



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



SOCIAL MEDIA PORTFOLIO
BAAN SIU MAI
PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

FACULTY & PROGRAMME : HOTEL AND TOURISM MANAGEMENT

GROUP : B

COURSE : HM

COURSE CODE : 241

SEMESTER : 3

GROUP NAME : BAAN SIU MAI

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NUR' AQILAH HANI BINTI ABD HALIM (2022995701)

LECTURER'S NAME : MADAM NORFAZLINA GHAZALI

SUBMISSION DATE : 12/07/2022

ACKNOWLEDGEMENT

Alhamdulillah, thanks be to the divine presence because with His permission we were able to complete the task and assignment for the subject Principles of Entrepreneurship (ENT530). First of all, I would like to dedicate this appreciation speech to my beloved lecturer, madam Norfazlina Binti Ghazali because with her guidance, she opened the space for us to complete this task successfully. We would also like to express our infinite thanks to our parents who have always provided us with facilities to complete this course work online. They have given us all the facilities and infinite moral support until we Successfully completed this task. We would also like to express our appreciation to the many friends who provide guidance and help each other if we have a misunderstanding of this work. They helped us by answering every question we posed to them. At the end of the speech, I would like to thank those who were directly or indirectly involved in the making of this course work.

EXECUTIVE SUMMARY

In this subject, Principles of Entrepreneurship, ENT530, we are about to learn on Copywriting strategy. The task given which is Social Media Report is where students need to choose a product to sell or promote in social media such as Facebook. As we know, over seventy percent of the total population in the world have their own account of social media to be connected with others. We also can categorize social media as one of the best platforms to involve in the online business.

For this task, we have decided to sell or promote a food product named Dimsum. The brand of this dim sum is Baan Siu Mai. We chose this product because it is famous among Malaysians and they like it as a snack. Baan Siu Mai comes in various types and flavors of dim sum and the customers can choose it based on their preference. Baan Siu Mai products were launched in June 2022 and found that many units had been sold within the time. This is because many people are interested in it because dim sum could not be found easily in Malaysia.

There are two kinds of copywriting techniques that are used to promote our online business or products. One is hard sell which is a direct and insistent language of advertising. It is considered as a high-pressure and aggressive technique to persuade customers in the short term. Second is soft-sell which features more suitable language, consultative tone and a non-aggressive technique. These techniques are used to attract more customers and persuade them to buy our product, also to create awareness and provide updates about the product.

Thus, for our report, Facebook is used as our channel to promote or sell our product to the public using the copywriting techniques learned in the subject. Facebook is one of the best platforms of social media to promote online business as it was the most top user account around the world that used this social media. Therefore, it could help online businesses to reach out their product to the public as much as they could.

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1.0 BODY OF THE REPORT

1.1 Go-Ecommerce Registration



Figure 1: 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	: 2022958567
Nama	: AFRINA SYASYA BINTI ABDULLAH
Program Pengajian	: SARJANA MUDA SAINS (KEPUJIAN) PENGURUSAN PELANCONGAN
Fakulti	: Faculty of Hotel & Tourism Management
Kampus	: Selangor
MAKLUMAT PERNIAGAAN	
Mod Perniagaan	: Offline
Bidang Perniagaan yg diceburi	: Pelancongan
Tempoh Berniaga	:
No. Pendaftaran Perniagaan	:
URL Perniagaan	: https://www.facebook.com/baansiumai
Alamat Premis Perniagaan	:
Tarikh Mendaftar	: 10 Jul 2022
Tarikh Kemaskini	: 10 Jul 2022
Tarikh Cetak	: 10 Jul 2022
<p><small>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.</small></p> <p><small>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.</small></p>	
SALINAN PENDAFTARAN INI DIPERAKUI OLEH PENOLONG NAIB CANSOLOR KEUSAHAWANAN UITM	
Malaysian Academy of SME & Entrepreneurship Development (MASMED)	

 UNIVERSITI TEKNOLOGI MARA Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)	
MASMED YOUNG ENTREPRENEUR (MyENT)	
SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM	
No. Pelajar	: 2022995701
Nama	: NUR 'AQILAH HANI BINTI ABD HALIM
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	: 202203170479
URL Perniagaan	: https://www.facebook.com/baansiumai
Alamat Premis Perniagaan	:
Tarikh Mendaftar	: 07 Jul 2022
Tarikh Kemaskini	:
Tarikh Cetak	: 07 Jul 2022
<p><small>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.</small></p> <p><small>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.</small></p>	
SALINAN PENDAFTARAN INI DIPERAKUI OLEH PENOLONG NAIB CANSOLOR KEUSAHAWANAN UITM	
Malaysian Academy of SME & Entrepreneurship Development (MASMED)	

Figure 2: MyENT Certificate

1.3 SSM Certificate


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

BAAN DIMSUM
NO. PENDAFTARAN: 202203170479 (003413597-T)

telah didaftarkan dari hari ini sehingga **5 JULAI 2023** di bawah Akta Pendaftaran
Perniagaan 1956, beralamat di

Bil. Cawangan: TIADA

Bertarikh di **SISTEM EZBIZ** pada **6 JULAI 2022**.


DATUK NOR AZIMAH ABDUL AZIZ
Pendaftar Perniagaan
Semenanjung Malaysia

UserID: EZBIZ Date: Wed Jul 06 13:11:50 MYT 2022

Figure 3: SSM Certificate

2.0 INTRODUCTION OF BUSINESS

2.1 Background



Figure 4: Baan Siu Mai's Logo

Baan Siu Mai or also known as Baan dim sum is a dumpling business that is produced in Ampang, Selangor. Our product is a homemade dim sum which we provided two options between chicken and beef filling. We decided to name our business as Baan Siu Mai to feel the originality of the Thai food which Baan means a person's daily work and Siu Mai means the small steamed dumpling.

This business is owned by Miss Hazwani Yusoff and was founded in early 2021. Fortunately, this business has a very high demand among customers as it is hard to find in Malaysia because not many people are selling it. So, for our business we will be focusing on selling one type of dim sum which is siu mai or shumai. We have decided to be the agents of this brand and sell the products to others.

In order to ensure the quality of the siu mai, we store our foods in a reusable packaging box to avoid any damage that might ruin the quality of the dim sum. Besides, since our business is operating online, we provide a COD service within the area of KL City, Ampang, Kajang and Bukit Beruntung where we will be meeting the customer at any chosen area for the self-pickup service. Not only that, we are also using food delivery services by Lalamove and Grabexpress to deliver it directly to our customers' houses.

Lastly, we are actively promoting this business using an online platform, Facebook, because it is the most effective way to attract the customers by letting them see how the business is doing and the reviews and feedback from the other customers. Not only that, using this platform also helps us to communicate more easily with our customers if they have any inquiries or complaints to make.

2.2 Organizational Chart



Figure 5: Organizational Chart

Baan Siu Mai is a business partnership that is formed between Afrina Syasya Binti Abdullah and Nur 'Aqilah Hani Binti Abd Halim. Since we are the agents under the founder Miss Hazwani, both of us promote the business of her products and sell to our customers using our own platform. Both of us are working together with the founder for the profits and capital. Hence, our organizational chart includes the founder of the business and us the agents as we are still a small business.

2.3 Mission & Vision

Our mission is to provide the best quality and taste of siu mai to bring satisfaction to our customers. This describes that our business is targeting to serve a high quality siu mai with a very delicious taste when consumed by the customers. We are going to make sure that the products are good and safe for our customer including the appearance of our product to give a positive first impression. Hence, our customer would feel satisfied with the good look and good taste as well as a good packaging of our product.

Furthermore, our vision is to widen our dim sum business. We are targeting to expand our business to grow outside of Kuala Lumpur and Selangor so that more people across Malaysia get to taste our dim sum. At the same time, we are also targeting to earn more sales and profits from that.

2.4 Products & Services



Figure 6: Baan Siu Mai's Products

Our business sells two types of siu mai which are beef and chicken siu mai. The thin wrapper dough is made from wheat flour and water while the fillings consist of minced beef or chicken, scallion and ginger. The fillings are then being molded using the dough to wrap it around. For those who love the taste of beef and chicken, they will surely feel satisfied with our product and might repeat the order.

We came up with dim sum instead of other food types because dim sum is hard to find in Malaysia. So, we believe that everyone will love our product and our business target will be in a wide range regardless of age, gender and race. Also, we are also selling this food product because we know people love to enjoy their tea time and dimsum is really suitable to be eaten for tea time. Therefore, by selling this beef and chicken siu mai, it will be one of the highest demand products in the food market.

Lastly, the price of the chicken siu mai is RM16 per box which contains 10 pieces of cooked siu mai. Meanwhile, a frozen chicken siu mai is only RM15 for 10 pieces per box. However, the price for beef siu mai is a bit higher, which is RM23 for cooked siu mai and RM22 for the frozen siu mai. The siu mai will be packed in the plastic or paper box container to ensure the quality of the siu mai will not be ruined during the delivery.

2.5 Price List

PRODUCT	PRODUCT NAME	PRICE
	<p>BEEF SIU MAI DIM SUM</p>	<ul style="list-style-type: none"> • RM23 for 10 pieces (cooked) • RM22 for 10 pieces (frozen)
	<p>CHICKEN SIU MAI DIM SUM</p>	<ul style="list-style-type: none"> • RM15 for 10 pieces (cooked) • RM16 for 10 pieces (frozen) <p>• Prices are excluded postage. The postage fee will be decided based on the delivery area.</p>

Table 1: Baan Siu Mai's Product Price List

3.0 FACEBOOK (FB)

3.1 Creating Facebook Page

As we are starting our dim sum business, we created our own Facebook Page. We decided to create content and advertisements on Facebook. Facebook page is an excellent way for us to connect with current and future customers, promote events and discounts and share information about our business. Additionally, Facebook Pages offers many more capabilities and opportunities than a Facebook profile can accomplish.

Facebook business pages also are excellent places to gather our customers, prospects, and fans to provide reviews, share opinions, voice concerns, and offer feedback. Moreover, nowadays the majority of people use social media in their daily life. So, we created an interesting language style on our Facebook page through soft sell and hard sell that related with our dim sum business.

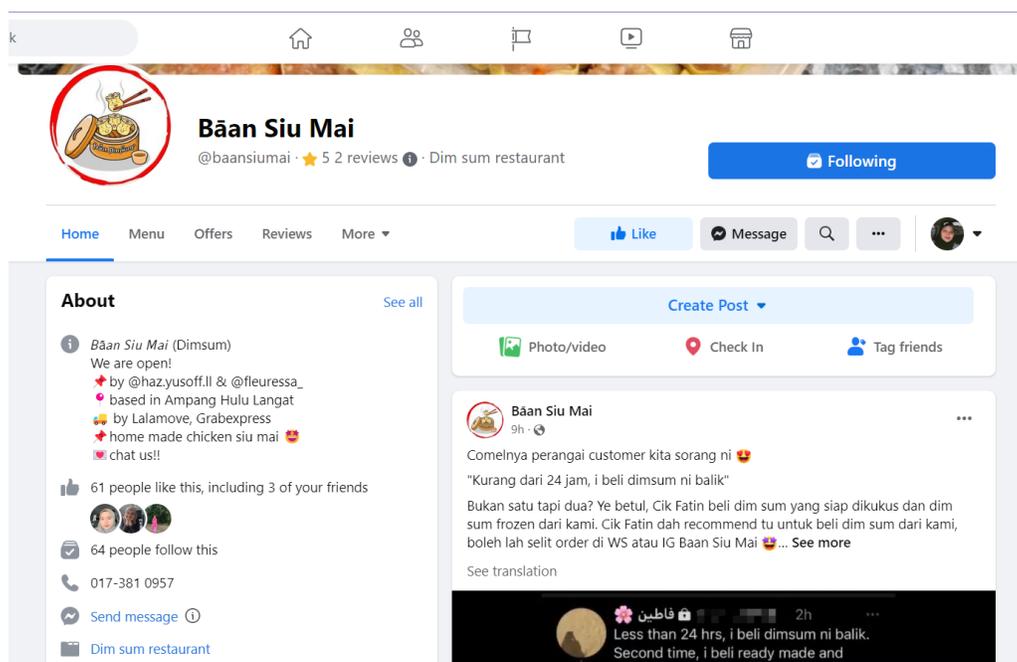


Figure 7: Baan Siu Mai Facebook Page

3.2 Customizing URL Facebook (FB) Page

Changing our Facebook Page's username and vanity URL is a great excuse to let our fans on other social networks know about our Facebook Page. This custom URL typically serves as the Web address of our page and can be shared and bookmarked by other users. This is the URL for our business: <https://www.facebook.com/baansiumai>.

3.3 Facebook (FB) post - Copywriting (Hard Sell)

<p> Baan Siu Mai Published by Aqilah Hani · 16 May · 🌐</p> <p>Sawadee! Masih mencari makanan ringan untuk dimakan pada waktu tengahari atau pada waktu malam? Baan Siu Mai adalah jawapan yang dapat memenuhi keinginan anda! #baansiumai #homemadedimsum</p> <p>Edit</p> <p>👍 You and 12 others</p> <p>👍 Like 💬 Comment ➦ Share 🍴</p> <p> Comment as Baan Siu... 😊 📷 GIF 🗨️</p>	
<p> Baan Siu Mai Published by Aqilah Hani · 16 May · 🌐</p> <p>BALIK KERJA LAMBAT TAK SEMPAT BELI MAKANAN? KEDAI SEMUA DAH TUTUP?</p> <p>Kami ada jawapan untuk menghilangkan lapar anda! Baan Siu Mai sentiasa ada untuk menghilangkan lapar anda. Frozen Dim Sum kami hanya perlu dikukus selama 15 minit dan sedia untuk dimakan. Chat kami sekarang atau DM kami di ig @baan.dimsum!</p> <p>Edit</p> <p>👍 You and 10 others</p> <p>👍 Like 💬 Comment ➦ Share 🍴</p> <p> Comment as Baan Siu... 😊 📷 GIF 🗨️</p>	



Bāan Siu Mai

Published by Aqilah Hani · 24 May · 🌐

Sawadee! Raya sebulan tapi kuih raya dah habis? Jangan risau, bagi yang kehabisan idea nak hidangkan apa untuk tetamu, jawapannya adalah Baan Siu Mai!

#halalsiumai #homemadedimsum

Edit

You and 10 others

Like Comment Share



Comment as Bāan Siu... 🗨️ 📷 🎬 🗑️



Bāan Siu Mai

Published by Aqilah Hani · 7 June · 🌐

SAWADEE.

OUR BEEF SIUMAI IS BACK!! GRAB YOURS NOW BEFORE WE ARE OUT OF STOCK!

WS us or DM us on ig @baan.dimsum

#halaldimsum #baansiumai

#homemadedimsum

Edit

You and 10 others

Like Comment Share



Comment as Bāan Siu... 🗨️ 📷 🎬 🗑️



Baan Siu Mai
Published by Aqilah Hani · 12 June at 23:47 · 🌐

SAWADEE, OPEN ORDER FOR TOMORROW!
Kindly contact us on our ig @baan.dimsum or just chat us on whatsapp.
#homemadedimsum #halaldimsum

Edit

You and 11 others

Like Comment Share

Comment as Baan Siu...

OPEN ORDER FOR BUKIT BERUNTUNG/SENTOSA/SG CHOH/SG BUAYA/RAWANG/SERENDAH

Monday **13 JUNE**



Beef
Frozen RM22
Cooked RM23

Chicken
Frozen RM15
Cooked RM16

Baan Siu Mai
Published by Aqilah Hani · 6 d · 🌐

"ISI DIMSUM TAK KEDEKUT, TENGOK PUN TAU SEDAP"

Seronoknya dapat feedback positif dari customer kita 😊
Kalau tengok pun dah nampak sedap apatah lagi bila rasa kan?

Dim Sum dari Baan Siu Mai lain daripada yang lain tau. Kami ada resepi rahsia yang belum tentu ada pada dim sum lain.

Jadi tunggu apa lagi? Jom order dimsum di ig kami @baan.dimsum atau boleh terus ws kami di 0173810957!!
... See more

Edit

You and 9 others

Like Comment Share

Comment as Baan Siu...



Baan Siu Mai
Published by Aqilah Hani · 1 m · 🌐

"TIAP KALI OPEN ORDER JE MESTI BELI"
"SLOT AWAL-AWAL MESTI TAK DAPAT SEBAB LAKU KERAS"

Honest feedback dari regular customer kita Cik Nufa 🥰 Mana taknya, gemuk-gemuk belaka dim sum dari Baan Siu Mai ni 😊 Isi dim sum yang penuh disertakan dengan sos homemade dari Baan Siu Mai tau.

Cepat order cepat! Jangan lambat-lambat, nanti sedih macam Cik Nufa kita ni, selalu tak dapat sebab dim sum kami stock TERHAD!

📞 WS kami di 0173810957 ataupun DM kami di ig @baan.dimsum.

Edit

👍 Like 💬 Comment ➦ Share 🍻

🍻 Comment as Baan Siu... 😊 📷 GIF 🗨



Baan Siu Mai
Published by Aqilah Hani · 1 m · 🌐

Comelnya perangai customer kita sorang ni 🥰

"Kurang dari 24 jam, i beli dimsum ni balik"

Bukan satu tapi dua? Ye betul, Cik Fatin beli dim sum yang siap dikukus dan dim sum frozen dari kami. Cik Fatin dah recommend tu untuk beli dim sum dari kami, boleh lah selit order di WS atau IG Baan Siu Mai 🥰

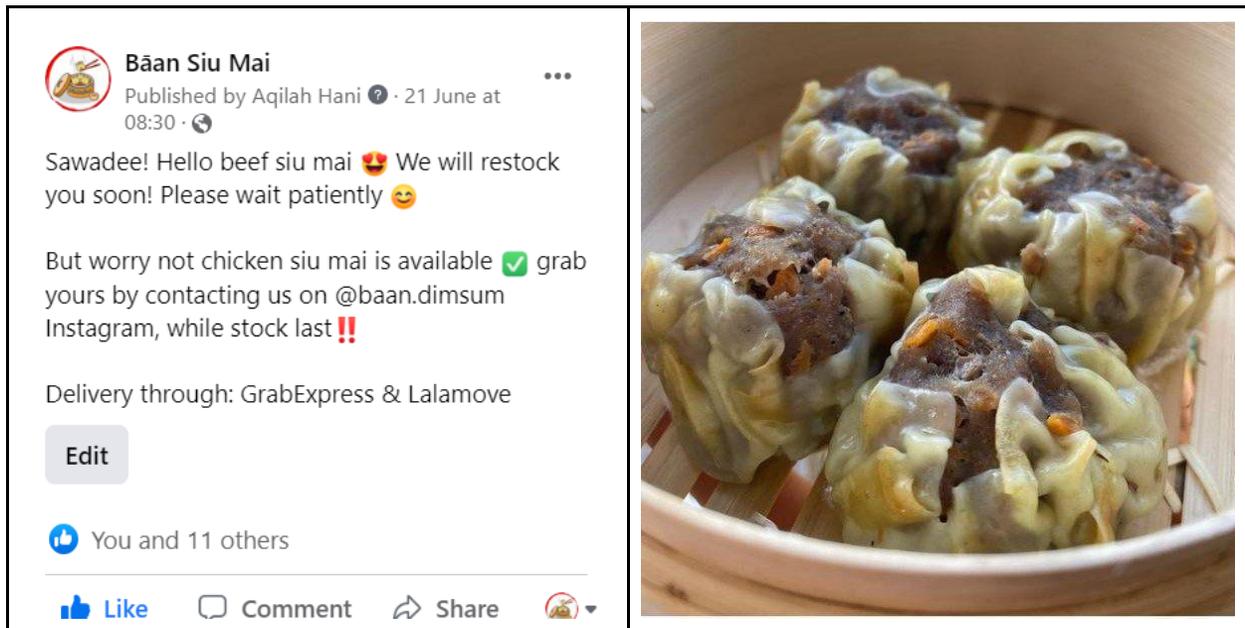
Tak susah pun nak order, WS kami di 0173810957 atau DM je kami di ig @baan.dimsum.

Edit



Table 1: Baan Siu Mai Hard Sell Copywriting

3.4 Facebook (FB) post - Copywriting (Soft Sell)



Bāan Siu Mai
Published by Aqilah Hani · 21 June at 08:30 · 🌐

Sawadee! Hello beef siu mai 🥰 We will restock you soon! Please wait patiently 😊

But worry not chicken siu mai is available ✅ grab yours by contacting us on @baan.dimsum Instagram, while stock last !!

Delivery through: GrabExpress & Lalamove

Edit

👍 You and 11 others

👍 Like 💬 Comment ➦ Share 🗑️





Baan Siu Mai

Published by Aqilah Hani · 28 June at 08:50 · 🌐

Sawadee!!! Good Morning everyone 🌞

Hari ni Baan Siu Mai akan kongsi 3 cara makan dim sum kami!

1) Makan sedikit demi sedikit- berbanding makan satu suapan, dim sum jika makan sedikit demi sedikit akan lebih terasa nikmatnya.

2) Jangan gunakan banyak sos pencicah- dim sum kami sudah cukup rempah ratus, jadi jika banyak sos digunakan akan mengurangkan rasa rempah ratus yang ada pada dim sum.

3) Kukus mengikut had masa- dim sum kami hanya perlu dikukus selama 15 minit sahaja. Jika masa kukusan berlebihan atau berkurangan, ia akan menjejaskan tekstur dim sum.

Senangkan semua tips yang Baan Dim Sum share?? Jadi tunggu apa lagi? Order sebelum terlambat! 😊😊

Hubungi kami di ig @baan.dimsum atau ws kami di 017-3810957!! #halaldimsum #baansiumai #homemadedimsum See less



09:34 · 🌐

Sawadee! Good Morning everyone 🌞
Harini Baan Siu Mai nak share beberapa FAKTA
MENARIK tentang dim sum.

1. Elakkan makan dim sum menggunakan garfu atau perkakas logam yang lain kerana ia akan menggangu cita rasa dim sum.
2. Dim sum sebenarnya mempunyai banyak nama dan jenis. Salah satunya Siu Mai iaitu ladu kukus yang kecil, dibungkus dengan kulit tepung yang nipis. Selalunya, diletakkan ketam, telur ikan dan cendawan. Tetapi Baan Siu Mai memilih daging dan ayam sebagai inti dim sum kami.
3. Kulit dim sum dapat menunjukkan berapa lama dim sum itu telah dibuat. Kulit dim sum yang segar memiliki kulit kenyal dan ringan, manakala yang beku memiliki penampilan yang basah. Baan Siu Mai mempunyai kedua kedua jenis dim sum iaitu yang telah dikukus dan juga yang dibekukan.

Menarik bukan fakta yang kami kongsi? Jadi apa lagi yang ditunggu? Hubungi kami di ig @baan.dimsum atau ws kami di 017-3810957!!
#halaldimsum #baansiumai #homemadedimsum See less



Baan Siu Mai

Published by Aqilah Hani · 4 d · 🌐

Asyik makan kuih je setiap pagi sampai kering idea nak makan apa hari ni?

Karipap?
Donut?
Seri Muka?
Semua dah makan minggu ni sampai pening nak beli apa lagi 🤔

Dapat makan dim sum yang masih panas pun sedap juga untuk sarapan kan? Tunggu apa lagi? Jom lah order dim sum dari Baan Siu Mai 😊

Hubungi kami di ig @baan.dimsum atau ws kami di 0173810957 sekarang!! **#halaldimsum #baansiumai #homemadedimsum See less**



23 ▶

CANVA STORIES



Bāan Siu Mai

Published by Aqilah Hani · 4 d · 🌐



Sekarang telah masuk waktu lapar di sekitar Hulu Langat/Hulu Selangor serta kawasan-kawasan yang sewaktu dengannya.

Kalau azan kita pergi sembahyang, kalau lapar kita buat apa? KITA MAKAN!!

"Tak sempat beli makanan lah banyak kerja" Baan Siu Mai kan ada 😊 Kami boleh hantar sampai kedepan pintu pejabat anda.

Hubungi kami di 0173810957 dan sekelip mata makanan tengahari anda sudah tersedia. Nak dm kami di ig @baan.dimsum pun boleh.

#halaldimsum #baansiumai

#homemadedimsum

See less



You and 4 others

10 views



Bāan Siu Mai

Published by Aqilah Hani · 1 d · 🌐



Sawadee! Salam Eid al-Adha everyone!! 🌙

Tak tahu dah nak masak apa, nanti sedara mara nak datang beraya?

Baan Siu Mai kan ada! Dim Sum frozen kami boleh dikukus bila-bila masa sahaja. Tetamu pun boleh makan ketika dim sum masih panas. Sedapnya dapat menikmati dim sum di pagi raya bersama insan tercinta. 🧑🏻👩🏻❤️

Hubungi kami di ig @baan.dimsum atau ws kami di 0173810957 😊 #halaldimsum #baansiumai #homemadedimsum

Edit



Like



Comment



Share





Baan Siu Mai

Published by Aqilah Hani · Just now · 🌐

Sawadee! Good Morning everyone 😊

Jangan marah-marah hari ni. Pagi lagi Baan Siu Mai dah kena marah dengan customer. Dia kata kenapa dimsum dari Baan Siu Mai ni sedap sangat, sebab dia tak boleh nak diet 😂😂

"Isi dimsum padat, makan sikit pun dah kenyang tapi sedap sangat, sampai tak boleh berhenti mengunyah"

Sampai tak boleh berhenti mengunyah ye customer kita sorang ni 😂 Rugi lah jika anda belum lagi rasa dim sum dari kami. Sekali cuba pasti nak lagi! WS je kami ataupun DM kami di ig @baan.dimsum! See less

Edit

👍 Like 💬 Comment ➦ Share 🗑️



47



 **Baan Siu Mai**
Published by Aqilah Hani · Just now · 🌐

Sebelum kita open order untuk harini kami nak share feedback customer yang buat kami rasa happy sangat!

"One and Only best Dim Sum"

Cik Elia ni suka sangat makan dim sum. Pada suatu hari, Cik Elia nampak posting kami, jadi dia order satu chicken dim sum untuk cuba buat pertama kali. Lepas je dia rasa dim sum kami, terus dia post di Instagram kata dim sum kami adalah yang terbaik. Seronoknya Baan Siu Mai dapat pujian sebegitu sekali 🥰

Siapa lagi nak rasa dim sum kami yang terbaik ini, WS atau DM sahaja kami di ig @baan.dimsum tau!! See less

[Edit](#)

👍 Like 💬 Comment ➦ Share 🚫



**One and only best
Dim Sum** 🤤🤤

@kanohm.jeeb
@fleuressa

Table 1: Baan Siu Mai Soft Sell Copywriting

3.5 Relevant Graphics to Each Post/Copywriting

Baan Siu Mai currently has 18 posts and there are posts that are ongoing. The total soft sell and hard sell are between April until July. Figure below shows the Baan Siu Mai page of publishing tools in the function view of our latest and previous posts.

Published	Scheduled	Drafts	Media type	Filter	Clear	Search by ID or caption	Last 90 days: 13 Apr 2022-11 Jul 2022	Columns
Title	Date published ↓	Reach ↑ ↓	Engagement ↑ ↓	Likes and reactions ↑ ↓	Comments ↑ ↓	SI		
<input type="checkbox"/>	Sebelum kita open order untuk ha... Baan Siu Mai	Boost Unavailable	12 July 09:04	7 People reached	0 Post engagements	0 Reactions	0 Comments	0
<input type="checkbox"/>	Sawadee! Good Morning everyon... Baan Siu Mai	Boost Unavailable	12 July 08:49	8 People reached	0 Post engagements	0 Reactions	0 Comments	0
<input type="checkbox"/>	Comelnya perandai customer kita ... Baan Siu Mai	Boost Unavailable	11 July 23:06	14 People reached	4 Post engagements	4 Reactions	0 Comments	0
<input type="checkbox"/>	*TIAP KALI OPEN ORDER JE MESTI... Baan Siu Mai	Boost Unavailable	11 July 22:52	15 People reached	3 Post engagements	3 Reactions	0 Comments	0
<input type="checkbox"/>	Sawadee! Salam Eid al-Adha every... Baan Siu Mai	Boost Unavailable	10 July 08:50	26 People reached	5 Post engagements	4 Reactions	0 Comments	0
<input type="checkbox"/>	Sekarang telah masuk waktu lapar... Baan Siu Mai	Boost Unavailable	7 July 12:01	23	12	8	0	0

Published	Scheduled	Drafts	Media type	Filter	Clear	Search by ID or caption	Last 90 days: 13 Apr 2022-11 Jul 2022	Columns
Title	Date published ↓	Reach ↑ ↓	Engagement ↑ ↓	Likes and reactions ↑ ↓	Comments ↑ ↓	SI		
<input type="checkbox"/>	Baan Siu Mai	Boost Unavailable	7 July 12:01	People reached	Post engagements	Reactions	Comments	SI
<input type="checkbox"/>	Asyik makan kuih je setiap pagi sa... Baan Siu Mai	Boost Unavailable	7 July 09:37	25 People reached	8 Post engagements	5 Reactions	0 Comments	0
<input type="checkbox"/>	*ISI DIMSUM TAK KEDEKUT, TENG... Baan Siu Mai	Boost Unavailable	5 July 17:28	41 People reached	14 Post engagements	11 Reactions	0 Comments	0
<input type="checkbox"/>	Sawadee! Good Morning everyon... Baan Siu Mai	Boost Unavailable	4 July 09:34	42 People reached	13 Post engagements	13 Reactions	0 Comments	0
<input type="checkbox"/>	Sawadee!!! Good Morning everyo... Baan Siu Mai	Boost Unavailable	28 June 08:50	31 People reached	12 Post engagements	12 Reactions	0 Comments	0
<input type="checkbox"/>	Sawadee! Hello beef siu mai 🍝 ... Baan Siu Mai	Boost Unavailable	21 June 08:30	34 People reached	15 Post engagements	13 Reactions	0 Comments	0

Published Scheduled Drafts

Media type Filter Clear Search by ID or caption Last 90 days: 13 Apr 2022-11 Jul 2022 Columns

Title	Date published ↓	Reach ↑ ↓	Engagements ↑ ↓	Likes and reactions ↑ ↓	Comments ↑ ↓	Share
 SAWADEE, OPEN ORDER FOR TO... Baan Siu Mai	12 June 23:47	25 People reached	15 Post engagements	13 Reactions	0 Comments	0
 Open order for Bukit Beruntung / ... Baan Siu Mai	8 June 08:10	23 People reached	15 Post engagements	13 Reactions	0 Comments	0
 SAWADEE, OUR BEEF SIUMAI IS B... Baan Siu Mai	7 June 11:18	22 People reached	13 Post engagements	12 Reactions	0 Comments	0
 Sawadee! Raya sebulan tapi kuih r... Baan Siu Mai	24 May 09:06	21 People reached	13 Post engagements	12 Reactions	0 Comments	0
 BALIK KERJA LAMBAT TAK SEMPA... Baan Siu Mai	16 May 19:31	21 People reached	14 Post engagements	12 Reactions	0 Comments	0
 Sawadee! Masih mencari makana... Baan Siu Mai	16 May 19:19	22 People reached	21 Post engagements	14 Reactions	0 Comments	0

Published Scheduled Drafts

Media type Filter Clear Search by ID or caption Last 90 days: 13 Apr 2022-11 Jul 2022 Columns

Title	Date published ↓	Reach ↑ ↓	Engagements ↑ ↓	Likes and reactions ↑ ↓	Comments ↑ ↓	Share
 Baan Siu Mai	16 May 19:18	19 People reached	11 Post engagements	11 Reactions	0 Comments	0
 This post contains no text Baan Siu Mai	11 May 06:56	19 People reached	11 Post engagements	11 Reactions	0 Comments	0
 Baan Siu Mai updated their status. Baan Siu Mai	26 April 09:33	3 People reached	0 Post engagements	0 Reactions	0 Comments	0
 This post contains no text Baan Siu Mai	26 April 09:29	18 People reached	8 Post engagements	8 Reactions	0 Comments	0
 This post contains no text Baan Siu Mai	26 April 09:24	17 People reached	10 Post engagements	10 Reactions	0 Comments	0
 This post contains no text Baan Siu Mai	26 April 09:19	16 People reached	9 Post engagements	9 Reactions	0 Comments	0

Figure 8: Baan Siu Mai Relevant Graphics to Each Post/Copywriting

4.0 Conclusion

In conclusion, subject ENT530: Principles of Entrepreneurship plays an important role for students. This is because ENT530 taught us to create real entrepreneurial business and organize the structure individually. Students are given a task to conduct a real online business by utilizing Facebook Page throughout the semester.

This assignment showed that social media is an essential platform for everyone to start doing business marketing. In our social media portfolio, it showed that social media helps online businesses to easily connect with customers, gain awareness about their products/services and increase business sales. As we started to open an online business called Baan Siu Mai, our business was able to create engagement with customers by gaining more than 60 likes through Facebook Page. Not just that, we were taught by our lecturer to create sales postings on Facebook that consist of soft sell posts and hard sell posts. These sales posting techniques helped our business to gain more awareness from customers to know about our services.

Moreover, subject ENT530 proved that it is important to include entrepreneurship knowledge into the syllabus because it taught students to learn on their own how to conduct business and develop skills and knowledge to create their own unique business ideas. Entrepreneurship education also encourages students to gain experience as entrepreneurs by creating their own small business at a young age. We agree that online business can be a useful tool for new businesses to run their business. It gave us opportunities to experience having a business even though it is still a long road to own our office company. Lastly, we hope with online business our social media will improve to be better in the future.