fulfil the social media portfolio assignment for the ENT530 Subject. Mama Diva Le Gateau is a cake company based in Kajang's Sungai Ramal. Ms. Shafika Binti Baharin, our provider, has created a homemade roll cake filled with Nutella spread. We both agreed on Mama Diva Le Gateau Kek Tapak Kuda as the brand name because the owner recognised herself as a "Diva of the hometown," and we added the word "Le Gateau" to mean "Cake" in Italian. Simply put, the combination of the words results in Mama Diva Cake.

The purpose of this social media portfolio is for us students to identify a product and use social media, specifically Facebook (FB), for an online marketing campaign. All product information, financial estimates, and business posting captions are included in the portfolio. As a result of developing this portfolio, we now have a better understanding of how to achieve our sales goals for this business by using hard sell and soft sell captions. Additionally, by creating creative posts to engage and attract customers to purchase the products. This portfolio contains the following sections: business certifications, business introduction, target market, Facebook postings, marketing campaign, and sales forecast.

Mama Diva Le Gateau demonstrates a good opportunity with market potential for success in providing a cake by utilizing the social media with applying the hard sell and soft sell methods captions. Due to the application of marketing campaign to our products, we have a great opportunity to increase our profit. We hope that by following the methods of utilising social media, we will be able to achieve our goals and receive the expected profit in the future.

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I. GO-ECOMMERCE REGISTRATION



Figure 1 Go-Ecommerce Certification



Certificate of Completion

This acknowledges that

Noraufa Binti Shariful Anuar

has successfully completed

eUsahawan Course Level 1 – Go Digital

organised by



This is a digital-generated certificate. No signature is required.

Figure 2 Go-Ecommerce Certification

II. MyENT CERTIFICATE

 **UNIVERSITI TEKNOLOGI MARA** | Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar	: 2022755467
Nama	: NORAUFA BINTI SHARIFUL ANUAR
Program Pengajian	: SARJANA MUDA SAINS (KEPUJIAN) PENGURUSAN PELANCONGAN
Fakulti	: Faculty of Hotel & Tourism Management
Kampus	: Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan	: Online
Bidang Perniagaan yg diceburi	: Makanan
Tempoh Bermiaga	:
No. Pendaftaran Perniagaan	:
URL Perniagaan	: https://www.facebook.com/tapakuda.kek
Alamat Premis Perniagaan	:
Tarikh Mendaftar	: 19 Jun 2022
Tarikh Kemaskini	:
Tarikh Cetak	: 19 Jun 2022

Sijil Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dijanjikan oleh pelajar semasa tempoh pengajian di UITM. Sijil 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 sijil ini tanpa sebarang notis. Penggunaan sijil ini hanya diterima untuk kegunaan urusan dalaman UITM sahaja. Urusan dan aktiviti perniagaan yang dijanjikan 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 3 MyEnt Certification


UNIVERSITI TEKNOLOGI MARA | Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar	: 2022793845
Nama	: NURUL AIN BINTI HASAN @ ZULSHAMSUL HARUNI
Program Pengajian	: SARJANA MUDA SAINS (KEPUJIAN) PENGURUSAN PELANCONGAN
Fakulti	: Faculty of Hotel & Tourism Management
Kampus	: Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan	: Online
Bidang Perniagaan yg diceburi	: Makanan
Tempoh Berniaga	:
No. Pendaftaran Perniagaan	:
URL Perniagaan	: https://www.facebook.com/tapakuda.kek/
Alamat Premis Perniagaan	:
Tarikh Mendaftar	: 27 Apr 2022
Tarikh Kemaskini	:
Tarikh Cetak	: 27 Apr 2022

Sijil Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dijalankan oleh pelajar semasa tempoh pengajian di UiTM. Sijil 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 sijil ini tanpa sebarang notis. Penggunaan sijil 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 4 MyEnt Certification

III. SSM REGISTRATION


SURUHANJAYA SYARIKAT MALAYSIA
COMPANIES COMMISSION OF MALAYSIA

BORANG D (KAEDAH 13)



**PERAKUAN PENDAFTARAN
AKTA PENDAFTARAN PERNIAGAAN 1956**

Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama

MAMA DIVA LE GATEAU ENTERPRISE
NO. PENDAFTARAN: 202203156729 (CA0348973-D)

telah didaftarkan dari hari ini sehingga **21 JUN 2023** di bawah Akta Pendaftaran
Perniagaan 1956, beralamat di

Bil. Cawangan: TIADA

Bertarikh di **SISTEM EZBIZ** pada **22 JUN 2022**.


DATUK NOR AZIMAH ABDUL AZIZ
Pendaftar Perniagaan
Semenanjung Malaysia

UserID: EZBIZ Date: Wed Jun 22 21:18:07 MYT 2022

Figure 5 SSM Certification

IV. INTRODUCTION OF BUSINESS

2.0 Name and Address of the Business



Figure 6: Mama Diva Le Gateau Kek Tapak Kuda's Logo

Mama Diva Le Gateau Kek Tapak Kuda is a cake business that is mainly produced in Sungai Ramal, Kajang. It is a homemade roll cake that is filled up with Nutella spread which is entirely owned by Ms. Shafika Binti Baharin. Both of us decided to choose Mama Diva Le Gateau Kek Tapak Kuda for the brand name because the owner itself recognized herself as a “Diva of the hometown” and we added the word ‘Le Gateau’ to mean ‘Cake’ in Italian language. In simple words, the combination of the words will be resulted as Mama Diva Cake.

The business was founded in July 2020. However, recently this year this type of cake is very trendy and in demand among consumers who love to eat cake. They do find that the *Tapak Kuda* cake is already being modernized on how it is produced by adding up the filling of Nutella spread. As a matter of fact in the market, *Tapak Kuda* cake actually has different kinds of fillings such as Nutella, Kit Kat, Biscoff, peanut butter and others. Anyhow, for our business, it will just focus on one type of product: Tapak Kuda Nutella. As both of us find this type of business interesting thus, we have chosen this brand to be agents and sell the products to others.

As this cake has been produced and freshly made in Sungai Ramal, Kajang, we ensure to store all the stocks in a proper storage to avoid damaging the quality of cakes. In order to distribute this cake to the customers, both of us have done two different types of delivery which are cash-on-delivery and postage. For cash-on-delivery, both of us try to reach our customers that live near the areas of Bandar Seri Putra, Bandar Bukit Mahkota, Bandar Puteri and Bandar Baru Bangi. Aside from that,

to the customers that are unable to be delivered by cash-on-delivery method, we distribute the cake by postage delivery by using any courier services that we find most profitable to us. For instance, Pos Laju and J&T. We will open for any orders and we are trying to deliver the cakes as soon as possible once the orders are received.

Finally, this business has been promoted in three different kinds of platforms which are Whatsapp, Telegram and Facebook (@Mama Diva Le Gateau). Online platforms enable the customers to know the visibility of the business and it is the easiest method to reach the target audience who loves to eat cakes. Along with it will be promoted on those platforms, we will provide them with the Whatsapp number of to do any order who finds interest to buy our products.

2.2. Organizational Chart



Figure 7: Organizational Chart

Mama Diva Le Gâteau is a business partnership that is formed between Noraufa Binti Shariful Anuar and Nurul Ain Binti Hasan. As both of us are the agents under the founder of Mama Diva Tapak Kuda, Shafika Binti Baharin, we both promote the business on behalf of her product and sell to our customers by our own platforms. The profit and the capital between us and the founder have not been shared at all anyhow, both of us share the profits and the capital together in order to run the business by being the agent. As a result, Mama Diva Le Gâteau organizational chart only includes the founder of the business and the agents as this is only a small operated business of selling cakes.

2.3 Mission and Vision

Mission

- To provide the best quality of cake and happiness among customers.

The mission describes our business in aiming to maintain the quality and delectable taste of the cakes when it is consumed by the customers. We want to ensure that the products safely arrive to the customers in the perspective of the shapes, taste and creating a first good appearance of cakes to them. Therefore, we will be able to create happiness among the customer when they enjoy the cake that we are selling.

Vision

- To produce various types of cakes and a wide range of distinctive desserts.

We are aiming to enlarge the business in having various types of products that suit the local taste of Malaysian. At the same point, aiming to earn more profits and sales in the future.

2.4 Description of Products and Services



Figure 8: Mama Diva Le Gateau's Product

Mama Diva Le Gateau is a business that sells roll cakes with the filling of Nutella. The roll cake's base is butter cake, which has a rich, buttery flavor and is moist to be eaten. The combination of the butter cake and the nutella spread are very suitable

and has a perfect combo of ingredients. We just focused on one type of product only which is the Nutella filling as we believe that is the most preferred flavor by most of the customers out there who enjoy eating chocolates with cakes. For those who love to eat chocolate and butter cake, they will be satisfied with these products and most of them will be known as repeated customers.

We came up to sell cakes instead of other types of food to attract any customers that need a sweet energizer in their life. Both of us believe that students are the one who will be the main of our target customers in selling these cakes. As most of the students are dealing with tons of assignments and tasks, they will try to get something sweet in order to reduce their stress. In addition, chocolate is an ingredient that is helpful in relieving stress due to its antioxidants, flavanols and the taste itself. Therefore, by selling chocolates rolled cake or known as '*Kek Tapak Kuda Nutella*', it will be one of the demanding products in the market and at the same time we are able to receive side income from the profits.

Last but not least, the price of the cake is RM20 for each. It will be packed in the plastic container and wrapped by using the plastic wrapping rolls to ensure that the quality of the cake will not be ruined. Hence, the price itself is very price worthy as the ingredients of Nutella are quite costly. The price of RM20 for each cake will cover the cost of the ingredients, plastic containers, plastic wrapping rolls and workforce. Aside from that, both of us do find that the cakes are sold at a reasonable price as every type of customer will be able to enjoy it.

2.5 Price List


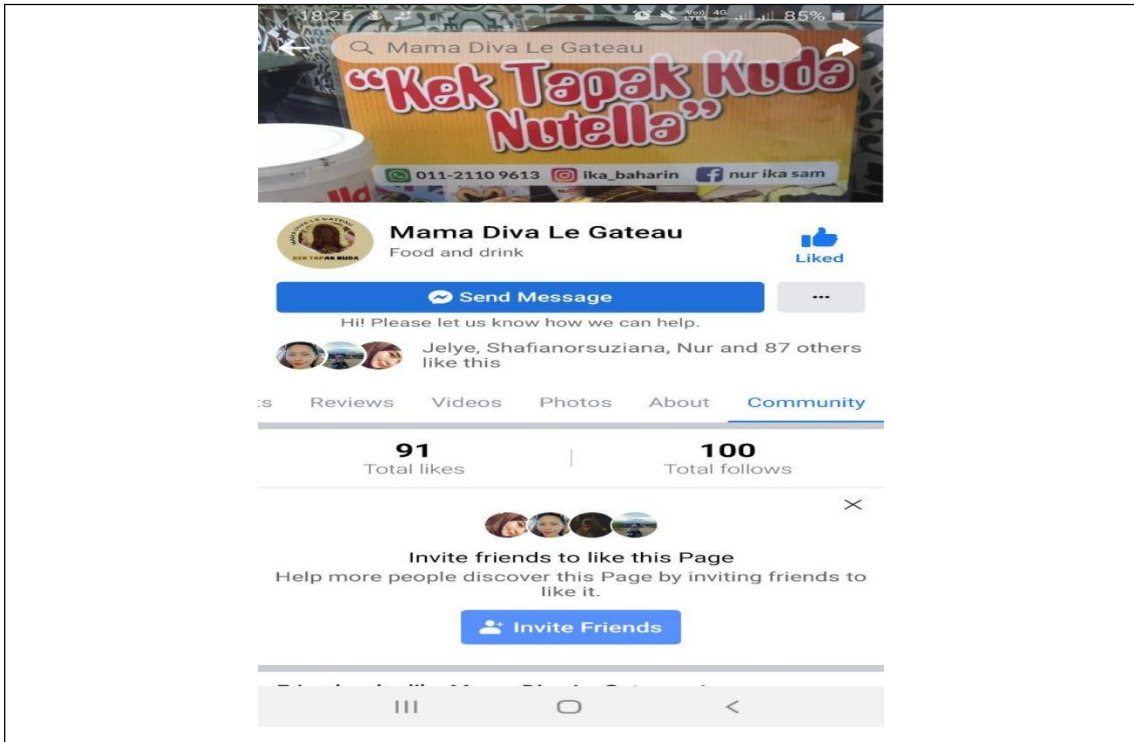
Product	Name of the product	Price
	<p data-bbox="831 927 1054 992">Kek Tapak Kuda Nutella</p>	<p data-bbox="1161 692 1430 779">RM20 for each cake (Excluded postage)</p> <ul data-bbox="1171 846 1465 1279" style="list-style-type: none"> <li data-bbox="1171 846 1465 1025">● RM8 will be charged for Peninsular Malaysia area <li data-bbox="1171 1149 1465 1279">● RM10 will be charged for Sabah and Sarawak area

Table 1 Price List

V. FACEBOOK (FB)

✧ Creating FB Page



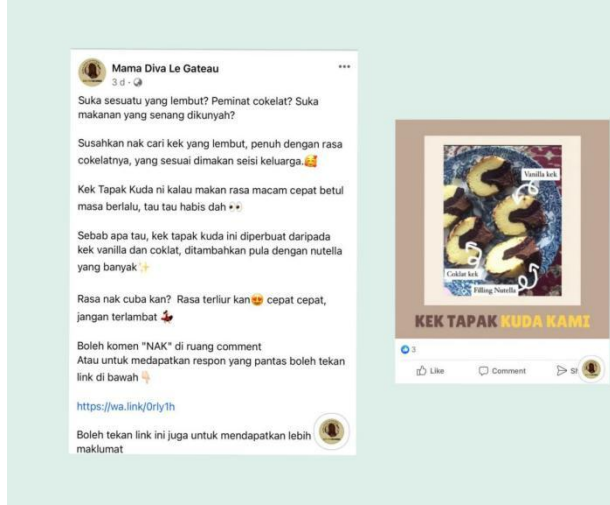
✧ Facebook URL Page : <https://www.facebook.com/tapakuda.kek/>

✧ Mama Diva Le Gateau Teaser Post : <https://fb.watch/eaQaFN72qm/>

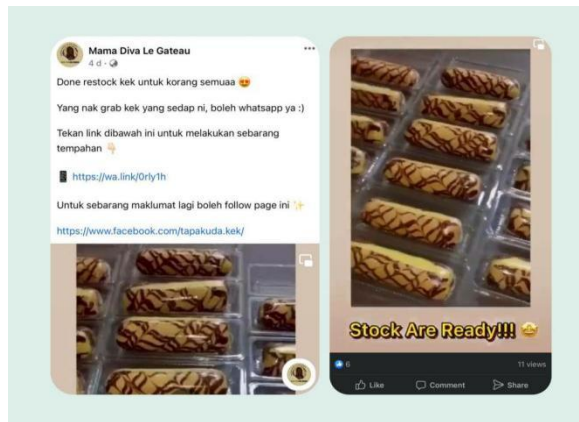


3.1 HARD SELL

Table 2 Hard sell posting

HARD SELL	
<p>1)</p> 	<p>Suka sesuatu yang lembut? Peminat coklat? Suka makanan yang senang dikunyah?</p> <p>Susahkan nak cari kek yang lembut, penuh dengan rasa coklatnya, yang sesuai dimakan seisi keluarga. 🍪</p> <p>Kek Tapak Kuda ni kalau makan rasa macam cepat betul masa berlalu, tau tau habis dah 🤩</p> <p>Sebab apa tau, kek tapak kuda ini diperbuat daripada kek vanilla dan coklat, ditambahkan pula dengan nutella yang banyak ✨</p> <p>Rasa nak cuba kan? Rasa terliur kan 😋 cepat cepat, jangan terlambat 🏃‍♀️</p> <p>Boleh komen "NAK" di ruang comment Atau untuk medapatkan respon yang pantas boleh tekan link di bawah 🙌</p> <p>https://wa.link/Orly1h</p> <p>Boleh tekan link ini juga untuk mendapatkan lebih maklumat</p> <p>https://www.facebook.com/tapakuda.kek/</p>

2)



Done restock kek untuk korang semuaa 😊

Yang nak grab kek yang sedap ni, boleh whatsapp ya 😊

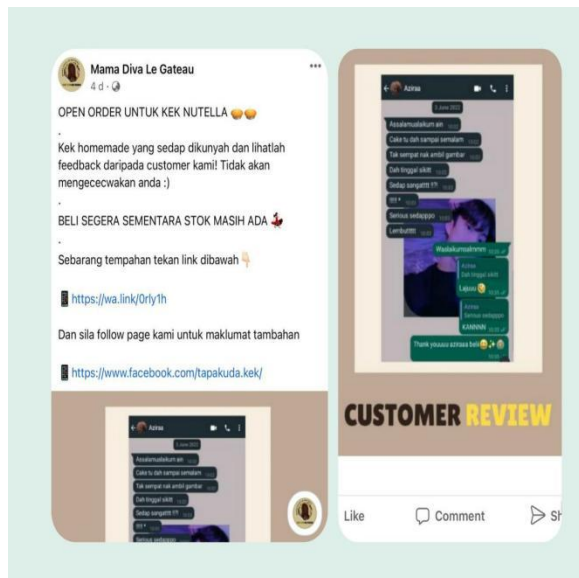
Tekan link dibawah ini untuk melakukan sebarang tempahan 📲

<https://wa.link/Orly1h>

Untuk sebarang maklumat lagi boleh follow page ini ✨

<https://www.facebook.com/tapakuda.kek/>

3)



OPEN ORDER UNTUK KEEK NUTELLA 🍪

Kek homemade yang sedap dikunyah dan lihatlah feedback daripada customer kami! Tidak akan mengecewakan anda 😊

BELI SEGERA SEMENTARA STOK MASIH ADA 📲

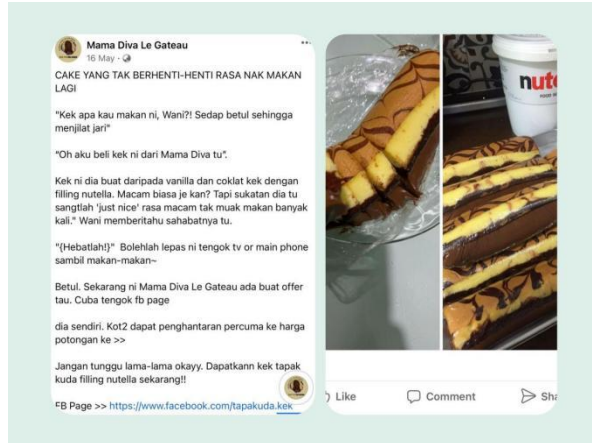
Sebarang tempahan tekan link dibawah 📲

<https://wa.link/Orly1h>

Dan sila follow page kami untuk maklumat tambahan

<https://www.facebook.com/tapakuda.kek/>

4)



CAKE YANG TAK BERHENTI-HENTI RASA NAK MAKAN LAGI

"Kek apa kau makan ni, Wani?! Sedap betul sehingga menjilat jari"

"Oh aku beli kek ni dari Mama Diva tu".

Kek ni dia buat daripada vanilla dan coklat kek dengan filling nutella. Macam biasa je kan? Tapi sukatan dia tu sangtlah 'just nice' rasa macam tak muak makan banyak kali." Wani memberitahu sahabatnya tu.

"{Hebatlah!}" Bolehlah lepas ni tengok tv or main phone sambil makan-makan~

Betul. Sekarang ni Mama Diva Le Gateau ada buat offer tau. Cuba tengok fb page

dia sendiri. Kot2 dapat penghantaran percuma ke harga potongan ke >>

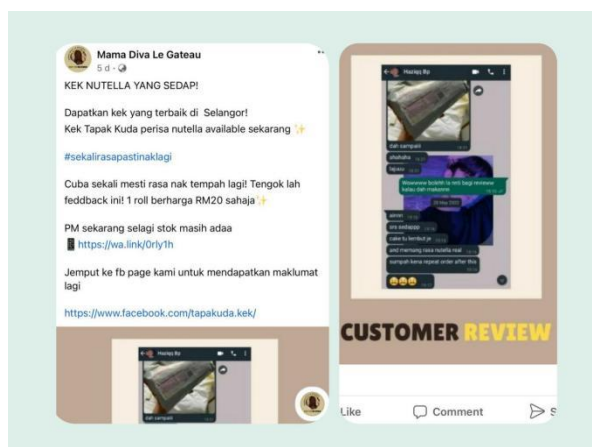
Jangan tunggu lama-lama okayy. Dapatkann kek tapak kuda filling nutella sekarang!!

FB Page >>

<https://www.facebook.com/tapakuda.kek>

Whatsapp >> <https://wa.link/Orly1h>

5)



KEK NUTELLA YANG SEDAP!

Dapatkan kek yang terbaik di Selangor!

Kek Tapak Kuda perisa nutella available sekarang ✨

#sekalirasapastinaklagi

Cuba sekali mesti rasa nak tempah lagi! Tengok lah feedback ini! 1 roll berharga RM20 sahaja ✨

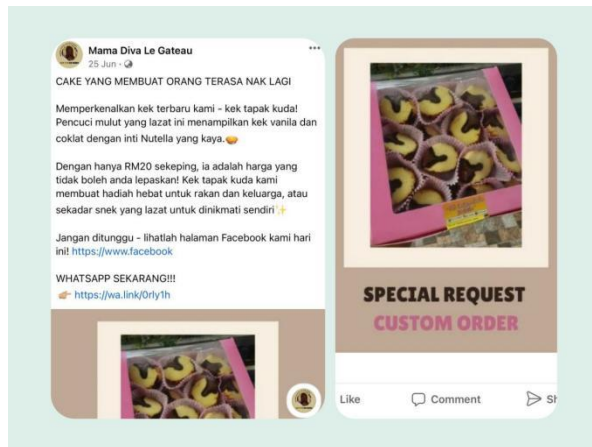
PM sekarang selagi stok masih adaa

<https://wa.link/Orly1h>

Jemput ke fb page kami untuk mendapatkan maklumat lagi

<https://www.facebook.com/tapakuda.kek/>

6)



CAKE YANG MEMBUAT ORANG TERASA NAK LAGI

Memperkenalkan kek terbaru kami - kek tapak kuda! Pencuci mulut yang lazat ini menampilkan kek vanila dan coklat dengan inti Nutella yang kaya. 🍰

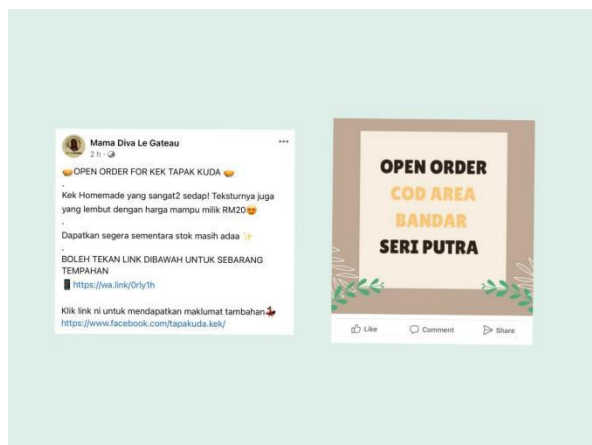
Dengan hanya RM20 sekeping, ia adalah harga yang tidak boleh anda lepaskan! Kek tapak kuda kami membuat hadiah hebat untuk rakan dan keluarga, atau sekadar snek yang lazat untuk dinikmati sendiri ✨

Jangan ditunggu - lihatlah halaman Facebook kami hari ini!
<https://www.facebook>

WHATSAPP SEKARANG!!!

👉 <https://wa.link/Orly1h>

7)



🍰 OPEN ORDER FOR KEK TAPAK KUDA 🍰

• Kek Homemade yang sangat2 sedap! Teksturnya juga yang lembut dengan harga mampu milik RM20 🍷

• Dapatkan segera sementara stok masih adaa ✨

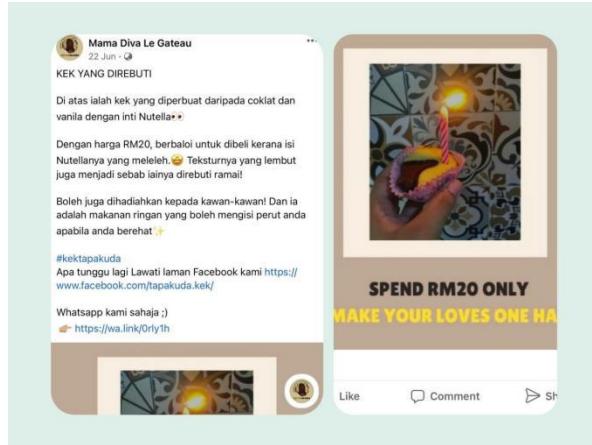
• BOLEH TEKAN LINK DIBAWAH UNTUK SEBARANG TEMPAHAN

📱 <https://wa.link/Orly1h>

Klik link ni untuk mendapatkan maklumat tambahan 🍷

<https://www.facebook.com/tapakuda.kek/>

8)



KEK YANG DIREBUTI

Di atas ialah kek yang diperbuat daripada coklat dan vanila dengan inti Nutella👁️👁️

Dengan harga RM20, berbaloi untuk dibeli kerana isi Nutellanya yang meleleh.🥰 Teksturnya yang lembut juga menjadi sebab iainya direbuti ramai!

Boleh juga dihadiahkan kepada kawan-kawan! Dan ia adalah makanan ringan yang boleh mengisi perut anda apabila anda berehat🌟

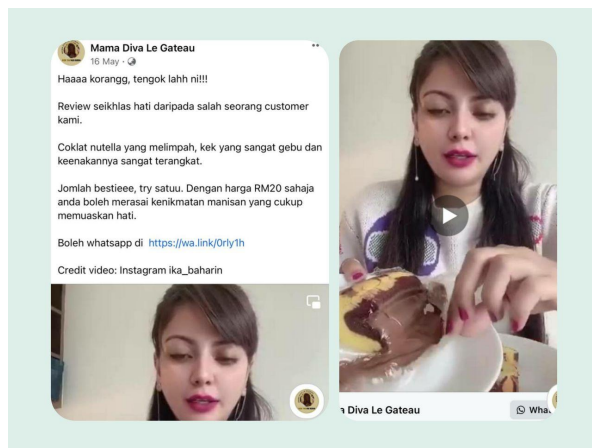
#kektapakuda

Apa tunggu lagi Lawati laman Facebook kami
<https://www.facebook.com/tapakuda.kek/>

Whatsapp kami sahaja 🤗

👉 <https://wa.link/Orly1h>

9)



Hye gaiss!! Kan dahh kataa



Kek kami sangat gebuu dann lembut tauu.

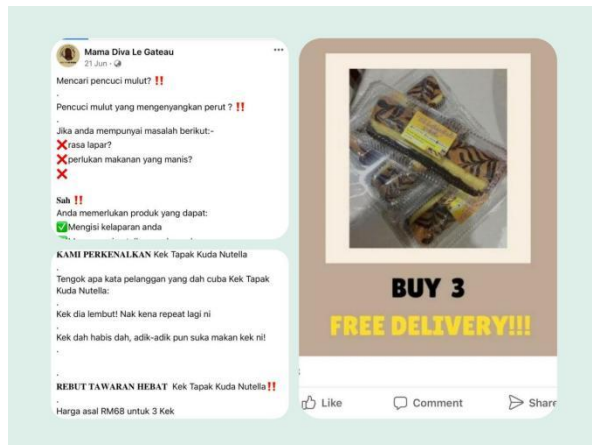
Tak percaya, kenalah cubaa satuu. RM20 sahaja gaiss.

Cepat cepat ws kami

<https://wa.link/Orly1h>

Credit video : Instagram ika_baharin

10)



Mencari pencuci mulut? !!

Pencuci mulut yang mengenyangkan perut ? !!

Jika anda mempunyai masalah berikut:-

✗rasa lapar?

✗perlu makan yang manis?

!!

Anda memerlukan produk yang dapat:

✓Mengisi kelaparan anda

✓Mempunyai nutella yang banyak

Tengok apa kata pelanggan yang dah cuba Kek Tapak Kuda Nutella:

Kek dia lembut! Nak kena repeat lagi ni

Kek dah habis dah, adik-adik pun suka makan kek ni!

!!

Harga asal RM68 untuk 3 Kek

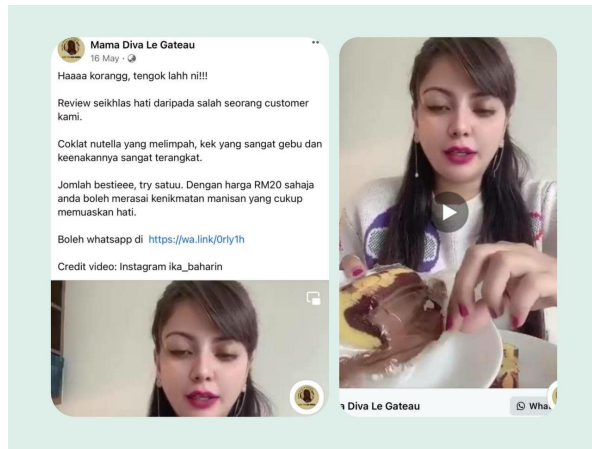
Harga offer RM60 SAHAJA tanpa caj penghantaran

!!

Kek Tapak Kuda Nutella ni sangat

Stok memang manjang !!

11)



Haaaa korangg, tengok lahh ni!!!

Review seikhlas hati daripada salah seorang customer kami.

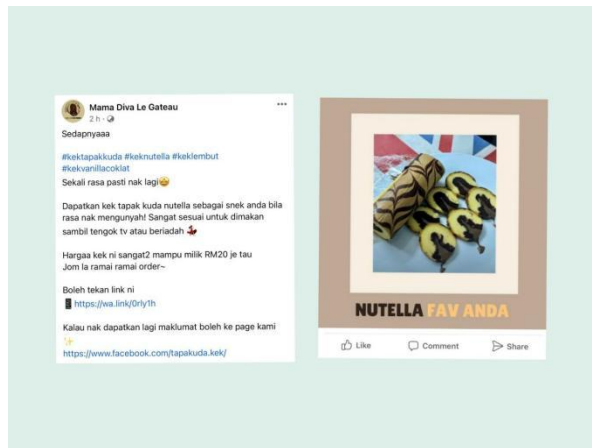
-Coklat nutella yang melimpah, kek yang sangat gebu dan keenakannya sangat terangkat.

-Jomlah bestieeee, try satu. Dengan harga RM20 sahaja anda boleh merasai kenikmatan manisan yang cukup memuaskan hati.

Boleh whatsapp di <https://wa.link/Orly1h>

Credit video: Instagram ika_baharin

12)



Sedapnyaaa

#kektapakkuda #kekmutella #keklembut #kekvanillacoklat

Sekali rasa pasti nak lagi 🍴

Dapatkan kek tapak kuda nutella sebagai snek anda bila rasa nak mengunyah! Sangat sesuai untuk dimakan sambil tengok tv atau beriadah 🍴

Harga kek ni sangat2 mampu milik RM20 je tau

Jom la ramai ramai order~

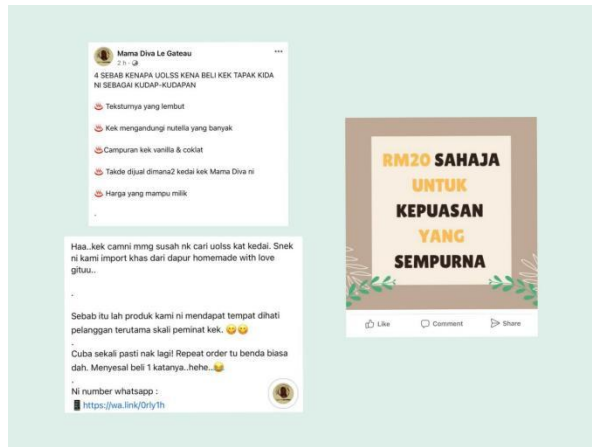
Boleh tekan link ni

<https://wa.link/Orly1h>

Kalau nak dapatkan lagi maklumat boleh ke page kami ✨

<https://www.facebook.com/tapakuda.kek/>

13)



4 SEBAB KENAPA UOLSS KENA BELI KEK TAPAK KUDA NI SEBAGAI KUDAP-KUDAPAN

👉 Teksturnya yang lembut

👉 Kek mengandungi nutella yang banyak

👉 Campuran kek vanilla & coklat

👉 Takde dijual dimana2 kedai kek Mama Diva ni

👉 Harga yang mampu milik

Haa..kek camni mmg susah nk cari uolss kat kedai. Snek ni kami import khas dari dapur homemade with love gituu..

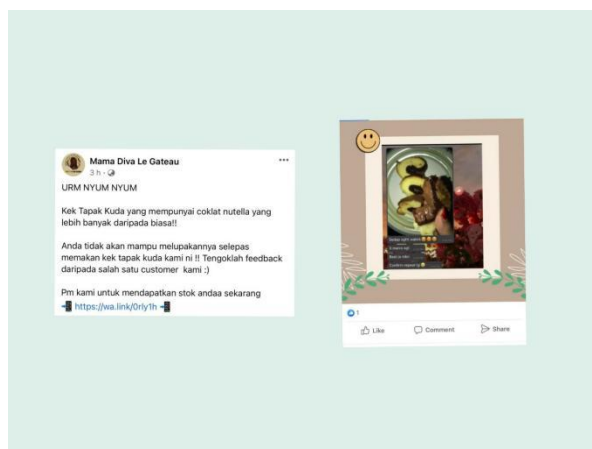
Sebab itu lah produk kami ni mendapat tempat dihati pelanggan terutama skali peminat kek. 😊😊

Cuba sekali pasti nak lagi! Repeat order tu benda biasa dah. Menyesal beli 1 katanya..hehe..😂

Ni number whatsapp :

📱 <https://wa.link/Orly1h>

14)



URM NYUM NYUM

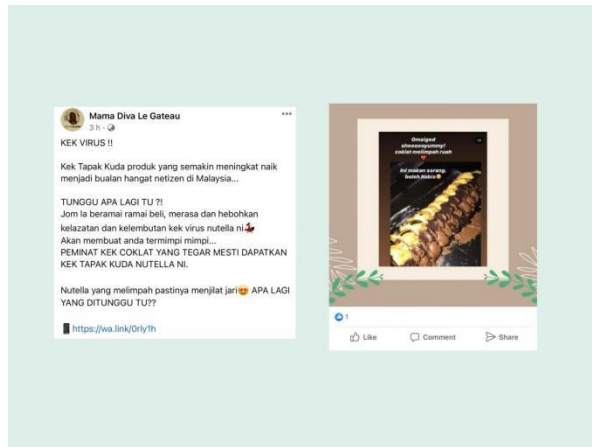
Kek Tapak Kuda yang mempunyai coklat nutella yang lebih banyak daripada biasa!!

Anda tidak akan mampu melupakannya selepas memakan kek tapak kuda kami ni !! Tengoklah feedback daripada salah satu customer kami 😊

Pm kami untuk mendapatkan stok andaa sekarang

📱 <https://wa.link/Orly1h> 📱

15)



KEK VIRUS !!

Kek Tapak Kuda produk yang semakin meningkat naik menjadi buaian hangat netizen di Malaysia...

TUNGGU APA LAGI TU ?!

Jom la beramai ramai beli, merasa dan hebohkan kelazatan dan kelembutan kek virus nutella ni 🍪

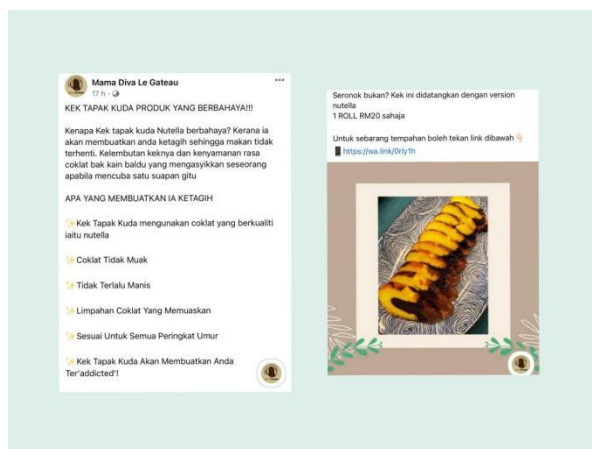
Akan membuat anda termimpi mimpi...

PEMINAT KEK COKLAT YANG TEGAR MESTI DAPATKAN KEK TAPAK KUDA NUTELLA NI.

Nutella yang melimpah pastinya menjilat jari 😋 APA LAGI YANG DITUNGGU TU??

📱 <https://wa.link/Orly1h>

16)



KEK TAPAK KUDA PRODUK YANG BERBAHAYA!!!

Kenapa Kek tapak kuda Nutella berbahaya? Kerana ia akan membuatkan anda ketagih sehingga makan tidak terhenti. Kelembutan keknya dan kenyamanan rasa coklat bak kain baldu yang mengasyikkan seseorang apabila mencuba satu suapan gitu

APA YANG MEMBUATKAN IA KETAGIH

🌟 Kek Tapak Kuda menggunakan coklat yang berkualiti iaitu nutella

🌟 Coklat Tidak Muak

🌟 Tidak Terlalu Manis

🌟 Limpahan Coklat Yang Memuaskan

🌟 Sesuai Untuk Semua Peringkat Umur

🌟 Kek Tapak Kuda Akan Membuatkan Anda Ter'addicted'!

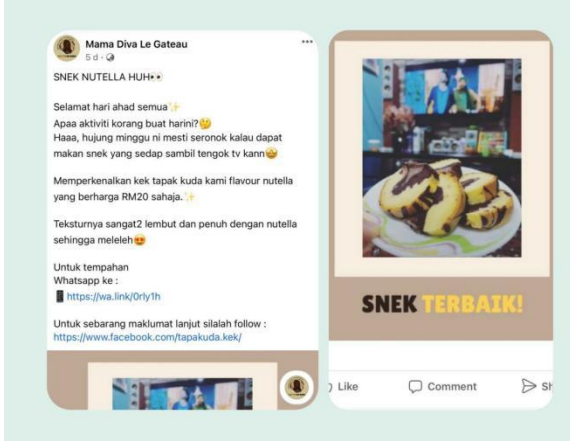
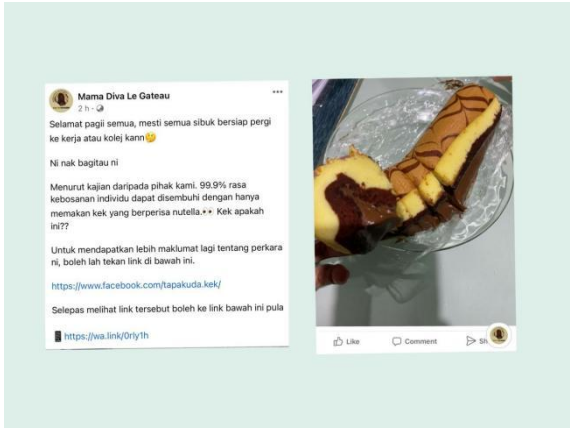
Seronok bukan? Kek ini didatangkan dengan version nutella

1 ROLL RM20 sahaja

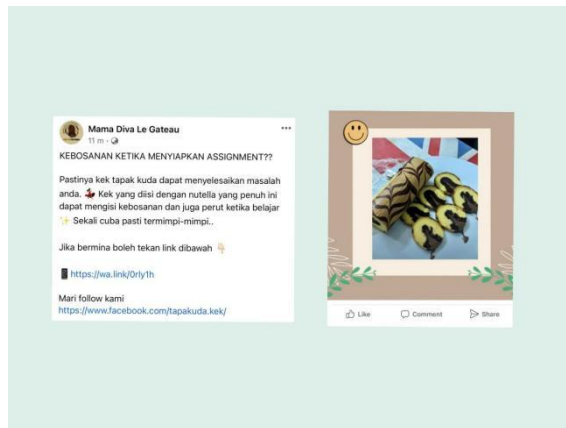
Untuk sebarang tempahan boleh tekan link dibawah 📱

📱 <https://wa.link/Orly1h>

3.2 SOFT SELL

SOFT SELL	
<p>1)</p> 	<p>SNEK NUTELLA HUH👀</p> <p>Selamat hari ahad semua ✨</p> <p>Apaa aktiviti korang buat harini?🤔</p> <p>Haaa, hujung minggu ni mesti seronok kalau dapat makan snek yang sedap sambil tengok tv kann🤩</p> <p>Memperkenalkan kek tapak kuda kami flavour nutella yang berharga RM20 sahaja. ✨</p> <p>Teksturnya sangat2 lembut dan penuh dengan nutella sehingga meleleh🤩</p> <p>Untuk tempahan Whatsapp ke : 📱 https://wa.link/Orly1h</p> <p>Untuk sebarang maklumat lanjut silalah follow : https://www.facebook.com/tapakuda.kek/</p>
<p>2)</p> 	<p>Selamat pagii semua, mesti semua sibuk bersiap pergi ke kerja atau kolej kann🤔</p> <p>Ni nak bagitau ni</p> <p>Menurut kajian daripada pihak kami. 99.9% rasa kebosanan individu dapat disembuhi dengan hanya memakan kek yang berperisa nutella.👀 Kek apakah ini??</p> <p>Untuk mendapatkan lebih maklumat lagi tentang perkara ni, boleh lah tekan link di bawah ini.</p> <p>https://www.facebook.com/tapakuda.kek/</p> <p>Selepas melihat link tersebut boleh ke link bawah ini pula</p> <p>📱 https://wa.link/Orly1h</p>

3)



KEBOSANAN KETIKA MENYIAPKAN ASSIGNMENT??

Pastinya kek tapak kuda dapat menyelesaikan masalah anda. Kek yang diisi dengan nutella yang penuh ini dapat mengisi kebosanan dan juga perut ketika belajar. Sekali cuba pasti termimpi-mimpi..

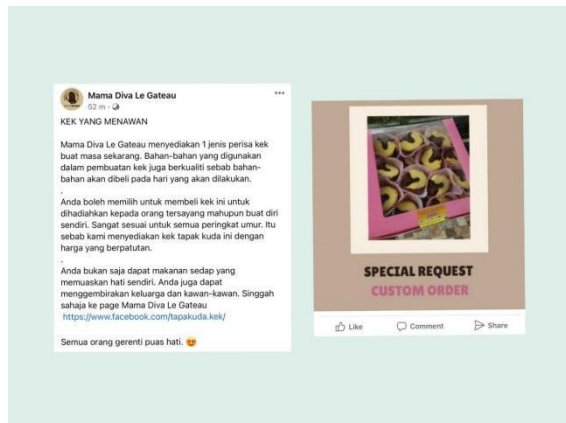
Jika berminat boleh tekan link dibawah

<https://wa.link/Orly1h>

Mari follow kami

<https://www.facebook.com/tapakuda.kek/>

4)



KEK YANG MENAWAN

Mama Diva Le Gateau menyediakan 1 jenis perisa kek buat masa sekarang. Bahan-bahan yang digunakan dalam pembuatan kek juga berkualiti sebab bahan-bahan akan dibeli pada hari yang akan dilakukan.

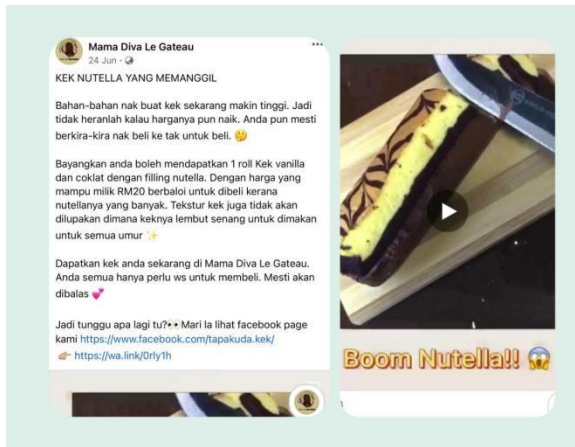
Anda boleh memilih untuk membeli kek ini untuk dihadiahkan kepada orang tersayang mahupun buat diri sendiri. Sangat sesuai untuk semua peringkat umur. Itu sebab kami menyediakan kek tapak kuda ini dengan harga yang berpatutan.

Anda bukan saja dapat makanan sedap yang memuaskan hati sendiri. Anda juga dapat menggembirakan keluarga dan kawan-kawan. Singgah sahaja ke page Mama Diva Le Gateau

<https://www.facebook.com/tapakuda.kek/>

Semua orang gerenti puas hati.

5)



KEK NUTELLA YANG MEMANGGIL

Bahan-bahan nak buat kek sekarang makin tinggi. Jadi tidak heranlah kalau harganya pun naik. Anda pun mesti berkira-kira nak beli ke tak untuk beli. 😊

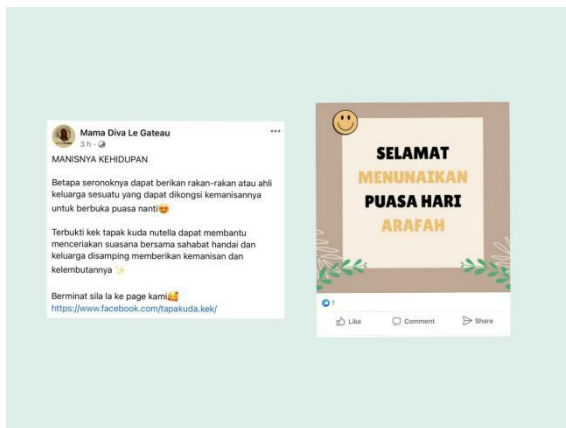
Bayangkan anda boleh mendapatkan 1 roll Kek vanilla dan coklat dengan filling nutella. Dengan harga yang mampu milik RM20 berbaloi untuk dibeli kerana nutellanya yang banyak. Tekstur kek juga tidak akan dilupakan dimana keknya lembut senang untuk dimakan untuk semua umur 🌟

Dapatkan kek anda sekarang di Mama Diva Le Gateau. Anda semua hanya perlu ws untuk membeli. Mesti akan dibalas ❤️

Jadi tunggu apa lagi tu? 🙌🙌 Mari la lihat facebook page kami <https://www.facebook.com/tapakuda.kek/>

👉 <https://wa.link/Orly1h>

6)



MANISNYA KEHIDUPAN

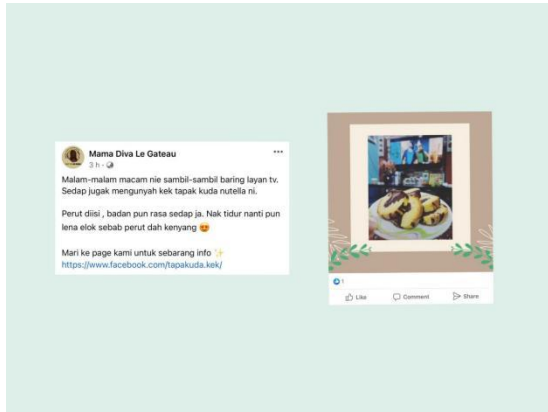
Betapa seronoknya dapat berikan rakan-rakan atau ahli keluarga sesuatu yang dapat dikongsi kemanisannya 🌟

Terbukti kek tapak kuda nutella dapat membantu menceriakan suasana bersama sahabat handai dan keluarga disamping memberikan kemanisan dan kelembutannya 🌟.

Berminat sila la ke page kami 🌟

<https://www.facebook.com/tapakuda.kek/>

7)



Malam-malam macam nie sambil-sambil baring layan tv. Sedap jugak mengunyah kek tapak kuda nutella ni.

Perut diisi , badan pun rasa sedap ja. Nak tidur nanti pun lena elok sebab perut dah kenyang 🍷

Mari ke page kami untuk sebarang info ✨

<https://www.facebook.com/tapakuda.kek/>

8)



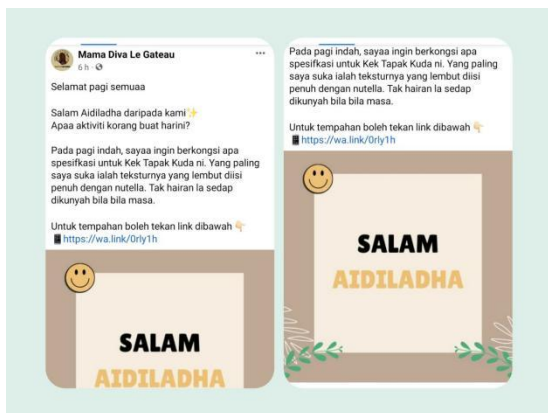
Raya haji akan tiba nanti, apa la yang boleh dibawa untuk diraikan bersama keluarga besar...

#mencarisesuatu #bersamakeluarga

Kek yang diselaputi oleh kek vanilla dan coklat diisi dengan nutella pastinya menjadi pilihan sesuai ✨ Dikongsi dengan ahli keluarga mendatangkan lebih nikmat dan keseronokkan bersama merasanya 🍷 #salamaidiladha

<https://www.facebook.com/tapakuda.kek/>

9)



Selamat pagi semua

Salam Aidiladha daripada kami ✨

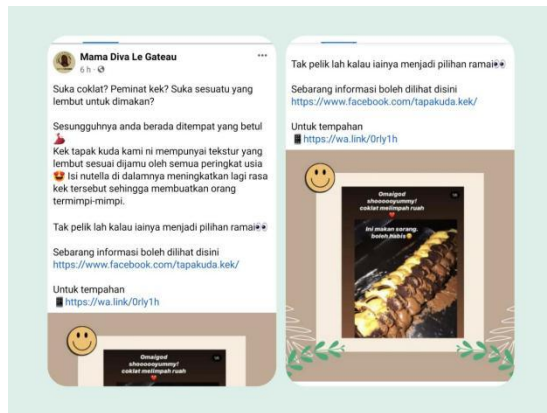
Apaa aktiviti korang buat harini?

Pada pagi indah, sayaa ingin berkongsi apa spesifkasi untuk Kek Tapak Kuda ni. Yang paling saya suka ialah teksturnya yang lembut diisi penuh dengan nutella. Tak hairan la sedap dikunyah bila bila masa.

Untuk tempahan boleh tekan link dibawah 🙋

<https://wa.link/Orly1h>

10)



Suka coklat? Peminat kek? Suka sesuatu yang lembut untuk dimakan?

Sesungguhnya anda berada ditempat yang betul 🍌

Kek tapak kuda kami ni mempunyai tekstur yang lembut sesuai dijamu oleh semua peringkat usia 🍌 Isi nutella di dalamnya meningkatkan lagi rasa kek tersebut sehingga membuatkan orang termimpi-mimpi.

Tak pelik lah kalau iainya menjadi pilihan ramai 🍌

Sebarang informasi boleh dilihat disini <https://www.facebook.com/tapakuda.kek/>

Untuk tempahan 📞 <https://wa.link/Orly1h>

11)



KEK SANA KEK SINI

Kek yang 100% homemade

Diselaputi oleh rasa vanilla dan coklat diluar

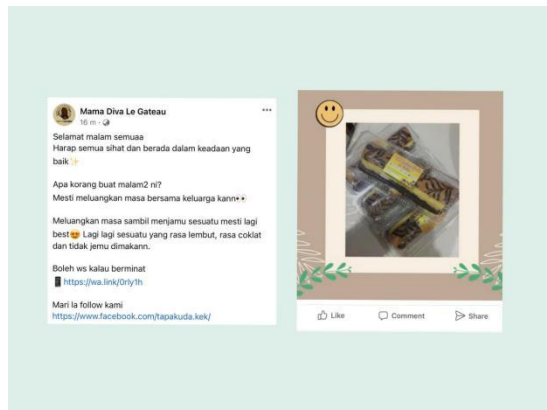
Diisi penuh dengan nutella didalam

Dengan harga yang mampu milik. Jadi tidak pelik lah kenapa iainya menjadi pujaan ramai 🍌

Jika berminat boleh tekan link 🍌 untuk membuat tempahan

📞 <https://wa.link/Orly1h>
📞 <https://www.facebook.com/tapakuda.kek/>

12)



Selamat malam semuaa

Harap semua sihat dan berada dalam keadaan yang baik ✨

Apa korang buat malam2 ni?

Mesti meluangkan masa bersama keluarga kann👁️

Meluangkan masa sambil menjamu sesuatu mesti lagi best 🍪 Lagi lagi sesuatu yang rasa lembut, rasa coklat dan tidak jemu dimakann.

Boleh ws kalau berminat

📱 <https://wa.link/0rly1h>

Mari la follow kami

<https://www.facebook.com/tapakuda.kek/>

13)



MENCARI SESUATU👁️

Anda bosan dan lapar ketika menyiapkan assignment??

Inginan sesuatu yang sedap untuk dikunyah?

Anda peminat kek yang diisi coklat?

CUBALAH KEK TAPAK KUDA MAMA DIVA LE GATEAU NI!

Kek homemade yang diperbuat daripada kek vanilla dan coklat, memang laazaat sehingga nak lagi 🍪

Teskturnya juga lembut dan isi nutellanya yang banyak!

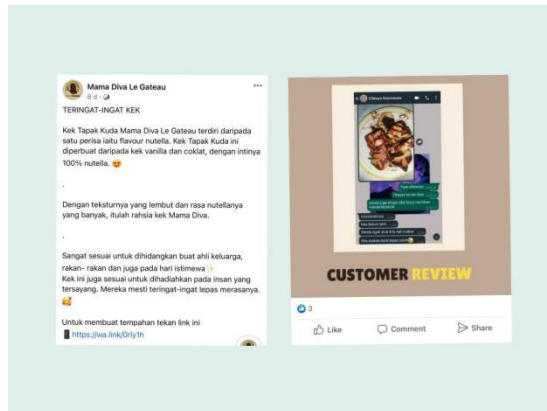
Sekali rasa, mesti takkan lupa rasa dia

Nyummmm Snek yang best 🍪

Sila follow page kami untuk sebarang maklumat

<https://www.facebook.com/tapakuda.kek/>

14)



TERINGAT-INGAT KEK

Kek Tapak Kuda Mama Diva Le Gateau terdiri daripada satu perisa iaitu flavour nutella. Kek Tapak Kuda ini diperbuat daripada kek vanilla dan coklat, dengan intinya 100% nutella. 🍪

Dengan teksturnya yang lembut dan rasa nutellanya yang banyak, itulah rahsia kek Mama Diva.

Sangat sesuai untuk dihidangkan buat ahli keluarga, rakan-rakan dan juga pada hari istimewa ✨

Kek ini juga sesuai untuk dihadaikan pada insan yang tersayang. Mereka mesti teringat-ingat lepas merasanya. 🍪

Untuk membuat tempahan tekan link ini

[📱 https://wa.link/Orly1h](https://wa.link/Orly1h)

15)

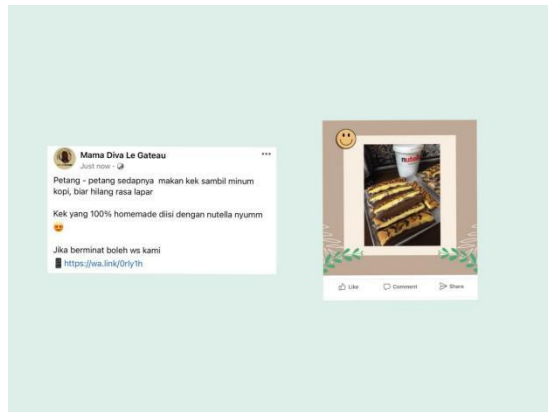


MENGANTUK SEMASA BELAJAR??

Ramai yang telah menyegarkan diri mereka dengan makan kek sahaja sebagai snek tau semasa belajar 🍪 Kek yang diisi dengan nutella yang penuh menemani anda ✨

<https://www.facebook.com/tapakuda.kek/>

16)



Petang - petang sedapnya makan kek sambil minum kopi, biar hilang rasa lapar

Kek yang 100% homemade diisi dengan nutella nyumm 🍪

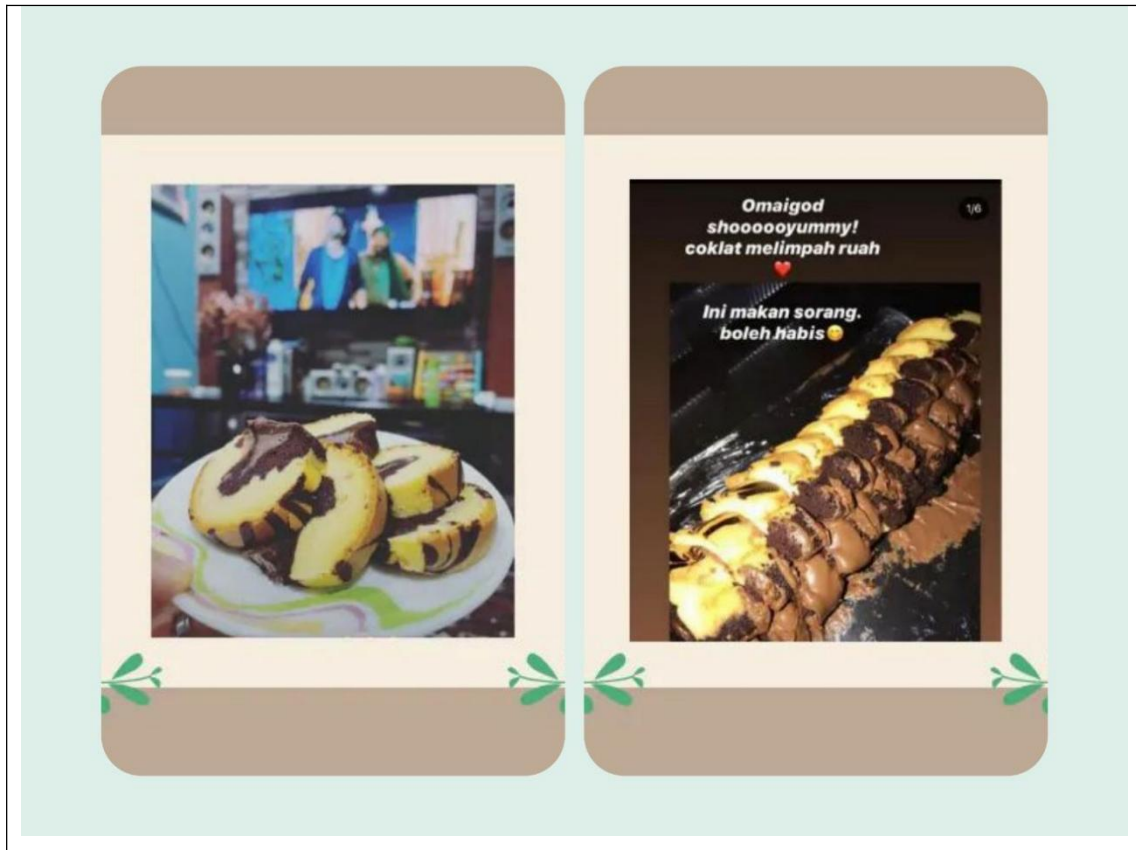
Jika berminat boleh ws kami

📞 <https://wa.link/Orly1h>

Table 3 Soft sell posting

3.3 GRAPHICS

These are relevant graphics to each post or copy writing that Mama Diva Le Gateau used :







KEK TAPAK KUDA KAMI



SNEK TERBAIK!



**SPECIAL REQUEST
CUSTOM ORDER**



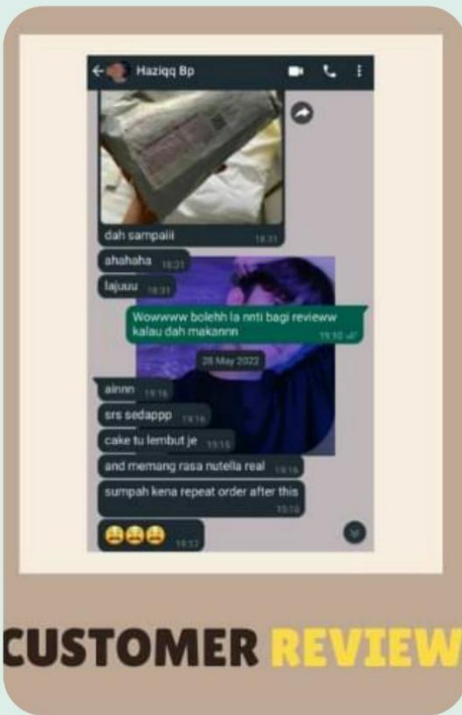
**SPEND RM20 ONLY
TO MAKE YOUR LOVES ONE HAPPY**



**BUY 3
FREE DELIVERY!!!**



**HARI RAYA
AIDILADHA
BAKAL TIBA!**



CUSTOMER REVIEW CUSTOMER REVIEW

4.0 SALES REPORT

Monthly Performance

The total profit of Mama Diva Le Gateau in May 2022 is depicted below.

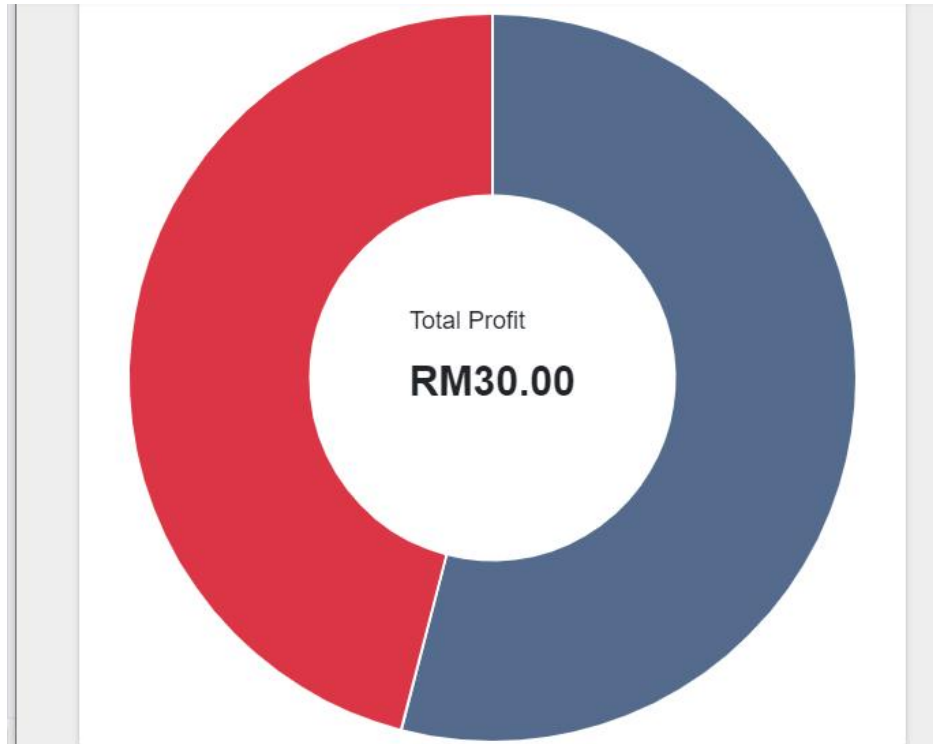


Figure 9 Sales for May 2022

EXPENSES

SALES

We (Mama Diva Le Gateau) bought 10 rolls of Kek Tapak Kuda from the seller on May 4th, 2022. One cake roll costs about 15 ringgit. The cake measures 20cm in diameter. This section is known as "expenses for May," because we use or spend money to purchase goods, such as the cake. The grand total is RM 150. We take ten rolls, therefore one roll costs RM15. Aside from that, Mama Diva Le Gateau has another expense in May, which is the cost of delivery or postage. This cost is incurred as a result of the order coming from another state in Malaysia or from an area that was not specified for delivery. The sum is approximately RM20. Moving on to sales, Mama Diva Le Gateau received RM200 in sales in May. The blue colour represents the sales. A single roll cost RM20. This is the initial cost. The price we paid the seller was due to the fact that we were purchasing in bulk. As a result, Mama Diva Le Gateau made a total profit of RM 30 in May.

Monthly Performance

The total profit of Mama Diva Le Gateau in June 2022 is illustrated below.

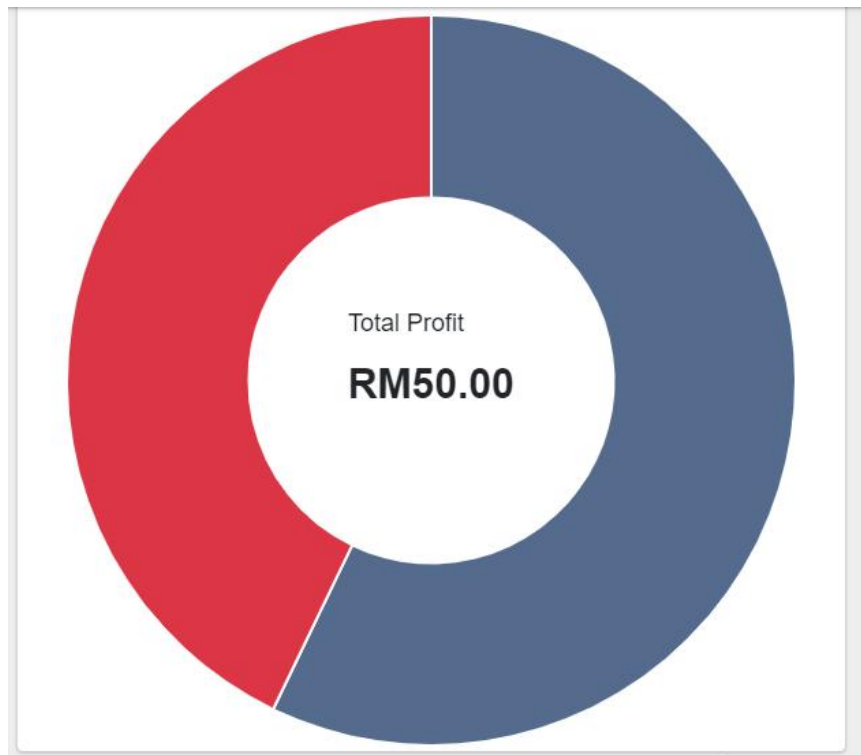


Figure 10 Sales for June 2022

EXPENSES

SALES

On June 8th, 2022, Mama Diva Le Gateau purchased 10 rolls of Kek tapak kuda again. In other words, we restocked the goods after successfully selling all 10 rolls of the cake in May. The total price of the bulk purchase is still the same as the previous month, which amounted to RM150. This is an expense for June 2022. Next, for this month, we have done a deal that includes free delivery for customers that live near our locations, which are Bandar Saujana Putra and Bandar Seri Putra. Therefore, there is no delivery or postage cost in June. Following that, Mama Diva Le Gateau achieved RM200 in sales in June 2022. All of the cakes were sold out. Thus, Mama Diva Le Gateau made a total profit of RM50 in June. To summarise, the yearly sales Mama Diva Le Gateau received was RM400, whereas the yearly expenses amounted to RM320. This figure is based on selling the Kek Tapak Kuda for two months in 2022.

(All of this was calculated at the <https://app.go-ecommerce.my/business>.)

VI. CONCLUSION

Finally, Mama Diva Le Gateau is a small business that are selling 'Kek tapak kuda' which is one of the trendy types of cakes nowadays. Even though, we are selling one type of flavour only,we are still able to attract customers by trying our products as Nutella is one of the most demanding flavors of cake in Malaysia. Especially among youngsters and students. They are attracted to try these products as the looks of the cakes are quite unique.

We can both draw the conclusion that by conducting our business through Facebook pages, we are able to advertise, promote and market our products while also making people aware of our existing business brand among Facebook users, particularly those in our business area. We also can post the most recent updates of our business activity or event by using this method of displaying our business.

Aside from that, by completing this task of social media portfolio, it can help us in creating a good content creation as well as it teaches us on how to use the method of soft sell and hard sell caption in attracting customers. As both of us have used the insight platform of Facebook, it provides smarter scheduling features that can ease us to post content and analyze when and why viewers mostly interact with our content. Therefore, from those features, the progress of the business is going well and we are able to earn profit in our selling.

As a result, as a start-up business using Facebook page, we were able to achieve some business goals with success and will continue to achieve all of Mama Diva Gateau's business objectives by aiming to expand and conduct our business in the future through other social media platforms. Simultaneously, we will increase our effort in improving our marketing strategy in order to receive more sales and profits of our business.