



اُنِيُوْرْسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

## SOCIAL MEDIA PORTFOLIO

### K&A BAKES

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#### PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY

**Faculty** : BA - Faculty of Business and Management  
**Program** : BA247  
**Group** : ENT530K  
**Course** : Principle of Entrepreneurship  
**Course Code** : ENT530  
**Semester** : 3  
**Group Members** : 1. Siti Nuraisyah Binti Razali (2021103317)  
2. Nur Khalisah Binti Mohamad Salleh (2021103257)

**SUBMITTED TO:**

**MISS NUR NAJDAH BINTI ABD RAHIM**

**SUBMISSION DATE:**

**30 JAN 2022**

## **ACKNOWLEDGEMENT**

First of all, in the name of Allah, the Most Gracious and the Most Merciful, Alhamdulillah, all the praises to Allah for the strengths and His blessing upon completing this assignment. Thank you for letting us through all the difficulties. Without His blessing, we couldn't finish our assignment.

Next, we also would like to acknowledge and give our warmest thanks to our beloved lecturer, Ms. Nur Najjah binti Abd Rahim for her guidance through all the stages of our assignment. Thank you for your support and give us the information, tips on how to search for all the information through the internet. Because of ODL, we couldn't meet each other but we can feel her sincerity through her teaching.

All in all, we would like to thank our parents because we always support and understand when finishing our assignment. Without their understanding and support, surely, we cannot finish the assignment. Your prayer for us was what sustained us this far. Also, thanks to our classmates for helping in giving us some information that we may not understand or do not know.

Thank you.

## **EXECUTIVE SUMMARY**

K&A Bakes produces a variety of cakes and desserts such as Chocolate Lava Cake, Cake Gula H Angus, Cake Pandan Cheese and Pudding Caramel. We use quality ingredients to make quality products. We are based at Gelang Patah, Johor Bahru. We produce our products everyday to make sure our customers get fresh products. Other than that, we make deliveries on every Tuesday, Thursday and Saturday. K&A Bakes is also concerned with providing best customer service to make our customers stay loyal to us. We also make loyalty cards for our loyal customers, after 10 stamps, they can claim free delivery or free mini cake. Besides that, we engaged with our customers through our social media platforms such as Facebook and Instagram. Also, our customers can request special design or handwriting for the cakes.

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# 1.0 GO-ECOMMERCE REGISTRATION

## 1. NUR KHALISAH BINTI MOHAMAD SALLEH

The screenshot shows the user profile page for Nur Khalisah binti Mohamad Salleh on the Go-eCommerce platform. The page is divided into two main sections: Personal Information and Institution Information. The Personal Information section includes fields for Name, New Identity Card No., Email Address, City, State, Personal Facebook, Gender, Marital Status, Phone/Mobile, Home Address, District, Postcode, Personal Instagram, Race, and Special Need Required. The Institution Information section shows the user is enrolled in UiTM Puncak Alam - ENT530 - PRINCIPLES OF ENTREPRENEURSHIP (ENT530K). The page also features a navigation menu with options like HOME, MY PROFILE, MY BUSINESS, MY LEARNING, MY NOTIFICATIONS, and MORE.

**Go-eCommerce BETA**

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

**PERSONAL PROFILE BUSINESS PROFILE**

**PERSONAL INFORMATION**

Name : Nur Khalisah binti Mohamad Salleh Phone/Mobile : [Edit](#)

New Identity Card No. : Home Address :

Email Address :

City : District :

State : Postcode :

Personal Facebook : Personal Instagram : null

Gender : Female Race : Malay

Marital Status : Single Special Need Required : No

**INSTITUTION INFORMATION** [Add New](#)

UiTM Puncak Alam - ENT530 - PRINCIPLES OF ENTREPRENEURSHIP (ENT530K)

**eCertificates**



# *Certificate of Completion*

This acknowledges that

Nur Khalisah binti Mohamad Salleh

---

has successfully completed

## **eUsahawan Course Level 1 – Go Digital**

organised by




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

## 2. SITI NURAI SYAH BINTI RAZALI

**Go-eCommerce** BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

**PERSONAL PROFILE** BUSINESS PROFILE

  
SITI NURAI SYAH BINTI RAZALI

**Personal Information**

Name	: SITI NURAI SYAH BINTI RAZALI	Phone/Mobile	:	<a href="#">Edit</a>
New Identity Card No.	:	Home Address	:	
Email Address	:			
City	:	District	:	
State	:	Postcode	:	
Personal Facebook	:	Personal Instagram	:	
Gender	: Female	Race	: Malay	
Marital Status	: Single	Special Need Required	: No	

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

UiTM Puncak Alam - ENT530 - PRINCIPLES OF ENTREPRENEURSHIP (ENT530K)


Type of Institution	: IHL	Institution List	: Universiti Teknologi MARA
State of Institution	: Selangor		

**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

  
SITI NURAI SYAH BINTI RAZALI

Company Name	: K&A BAKES	Company Registration No.	: NA	<a href="#">Edit</a>
Type Of Business	: Enterprise	Business Role	: Agent	
Facebook Page	: <a href="https://www.facebook.com/KA-Bakes-108765251619815/">https://www.facebook.com/KA-Bakes-108765251619815/</a>	Business Category/Business Sub-Category	: Food & Beverages / Food & Beverages	
Wechat for Business	: NA	Business Instagram Page	: <a href="https://instagram.com/kanda.bakes?r=nametag">https://instagram.com/kanda.bakes?r=nametag</a>	
Marketplace	: Others	Business Website	:	
Business Related to Your Study Field	: Yes	Type Of Website	:	
		Experience in International Export	: No	



# *Certificate of Completion*

This acknowledges that

SITI NURAI SYAH BINTI RAZALI

---

has successfully completed

## **eUsahawan Course Level 1 – Go Digital**

organised by



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

## 2.0 MyENT CERTIFICATE

### 1. NUR KHALISAH BINTI MOHAMAD SALLEH

	<b>UNIVERSITI TEKNOLOGI MARA</b>	<b>Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)</b>
<b>MASMED YOUNG ENTREPRENEUR (MyENT)</b>		
<b>SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM</b>		
No. Pelajar	:	2021103257
Nama	:	NUR KHALISAH BINTI MOHAMAD SALLEH
Program Pengajian	:	SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN) PENGANGKUTAN
Fakulti	:	Faculty of Business & Management
Kampus	:	Selangor
<b>MAKLUMAT PERNIAGAAN</b>		
Mod Perniagaan	:	Online
Bidang Perniagaan yg diceburi	:	Makanan
Tempoh Berniaga	:	5 bulan
No. Pendaftaran Perniagaan	:	
URL Perniagaan	:	<a href="https://www.facebook.com/KA-Bakes-108765251619815/">https://www.facebook.com/KA-Bakes-108765251619815/</a>
Alamat Premis Perniagaan	:	
Tarikh Mendaftar	:	11 Nov 2021
Tarikh Kemaskini	:	19 Jan 2022
Tarikh Cetak	:	19 Jan 2022
<p>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.</p> <p>Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED) juga berhak membatalkan sijil ini tanpa sebarang notis. Penggunaan sijil ini hanya diperlmba untuk kegunaan urusan dokumen UITM sahaja. Urusan dan aktiviti perniagaan yang dijalankan oleh penama adalah risiko dan tanggungjawab sendiri tanpa melibatkan kepentingan dan nama Universiti.</p>		
<b>SALINAN PENDAFTARAN INI DIPERAKLI OLEH</b>		
<b>PENOLONG NAIB CANSOLOR KEUSAHAWANAN UITM</b>		
Malaysian Academy of SME & Entrepreneurship Development (MASMED)		

## 2. SITI NURAI SYAH BINTI RAZALI

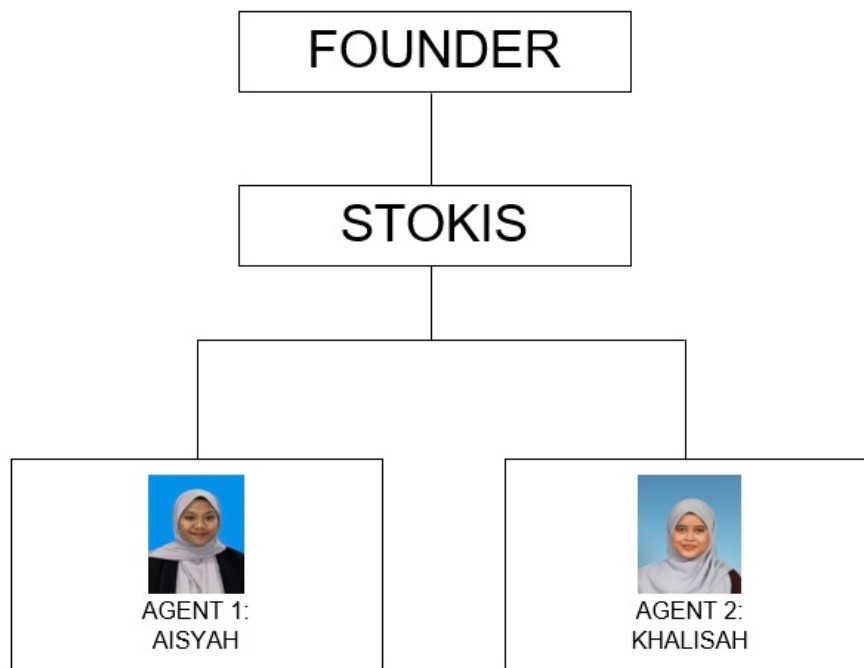
	Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)
<b>MASMED YOUNG ENTREPRENEUR (MyENT)</b>	
<b>SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM</b>	
No. Pelajar	: 2021103317
Nama	: SITI NURAI SYAH BINTI RAZALI
Program Pengajian	: SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN) PENGANGKUTAN
Fakulti	: Faculty of Business & Management
Kampus	: Selangor
<b>MAKLUMAT PERNIAGAAN</b>	
Mod Perniagaan	: Online
Bidang Perniagaan yg diceburi	: Makanan
Tempoh Berniaga	: 5 Bulan
No. Pendaftaran Perniagaan	:
URL Perniagaan	: <a href="https://www.facebook.com/KA-Bakes-108765251619815/">https://www.facebook.com/KA-Bakes-108765251619815/</a>
Alamat Premis Perniagaan	:
Tarikh Mendaftar	: 11 Nov 2021
Tarikh Kemaskini	:
Tarikh Cetak	: 11 Nov 2021
<p>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.</p> <p>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.</p>	
<b>SALINAN PENDAFTARAN INI DIPERAKUI OLEH PENOLONG NAIB CANSOLOR KEUSAHAWANAN UITM</b>	
Malaysian Academy of SME & Entrepreneurship Development (MASMED)	

### 3.0 INTRODUCTION OF BUSINESS

#### 3.1 Name and Address of business

Name	Address
K&A Bakes	

#### 3.2 Organizational Chart



*Figure 1 Organizational Chart*

#### 3.3 Mission/Vision

Mission

- To provide affordable price cakes for all.

Vision

- Can be one of the best cakes in Malaysia and the world.

Slogan

- Sweetness gives happiness.



### 3.4 Descriptions of products/ service

We provide homemade desserts with an affordable price. What is special about our product is that the cake is fluffy. Other than that, the taste is not too sweet and just nice for everyone, from kids to old people. Also, we provide a lot of toppings for those who love many toppings. Compared to other brands out there, we are sure that our product is special and will not disappoint our customers. There are 4 flavors overall such as Cake Pandan Cheese, Cake Gula Hangus, Puding Caramel and Cake Chocolate Lava. We use high quality ingredients to produce the best cakes and dessert. The weight of each cake is around 500g.

### 3.5 Price List

- All the cakes are RM25 each with a size 5 inch.



Cake Pandan Cheese : RM25



Cake Gula Hangus : RM25





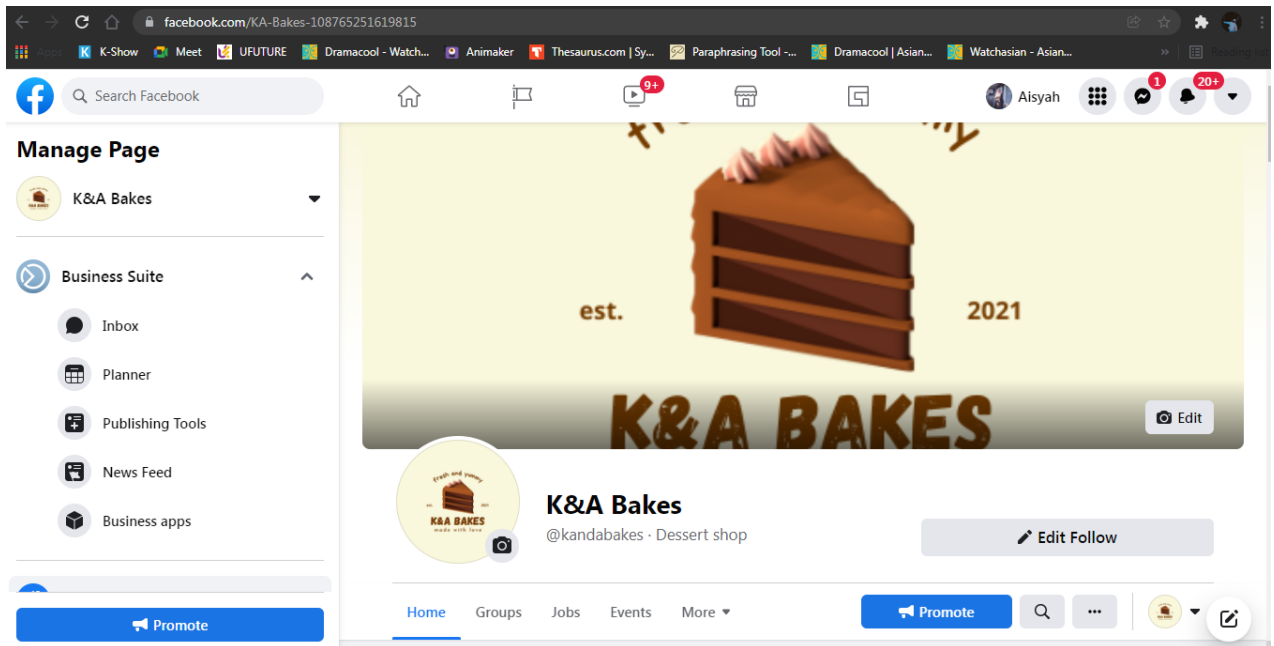
Puding Caramel : RM25



Cake Chocolate Lava : RM25

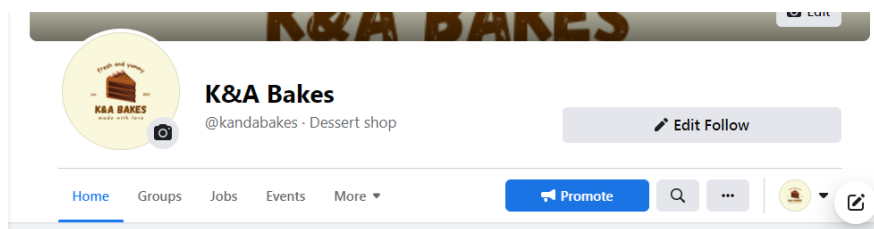
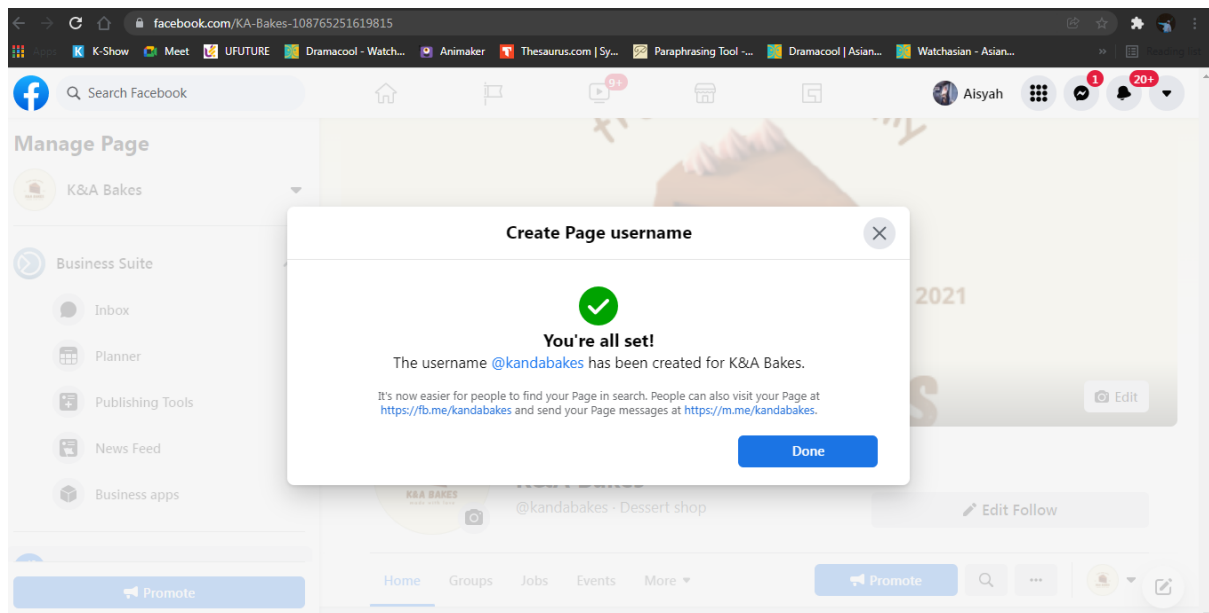
## 4.0 FACEBOOK (FB)

### 4.1 Creating K&A Bakes Facebook (FB) Page



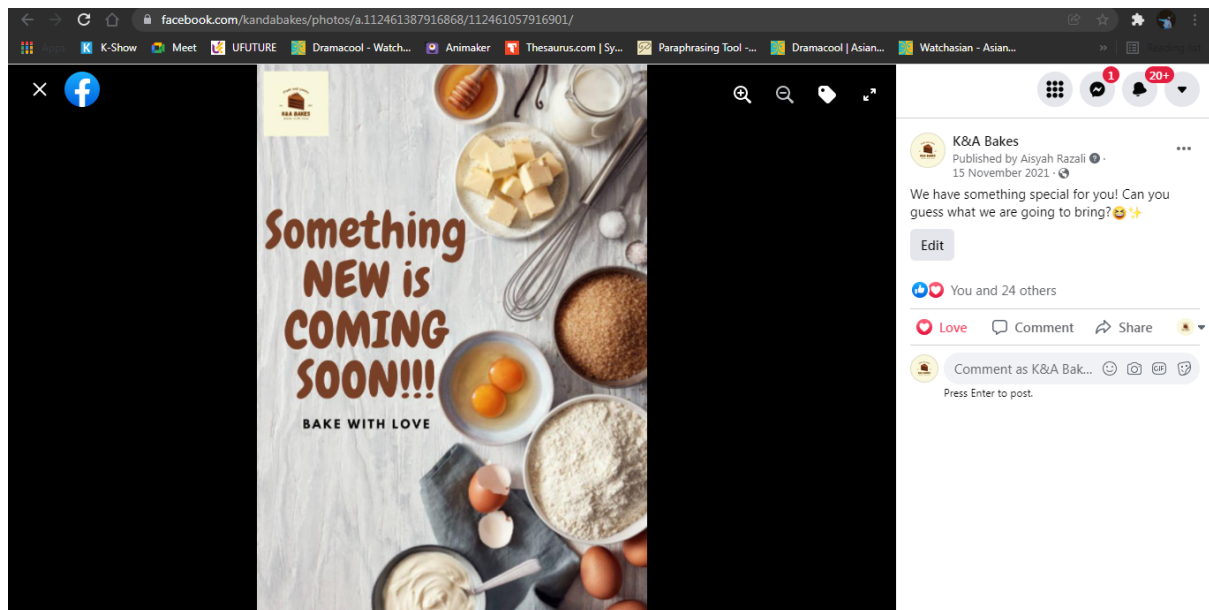
## 4.2 Customizing URL Facebook (FB) Page

[https://www.facebook.com/kandabakes/?ref=pages\\_you\\_manage](https://www.facebook.com/kandabakes/?ref=pages_you_manage)



## 4.3 FACEBOOK (FB) POST-TEASER

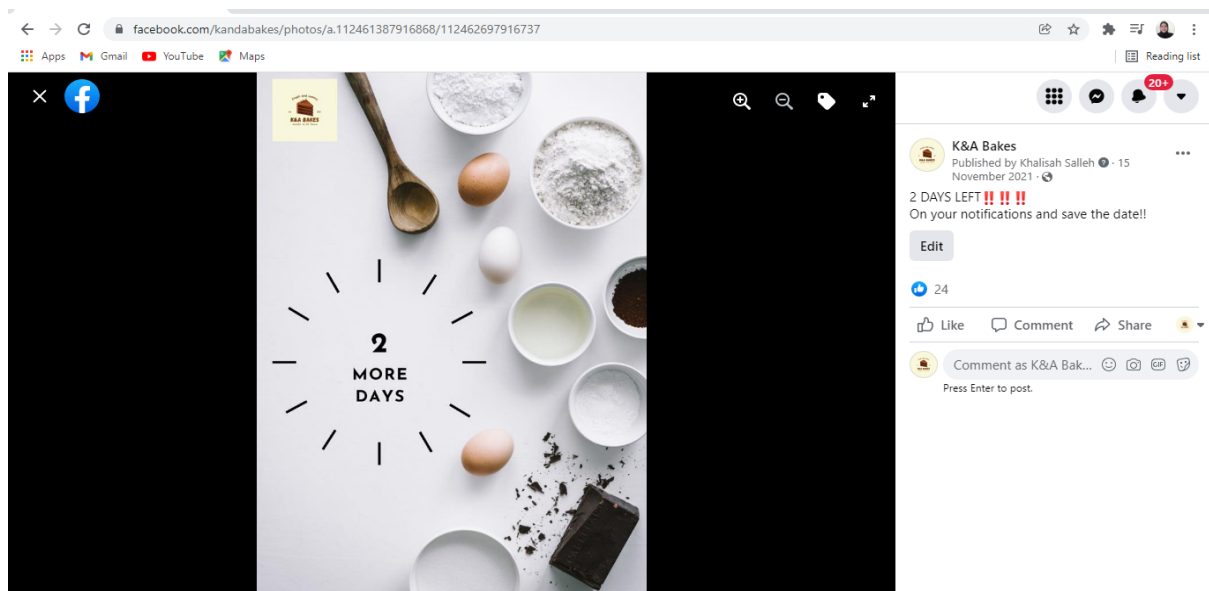
### 4.3.1 K&A Bakes Post-Teaser 1



#### Copywriting:

We have something special for you! Can you guess what we are going to bring? 😊 ✨

### 4.3.2 K&A Bakes Post-Teaser 2

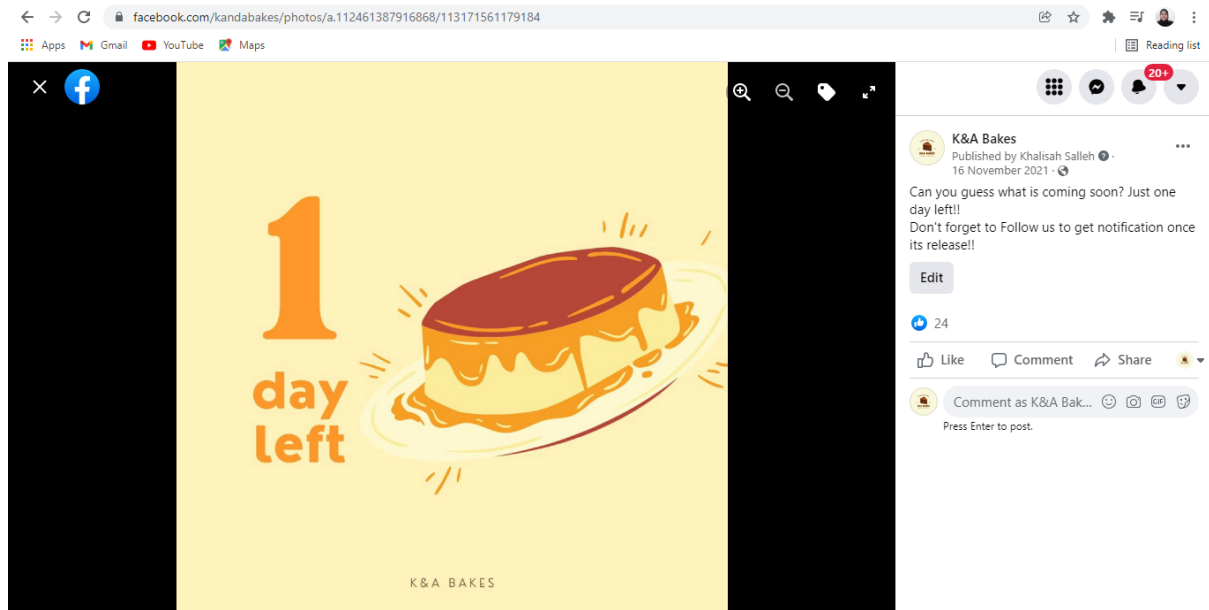


#### Copywriting:

2 DAYS LEFT !!! !!!

On your notifications and save the date!!

### 4.3.3 K&A Bakes Post-Teaser 3

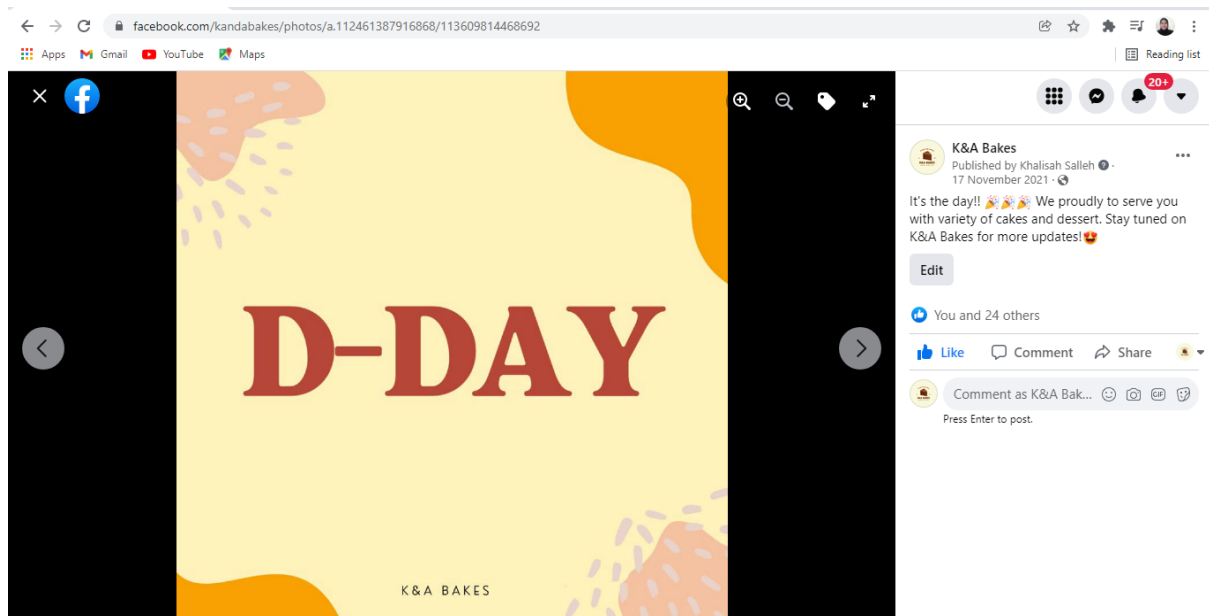


#### Copywriting:

Can you guess what is coming soon? Just one day left!!

Don't forget to Follow us to get notification once it's released!!

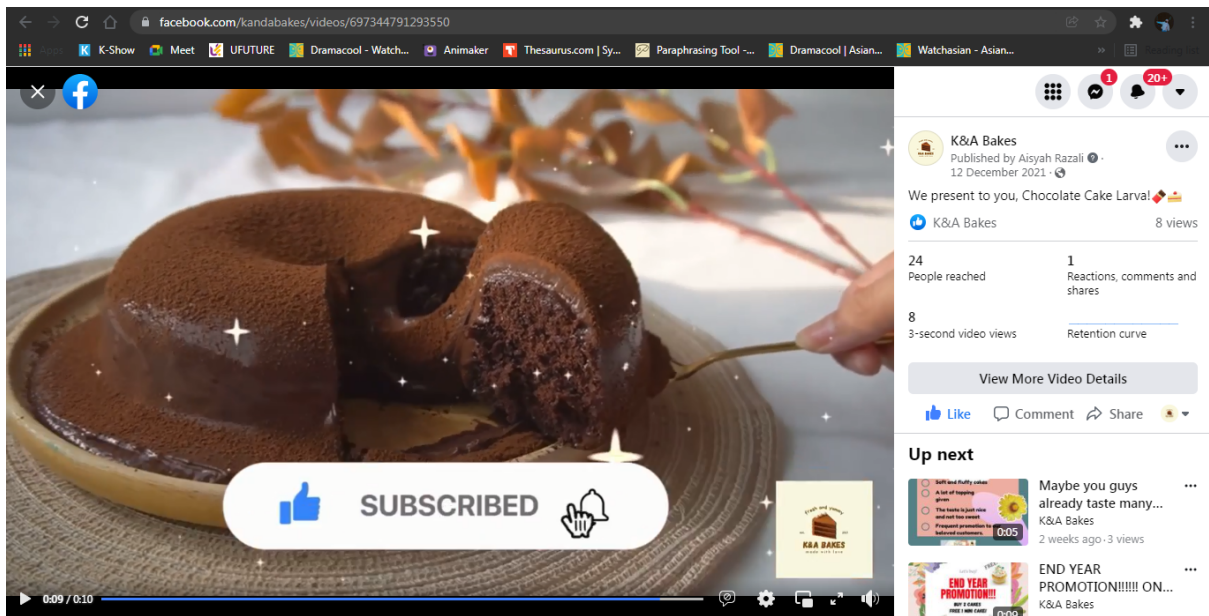
### 4.3.4 K&A Bakes Post-Teaser 4



#### Copywriting:

It's the day!! 🍰🍰🍰 We proudly to serve you with variety of cakes and dessert. Stay tuned on K&A Bakes for more updates! 🍷

### 4.3.4 K&A Bakes Post-Teaser 5



#### Copywriting:

We present to you, Chocolate Cake Larva! 🍰🍷

## 4.4 FACEBOOK (FB) POST–COPYWRITING (HARD SELL)

### 4.4.1 K&A Bakes Post–Copywriting (Hard Sell) 1

facebook.com/kandabakes/videos/4895995800418752

K&A Bakes  
Published by Khalisah Salleh  
16 December 2021 ·

END YEAR PROMOTION !!! !!! !!!

1 13 views

19 People reached 1 Reactions, comments and shares

13 3-second video views Retention curve

View More Video Details

Like Comment Share

Up next

Maybe you guys already taste many...  
K&A Bakes  
2 weeks ago · 3 views

Pandan Cheese Cake is comingggggg  
K&A Bakes

#### Copywriting:

END YEAR PROMOTION !!! !!! !!!

ONLY ON 17.12 🥰🥰

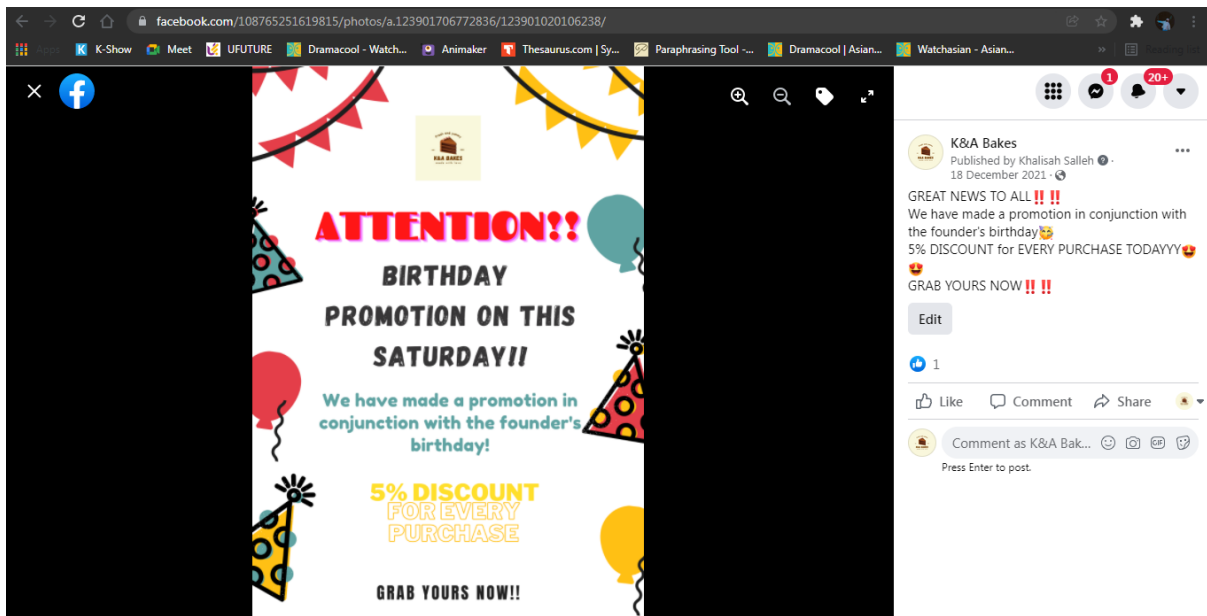
BUY 2 CAKES FREE 1 MINI CAKE!

YOU WILL NEVER STOP AT JUST ONE CAKE!

GET YOURS NOW 📌

Now available at K&A Bakes shop 🥰

## 4.4.2 K&A Bakes Post-Copywriting (Hard Sell) 2



### Copywriting:

GREAT NEWS TO ALL !!!

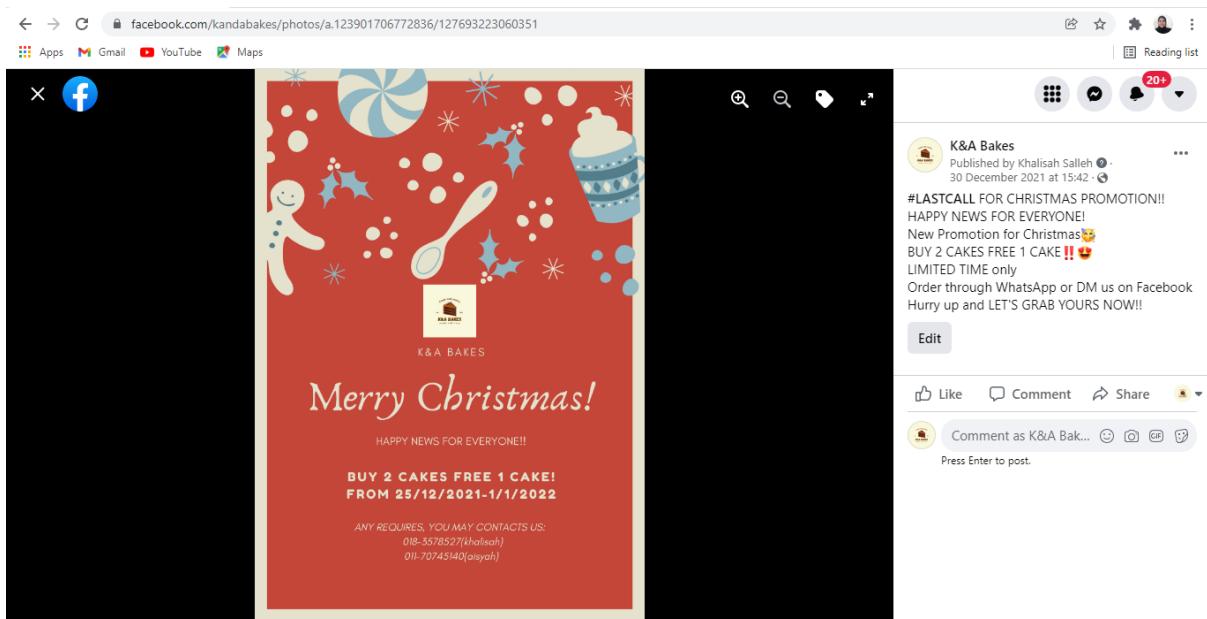
We have made a promotion in conjunction with the founder's birthday 🎂

5% DISCOUNT for EVERY PURCHASE TODAYYY 🥳🥳

GRAB YOURS NOW !!!



### 4.4.3 K&A Bakes Post–Copywriting (Hard Sell) 3



#### Copywriting:

**#LASTCALL** FOR CHRISTMAS PROMOTION!!

HAPPY NEWS FOR EVERYONE!

New Promotion for Christmas 🥰

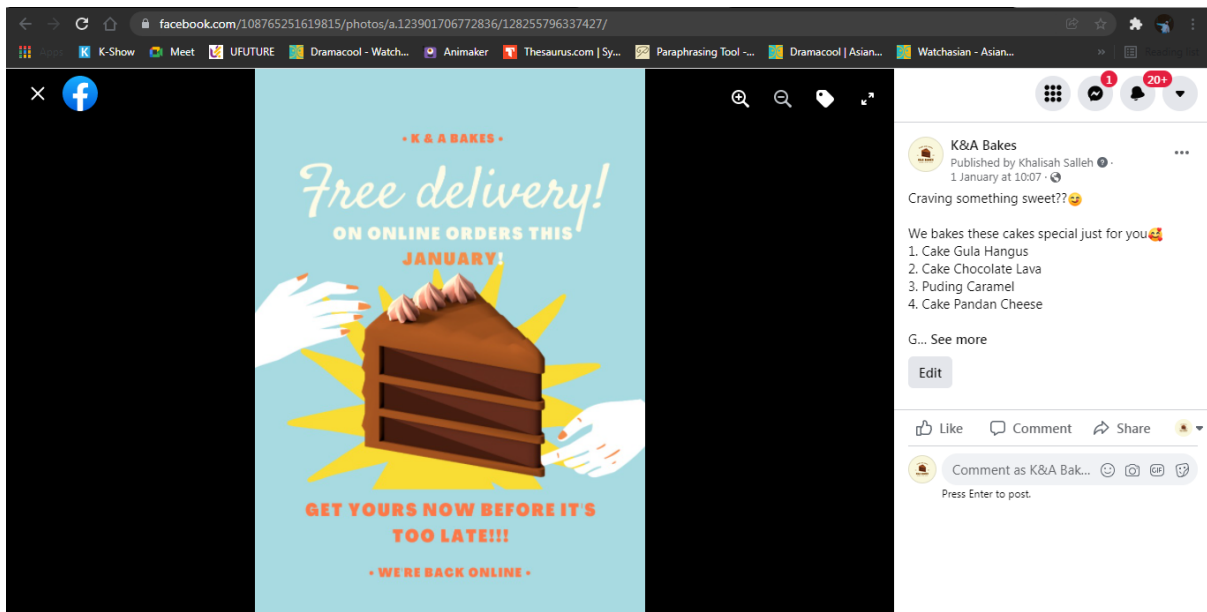
BUY 2 CAKES FREE 1 CAKE !! 🥰

LIMITED TIME only

Order through WhatsApp or DM us on Facebook

Hurry up and LET'S GRAB YOURS NOW!!

#### 4.4.4 K&A Bakes Post–Copywriting (Hard Sell) 4



#### Copywriting:

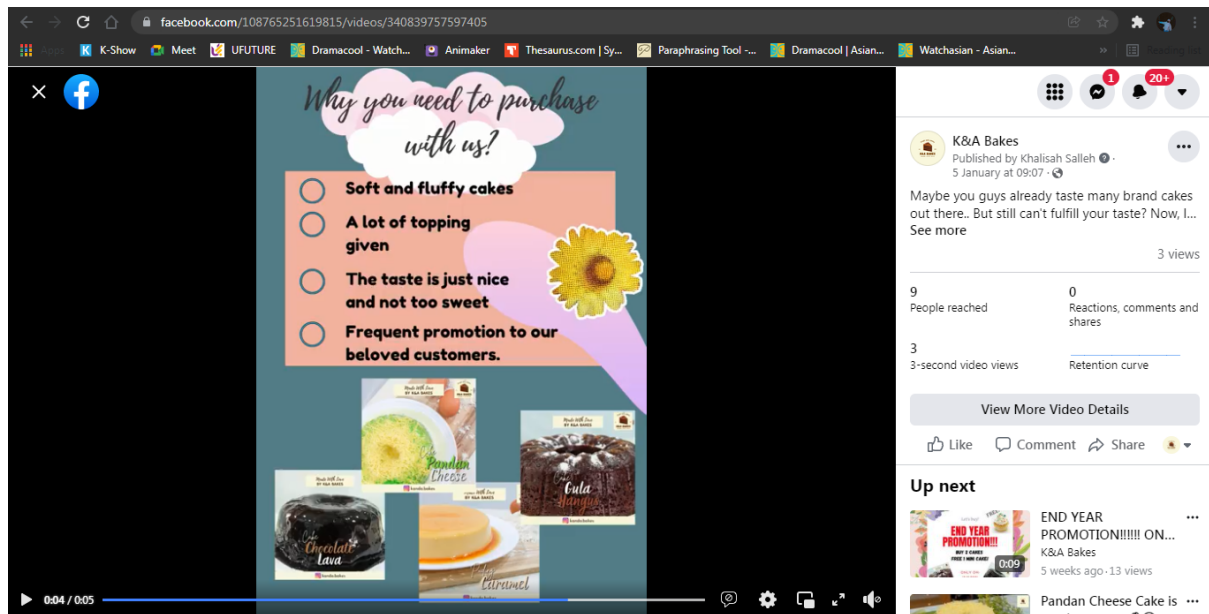
Craving something sweet?? 🍰

We bakes these cakes special just for you 🍰

1. Cake Gula H Angus
2. Cake Chocolate Lava
3. Puding Caramel
4. Cake Pandan Cheese

Get yours now before it's too late !! 🔥

#### 4.4.5 K&A Bakes Post–Copywriting (Hard Sell) 5



#### Copywriting:

Maybe you guys already taste many brand cakes out there.. But still can't fulfill your taste? Now, let us share with you guys why you need to taste and try our cakes?

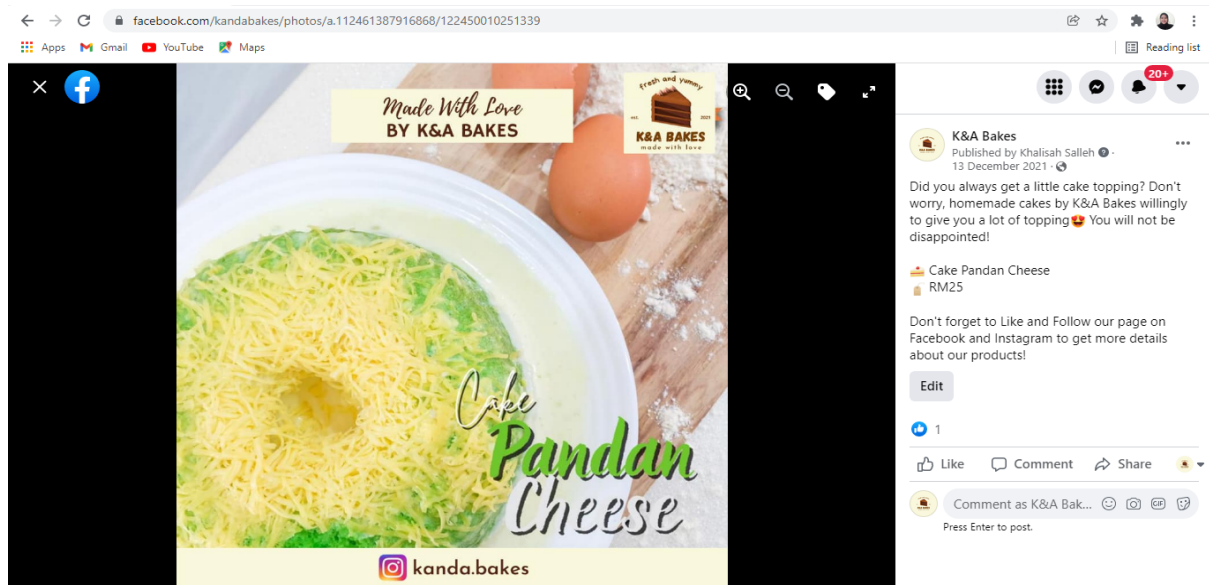
1. Soft and fluffy cakes.
2. A lot of topping given.
3. The taste is just nice and not too sweet. It's suitable for all.
4. We frequently doing promotion and free delivery to our beloved customers.

Don't hesitate to order with us and let us know what the flavour you like.

Grab yours now before it's too late!!!

## 4.5 FACEBOOK (FB) POST–COPYWRITING (SOFT SELL)

### 4.5.1 K&A Bakes Facebook (FB) Post–Copywriting (Soft Sell) 1



#### Copywriting:

Did you always get a little cake topping? Don't worry, homemade cakes by K&A Bakes willingly to give you a lot of topping 🍌 You will not be disappointed!

🍰 Cake Pandan Cheese

💰 RM25

Don't forget to Like and Follow our page on Facebook and Instagram to get more details about our products!

## 4.5.2 K&A Bakes Facebook (FB) Post–Copywriting (Soft Sell) 2

The image shows a screenshot of a Facebook post from the page 'K&A Bakes'. The post features a close-up photograph of a round, dark brown cake with white powdered sugar on top. The text 'Cake Gula Hangus' is written in a white and orange script over the cake. Above the cake, there are two small logos: one that says 'Made With Love BY K&A BAKES' and another that says 'Fresh and yummy K&A BAKES made with love'. Below the cake, there is an Instagram handle 'kanda.bakes'. The right side of the screenshot shows the Facebook interface with the post's text: 'ahhhh..... Cake Gula hangus Perfect for tea time! Chewy and fluffy....What would you like to eat with?'. Below the text, it says 'Cake Gula Hangus RM25' and 'Like and Follow K&A Bakes to know more about our products!'. There are also icons for 'Like', 'Comment', and 'Share', and a comment input field.

### Copywriting:

ahhhh..... Cake Gula hangus

Perfect for tea time!

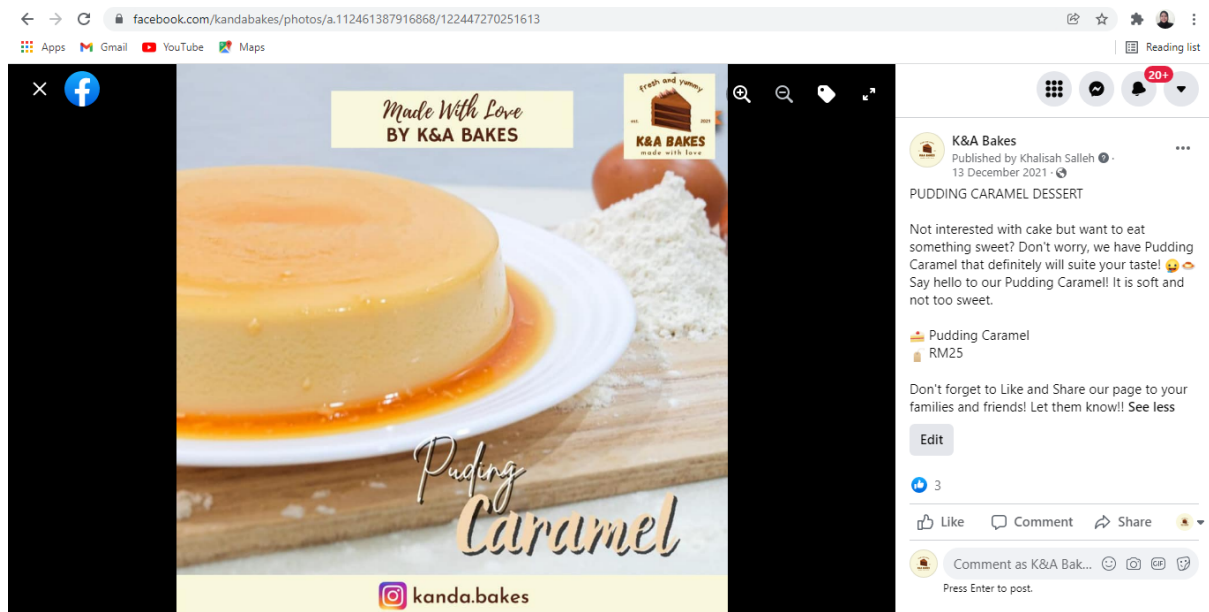
Chewy and fluffy....What would you like to eat with?

🍰 Cake Gula Hangus

💰 RM25

Like and Follow K&A Bakes to know more about our products!

### 4.5.3 K&A Bakes Facebook (FB) Post–Copywriting (Soft Sell) 3



#### Copywriting:

PUDDING CARAMEL DESSERT

Not interested with cake but want to eat something sweet? Don't worry, we have Pudding Caramel that definitely will suite your taste! 🥰🍮

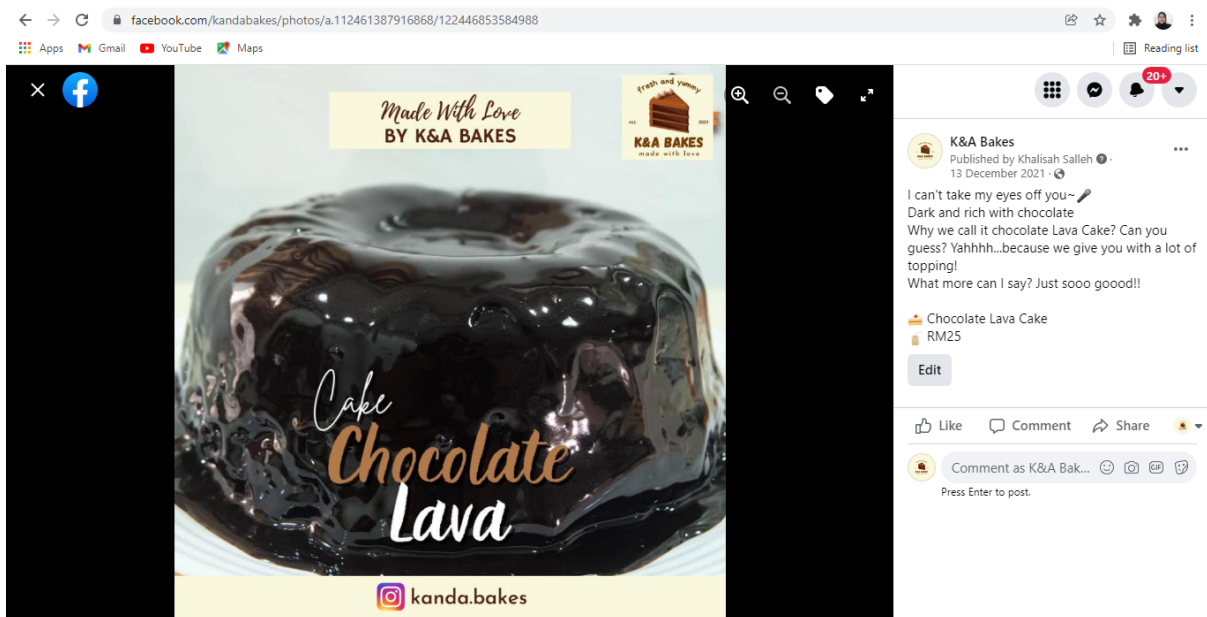
Say hello to our Pudding Caramel! It is soft and not too sweet.

🍰 Pudding Caramel

💰 RM25

Don't forget to Like and Share our page to your families and friends! Let them know!!

#### 4.5.4 K&A Bakes Facebook (FB) Post–Copywriting (Soft Sell) 4



#### Copywriting:

I can't take my eyes off you~

Dark and rich with chocolate

Why we call it chocolate Lava Cake? Can you guess? Yahhhh...because we give you with a lot of topping!

What more can I say? Just sooo good!!

🍰 Chocolate Lava Cake

💰 RM25

#### 4.5.5 K&A Bakes Facebook (FB) Post–Copywriting (Soft Sell) 5



#### Copywriting:

Looking for dessert and cake? 🍰🍰

We have variety of cake that you can choose. Flavours available are:

1. Cake Gula Hangus
2. Cake Chocolate Lava
3. Puding Caramel
4. Cake Pandan Cheese

Like K&A Bakes to know more about our product!



#### 4.6 Relevant graphics to each post/copywriting



*K&A Bakes Logo*



*Pandan Cheese Cake*



***Cake Gula Hangus***



***Puding Caramel***



*Chocolate Cake Lava*

facebook.com/kandabakes/?ref=pages\_you\_manage

Manage Page

K&A Bakes

94 people like this

103 people follow this

Chocolate Lava Cake

RM25

*Number of people follow and like our page*

## **Conclusion**

In conclusion, social media is more than just a trend. It's an essential piece of every business marketing strategy. It doesn't matter if we run a small local shop or big national company. Every business needs social media to promote their products and to drive business growth. Therefore, we in K&A Bakes focused on promoting and marketing our products on social media platforms. It definitely can help us connect with our customers, increase awareness about our brand and boost our sales. Moreover, social media engagement helps us to build trust, authority and also show K&A Bakes brand personality. Last but not least, we truly believe that social media is an effective way to reach new audiences with engaging content and positively influences K&A Bakes revenue and sales.