



اُنْبُوْرَسِيْتِيْ بُنِيْ كُنُوْرِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF BUSINESS MANAGEMENT
BACHELOR'S IN OFFICE SYSTEMS MANAGEMENT (HONS)**

**ENT530
PRINCIPLES OF ENTREPRENEURSHIP**

SOCIAL MEDIA PORTFOLIO:

Chingu Topokki & Chingu Gochu by TOPOKKIYOWO



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DATE OF SUBMISSION:

30 JANUARY 2022

ACKNOWLEDGEMENT

In the name of Allah, the Most Beneficent and the Most Merciful who gave us strength and knowledge to complete this assignment. Alhamdulillah, we are truly grateful because we are able to complete this Social Media Portfolio for Principles of Entrepreneurship (ENT530) within the time given by our lecturer, Miss Najjah binti Abd Rahim.

First and foremost, we would like to express our greatest gratitude to our lecturer, who is Miss Najjah as she had given us a lot of guidelines and help during completing the assignment. She had been very kind and patient while suggesting the outlines of this assignment to us.

Next, we are thankful to everyone especially to those who have supported and helped us throughout this assignment directly or indirectly and for that, we are able to complete this assignment effectively and on time. They gave us many helpful comments that have helped us prepare this assignment.

Finally, thanks to the dear team members – Anisya and Syahirah for always sticking together and working hard to produce a good report with efforts and responsibilities. Hope that all of the efforts we poured into this group project will give us a lot of advantages in our marks.

Thank you.

EXECUTIVE SUMMARY

Topokkiyowo is a trademark for our Chingu Topokki and Chingu Gochu. The main objective is to offer a variety of Halal Instant Tteokbokki from Korea to our customers with affordable prices and luxurious tastes of Korea.

Our business was started in October 2021. According to the customer review, our products give a great taste because the taste of chewiness and spiciness on Chingu Topokki and Chingu Gochu leaves an unforgettable taste for them. As an agent of Chingu Malaysia HQ, we are happy with their good feedback toward our product. Other than it is easy to cook because it only takes around seven minutes to cook, this product is also favored because it is cheap and affordable price for them to try and repeat buying it again. Hence, this product provides a good insight for the continuation of sale to our customers.

Since early of its opening, Chingu Topokki and Chingu Gochu by Topokkiyowo was sold more than 30 packages with different flavors. The increasing demands for our product result in a good profitable sale revenue to our business. Therefore, Chingu Topokki and Chingu Gochu by Topokkiyowo is a good marketable product of choice that can be further expanded to many different areas as the business keeps on growing.

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1.0 GO-ECOMMERCE AND MYENT CERTIFICATE

1.1 Go-Ecommerce certificate



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Fakulti	:	Faculty of Business & Management
Kampus	:	Selangor
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Mod Perniagaan	:	Online
Bidang Perniagaan yg diceburi	:	Makanan
Tempoh Berniaga	:	
No. Pendaftaran Perniagaan	:	
URL Perniagaan	:	https://www.facebook.com/topokkiyowo.syasya/
Alamat Premis Perniagaan	:	
Tarikh Mendaftar	:	16 Dec 2021
Tarikh Kemaskini	:	
Tarikh Cetak	:	16 Dec 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>		
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MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar : 2021113505
Nama : NURSYAHIRAH BINTI RAZAMAN
Program Pengajian : SARJANA MUDA PENGURUSAN SISTEM PEJABAT (KEPUJIAN)
Fakulti : Faculty of Business & Management
Kampus : Selangor

MAKLUMAT PERNIAGAAN

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Bidang Perniagaan yg
diceburi : Makanan
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No. Pendaftaran Perniagaan :
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Tarikh Cetak : 16 Dec 2021

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2.0 INTRODUCTION OF BUSINESS

2.1 Name and Address of Business

Our business name is Topokkiyowo and it was established on 1 November 2021. The name 'Topokkiyowo' is derived from the combination of the words 'Topokki' and 'Kiyowo'. 'Topokki,' which also can be spelled as 'tteokbokki', is a Korean word that means Korean hot and spicy rice cakes while 'Kiyowo' is also a Korean word that means 'cute'. Thus, combining these two both words imply "A cute Korean hot and spicy rice cakes." We opted for the name because is a play word since the word Topokki ends and Kiyowo starts with both words which is 'Ki'. Moreover, we also want to exhibit clearly to the customers that we are selling the product, so they do not need to ask for validation of what we are trying to sell.



Figure 1: Topokkiyowo's logo

As for the location, we have decided to choose Putrajaya as the business location since our target customers are students and people who are busy working, and Putrajaya is close to high schools, universities such as Universiti Putra Malaysia (UPM) and Universiti Tenaga Malaysia (UNITEN), and office buildings. Furthermore, Putrajaya is also close to cities such as Cyberjaya, Kuala Lumpur, and Shah Alam which only took about 15 minutes to 1-hour driving. Hence, we do not have any problem if our customers did not want to use postage service and opt for cash on delivery instead where both of us can deliver the product directly to them. Nevertheless, we do not have a business premise since we only conduct the sales activity on our Facebook (FB) page only. However, the business address is our home address, which is in Precinct 9, Putrajaya.

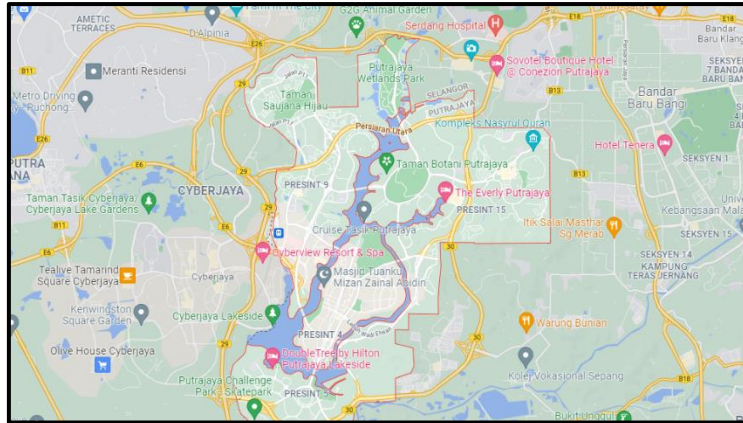


Figure 2: Topokkiyo's Address

2.2 Organizational Chart

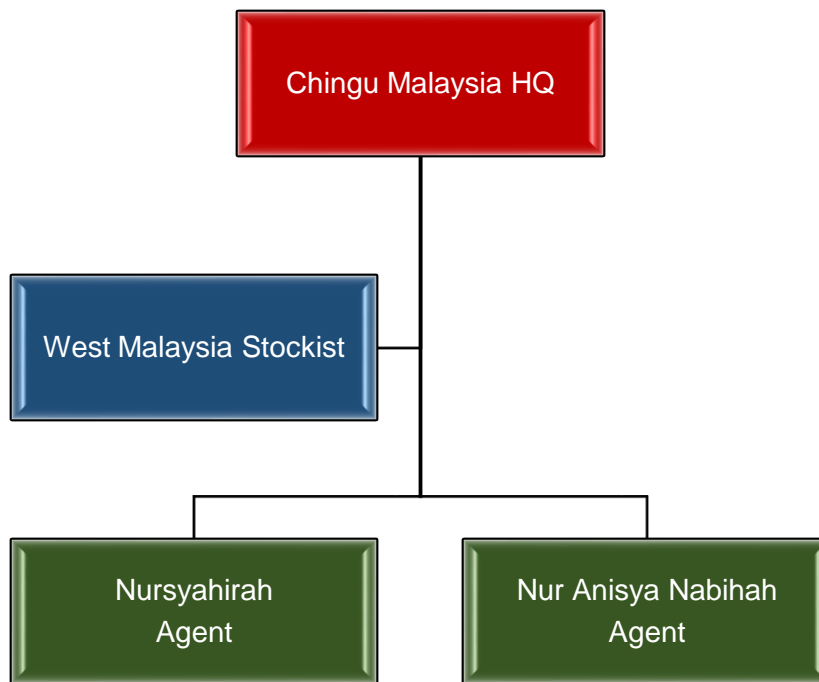


Figure 3: Organizational Chart of Topokkiyowo

Both of us work as an agent for Chingu Malaysia, where we enable to have complete control over the sale of products and the stocking. Apart from that, we also serve as a marketer and promote the products. Nevertheless, Topokkiyowo's is entirely owned by us, Nursyahirah and Nur Anisya Nabihah, thus, both of us have complete control and decision-making authority over the company's financial, operational, and administrative activities. Therefore, Topokkiyowo operates as a partnership.

2.3 Mission and Vision

We believe that every business has its own mission and vision statement to run its business according to its goals which need to be achieved. While companies commonly use mission and vision statements interchangeably, it is important to have both. One does not work without the other, because having purpose and meaning are critical for any business. A mission statement defines the company's business, its objectives, and its approach to reach those objectives. Other than that, a vision statement describes the desired future position of the company. Elements of mission and vision statements are often combined to provide a statement of the company's purpose, goals, and values. Therefore, we have made our mission and vision for our business so that we know what to achieve in short- and long-term goals. This motivated us to work harder to achieve success.

Mission

- To provide the best instant tteokbokki for customers.
- To become the best agent in Klang Valley.

Vision

To make Chingu Topokki and Chingu Gochu by Topokkiyowo become known and the top instant Chingu Topokki in Malaysia.

2.4 Descriptions of products and services

Chingu Malaysia is a business that offers wholesale of a variety of goods without any specialization, export, and import of other food products and retail sale of other food products. Topokkiyowo is an agent under Chingu Malaysia that sells Halal instant tteokbokki to customers at an affordable price and luxurious taste in Korea. We decided to sell Chingu Topokki and Chingu Gochu because we believe that this product is marketable among young people and those who like Korean food taste.

Firstly, Chingu Topokki is the original sauce of spicy rice cake or tteokbokki. Inside the pack, there is one pack of special tteokbokki sauce and one pack of rice cake or tteokbokki. The halal ingredient inside Chingu Topokki is rice, sugar, chili powder, chili sauce, water, and salt. It is not too spicy as Samyang but more to sweet and spicy which everyone can eat especially children.

Secondly, Chingu Gochu is a bit different from the original sauce because it is an extra spicy rice cake or tteokbokki. Inside the pack, there is one pack of gochu tteokbokki powder and one pack of rice cake or tteokbokki. The halal ingredient inside Chingu Gochu sauce is rice, sugar, chili powder, chili sauce, red chili flakes, water, and salt. Even though Chingu Gochu is extra spicy than the original one, it still does not taste too much spicy and those who cannot stand spicy can still eat with a calm heart. It tastes more Korean and unlike the other packets in which the sauce is provided in liquid form, Chingu Gochu uses powder.

One pack consists of 30 pieces small bite-size of 270g rice cake or tteokbokki. The serving size per pax is one to two people. It is easy to cook which only takes around seven minutes and have instruction on their packaging. Other than that, the sauce is made from 100% halal ingredients and is safe to eat. It is a halal-certified imported topokki from Korea and a Muslim homemade. In addition, it can last up to three months if put in the fridge also can last up to one month if put at room temperature.

As for the services, Chingu Topokki and Chingu Gochu by Topokkiyowo offer delivery services to customers in West Malaysia for only RM8 while the customers in Sabah and Sarawak for only RM10. Not only that, mostly our customers can also get free chopsticks in every purchase on the promotional day or monthly sale. This is because we want our customers to also feel how Korean people eat using a chopstick.

2.5 Price List

PRODUCT	NAME AND PRICE (RM)
 <p>LOOSE PACK CHINGU TOPOKKI</p> <p>CHINGU TOPOKKI 친구떡볶이</p> <p>f ToPocKkiYowO</p>	<p>Loose Pack Chingu Topokki (Original)</p> <p>RM 13</p>
 <p>LOOSE PACK CHINGU GOCHU</p> <p>CHINGU TOPOKKI 친구떡볶이</p> <p>f ToPocKkiYowO</p>	<p>Loose Pack Chingu Topokki (Gochu)</p> <p>RM 13</p>
 <p>KIYOWO COMBO!</p> <p>CHINGU TOPOKKI 친구떡볶이</p> <p>+</p> <p>CHINGU TOPOKKI 친구떡볶이</p> <p>GET A FREE CHOPSTICK</p> <p>f ToPocKkiYowO</p>	<p>Kiyowo Combo</p> <p>RM 24</p>
 <p>RABOKKI COMBO #1</p> <p>CHINGU TOPOKKI 친구떡볶이</p> <p>+</p> <p>FREE CHOPSTICKS</p> <p>f ToPocKkiYowO</p>	<p>Rabokki Combo #1</p> <p>RM 16.50</p>



Rabokki Combo #2

RM 16.50



Rabokki Combo x2

RM 29

3.0 FACEBOOK (FB)

We started our business by creating a Facebook (FB) page since Facebook is a great social media platform to promote the products we are selling and create awareness of our business. The reason we chose Facebook to conduct the sales activity is that it was reported that the Facebook user in Malaysia has reached 23 million users as of March 2021. Hence, by having a Facebook page, our business will be known easily to a lot of Malaysian Facebook users.

Apart from that, we are also aware that people love to find information and product online where it is from the tip of their finger. Thus, creating a Facebook page is one of the good mediums to connect with our customers where they can find all the information about our products which is Chingu Topokki and Chingu Gochu on our Facebook page. On Topokkiyowo's Facebook page, we have created a lot of posts which is teaser post, hard sell post, and soft sell post related to the products we sell.

3.1 Facebook (FB) Page

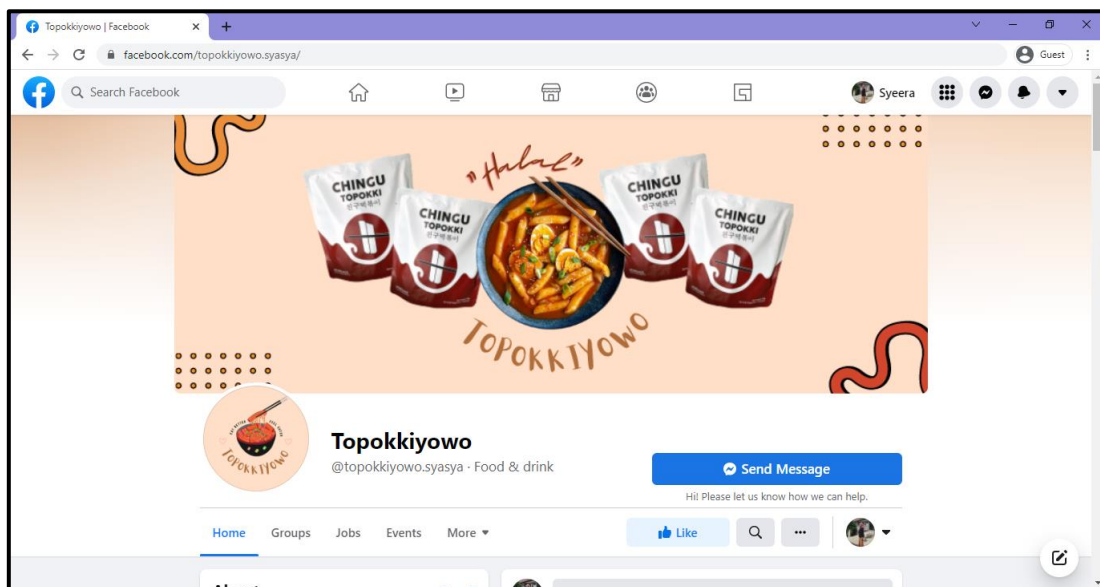


Figure 4: Topokkiyowo's Facebook (FB) page

We managed to create our Facebook (FB) page on 1 November 2021. We used this facebook page mainly to promote the products that we are selling which are Chingu Topokki and Chingu Gochu and interact with our customers. We also have created our own logo to distinguish ourselves from people that sells the same product as us. The logo helps people to know that there is on the right Facebook page of ours. Apart from that, we also have made our own Facebook page's header that comprises of a bowl of tteokbokki, the product we sell which is Chingu Topokki and Chingu Gochu and, a statement that says “halal” and our business name which is Topokkiyowo.

Moreover, in the span of 2 months, we have successfully acquired at least 131 Facebook users to like our Facebook page and 135 people to follow our Facebook (FB) page. This is one step closer to making our business and Facebook (FB) page to be known by a lot of people. Last but not least, we also have put our telephone number and enabled a Facebook messenger so our customers can contact us through WhatsApp and Messenger if they want to purchase the product.

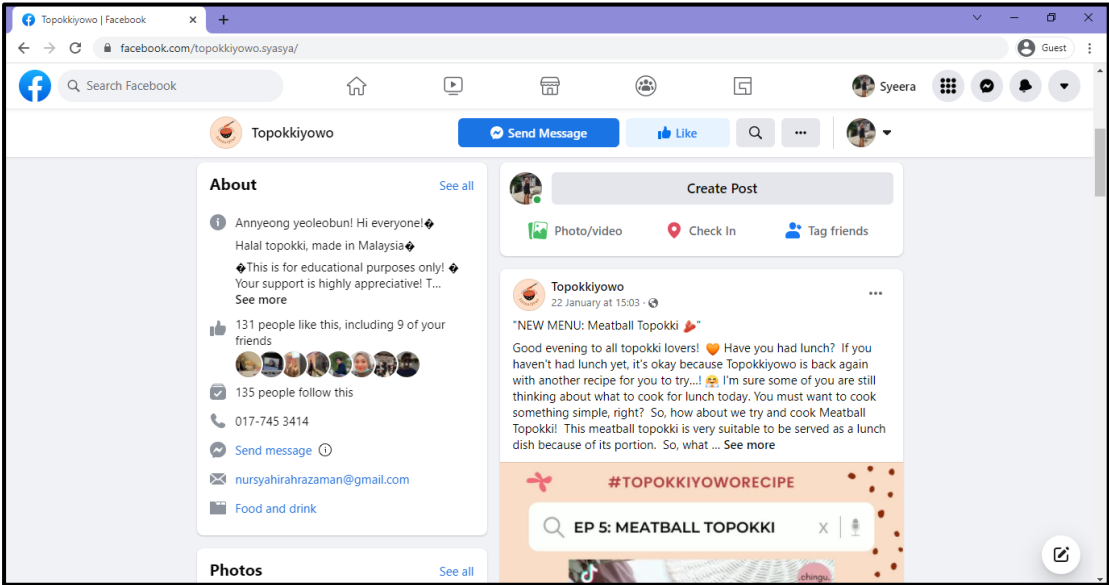


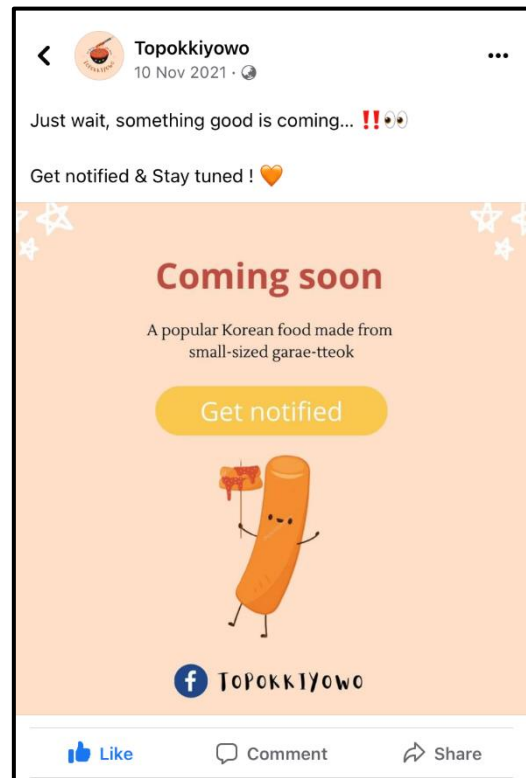
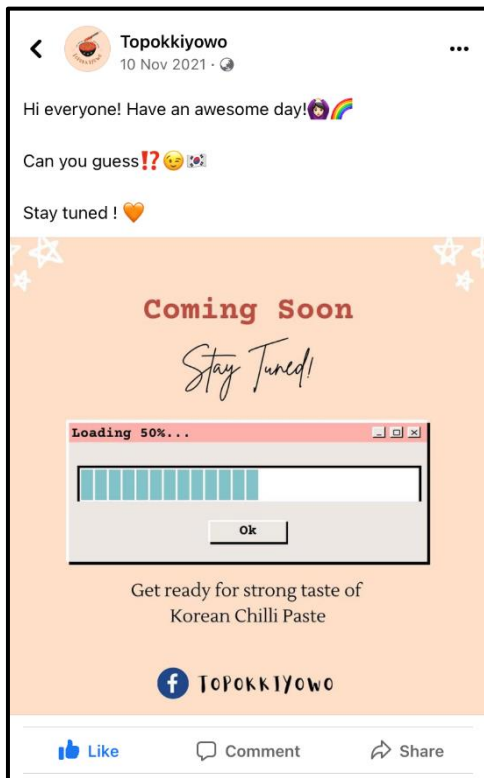
Figure 5: Topokkiyowo’s Facebook (FB) page

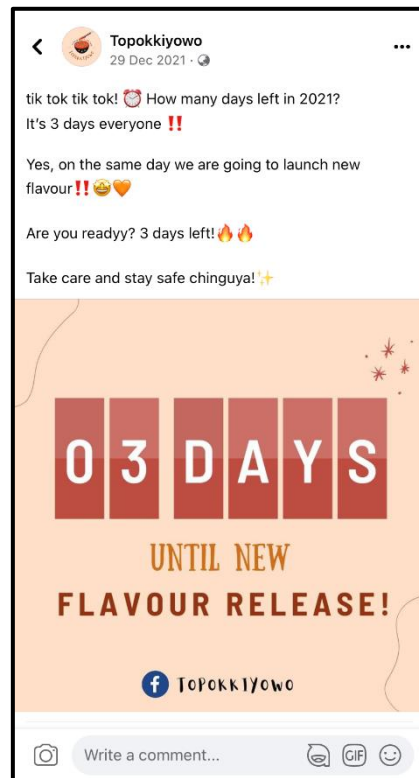
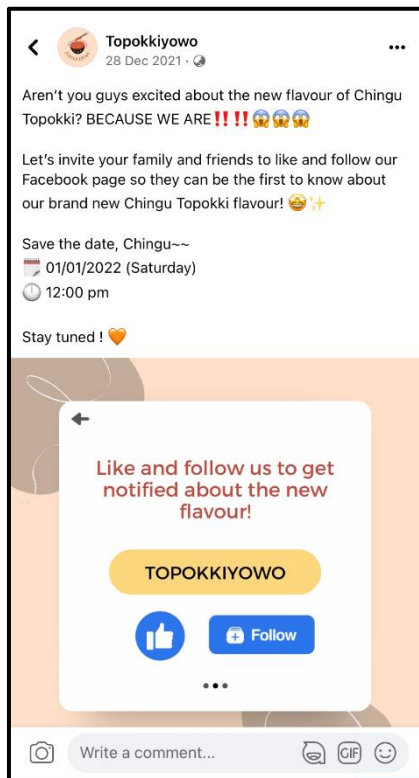
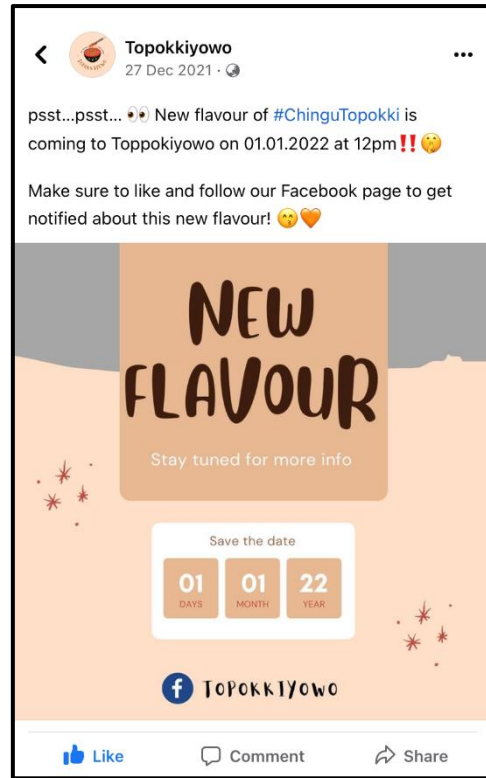
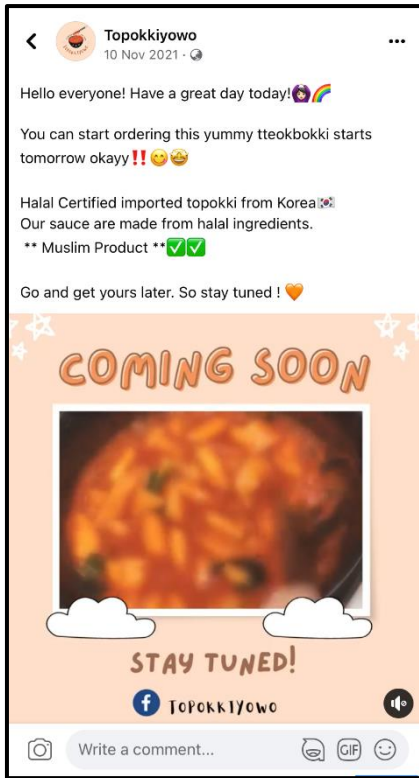
3.2 Custom URL Facebook Page

FB pages URL: <https://www.facebook.com/topokkiyowo.syasya/>

3.2 Facebook (FB) Post - Teaser

First and foremost, one of the Facebook posts that we had done on the Facebook page is teaser postings. Teaser postings are like some kind of advertising, and their goal is to get people excited about a product. It also can be an introduction to a new product and a re-introduction to an existing product. The purpose of teaser postings is to increase curiosity among audiences. Thus, Topokkiyowo has applied this element to tease our existing product which is Chingu Topokki and Chingu Gochu.





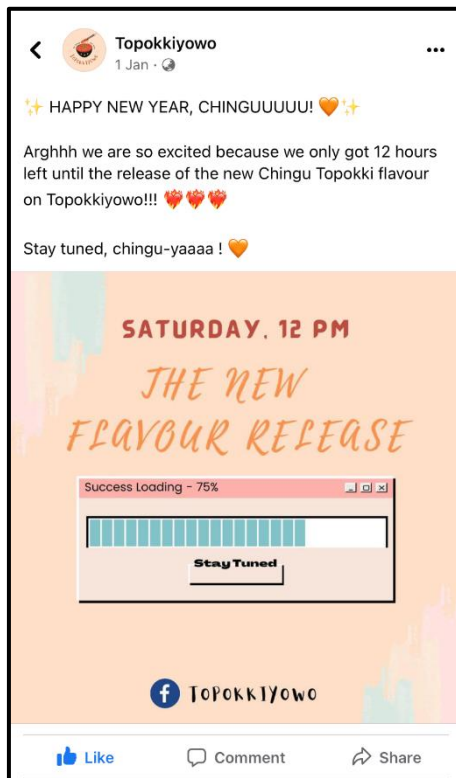
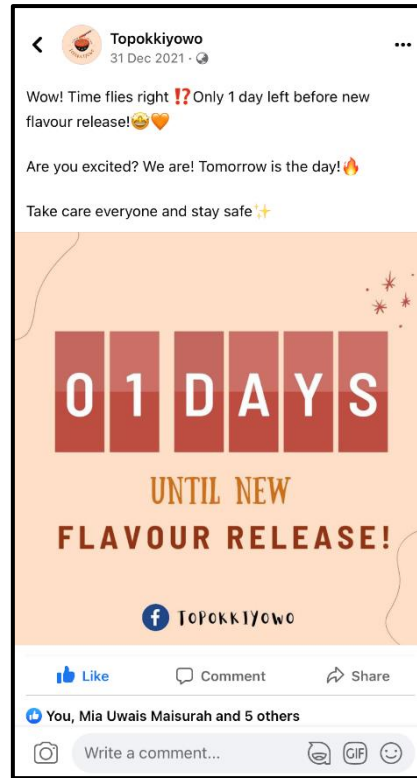
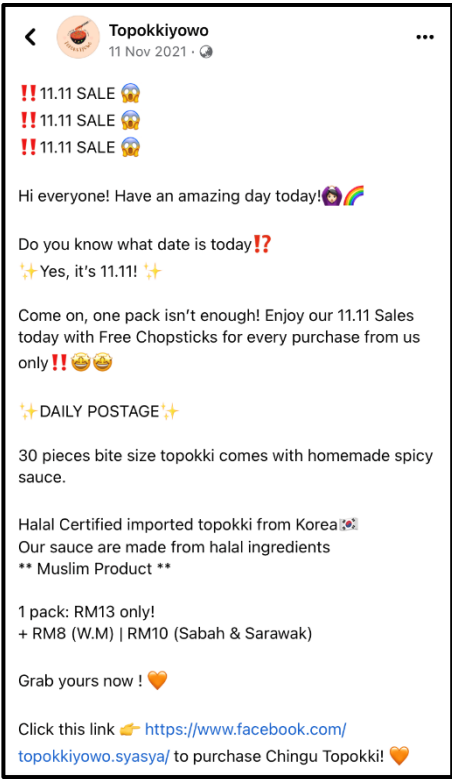


Figure 6: Some of the Topokkiyowo's teaser postings

3.4 Facebook (FB) Post – Copywriting (Hard Sell)

The next post that we have created for our Facebook (FB) post is a hard sell. A hard sell is a marketing or sales strategy that uses language that is particularly direct and demanding, and it is intended to persuade a customer to purchase a product or service immediately rather than considering his or her options and possibly postponing the purchase (Kenton, 2021). As for the copywriting for hard-sell posts, we use the AIDCA formula which is the acronym for Awareness, Interest, Desire, Conviction, and Action.




Topokkiyowo
 26 Dec 2021 · 🌐


Hi chinguyaaa, Happy weekend! 🥰👉👈 I hope you have a good sunday today! Chingu, do you want to eat something that easy and quick to serve!?! 🙌

Let's eat and enjoy #ChinguTopokki with your beloved ones. It only takes 7 minutes and is ready to eat. So easy right? 🥰👍

The price for 1 pack of Chingu Topokki;
 RM13 ONLY!
 + Postage RM8 (W.M) | RM10 (Sabah & Sarawak)


Grab yours now! ❤️

Click this link 📌 <https://www.facebook.com/topokkiyowo.syasya/> to purchase Chingu Topokki! ❤️


Topokkiyowo
 26 Dec 2021 · 🌐

HAVE A GOOD TOPOKKI DAY


Good evening!




TOPOKKIYOWO


7 views

 Like
  Comment
  Share


Topokkiyowo
 9 Jan · 🌐

CUSTOMER FEEDBACK 📱 !!

Wow, look at the feedback that has been shared by our lovely customers! We are so happy that our customers love the Chingu Topokki we sell. Most importantly, most of them would like to repeat orders from us again! 🙌🥰


So, If you're a tteokbokki lover, you definitely need to try our Chingu Topokki, especially the Gochu flavor one because it tastes the same as the original tteokbokki sauce that sells in street food stalls in South Korea 🥰


OR if you are looking for food that is easy to cook and takes only 7 minutes of your time, then Chingu Topokki is just right for you. Can't believe it? Let's try buying Chingu Topokki from Topokkiyowo 🥰❤️❤️❤️

The price for 1 pack of Chingu Topokki (Original/Gochu):
 RM13 ONLY!
 + Postage RM8 (W.M) | RM10 (Sabah & Sarawak)

Grab yours now! ❤️


Click this link 📌 <https://www.facebook.com/topokkiyowo.syasya/> to purchase Chingu Topokki! ❤️


Topokkiyowo
 9 Jan · 🌐





FEEDBACK CUSTOMER
★★★★★




"Easy to cook. It took me 7 minutes to cook the topokki! Will repeat order soon."
- Aida, Bangi



FEEDBACK CUSTOMER
★★★★★

"Nice packaging and well received. Fast delivery and good services. I love it and will repeat order again"
- Zaim, Sungai Buloh


TOPOKKIYOWO

TOPOKKIYOWO

 Like
  Comment
  Share


Topokkiyowo
 12 Jan · 🌐

!! ATTENTION 📢📢📢 !!

OMG! Both Chingu Topokki and Chingu Gochu is going to be out of stock soon! 🤯🤯


We got so many orders from you! 😭😭
 Can you believe that!?!
 YESS CHINGUYA! 🙌👍

We are so happy for the news and here's a friendly reminder for everyone! Don't forget to get yours now before it's too late and turn on the notifications on our page to ensure that you never miss out our latest information here. 🥰🌟

The price for 1 pack of Chingu Topokki (Original/Gochu):
 RM13 ONLY!
 + Postage RM8 (W.M) | RM10 (Sabah & Sarawak)


Grab yours now ! ❤️

Click this link 🗑️ <https://www.facebook.com/topokkiyowo.syasya/> to purchase Chingu Topokki! ❤️


Topokkiyowo
 12 Jan · 🌐

7 views

Like Comment Share


Topokkiyowo
 14 Jan · 🌐

No delicious & interesting snacks to eat while enjoying your favourite Netflix show? 🤔

DON'T WORRY 🤔 !!

Let us recommend to all of you a suitable snack to eat while enjoying your favourite show on Netflix which is Chingu Topokki, a popular Korean food! 🥰

But, why Chingu Topokki though? It is because Our Chingu Topokki takes 7 minutes only to cook. Thus, you won't have to worry about missing some scenes in your favourite show.

Our Chingu Topokki comes in two flavours which are original and gochu flavour. The original one is very suitable for those who do not like or cannot tolerate spiciness while Chingu Topokki Gochu flavor is for those who like spicy!!! 🤩🤩

The price for each pack is RM13 only! (postage excluded). So? what are you waiting for? Let's purchase Chingu Topokki with us! 🌟

+Postage RM8 (W.M) | RM10 (Sabah & Sarawak)

Grab yours now ! ❤️

Click this link 🗑️ <https://www.facebook.com/topokkiyowo.syasya/> to purchase Chingu Topokki! ❤️


Topokkiyowo
 14 Jan · 🌐

NETFLIX & TOPOKKI

TOPOKKIYOWO

Like Comment Share

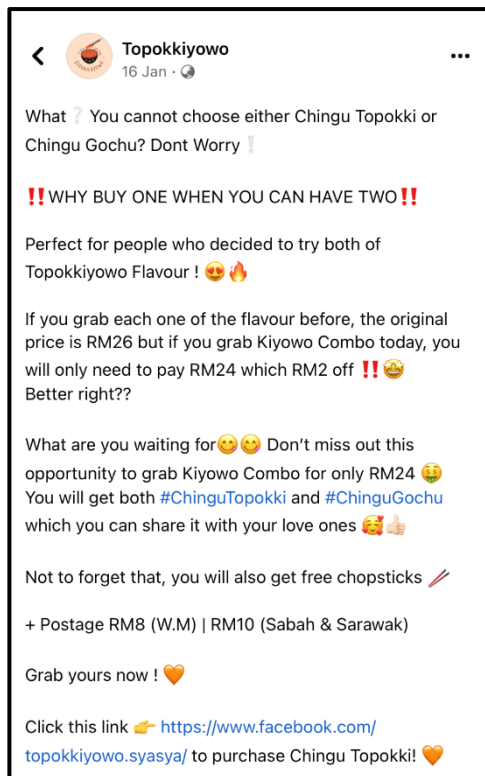


Figure 7: Some of the Topokkiyowo's hard sell postings

3.5 Facebook (FB) Post - Copywriting (Soft Sell)

In addition, the next post that we have created for our Facebook (FB) post is a soft sell. A soft sell is a marketing and sales strategy that uses gentle language and a non-aggressive attitude. A soft sale, on the other hand, is intended to prevent enraging potential clients and driving them away. Soft selling is a low-pressure, persuasion-based, and delicate sales method that may not result in a sale the first time a product is given, but it does assist to stimulate recurring purchases. (Kenton, 2019)



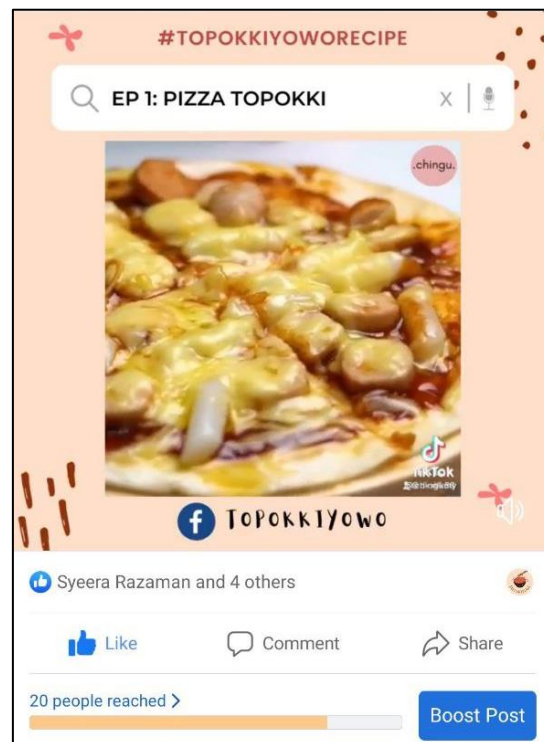
🍕 How to make it:

- 1) Firstly, boil the topokki and sausage. Once it is soft, drain the water used in boiling the topokki and sausage.
- 3) Then, melt the butter in a frying pan
- 4) Next, as for the pizza bread, use tortillas or wraps as a substitute. Place it on the frying pan with melted butter.
- 5) Pour the Chingu Topokki sauce over the tortilla/ wrap and spread the sauce evenly. Then, add the topokki and sausage.
- 6) Add the cheese by sprinkling it.
- 7) Later, drop one tablespoon of water around the pizza, cover it with a pan lid, and let it rest for 5 to 7 minutes with a medium heat

..... AND DONE! our yummy Pizza Topokki is ready to be eaten 🍕😋😄 Let's try this recipe together, Chingu!!! Yumssss

Go to 👉
<https://www.facebook.com/topokkiyowo.syasya/> to know more information and tips.

#TopokkiyowoRecipe #TopokkiyowoSharing



Topokkiyowo
Jan 8 · 🌐

Hello everyone! Happy Saturday! 🍀🌟

The new coronavirus (COVID-19) pandemic is changing our day-to-day life in many ways. !!
For some of us, it means choosing delivery over shopping at the store way more than usual which resulting in more packages at your doorstep. 📦

And even if you're not getting more deliveries than usual, you still may be wondering: Should I be taking extra precautions with packages and deliveries during COVID-19? 😊

Coronavirus can spread from person-to-person via respiratory droplets produced when an infected person coughs, but these infectious respiratory droplets can also land on surfaces. While surface-to-person transmission of COVID-19 via packages is technically feasible, it's unlikely especially if you're following guidelines for protecting yourself from the virus. 🌿🔥

Here are tips for keeping yourself safe while accepting packages and deliveries from us:

- ✔️ Contactless delivery
- ✔️ Use digital or online payments
- ✔️ Avoid touching your face after receiving the packages
- ✔️ Sanitize the packages and wash your hand

Always stay safe chinguya! 😊 Dont forget to grab your favourite Chingu Topokki or Chingu Gochu from us! 😊 Wash your hands often with soap and water or use hand sanitizer properly to prevent Covid-19 infection. 😊🌟

Go to 📌
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Safe tips for receiving packages during a pandemic

Safe tips for receiving packages during a pandemic

- 1 contactless delivery
- 2 use digital payments
- 3 avoid touching your face after receiving the package
- 4 wash your hands

f **TOPOKKIYOWO**

Syeera Razaman and 3 others

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Boost Post

Topokkiyowo
Jan 18 · 🌐

WHAT ARE THE ALTERNATIVE WAYS TO STORE TTEOKBOKKI 🤔??

Tteokbokki, whether it's homemade or store-bought, can be difficult to store. Rice cakes tend to have a short shelf life, so make or buy small portions and consume them within a few days if you can. However, If you must store them, there are a few basic steps you can take to keep them fresher for longer and still delicious even has been stored for a long time.

So, what's the best way to store tteokbokki (rice cakes)!?Let us tell you how !

- ✅ Firstly, you can just leave the rice cakes in the package if you get them from the store
- ✅ If the package is already opened, put your rice cakes in the airtight container while the sauce is in another container.
- ✅ Keep your rice cakes in the fridge for 3 days and consume them afterward.
- ✅ To keep your rice cakes from being spoiled, you can freeze them and they can be kept for 3 months.

These methods also can be applied to our instant Chingu Topokki or Chingu Gochu ! Now, you can still enjoy our Chingu Topokki or Chingu Gochu whether it is still in the package or already open. No need to throw away your opened package or leftover topokki! 😊😊😊❤️❤️❤️

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Syeera Razaman and 3 others

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Boost Post

Topokkiyowo Jan 10 · 🌐

Hi chinguya! Hope you have an amazing day today! 🍀🌟

!! STRESS WITH ASSIGNMENTS!?

Stress has become part of students' academic life due to the various internal and external expectations placed upon their shoulders. Stress can be defined as an integral response of the organism to pressures from the internal or external environment with the aim to maintain homeostasis. Usually, it has a negative impact on human health. 😞❌

We understand the situation of you feel stress due to overload of work such as assignments, lectures, and seminars. What we can suggest is, no matter how busy you are, please do not skip eating okay! Your health matter! 🍳🔥

Foods can help tame stress in several ways. Next time your stress levels start soaring, fill your plate with these foods that are scientifically proven to help you feel less frazzled. What you eat can play a big role in how you feel. 😊👉

If you feel like wanting to eat something that easy to cook in a short of time and delicious, grab Chingu Topokki or Chingu Gochu from us! It only takes 15 minutes and is ready to eat. 😊😊

The price for 1 pack of Chingu Topokki (Original/ Gochu):
 RM13 ONLY!
 + Postage RM8 (W.M) | RM10 (Sabah & Sarawak)

Grab yours now ! ❤️

Click this link 👉
<https://www.facebook.com/topokkiyowo.syasya/> to purchase Chingu Topokki! ❤️




f TOPOKKIYOWO

You, Syeera Razaman and 4 others

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14 people reached >

Boost Post

Topokkiyowo
Jan 11 · 🌐

“CAN STUDENTS BUY CHINGU TOPOKKI 😬!?”

Lately, we have been receiving many inquiries especially by students on our Facebook Messenger and WhatsApp such as “Sis, can student buy Chingu Topokki?” or “Sis, I’m staying in a hostel right now and we are not allowed to cook using stove 😬”

Don’t worry dear!! As we have stated many times, Chingu Topokki is very easy to cook even when you don’t have a stove to boil the topokki. 😊

Let us teach you how!!! 😊

- 1) Firstly, you need hot water in a bowl. And then soak the topokki in it for 15 minutes
- 2) Once the topokki becomes soft, drain the water.
- 3) Put the soft topokki in a bowl or plate, then pour the soft topokki onto it and mix it well.

... And done! Your topokki is ready to be eaten 😊👉

See, it’s very easy, right? So for students out there especially those staying in a hostel, you have alternative ways to cook Chingu Topokki! 😊 Feel free to contact us if you have any questions and don’t forget to grab your Chingu Topokki 😊❤️

Go to 📌
<https://www.facebook.com/topokkiyowo.syasya/>
for more information and tips!

#TopokkiyowoSharing

How to cook Chingu Topokki
Student's Edition



How to cook Chingu Topokki
Student's Edition



Kacau sebati dan sedia untuk dimakan!

TIKTOK

f **TOPOKKIYOWO**

👍 Syeera Razaman and 5 others

👍 Like 💬 Comment ➦ Share

📞 Get more WhatsApp messages
You can add a WhatsApp button to your post to get more messages for Topokkiyowo.

16 people reached >

Boost Post

Topokkiyowo
Jan 18 · 🌐

♥️ WHICH TEAM ARE YOU? ♥️

Hello Chinguuu! Have you tried both tteokbokki and rabokki? So, which one you like the most? 🤔
Comment down below 🙋🙋🙋

For us, we prefer rabokki over tteokbokki because it frequently includes more unusual and delicious additional ingredients, such as boiled eggs 🍳, ramen noodles 🍜 and other ingredients that aren't typically found in tteokbokki.

Nevertheless, both dishes are still delicious!!! If you haven't tried rabokki, we suggest you try making it yourself by purchasing our Rabokki Combo! The combo comes with one Chingu Topokki (Original/ Gochu) and 1 pack of Samyang Ramen original only for RM16.50 !!! 🍜

However, If you want to try tteokbokki only, you can buy our loose pack or Kiyowo Combo (1 pack of Chingu Topokki and 1 pack of Chingu Gochu)! The prices are RM13 and RM24 respectively 😊♥️
📦 Postage: RM8 (W.M) | RM10 (Sabah & Sarawak)

Go to 👉
<https://www.facebook.com/topokkiyowo.syasya/> to know more information and tips!

Which Team Are You?



TTEOKBOKKI



RABOKKI

TOPOKKIYOWO

👍 Syeera Razaman and 3 others

👍 Like 💬 Comment ➦ Share

Figure 8: Some of the Topokkiyowo's soft sell postings

4.0 CONCLUSION

In conclusion, Topokkiyowo is a business that sells two kinds of instant toppoki which are Chingu Topokki and Chingu Gochu by Chingu Malaysia online by creating a Topokkiyowo's Facebook page. We may conclude that by conducting our business through a Facebook page, we can promote and market our products and services, as well as raise awareness about the products we are selling among Facebook users, particularly among Korean cuisine fans. Furthermore, this kind of platform helps us to share the most recent information about our business's activities or events.

Furthermore, overall, this assignment has demonstrated that Facebook or any other social media is a crucial platform for everyone who wants to begin conducting business marketing. Based on our social media portfolio, we have discovered that social media assists online businesses in connecting with customers, increasing product or service awareness, and increasing business profits. Apart from that, we also have learned that to have a good online business in social media is that we are being able to create a good posting that consists of a teaser post, hard sell post, and soft sell post by not simply writing the caption but with a good copywriting skill to attract customers.

In our opinion, an online business can be a beneficial tool for new businesses to manage their operations. It allowed us to gain experience running a business even though we do not have a physical location. Also, we hope the skills we acquire by conducting a business through Facebook page, will help us to expand and conduct our business through other available social media as well as improve our marketing strategy.

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