



اَوْنُوْ رَسِيْئِيْ تِيْ كُنُوْ لُوْ كِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF BUSINESS MANAGEMENT IN BACHELOR OF BUSINESS  
ADMINISTRATION (HONS.) HUMAN RESOURCE MANAGEMENT**

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530)**

**SEMESTER & GROUP: ENT530U (SEMESTER 4)**



**SOCIAL MEDIA PORTFOLIO: KOREAN RAMEN EXPREZZ**

**STUDENT NAME & ID:**

**ADILA WAHIDA BINTI SHUHAIMI      2020448898**

**NUR NISA NAJWA BINTI HAMIDI      2020816352**

**LECTURER:**

**MISS NUR NAJJAH BINTI ABD RAHIM**

**SUBMISSION DATE:**

**15 JULY 2022**

## **ACKNOWLEDGEMENT**

First of all, it is all thanks to Allah SWT for his guidance for giving us full strength to complete the Social Media Portfolio assignment for the subject Principles of Entrepreneurship (ENT530). In performing our assignment, we received help and guidance from our beloved lecturer of ENT530, Miss Nur Najjah binti Abd Rahim, and our classmates. The completion of this is due to the hard work of team members Nur Nisa Najwa and Adila Wahida. We would also like to thank Miss Nur Najjah binti Abd Rahim for giving us a good guidelines for doing this assignment throughout numerous discussions, teaching us with full sincerity of heart and always showing a positive vibe to her students.

We would also like to extend our deepest thanks to all those who have directly and indirectly guided us in performing this assignment by giving comments, ideas, and suggestions, especially our classmates and the team partners. Due to this, we were able to work as a partner to improve our assignments with full cooperation from our partners. Also not to be forgotten, we are thankful to our parents for the constant support that was given to us while we were completing this assignment.

Last but not least, we are extremely grateful to our lecturer for the support and guidance. What we have done is due to such guidance and assistance and we are thankful to them. We are really grateful that we managed to complete this report within the time given by Miss Nur Najjah binti Abd Rahim.

## **EXECUTIVE SUMMARY**

Korean Ramen Enterprise is a small business that sells Korean spicy noodles, called Samyang Buldak Ramen. This business is a hybrid business where they sell products both online and offline. This business is carried out to provide teenagers favorite food nowadays. With the low price, teenagers and students are able to buy spicy noodles from Korean Ramen Exprezz. With various flavors and levels of spiciness, the customers have several choices to choose from according to their taste.

With the demand is high among the students and teenagers, the Korean Ramen Exprezz business is based in Puncak Alam, and its target market consists of UiTM Puncak Alam students and teenagers in the surrounding areas. Students and teenagers can easily satisfy their cravings by purchasing these spicy noodles from Korean Ramen Exprzz. When compared to the shop price, Korean Ramen Exprezz offered a lower price that was comparable to the student's earnings. Korean Ramen Exprezz business starts operating in May 2022 to accommodate the university student's as the main target market to get Samyang noodles from Korea at a lower price. Korean Ramen Exprezz also markets its business through social media and provides delivery service to those who don't have transport or are too busy to buy the noodles physically. With Korean food as a trend nowadays, the demand will be higher among the youngsters in the future and Korean Ramen Exprezz will expand the business further to other areas and states.



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## 1.0 REGISTRATION AND CERTIFICATES

### 1.1 GO E-COMMERCE REGISTRATION

PERSONAL PROFILE	BUSINESS PROFILE																																																																																																
 <p><b>NUR NISA NAJWA BT HAMIDI</b></p>	<p><b>Personal Information</b></p> <table border="1"> <tr> <td>Name</td> <td>: NUR NISA NAJWA BT HAMIDI</td> <td>Phone/Mobile</td> <td>:</td> </tr> <tr> <td>New Identity Card No.</td> <td>:</td> <td>Home Address</td> <td>:</td> </tr> <tr> <td>Email Address</td> <td>:</td> <td>District</td> <td>:</td> </tr> <tr> <td></td> <td></td> <td>Postcode</td> <td>:</td> </tr> <tr> <td>City</td> <td>:</td> <td>Personal Instagram</td> <td>:</td> </tr> <tr> <td>State</td> <td>:</td> <td>Race</td> <td>: Malay</td> </tr> <tr> <td>Personal Facebook</td> <td>:</td> <td>Special Need Required</td> <td>: No</td> </tr> <tr> <td>Gender</td> <td>: Female</td> <td></td> <td></td> </tr> <tr> <td>Marital Status</td> <td>: Single</td> <td></td> <td></td> </tr> </table> <p><b>Institution Information</b></p> <p>UiTM Puncak Alam - ENT530 : PRINCIPLES OF ENTREPRENEURSHIP (ENT530U) - MAC22</p> <table border="1"> <tr> <td>Type of Institution</td> <td>: IHL</td> <td>Institution List</td> <td>: Universiti Teknologi MARA</td> </tr> <tr> <td>State of Institution</td> <td>: Selangor</td> <td>Name of Institution</td> <td>: UiTM Puncak Alam</td> </tr> <tr> <td>Address of Institution</td> <td>: Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, .</td> <td>City</td> <td>: Puncak Alam</td> </tr> <tr> <td></td> <td></td> <td>Postcode</td> <td>: 42300</td> </tr> <tr> <td>District of Institution</td> <td>: Kuala Selangor</td> <td></td> <td></td> </tr> <tr> <td>Level of Study</td> <td>: Bachelor Degree</td> <td>Study Status</td> <td>: Full time</td> </tr> <tr> <td>Course Name</td> <td>: ENT530 : PRINCIPLES OF ENTREPRENEURSHIP (ENT530U) - MAC22</td> <td>Class Name</td> <td>: ENT530U</td> </tr> <tr> <td></td> <td></td> <td>Year Enrolling the subject</td> <td>: 2022</td> </tr> <tr> <td>Subject Name</td> <td>: ENT530 - PRINCIPLES OF ENTREPRENEURSHIP</td> <td>Lecturer Name</td> <td>: Nur Najjah binti Abd Rahim</td> </tr> <tr> <td></td> <td></td> <td>Year Of Internship Enrollment</td> <td>:</td> </tr> <tr> <td>Month Enrolling the Subject</td> <td>: 3</td> <td>Period of Internship Training</td> <td>:</td> </tr> <tr> <td>Internship Enrollment</td> <td>: No</td> <td>Expected Month To Complete Study</td> <td>: 8</td> </tr> <tr> <td>Month of Internship Enrollment</td> <td>:</td> <td></td> <td></td> </tr> <tr> <td>Expected Year To Complete Study</td> <td>: 2023</td> <td></td> <td></td> </tr> <tr> <td>Related To Study Field</td> <td>: Yes</td> <td></td> <td></td> </tr> </table>	Name	: NUR NISA NAJWA BT HAMIDI	Phone/Mobile	:	New Identity Card No.	:	Home Address	:	Email Address	:	District	:			Postcode	:	City	:	Personal Instagram	:	State	:	Race	: Malay	Personal Facebook	:	Special Need Required	: No	Gender	: Female			Marital Status	: Single			Type of Institution	: IHL	Institution List	: Universiti Teknologi MARA	State of Institution	: Selangor	Name of Institution	: UiTM Puncak Alam	Address of Institution	: Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, .	City	: Puncak Alam			Postcode	: 42300	District of Institution	: Kuala Selangor			Level of Study	: Bachelor Degree	Study Status	: Full time	Course Name	: ENT530 : PRINCIPLES OF ENTREPRENEURSHIP (ENT530U) - MAC22	Class Name	: ENT530U			Year Enrolling the subject	: 2022	Subject Name	: ENT530 - PRINCIPLES OF ENTREPRENEURSHIP	Lecturer Name	: Nur Najjah binti Abd Rahim			Year Of Internship Enrollment	:	Month Enrolling the Subject	: 3	Period of Internship Training	:	Internship Enrollment	: No	Expected Month To Complete Study	: 8	Month of Internship Enrollment	:			Expected Year To Complete Study	: 2023			Related To Study Field	: Yes		
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## PERSONAL PROFILE

## BUSINESS PROFILE



ADILA WAHIDA BINTI SHUHAIMI

## Personal information

Name	:		Phone/Mobile	:	
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

## UITM Puncak Alam - ENT530 : PRINCIPLES OF ENTREPRENEURSHIP (ENT530U) - MAC22

Type of Institution	:	IHL	Institution List	:	Universiti Teknologi MARA
State of Institution	:	Selangor	Name of Institution	:	UITM Puncak Alam
Address of Institution	:	Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, .	City	:	Puncak Alam
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Level of Study	:	Bachelor Degree	Study Status	:	Full time
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Internship Enrollment	:	No	Period of Internship Training	:	
Month of Internship Enrollment	:		Expected Month To Complete Study	:	8
Expected Year To Complete Study	:	2023			
Related To Study Field	:	Yes			

/app.go-ecommerce.my/#personal-data

## PERSONAL PROFILE

## BUSINESS PROFILE



ADILA WAHIDA BINTI SHUHAIMI

Company Name	:	Korean Ramen Exprezz	Company Registration No.	:	
Type Of Business	:	PLT	Business Role	:	Dropshipper
Facebook Page	:	Korean Ramen Exprezz	Business Category/Business Sub-Category	:	Food & Beverages / Food & Beverages
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Marketplace	:	Others	Business Website	:	
Business Related to Your Study Field	:	Yes	Type Of Website	:	
			Experience in International Export	:	No

## 1.2 MyENT CERTIFICATE



**UNIVERSITI  
TEKNOLOGI  
MARA**

**Akademi**  
Pembangunan PKS dan  
Keusahawanan Malaysia  
(MASMED)

**MASMED YOUNG ENTREPRENEUR  
(MyENT)**

**SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM**

No. Pelajar	: 2020816352
Nama	: NUR NISA NAJWA BT HAMIDI
Program Pengajian	: SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN) PENGURUSAN SUMBER MANUSIA
Fakulti	: Faculty of Business & Management
Kampus	: Selangor

**MAKLUMAT PERNIAGAAN**

Mod Perniagaan	: Hybrid
Bidang Perniagaan yg diceburi	: Makanan
Tempoh Perniagaan	:
No. Pendaftaran Perniagaan	:
URL Perniagaan	: <a href="https://www.facebook.com/Koreans-Ramen-Expresz-110214605025826">https://www.facebook.com/Koreans-Ramen-Expresz-110214605025826</a>
Alamat Premis Perniagaan	:
Tarikh Mendaftar	: 19 May 2022
Tarikh Kemaskini	:
Tarikh Cetak	: 19 May 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 terbatol apabila penama menamatkan pengajian atau tidak lagi aktif dalam sistem universiti.

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

**MASMED**  
Malaysian Academy of SME & Entrepreneurship Development (MASMED)



UNIVERSITI  
TEKNOLOGI  
MARA

Akademi  
Pembangunan PKS dan  
Keusahawanan Malaysia  
(MASMED)

## MASMED YOUNG ENTREPRENEUR (MyENT)

### SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar : 2020448898  
Nama : ADILA WAHIDA BINTI SHUHAIMI  
Program Pengajian : SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN)  
PENGURUSAN SUMBER MANUSIA  
Fakulti : Faculty of Business & Management  
Kampus : Selangor

### MAKLUMAT PERNIAGAAN

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**PENOLONG NAIB CANSOLOR KEUSAHAWANAN UITM**

Malaysian Academy of SME & Entrepreneurship Development (MASMED)

### 1.3 SSM REGISTRATION

#### Main Information

**Ref. No**

EB-A2022071301585

**Business Registration No****Business Name**

KOREAN RAMEN EXPREZZ

**Name Type**

TRADE NAME

**Business Start Date**

13/07/2022

**Registration Period**

1 Year

**Partnership Agreement Date  
(if applicable)****Status**

In Process

**Business Info**

YES

**Incentive**

Skim Pendaftaran Perniagaan Prihatin  
(SPPP) SSM - Pelajar IPT Sepenuh Masa

**Is Incubator**

NO

**Is Online Seller ?**

YES

## 2.0 BUSINESS INTRODUCTION

### 2.1 BUSINESS NAME AND ADDRESS

The business name is Korean Ramen Express because we provide a spicy noodle brand from Korea and we are also able to deliver the order as fast as we can. The business is located in the Puncak Alam area where they're a lot of our target market which is university students. The price set also is lower compared to the price at the shop which is affordable for students and teenagers.

<b>Name of Business</b>	Korean Ramen Express
<b>Business Address</b>	
<b>Business E-mail</b>	
<b>Contact Number</b>	
<b>Form of Business</b>	Partnership
<b>Main Activities</b>	Selling food products and delivery
<b>Date of Commencement</b>	17 May 2022

*Table 1: Korean Ramen Express Business Information*

### 2.2 ORGANIZATIONAL CHART



*Figure 1: Korean Ramen Express Organizational Chart*

## **2.3 MISSION AND VISION**

Mission and vision are very important for every business to achieve its goals. The vision and mission statements define the purpose of the organization and instill a sense of belonging and identity in the employees. This motivates them to work harder in order to achieve success. To achieve the goals and increase motivation, Korean Ramen Exprezz also has its own mission and vision.

Korean Ramen Exprezz mission is to provide teenagers and university students with easy, quick, and simple dishes that will save them time when cooking.

Meanwhile, our vision is to be the most convenient online and offline food business capable of providing fast food from Korea, specifically Samyang products, to college and university students in need of a quick, simple, and tasty meal. We will also offer new Buldak Ramen flavors and other Korean products other than instant noodles. Besides, we also hope that we will be able to expand our business to other areas and states to distribute the lower price of Samyang products to the students and youngsters.

## 2.4 PRODUCTS DESCRIPTION



*Figure 2: Korean Ramen Exprezz Logo*

Korean Ramen Exprezz sells a selection of Samyang Instant Noodles from South Korea, which are imported by the company. Customers may buy ramen Samyang Instant Noodles from us for a reasonable price, and they enjoy the flavour of Korean food with a range of spice flavours, much like Malaysians do. Ramen Samyang Instant Noodles are being sold by us since we believe that our product is a favourite among students because it is both easy to serve and marketable.

Rather than just selling one flavour of Ramen Samyang Instant Noodles, we now have four additional options for our customers to choose such as Original, Carbonara, Creamy Carbonara, and Cheese. We also offer promotions to increase our client base's popularity and "Ramen Gift Boxes" for consumers who wish to give gifts to their loved ones.

As for services, Korean Ramen Exprezz offers free delivery to those who live in Saujana Utama, Puncak Alam, and Seri Pristana, as well as our primary target consumers, who are UiTM Puncak Alam students. In addition, our customers can receive discounts during flash sales, where we sell all available flavours for only RM5 each. In order to increase our business's growth and popularity, we continually post great information on our Facebook page, so that all of our customers will be eager to learn more about us.



## 2.5 PRICE-LIST

PRODUCT	NAME AND PRICE (RM)
	<b>Ramen Samyang Original</b> <b>(Spicy, chicken flavour)</b>  <b>RM6.00</b>
	<b>Ramen Samyang Carbonara</b> <b>(Mild spicy, Carbonara flavour)</b>  <b>RM7.00</b>
	<b>Ramen Samyang Creamy Carbonara</b> <b>(Mild spicy, Creamy Carbonara flavour)</b>  <b>RM7.00</b>
	<b>Ramen Samyang Cheese</b> <b>(Non-spicy, Cheese flavour)</b>  <b>RM7.00</b>

Table 2: Korean Ramen Exprezz Products & Price Lists

### 3.0 FACEBOOK (FB)

We had to set up a Facebook page because the majority of our business is conducted on the internet. Ramen Samyang has been advertised to Facebook users, particularly those who live near our business location, in order to raise awareness of our products and services on Facebook.

We also know that customers are increasingly interested in online businesses that allow them to do searches and purchases entirely online, saving them the trouble of having to leave the comfort of their own homes. By using a medium to engage with customers more readily and inform them about our business online, we have created a Facebook page. Using this opportunity, Korean Ramen Exprezz created a Facebook page and began posting teasers, soft sales, and hard sales to spread awareness about our business.

#### 3.1 CREATING FACEBOOK



*Figure 3: Korean Ramen Exprezz Official Facebook Page*

#### 3.2 CUSTOMIZING FACEBOOK PAGE URL

Custom URL Facebook Page

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

### 3.3 FACEBOOK POST

#### 3.3.1 FACEBOOK POST (TEASER)

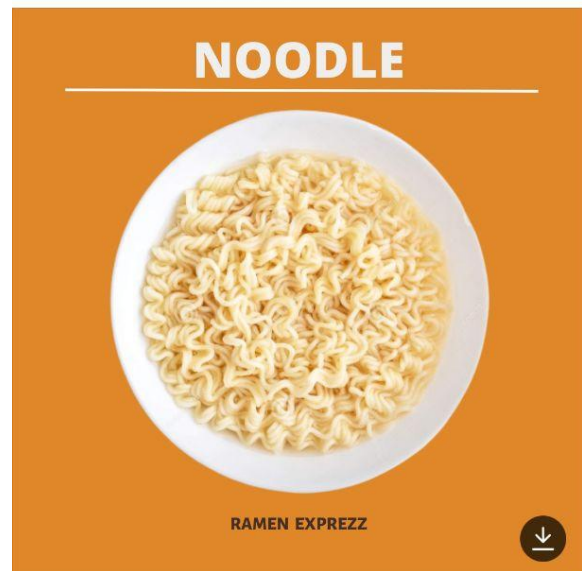
##### Teaser 1

Something red, hot and spicy is on the way!! It will undoubtedly make you sweat while you consume it. 😓 Can you stand the heat? keep an eye out! 🤔🤔🤔



##### Teaser 2

The spicy chilies come along with spiral, springy noodles 🤔🤔 Can you guess what it is? Keep waiting!! We're on our way!! 🤔🤔🤔



##### Teaser 3

Can you guess the flavours from the pictures below? Keep guessing and keep waiting 😊😊 We will launch the product as soon as possible! 😊😊



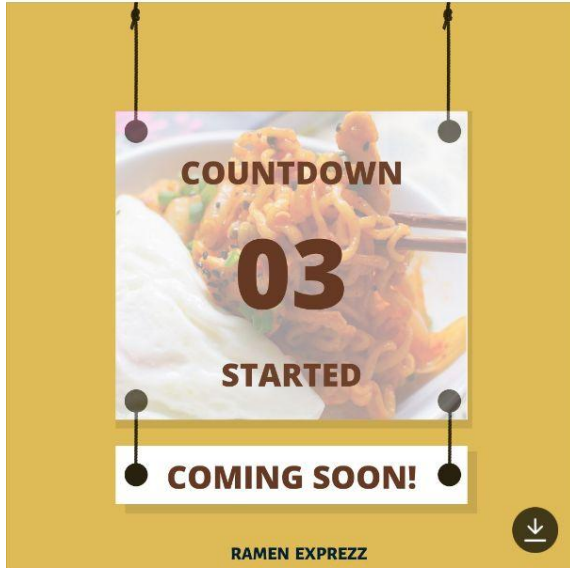
##### Teaser 4

SOMETHING DELICIOUS IS COMING !!! 🤔  
We are so excited to launch our products soon. 😊  
Don't forget to get in touch with your new favourite dishes 🤔🤔  
Stay tuned !!!



### Teaser 5

The countdown has begun! 😊 Are you prepared? 3 days to gooo! 🎉 stay tuned 🥳🥳



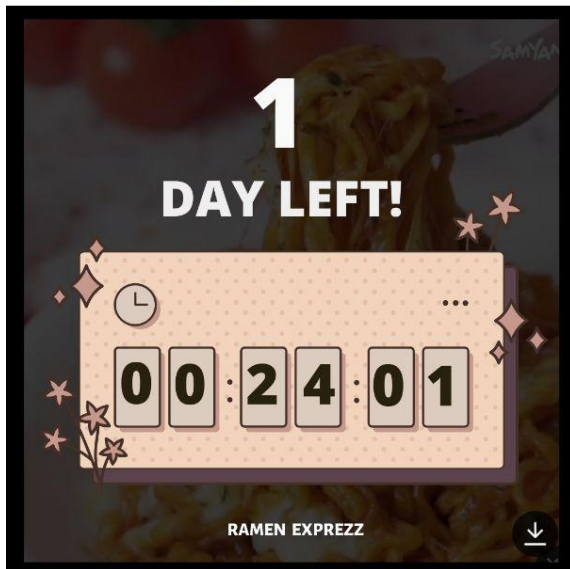
### Teaser 6

Hello everyone 😊 we can't wait to release our product 🥳🥳 2 days to go 🎉 stay tuned 🥳🥳



### Teaser 7

The moment that we have been waiting for is getting near guys 🥳🥳 1 day left! 🎉 we are so excited to launch our product 🥳🥳



### Teaser 8

The day that we have been waiting for is here 🥳🥳 Students and all spicy lover peeps 🥳🥳 get your favorite spicy noodles from us now! 🥳🥳

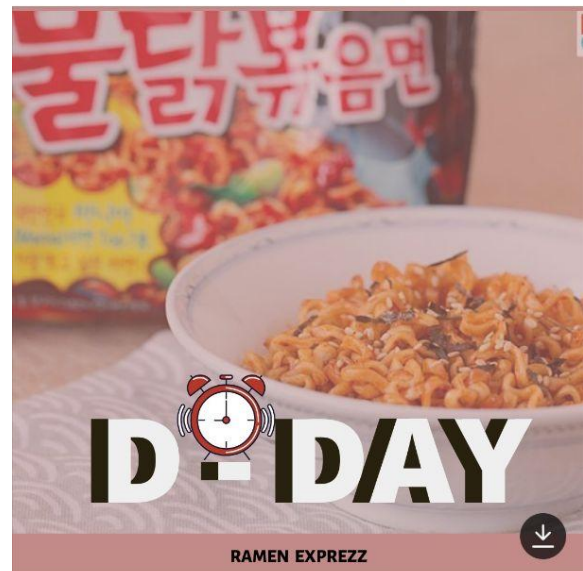


Table 3: Korean Ramen Exprezz Teaser Posts



### 3.3.2 FACEBOOK POST - COPYWRITING (HARD SELL)

#### Hard Sell 1

❓ WANT SOMETHING EASY FOR DINNER ?

❌🕒 Got no time to cook for dinner?

❌❓ Have no idea what to eat for dinner?

A lot of people skip dinner because they have no time to think and prepare their dinner 😞 But, don't worry ! We got a solution for you 😊👉 What is the solution? 🤖

SAMYANG RAMEN FROM RAMEN EXPREZZ👍

With a lot of flavors that you can choose from, you will have no problem with what to prepare for your dinner 😊😊

Say goodbye to skipping dinner. 😊👉👉 By not skipping dinner, you can gain energy for the next day! Furthermore, you will be more energized to work the following day 🤖.

What are you waiting for?? Get your samyang noodle from us now at 🤖🤖🤖🤖  
[https://www.facebook.com/KoreansRamenExprezz/?ref=pages\\_you\\_manage](https://www.facebook.com/KoreansRamenExprezz/?ref=pages_you_manage)



Attention

Interest

Desire

Conviction & Action

#### Hard Sell 2

!?! CRAVE FOR SOMETHING SPICY !?!

Come and grab your spicy Samyang Ramen now! You will definitely come back for more! 😊

Our Samyang ramen came in 4 flavors that will satisfy your craving and it will make you drink a lot of water because of the spice. 😊😊

Don't wait and come grab our springy spicy Samyang now !!

👉👉 Get your favorite Samyang ramen flavors from us at 🤖🤖

<https://www.facebook.com/Koreans-Ramen-Exprezz-110214605025826>



Attention

Interest

Desire

Conviction

Action

#### Hard Sell 3

🤖HAPPY FRIDAY EVERYONE🤖

Do you want something tasty, quick, and filling?🤖 Get your favorite spicy Samyang ramen flavours now!🤖

🤖 Spend your Friday nights watching Netflix and with a bowl of spicy noodles. 🤖🤖

The springy noodles are made from wheat flour, which is high in carbohydrates and fibers, providing you with the energy you need to get through the day.🤖🤖

What are you waiting for? 🤖 Get your spicy Samyang ramen now ! !

Contact us and visit our facebook page to get your Samyang ramen

🤖🤖🤖  
<https://www.facebook.com/Koreans-Ramen-Exprezz-110214605025826>



Attention

Interest

Desire

Conviction

Action

#### Hard Sell 4

🤖🤖HAPPY WEEKEND EVERYONE!🤖🤖

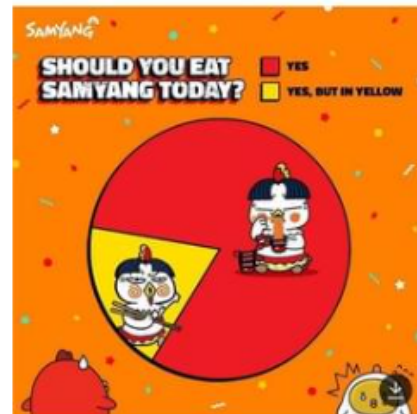
Don't know how to spend your weekend at home?🤖

🤖 Want to do something productive this weekend instead of sleeping all day?🤖🤖 Let's make some Samyang ramen right away!

The chilli oil in the Samyang noodles can keep you awake and raise your body temperature, making it hard for us to feel sleepy. 🤖🤖

🤖🤖 So, get your Samyang ramen now at 🤖🤖

<https://www.facebook.com/Koreans-Ramen-Exprezz-110214605025826>



Attention

Interest

Desire

Conviction & Action

## Hard Sell 5

📢 HAPPY EID-ADHA DEAR SAMYANG LOVERS📢

Celebrating alone for this year's Eid? Don't know what to eat for tomorrow eid-Adha? 😞😞 Don't worry! We got your back 😊😊

You can customize your Samyang noodles with whatever toppings you want. 😊 In honour of Eid al-Adha tomorrow, add an extra topping to your spicy Samyang ramen with Beef Rendang. 😊😊 Whether you're getting your beef rendang from the local shop or from your neighbor, spice up your at-home feast with spicy Samyang ramen!! 🍲

Don't wait !! Get your spicy Samyang noodles and top them with Beef Rendang to celebrate your eid-Adha tomorrow 😊😊

Contact us to get your spicy noodles at 🍴🍴🍴  
<https://www.facebook.com/Koreans-Ramen-Exprezz-110214605025826>



Attention

Interest

Desire

Conviction

Action

## Hard Sell 6

ARE YOU SPICY INTOLERANT 🤔?  
 BUT YOU WANT SOME TOLERABLE SPICY COMFORT FOOD ? ?

Don't worry! We have several levels of spiciness and flavors that suit your taste buds 😊😊😊 If you are low spice tolerable, you can still try our CREAMY CARBONARA flavor! It was very creamy but you will still slightly taste a little spice from this Samyang noodle flavor 😊😊

So, what are you waiting for? Get your comfort food from us now 😊😊😊

Contact us to get your favorite flavors of Samyang noodles at the link below 🍴🍴🍴

<https://www.facebook.com/KoreanRamenExprezz>



Attention

Interest & Desire

Conviction

Action

## Hard Sell 7

BENTO BOX WITH SAMYANG 😊😊

Need something easy and simple for lunch? 😊 Think outside the box with Samyang noodles 🍲🍲 Decorate your bento box with your favorite side dishes and make it looks tasty ! 😊😊 Our Samyang noodles are very easy and quick to prepare for your lunch bento box 🍱. Have fun while decorating your bento box 😊 There is nothing better than a packed Samyang lunch with a side of creativity

Get your Samyang noodle ASAP 🍴🍴

🍴🍴 Contact us now to get your Samyang noodles at

<https://www.facebook.com/KoreanRamenExprezz>



Attention

Interest & Desire

Conviction

Action

## Hard Sell 8

!! TRY OUT OTHER SAMYANG FLAVOURS !!  
 !? Bored of the same spicy Samyang noodles flavour !?

You can try all the flavours offered at a lower price 🍴🍴 We offered four different flavours that you can try

😊😊 You can choose between Carbonara 🍴 or Cheese 🍴 flavor where you can still taste the spiciness other than the original flavor 🍴😊

!? Got no transportation 🚗 to buy Samyang noodles !? 🍴 Don't worry! We can deliver it to you as soon as possible !! 🍴

What are you waiting for?

🍴 Get your spicy Samyang noodles from Korean Ramen Exprezz now 🍴

<https://www.facebook.com/KoreanRamenExprezz>

Attention

Interest & Desire

Conviction

Action





## Hard Sell 9

ARE YOU A FAN OF RAMEN SAMYANG, BUT CAN'T DECIDE WHICH FLAVOURS ARE YOUR PICK? 🤔 ? !

No worries, we'll let you know how spicy each of these ramens is so you can pick the flavour you want 🤔.

You have a choice of four flavours: the Original, the Carbonara, the Creamy Carbonara, and the Cheese. Carbonara and Cream Carbonara are mildly spicy and creamy taste if you prefer mild spice, but if you prefer something more challenges and spicier, you can go for the Original one 🤔. And if you're not a fan of spicy food, you can always go for the Cheese flavour, which doesn't taste spicy at all but rather has a cheesy flavour. With this information, you can better decide about the flavour of spicy Ramen Samyang to order.

Which of these flavours is your favourite? Let us know 🤔 by commenting below 🤔.

Contact us and visit our Facebook page to get your Samyang Ramen

<https://www.facebook.com/KoreanRamenExprezz/>



Attention  
& Interest

Desire

Interest

Action

## Hard Sell 10

RAMEN SAMYANG ORIGINAL – THE CLASSIC ONE ✨



Attention

Have you ever tried the Original Samyang ramen? 🤔 Is the flavour Spicy? 🤔 How many packs do you currently consume? 🤔

Interest

If you enjoy Samyang ramen, you will be familiar with its flavor 🤔. As you may know, the original Hot Chicken Flavor Ramen was introduced in April 2012 🤔, and is known as buldak-bokkeum-myeon in the Korean language 🤔. The inspiration for this noodle meal is Buldak, a grilled spicy chicken dish 🤔. The majority of Malaysians enjoy spicy food 🤔, therefore the combination of ramen's Samyang flavour, which is slightly spicy and has a taste of chicken, and Malaysians' preference for spicy food makes it an ideal dish. 🤔 🤔 🤔

Desire

If you are a fan of spicy foods 🤔 and have never had Original ramen Samyang, you will regret it, as you will adore its real Korean flavour. 🤔 🤔

Interest

Like 🤔 and share our Facebook page for more information 🤔

Action

<https://www.facebook.com/KoreanRamenExprezz/>



## Hard Sell 11

RAMEN SAMYANG CARBONARA 🤔

Attention

If you enjoy spaghetti Carbonara 🤔, ramen Samyang Carbonara may satisfy your cravings 🤔.

Interest

In the Korean language, Carbonara-buldak-bokkeum-myeon is a variant of Hot Chicken Flavour Ramen with Carbonara sauce 🤔, inspired by the Italian pasta dish Carbonara 🤔. It was made available in December 2017 🤔. Unlike Samyang Original Ramen, this version contains less spice than the Original 🤔. You can get a nice milky flavour 🤔 by boiling the ramen in milk instead of water 🤔, and then you can top it with any toppings you prefer (sausage, mushrooms, etc.) 🤔 to make it even tastier. 🤔 🤔

Desire

Like 🤔 and share our Facebook page for more information 🤔

Action

<https://www.facebook.com/KoreanRamenExprezz/>



## Hard Sell 12

RAMEN SAMYANG CREAMY CARBONARA 🤔

Attention

You may ask why Creamy Carbonara flavor was produced while Carbonara flavor was already available 🤔.

Interest

The Buldak Series will answer why not? Since Carbonara is one of the most popular flavours in the Buldak Series, Samyang produced Creamy Carbonara, an enhanced version of their Samyang Carbonara ramen. 🤔 🤔

Desire

If you want to enjoy a flavour that is rich and creamy with a slight kick, this is great for you 🤔. It is far less spicy 🤔 than the other Samyang varieties, maybe due to the presence of cream. If you enjoy eating Samyang Carbonara ramen, you will enjoy this new flavor, Creamy Carbonara 🤔 🤔, which has the same flavor but is an upgraded version of the Carbonara flavor. 🤔 🤔

Like 🤔 and share our Facebook page for more information 🤔

Action

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### Hard Sell 13

🍜 RAMEN SAMYANG CHEESE 🍜👤👤 ————— **Attention**

Are you a cheese lover? 🧀🧀 ————— **Interest**

If you do, this flavour might suit your taste. 🤤🤤 Hot Chicken taste Ramen Cheese is a variation featuring cheese powder 🧀. The cheese flavor was not as spicy as the rest of the Buldak Series flavours 🤤. This flavour is designed for those who have a low tolerance for spicy which is good for them to consume 🤤🤤. One of the earliest Samyang fire noodle varieties to feature cheese is Ramen Samyang Cheese 🤤🤤. Buldak is a basic but delightful variety from the plain hot chicken taste ramen variety. The cheese flavoring is in a separate packet, and it's incredibly cheesy 🧀. The spicy level is still powerful, and I recommend adding extra cheese as you're boiling it with the sauce to level up its cheesiness 🧀🧀.

Call out those who did not enjoy spicy food, this flavor might fit your taste! 🤤🤤 ————— **Conviction**

Like and share our Facebook page for more information ————— **Action**

<https://www.facebook.com/KoreanRamenExprezz/>



### Hard Sell 14

🎁 RAMEN GIFT BOX 🎁 ————— **Attention**

Your friends' or lover's Birthday is coming, but don't know what to give? 🤔🤔 ————— **Interest**

Good news 🤗 for you guys because we, Ramen Exprezz make a special delivery 🎁 "Ramen Gift Box" for those who want to give to their lovers 👩‍❤️‍💋‍👨, friends 🤝🤝 or family members 🧑‍👩. In Ramen Gift Box we provide you 3 flavours of ramen you can choose from which is Original, Carbonara, Creamy Carbonara, and Cheese. To make it merrier we also included a variety of snacks like 2 KitKat, 2 Cadbury, and 1 Nips 🤗. You will be thrilled because the price we offer is also affordable for your guys to purchase which is RM35 per box 🤗❤️.

What are you waiting for go purchase our "Ramen Gift Box" now while the offer is still open! 🤗🤗 ————— **Conviction**

Contact us 📞 and visit our Facebook page to get your Samyang Ramen 🤗 ————— **Action**  
<https://www.facebook.com/KoreanRamenExprezz/>



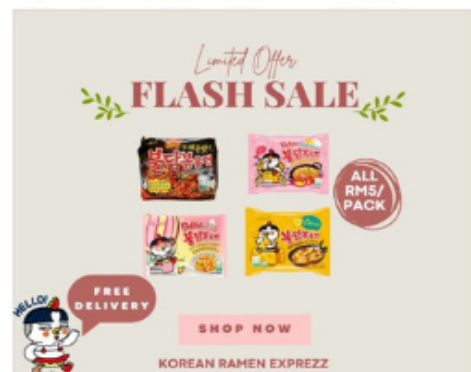
### Hard Sell 15

🎉 HERE COMES A FLASH SALE FOR RAMEN SAMYANG! 🎉 ————— **Attention**

We have some exciting news to tell you all 🤗, ladies and gentlemen. Korean Ramen Exprezz decided to have a flash sale for all flavors of Samyang ramen 🤗. All flavors will cost RM5 per pack, and we offer free shipping 🚚 for orders of 3 packs or more. 🤗 Calling all Samyang fans 🤗 this is your chance to buy our products, which will only be available for a short time 🕒. What are you waiting for ? ? ————— **Interest & Desire**

Get it now while the stocks last! 🤗 ————— **Conviction**

Contact us 📞 and visit our Facebook page to get your Samyang Ramen 🤗 ————— **Action**  
<https://www.facebook.com/KoreanRamenExprezz/>



### Hard Sell 16

🚚 DELIVERY TO YOUR DOORSTEP! 🚚 ————— **Attention**

Having A Craving for Something Spicy And Hearty In The Middle Of The Night? 🤔🤔 ————— **Interest**

No worries, we'll deliver ramen Samyang right to your door whenever you'd like it. 🤗 There are 4 flavours of ramen Samyang you can choose 🤗:

- i) Ramen Samyang – Original RM6
- ii) Ramen Samyang – Carbonara RM7
- iii) Ramen Samyang – Creamy Carbonara RM7
- iv) Ramen Samyang – Cheese RM7

You'll be surprised by the low price, which we've made available to everyone 🤗. Do not be concerned; we will ensure that the pricing we offer will satisfy you and encourage you to make another purchase from us. 🤗 For those who don't have access to a debit card or prefer to pay with cash right away, we also offer online payment 🤗 options and Cash on Delivery (COD) 🤗. Inviting all the people of Saujana Utama, Puncak Alam, and Sri Pristana to contact us via whatsapp 📞 at 019-7505144 📞, we are ready to deliver your order whenever you need it. 🚚. Ramen Exprezz promises to get your order to you as quickly as possible! 🤗 ————— **Desire & Conviction**

Contact us 📞 and visit our Facebook page to get your Samyang Ramen 🤗 ————— **Action**  
<https://www.facebook.com/KoreanRamenExprezz/>





### 3.3.3 FACEBOOK POST - COPYWRITING (SOFT SELL)

#### Soft Sell 1

😭 WHY WE SHOULD NOT SKIP DINNER? 😭 ———— **Attention**

Some people always skip dinner because they have a lot of work to do, especially students and people who work. However, being busy is not an excuse to skip dinner !! ———— **Interest**

Dinner is necessary for our organs to function properly. Dinner can also keep us energised after a long, hard day at work. It helps to improve the way our bodies work. Furthermore, dinner can promote improved metabolic functions, resulting in greater success in our weight loss efforts. 🥰🥰 ———— **Desire & Conviction**

Even if you're on a tight schedule, you might want something quick and easy to prepare for dinner. Want something quick and simple to make for dinner? Try our Samyang ramen instant noodles 🥰🥰. It was very simple to prepare, time-saving, and deliciousyyy 🥰🥰 ———— **Desire & Conviction**

FOLLOW and LIKE 🥰 our Facebook page to find something to eat for dinner !! ———— **Action**

<https://www.facebook.com/KoreanRamenExprezz>



#### Soft Sell 2

? CAN SPICY FOOD HELP TO LOSE WEIGHT? ? ———— **Attention**

The answer is YES! 🥰🥰 Consumption of spicy foods rich in capsaicin can help you lose weight if eaten safely and in reasonable amounts. Need spicy food to lose weight? Let's taste some amazing Samyang ramen from us! 🥰 You will definitely come back for more! 🥰 ———— **Interest & Desire**

Our Samyang ramen can definitely be one of your ways to lose weight. WHY? 🥰 Consuming capsaicin can reduce waist circumference and make your body curve more ideal. This is because capsaicin can increase fat burning by 16% while preventing the accumulation of fat in the body! 🥰🥰 ———— **Interest & Desire**

! WHAT ARE YOU WAITING FOR? GRAB YOUR SPICY SAMYANG RAMEN NOW ! ———— **Conviction**

🥰 GET YOUR SAMYANG FROM US AND CONTACT US AT 🥰 ———— **Action**

<https://www.facebook.com/Koreans-Ramen-Exprezz-110214605025826>



#### Soft Sell 3

? HOW SPICY FOOD CAN HELP WITH COLD ? ———— **Attention**

😭😭 Are you suffering from a cold and stuffy nose? ———— **Interest**

If so, spicy food can help you solve these problems 🥰🥰 ———— **Interest**

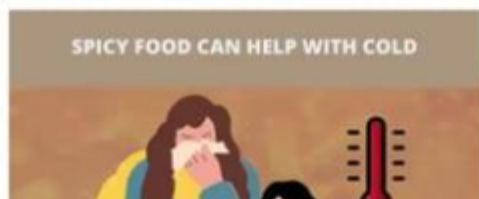
The rationale behind the use of spicy food as a cold remedy is that the capsaicin, piperine, or allyl isothiocyanate (found in spicy food) will help to loosen phlegm thus making it easier to breathe 🥰🥰. In addition, chili peppers are rich in vitamin C which contains a lot of benefits. 🥰🥰 Spicy foods are also helpful for those who are recovering from a cold or flu 🥰🥰 because it provides more nutrition than other types of food. Chili peppers 🥰🥰 and hot sauce 🥰 contain valuable vitamins, minerals, and antioxidants that your body needs to recover quickly! 🥰🥰🥰 ———— **Desire**

? Want to recover from a cold ? ———— **Conviction**

Try out Samyang spicy noodle from us !! It might help you recover from a bad cold 🥰🥰 ———— **Conviction**

🥰 Like and share our Facebook page for more information 🥰 ———— **Action**

<https://www.facebook.com/KoreanRamenExprezz>



#### Soft Sell 4

! ? SUFFERING FROM HEADACHES ! ? ———— **Attention**

If your headache happened due to sinus congestion (stuffy nose), 🥰🥰 spicy foods can help thin the mucus and reduce blockages, causing the headache to be relieved. 🥰🥰 ———— **Interest & Desire**

It can help to decrease the pressure and open the airways which help decrease the pain. 🥰🥰🥰 In that way, you can improve productivity and able to finish your work efficiently 🥰🥰 ———— **Interest & Desire**

Want to reduce your headaches with spicy food? Get your spicy ramen from us 🥰🥰 ———— **Conviction**

🥰 Like and share our page for more interesting posts and new knowledge! 🥰 ———— **Action**

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## Soft Sell 5

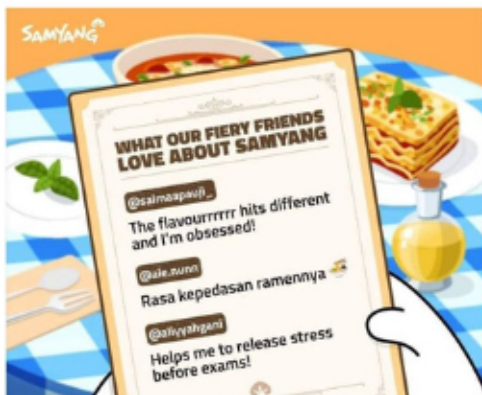
🤔🔥FROM SPICINESS TO STRESS RELIEF🤔🔥 — **Attention**

Can spicy food relieve stress?🤔 Yes! Spicy food helps to relieve stress🤔🔥but HOW? — **Interest**

Spicy, warming meals may improve your mood by increasing circulation and causing your brain to produce endorphins.🤔 Spicy food boosts the production of feel-good hormones such as serotonin, which help reduce stress, and anger and ease depression. 🤔🤔 Sad or depressed, a chilli or two may help boost your mood!🤔🤔🤔 — **Desire**

Feeling down and depressed? Come and get your spicy Samyang from us!! 🤔🤔 — **Conviction**

Want to know more information and tips? Follow and like our Facebook page below👉👉👉  
<https://www.facebook.com/Koreans-Ramen-Exprezz-110214605025826> — **Action**



## Soft Sell 6

🔥🔥 REASONS TO SET YOUR MOUTH ON FIRE🔥🔥 — **Attention**

?❤️DID YOU KNOW THAT SPICY FOOD CAN BE BENEFICIAL FOR YOUR HEART❤️? — **Interest**

Hot peppers have been proven to reduce the incidence of heart disease by lowering📉 "bad" LDL (low-density lipoprotein) cholesterol levels, raising📈 "good" HDL (high-density lipoprotein) cholesterol levels, and improving circulation🔥📈. If you consume spicy cuisine more than four times a week reduces the risk of premature death by a quarter📉. According to one research, eating the spice more than four times per week may reduce the chance of a deadly heart attack or stroke by as much as 23%. — **Desire**

Samyang noodle ingredients contain chillies🔥🔥 and peppers🔥🔥 that can set your mouth on fire🔥🔥 It can be one of a way for you to reduce the risk of heart disease by eating SAMYANG noodles!!🔥🔥 — **Desire**

🔥 Grab your Samyang noodle NOW WHILE STOCKS LASTS🔥 — **Interest**

🤔 Contact us from the link below to get your spicy noodles👉👉👉  
<https://www.facebook.com/KoreanRamenExprezz> — **Action**



## Soft Sell 7

🔥🔥COOLS YOUR BODY WITH SPICINESS🔥🔥 — **Attention**

With the heat rising, our bodies keep cool by sweating.🤔 Sweating can cool your body because it relies on a physics phenomenon known as "heat vaporization"🤔🔥 It takes energy to evaporate sweat off of your skin, and that energy is heat🤔 The body begins to cool down when your extra body heat is utilized to turn sweat beads into vapor🤔🔥 — **Interest & Desire**

A better way to sweat is by eating spicy food which is Samyang noodles from us🤔🤔 Samyang noodles have a variety of levels of spiciness that can help you to sweat more 🤔. — **Interest & Desire**

Grab your spicy noodles now to cool your body🤔🔥! — **Conviction**

Share and follow our Facebook page to get more information on Samyang noodles👉👉👉  
<https://www.facebook.com/KoreanRamenExprezz> — **Action**



## Soft Sell 8

🤔IS IT TRUE THAT SPICY DISHES CAN PREVENT CANCER?🤔 — **Attention & Interest**

WANT TO PREVENT YOURSELF FROM CANCER?🤔🤔 — **Attention & Interest**

For healthy individuals, spicy food can offer a wide range of benefits. They can boost metabolism and support healthy weight loss. They're also great for the cardiovascular system, as well as cancer prevention.🤔 Ingredients such as capsaicin🔥🔥 contained in the spicy Samyang noodles have the compound that gives hot chilies its kick, and has the ability to kill some cancer cells. — **Desire**

BUT if your health is compromised, spicy food can get your condition to worsen.🤔🤔 — **Desire**

✅ So, if you are a healthy person, why don't you get spicy🔥 Samyang noodles from Korean Ramen Exprezz to prevent yourself from cancer? — **Interest**

🔥 Like👍 and follow our Facebook page for more information👉👉  
<https://www.facebook.com/KoreanRamenExprezz> — **Action**





## Soft Sell 9

📍DO YOU PREFER TO EAT SAMYANG FOR AN ON-THE-GO BREAKFAST, A WORK LUNCH OR A COZY DINNER? 🤔

Attention

The question is "When is a good time to have Samyang ramen?" 🤔 The trick is that you can eat whenever you want to because it is simple to create, simple to serve, and suitable to consume especially when it is still hot 🥵. When you're in a hurry but still want something simple to eat, this is a good option for those like you. Do not miss meals; instead, satisfy your hunger with ramen Samyang ordered from us. 🥰

Interest & Desire

📍Contact us and visit our Facebook page to get your Samyang 📍Ramen

Conviction

<https://www.facebook.com/KoreanRamenExprezz/>

Action



## Soft Sell 10

✈️TRAVEL TOGETHER WITH RAMEN EXPREZZ ✈️

Attention

Wanted To Visit Korea ✈️ To Meet Your Kpop Idol But Lacked The Money? 🤔

Interest

Instead of traveling there, you should try eating the ramen that Samyang imports from Korea. Food is the one thing Malaysia does not need to travel for. By eating ramen Samyang, you will have a sensation similar to traveling to Korea by tasting the same food Koreans eat, and you can also enjoy eating ramen Samyang while watching your favorite K-pop idol on YouTube 🥰, which is the greatest feeling ever 🥰.

Desire

Now you don't have to worry about traveling without money because you can eat Samyang ramen at home and enjoy Korean cuisine! 🥰

Conviction

Like 📍 and share our Facebook page for more information 🥰

<https://www.facebook.com/KoreanRamenExprezz/>

Action



## Soft Sell 11

👨‍👩‍👧‍👦HOW DO YOU GUYS SPEND QUALITY TIME TOGETHER WITH YOUR FAMILY? 🤔

Attention

Adolescent kids who aren't quite adults yet may have difficulty understanding why their parents are so busy that they never get to spend any quality time with them 🤔. Children of this age are very observant of their environment; they are fascinated by their parents' activities and may feel neglected when their parents have to focus on their own jobs. 🤔 There are easy ways to strengthen the bonds we share with our dear ones. 🥰

Interest

Spend time with family members while doing something you all enjoy LIKE WATCHING A MOVIE TOGETHER. 🥰📺📺

The family relationship can be strengthened by parents spending their free time or weekends watching movies with their kids. 🥰🥰🥰 Making basic meals like ramen Samyang and sharing them with the rest of your family while watching a movie is a great way to bond as a family and make the experience more enjoyable for everyone. 🥰🥰🥰

Desire



## Soft Sell 12

📍LET'S LEARN THE BULDAK SERIES OF RAMEN SAMYANG WITH US! 🥰

Attention

Did you know what flavors of ramen Samyang come out first? 🤔 And when were they released? 🤔

Interest

As you may not know Samyang's iconic Buldak Series is officially 10 years old! 🥰 Let us recap the back Buldak Series we have to know so far 🥰. To celebrate this event, we let you guys know the first flavors that come out first were:

- i) ramen Samyang Original - released in April 2012 🥰
- ii) ramen Samyang Cheese - released in March 2016 🥰

Desire

- iii) ramen Samyang Carbonara - released in December 2017 🥰
- iv) ramen Samyang Creamy Carbonara - released in October 2020 🥰

Our tour mascot, Hochi has taken us back from 2012 the first flavor released to the latest flavor in 2020 which makes your mouth get watery ever since we know this fiery flavor. 🥰🥰 Would you mind telling us what your all-time favorite Buldak flavor is? 🤔🤔🤔 let us know by commenting down below. 🥰🥰

Conviction

Like 📍 and share our Facebook page for more information 🥰🥰

<https://www.facebook.com/KoreanRamenExprezz/>

Action



### Soft Sell 13

#### 📌 QUOTES OF THE DAY 📌

Did you know that spicy foods can improve your mood? 🤔

If you're feeling a little down, consider eating spicy food 🌶️. Eating spicy meals stimulates the production of "happy" 🤗 hormones in the brain 🧠, such as endorphins, which improves your ability to deal with depression 😞, anxiety 😟, anger 😡, and stress 😫. This may explain why people who consume really spicy foods always appear so joyful 😊; the more they consume, the more they crave 😋.

Like ❤️ and share our Facebook page for more information 🙌

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### Soft Sell 14

#### ✈️ WHAT SHOULD YOU BRING WHEN TRAVEL? ✈️

Do You Need To Travel Abroad For Business 🧑‍💼, But You Keep Forgetting Essential Items To Carry With You? 🤔

Since the Covid-19 pandemic, it is essential to take precautions to avoid spreading the virus. 🦠 You may rest assured that we will help you remember everything that you need to carry for your trip 🧳. When traveling, you should bring hand sanitizer 🧴, which will keep your hands clean, a passport 📄, face masks, medication 🩹, and ramen Samyang packs 🍜, which are convenient to bring on long journeys 🛩️. Please take precautions against the pandemic Covid-19 by always wearing masks when you walk outside. Keep yourself protected and stay healthy; we can stop the spread of the Covid-19 pandemic if we all work together 🤝!!

!! So, buy your Samyang noodles before your departure soon !!

Like ❤️ and share our Facebook page for more information 🙌

<https://www.facebook.com/KoreanRamenExprezz/>



### Soft Sell 15

ARE YOU HAVING A BAD DAY? 😞😞

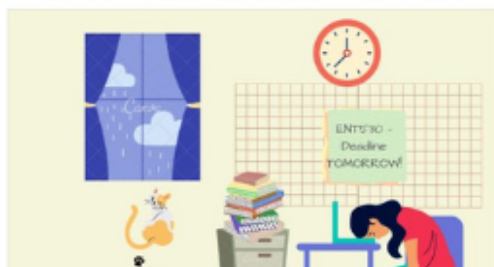
Are You a Student? 🧑‍🎓 Do You Have a Lot Of Homework To Do, And The Deadlines Are Due Soon? 📅  
📖🕒 Do you also have an exam during that time? 🤔

As a student, you've probably always been in this kind of situation when the end of the semester is getting close. 😞😞 When you have too much work to do, you will feel stressed, which can lead to depression 😞. Don't worry, you need to take a break whenever you feel stressed 😞. Stress can go away if you spend time with your family 🧑‍👩 or go for a walk to get some fresh air 🌳. You also need to eat well to give yourself the energy you need to do your assignment better 🤗. If you're feeling stressed, please take a break for a while and take care of your body so you can do better. 🤝🙌

So, why don't you take a break with spicy Samyang noodles from us noww 🍜🍜🍜

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### Soft Sell 16

CHICHETTI WITH BULDAK ORIGINAL RAMEN! 🍜🍜

Are you familiar with the name Chicchetti? 🤔😞 What's the origin of it? 🤔 Let's discover new recipe that you can follow 😊

In Venice, Italy, "bàcari" is a classic meal that is only served in Venice 🇮🇹. Chicchetti is a little snack or side dish 🍷. Because of their little size, Venetians refer to these plates as "cicchetti" (Latin for "little" or "nothing") 🤔. Chicchetti is a type of Italian street cuisine that is served with a variety of appetisers such as breaded meatballs 🍖 and olives 🫒, as well as hard-boiled eggs 🍳 that have been half. Chicchetti is a popular Italian snack that can be eaten at any meal of the day or night 🕒. Ramen Samyang is the key ingredient of the dish 🍜, which can be easily prepared at home by spreading it on bread 🍞 and then adding a cooked egg 🍳, tomato 🍅, or meat 🍖 on top of it. Why not give it a shot at home now that you're familiar with the ingredients? 🤝🙌

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### 3.4 SALES REPORT

Korean Ramen Exprezz had sold a total of 40 packs of Samyang noodles in two months. We have sold 5 packs of cheese flavours, 10 packs of carbonara flavour, 15 packs of creamy carbonara flavours and 10 packs of original Samyang noodles flavour.

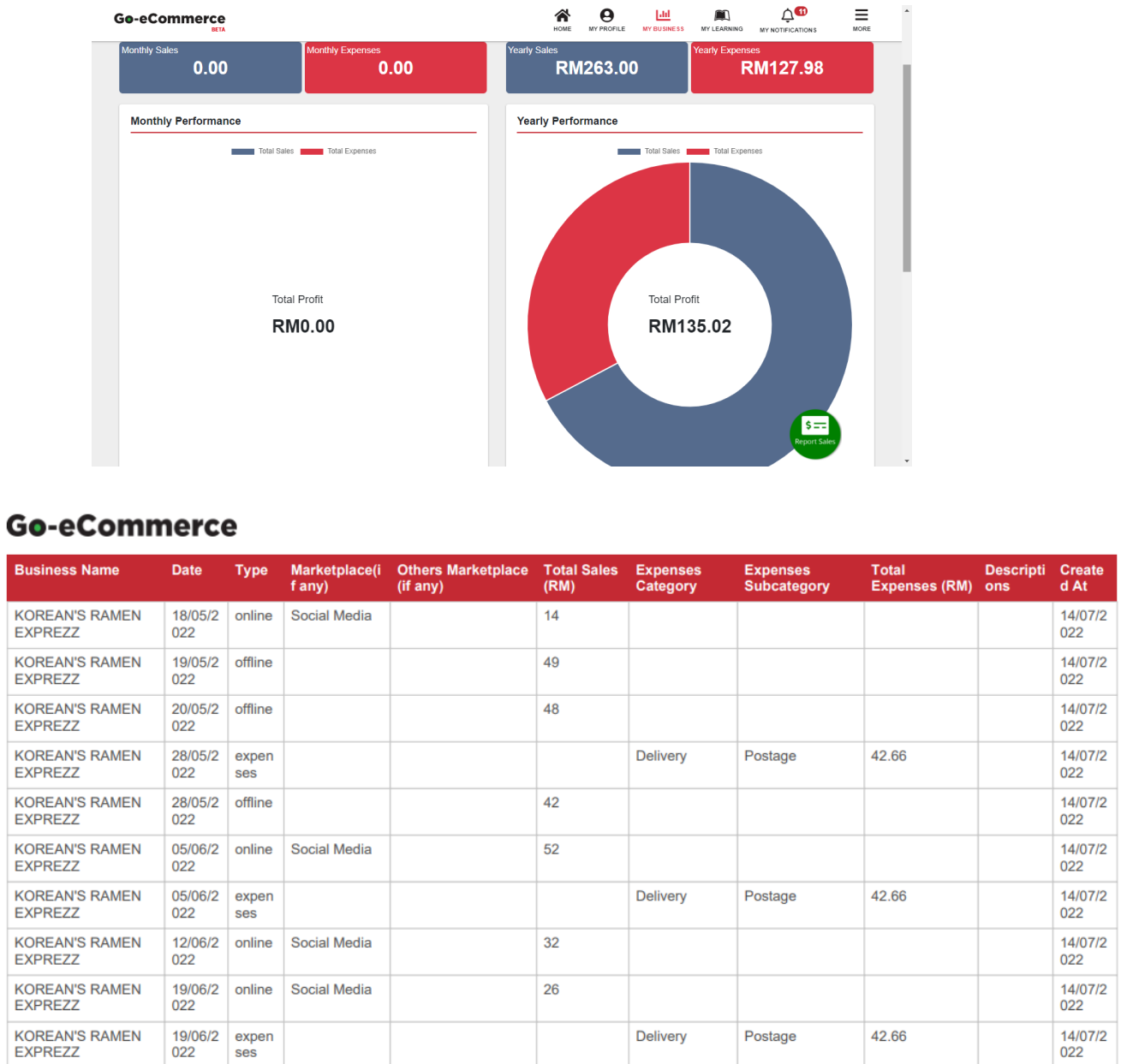


Figure 4: Korean Ramen Exprezz Sales Report from E-Commerce

## **4.0 CONCLUSION**

By now, it should be clear that Korean Ramen Exprezz is a company that sells a variety of Ramen Samyang, which is an instant noodle. In addition to traditional face-to-face sales, we also sell our products online via a Facebook page that allows us to market and advertise our products and services to potential customers. To attract customers, we can promote our products' posters on our official Facebook page, as well as post updates about our company's activities and events.

In addition, it helps us by following the current trend and technologies that have been used to advertise our products in a more effective way and makes it easier for us to interact with our customers. This is in addition to the fact that it is beneficial to the growth of our business through the use of the internet. By utilising the Facebook platform, we are able to broaden our understanding of the platform as well as our personal skills in order to better advertise our company.

In order to sell our Ramen Samyang products and get more people engaged in them, we use our Facebook page as a platform to grow our business and get them more interested in our latest product updates. In the future, we hope to broaden our company's reach through the use of other social media platforms, both to enhance our own marketing efforts and to reach a wider range of potential customers.