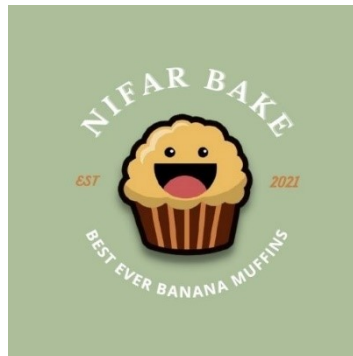




اَوْنُوْسِيْتِي تِكْنُوْلُوْجِي مَآرَا
UNIVERSITI
TEKNOLOGI
MARA

SOCIAL MEDIA PORTFOLIO
NIFAR BAKE



FACULTY : FACULTY OF BUSINESS AND MANAGEMENT

PROGRAM : BACHELOR IN OFFICE SYSTEMS MANAGEMENT
(HONS.) (BA232)

COURSE : PRINCIPLES OF ENTREPRENEURSHIP

COURSE CODE : ENT530

SEMESTER : 3 (OCTOBER 2021 – FEBRUARY 2022)

GROUP NAME : NIFAR BAKE

GROUP MEMBERS : 1) FARAH NADHIRAH BINTI ATFAN
(2021119373)
2) NUR ADRININ BINTI AZMI
(2021120409)

Submitted to Ms. Nur Najjah binti Abd Rahim
Submission Date: 30 January 2022

ACKNOWLEDGEMENT

First of all, Alhamdulillah and Praise to Allah for the strength given to complete this social media portfolio. Finally, after few weeks the social media portfolio has done. We would like to take this opportunity to give a special thank you to our classmates who had taken blood, sweat and tears to complete this social media portfolio together and for those who gave help and support through this assignment. Without guidelines from them, this social media portfolio will not be successfully completed at the right time.

Next, a big thank you to our respected lecturer of Principle of Entrepreneurship (ENT530), Miss Nur Najjah binti Abd Rahim for her encouragement, commitment, advice and guidelines in completing this social media portfolio. All the information given by the lecturer is so helpful and we do appreciate it a lot. Last but not least, we also want to thank to our family members for the help and ideas in completing this assignment. Without their help we won't be able to make it till the end. Thank you so much and we hope that our respected lecturer is satisfied and giving full consideration in marking this project.

EXECUTIVE SUMMARY

Nifar Bake offers banana muffins with variety of flavours to the customers as their snacks which gives high satisfaction to them. In addition, Nifar Bake mainly clients are the students and families from Kuala Lumpur and Kuantan area who like to have some snacks while they are studying, watching movies, having group discussion and also having it when they are on their vacation. The clients really like to buy these snacks because of its affordable price, convenient packaging and have some sort of healthy ingredients.

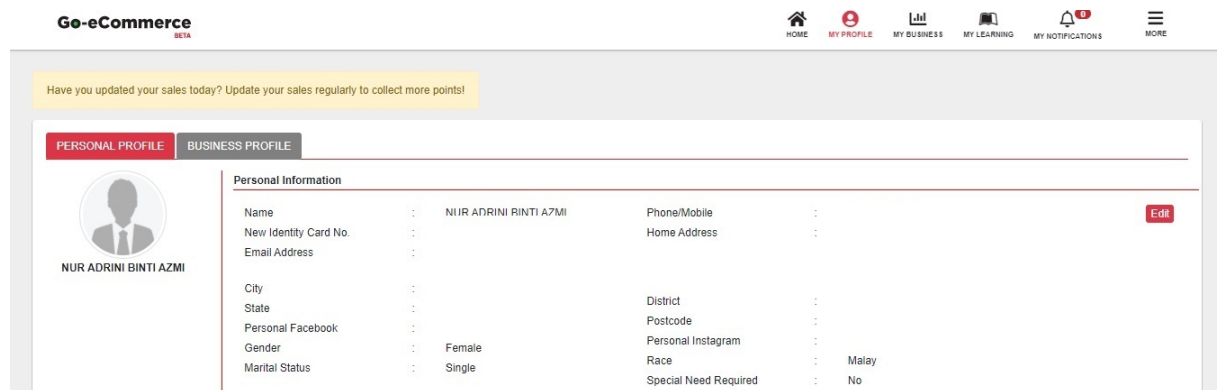
Nifar Bake also targeting busiest students who have packed schedule to have a heavy meal and we also providing delivery services of our products at any time as required by our customers. Furthermore, Nifar Bake business has been started begin 2021. Kuala Lumpur and Kuantan are strategic areas where most of people who lived there were families and students. They are eagerly attracted to the banana muffins as they are in mini bite sizes and easy to bring anywhere. This will benefit more on the students and also working people because they will look for something that are simple and ready to be eaten as they are focusing more on their studies and work.

Nifar Bake marketing strategy is to highlight the quality and price of products. Moreover, as one of an attraction, Nifar Bake offers the reasonable price because most of our targeted customers are students. Thus, Nifar Bake will develop marketing strategy that will attract more customers to purchase it. The management of Nifar Bake consists of Farah and Adrini only because it is a new business created with a small capital and not strong enough to hire a worker. In order to expand our business, we have created Facebook page where by using this page we will learn on how to appeal more customers with the applications of teasers, soft sells and hard sells.

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1.0 GO-ECOMMERCE 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

Personal Information

Name : NUR ADRINI RINTI A7MI Phone/Mobile : [Edit](#)

New Identity Card No. : Home Address :

Email Address :

City : District :

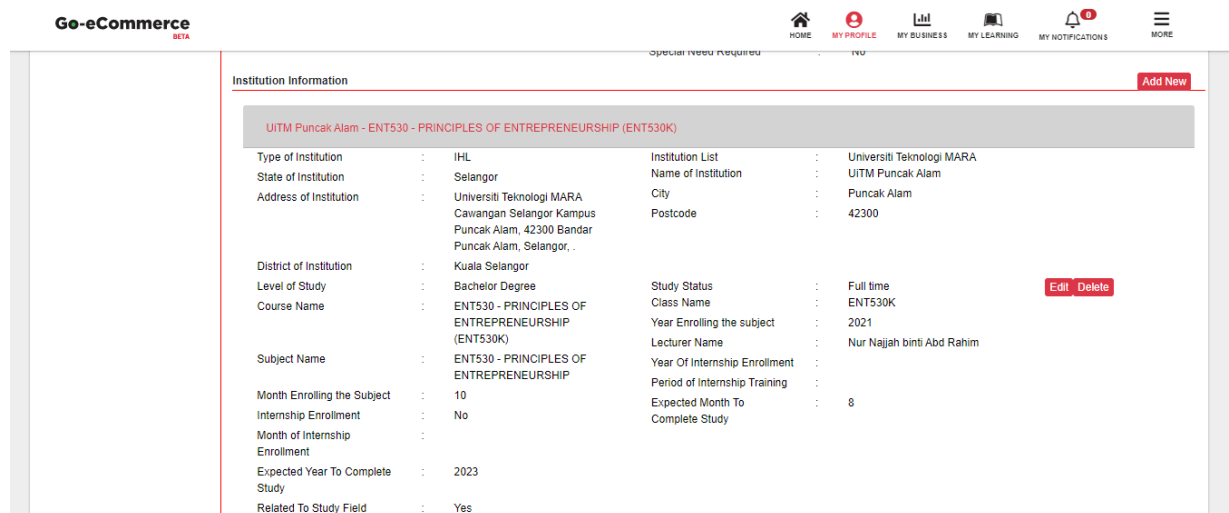
State : Postcode :

Personal Facebook : Personal Instagram :

Gender : Female Race : Malay

Marital Status : Single Special Need Required : No

Figure 1: Go-eCommerce Personal Information



Go-eCommerce BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

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 Name of Institution : UITM Puncak Alam

Address of Institution : Universiti Teknologi MARA City : Puncak Alam

Cawangan Selangor Kampus Postcode : 42300

Puncak Alam, 42300 Bandar Puncak Alam, Selangor, .

District of Institution : Kuala Selangor

Level of Study : Bachelor Degree Study Status : Full time

Course Name : ENT530 - PRINCIPLES OF ENTREPRENEURSHIP (ENT530K) Class Name : ENT530K

Subject Name : ENT530 - PRINCIPLES OF ENTREPRENEURSHIP Year Enrolling the subject : 2021

Month Enrolling the Subject : 10 Lecturer Name : Nur Najjah binti Abd Rahim

Month of Internship Enrollment : No Year Of Internship Enrollment : Period of Internship Training : 8

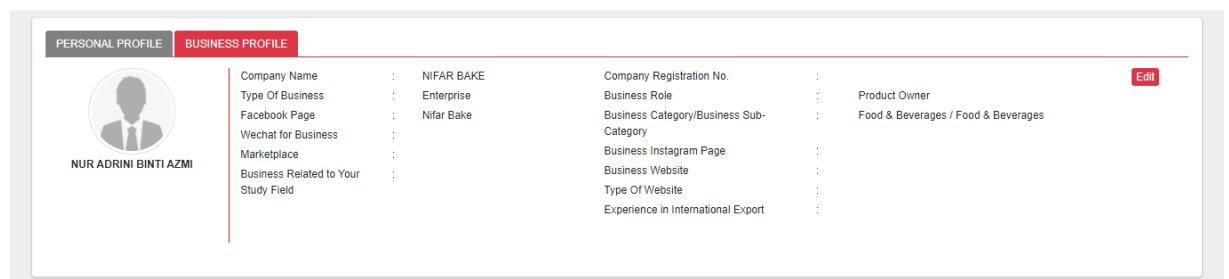
Month of Internship Enrollment : No Expected Month To Complete Study : 8

Expected Year To Complete Study : 2023

Related To Study Field : Yes

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

Figure 2: Go-eCommerce Institution Information



Go-eCommerce BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

PERSONAL PROFILE **BUSINESS PROFILE**

Business Profile

Company Name : NIFAR BAKE Company Registration No. : [Edit](#)

Type Of Business : Enterprise Business Role : Product Owner

Facebook Page : Nifar Bake Business Category/Business Sub-Category : Food & Beverages / Food & Beverages

Wechat for Business : Business Instagram Page :


Marketplace : Business Website :

Business Related to Your Study Field : Type Of Website :

Experience in International Export :

Figure 3: Go-eCommerce Business Profile

PERSONAL PROFILE
BUSINESS PROFILE



**FARAH NADHIRAH BINTI
ATFAN**

Company Name	:	NIFAR BAKE	Company Registration No.	:	
Type Of Business	:	Enterprise	Business Role	:	Product Owner
Facebook Page	:	Nifar Bake	Business Category/Business Sub-Category	:	Food & Beverages / Food & Beverages
Wechat for Business	:		Business Instagram Page	:	
Marketplace	:		Business Website	:	
Business Related to Your Study Field	:		Type Of Website	:	
			Experience in International Export	:	

Edit

Figure 6: Go-eCommerce Business Profile

2.0 MYENT CERTIFICATE



The certificate is titled 'MASMED YOUNG ENTREPRENEUR (MyENT)' and 'SLIP PENDAFTARAN PERNIAGAAN PELAJAR UiTM'. It contains personal and business details for a student named Nur Adrini Binti Azmi. The business details include an online food business. The certificate is signed by the Deputy Vice-Chancellor for Student Affairs. The background features a stylized map of Malaysia in shades of purple and blue.

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Keusahawanan Malaysia
(MASMED)

**MASMED YOUNG ENTREPRENEUR
(MyENT)**

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UiTM

No. Pelajar : 2021120409
Nama : NUR ADRINI BINTI AZMI

Program Pengajian : SARJANA MUDA PENGURUSAN SISTEM PEJABAT (KEPUJIAN)
Fakulti : Faculty of Business & Management
Kampus : Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Online
Bidang Perniagaan yg diceburi : Makanan
Tempoh Berniaga :
No. Pendaftaran Perniagaan :
URL Perniagaan : facebook.com/nifar.bake/
Alamat Premis Perniagaan :
Tarikh Mendaftar : 09 Dec 2021
Tarikh Kemaskini :
Tarikh Cetak : 09 Dec 2021

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.

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PENOLONG NAIB CANSOLOR KEUSAHAWANAN UiTM

Malaysian Academy of SME & Entrepreneurship Development (MASMED)

Figure 7: MyENT Certificate



UNIVERSITI
TEKNOLOGI
MARA

Akademi
Pembangunan PKS dan
Keusahawanan Malaysia
(MASMED)

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar	: 2021119373
Nama	: FARAH NADHIRAH BINTI ATFAN
Program Pengajian	: SARJANA MUDA PENGURUSAN SISTEM PEJABAT (KEPUJIAN)
Fakulti	: Faculty of Business & Management
Kampus	: Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan	: Online
Bidang Perniagaan yg diceburi	: Makanan
Tempoh Berniaga	:
No. Pendaftaran Perniagaan	:
URL Perniagaan	: https://www.facebook.com/nifar.bake
Alamat Premis Perniagaan	:
Tarikh Mendaftar	: 09 Dec 2021
Tarikh Kemaskini	:
Tarikh Cetak	: 09 Dec 2021

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 CANSELOR KEUSAHAWANAN UiTM

Malaysian Academy of SME & Entrepreneurship Development (MASMED)

Figure 8: MyENT Certificate

3.0 INTRODUCTION OF BUSINESS

3.1 Name and Address of Business



Figure 9: Nifar Bake Official Business Logo

The name of our business is Nifar Bake. We have chosen this name is because the word Nifar itself shows a combination of our two names while the word Bake is because we bake fresh every day to maintain the quality of our products.

Other than that, Nifar Bake is also an online small business that sells homemade banana muffins. We offer three types of flavors such as 'Original Classic', 'Chocolate Chip' and 'Double Chocolate' at an affordable price. The reason why we chose this product is because we want to ensure our banana muffins are able to meet everyone's satisfaction and are liked by the public.

Our business motto is "Best Ever Banana Muffins in Town" as we produce our banana muffins using 100% Pisang Berangan with no preservatives and no artificial flavors added. Not just that, our banana muffins also come in a mini bite size, less sweet, moist and fluffy which makes them suitable for kids, students and working people. Since this type of business is based on partnership, so we have two addresses where we can operate our business:

1) NIFAR BAKE HQ

67B, Batu 3 3/4, Jalan Haji Palil, 53000 Kuala Lumpur

2) NIFAR BAKE KUANTAN

3.2 Organizational Chart



3.3 Mission and Vision

Mission:

- 1) To enhance job opportunities to the people out there
- 2) To gain high profitability in our business
- 3) To obtain customers' loyalty towards our products

Vision:

To deliver a full customer's satisfaction through our best quality banana muffins in town.

3.4 Description of Products and Services



Figure 10: Banana Muffins



Figure 11: Packaging



Figure 12: Mini Bite Size

Nifar Bake is a small business that offers banana muffins with a variety of flavors such as 'Original Classic', 'Chocolate Chip' and 'Double Chocolate' to our customers at a very affordable price and in convenient packaging. The reason why we chose this product is because we want to ensure our banana muffins are able to meet everyone's satisfaction and are liked by the public.

Since we are selling banana muffins, we also expanded our product line where we accept bulk orders as door gifts for any special occasions. For example, birthday party or wedding event. Not just that, our customers can determine any flavor that they would like to choose for the door gifts with a minimum of 30 packs.

As for the services, Nifar Bake does offer cash-on-delivery (COD) services around Kuala Lumpur and Kuantan, Pahang area. However, the charges that will be applied depend on the customer's location as given. Other than that, Nifar Bake does have daily postage for West Malaysia and East Malaysia as well. In terms of marketing, Nifar Bake will continue to do regular promotions. This is because we want to ensure everyone can taste our delicious mini banana muffins.

3.5 Price List




PRODUCT	NAME AND PRICE (RM)
	<p>NIFAR BANANA MUFFINS</p> <p>Flavor: Original Classic</p> <p>Price: RM6 per pack (15 mini cups)</p>
	<p>NIFAR BANANA MUFFINS</p> <p>Flavor: Double Chocolate</p> <p>Price: RM6 per pack (15 mini cups)</p>
	<p>NIFAR BANANA MUFFINS</p> <p>Flavor: Double Chocolate</p> <p>Price: RM10 per pack (15 mini cups)</p>

Table 1: Nifar Bake Products and Price List

4.0 SOCIAL MEDIA (FACEBOOK)

As we are opening our business, we had created a Facebook page. This is to promote our products among the Facebook users, especially those who are close to our business area where it can create awareness of our mini banana muffins business. Not only that, we are aware that people nowadays are more into online platforms where they can search and find information easily. Therefore, generating a Facebook page is one of a good way to connect our business with our customers. On the Nifar Bake Facebook Page, we have formed Facebook posts such as teasers, soft sells and hard sells related to the business, in order to give more information to the customers.

4.1 Creating Facebook (FB) Page

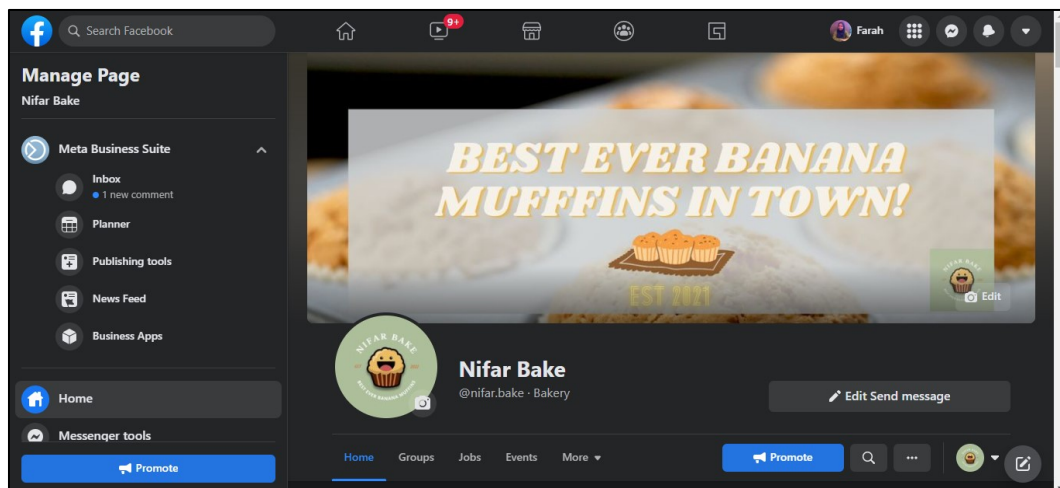


Figure 13: Nifar Bake Facebook Page

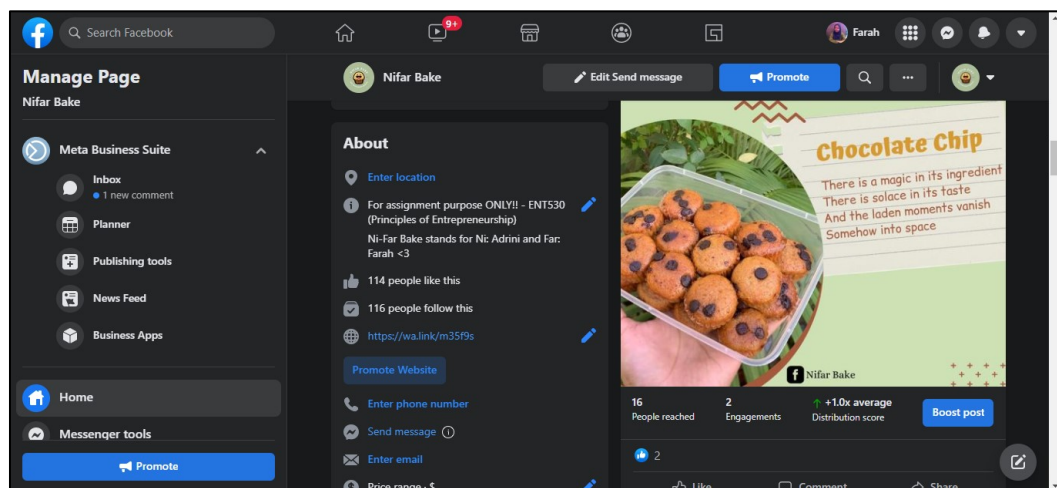


Figure 14: Nifar Bake Facebook Page

4.2 Customizing URL Facebook (FB) Page

URL of Nifar Bake page: <https://www.facebook.com/nifar.bake>

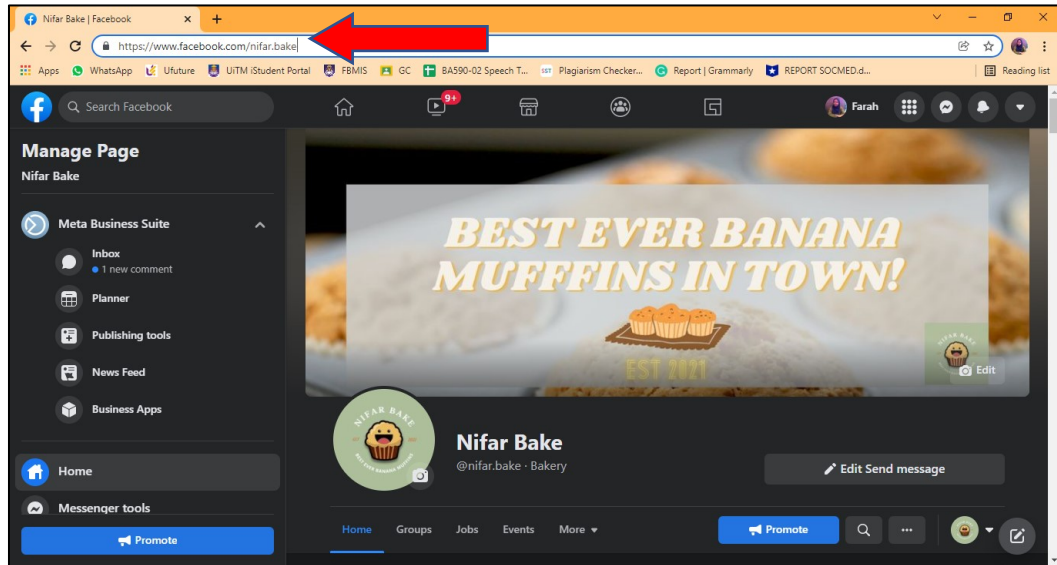


Figure 15: Nifar Bake URL Facebook Page

4.3 Facebook (FB) post – Teaser

4.3.1 Launching of new products posts

These teaser posts are about the launching of our products which is mini banana muffins that comes in two flavors which are, Original Classic and Chocolate Chips.

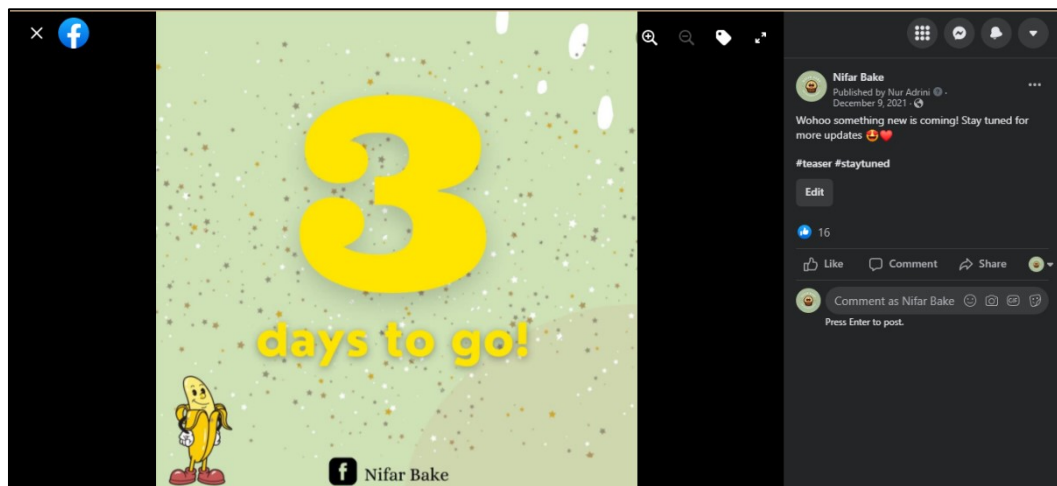


Figure 16: Teaser post of New Products

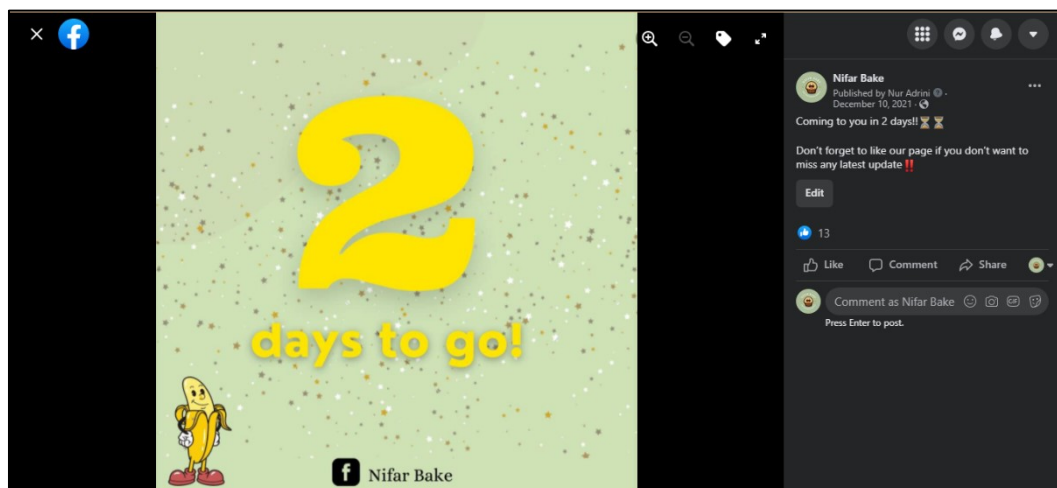


Figure 17: Teaser Post of New Products

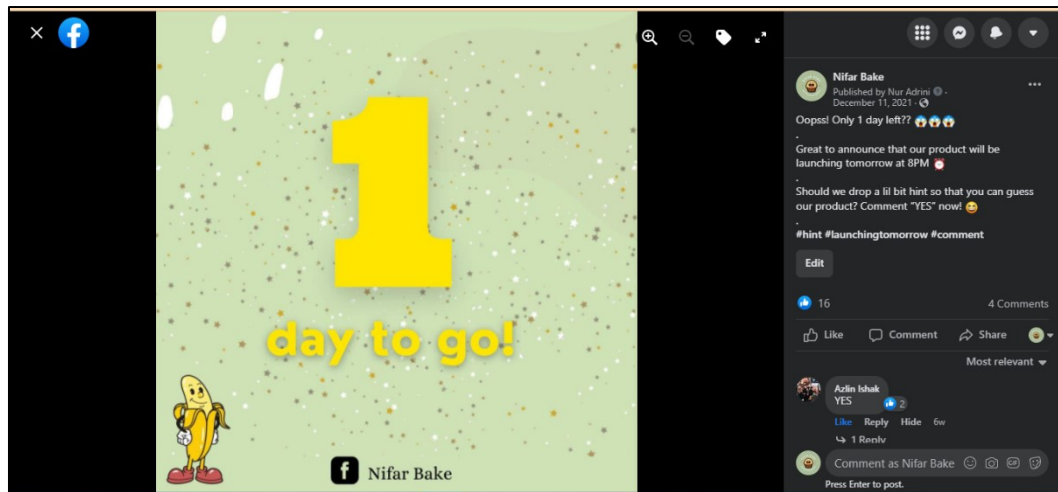


Figure 18: Teaser Post of New Products

4.3.2 Launching of new flavor posts

Next, these teaser posts are about the launching of our new flavor which is the Double Chocolate of banana muffins. In addition, this new flavor has many benefits as it is made from dark chocolate.

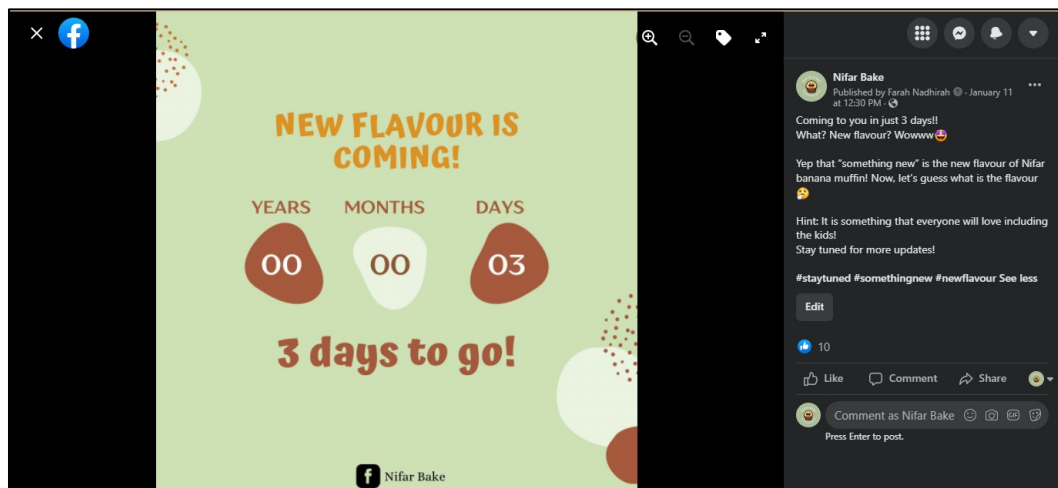


Figure 19: Teaser Post of New Flavor

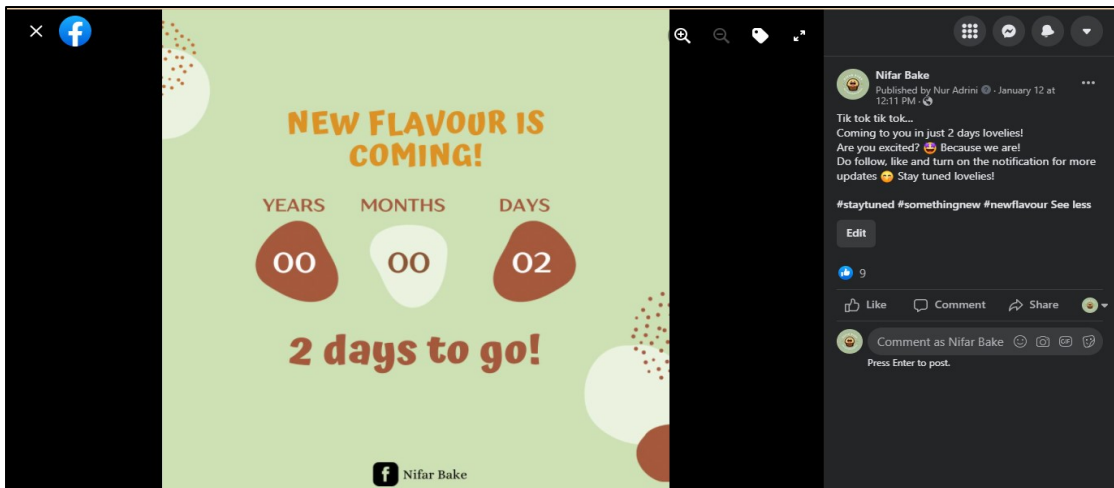


Figure 20: Teaser Post of New Flavor



Figure 21: Teaser Post of Hint About New Flavor

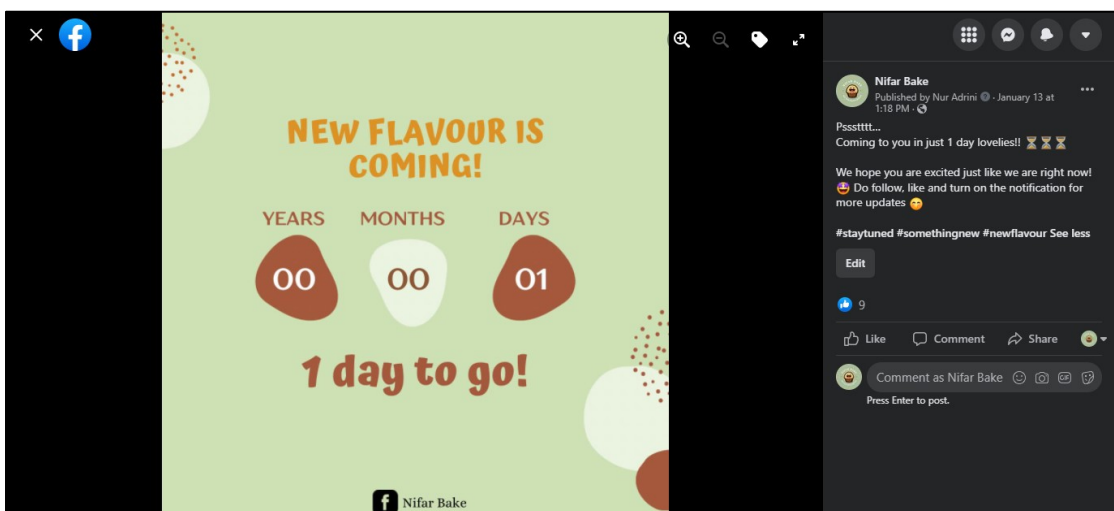


Figure 22: Teaser Post of New Flavor

4.4 Facebook (FB) post – Copywriting (Hard sell)

Copywriting is the most important component in marketing. Copywriting is the process of creating convincing marketing and promotional materials that encourage people to do something, such as make a purchase, click on a link, donate to a cause, or arrange a consultation. As for Nifar Bake, we have applied the AIDCA Formula throughout our copywriting in every post. AIDCA stands for Attention, Interest, Desire, Conviction and Action. This is to attract customers to purchase our banana muffins.

4.4.1 Flash Sale (Buy 2, Free 1) post

This post is about Nifar Bake running a sales promotion called "Flash Sale" for only 12 hours. During this sale, we offer our customers to purchase 2 packs of Nifar Banana Muffins as they will get free 1 pack which saves RM6. Not just that, our customers will also get free shipping and lucky prize if they insert the promotional code "FLASH20" when placing an order.

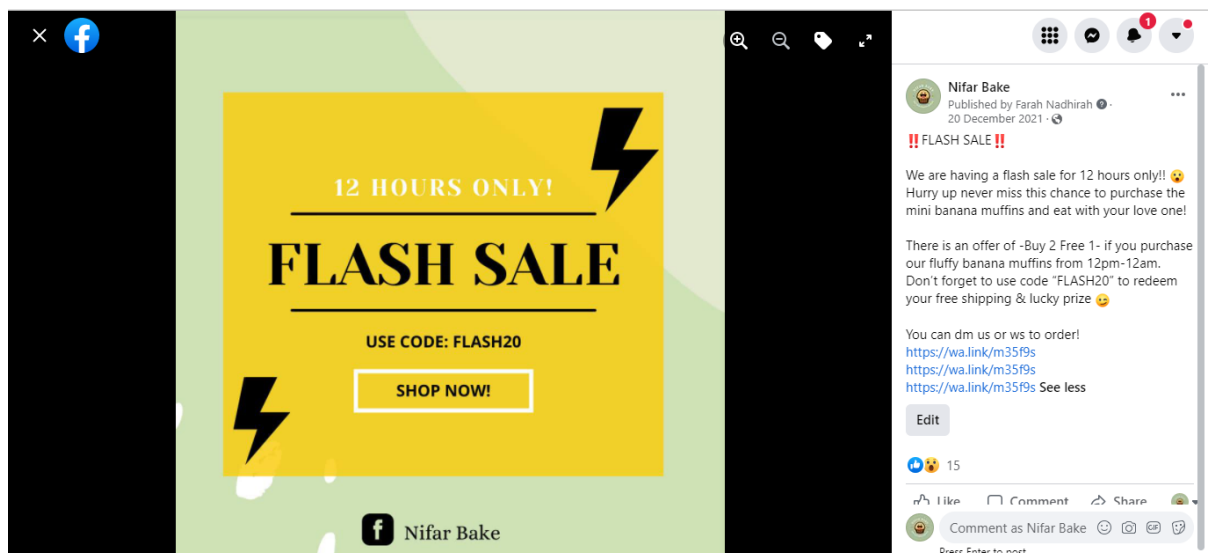


Figure 23: Hard Sell Post of Flash Sale

4.4.2 New Year Sale post

This post is about Nifar Bake doing a sales promotion for “New Year Sale,” which means if customers buy 5 packs of banana muffins, they will be entitled to get free shipping and delivery services as well. This sale is only applicable for 1 day, starting from 8 January 2022 until 9 January 2022 before 11:59 p.m.

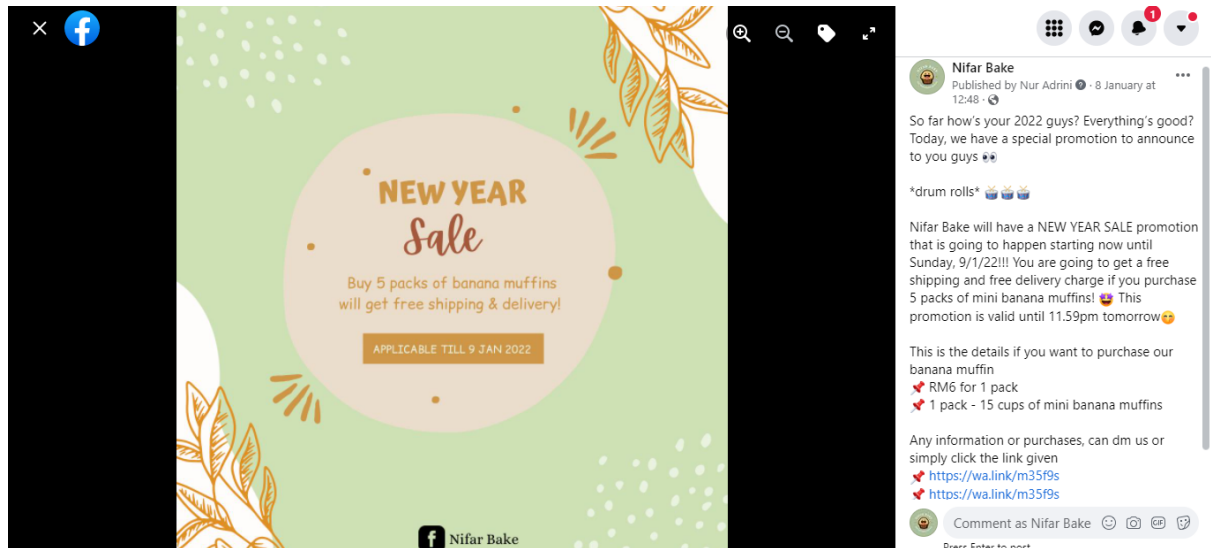


Figure 24: Hard Sell Post of New Year Sale

4.4.3 The uniqueness of Nifar banana muffins post

This post is about explaining to people the uniqueness of Nifar banana muffins. Among the uniqueness of our products are, Nifar banana muffins is 100% made from 'pisang berangan', bananas taste more than flour, come in a fun bite size and lastly, they are surely liked by everyone including the kids.



Figure 25: Hard Sell Post of the Uniqueness of Nifar Banana Muffins

4.4.4 Open order for wedding door gifts post

This post is about Nifar Bake opening a booking slot by accepting orders for wedding door gifts as well as for any special occasions. Customers may choose any flavor from our banana muffins that they would like to with minimum of quantity 30 packs.



Figure 26: Hard Sell Post of Wedding Door Gifts

4.4.5 Combo Deals (Buy 3 Flavors at RM17) post

This is a post about Nifar Bake's special combo deal. Every customer purchasing 3 flavors will only need to pay RM17 which save for RM5.

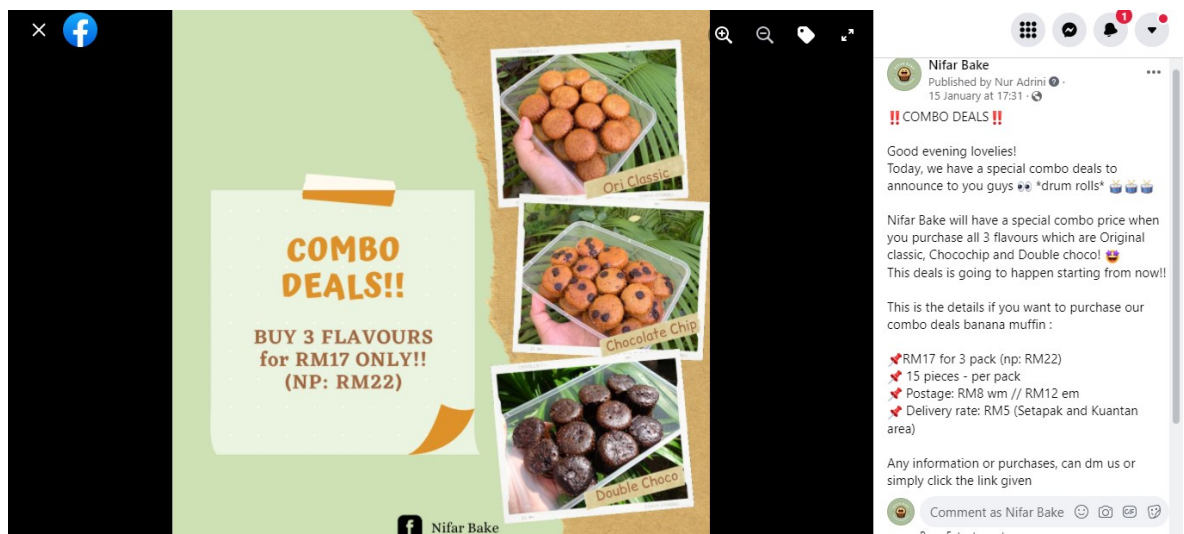


Figure 27: Hard Sell Post of Combo Deals

4.5 Facebook (FB) post – Copywriting (Soft sell)

4.5.1 Ingredients of Nifar banana muffins post

This post is about Nifar Bake sharing the ingredients that have been used to make the fluffy banana muffins. Among the ingredients that we use are 'pisang berangan', sugar, egg, salt, flour and most importantly, no preservatives and artificial food flavor added.

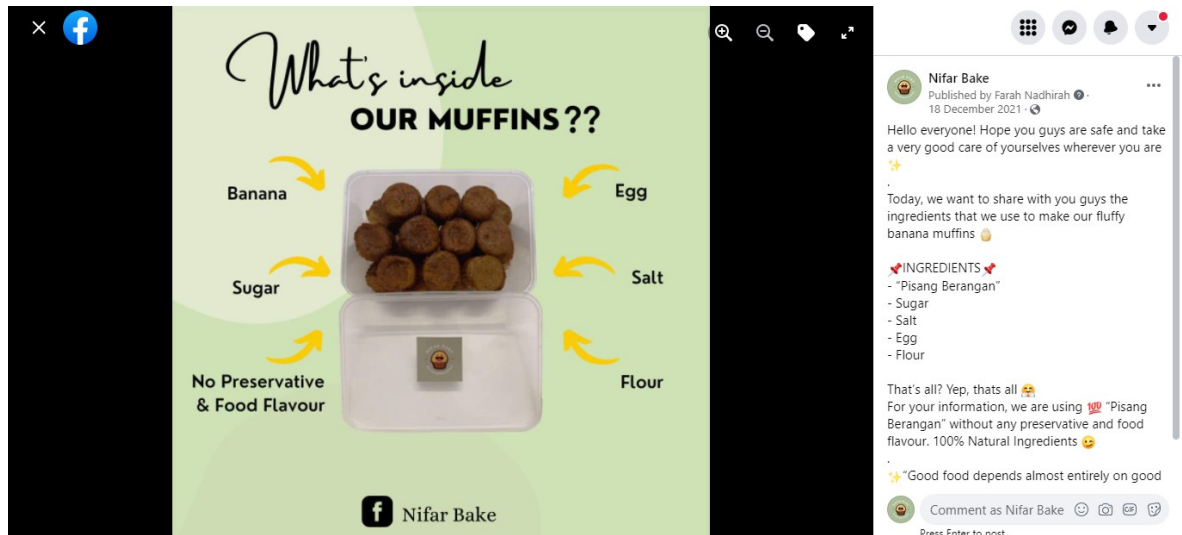


Figure 28: Soft Sell Post of Sharing the Ingredients

4.5.2 Benefits of banana post

In this post, Nifar Bake has shared the benefits of eating bananas. The benefits are, banana can make the stomach full and provide energy.



Figure 29: Soft Sell Post of Benefits of Bananas

4.5.3 Ways to long lasting banana muffins post

This post is about Nifar Bake sharing the ways on how to long lasting our Nifar banana muffins. The first way is to store the banana muffins in the refrigerator. The second way is to take it out whenever want to eat and leave it for a while. The third way is that the muffins can be heated briefly in the microwave, oven or air fryer. Last but not least, it can be served and eaten anytime and anywhere.

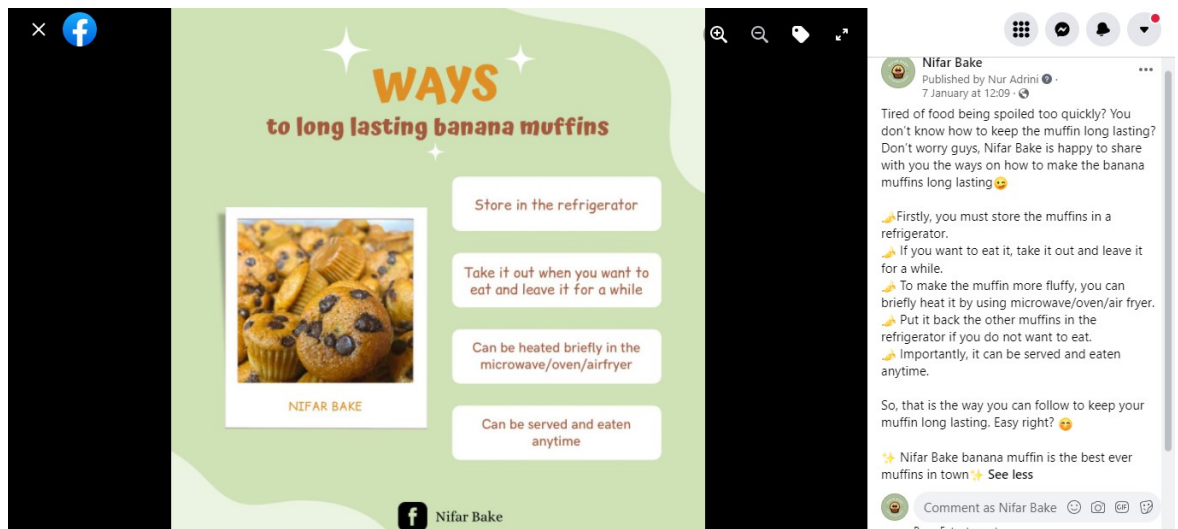


Figure 30: Soft Sell Post of Ways to Long Lasting Banana Muffins

4.5.4 Customers' feedback post

In this post, Nifar Bake has posted the customer's feedback that has been shared by our customers. Most of the customers show a lot of love towards our banana muffins as they are travel-friendly and can be eaten anywhere.

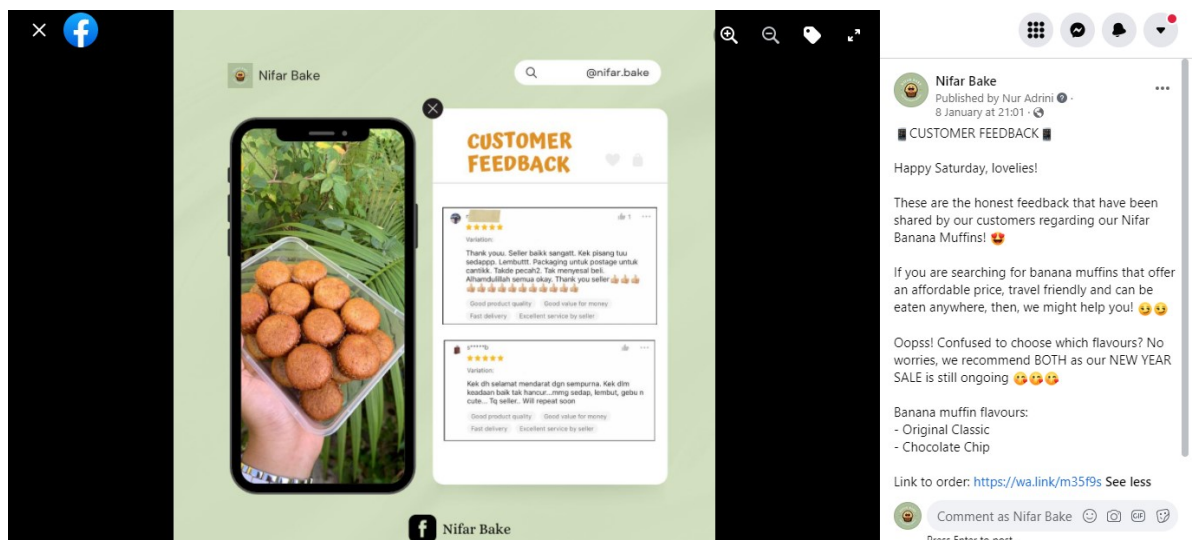


Figure 31: Soft Sell Post of Customers' Feedback

4.5.5 Join cash-on-delivery (COD) post

This post is to inform the people that Nifar Bake is taking orders for cash on delivery (COD) and the customers need to place the order before 2:00 p.m. to join the delivery service. The areas that are covered for cash-on-delivery (COD) are around Kuala Lumpur and Kuantan, Pahang. Charges also be applied depending on the customer's location.

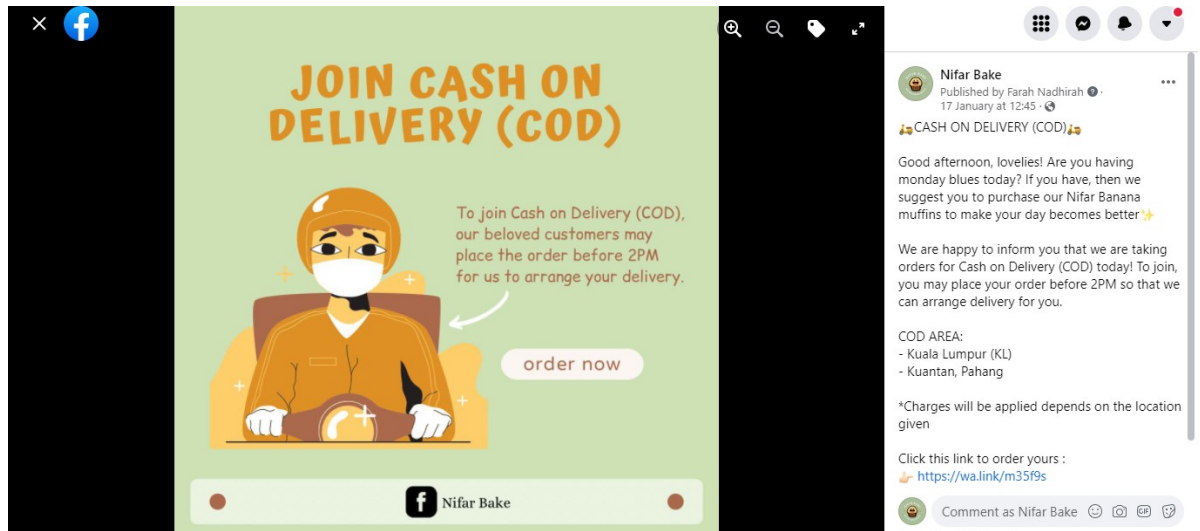


Figure 32: Soft Sell Post of Join Cash on Delivery (COD)

5.0 CONCLUSION

In short, we are happy for the opportunity to complete this social media portfolio. We have had a lot of new experiences, and working in the social media industry has been quite beneficial. We are hoping that our current business will be successful and run smoothly in the future. Meanwhile, despite various challenges, our goal in this business participation is to generate substantial profits. Fortunately, through hard effort and dedication, we have been able to increase our earnings like a true entrepreneur.

Furthermore, every business must update their Facebook page on a regular basis when using technology such as Facebook and WhatsApp. This is because it will bring life to the Facebook Page and increase client confidence and trust in the business. Aside from that, all businesses require a strategy for promoting their products on an online platform in order to stay afloat and expand.

Last but not least, we found this endeavor to be beneficial to us. We were able to design and launch our own business despite having only a basic understanding of business, and we learned how to use and apply social media platforms such as Facebook to market our goods. As a result, we gained a lot of experience performing this business as far as the proper technique for starting and managing a firm is concerned. This initiative also aids in the development of our entrepreneurial abilities. In the future, we intend to continue and extend our business by attempting to sell another product.