



اَبُو سَيِّدِي تَكْنُوْلُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

SOCIAL MEDIA PORTFOLIO REPORT  
AMORE COOKIES

**[INSERT LOGO]**

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530): SOCIAL MEDIA**

**FACULTY** : AC - FACULTY OF ACCOUNTANCY  
**PROGRAMME** : AC220 - BACHELOR OF ACCOUNTANCY (HONORS)  
**SEMESTER** : 4  
**GROUP** : AC220B4A  
**GROUP MEMBERS** : 1. ASHRAFIE PUTRA BIN ABOS MUSTAMAM  
(2020489822)  
2. AHMAD AIDIL BIN AHMAD AMIRULZAMMIL  
(2020828704)

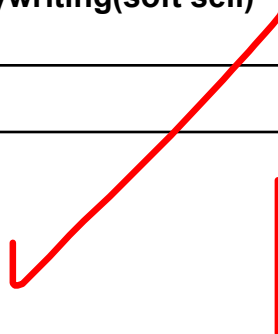
**SUBMITTED TO :**  
MISS NUR NAJJAH BINTI ABD RAHIM

**SUBMISSION DATE:**  
12TH JULY 2022

**TOTAL MARKS = 78%**

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## **ACKNOWLEDGEMENT**

First and foremost, before we begin our work, I would want to express my thankfulness to Allah SWT for His blessing and direction in helping us successfully finish our assignment, which is a social media portfolio..

In addition, I want to thank University Teknologi Mara (UITM) for giving my friends and I the chance to perform this kind of portfolio report, which is useful for our academic work as well as for gaining further knowledge in this world.

I also want to thank Miss Nur Najjah Binti Abd Rahim, our Principle of Entrepreneurship (ENT530) lecturer, from the bottom of my heart for her help and assistance with this work. Her commitment and diligence helped us a lot in finishing this report.

In addition, I want to express my sincere gratitude to my family, who did everything in their power to encourage me and to help me with the money needed to cover all of the project-related expenses. Not to be forgotten are all of my friends who helped me out and taught me during this entire semester.

Finally, I would want to express my gratitude to everyone who participated in and made a contribution to my assignment project, whether directly or indirectly. Their efforts and initiative allowed me to successfully finish this social portfolio report.



## Executive Summary

Amore cookies was established on 2 June 2022. Controlling the quality of the Amore Cookies products we produce is our top goal. We'll make sure that every pack our customers purchase is of the highest quality

We opened for business on 3 June, 2022. We were somewhat disappointed with the number of likes we received when we first set up the Amore Cookies Facebook page. Nevertheless, we remain confident that someday people will learn about us and appreciate our post. After a number of teaser videos, many Facebook users have begun to like our post and page. From that point forward, Facebook has become a significant source of customer engagement for us.

Our chef, who has more than 8 years of expertise in the pastry industry, prepared chocolate chip cookies using the best recipe. Because of the affordable pricing, our consumers claim that our items are particularly suitable for everyone. Our products are of excellent quality, which is one of the reasons why our initial collection was completely sold out in less than 24 hours.

There was a lot of supportive response when we first launched the business. The demand was great even with just three types of cookies, which resulted in a lot of sales and a profit for this initiative. Because of this, we think Amore Cookies is a viable option for everyone and competitive with other companies.





# 1.0 Go e-commerce Registration

## 1.1 Ahmad Aidil's Registration

**Go-eCommerce** BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

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

**PERSONAL PROFILE** BUSINESS PROFILE

**AHMAD AIDIL BIN AHMAD AMIRULZAMMIL**

**Personal Information**

Name	: AHMAD AIDIL BIN AHMAD AMIRULZAMMIL	Phone/Mobile	:		<a href="#">Edit</a>
New Identity Card No.	:	Home Address	:		
Email Address	:	District	:		
City	:	Postcode	:		
State	:	Personal Instagram	:	null	
Personal Facebook	:	Race	:	Malay	
Gender	: Male	Special Need Required	:	No	
Marital Status	: Single				

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

**UiTM Puncak Alam - ENT530 : PRINCIPLES OF ENTREPRENEURSHIP (AC220B4A) - MAC 2022**

Type of Institution	: IHL	Institution List	:	Universiti Teknologi MARA	
State of Institution	: Selangor	Name of Institution	:	UiTM Puncak Alam	
Address of Institution	: Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, .	City	:	Puncak Alam	
District of Institution	: Kuala Selangor	Postcode	:	42300	
Level of Study	: Bachelor Degree	Study Status	:	Full time	<a href="#">Edit</a> <a href="#">Delete</a>
Course Name	: ENT530 : PRINCIPLES OF ENTREPRENEURSH IP (AC220B4A) - MAC 2022	Class Name	:	ENT530 AC220B4A	
Subject Name	: ENT530 AC220B4A	Year Enrolling the subject	:	2022	
Month Enrolling the Subject	: 3	Lecturer Name	:	Nur Najah binti Abd Rahim	
Internship Enrollment	: No	Year Of Internship Enrollment	:		
Month of Internship Enrollment	:	Period of Internship Training	:		
Expected Year To	: 2024	Expected Month To Complete Study	:	10	

Related To Study Field : Yes


## 1.2 Ashrafie Putra's Registration

**Go-eCommerce** BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

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

**PERSONAL PROFILE** BUSINESS PROFILE

  
**ASHRAFIE PUTRA BIN ABOS MUSTAMAM**

**Personal Information**

Name	: ASHRAFIE PUTRA BIN ABOS MUSTAMAM	Phone/Mobile	:	<a href="#">Edit</a>
Home Address	:	District	:	
New Identity Card No.	:	Postcode	:	
Email Address	:	Personal Instagram	:	null
City	:	Race	:	Malay
State	:	Special Need Required	:	No
Personal Facebook	:			
Gender	:			
Marital Status	:			

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

**Go-eCommerce** BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

**UiTM Puncak Alam - ENT530 : PRINCIPLES OF ENTREPRENEURSHIP (AC220B4A) - MAC 2022**

Type of Institution	: IHL	Institution List	:	Universiti Teknologi MARA
State of Institution	: Selangor	Name of Institution	:	UiTM Puncak Alam
Address of Institution	: Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, .	City	:	Puncak Alam
District of Institution	: Kuala Selangor	Postcode	:	42300
Level of Study	: Bachelor Degree	Study Status	:	Full time
Course Name	: ENT530 : PRINCIPLES OF ENTREPRENEURSH IP (AC220B4A) - MAC 2022	Class Name	:	ENT530 AC220B4A
Subject Name	: ENT530 AC220B4A	Year Enrolling the subject	:	2022
Month Enrolling the Subject	: 3	Lecturer Name	:	Nur Najjah binti Abd Rahim
Internship Enrollment	: No	Year Of Internship Enrollment	:	
Month of Internship Enrollment	:	Period of Internship Training	:	
Expected Year To	: 2022	Expected Month To Complete Study	:	8
Related To Study Field	: Yes			

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

## 2.0 MyEnt Certificate

### 2.1 Ahmad Aidil's MyEnt Certificate

 UNIVERSITI  
TEKNOLOGI  
MARA

Akademi  
Pembangunan PKS dan  
Keusahawanan Malaysia  
(MASMED)

### MASMED YOUNG ENTREPRENEUR (MyENT)

#### SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar : 2020828704  
Nama : AHMAD AIDIL BIN AHMAD AMIRULZAMMIL  
Program Pengajian : SARJANA MUDA PERAKAUNAN (KEPUJIAN)  
Fakulti : Faculty of Accountancy  
Kampus : Selangor

#### MAKLUMAT PERNIAGAAN

Mod Perniagaan : Online  
Bidang Perniagaan yg  
diceburi : Makanan  
Tempoh Berniaga : 1 tahun  
No. Pendaftaran Perniagaan :  
URL Perniagaan : <https://www.facebook.com/AmoreCookies-100302756007443/>  
Alamat Premis Perniagaan :  
Tarikh Mendaftar : 18 Jun 2022  
Tarikh Kemaskini :  
Tarikh Cetak : 18 Jun 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)

## 2.2 Ashrafie Putra's MyEnt Certificate

 UNIVERSITI  
TEKNOLOGI  
MARA

Akademi  
Pembangunan PKS dan  
Keusahawanan Malaysia  
(MASMED)

### MASMED YOUNG ENTREPRENEUR (MyENT)

#### SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar : 2020489822  
Nama : ASHRAFIE PUTRA BIN ABOS MUSTAMAM

Program Pengajian : SARJANA MUDA PERAKAUNAN (KEPUJIAN)  
Fakulti : Faculty of Accountancy  
Kampus : Selangor

#### MAKLUMAT PERNIAGAAN

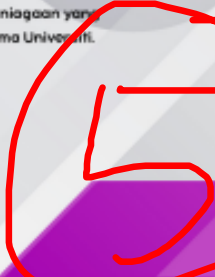
Mod Perniagaan : Online  
Bidang Perniagaan yg  
diceburi : Makanan  
Tempoh Berniaga :  
No. Pendaftaran Perniagaan :  
URL Perniagaan :  
Alamat Premis Perniagaan :  
Tarikh Mendaftar : 13 Jun 2022  
Tarikh Kemaskini :  
Tarikh Cetak : 13 Jun 2022

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

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

Malaysian Academy of SME & Entrepreneurship Development (MASMED)



### 3.0 SSM Registration

#### 3.1 Ahmad Aidil's 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

**AHMAD AIDIL BIN AHMAD AMIRULZAMMIL**  
**NO. PENDAFTARAN: 202203173913 (003414694-A)**

telah didaftarkan dari hari ini sehingga **11 JULAI 2023** di bawah Akta Pendaftaran  
Perniagaan 1956, beralamat di

**Bil. Cawangan: TIADA**

Bertarikh di **SISTEM EZBIZ** pada **12 JULAI 2022**.

  
**DATUK NOR AZIMAH ABDUL AZIZ**  
Pendaftar Perniagaan  
Semenanjung Malaysia



### 3.2 Ashrafie Putra 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

**ASHRAFIE PUTRA BIN ABOS MUSTAMAM**  
**NO. PENDAFTARAN: 202203139510 (003404265-M)**

telah didaftarkan dari hari ini sehingga **2 JUN 2023** di bawah Akta Pendaftaran  
Perniagaan 1956, beralamat di

**Bil. Cawangan: TIADA**

Bertarikh di **SISTEM EZBIZ** pada **3 JUN 2022**.

  
**DATUK NOR AZIMAH ABUL AZIZ**  
Pendaftar Perniagaan  
Semenanjung Malaysia

5

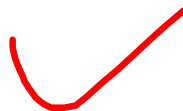
✓

UserID: EZBIZ Date: Fri Jun 03 22:13:57 MYT 2022

## 4.0 Introduction Of Business

---

The name of our business, Amore Cookies, was chosen after considering our primary product. The phrases Amore and Cookies together indicate that we offer the tastiest cookies in the area. As for our target market, Amore cookies are aimed at everyone, especially youngsters between the ages of 10 and 60, as they are suitable for anyone who prefers cookies that are crunchy.



#### 4.1 Name and Address Of Business

<b>Name of Business</b>	Amore Cookies
<b>Business Address</b>	
<b>Corresponding Address</b>	hello.amoreglobal@gmail.com
<b>Website</b>	www.amorecookies.com
<b>Telephone Number</b>	
<b>Form of Business</b>	Sole Proprietorship
<b>Main Activities</b>	Retail sale of food product
<b>Date of Commencement</b>	2 JUNE 2022
<b>Date of Registration</b>	3 JUNE 2022
<b>Registration Number</b>	003404265-M
<b>Name of Bank</b>	Bank Islam
<b>Bank Account Number</b>	



## 4.2 Organizational Chart

Amore Cookies operates as a sole proprietorship. This is due to the fact that our company is just getting started and only runs a tiny business. As a result, the only people listed on our organizational chart are the owner of Maggi Serda Murah Enterprise and one employee



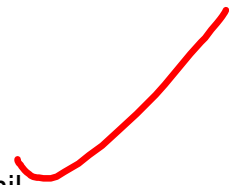
General Manager

ASHRAFIE PUTRA BIN ABOS MUSTAMAM



Staff

Ahmad Aidil Bin Ahmad Amirulzammil



### 4.3 Mission/ Vision

We think that every company should have a purpose and vision statement in order to operate in accordance with the objectives that must be met. As a result, we have created our company's purpose and vision statements so that we can understand our short- and long-term objectives .

#### Mission

- To achieve target sales RM 300K in 2022
- To be one of Malaysia's top cookies brands
- To provide excellent customer services to customer
- To become one of the best stockis in Puncak Alam, Selangor

#### Vision

Our vision is to establish ourselves as a rise in global cookies by emphasizing excellence and perfection while using our innovative spirit to craft the finest and most decadent cookies.

#### **4.4 Descriptions Of Product/ Services**

Amore cookies is a company that offers its customers the newest cookie trends along with a variety of options, excellent quality, and affordable prices. There are 3 main product cookies in Amore Cookies.

##### **Double Chip Chocolate Cookies.**

This cookie's uniqueness is all its own. These cookies are unique in comparison to other goods. The consumer of this product won't get bored because it also has a lot of Chop Chip flavoring. It is suitable for people who are in love with chocolate chips. Additionally, the cookies are less sugary. As a result, it will be appropriate for everyone, including youngsters and senior citizens. In addition, as they were handcrafted cookies, they won't easily expose to air and lose their crunch. The packaging is straightforward and well-sealed, allowing the user to utilize it anytime he wishes..




##### **Red Velvet Cookies**

Cookies made with red velvet are unique from other cookies. What makes it different? These cookies are high in red velvet flavor. The mix of chocolate chip and red velvet makes the cookies more appealing because the customer can taste both the acidic flavour and the sweetness of the cookies. Red velvet is also well-known for its red colour. Bit fruit was initially used to get this colour. Bits of fruit are very nutrient-dense and help us feel more energized. Bit fruits are a good source of vitamins and minerals that support our internal organs and systems. The packaging is also straightforward and well-sealed, allowing the user to utilize it anytime he wishes.

##### **Green Tea Matcha Cookies**

Cookies made with green tea and matcha are quite distinctive. We can observe that there aren't many Matcha-flavored cookies available. The cookies were exceedingly uncommon. Matcha flavour offers many benefits. It can aid in the removal of toxins from our bodies. It will purge toxic substances from our bodies. Matcha contains vitamins A and C, which can boost our bodies' defenses, particularly in this pandemic. Covid-19. Additionally, it can restore the body's cholesterol balance. Tea's component will lower the unhealthy cholesterol rate. For the packaging, the packaging is also straightforward and well-sealed, allowing the user to utilize it anytime he wishes.

#### 4.5 Price List

Product	Price ( RM)
<p data-bbox="203 384 522 422"><b>Double Chip Cookies</b></p> 	<p data-bbox="1073 569 1166 606"><b>RM 10</b></p>
<p data-bbox="203 812 496 850"><b>Red Velvet Cookies</b></p> 	<p data-bbox="1073 997 1166 1035"><b>RM 15</b></p>
<p data-bbox="203 1234 607 1272"><b>Green Tea Matcha Cookies</b></p> 	<p data-bbox="1073 1417 1166 1455"><b>RM 15</b></p>

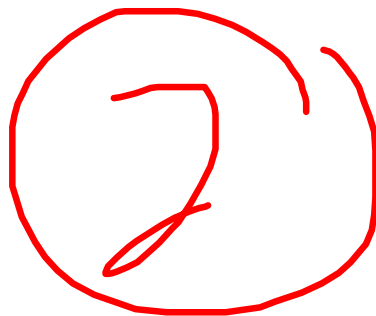
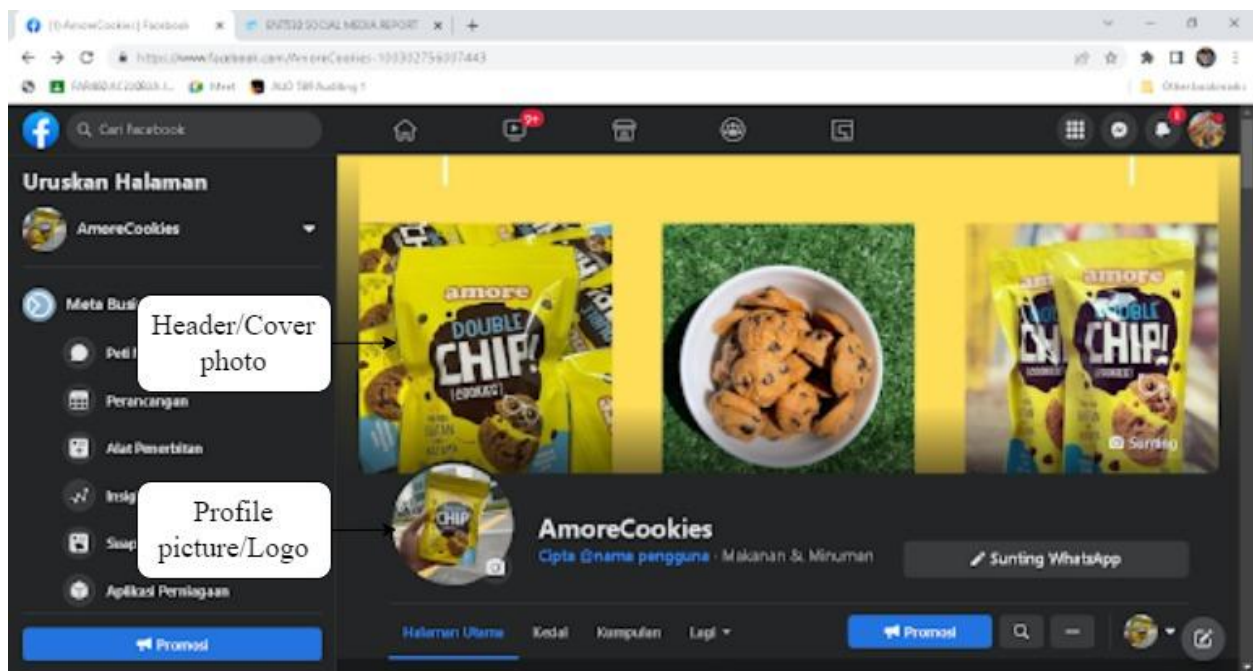
✓ 4

## 5.0 FACEBOOK (FB)

We set up a Facebook Page when we were launching our company. This is done in an effort to spread knowledge of our Amore Cookies company among Facebook users, particularly those who are local to our business location.

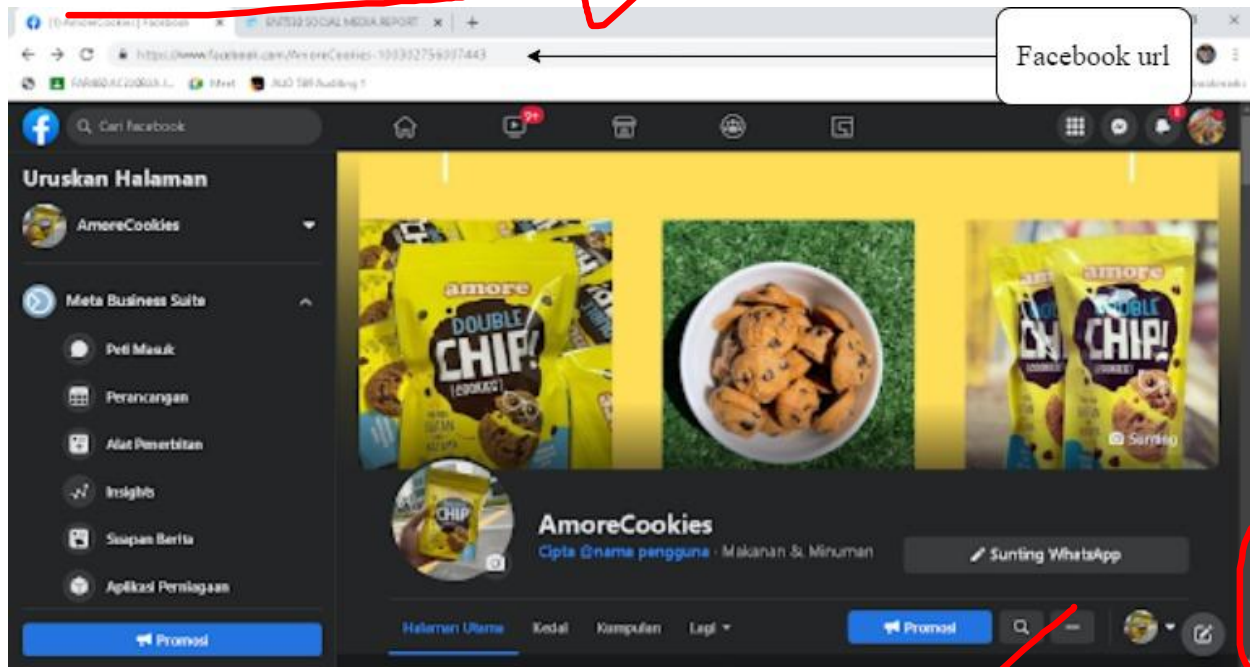
Additionally, we are aware that people these days like to seek and locate information online, so setting up a Facebook page is one of the best ways for us to engage with our customers online. Visit the In Amore Cookies Facebook Page. With the linked business, we had generated Facebook Posts that served as teasers, soft sells, and hardsells.

### 5.1 Facebook Page



FB LIKES 51 = 02 MARKS

## 5.2 Custom URL Facebook Page



FB pages URL : <https://www.facebook.com/AmoreCookies-100302756007443/>

## 5.3 Facebook (FB) Post - Teaser







## 5.4 Facebook (FB) Post – Copywriting (Hard Sell)

### Hard Sell 1

The image shows a Facebook post from the page 'AmoreCookies' dated May 9. The post text is as follows:

Boleh bagi peluang kedua tak? 😬 Untuk menambat awak dengan kesedapan Amore Cookies ni 😋

Sekarang ni musim RAYA, jadi semua mesti nak rapat kan hubungan kekeluargaan dan bagi yang terbaik untuk orang tersayang bukan 🥰 Meh kami perkenalkan produk kami dari Amore Cookies ni.

- ✅ Kami janji kan kepada anda semua dengan cookies yang terbaik dari kami dengan harga mampu milik shj 🥰🥰
- ✅ Packaging yang sangat cantik & comel sesuai dijadikan hadiah
- ✅ Mudah dibawa kemana-mana
- ✅ Isi dalam Amore Cookies yang bersesuaian dengan harga 🥰

\*RM15 SEPAKET\*

Moh ler selit order sekarang !! Click link dibawah 🙌  
<https://wasap.my/60182700640/amorecookies>


Below the text is a video player showing a woman holding a red package of 'AMORE RED JELUET (COOKIES)'. The video player has a progress bar at 0:04 / 0:13 and various control icons.

Annotations on the right side of the post map the text to the AIDA model:

- Attention:** Points to the opening question 'Boleh bagi peluang kedua tak?'. A red checkmark is next to this box.
- Interest:** Points to the first sentence 'Untuk menambat awak dengan kesedapan Amore Cookies ni'.
- Desire:** Points to the second sentence 'Sekarang ni musim RAYA, jadi semua mesti nak rapat kan hubungan kekeluargaan...'.
- Conviction:** Points to the list of benefits.
- Action:** Points to the call to action 'Moh ler selit order sekarang !! Click link dibawah' and the URL. A red checkmark is next to this box.
- Graphics:** Points to the video player showing the product packaging.



## Hard Sell 2

 AmoreCookies  
May 13 · 🌐

GUYS NAK BAGITAHU SESUATU NI !! 🍪

\*PROMO 12 MEI - 20 MEI 🗓️\*

Masih menyimpan RM150 😓 tapi tak tahu nak beli apa ? Tangan dah gatal-gatal nak membeli sesuatu 😓 Apa kata cuba beli Amore Cookies Double Chip ni 😊😋

Apa yang kami boleh beri jaminan kepada anda? Kami jamin:

- ✓ Korang pasti akan berpuas hati dengan produk kami
- ✓ Amore Cookies akan menggugat jiwa anda 🍪
- ✓ Korang akan rindu pada gigitan yang pertama 🍪

Tunggu apa lagi? Jom grab dengan harga promo sekarang! Hanya RM10 !!

TEKAN LINK: <https://wasap.my/60182700640/amorecookies>

Attention


Interest

Desire

Conviction

Action

Graphics



The advertisement graphic features a hand holding a yellow and blue bag of Amore Double Chips Cookies. The bag is labeled 'amore SNACK PREMIUM Double Chips Cookies' and 'BEST SELLER'. A large brown circle contains the text 'RM10 SAHAJA'. Below this, it says 'RINDU PADA GIGITAN - YANG - PERTAMA' and 'love you' in pink cursive. The background is light green with scattered chocolate chips.

### Hard Sell 3



AmoreCookies tagged a product from their shop.

May 21 · 🌐

Malas Nak Cakap!!

korang rasa sendiri amore cookies ini 🙄

Cuba sekali pasti jatuh hati .

Amore Cookies memang Terbaik 🍪

Rasanya yang ranggup, banyak gila chocolate chips nya dan tak terlalu manis sesuai di makan begitu saja dan boleh juga di variasikan bermacam-macam. 🍪🍪

variasi macam mana tu ? 🙄

✓ korang boleh makan dengan coklat 🍫

✓ korang boleh makan dengan susu 🥛

✓ korang boleh buat jadi ais blended 🍷

tak mahal pun tau ! hanya RM 15 shj 🙄

<https://wasap.my/60182700640/amorecookies>

Attention

Interest

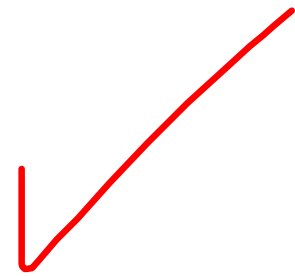
Desire

Conviction


Action



Graphics



## Hard Sell 4

 **AmoreCookies**  
May 23 · 🌐

Hai pencinta cookies 🍪


Korang dah ade ke cookies untuk dimakan ?? Haa takde kan?

Meh sini kita nak bagitahu rahsia ni yang Amore Cookies ni sedap gilerr 😊

Korang boleh makan sewaktu:

- ✔️ Tengok movie/Kdrama 😊
- ✔️ Sarapan bersama fresh milk
- ✔️ Sewaktu drive kereta
- ✔️ Senang cerita bila bila masa pun sesuai nak makan Amore Cookies ni tau!

RM15 !! RM15 !! RM15 !!  
Dahlah murah , sedap pulak tu  
😊👉 haish rugi tau kalau tak grab  
Jom order sekarang !! !!  
<https://wasap.my/60182700640/amorecookies>



Attention

Interest

Desire

Conviction

Action

Graphics



## Hard Sell 5

 **AmoreCookies**  
June 3 · 🌐

FREE SHIPPING TODAYYYY!

Hi semua! Kami nak habaq dekat hampa semua yang kami tengah offer free shipping tau 🙏

Bukan selalu kami offer free shipping ni. Kenapa kena grab sekarang? Sebab:

- ✔️ Free shipping sehingga 9 June
- ✔️ Beli lebih, jimat lebih
- ✔️ Produk tengah viral

Jangan lepaskan peluang untuk dapatkan amore cookies banyak2!!  
Jom wasap sekarang dengan menekan link whatsapp dibawah:  
<https://wasap.my/60182700640/amorecookies>

**amore**

Shopee

**PROMO**

**DOUBLE CHIPS COOKIES**



**amore**  
www.amorecookies.com

Attention

Interest

Desire


Conviction

Action


Graphics



## Hard Sell 6


**AmoreCookies**  
 June 4 · 🌐

"Menangis mak saya." → Attention  
 Bila saya belikan Amore Cookies.  
 Kata mak saya, "Ya Allah, sedap sangat. Rangup. Senang mak nak makan Cookies ni." → Interest  
 Sememangnya, Amore Cookies ini:  
 Guna coklat premium. Memang rasa coklat yang sebenar. coklat pula memang banyak. Puas makan. → Desire  
 Dan bakar sampai jadi rangup. Senang makan dan cair di dalam mulut. Sangat sesuai bagi anda yang suka sangat cookies tapi tak sempat nak buat.  
 Sekarang, boleh dapatkan di  
<https://wasap.my/60182700640/amorecookies>  
 Harga pun murah. Baru RM10. Sekarang nie kita ada promo free shipping → Conviction  
 Saya berani rekomen untuk anda cuba hari ini.  
 Dapatkan di <https://wasap.my/60182700640/amorecookies> → Action

 → Graphics

## Hard Sell 7

 **AmoreCookies**  
June 13 at 9:00 PM · 🌐

🚗 PIN PIN PON PON 🚗 AMORE COOKIES NAK LALU 🚗 → Attention

Semua tengah Monday blues ke tu? Tak semangat nak bekerja. Tak semangat nak belajar.

Hmm 😩 Macam mana nak atasi ya? Orang kata makan manisan boleh tukar mood kita jadi lebih baik. Kan kan? → Interest

Meh try AMORE COOKIES ni confirm tak menyesal tau. Kenapa? Sebab:

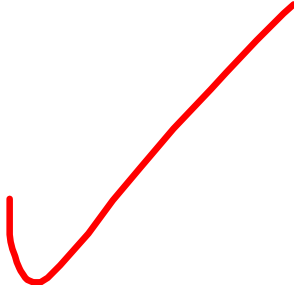
- 🍪 Cookies yang sangat crunchy membuatkan anda semua terbayang-bayang akan kerangupannya 😊😊 → Desire
- 🍪 Confirm korang akan tak akan berhenti mengunyah je 🤪
- 🍪 Sedap rasa premium tetapi harga marhaen 🙏

Murah sahaja hanya  
! 1pcs = RM10 SHJ ! → Conviction

RASA SEKALI PASTI NAK LAGI 🥰❤️🔥 JANGAN MENYESAL GERENTI SEDAP!

JOM DAPATKAN SEGARA SELAGI STOK MASIH ADA !!!!!!

<https://wasap.my/60182700640/amorecookies> → Action





## Hard Sell 8

 **AmoreCookies**  
14 Jun jam 9:00 PTG · 🌐

DOUBLE CHIP CHOCOLATE COOKIES → Attention

KELEBIHAN DOUBLE CHIP CHOCOLATE COOKIES BERBANDING  
PRODUCK LAIN :- → Interest

- ♥ SAIZ YG COMEL
- ♥ RASA TIDAK MUAK → Desire
- ♥ KAYA CHOC CHIP
- ♥ KURANG MANIS
- ♥ BILA MAKAN SATU PAKET TAK CUKUP
- ♥ HARGA BERPATUTAN
- ♥ MUSLIM PRODUK

SPESIFIKASI PRODUK

- ✓ READY STOCK
- ✓ VARIASI: 1 JENIS COOKIES
- ✓ HARGA: RM10.00/110GRAM → Convintion
- ✓ YANG PENTING COOKIES YANG KAMI JUAL ADALAH 100%  
HOMEMADE, TAHAN LAMA SERTA TIDAK LEMAU.
- ✓ COOKIES YANG DIBUAT DENGAN PENUH KASIH SAYANG PASTI  
AKAN MEMBUAT ANDA SEMUA INGIN MEMBELINYA LAGI.

Untuk pembelian sila message kami 😊

➡ WHATSAPP : <https://wasap.my/60182700640/amorecookies> → Call to action



Graphic



## Hard Sell 9

 **AmoreCookies**  
June 18 at 10:00 AM · 🌐

Hai pencinta cookies 🍪 Happy weekend semua 🎉

Weekend buat apa je? Ada yang duduk rumah je? Ada yang pergi travel?

Haa tak lengkap lah weekend korang tanpa kudap-kudapan kan. Hihi 🤔

Korang boleh makan Amore Cookies ni

- 🍪 Sambil2 driving
- 🍪 Sambil2 buat homework & assignment
- 🍪 Sambil2 duduk tepi pantai
- 🍪 Sambil2 tengok netflix

RM10 !! RM10 !! RM10 !!

Dahlah murah , sedap pulak tu  
🍪👍 haish rugi tau kalau tak grab!  
Jorder sekarang !! !! Klik link dibawah:

<https://wasap.my/60182700640/amorecookies>



Attention

Interest

Desire

Conviction

Action

Graphics



## Hard Sell 10

**AmoreCookies**  
19 Jun jam 10:00 PG · 🌐

Jemu asyik makan biskut raya yang sama saja ?? → Attention

Mencari biskut<sup>2</sup> yang lain daripada lain ?? → Interest

Apa kata tukar pula kepada Amore Cookies 😊 → Desire

Harga pon murah rm10 , tidak terlalu manis → Convintion

\*CEPAT ORDER SEKARANG UNTUK DIJADIKAN BISKUT RAYA !! !!\* → Call to action

<https://wasap.my/60182700640/amorecookies>

**amore**


**DOUBLE CHIP!**  
(COOKIES)

**amore**  
**percintaan**

**BUY NOW**

Graphic

## Hard Sell 11

 **AmoreCookies**  
20 Jun jam 10:00 PG · 🌐

KITEW Nak cerita Cara Buat Amore Cookies Nie → Attention

First korang Tengok Packagingnya yang lawa dan menarik tambah pulak dengan Bahan2 yang di gunakan Seperti Tepung Gula Butter Dan Chocolate Chips Memang Super Duper Padulah Guys → Interest

Kalau Korang Nak Saya Boleh Postage Ke alamat Rumah Korang.. 2 Hari Jew dah Sampai Dan korang Boleh Menikmati Rindu Pada Gigitan Yang Pertama .. → Desire

Lepas Tu Harga Nya Rm10.00 jew untuk 110g berat bersih.. → Convintion

So Kalau Korang Nak Grab Boleh Tekan Link Di Bawah Yeee → Call to action

<https://wasap.my/60182700640/amorecookies>



**amore**

**DOUBLE CHIP!**  
(COOKIES)

**FRESHLY BAKED,  
AMORE COOKIES!**

**BUY NOW**

Graphic

A large red checkmark is drawn on the right side of the graphic.

## Hard Sell 12

**AmoreCookies**  
21 Jun jam 10:00 PG · 🌐

\_2, 3 kucing berlari, nak tambah AMORE VIRAL jerr satu lagi!!\_ → Attention  
😊😊😊😊😊😊😊😊😊😊

Jom grab The Famous AMORE VIRAL segera ! → Interest


- 🔥 tahan lama
- 🔥 tak perlu SUSAH SUSAH
- 🔥 bersalut coklat CHIPS premium
- 🔥 Pack besar
- 🔥 harga berpatutan :

🔥 Pack 110g - RM10.00

🔥 Pack 180g - RM 15.00 → Convintion

<https://wasap.my/60182700640/amorecookies> → Call to action

#amoreviral  
#Sedaptakbolehbawabincang



Graphic

**amore**

**DOUBLE CHIP!**  
(COOKIES)

**FRESHLY BAKED,  
AMORE COOKIES!**

**BUY NOW**

A red checkmark is drawn on the right side of the advertisement graphic.

## Hard Sell 13



AmoreCookies

June 22 at 10:00 AM · 🌐

STRESS BEKERJA & BELAJAR?

Sesetengah pakar psikologi percaya bahawa bila seseorang mengalami tekanan atau penat bekerja/belajar, mereka perlu makan sesuatu yang manis, maka tekanan dan penat akan hilang.

Amore Cookies 🍪 resepinya diciptakan khas untuk pelajar dan pekerja yang selalu penat dan mengalami tekanan dengan kerangapan dan kemanisan coklat chipnya yang sangat memukau dapat menggembirakan hati anda seharian 🍪

Percaya atau tidak?

Telah banyak testimoni yang mengatakan Amore Cookies adalah biskut yang terbaik !!

Tak percaya lagi?

Jom beli dan rasa kehebatan Amore Cookies.

Hanya RM10 !!

Whatsapp sekarang: <https://wasap.my/60182700640/amorecookies>

#amorecookiesterbaik #amore #tiktok

#mukbang #asmr #visitmalaysia #viralmalaysia #foodstagram

#foodphotography #food #foodie #instafood #makanma

Attention

Interest

Desire

Conviction

Action



Graphics





## Hard Sell 14

**AmoreCookies**  
Sebentar tadi · 🌐

RARENYA COOKIES PERISA MATCHA NI 🍵

Korang pernah ke jumpa cookies yang berperisa matcha ni? Sangat sukar tau ditemui di pasaran. Amore Cookies ini adalah pilihan terbaik untuk korang semua cuba & pasti kembali lagi untuk order 🙌

Meh sini kita share apa kelebihan matcha ni:

- 🍵 Pembuangan toksin dan produk metabolik. Ianya membolehkan anda membersihkan badan dari bahan-bahan berbahaya. Atas sebab ini, ia dapat membawa kelegaan yang penting dari keracunan, serta melegakan mabuk.
- 🍵 Peningkatan daya tahan tubuh. Selain antioksidan, matcha mempunyai kesan antibakteria, dan kandungan vitamin A dan C yang tinggi yang membolehkan anda menguatkan sistem imun.
- 🍵 Pemulihan keseimbangan kolesterol. Bahan aktif teh dapat mengurangkan kadar "buruk" kolesterol dan menormalkan penunjuk "baik".

Haa banyak kan kelebihan matcha ni. Dahlah sedap. Sihat & berkhasiat pula tu jntuk tubuh badan kita 🍵

1 pack = RM15  
2 pack = RM30

Harganya sangat berbaloi tau dengan rasa dia 🍵 Jom try rasa Amore Cookies dengan click whatsapp link dibawah:

<https://wasap.my/60182700640/amorecookies>

**amore**  
This Week  
*Special*  
Cookies

**amore**  
GREEN TEA  
MATCHA

ORDER NOW

Annotations:

- Attention
- Interest
- Desire
- Convintion
- Call to action
- Graphic

## Hard sell 15

The image shows a social media post from AmoreCookies with several annotations. The post text is as follows:

**AmoreCookies**  
Sebentar tadi · 🌐

APA ITU RED VELVET? DAN APA RASANYA?

Ada ke yang belum pernah rasa Red Velvet tu macam mana? Atau ada yang tengah craving nak makan red velvet. Tapi dah jemu makan kek. Haa meh try Amore Cookies perisa Red Velvet pula!

Meh sini kita kongsiikan apakah bahan utama untuk dapatkan rasa Red Velvet ni.

Jenis pewarna yang digunakan cukup unik dan berbeza dari yang lainnya. Red Velvet terkenal dengan warnanya yang merah menyala. Warna tersebut didapati dari pewarna alami yang berasal dari buah bit.

Buah bit mengandungi banyak nutrisi alami yang dapat meningkatkan tenaga. Vitamin dan mineral yang terkandung di dalamnya membantu menutrisi dan menunjang kebutuhan kesihatan alami tubuh. Buah bit juga membantu memberikan kualiti darah yang baik, yang juga bererti memberikan kesihatan menstruasi kepada wanita.

Haa banyak kan khasiat yang dapat kita perolehi daripada Red Velvet ni. Tunggu apa lagi? Jom order sekarang dengan kami.

RM15 !! RM15 !! RM15 !!

Click whatsapp link dibawah:  
<https://wasap.my/60182700640/amorecookies>

The annotations on the right side of the post are:

- Attention (points to the question)
- Interest (points to the first paragraph)
- Desire (points to the second paragraph)
- Convintion (points to the third paragraph)
- Call to action (points to the WhatsApp link)
- Graphic (points to the promotional image)

The promotional image at the bottom features the Amore logo, the text "This Week Special Cookies", and an image of a Red Velvet cookie package with an "ORDER NOW" button.

## Hard Sell 16



AmoreCookies

2m · 🌐

...

BOLEH KE MAKAN COKLAT? TAK GEMUK KE?

Attention

Ramai orang 'ghosting' kita yang coklat ni tak sihat & tak baik untuk badan kita. Tapi korang tahu tak sebenarnya coklat pun ada kebaikan dia.

Interest

Apa dia? Meh kita kongsi:

- ✔ Mengurangkan risiko serangan jantung
- ✔ Mengurangkan berat badan kerana kajian menunjukkan bahawa coklat gelap adalah lebih mengenyangkan daripada coklat susu.
- ✔ Menguatkan sistem saraf yang dapat membantu melindungi otak daripada strok.

Desire

Wahh banyaknya khasiat coklat untuk tubuh badan kita 🤩 Macam tak percayakan? Ya betul. Jom try Amore Cookies sekarang.

RM10 !! RM10 !! RM10 !!

Conviction

Click whatsapp link dibawah:

<https://wasap.my/60182700640/amorecookies>

Action



Graphics



## 5.5 Facebook (FB) post – Copywriting (Soft sell)

### Soft sell 1

The image shows a Facebook post from the user 'AmoreCookies' dated May 9. The post text is as follows:

Ehhhhhh awak tu tengah pegang apa tuh?"

Nampak macam sedap je!!!

K, Saya nak kongsi testimoni awak nie kat korang semua tentang satu produk yang biasa dia makan waktu petang.

Ceriakan petang anda dengan sesuatu yang hebat dan menyelerakan. Rangup, manis dan warnanya sahaja sudah menarik minat anda dan keluarga. Rasai sendiri kesedapan dunia sebenar Amore Cookies. Sesuai dimakan dengan pelbagai cara.

Jom dapatkan Amore Cookies

#amorehq  
#mukbang #asmr #visitmalaysia #viralmalaysia #foodstagram  
#foodphotography #food #foodie #instafood #makanmakan  
#yummy #tiktokmalaysia #johorbahru #johor #anakmudajohor #jdt  
#jdtfamily #makananviral #cookies #photography #cookiesviral  
#malaysianfood #bruneidarussalam #indonesia #thailand  
#malaysianfood"

The post includes a video thumbnail showing a woman holding a yellow bag of Amore Cookies. The video player interface at the bottom shows a progress bar at 0:05 / 0:28.

Annotations on the right side of the post:

- An arrow points from the first sentence to a box labeled "Topic".
- An arrow points from the second sentence to a box labeled "Introduction".
- An arrow points from the third and fourth sentences to a box labeled "Content".
- An arrow points from the fifth sentence to a box labeled "Call to action".
- An arrow points from the video thumbnail to a box labeled "Graphics".





## Soft sell 2



AmoreCookies

May 9 · 🌐



EVERY SINGLE BITE WITH AMORE COOKIES ★★★★★

Ada ke antara korang yang tengah mencari cookies yang murah tetapi sedap & berkualiti? Haa maii sini kami habaq kelebihan Amore Cookies:

- ✔ Diperbuat daripada bahan-bahan yang berkualiti tinggi
- ✔ Tidak terlalu manis dan sentiasa ketagih mahu lagi !!
- ✔ Tanpa pewarna dan bahan pengawet itu sudah pasti

Cuba 1 pasti repeat lagi kerana akan rindu pada gigitan yang pertama



Tunggu apa lagi jom order sekarang dengan kami. Tekan link 📌  
[www.wasap.my/60182700640/amorecookies](http://www.wasap.my/60182700640/amorecookies)

Topic

Introduction

Content

Call to action



Graphics

### Soft Sell 3



AmoreCookies tagged a product from their shop.

May 10 · 🌐

Banyak Kali Dah Aku Cakap, Malaslah Nak Ulang!!!

SEDAP KE AMORE COOKIES?

Awak boleh try rasa sendiri, tengok sedap ke tak...

Rasanya yang ranggup, limpahan chocolate chips yang banyak dan tak terlalu manis sesuai di makan macamtu je...dan kalau korang nak campur makan dengan ice cream pun onzzz 😊 lagi la bertambah-tambah sedap!

Jom dapatkan sepaket dua..buat makan-makan time tengok tv best ni!

Pm saya di <https://wasap.my/60182700640/amorecookies> segera

...

Topic

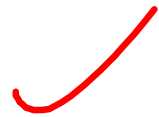
Introduction

Content


Call to action



Graphics



## Soft sell 4

 **AmoreCookies**  
12 Mei · 🌐

DAH SARAPAN KE U OLSS? SARAPAN APA TU? → **TOPIC**

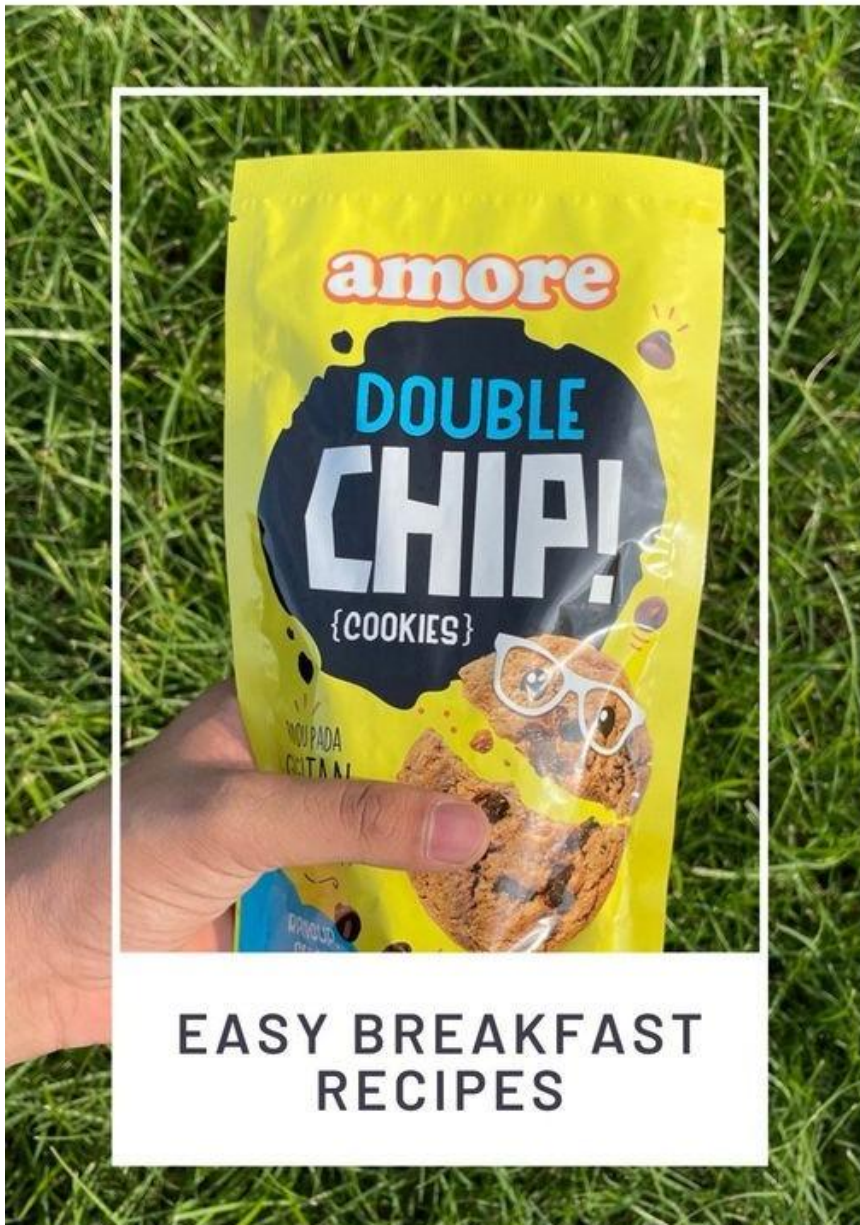
Hmm.. Setiap pagi je mesti dilema nak makan apa kan. Kadang dah bosan makan nasi lemak & roti canai setiap hari. Haa Amore Cookies ni boleh menjadi pilihan u ols tau! → **INTRODUCTION**

Kenapa ya? Sebab:

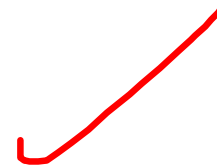
- ✓ Mudah dibawa ke mana-mana
- ✓ Boleh makan begitu sahaja → **CONTENT**
- ✓ Boleh makan bersama susu segar
- ✓ Sedap & mampu memberikan tenaga

Haa nampak kan Amore Cookies ni memang pilihan tepat 😍 !!

Jom whatsapp sekarang: → **CALL TO ACTION**  
<https://wasap.my/60182700640/amorecookies>



→ **GRAPHICS**





Soft sell 5 (2&5 SAMA)

 AmoreCookies menetag produk dari kedai mereka. 14 Mei · 🌐

EVERY SINGLE BITE WITH AMORE COOKIES ★★★★★

Ramai yang tidak tahu cara mengapakah sesuatu cookies itu menjadi tersangat sedap.

Jadi, rahsianya ialah:

- ✔Diperbuat daripada bahan-bahan yang berkualiti tinggi
- ✔Tidak terlalu manis dan sentiasa ketagih mahu lagi !!
- ✔Tanpa pewarna dan bahan pengawet itu sudah pasti

Cuba 1 pasti repeat lagi kerana akan rindu pada gigitan yang pertama 😊

Tunggu apa lagi grab lah order sekarang 🍪  
<https://wasap.my/60182700640/amorecookies>

Diagram labels on the right:

- TOPIC (points to the title)
- INTRODUCTION (points to the first paragraph)
- CONTENT (points to the list of features)
- CALL TO ACTION (points to the final paragraph)

**amore**

SNACK PREMIUM

Double Chips Cookies

RINDU PADA GIGITAN YANG PERTAMA

**amore** BEST SELLER

DOUBLE CHIP! (COOKIES!)

**RM10.00 SAHAJA**

EVERY SINGLE BITE WITH AMORE COOKIES

Diagram labels on the right:

- GRAPHICS (points to the product image)

Hand-drawn red annotations: a circle around the price 'RM10.00 SAHAJA', a checkmark, and a stylized 'Z!' symbol.

## Soft sell 6

The image shows a Facebook post from the user 'AmoreCookies' dated '15 Mei'. The post text is as follows:

Virus Paling Berkesan Jika Anda Duduk Di Rumah Sepanjang Tempoh RAYA

Boleh Mengurangkan Kebosanan Yang Melanda Sepanjang Anda Duduk Di Rumah

Teman setia waktu menonton Nexflix Dirumah

Dan Paling Penting Anda Sentiasa Rindu Pada Gigitan Yang Pertama 🥰

Dapatkan Sekarang Di <https://wasap.my/60182700640/amorecookies>

Annotations with arrows point to the following elements:

- 'Virus Paling Berkesan...' points to a box labeled 'TOPIC'.
- 'Boleh Mengurangkan Kebosanan...' points to a box labeled 'INTRODUCTION'.
- 'Teman setia waktu...' points to a box labeled 'CONTENT'.
- 'Dapatkan Sekarang...' points to a box labeled 'CALL TO ACTION'.
- The video player below the text points to a box labeled 'GRAPHICS'.

The video player shows a person in a black hijab holding a box of 'Gigitan' (bites) with a 'halo girl' emoji sticker on their face. The video has a progress bar at 0:04 / 0:15 and a caption 'Klik untuk kembangkan'.

Soft sell 7

**AmoreCookies**  
16 Mei · 🌐

\*GUYS NAK MINTA TOLONG 😭\*  
Tolong pejamkan mata dan bayangkan kesedapan Amore Cookies Double Chip ni 😊  
sambil layan movie dan malas nak keluar mencari cookies , rasa macam tempat paling selamat dekat rumah sja . 😊  
Better beli Amore Cookies ni secara online tahu-tahu dah sampai depan rumah 🤗  
Okay terima kasih kerana menolong 🙏 ha apa lagi grab lah order banyak² sekarang 🙏 <https://wasap.my/60182700640/amorecookies>

**TikTok**  
Rangup Sedap  
@amorecookieshd  
amare  
Tak muak  
Anak Anda happy.  
Hilangkan Stress  
Tahan 1 tahun  
Double Chocolate Chips

TOPIC  
INTRODUCTION  
CONTENT  
CALL TO ACTION  
GRAPHICS



## Soft sell 8



AmoreCookies mengetag produk dari kedai mereka. ...

18 Mei · 🌐

AMARAN KEPADA PENGGEMAR COOKIES !!

TOPIC

\*CUBALAH AMORE COOKIES NI\*

INTRODUCTION

"Bila masuk mulut, sedapnye taktahu nak kata macam mana"

Cookies dia dah lah banyak, rangup pulak tu 🤤 krup krup krup krup bunyi bila makan 😊 tambah pula dengan kesedapan cookies ni memang menggugat hati !!

CONTENT

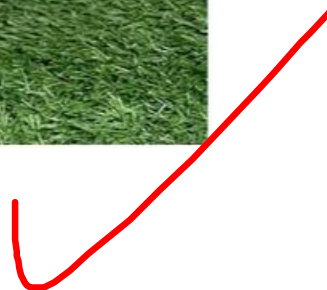
Kalau korang semua penggemar cookies, marilah dapatkan dan cuba Amore Cookies ni !!

CALL TO ACTION

<https://wasap.my/60182700640/amorecookies>



GRAPHICS



## Soft sell 9

The image shows a Facebook post from AmoreCookies, dated 19 Mei. The post text is as follows:

[ Say YES to AMORE COOKIES! ]  
"Rasa nak mengunyah ja mulut ni, itu yg cari jajan2. Alhamdulillah..  
Terjumpa AMORE COOKIES COUBLE CHIP ni 🍪  
Memang paduwwwww and terbaikkkk 🍪 tak sia2 beli banyak-banyak.  
So sekarang ni, baru boleh buat kerja dgn puass wohoo! Senang hati  
kiteww..🍪"  
You guys tak terliur kaa? 🍪  
Kalau camtu, let's grab yours! 🍪  
Boleh dapatkan dengan hanya klik link di bawah 🍪  
<https://wasap.my/60182700640/amorecookies>

Annotations on the right side of the post:


- TOPIC: Points to the opening line "[ Say YES to AMORE COOKIES! ]".
- INTRODUCTION: Points to the first paragraph of the post.
- CONTENT: Points to the second paragraph of the post.
- CALL TO ACTION: Points to the link provided at the end of the post.

Below the post is a photograph of three yellow bags of Amore Double Chip Cookies. Each bag features a large cookie with white-rimmed glasses. The text on the bags includes "amore", "DOUBLE CHIP!", and "COOKIES". The weight "110g" is also visible on the bags. An arrow points from this image to a box labeled "GRAPHICS".

A large red checkmark is drawn to the right of the graphics image.



## Soft sell 10

 **AmoreCookies**  
5 Jun jam 8:00 PTG · 🌐

ANGAN BACA POSTING NI KALAU ANDA RASA ANDA SEORANG YANG BEBAS DARI KEMURUNGAN. \_\_\_\_\_ → **TOPIC**

•  
ANTARA KELEBIHAN MENCUBA AMORE COOKIES: \_\_\_\_\_ → **INTRODUCTION**

•  
1. Senyuman bertambah manis.  
2. Suami/Isteri/Boyfriend/Girlfriend bertambah sayang kerana senyuman lain daripada biasa. \_\_\_\_\_ → **CONTENT**  
3. Anda tak murung sepanjang hari.  
4. Anda tak single lagi.

•  
Rebutlah peluang untuk mencuba supaya kenikmatan AMORE COOKIES sentiasa diingati 🍪❤️ \_\_\_\_\_ → **CALL TO ACTION**  
dapatkan di  
<https://wasap.my/60182700640/amorecookies>



## Soft sell 11



AmoreCookies

6 Jun jam 6:00 PTG · 🌐

MEMANG TAK CUKUP DEK OIII JADI AKAK BORONG 5 PACK TERUS"

TOPIC

Memang AMORE COOKIES ni TAKKAN pernah cukup,  
1 botol, 2 botol ataupun 3 botol.

INTRODUCTION

Lagi lagi dalam kereta tu,  
Ada sampai 5 orang.  
Alamatnya 1 pack tu boleh tahan,  
BEBERAPA MINIT SAHAJA.

CONTENT

Pernah rasa macam ni?  
Kalau belum PERNAH, memang WAJIB kene rasa tau.  
Dan yang BEST, sekarang AMORE dah ada PACK JUMBO!?

CONTENT

- ✓ LEBIH BESAR
- ✓ LEBIH BANYAK
- ✓ LEBIH BERBALOI

Klik link dibawah kami bantu segera.

CALL TO ACTION

KLIK LINK >> <https://wasap.my/60182700640/amorecookies>




GRAPHICS

HS



## Soft sell 12

 **AmoreCookies** 7 Jun · 🌐

Pilihan dalam hidup-hidup sehari-hari —————> Topic

Siapapun tidak dapat menafikan bahawa dalam hidup ini penuh pilihan dan setiap orang berhak membuat pilihan dan memilih apa yang dirasakan terbaik untuk dirinya sendiri. Meski yang dipilih belum tentu terbaik menurut hitungan dan ilmu Tuhan. —————> Introduction

Jika hidup ini dijalani tanpa pilihan, tiada bezanya dengan orang yang mati atau mati akal dan jiwanya.

Makan minum pun banyak pilihan, jenis pakaian juga berbagai ragam, buku dan cerita juga beraneka, bahkan manusia sekeliling kita pun ada yang boleh jadi kawan.. tak kurang juga boleh jadi lawan. Termasuklah untuk menjadi yang terbaik dari yang baik, pasti menuntut kita membuat pilihan dan pengorbanan. —————> Content

Demikian juga, untuk taat pada tuntunan agama atau berpaling dari aturannya - semua itu terpulung pada kita untuk melakukan pilihan.

Persoalannya bagaimana kita boleh memilih sekaligus dapat pilihan yang penuh kebaikan dan hikmah yang ALLAH sudah tetapkan?

Adakah AMORE COOKIES Satu Pilihan Anda? —————> Call to action  
<https://wasap.my/60182700640/amorecookies>



amorc

Shopee

**PROMO**

amorc INDU PERIGITAN PERTAMA

amorc DOUBLE CHIPS

amorc DOUBLE CHIPS

amorc DOUBLE CHIPS

amorc www.amorecookies.com

DOUBLE CHIPS COOKIES

Graphic

?

## Soft sell 13

 **AmoreCookies**  
15 Jun jam 11:00 PG · 🌐

Hi, Assalamualaikum!

Ada yang minat \*cookies\* bersalut \*chocolate yang melt\*? → **Topic**

Anak-anak minat chocolate? Cookies? → **Introduction**  
Nak makan santai-santai?

Korang patut cuba COOKIES FRESHLY BAKED daripada kami !  
Korang boleh tengok-tengok gambar yang kami send.

Cookies yang sedap, ada \*REDVELVET & CHOCO CHIP COOKIES\*, → **Content**  
chocolate melt yang pekat dan memang terpikat. InsyaAllah kena dengan citarasa semua yang merasa 🍪

Harga berpatutan dan mampu milik.

PM SEGERA 🍪 → **Call to action**  
<https://wasap.my/60182700640/amorecookies>

 → **Graphic**





Soft sell 14

**AmoreCookies**  
16 Jun jam 10:00 PTG · 🌐

KADANG-KADANG DAPAT SATU ORDER PUN KAMI PUNYA EXCITED LAIN MACAM TAU 🙌

Tengah- tengah bukan ni semua dah rasa agak tertekan kan ?? Rasa penat? Samalah, kalau fikir penat ni dah lama give up tapi kita masih ada impian kan? Jadi rehat dulu kalau penat, jangan patah semangat. Almost there, hang in there! We can do this!

Apa kata kita berhenti sebentar & makan Amore Cookies ni. Biskut kami mampu membekalkan tenaga & boost our mood semula tau! Biskut kami juga tidak terlalu manis & sangat sesuai untuk dimakan pelbagai peringkat usia.

So andai anda semua nak rasai Amore Cookies yang tengah viral sekarang ni, mari lah order bersama kami.

KLIK LINK DIBAWAH UNTUK ORDER ORDER SEKARANG ;  
<https://wasap.my/60182700640/amorecookies>

**SAYA HAPPY DAPAT AMORE COOKIES**

**amore DOUBLE CHIP! (COOKIES)**

Annotations:

- Topic
- Introduction
- Content
- Call to action
- Graphic

A red checkmark is present on the right side of the image.

## Soft sell 15

 **AmoreCookies**  
17 Jun jam 8:01 PTG · 🌐

HAA 🌧️ AMORE COOKIES TENGAH VIRAL SEKARANG?! BETUL KE? → **Topic**

Betul.. Ini lah produk yang tengah hangat di pasaran sekarang taul  
Ramai influencer dah review produk kami. Korang bila lagi nak try? → **Introduction**

Banyak review kami dapat. Antaranya:

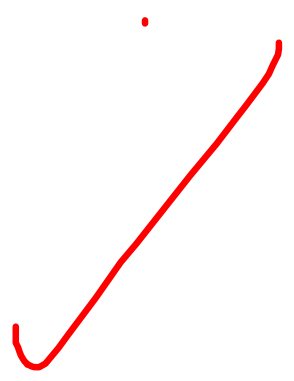
- ✅ Murahny Amore Cookies ni 🤩
- ✅ Rasanya sangat premium tetapi harganya murah. Rasa berbaloi sangat 🍪
- ✅ Packaging bagus sebab mudah dibawa untuk travel sebab ada zip lock. Jadi tak mudah lemau

Banyak lagi feedback positif yang kami terima. Korang tunggu apa lagi? Jom lah try!

Klik whatsapp link dibawah sekarang untuk order:  
<https://wasap.mv/60182700640/amorecookies> → **Call to action**



→ **Graphic**





Soft sell 16

**AmoreCookies**  
23 Jun jam 10:00 PG · 🌐

Mengapa anda mengidam macam-macam walaupun tidak mengandungi? —————> Topic

realitinya, itu merupakan signal dari tubuh yang "memberitahu" kepada anda bahawa anda sedang mengalami kekurangan mineral tertentu yang menyebabkan badan tidak dapat menjalankan fungsinya secara maksimum. —————> Introduction

**\*Mengidam Manis-Manis\***

Pabila anda secara tiba-tiba, asyik teringin nak makan makanan manis-manis seperti kek, coklat, gula-gula atau seumpamanya, sebenarnya badan anda benar-benar memerlukan mineral Kromium, Karbon, Fosforus, Sulfur dan Tryptophan. —————> Content

Jadi... kalau mengidam atau teringin tu tak salah okayy..CARILAH AMORE VIRAL BARU BELI 😊😊

JUM WASSAP SY <https://wasap.my/60182700640/amorecookies> —————> Call to action

**amore**

*Thank you!*

thanks amorecookies for selling your cookies! the cookies tasted really good. i" make sure i buy the cookies from you guys again!

MAIRAH

www.amorecookies.com

Topic

Introduction

Content

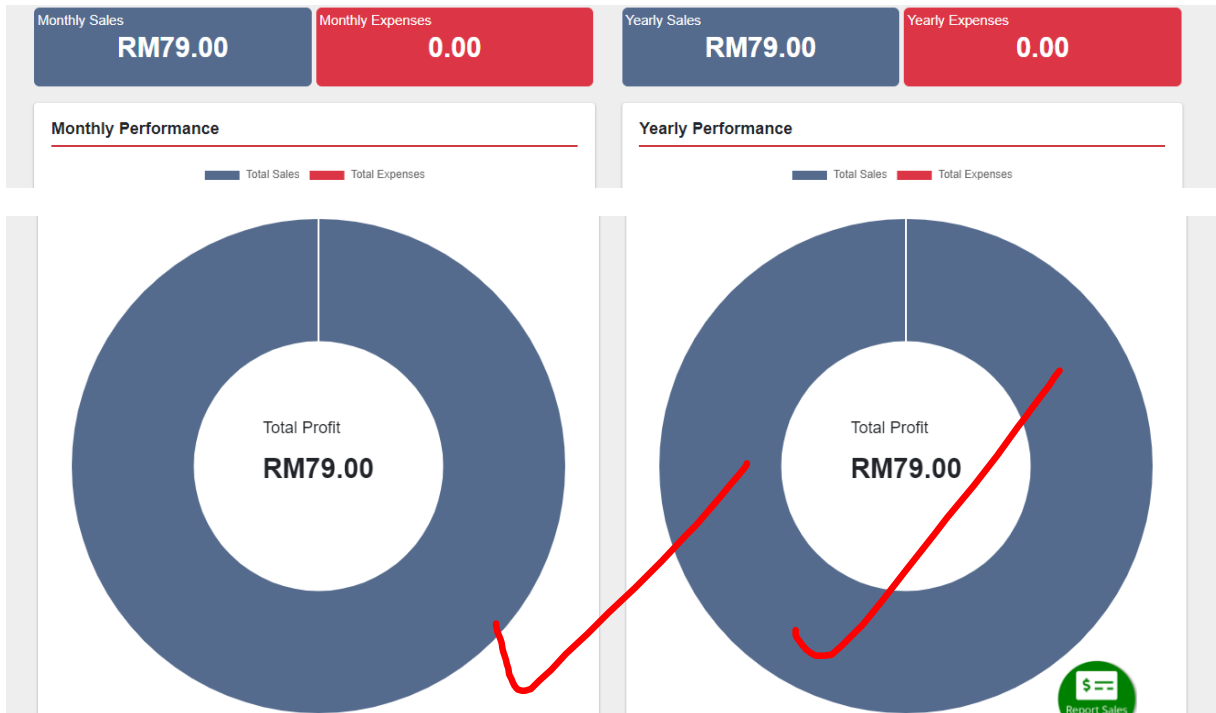
Call to action

Graphic

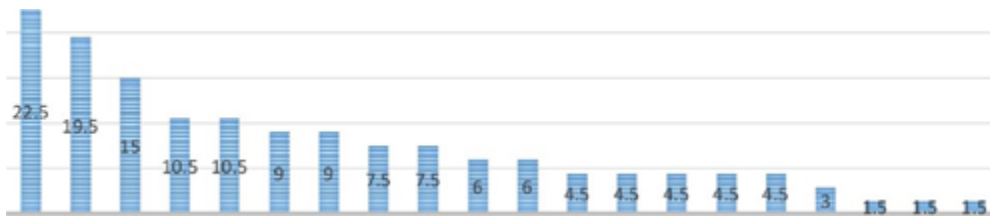
✓  
15



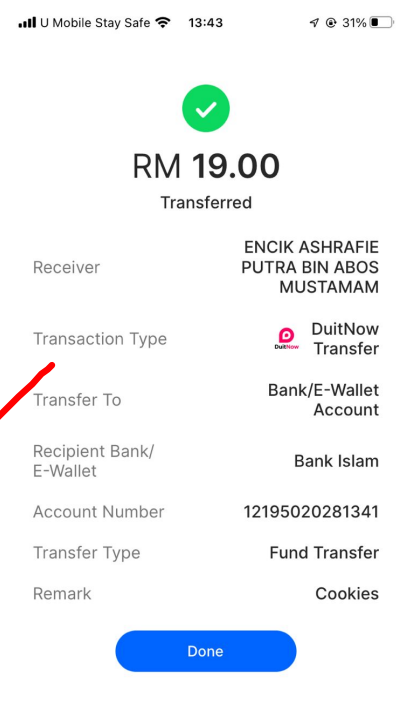
## 5.6 SALES REPORT



### Total Sales Offline



Amore Cookies is currently selling for more than RM70. The table below shows some of our sales with receipts as evidence.

Month	Customer Information	Evidence
May	<p>Nama : Zaiton bt Aziz</p> <p>Alamat : No 43 kampung Baru Mukim Gajah Mati, Pokok Sena Alor Setar Kedah..</p> <p>no tel: 0195647180</p> <p>item : 1 pack Double Chip Cookies</p>	 <p>U Mobile Stay Safe 13:43 31%</p> <p><b>RM 19.00</b> Transferred</p> <p>Receiver: ENCIK ASHRAFIE PUTRA BIN ABOS MUSTAMAM</p> <p>Transaction Type: DuitNow Transfer</p> <p>Transfer To: Bank/E-Wallet Account</p> <p>Recipient Bank/ E-Wallet: Bank Islam</p> <p>Account Number: 12195020281341</p> <p>Transfer Type: Fund Transfer</p> <p>Remark: Cookies</p> <p>Done</p>

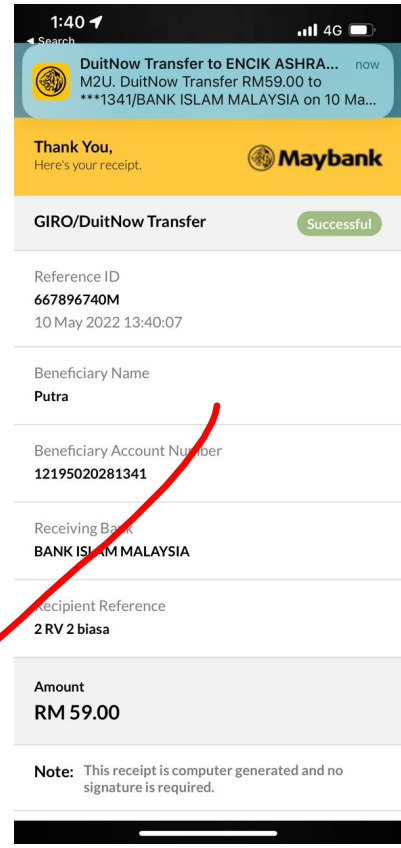
May

Nama : Farah Nadia

Alamat : B-13-11 Kiara  
East Taman Mastiara  
51200 KL

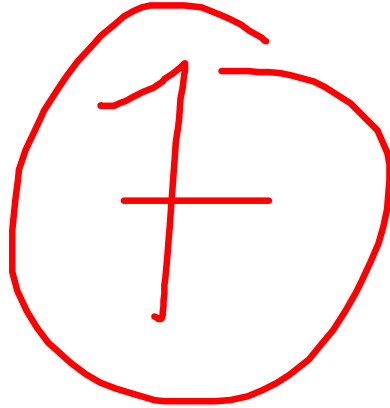
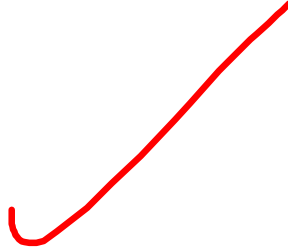
No tel: 0167234558

Item: 2 pack Double Chip  
Cookies, 2 pack Red  
Velvet Cookies



## Go-eCommerce

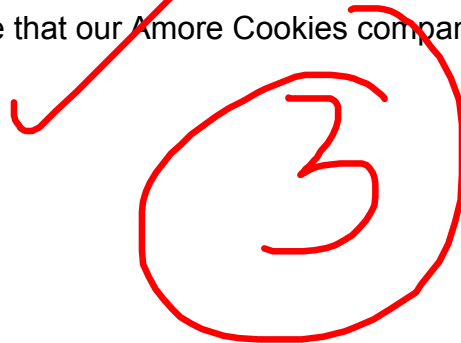
Business Name	Date	Type	Marketplace(if any)	Others Marketplace (if any)	Total Sales (RM)	Expenses Category	Expenses Subcategory	Total Expenses (RM)	Description	Created At
AmoreCookies	10/05/2022	online	Others	facebook	60				selling	13/06/2022
AmoreCookies	10/05/2022	online	Others	facebook	19				selling	13/06/2022



## 6.0 Conclusion

In short, while creating this social media portfolio, we learned a lot and gained experience. We enjoyed every step of the procedure immensely. We gained knowledge on how to manage and make money from an online business on social media. Since most customers today prefer to make purchases online rather than window shop, having knowledge of how to operate an internet business provides us a competitive edge in online marketing. This is because it is simpler and more effective for customers. We sincerely hope that our online business will keep growing in the market so that we can realize our mission and vision of becoming one of the most well-known manufacturers of cookies available today. In order to satisfy the needs and preferences of our customers while also ensuring their brand loyalty, we will make every effort to maintain the quality and pricing of our products. Furthermore, we think that by creating job possibilities through our company, our future successes will help to lower the unemployment rate.

Additionally, social media is the ideal platform today for connecting with customers and developing our brand. In this social media portfolio project, we learn how to run our own business in the real world, interact with online users, advertise a business, and establish connections with others. We've seen a lot of Facebook business tool features that we think are really helpful for operating an online business. In order to advance our business goal, we also hope that our Amore Cookies company will get more notice from others.



**WRITING STYLE = 03**