



اُيُونِوَرْسِيْتِي تِكْنُوْلُوجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

BUSINESS NAME: TASTY BITES



FACULTY : BA - FACULTY OF BUSINESS AND MANAGEMENT

GROUP : ENT530K

COURSE : PRINCIPLE OF ENTREPRENEURSHIP

COURSE CODE : ENT530

SEMESTER : 3

PREPARED BY : 1. NUR NAJIHA BINTI ROSLI (2021112359)
2. NUR ATIAH BINTI MOHD SAZALI (2021112071)

PREPARED TO:

MISS NUR NAJJAH BINTI ABD RAHIM

SUBMISSION DATE:

20 JAN 2022

ACKNOWLEDGEMENT

First and foremost, Alhamdulillah, we are grateful to Allah SWT for providing us with the power and blessings necessary to fulfil this assignment. We are grateful since we are able to complete this Social Media Portfolio assignment inside the period set by our lecturer, Miss Nur Najjah Abd Rahim. Without the assistance of our lecturer, friends, and family, we would not be able to accomplish this task. We would want to express our gratitude to our lecturer for teaching Principles of Entrepreneurship (ENT 530) to us and our classmates, as well as for taking the time and effort to guide and motivate us to complete this assignment.

Moreover, we would like to thank our friends and classmate that help us together from start and until we managed to finished within given time. When we worked on this project, we received a lot of advises and detailed guideline how to score this project perfectly. Without this assistance, we would not be able to accomplish this task

Last but not least, we would like to express our gratitude to our family since we completed our project at home during the Movement Control Order (MCO), we appreciate our family's support and understanding. They help us a lot, by giving their supporting and space for us to finished this project. We want to express our gratitude to everyone who helped with this project. Thank you very much.

EXECUTIVE SUMMARY

Tasty Bites is a brand-new cookie located in Masai, Johor that will sell an assortment of homemade cookies. Each cookie is made with quality ingredients and is baked fresh daily. “Cookie For Every Senses” is a tagline for our business. The main objective for the business is to offer a good quality cookie with variety of flavours with affordable and reasonable prices to our customers. Furthermore, we are believed that our homemade cookies can long lasted in Malaysia market share because of our luxurious taste that suit everyone.

We started our online business on 1st December 2021 using social media platform. Our targeted customers are the whole level of ages since most people love a good, homemade cookie. Since our first opening, we received a lot of good feedback from the customer regarding our freshly baked cookies that taste absolutely delicious. This product is also liked by many due to the cheap and affordable prices. Hence, this product provides a good insight for the continuation of sale to our customer.

We offered delivery service with charge to those who are near to our area. We also offer gift cookie box to those who wants to surprise their love one. Therefore, we believe that our Tasty Bites Cookies can compete with other competitors because we have our own credibility to produce the delicious cookies that will attract many people. Last but not least, we always ensure that our cookies always in demand and were produced with efficiently ways. Tasty Bites is proud to become the newest local establishment that is sure to brighten up the community.

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i. GO- ECOMMERCE REGISTRATION



Certificate of Completion

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Certificate of Completion

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ii. **MYENT CERTIFICATES**



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Keusahawanan Malaysia
(MASMED)

**MASMED YOUNG ENTREPRENEUR
(MyENT)**

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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/TASTY-BITES-110062698162943
Alamat Premis Perniagaan	:
Tarikh Mendaftar	: 18 Nov 2021
Tarikh Kemaskini	:
Tarikh Cetak	: 29 Jan 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.

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Bidang Perniagaan yg : Makanan
diceburi
Tempoh Berniaga :
No. Pendaftaran Perniagaan :
URL Perniagaan :
Alamat Premis Perniagaan :
Tarikh Mendaftar : 09 Dec 2021
Tarikh Kemaskini :
Tarikh Cetak : 29 Jan 2022

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iii. INTRODUCTION OF BUSINESS

Name and Address of Business

Tasty Bites is a business name that had decided based on our food business. The combination of these two words between Tasty and Bites which shows that our cookies are worth to buy, you get to feel the deliciousness of our cookies in every bites. We also provide these cookies with a variety of interesting flavours for customers out there who are very fond of cookies. As for our target market, Tasty Bites targeting for all kids, teenagers and above with range 4 – 55 years old as our cookies are suitable for the individual that like a sweet treat. The address of our business is at



Figure 1: Tasty Bites Official Logo

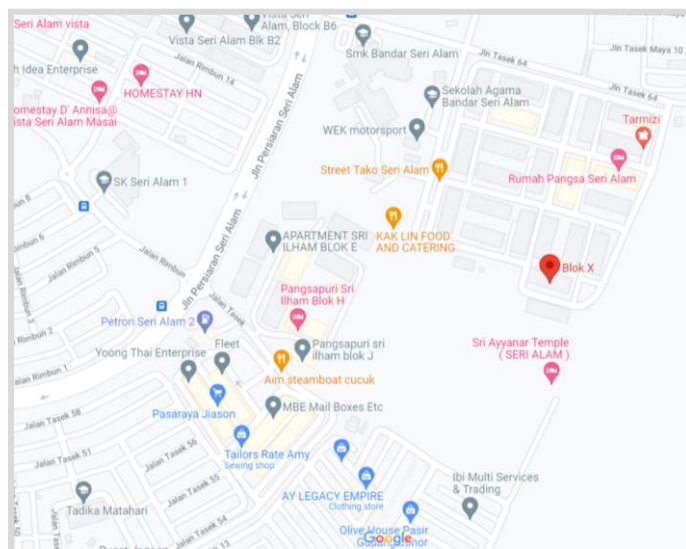
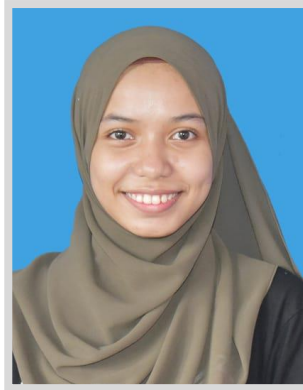


Figure 2: Tasty Bites's Location

Organizational Chart



NAME & POSITION	JOB SCOPE
Owner of Tasty Bites: Nur Najiha Binti Rosli	<ul style="list-style-type: none">• Oversee the whole product development process.• Conduct research and evaluate the wants of customers in order to determine which features to put in products, as well as present product feature ideas.



NAME & POSITION	JOB SCOPE
Sales and Marketing Manager: Nur Atiah Binti Mohd Sazali	<ul style="list-style-type: none">• Researching and developing marketing opportunities, as well as planning and implementing new sales strategies.• Supervise both the marketing and sales employees as well as conduct managerial functions.

Mission and Vision

We have made our mission and vision for our business so that we know what to achieve in the short- and long-term goals.

Mission

To freshly bake the best homemade cookies using premium ingredients and offering excellent customer service. We guarantee our products are not only delicious but also delight to enjoy by everyone who are cookies lover.

Vision

To make Tasty Bites brand familiar as the top dessert or snack and that can be eaten in a versatile way in Malaysia.

Description of Product



Figure 3: Tasty Bites's Products

Tasty Bites is a business that sells variety types of homemade cookies. There are three types of cookies which are Mini Chocolate Chip Cookies, Mini Double Dark Chocolate Cookies and Mini Oatmeal Chocolate Cookies. We also launched new flavours which is Mini Sea Salt Chocolate Chip Cookies. The reason we sell these cookies because we believe that our product is marketable for everyone. As for the services, Tasty Bites offer delivery service for customers in several places. Not only that, we also come up with surprise gift box for those customers who wants to give a gift to their loves one. We also do postage throughout Malaysia. So that everyone can enjoy our cookies. To place the orders, Tasty Bites's customer can visit our Facebook page, and directly message on Facebook.

Price List

Tasty Bites will try to be the best for our customer. Tasty Bites, as a new business, offers a very suitable pricing for each product we sell. Our customers can choose from four distinct types of mini cookies, each with a different pricing range and amount of flavour options. We believe that the reasonable pricing of our small cookies would attract people to buy them. The prices for each cookie are mentioned below.

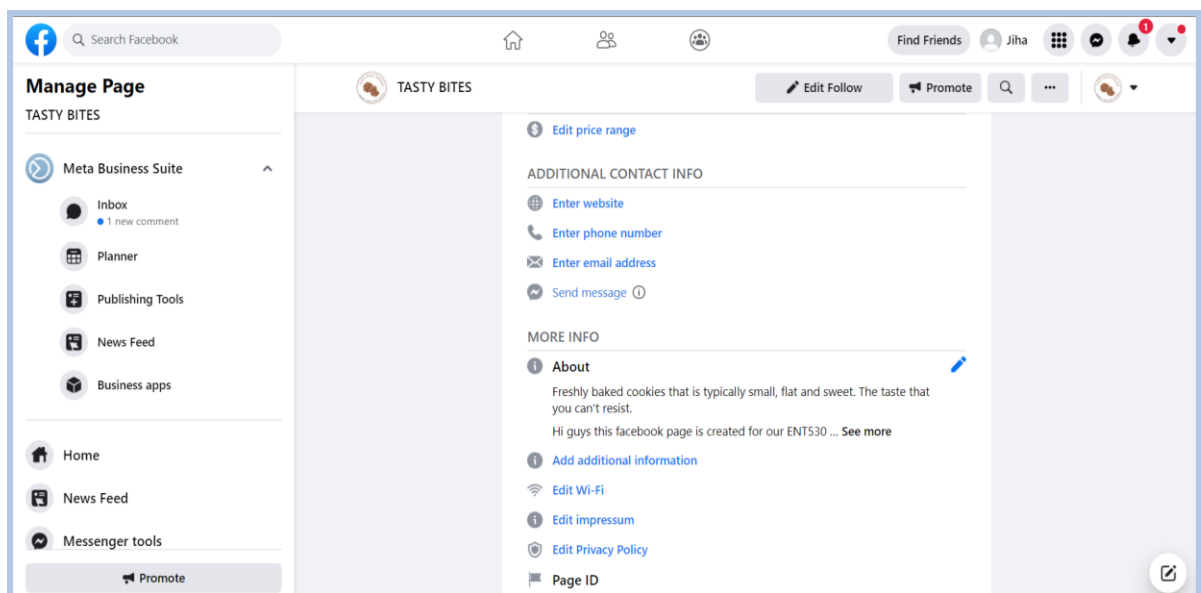
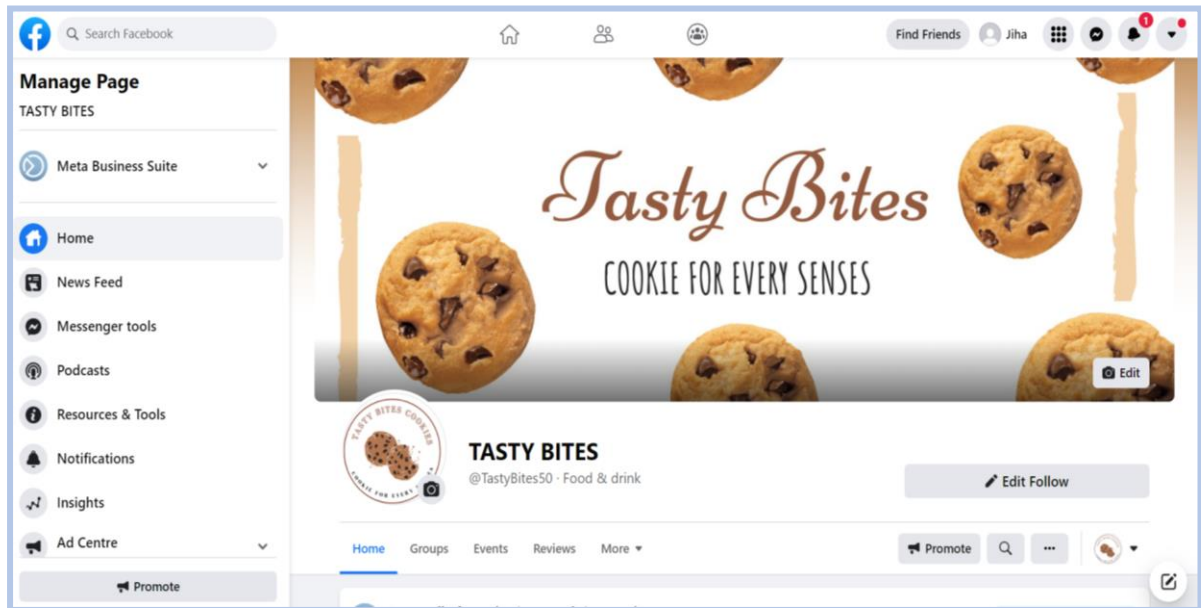
PRODUCT	
<div><p>Mini Chocolate Chip Cookies</p></div>	<div><p>Mini Oatmeal Chocolate Cookies</p></div>
<div><p>Mini Double Dark Chocolate Cookies</p></div>	<div><p>Mini Sea Salt Chocolate Chips Cookies</p></div>

Figure 4: Tasty Bites's Price List

iv. FACEBOOK

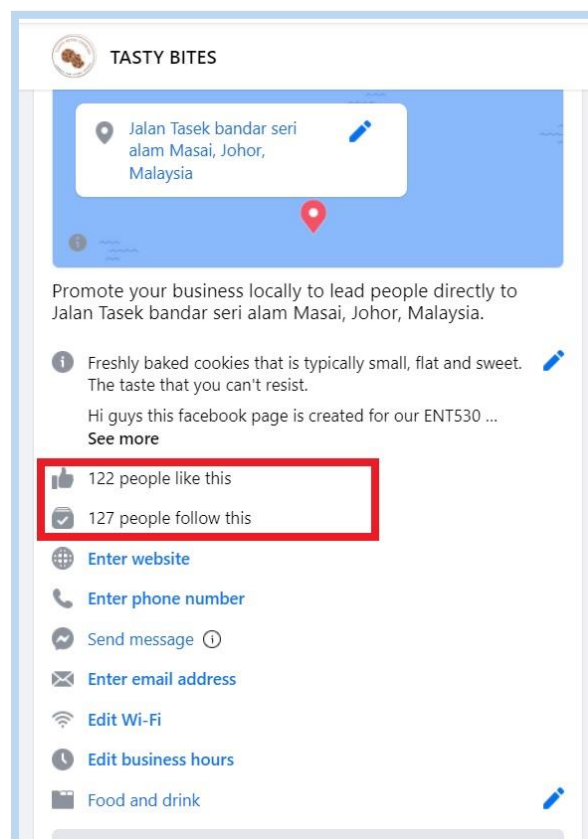
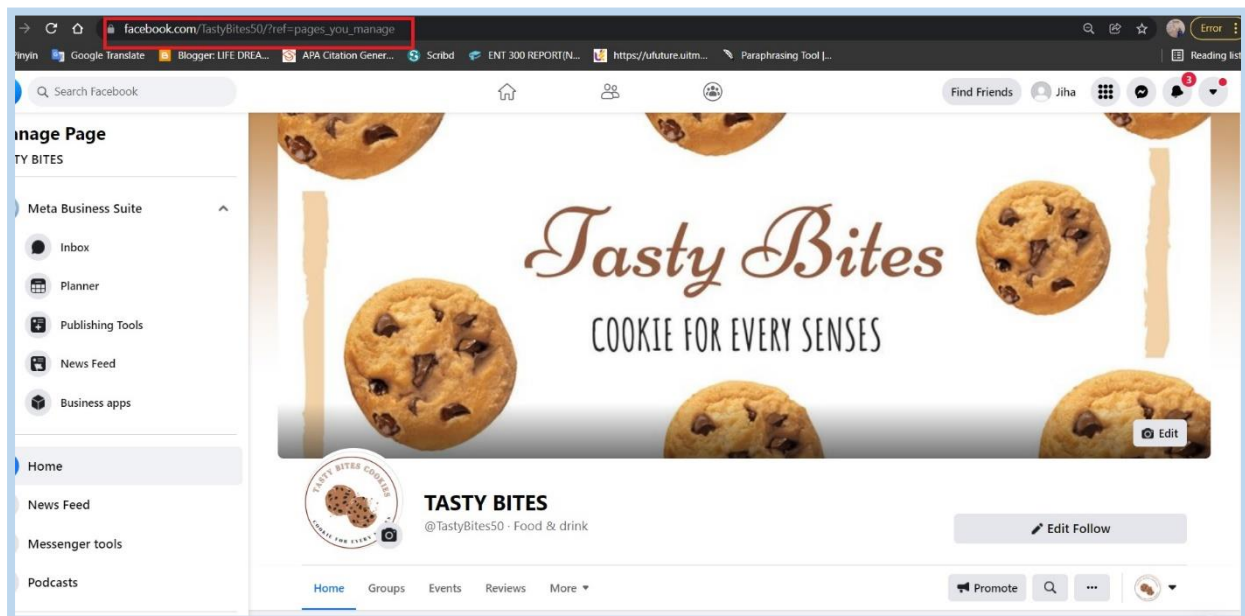
Creating Facebook (FB) page

Tasty Bites FB page was created on 26th November 2021 and our business runs starting on 1st December 2021. Our customers can always get to our page by searching our username (@TastyBites50) inside the search box column.

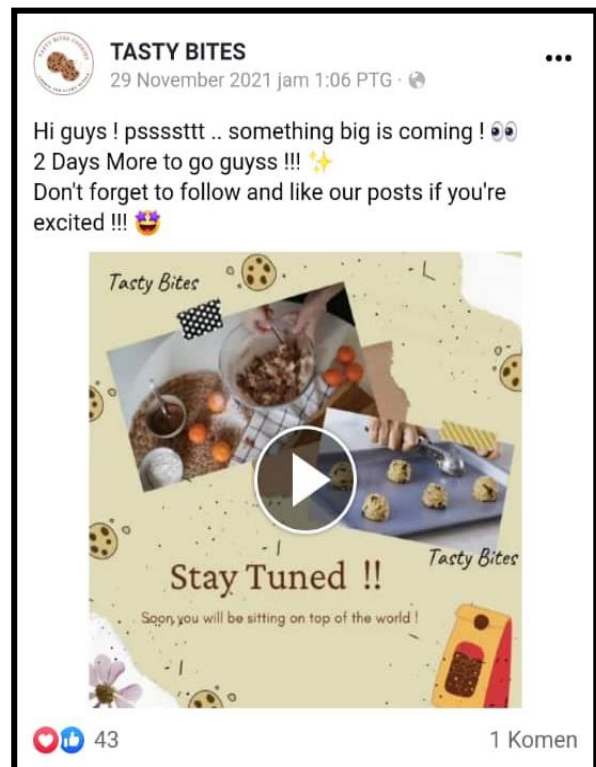
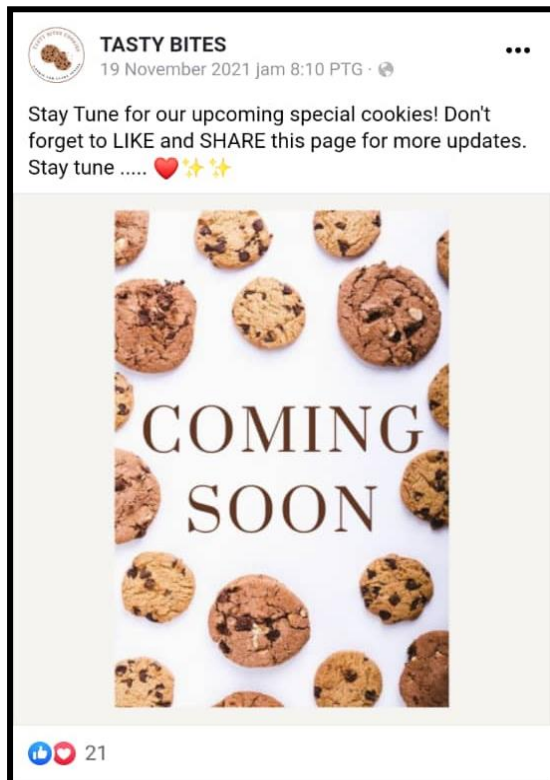


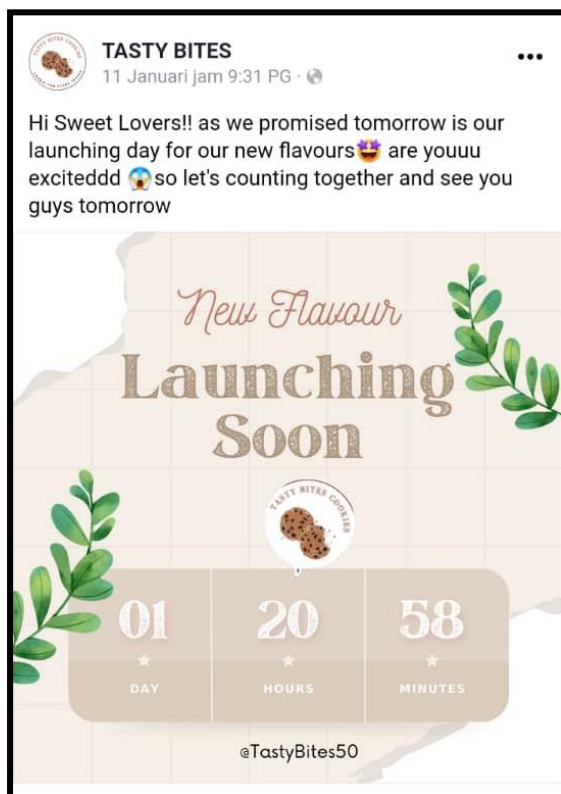
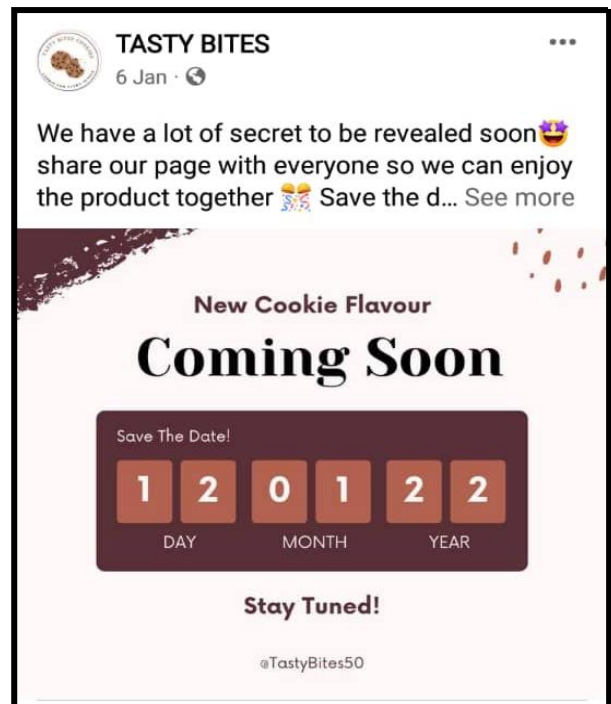
Custom URL Facebook (FB) page

Tasty Bites FB page manages to gain 122 likes and 127 followers from customers starting from November to January. Plus, Tasty Bites already custom the URL FB page, where customers can easily find our page by clicking on this link: <https://www.facebook.com/TastyBites50/>



Facebook (FB) Post – Teaser





Facebook (FB) Post – Copywriting (Hard Sell)

TASTY BITES
9 Disember 2021 jam 2:21 PG · 🌐

TADAAAAA 🎉 Attention to all of our beloved customer !! you can start make your order now ! Never say no when someone offers you a cookie 🍪
We have 3 flavour available :
Mini Chocolate Chip Cookies - RM15.00 , recommended 🍪 since this is our signature cookies in Tasty Bites. Now, where is chocolate lover?? we gotchu ! a Mini Double Chocolate Cookies - RM16.50 is hereee 🔥 not forget for those in diet, Mini Oatmeal Chocolate - RM 15.90 🍪
Don't forget to place your order ❤️

Chef Recommendation

- 🔥 Mini chocolate chip cookies
RM 15.00
- Mini Double Dark Chocolate Cookies
RM 16.50
- Mini Oatmeal Chocolate Cookies
RM 15.90

TASTY BITES
9 Dec 2021 · 🌐

What can be more joyous than a customer feedback 🍪 our cookies is surely addicted 🔥 Grab one now ! 🍪




“When it comes to eating these cookies, it’s all too tempting to just pop one after the other into your mouth until you lose track of how many you’ve taken.”

TASTY BITES
31 Dec 2021 · 🌐


Bye 2021 Hye 2022 🎉
hey guys ! we've got some good news for you. Redeem 10% off if you make payment before 1st January. buy no... See More

YEAR END PROMOTION !



TASTY BITES
14 Jan · 🌐

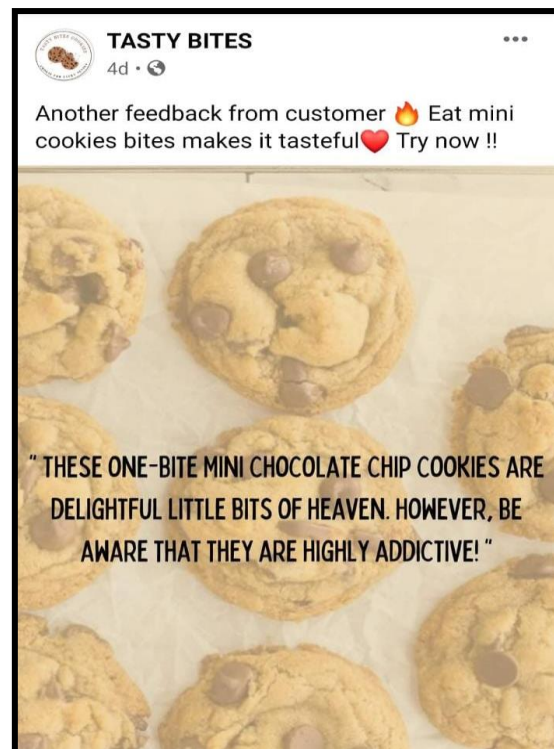
Feedback ! Feedback ! 🍪 Omgg thank you guys for giving us your support and complimentary words for us. Inshaallah we will work... See More



Hi ! your cookies are so good ! Dark chocolate chip cookies are one of my favourites! 🍪 I believe everyone that buy from you will agree after only one bite. Gonna repeat this soon 🍪

Assalamualaikum sis, sedap gila mini cookies sis jual 🍪, chewy and rasa dia mcm beli dekt famous amos je rasa 🍪 abis stok saya, saya repeat 🍪

Hello ! Your cookies tersngtlah soft ,buttery, perfectly chewy, and loaded with chocolate srs ! It's hard to eat just one! 🍪 gonna eat one of my



TASTY BITES
12 Januari jam 4:08 PTG · 🌐

We have a very good announcement here! In conjunction with this new flavour, we are delighted to offer a sales which is you will get one free if you buy 2 cookies from us. This offer only available for TODAYYY !!! What are you waiting for grab yours now and don't miss this opportunity.


If you are interested, hit out our chat button and send your order now!
<https://www.facebook.com/TastyBites50/>



TASTY BITES
1 Disember 2021 jam 10:00 PTG · 🌐

In conjunction of our soft opening today, Tasty Bites was delighted to announce that we will give special promotion ONLY FOR TODAYYY.


All of our cookies will get 10% off on every cookies that you purchase 🥰🥰. So, what are you waiting for GO GRAB NOW WHILE PROMOTION IS STILL AVAILABLE!!! submit your order now !!!



TASTY BITES
2 min · 🌐

Assalamualaikum and hello everyone 🙏 Today we want to share feedback from our customers who have tried our homemade cookies.

We have received a lot of good feedback from all our customers so we can guarantee... Lihat Lagi



TASTY BITES
1 Disember 2021 jam 2:00 PTG · 🌐

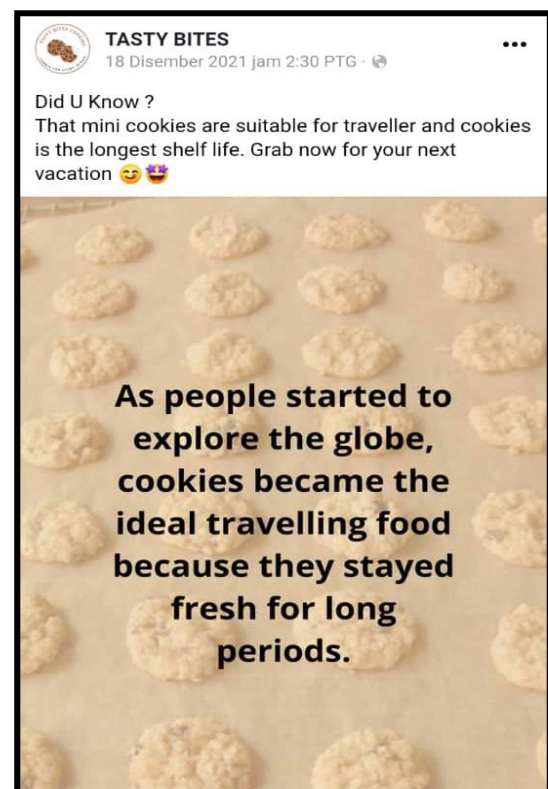
Hi Sweet treats lovers ! ❤️

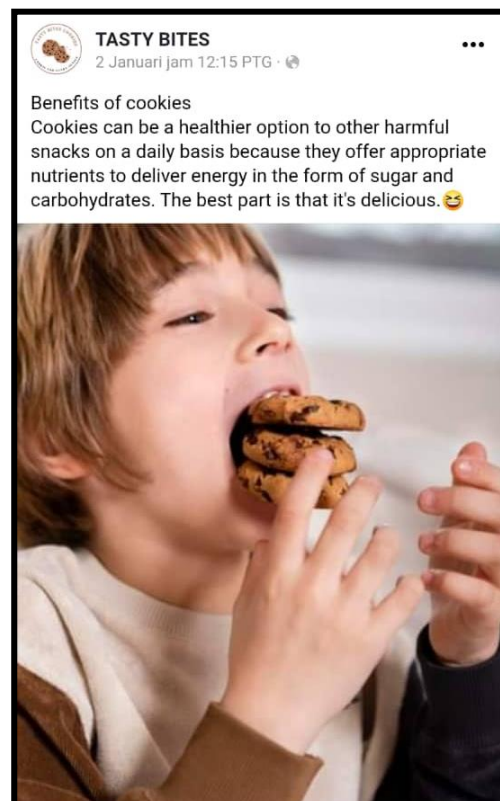
As we promise, cookies is now available 🥰 today is our official launching day for Tasty Bites 🥰🥰🥰

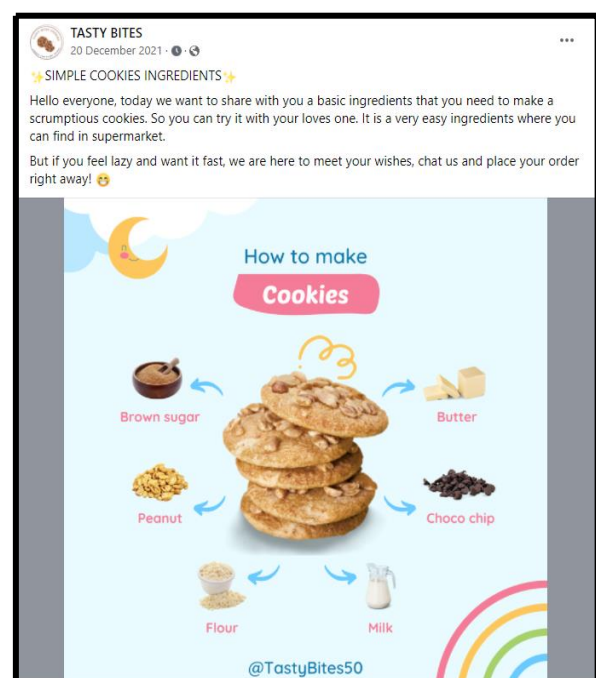
We will introduce our products on the next post as well as the types of cookies that will be on the menu, so don't forget to check it out ! 🙏

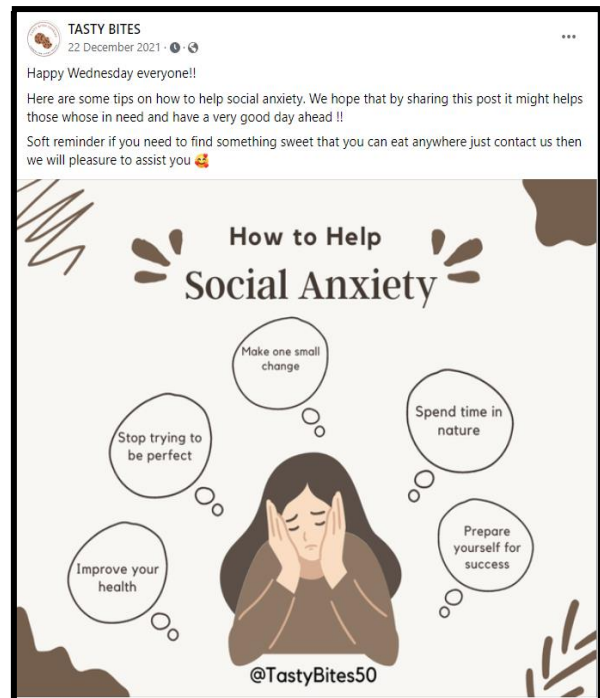
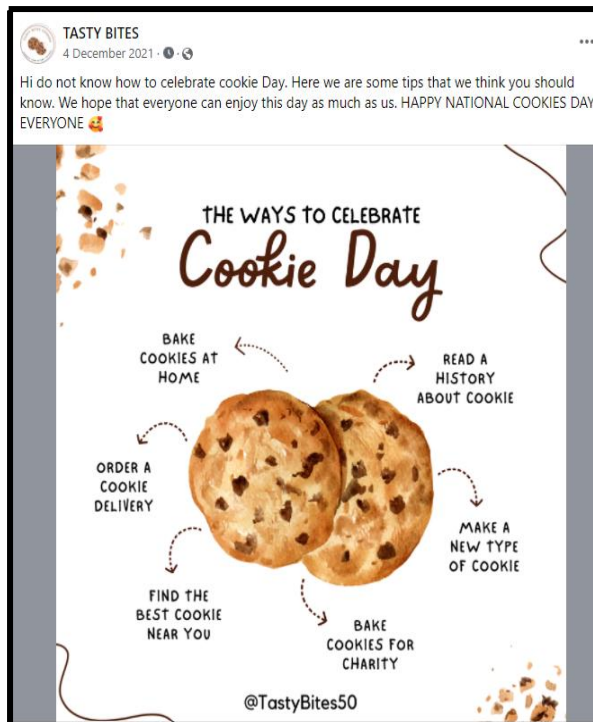


Facebook (FB) Post – Copywriting (Soft Sell)









TASTY BITES
Just now · 🌐 · 📷

🍪 **CHOCOLATE CHIP COOKIES** 🍪

Today we would like to share with you how to make chocolate chip cookies. Here, is simple recipe you should try to make with your love one. We pretty sure you will enjoy making this cookies. Easy and interesting isn't it? But if you fell lazy of course you can just hit our chat button we will straight away help you hehe 🍪

**Chocolate
Chip Cookies**

Ingredients	Directions
<ul style="list-style-type: none"> • 3/4 cup granulated sugar • 3/4 cup packed brown sugar • 1 cup butter or margarine, softened • 1 teaspoon vanilla • 1 egg • 2 1/4 cups Gold Medal™ all-purpose flour • 1 teaspoon baking soda • 1/2 teaspoon salt • 1 cup coarsely chopped nuts • 1 package (12 ounces) semisweet chocolate chips (2 cups) 	<ul style="list-style-type: none"> • Heat oven to 375°F. • Mix sugars, butter, vanilla and egg in large bowl. Stir in flour, baking soda and salt (dough will be stiff). Stir in nuts and chocolate chips. • Drop dough by rounded tablespoonfuls about 2 inches apart onto ungreased cookie sheet. • Bake 8 to 10 minutes or until light brown (centers will be soft). Cool slightly; remove from cookie sheet. Cool on wire rack.

TASTY BITES
28 December 2021 · 🌐 · 📷

"Want to know what makes our cookies taste very good?"

Here is the reasons why our cookies we always got your heart. Tasty Bites will only provide good ingredients to serve your tummy. So don't forget to submit your order if you want to falling in love with our cookies again 🍪

Tasty Bites

**What Makes
Our Cookies Special?**

- Gluten-Free Flour
- Premium Butter
- Brown Sugar
- Dark Chocolate

@TastyBites50

Frequency of Posting

Posts and stories Create Story Create Post

Posts **Stories** **Feed and grid** **Facebook Photos** **Mentions and tags**

Published **Scheduled** **Drafts**

Search by post ID or caption Shared to: All Lifetime: 17 Nov 2021-30 Jan 2022 Customise columns

<input type="checkbox"/>	Posts	Date published	Reach ¹	Engagement ¹	Reactions/likes ¹	Comments
<input type="checkbox"/>	This post contains no text Boost Unavailable	26 November 2021 at 17:16	68 People reached	23 Post engagements	23 Reactions	0 Comments
<input type="checkbox"/>	This post contains no text Boost Unavailable	26 November 2021 at 17:06	58 People reached	23 Post engagements	22 Reactions	0 Comments
<input type="checkbox"/>	Stay Tune for our upcomin... Boost Unavailable	19 November 2021 at 20:10	51 People reached	28 Post engagements	24 Reactions	0 Comments
<input type="checkbox"/>	This post contains no text Boost Unavailable	19 November 2021 at 19:58	0 People reached	20 Post engagements	20 Reactions	0 Comments
<input type="checkbox"/>	This post contains no text Boost Unavailable	19 November 2021 at 19:54	44 People reached	20 Post engagements	19 Reactions	0 Comments

Only posts published after March 2019 will appear here.

Posts and stories Create Story Create Post

Posts **Stories** **Feed and grid** **Facebook Photos** **Mentions and tags**

Published **Scheduled** **Drafts**

Search by post ID or caption Shared to: All Lifetime: 17 Nov 2021-30 Jan 2022 Customise columns

<input type="checkbox"/>	Posts	Date published	Reach ¹	Engagement ¹	Reactions/likes ¹	Comments
<input type="checkbox"/>	TADAAAAA 🎉 Attention t... Boost Unavailable	9 December 2021 at 02:21	29 People reached	40 Post engagements	40 Reactions	0 Comments
<input type="checkbox"/>	Happy National Cookies D... Boost Unavailable	9 December 2021 at 02:13	20 People reached	45 Post engagements	45 Reactions	0 Comments
<input type="checkbox"/>	Hi Sweet treats lovers ! ❤️ ... Boost Unavailable	9 December 2021 at 00:49	31 People reached	40 Post engagements	40 Reactions	0 Comments
<input type="checkbox"/>	OMG guys !! Big news , sa... Boost Unavailable	1 December 2021 at 02:40	62 People reached	43 Post engagements	43 Reactions	0 Comments
<input type="checkbox"/>	Hi guys ! pssstttt .. someth... Boost Unavailable	30 November 2021 at 17:05	58 People reached	60 Post engagements	44 Reactions	1 Comments

Only posts published after March 2019 will appear here.

v. CONCLUSION

In conclusion, we are grateful for the opportunity to do this social media project. We've had a variety of new experiences. It is also quite useful when it comes to participating in this social media business. I'm hoping to keep my existing business going in the future. My goal is to increase the company's profit margins. My social media business portfolio is the most tough for me, but it was a valuable lesson for me to start a business.

However, I accept full responsibility and pledge to making all of these goals a reality and take any opportunity, whether direct or indirect, to improve business performance in the future. In the social media business, I likewise hope that my hard work and dedication will pay off. I intend to fulfil my vision and purpose of becoming the finest online and offline salesperson in the industry. I must assure that the mini chocolate cookies is delectable brand Tasty Bites maintains the highest quality and standard. I demonstrate self-efficacy in the workplace by ensuring that this product is inexpensive, of high quality, and meets customer expectations. Using digital technologies to market this goods on social media is more difficult.

Last but not least, the social media industry is extremely beneficial to everyone. Even though my company is new and modest, I am able to create a business strategy. I've gained a lot of knowledge and experience in the process of becoming a true social media entrepreneur. I also learned how to use the eUsahawan Portal to track sales. Selling this product as a one-of-a-kind project is a problem for me. I make teaser posts, soft sells, and hard sells on Facebook for company products.