



اُونِيُوَرَسِيْتِي تِي كُونُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF HOTEL & TOURISM MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
CAMPUS PUNCAK ALAM, SELANGOR**

**SUBJECT:**  
ENT530 - PRINCIPLE OF ENTREPRENEURSHIP

**TITLE:**  
SOCIAL MEDIA PORTFOLIO

**GROUP:**  
HM241 3B

**COMPANY NAME;**  
BUFF COOKIES by MANZIQ & MINCUPI

**PREPARED BY:**

NAME	STUDENT ID
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MUHAMMAD AIMAN HAZIQ BIN MOHD REDZUAN	2022779999

**NAME OF LECTURER:**  
MADAM NOR FAZLINA BINTI GHAZALI

**DATE OF SUBMISSION:**  
12 JULY 2022

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## **ACKNOWLEDGMENT**

We needed the assistance and instruction of respectable persons in order to complete our work, and they deserve my heartfelt appreciation. As completing this task provided me great joy, we would like to express our appreciation to Madam Nor Fazlina for providing us with the chance and essential advice during this assignment. Her energy, vision, genuineness, and determination have left an indelible impression on me. She has taught me the right business tactics for completing the task and presenting the job as plainly as possible on Facebook.

Working and studying under his supervision was a wonderful honor and privilege. I am deeply appreciative of all he has provided for me. We also like to express my gratitude to him for his friendship, understanding, and amazing sense of humor. I also want to express my deepest gratitude to his wife and family.

Furthermore, we would like to express our gratitude to my classmates and friends, particularly those who assisted me in completing the work social media portfolio. Last but not least, we are immensely thankful to my parents for their love, prayers, care, and sacrifices for my education and future. Thank you very much.

## **EXECUTIVE SUMMARY**

A small business's success is determined by its capacity to generate profits on a consistent basis. The same is true for Buff Cookies, as we do our best to provide the greatest sorts of Cookies to our clients in order to draw more consumers to our shop and generate more profits if we can keep our business running for a long time. First of all, Buff cookies is a shop that operates at 10295, Jalan BBN 114/e, Taman Desa Melati Fasa 3, 71800 Nilai, Negeri Sembilan. The business is established in June 2022. In general, many of our consumers come from various locations and are also students, especially from USIM students.

After a few months of being an active stockist for the cake cheesekut product. Mr Wan Muhammad Afif made the decision to begin on his own adventure. He chose to make his own cake and cookies and rebrand them. He began afresh with a limited production. Initially, he solely did his own business and moved solo with his own manufacturing line. With a beginning capital of RM100, they may experiment with baking and their own ideas. He registered Dulce Bakery with the Companies Commission of Malaysia (SSM) under the registration number (003360835-H) and began his business, which allowed him to recoup his investment in less than two months. Mr Wan Muhammad Afif noted that the Dulce Bakery market is mostly aimed towards teens, school kids, and people who enjoy snacking. According to him, the company's products have sold the best in Negeri Sembilan and Selangor thus far.

As the Dulce Bakery agent, we are presented to change our name page Buff Cookies as his permission to request our new product and be their agent. We advertised its services using a social media channel, specifically a Facebook page. As administrators of my page, it is our job to keep all information about product promotion, advertising, comments, and customer questions and feedback up to date. It is also in charge of our social media networking and consumer relationships. We hope that this product will continue to assist give business chances to the nearby populace while also opening business branches for new entrepreneurs who desire to thrive.

# 1.0 BUSINESS REGISTRATION

**Go-eCommerce**

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

**PERSONAL PROFILE** BUSINESS PROFILE

**MUHAMMAD AMIN SAUFI BIN ABDUL RAHIM**

**Personal Information**

Name	MUHAMMAD AMIN SAUFI BIN ABDUL RAHIM	Phone/Mobile		<a href="#">Edit</a>
New Identity Card No.		Home Address		
Email Address				
City		District		
State		Postcode		
Personal Facebook		Personal Instagram		
Gender	Male	Race	Malay	
Marital Status	Single	Special Need Required	No	

**Institution Information** [Add New](#)

**UTM Puncak Alam - NFG ENT530 HM2413B**

Type of Institution	IHL	Institution List	Universiti Teknologi MARA
State of Institution	Selangor	Name of Institution	UTM Puncak Alam
Address of Institution	Universiti Teknologi MARA Cavangan 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	NFG ENT530 HM2413B	Class Name	HM2413B
Subject Name	Principles of Entrepreneurship HM2413B	Year Enrolling the subject	2022
Month Enrolling the Subject	3	Lecturer Name	Norfatma 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	6
Related To Study Field	Yes		

[Edit](#) [Delete](#)

**eCertificates**

[Click here to download Programme eCertificate now](#)

This is only available for users who:

- Have completed all 7 eUsahawain chapters on Malaysia Digital Academy before end of 2018
- Have completed a digital entrepreneurship course at a partnering tertiary institution

Figure 1.1: MDEC Registration of Muhammad Amin Saufi

**Go-eCommerce**

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 AIMAN HAZIQ BIN MOHD REDZUAN**

**Personal Information**

Name	MUHAMMAD AIMAN HAZIQ BIN MOHD REDZUAN	Phone/Mobile		<a href="#">Edit</a>
New Identity Card No.		Home Address		
Email Address		District		
City		Postcode		
State		Personal Instagram		
Personal Facebook		Race	Malay	
Gender	Male	Special Need Required	No	
Marital Status	Single			

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- Have completed a digital entrepreneurship course at a partnering tertiary institution

**Completed Online Training**

Figure 1.2: MDEC Registration of Muhammad Aiman Haziq


**UNIVERSITI TEKNOLOGI MARA**

Akademi  
 Pembangunan PKS dan  
 Keusahawanan Malaysia  
 (MASMED)

## MASMED YOUNG ENTREPRENEUR (MyENT)

### SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar	: 2022930463
Nama	: MUHAMMAD AMIN SAUFI BIN ABDUL RAHIM
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	: <a href="https://www.facebook.com/ManziqXAmin/">https://www.facebook.com/ManziqXAmin/</a>
Alamat Premis Perniagaan	: SKF G-02 BLOK F APT SERI KEMBOJA JLN KEMBOJA 4A/8, BUKIT SENTOSA 3 SEKSYEN BS8, 48300 RAWANG, SELANGOR
Tarikh Mendaftar	: 07 Jul 2022
Tarikh Kemaskini	:
Tarikh Cetak	: 07 Jul 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.

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SALINAN PENDAFTARAN INI DIPERAKUI OLEH  
**PENOLONG NAIB CANSOLOR KEUSAHAWANAN UITM**

Malaysian Academy of SME & Entrepreneurship Development (MASMED)

*Figure 1.3: MyEnt Registration of Muhammad Amin Saufi*


**UNIVERSITI  
TEKNOLOGI  
MARA**

Akademi  
Pembangunan PKS dan  
Keusahawanan Malaysia  
(MASMED)

## MASMED YOUNG ENTREPRENEUR (MyENT)

### SLIP PENDAFTARAN PERNIAGAAN PELAJAR UiTM

No. Pelajar : 2022779999  
 Nama : MUHAMMAD AIMAN HAZIQ BIN MOHD REDZUAN

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

### MAKLUMAT PERNIAGAAN

Mod Perniagaan : Hybrid  
 Bidang Perniagaan yg  
diceburi : Makanan  
 Tempoh Berniaga :  
 No. Pendaftaran Perniagaan :  
 URL Perniagaan : <https://www.facebook.com/ManMinCookies>  
 Alamat Premis Perniagaan : B-G-09, Jalan Kelisa 4, Taman Tropika, Sungai Tangkas  
 Tarikh Mendaftar : 12 Jul 2022  
 Tarikh Kemaskini :  
 Tarikh Cetak : 12 Jul 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 terbatalkan 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**

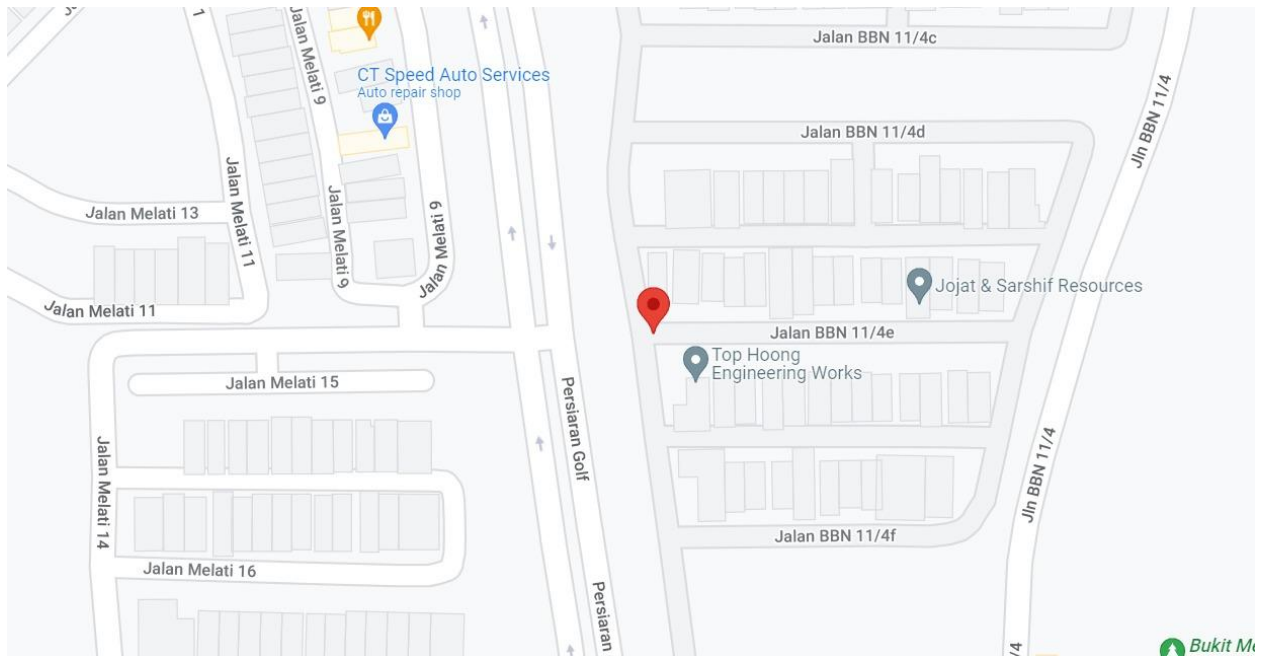
Malaysian Academy of SME & Entrepreneurship Development (MASMED)

*Figure 1.4: MyEnt Registration of Muhammad Aiman Haziq*

## 2.0 INTRODUCTION OF BUSINESS

### 2.1 Name and Address of Business

The business name is Dulce Bakery. Dulce Bakery served in June 2022. Dulce Bakery have been introduced by University Sains Islam Malaysia's student, that is Wan Muhammad Afif bin Wan Mohd Zakri. Dulce Bakery based at 10295, Jalan BBN 11/4e, Taman Desa Melati Fasa 3, 71800 Nilai, Negeri Sembilan.



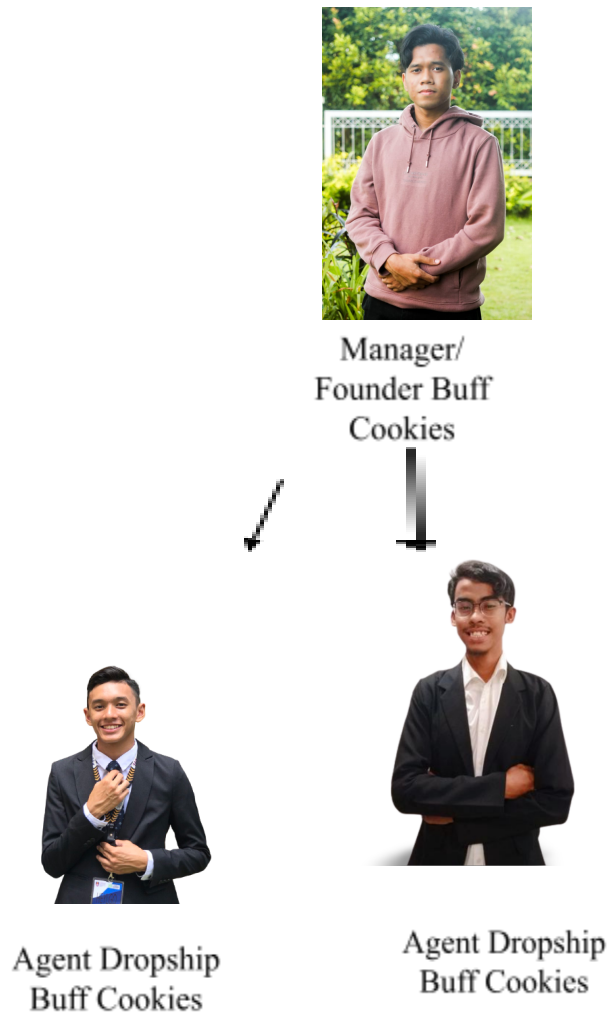
*Figure 2.1: Location of Dulce Bakery*

Wan Muhammad Afif start this with RM100 as modal and sold five type of product which is Kek batik, Cheesekut, Oreo cheesecake, Yogurt and Buff cookies. This business provides agent and dropship service for youngsters learning how to make business, most of the agents and dropships are students.



## 2.2 Organization Chart

We are always trying to guarantee that our firm remains competitive, proactive, and capable of meeting client demand.



*Figure 2.2: Organizational Chart of Buff Cookies*

## Mission

- Dulce Bakery wanted to have more franchises to expand their business and wanted to get a big company with its own factory.
- Committed to increasing sales through the broad growth of its marketing network.

## Vision

- To achieve and reach the first 6 digits in the first year 2024.
- Develop the finest product possible, avoid needless harm, and utilize business to inspire others.

## Values

- Product Quality
- Operational Excellence
- Social Benefits

## 2.3 Description of Products

Dulce Bakery is manufactured using handcrafted and high-tech machinery, with a total cost of up to RM7,000. The benefit and distinctiveness of his company's products are the chocolate, red velvet, and oreo flavors available. We have Batik cake, Oreo Cheesecake, Cheesekut, Yogurt, and Buff Cookies available. So, there are three types of cookies: original, red velvet, and oreo. It becomes even more amazing when we put extra embellishments like chocolate chips and chocolate cream inside, and when you bite it, it melts in your mouth. Cake Batik and Oreo Cheesecake are both RM10 and weigh 500 grams, while Cheesekut is RM9 and also weighs 500 grams. Aside from that, Buff Cookies, which come in a variety of flavors, are offered for RM35 every 1000-gram package containing 30 pieces of cookies, therefore yogurt is sold at RM5 for each bottle with 500ml. The items are priced reasonably so that all clients may purchase them. As a result, customers have a variety of flavors to pick from. The company offered two payment options for customers: online payment and cash payment. The company also provided promotions at specific times for our premium and loyalty consumers.

## 2.4 Price List

The price of each products as below:

<b>NO</b>	<b>Product</b>	<b>Price(RM)</b>	<b>Weight/Milliliter (g/ml)</b>
<b>1</b>	Cake Batik	10.00	500
<b>2</b>	Oreo Cheesecake	10.00	500
<b>3</b>	Cheesekut	9.00	500
<b>4</b>	Yogurt	5.00	500
<b>5</b>	Buff Cookies - Original - Red Velvet - Oreo	35.00	1000

*Table 2.4: Price List of Products*

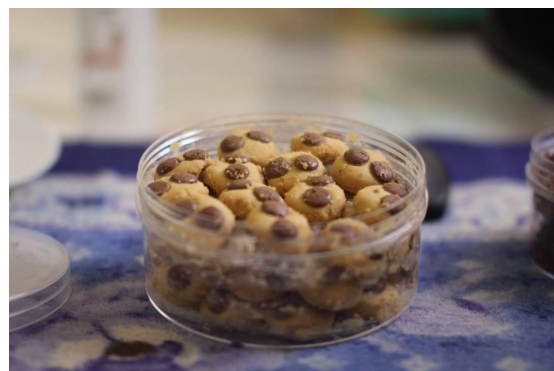


Figure 2.3: Photo for each product Buff Cookies

### 3.0 FACEBOOK (FB)

#### 3.1 Creating Facebook Page

We developed our own Facebook Page when we began our business. We have opted to represent Dulce Bakery as their agent dropship. Our purpose in developing a Facebook page called Buff Cookies is to promote the products and services we offer. As previously said, the things we offer are Dulce Bakery products, and the services we provide include Charge On Delivery (COD), shipping this product via postage outside of our region, and accepting orders for Dulce Bakery to be used as a present to a partner or someone else. As a result, we will easily get consumers through this Facebook Page.

We also discovered that building a Facebook Page is an excellent platform or medium for connecting our company with our customers online. Furthermore, the bulk of individuals currently use social media in their everyday lives. As a result, we developed an engaging linguistic style on our Facebook page by using teasers, soft sells, and hard sells relevant to our company content.



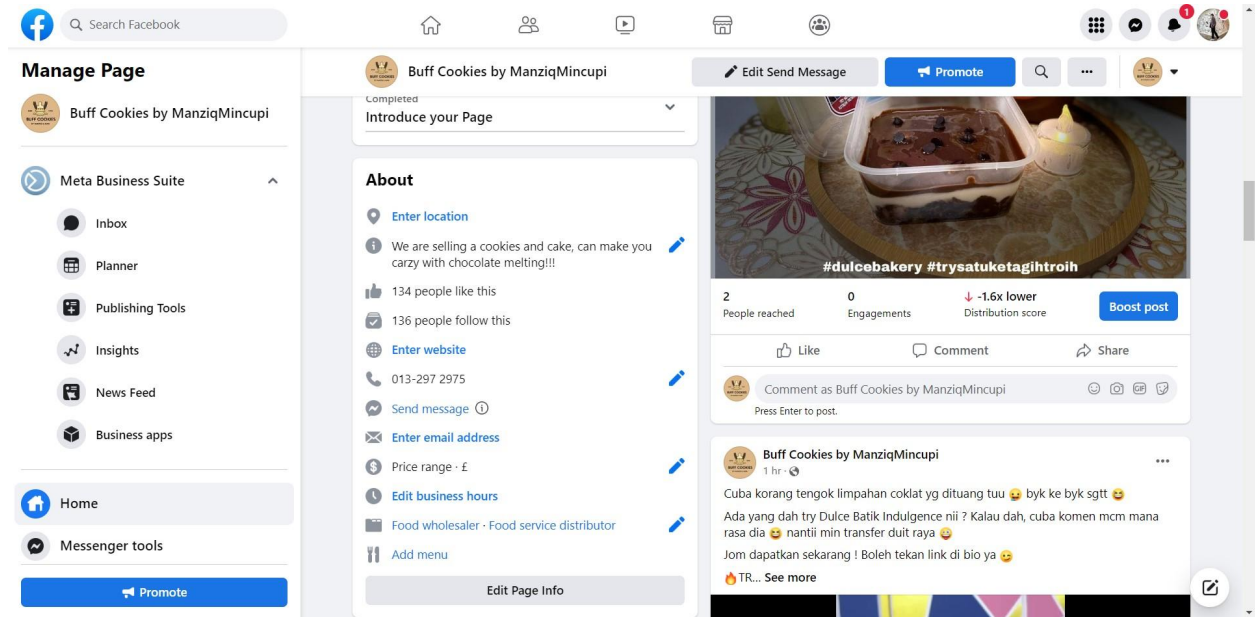


Figure 3.1: Buff Cookies Official Facebook Page

### 3.2 Customizing URL Facebook (FB) page

Other users can share and bookmark this custom URL, which normally acts as the Web address of your profile page. A Uniform Resource Locator (URL), sometimes known as a web address, is a reference to an online resource that identifies its position on a computer network as well as a retrieval method. So, we've included our Facebook page URLs below;

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

### 3.3 Facebook (FB) post - Teaser

**Buff Cookies by ManziqMincupi**  
26 June at 15:53 · 🌐

DULCE BAKERY 🍪  
"WE'RE BACK"

Hello everyone 🍪 come and try our cake that comes in 3 flavour 🍪

THIS IS OUR LATEST PRICE 🍪

Cheesekut 🍪 RM 9  
Kek Batik Indulgence 🍪 RM 10  
Oreo Cheesecake 🍪 RM 10

🔥 TRY SATU, KETAGIH TROIHH 🔥

Grab yours now !!! Link in bio 🍪



23 People reached    10 Engagements    +2.3x higher Distribution score    [Boost post](#)

5    1 share

Like    Comment    Share

**Buff Cookies by ManziqMincupi** is 🍪 feeling happy.  
16 May · 🌐

"HELLO HELLO KORANG SEMUA DULCE BATIK INDULGENCE"

Anda peminat kek batik ? Haa nii dia kami bawakan Dulce Batik Indulgence untuk anda semua 🍪

Kami menggunakan bahan² yang premium untuk menghasilkan Dulce Batik Indulgence nii tau 🍪

So tak lama lagi min akan release product baru kami, stay tuned!1

🔥 TRY SATU, KETAGIH TROIHH 🔥

#dulcebakery #buff #buffcookies #trysatubufftroih #trysatuketagihtroih #cookies #cookiesraya





Figure 3.2: Post Screenshot of Teaser



### 3.4 Facebook (FB) post - Copywriting (Hard Sell by Amin)

**Buff Cookies by ManziqMincupi**  
2 mins · 🌐

"OHH NO! IT'S MONDAY AGAIN ??? ALAMAK LETIHNYA"  
Mengantuk?  
Stress di tempat kerja?  
Tak bersemangat nak #workfromhome?  
Tak ada mood nak study?  
Malas nak buat apa-apa?  
KUDAPAN VIRAL ada jawabannya!  
You guys #SeriousKenaTry Oreo Cheesecake, Cheesekut indulgence ni. Serious lain dari yang lain.  
#Seriously  
#staysafe  
COD  
Everyday.  
Postage Available Seluruh Malaysia.  
Apa tunggu lagi ni? Cepat klik kat bio sekarang!!  
#dulcebakery #buff #buffcookies #trysatubufftroih #trysatuketagihtroih #cookies #cookiesraya




Buff Cookies by ManziqMincupi  
Food wholesaler

Send Message

#### #Hard Sell 1

**Buff Cookies by ManziqMincupi**  
9 hrs · 🌐

"PROMOSI BUFF COOKIES MELANDA HUJUNG BULAN!!!! "  
Sehingga hujung bulan ini sahaja 😊  
Harga Asal RM40  
TETAPI SEHINGGA HUJUNG BULAN JULY INI SAHAJA.. HARGA BUFF COOKIES INI SANGAT TIDAK LOGIK 😊  
RM35.00 SAHAJA!!!!  
KENAPA PERLU DPTKAN HARI INI 😊  
\*Penghantaran percuma ke Semenanjung Malaysia  
\*Percuma Sticker  
\*Ada Giveaway RAYA menanti anda!!  
\*JIMAT RM5.00  
DAPATKAN SEKARANG! 😊  
boleh tekan link di bio sekarang!!!!  
#dulcebakery #buff #buffcookies #trysatubufftroih #trysatuketagihtroih #cookies #cookiesraya



0 People reached  
0 Engagements  
- Distribution score

Boost post

#### #Hard Sell 2

Buff Cookies by ManziqMincupi

9 July at 13:31 · 🌐

"APA NI!!!!????? BUFF COOKIES ADA BUAT PRODUK BARU???"

Hello everyone 😊 come and try our cake that comes in 3 flavour 😊

THIS IS OUR LATEST PRICE 🌟

Harga sempena Hari Raya Haji tau!!!

Cheesekut 🍪 RM 9

Kek Batik Indulgence 🍪 RM 10

Oreo Cheesecake 🍪 RM 10

Kenapa perlu dapatkan harini?

1. PENGHANTARAN PERCUMA
2. JIMAT DARIPADA HARGA ASAL
3. TERHAD UNTUK PROMOSI HARI RAYA HAJI

🔥 TRY SATU, KETAGIH TROIHH 🔥

Grab yours now !!! Link in bio 😊



#dulcebakery #trysatuketagihtroih

#Hard Sell 3

Buff Cookies by ManziqMincupi

9 July at 13:18 · 🌐

"BUFF COOKIES UNTUK KORANG YANG SUKA JAJAN !!!"

APA YANG BEST DENGAN BUFF COOKIES NI?

Bebas MSG

Bebas bahan pengawet.

Bebas garam dan gula yang tinggi.

Kenapa perlu dapatkan Buff Cookies Ni 😊😊

- ✓ sale person PERAMAH mesra pelanggan
- ✓ FAST reply whatsapp 📱
- ✓ Cookies padu COKLAT meleleh dalam tapi LEMBUT 😊
- ✓ coklat berlambak TAK KEDEKUT fully coated
- ✓ cukup rasa LEMAK, MANIS, MASIN. memang melting lah 🍪
- ✓ Sesuai sebagai kudap-kudap masa student yang tengah study 😊
- ✓ coklat mempunyai vitamin c yang bagus untuk hilangkan rasa mengantuk dan tambah tenaga. 🍪

Okey kami nak surprisedkan korang dengan Buff Cookies nampak tak isi dia macam mana, terliur kan? So apa tunggu lagi!! 🍪🍪

komen cepat "PM wei!" leljazz 🍪🍪🍪



5 People reached

0 Engagements

↓ -1.7x lower Distribution score

Boost post

#Hard Sell 4

**Buff Cookies by ManziqMincupi**  
7 July at 01:47 · 🌐

" G.I.LA LAH TAKKAN DAH HABISI! "

"Adikkk ooo adik! Mana barang akak yang posmen hantar pagi tadi? Adik letak kat mana??"

"Barang mana kak?" buat muka tak bersalah

"Alahhh.. yang coklat meleleh kat dalam tuu. Akak baru sempat makan seketoi je tadi." 😞

"Oohh,, BUFF COOKIES TU KE? Maaf akak cantik maniss.. adik tak sengaja habiskan.. sedap sangat lah kak.. krukkrupkrup sedar-sedar je dah tinggal sikit. Adik habiskan je lah..hehehe" 😜

muka marah

"Apa kau cakap dik? Dah habis??? Cepat ambil phone akak sekarang. Akak nak whatsapp Puan Alia sekarang minta dia pos A.S.A.P.. 😞"

Hanya RM35.00 sahaja untuk 1 balang????! 🙏🙏🙏

Cepat la guys tekan link Whatsapp di Bio 🙏

#dulcebakery #buff #buffcookies #trysatubufftroih #trysatuketagihtroih



**#buffcookies #trysatubufftroih**

12 People reached    1 Engagement    ↑ +1.3x Higher Distribution score    [Boost post](#)

#Hard Sell 5

**Buff Cookies by ManziqMincupi**  
7 July at 01:41 · 🌐

5 SEBAB KENAPA UOLSS KENA BELI BUFF COOKIES NI SEBAGAI KUDAP-KUDAPAN


- 👉 Lebih berkhasiat berbanding jajan dipasaran
- 👉 Produk unik & 'rare'
- 👉 Campuran resepi iniit meleleh didalam dan rangup.
- 👉 Tak muak bila makan
- 👉 Takde dijual kat kedai-kedai luar

Haa..benda pelik camni mmg susah nk cari uolss. Cookies ni kami import khas dari dapur homemade with love gituu..

Sebab tu lah produk kami ni mendapat tempat dihati pelanggan terutama skali peminat cookies kat luar sana tu hehe. 😊😊

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

#dulcebakery #buff #buffcookies #trysatubufftroih #trysatuketagihtroih



**33 People reached    4 Engagements    [Boost post](#)**

#Hard Sell 6

**Buff Cookies by ManziqMincupi**  
 5 July at 00:58 · 🌐

"HOW DO YOU LIKE THAT? KATA BLACKPINK"

Ada peminat lisa blackpink kat sini ? Kini kami bawakan lisa blackpink versi malaysia sebagai model #buffcookies 😊

Lisa nii lebih suka #buffcookies flavour red velvet tau 😊 korang suka flavour yang mana ? Cuba komen. Kot sama ke dengan lisa nii 😊

Cepat dapatkan #buffcookies dari lisa sekarang 😊

#buff #buffcookies #trysatubufftroih #trysatuketagihtroih #cookies #cookiesraya



15 People reached      5 Engagements      [Boost post](#)

👍 1

## #Hard Sell 7

**Buff Cookies by ManziqMincupi**  
 5 July at 00:51 · 🌐

"HONEST REVIEW" 🙏

Okay kalini min nak belanja korang honest review dari sis @meeraazrina nii 😊

Korang tengok sendiri macam mana reaksi sis @meeraazrina bila pekena #buffcookies gigitan pertama 😊

Alhamdulillah, sis @meeraazrina puas hati dengan #buffcookies 😊

Jo dapatkan #buffcookies korang sekarang ! Boleh tekan link di bio 🙏

#dulcebakery #buff #buffcookies #trysatubufftroih #trysatuketagihtroih #cookies



10 People reached      4 Engagements      [Boost post](#)

## #Hard Sell 8

**Buff Cookies by ManziqMincupi**  
5 July at 00:33 · 🌐

"\*RAHSIA STUDENT POWER, NAK TAHU TAK?  
JOM TENGOK NI 🤫🤫"

"Weyy aku nak tau sangat rahsia tu sebab asyik tertidur je dalam kelas online" 🤫

"Cuba kau try makan BUFF COOKIES, aku yakin TENAGA KAU DOUBLE TRIPLE BALIK DALAM KELAS ONLINE" 🤫

Sebab Buff Cookies oreo ni penuh dibanjiri dengan chocolate oreo yang sangat premium dan tak muak langsung bila makan dengan baby crush sangat crunch lahh 🤫

Dan satu lagi AKU TAK PERCAYA ingatkan RM14 dapat topping bahagian atas jee. Rupanya bahagian BAWAHH sekali pun adaa 🤫 PADU GILERR 🤫 SANGAT RUGI kalau tak dapatkan sebalang disisi sepanjang kelas online 🤫.

Apa lagi jom dapatkan dengan kami 🤫



18  
People reached

4  
Engagements

Boost post

## #Hard Sell 9

**Buff Cookies by ManziqMincupi**  
5 July at 00:25 · 🌐

"TAK RUGI INVEST DUIT DEKAT BUFF COOKIES, SERIOUS!"

Tak percaya ? Try dulu baru tahu 🤫. Customer sampai nak menangis makan Buff cookies ni 🤫🤫

Haa ini dia feedback padu dari customer terhentaa

Customer kita kata memang terbaik Buff Cookies keluaran Dulce Bakery ni tau! Kena try and tak rugi beli.

Haa you guys tunggu apa lagi? Cepat spam banyak banyak kat Whastapp kalau korang ngidam sangat nak rasa Buff Cookies 🤫🤫

#dulcebakery #buff #buffcookies #trysatubufftroih #trysaketagihtroih #cookies #cookiesrayahaji



21  
People reached

2  
Engagements

↑ +2.3x higher  
Distribution score

Boost post

## #Hard Sell 10

**Buff Cookies by ManziqMincupi**  
Just now · 🌐

"ANDA LAPAR ? INGINKAN SNAK KUNYAH-KUNYAH?"

Saya ada ubatnya Paling sedap, paling susah nak stop, paling rasa nak repeat banyak kali  
BUFF COOKIES laa ubatnya  
Meh lekas order !!  
35 hinggit ajel!!

Kalau grab sebekas mesti tak cukup kan. Tak sempat toleh 2 kali dah habis. Bila dah beli mesti kene repeat lagi!!  
RM35 !!

COD  
Everyday.  
Postage Available Seluruh Malaysia.  
JIKA BERMINAT, CECEPATLA KLIK KAT BIO DAN BUTANG WHATSAPP:  
Dan taip " SAYA BERMINAT DENGAN KUDAPAN VIRAL"  
Admin nak bagi korang freegift siapa yang grab 2 bekas keatas.  
Grab now, before you regret! Hurry Up guys!!



2  
People reached

0  
Engagements

Boost post

## #Hard Sell 11

**Buff Cookies by ManziqMincupi**  
5 July at 00:11 · 🌐

"BUFF COOKIES NI JE AKU BOLEH TEKAK AKU BOLEH TERIMA" 😊

Happynya dapat feedback yang positive and supportive daripada customer kita!  
Kan kami dah cakap, confirm kalau awak semua makan mesti puas hati dengan kelazatan inti penuh leleh daripada cookies kami 🍪🍪

Lain daripada yang lain tau. Harga pun Murah dan sangat berbaloi. So apa tunggu lagi? Jom tekan link Whatsapp laju laju dekat bio and button Whatsapp kami 📩

#dulcebakery #buff #buffcookies #trysatubufftroih #trysatuketagihtroih #cookies #cookiesraya #raya



18  
People reached

5  
Engagements

Boost post

## #Hard Sell 12

**Buff Cookies by ManziqMincupi**  
Just now · 🌐

HERMOSA BUFF COOKIES PRODUK YANG BERBAHAYA!!!

Kenapa Hermosa Buff Cookies berbahaya??

Kerana ia membuatkan anda ketagih dan makan tanpa henti dek keranggapan chocorice dan kelembutan rasa coklat bak kain baldu yang mengasyikkan seseorang apabila mencuba satu suapan

APA YANG MEMBUATKAN IA KETAGIH

Buff Cookies menggunakan High Quality Chocolate

- Coklat Tidak Muak
- Tidak Terlalu Manis
- Limpahan Coklat Dalam Yang Memuaskan
- Sesuai Untuk Semua Peringkat Umur
- Buff Cookies Akan Membuatkan Anda Ter'addicted'!
- Buff Cookies Original Akan Ditaburkan Dengan White Chip & Choc Chip, Bukan Kosong Semata Tau.

Choco Melting PLUS Pilihan Anda.

Seronok bukan?

Buff Cookies didatangkan dengan version ORIGINAL, RED VELVET DAN OREO COOKIES

Nampak buton Whatsapp so tahu dah kan kena buat apa, Cecepat tekan guys!

[#dulcebakery](#) [#buff](#) [#buffcookies](#) [#trysatubufftroih](#) [#trysatuketagihtroih](#) [#cookies](#) [#cookiesraya](#)



Buff Cookies by ManziqMincupi

WhatsApp

## #Hard Sell 13

**Buff Cookies by ManziqMincupi**  
Just now · 🌐

ARE YOU CHEESE LOVER?? WE HAVE SOMETHING FOR YOU! 🍷

HARD TO GET HEALTHY SNACK? Let me introduce CHEESEKUT for you!! 🍷

- 100% new homemade produce everyday
- Cheese lebih sampai leleh satu bekas
- Kami gunakan Cheeswe yang Tak muak
- Tak pernah putus stock
- Sekali makan Addicted sampai esok pagi

Cepat grab sebab kita akan ada GIVEAWAY menanti anda!! 🍷

[#dulcebakery](#) [#buff](#) [#buffcookies](#) [#trysatubufftroih](#) [#trysatuketagihtroih](#) [#cookies](#) [#cookiesraya](#)

Jangan lupa klik buton Whatsapp dekat bawah



Buff Cookies by ManziqMincupi

WhatsApp

## #Hard Sell 14

**Buff Cookies by ManziqMincupi**  
Just now · 🌐


ARE YOU THERE ? TENGAH STRESS ASSIGNMENT HUJUNG WEEK KE TU? RASA DULU KUDAPAN CHEESE OREO

Sebab kenapa korang perlu beli?

- Hilangkan Stress dengan coklar
- Murah dan berpatutan
- Mudah didapati
- Tak pernah putus stock
- Kitorang sediakan Gift untuk raya nanti

#dulcebakery #buff #buffcookies #trysatubufftroih #trysatuketagihtroih #cookies #cookiesraya

Cepat dah nampak button WhatsApp tu tekan lelaju!!



#dulcebakery #trysatuketagihtroih

Buff Cookies by ManziqMincupi WhatsApp

#Hard Sell 15

**Buff Cookies by ManziqMincupi**  
Just now · 🌐

"APA NI!!!!????? BUFF COOKIES ADA BUAT PRODUK BARU??"

Hello everyone 😊 come and try our cake that comes in 3 flavour 😊

THIS IS OUR LATEST PRICE ✨

Harga sempena Hari Raya Haji tau!!!

Cheesekut 🍰 RM 9

Kek Batik Indulgence 🍰 RM 10

Oreo Cheesecake 🍰 RM 10

Kenapa perlu dapatkan harini?

1. PENGHANTARAN PERCUMA
2. JIMAT DARIPADA HARGA ASAL
3. TERHAD UNTUK PROMOSI HARI RAYA HAJI

🔥 TRY SATU, KETAGIH TROIHH 🔥

Grab yours now !!! Link in bio 😊

#dulcebakery #buff #buffcookies #trysatubufftroih #trysatuketagihtroih #cookies #cookiesraya



Buff Cookies by ManziqMincupi WhatsApp

#Hard Sell 16


Table 3.4: Post of Hard Sell



### 3.5 Facebook (FB) post - Copywriting (Soft Sell)

**Buff Cookies by ManziqMincupi**  
26 June at 15:38 · 🌐

Weh korang meh la cuba DULCE BAKERY 🍰  
Cuba korang perhatikan oreo yang dituang dalam bekas tu 🍪 Banyak ke banyak sangat 😍 min jamin korang akan puas hati bila pekena Dulce Oreo Cheesecake nii sebab oreo dia banyak gilaa 🍪  
Bukan itu sahaja, limpahan topping hershey pun banyak tuu 😍 korang tak terliur ke 😍  
Dah jangan tunggu lama² 🍪 Jom dapatkan Dulce Oreo Cheesecake sekarang ! Boleh tekan link di bio 🍪  
#dulcebakery #buff #buffcookies #trysatubufftroih #trysatuketagihtroih #cookies #cookiesraya




19 People reached      5 Engagements      Boost post

#Soft Sell 1

**Buff Cookies by ManziqMincupi**  
26 June at 15:44 · 🌐

Okay kalini min nak belanja korang video Dulce Cheese-Kut 🍪 Korang tngk sampai habis tau walaupun kena tahan sabar 🍪  
Ada yang craving ke tu 🍪 jangan biarkan diri tu craving lama² 🍪 jom dapatkan sekarang 🍪  
Boleh tekan link di bio untuk dapatkan Dulce Cheese-Kut 🍪  
#dulcebakery #buff #buffcookies #trysatubufftroih #trysatuketagihtroih #cookies #cookiesraya



21 People reached      4 Engagements      Boost post

#Soft Sell 2



Buff Cookies by ManziqMincupi

9 July at 15:42 · 🌐

Mood raya korang masih onzzzz tak ? Tengok sis nii bukan main happy lagii pekena #buffcookies



Korang takkan nak tengok jaa 👁️👁️ jom kembalikan mood raya korang dengan #buffcookies sekarang 🥰

Boleh tekan link di bio untuk dapatkan #buffcookies ya 😊

#dulcebakery #buff #buffcookies #trysatubufftroih #trysatuketagihtroih #cookies #cookiesraya



9 People reached

3 Engagements

Boost post

#Soft Sell 3



Buff Cookies by ManziqMincupi

Yesterday at 00:00 · 🌐

Cuba korang perhatikan oreo yang dituang dalam bekas tu 😊 Banyak ke banyak sangat 😊 min jamin korang akan puas hati bila pekena Dulce Oreo Cheesecake nii sebab oreo dia banyak gilaa 🥰

Bukan itu sahaja, limpahan topping hershey pun banyak tuu 😊 korang tak terliur ke 😊

Dah jangan tunggu lama² 😊 Jom dapatkan Dulce Oreo Cheesecake sekarang ! Boleh tekan link di bio 😊

#dulcebakery #buff #buffcookies #trysatubufftroih #trysatuketagihtroih #cookies #cookiesraya



4 People reached


0 Engagements

Boost post

#Soft Sell 4

**Buff Cookies by ManziqMincupi**  
 Yesterday at 00:08 · 🌐

Anda peminat Cheese-Kut ? Haa nii dia kami bawakan Dulce Cheese-Kut untuk anda semua 😊  
 Kami menggunakan bahan² yang premium untuk menghasilkan Dulce Cheese-Kut nii tau 😊  
 kalau nak tau, kena la rasa dulu 😊  
 Jom dapatkan Dulce Cheese-Kut sekarang ! Boleh tekan link di bio 😊  
 🔥 TRY SATU, KETAGIH TROIH 🔥  
 #dulcebakery #buff #buffcookies #trysatubufftroih #trysaketagihtroih #cookies #cookiesraya




**#dulcebakery #trysaketagihtroih**

5 People reached      2 Engagements      ↓ -1.7x lower Distribution score      **Boost post**

#Soft Sell 5

**Buff Cookies by ManziqMincupi**  
 Yesterday at 00:09 · 🌐

Okay kalini min nak belanja korang video Dulce Cheese-Kut 😊 Korang tgk sampai habis tau walaupun puasa 😊  
 Ada yang craving ke tu 😊  
 Jom dapatkan sekarang ! Boleh tekan link di bio ya 😊  
 🔥 TRY SATU, KETAGIH TROIH 🔥  
 #dulcebakery #buff #buffcookies #trysatubufftroih #trysaketagihtroih #cookies #cookiesraya



**#dulcebakery #trysaketagihtroih**

5 People reached      0 Engagements      **Boost post**

#Soft Sell 6

**Buff Cookies by ManziqMincupi**  
22 hrs · 🌐

Cuba korang tengok limpahan coklat yg dituang tuu 🍫 byk ke byk sgtt 😊  
Ada yang dah try Dulce Batik Indulgence nii ? Kalau dah, cuba komen mcm mana rasa dia 😊  
nantii min transfer duit raya 🍀  
Jom dapatkan sekarang ! Boleh tekan link di bio ya 🍀  
🔥 TRY SATU, KETAGIH TROIH 🔥  
#dulcebakery #buff #buffcookies #trysatubufftroih #trysatuketagihtroih #cookies #cookiesraya




1 People reached      0 Engagements      Boost post

#Soft Sell 7

**Buff Cookies by ManziqMincupi**  
22 hrs · 🌐

Anda peminat kek batik ? Haa nii dia kami bawakan Dulce Batik Indulgence untuk anda semua 🍫  
Kami menggunakan bahan² yang premium untuk menghasilkan Dulce Batik Indulgence nii tau 🍀  
Kalau nak tau, kena la rasa dulu 🍀  
Jom dapatkan Dulce Batik Indulgence sekarang ! Boleh tekan link di bio 🍀  
#dulcebakery #buff #buffcookies #trysatubufftroih #trysatuketagihtroih #cookies #cookiesraya

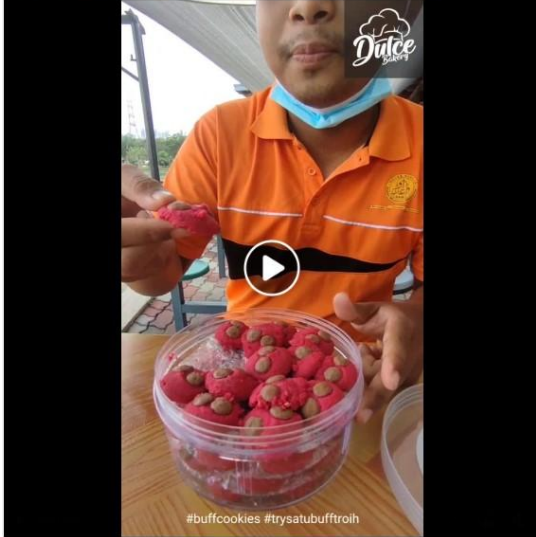


3 People reached      0 Engagements      ↓ -2.4x lower Distribution score      Boost post

#Soft Sell 8

Buff Cookies by ManziqMincupi 21 hrs · 🌐

Ini dia review dari salah satu customer kami,  
Sungguh menyelerakan tengok abang@zeizol ni review #buffcookies Korang dah cuba belum?  
Kalau belum ceoat daoatkan sekarang sebelum kami habis stok 😊  
Korang boleh tekan link di bio untuk dapatkan #buffcookies sekarang 🥰🥰  
#buff #buffcookies #trysatubufftroih #trysatuketagihtroih #cookies #cookiesraya



#Soft Sell 9

Buff Cookies by ManziqMincupi 17 hrs · 🌐

"Mak aq jarang nak puji cookies2 kuih mcm nii"  
"Sekali dia try dia kata sedap"  
"Kak aq pon puji kata sedap"  
Korang tengok laa sendiri feedback dari customer nii 🥰 min terharu sangat sebab family dia semua suka, semua kata sedap 🥰  
Alhamdulillah, ramai yang mendoakan DB supaya pergi lebih jauh 🥰 thank you yg mana sentiasa support DB 🥰



7 People reached 1 Engagement -1.0x average Distribution score Boost post

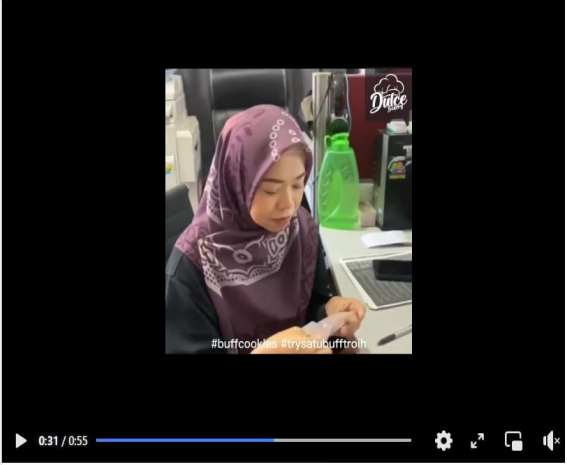
#Soft Sell 10

**Buff Cookies by ManziqMincupi**  
1 min · 🌐

Korang tak tergugat ke tggk sis ni makan #buffcookies 😋 seronok betul tggk sis ni kan 😊  
Cepat dapatkan #buffcookies sebelum kempen tamat 😊 boleh tekan link di bio untuk dapatkan #buffcookies 😊

#buff #buffcookies #trusmibufftrih #trusmikatanibtrih #cookie #cookiecrave

Edit Send Message Promote 🔍 ⋮



031 / 055

0 People reached 0 Engagements Boost post

#Soft Sell 11

**Buff Cookies by ManziqMincupi**  
Just now · 🌐

Korang tggk tu apa yg @opx\_f pegang kat tangan tuu 🙄 haa mestilaa #buffcookies 😋  
Hujung minggu nii kalau pekena #buffcookies memang nikmat nii 😊 lagi² kalau buat moreh, memang da best 😊  
Jom dapatkan #buffcookies sekarang ! Cepat tekan link di bio 😊  
#bu... See more




0 People reached 0 Engagements - Distribution score Boost post

#Soft Sell 12

**Buff Cookies by ManziqMincupi**  
Just now · 🌐

Haa, korang tgk tu, seronok jee tgk diorang berkongsi 🥰 Mesti seronok kan bila makanan sedap dikongsi bersama 🥰 lagii² berkongsi dengan orang yang tersayang 🥰  
Jom hadiahkan untuk orang yg tersayang 🥰 cepat tekan link di bio 🥰  
#buff #buffcookies #trysatubufftroih #trysatuketagihtroih #cookies #cookiesraya




0 People reached      0 Engagements      [Boost post](#)

#Soft Sell 13

**Buff Cookies by ManziqMincupi**  
1 min · 🌐

\*First time aku try cookies yg tersangatlah premium rasa dia 🥰 mcm nii baru ada mood raya 🥰  
Korang tengok sendiri apa yg duta kita katakan tentang #buffcookies nii 🥰 first time tau dia try cookies mcm nii 🥰  
Korang yakin kee nak tengok jee cookies yg @afiiiiiq pegang tu ? Jangan nanti menyesal tak sudah yaa 🥰  
Kor... [See more](#)

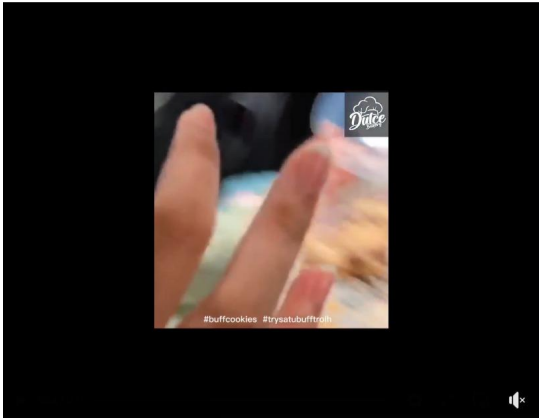


0 People reached      0 Engagements      - Distribution score      [Boost post](#)

#Soft Sell 14

**Buff Cookies by ManziqMincupi**  
1 min · 🌐

Haa cuba korang tengok sis nii makan #buffcookies happy je kan ? 😊  
Korang tanak ke tengok orang yg tersayang happy macam sis nii 😊 kalau nak, cepat dapatkan sekarang !  
Boleh tekan link yg min pin utk dapatkan #buffcookies




0 People reached      0 Engagements      Boost post

#Soft Sell 15

**Buff Cookies by ManziqMincupi**  
Just now · 🌐

Sebelum min bagi tahu tentang produk baru kita, min nak share sikit video customer yang pekena kek kita 😊  
Korang tgk laa sendiri tekstur kek batik nii. Premium kan 🤩 memang kita akan jaga kualiti produk kita untuk kepuasan setiap customer 🥰  
tekan link utk dapatkan #buffcookies



























































0 People reached      0 Engagements      Boost post

#Soft Sell 16

Table 3.5: Post of Soft Sell



















### 3.6 Relevant graphics to each post/copywriting

Published	Post	Type	Targeting	Reach	Engagement	Promote
11/07/2022 23:14	 Sebelum min bagi tahu tentang produk baru kita, min nak share sikit	📺	🌐	1 	0 0	<a href="#">Boost post</a>
11/07/2022 23:07	 Haa cuba korang tengok sis nii makan #buffcookies happy je kan ?	📺	🌐	2 	0 1	<a href="#">Boost post</a>
11/07/2022 23:02	 *First time aku try cookies yg tersangatiah premium rasa dia 🍪	📺	🌐	1 	0 0	<a href="#">Boost post</a>
11/07/2022 22:50	 Haa, korang tgk tu, seronok jee tgk dlorang berkongsi 🍪 Mesti seronok	📺	🌐	1 	0 0	<a href="#">Boost post</a>
11/07/2022 22:49	 Korang tgk tu apa yg @opx_f pegang kat tangan tuu 🍪 haa	📺	🌐	1 	0 0	<a href="#">Boost post</a>
11/07/2022 22:45	 Korang tak tergugat ke tgk sis ni makan #buffcookies 🍪 seronok betul	📺	🌐	2 	0 0	<a href="#">Boost post</a>
11/07/2022 21:26	 *APA NII????? BUFF COOKIES ADA BUAT PRODUK BARU??* Hello	📺	🌐	3 	0 1	<a href="#">Boost post</a>
11/07/2022 21:22	 ARE YOU THERE ? TENGAH STRESS ASSIGNMENT HUJUNG	📺	🌐	0 	0 0	<a href="#">Boost post</a>
11/07/2022 21:15	 ARE YOU CHEESE LOVER?? WE HAVE SOMETHING FOR YOU! 🍪	📺	🌐	0 	0 0	<a href="#">Boost post</a>
11/07/2022 16:01	 PRODUCT BUFF COOKIES PRODUK YANG BERBAHAYA!!!	📺	🌐	5 	1 0	<a href="#">Boost post</a>
11/07/2022 05:11	 *ANDA LAPAR ? INGINKAN SNAK KUNYAH-KUNYAH?* Saya ada	📺	🌐	2 	0 0	<a href="#">Boost post</a>
11/07/2022 04:59	 *OHH NO! IT'S MONDAY AGAIN ??? ALAMAK LETIHNYA* Mengantuk?	📺	🌐	3 	4 0	<a href="#">Boost post</a>
11/07/2022 04:53	 *PROMOSI BUFF COOKIES MELANDA HUJUNG BULAN!!!! *	📺	🌐	1 	0 0	<a href="#">Boost post</a>
11/07/2022 04:45	 *Mak aq jarang nak puji cookies2 kuih mcm nii* *Sekali dia try dia kata	📺	🌐	10 	0 1	<a href="#">Boost post</a>
11/07/2022 00:11	 Ini dia review dari salah satu customer kami, Sungguh	📺	🌐	1 	2 0	<a href="#">Boost post</a>
10/07/2022 23:37	 Anda peminat kek batik ? Haa nii dia kami bawakan Dulce Batik	📺	🌐	3 	0 0	<a href="#">Boost post</a>
10/07/2022 23:30	 Cuba korang tengok limpahan coklat yg dituang tuu 🍪 byk ke byk sgtt 🍪	📺	🌐	1 	0 0	<a href="#">Boost post</a>
10/07/2022 00:09	 Okay kalini min nak belanja korang video Dulce Cheese-Kut 🍪 Korang	📺	🌐	5 	0 0	<a href="#">Boost post</a>
10/07/2022 00:08	 Anda peminat Cheese-Kut ? Haa nii dia kami bawakan Dulce Cheese-Kut	📺	🌐	5 	2 0	<a href="#">Boost post</a>
10/07/2022 00:00	 Cuba korang perhatikan oreo yang dituang dalam bekas tu 🍪 Banyak	📺	🌐	4 	0 0	<a href="#">Boost post</a>
09/07/2022 15:42	 Mood raya korang masih onzzzz tak ? Tengok sis nii bukan main happy	📺	🌐	9 	1 2	<a href="#">Boost post</a>
09/07/2022 13:31	 *APA NII????? BUFF COOKIES ADA BUAT PRODUK BARU??* Hello	📺	🌐	8 	1 0	<a href="#">Boost post</a>
09/07/2022 13:18	 *BUFF COOKIES UNTUK KORANG YANG SUKA JAJAN !!!* APA YANG	📺	🌐	5 	0 0	<a href="#">Boost post</a>
07/07/2022 01:47	 *G.I.L.A LAH TAKKAN DAH HABISI* *Adikkk ooo adikki! Mana barang akak	📺	🌐	12 	0 1	<a href="#">Boost post</a>
07/07/2022 01:41	 5 SEBAB KENAPA UOLSS KENA BELI BUFF COOKIES NI SEBAGAI	📺	🌐	33 	2 2	<a href="#">Boost post</a>
05/07/2022 00:50	 *HOW DO YOU LIKE THAT? KATA BLACKPINK* Ada peminat lisa	📺	🌐	16 	4 1	<a href="#">Boost post</a>
05/07/2022 00:51	 *HONEST REVIEW* 🍪 Okay kalini min nak belanja korang honest review	📺	🌐	10 	3 1	<a href="#">Boost post</a>
05/07/2022 00:33	 **RAHSIA STUDENT POWER, NAK TAHU TAK? JOM TENGOK NI 🍪**	📺	🌐	18 	2 2	<a href="#">Boost post</a>

05/07/2022 00:25		"TAK RUGI INVEST DUIT DEKAT BUFF COOKIES, SERIOUS!" Tak			21		0 2		<a href="#">Boost post</a>
05/07/2022 00:11		"BUFF COOKIES NI JE AKU BOLEH TEKAK AKU BOLEH TERIMA" 😊			18		3 3		<a href="#">Boost post</a>
26/06/2022 15:53		DULCE BAKERY 🍰, "WE'RE BACK" Hello everyone 😊 come and try our			23		2 8		<a href="#">Boost post</a>
26/06/2022 15:44		Okay kalini min nak belanja korang video Dulce Cheese-Kut 😊 Korang			21		1 3		<a href="#">Boost post</a>
26/06/2022 15:38		Weh korang meh la cuba DULCE BAKERY 🍰, Cuba korang			19		2 3		<a href="#">Boost post</a>
26/06/2022 15:33		DULCE BAKERY 🍰, Wahhh bukan main happy lagi ya brader			15		4 3		<a href="#">Boost post</a>
26/06/2022 15:20		Buff Cookies by ManziqMincupi updated their business hours.			15		2 5		<a href="#">Boost post</a>
16/05/2022 21:41		"HELLO HELLO KORANG SEMUA PEMINAT DULCE BATIK			13		0 3		<a href="#">Boost post</a>
16/05/2022 20:15		TENGAH SYOK BERAYA? 🥳 KORANG DAH ADA COOKIES RAYA			13		2 3		<a href="#">Boost post</a>
09/05/2022 10:00					9		1 2		<a href="#">Boost post</a>
09/05/2022 07:41		Buff Cookies by ManziqMincupi			0		0 2		<a href="#">Boost post</a>

Figure: Post and Relevant graphics to each post/copywriting

### About

-  [Enter location](#)
-  We are selling a cookies and cake, can make you carzy with chocolate melting!!! 
-  134 people like this
-  136 people follow this
-  [Enter website](#)
-  013-297 2975 
-  [Send message](#) ⓘ
-  [Enter email address](#)
-  Price range · £ 
-  [Edit business hours](#)
-  Food wholesaler · Food service distributor 
-  [Add menu](#)

[Edit Page Info](#)

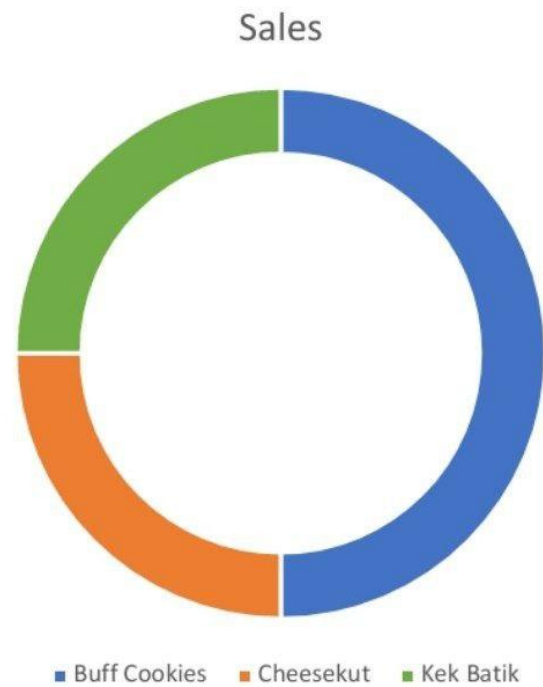
Figure3.3: Page Facebook Business information



*Figure 3.4: Insight of Facebook Page and got 131 likes*

### 3.7 Sales Report

---



*Figure 3.5: Pie Chart Sales Report*

ITEM	Quantity that has been sold	Cost per unit (RM)	Total (RM)
Buff Cookies	2	35	70
Cheesekut	1	9	9
Kek Batik	1	10	10
Total	4	54	89

*Table 3.5: Product sold list*

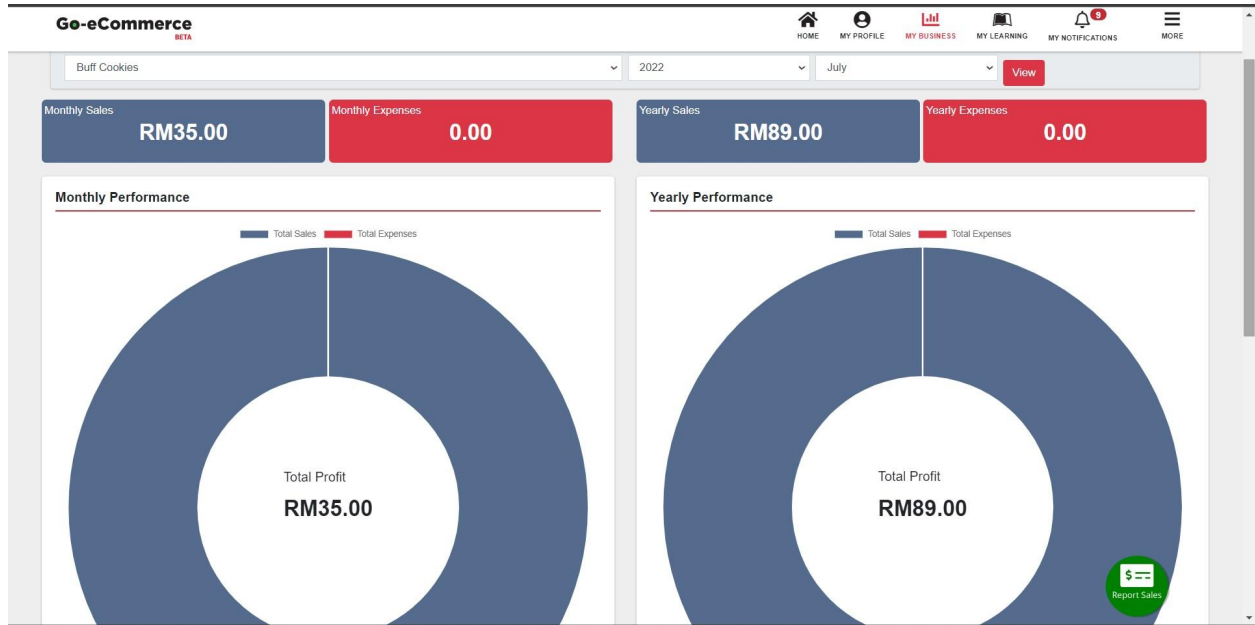


Figure 3.6: Pie Chart Income Go eCommerce

**TRANSACTION LIST**

[Delete](#)

<input type="checkbox"/>	Business Name	Date	Type	Marketplace (if any)	Others Marketplace (if any)	Total Sales	Expenses Category	Expenses Subcategory	Total Expenses	Descriptions	Created At
<input type="checkbox"/>	Buff Cookies	18/06/2022	online	Social Media		RM 19.00				Selling a customer w...	12/07/2022
<input type="checkbox"/>	Buff Cookies	22/06/2022	online	Social Media		RM 35.00				Cash on Delivery Bu...	12/07/2022
<input type="checkbox"/>	Buff Cookies	02/07/2022	offline			RM 35.00				Selling Buff Cookies ...	12/07/2022

1 to 3 of 3 | Page 1 of 1

[Export to CSV](#) | [Download & Print](#)

Figure 3.7: Transaction List of Sales Report

### Tracking Number and Name of Customer for Product Posting

NO	Name	Number of Item	Address	Tracking Number	Courier
1	Nurin Qistina	2	Lot 1345, Jalan kebun, Bukit Raja, 53400, Shah Alam, Selangor	620001653942776	J&T
2	Muhd Ikhmal	1	UiTM Puncak Alam	-	Cash On Delivery
3	Hakim Ammar	1	Taman Sentosa, Rawang	-	Cash On Delivery

Table 3.6: Customer Information

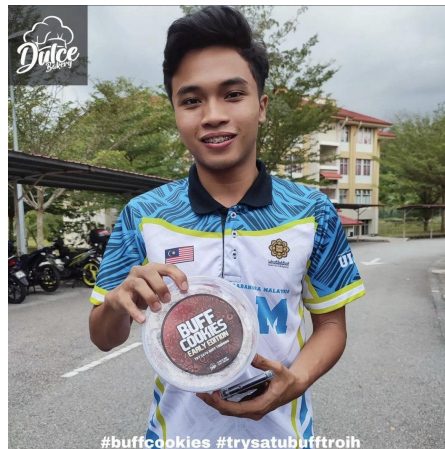


Figure 3.6: Buyer Muhd Ikhmal



Figure 3.7: Buyer Hakim Ammar

## CONCLUSION

Finally, this prepared social media portfolio provides me with various advantages and commercial expertise. Even as a student, there are several methods to manage a company. Nowadays, there are several platforms for company promotion, such as Facebook, Instagram, and Twitter. Students may utilize this platform without paying any fees, and it makes it simpler for sellers to follow this trend and use it as one of their commercial platforms or strategies.

Buff Cookies is a small business owned and operated by two partners. The company sells Dulce Bakery goods, which are chocolate treats ideal for people of all ages. We also advertised this Dulce Bakery goods on the Facebook page platform. We also picked cookies, yogurt, and cheesecake since we believe these goods are still popular with all age groups, particularly teens and youngsters. So we picked the Dulce Bakery brand because of the benefits of this product, particularly the premium and exotic chocolate, the variety of topping alternatives, and the low price.

Starting a small business as an agent may also train us in the field of entrepreneurship and prepare us to be dedicated people who seek to attain our goals. Following that, by having our own business, we may learn how to use and manage the Facebook page platform. This platform has greatly aided us in gaining repeat consumers. This is because we said on our Facebook profile that we are Dulce Bakery agents for the locals of Bangi, Puncak Alam, and Rawang, which are all close to our home. Our clientele are largely from UITM Puncak Alam, UKM students, and those that live in the neighborhood. So far, our Facebook page has yielded positive sales results.

Furthermore, social media has made people more appealing. Anything is possible as long as students have a strong desire to succeed in business. Furthermore, colleges may assist students to become more engaged in business by requiring all students to study Entrepreneurship (ENT530) as part of their graduation course. As a student from the Faculty of Hotel and Tourism Management, I feel that by gaining more information and abilities to operate a business in the future, all students will be able to survive and advance in their business careers.