



اَوْنَبُورِ سَيِّتِي تَيَكُونُ لَوِي كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF BUSINESS AND MANAGEMENT
CAMPUS PUNCAK ALAM**

**BA243 - BACHELOR OF BUSINESS ADMINISTRATION (Hons.)
HUMAN RESOURCES MANAGEMENT**

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530U)
PAIR ASSIGNMENT – SOCIAL MEDIA REPORT (PRETZLOVE)**



PREPARED BY:

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PREPARED FOR:
MISS NUR NAJJAH BINTI ABD RAHIM

SUBMISSION DATE:
15 JULY 2022

AKNOWLEDGEMENT

First of all, we would like to give the praises to Allah S.W.T. for giving us the strength to fulfill this pairing assignment. With His guidance, we are managed to finish this assignment successfully and with the least problem. Without His guidance and will, we still cannot finish this assignment even though we are at the most advantage. Alhamdulillah thank you Allah.

Secondly, we would like to give a very big appreciation to our lecturer Miss Nur Najjah Binti Abd Rahim for guiding us in this subject and especially in the making process for this assignment. We really appreciate all off her effort and facility that she's already provide to us. We really can't describe our gratitude and only can pray only the best for her. Thank you miss.

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Next, we would like give a very big appreciation to both of our parents and all of the family member. We really appreciate their morale support and all of their effort to make sure that we manage to continue our study journey beautifully and with less pain. Thank you so much for being there and always supporting us whenever we need you the most. From the bottom of our heart, thank you so much. Even we have success in our life and can give everything to you, still it would not be enough. Only Allah can repay all of your sacrifices and effort. In Sha Allah.

Last but not least, we would like to appreciate and give a really big thanks to all of our friends and customer for always supporting and helping us in completing this assignment. We are really touched with their help and support in liking and buying our product. It really helping us in meeting the requirement of this assignment. Thank you so much for the help and support.

EXECUTIVE SUMMARY

Pretzlove is a food product or snacks that contain pretzel biscuits coated with chocolate. Pretzlove offer two types of flavors, which are the original one, chocolate flavored and the other one chocolate flavored with oreo crunch. This to be sell for those who are a chocolate lover and love to snacking whenever they are.

Pretzlove's target market are mainly for students of UiTM Puncak Alam since both of us are studying at UiTM Puncak Alam. So, this will make it easy for us to deliver our products to our customer. However, we also sell our products through online platform which are Facebook and Instagram.

We start promoting our product on 10 May, and our business starts to get a lot of likes as we promote on our own social media and with our friends help. First, we sell it to our friends and then our sells hit up when our friends recommend Pretzlove to their friends. And now it's been people's favorite snack.

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E-COMMERCE REGISTRATION

Ge-eCommerce

HOME

MY PROFILE

MY BUSINESS

MY LEARNING


MY NOTIFICATIONS

MORE

Have you updated your sales today? Update your sales regularly to collect more points!

PERSONAL PROFILE

BUSINESS PROFILE



NUR AINA BINTI BASRI

Company Name	:	Pretzlove	Company Registration No.	:		Edit
Type Of Business	:	Enterprise	Business Role	:	Stockist/ Wholesaler	
Facebook Page	:	Pretzlove	Business Category/Business Sub-Category	:	Food & Beverages / Food & Beverages	
Wechat for Business	:		Business Instagram Page	:		
Marketplace	:		Business Website	:		
Business Related to Your Study	:	Yes	Type Of Website	:		
Field	:		Experience in International Export	:	No	

Available Contest

MYENT CERTIFICATE (NUR AINA & NURSYAMIMI)

	UNIVERSITI TEKNOLOGI MARA	Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)
MASMED YOUNG ENTREPRENEUR (MyENT)		
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Nama	: NUR AINA BINTI BASRI	
Program Pengajian	: SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN) PENGURUSAN SUMBER MANUSIA	
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/Pretzlove-100187862678283/	
Alamat Premis Perniagaan	:	
Tarikh Mendaftar	: 19 May 2022	
Tarikh Kemaskini	:	
Tarikh Cetak	: 19 May 2022	
<p>Sijil Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dijalankan oleh pelajar semasa tempoh pengajian di UITM. Sijil ini secara tidak langsung akan terbatal apabila penama menamatkan pengajian atau tidak lagi aktif dalam sistem universiti.</p> <p>Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED) juga berhak membatalkan sijil ini tanpa sebarang notis. Penggunaan sijil ini hanya 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>		
SALINAN PENDAFTARAN INI DIPERAKUI OLEH PENOLONG NAIB CANSOLOR KEUSAHAWANAN UITM		
Malaysian Academy of SME & Entrepreneurship Development (MASMED)		



MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar : 2020608094
Nama : NURSYAMIMI BINTI MOHAMMAD DIN
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PENGURUSAN SUMBER MANUSIA
Fakulti : Faculty of Business & Management
Kampus : Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Online
Bidang Perniagaan yg diceburi : Makanan
Tempoh Berniaga :
No. Pendaftaran Perniagaan :
URL Perniagaan :
Alamat Premis Perniagaan :
Tarikh Mendaftar : 24 May 2022
Tarikh Kemaskini :
Tarikh Cetak : 24 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 terbatal apabila penama menamatkan pengajian atau tidak lagi aktif dalam sistem universiti.

Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED) juga berhak membatalkan sijil ini tanpa sebarang notis. Penggunaan sijil ini hanya diterima untuk kegunaan urusan dalaman UITM sahaja. Urusan dan aktiviti perniagaan yang dijalankan oleh penama adalah risiko dan tanggungjawab sendiri tanpa melibatkan kepentingan dan nama Universiti.

SALINAN PENDAFTARAN INI DIPERAKUI OLEH
PENOLONG NAIB CANSELOR KEUSAHAWANAN UITM

Malaysian Academy of SME & Entrepreneurship Development (MASMED)

SSM REGISTRATION

 SURUTERAJAYA SYARIKAT MALAYSIA COMPANIES COMMISSION OF MALAYSIA	
BORANG D (KAEDAH 13)	
PERAKUAN PENDAFTARAN AKTA PENDAFTARAN PERNIAGAAN 1956	
Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama	
PRETZ LOVE ENTERPRISE	
NO. PENDAFTARAN: 202203153169 (003408574-M)	
telah didaftarkan dari hari ini sehingga 17 JUN 2023 di bawah Akta Pendaftaran Perniagaan 1956, beralamat di	
<div></div>	
Bil. Cawangan: TIADA	
Bertarikh di SISTEM EZBIZ pada 18 JUN 2022 .	
 DATUK NOR AZIMAH ABDUL AZIZ Pendaftar Perniagaan Semenanjung Malaysia	

Form D - EZBIZ (Bah. Sem. Jun 18 21:59:57 MYT 2022)

INTRODUCTION

BUSINESS NAME AND ADDRESSES

Pretzlove is the official name of our business. We created this name to meet the criteria of our main product that we sell. Our business is offering food to the customer and specifically we sell dessert which is cookies. We sell pretzel cookies that was dipped into the melted chocolate in a jar. Our business was mainly at UITM Puncak Alam and Tanjong Karang, Selangor.

We are using Facebook as our business platform so we gain not only customer among the student, but also from the outside. As for the student, we decided to give a free delivery service as they are just near and it was much faster to the customer to get the product. But, as for the outside customer we decided to deliver it by using Poslaju as the currier. But it depends based on the place because if the place is nearby the Puncak Alam or Tanjong Karang, we will just deliver it because we want the customer to get the product as fast as they can.

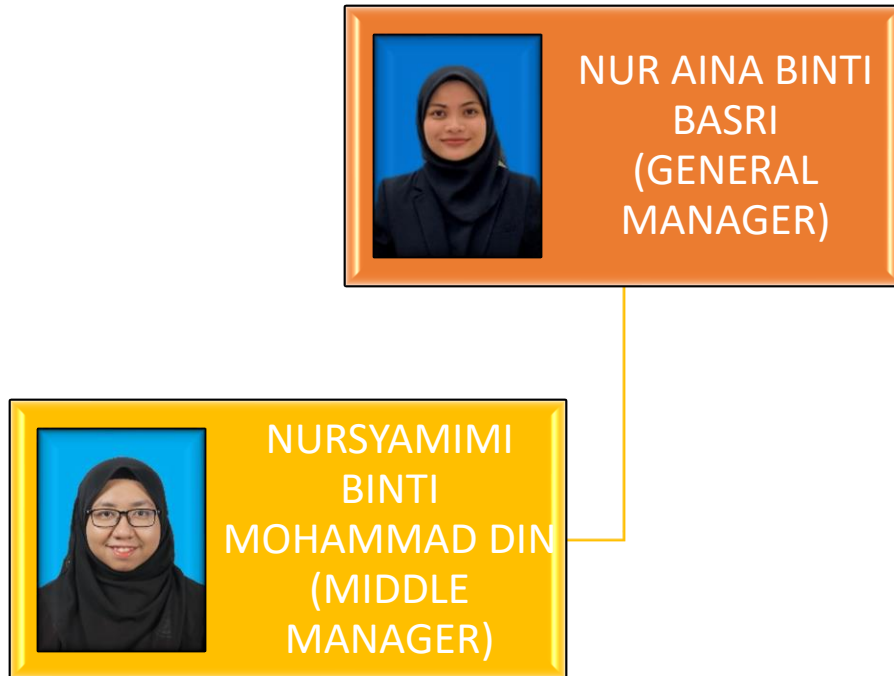


Figure 2: Businesses Logo

BUSINESS INFORMATION	
Name of business	Pretzlove
Business Address	
Business email	pretzlovecookies@gmail.com
Contact number	
Form of business	Partnership – Food Product
Main activities	Selling product and delivery
Date of commencement	18 Jun 2022
Name of Bank	Bank Islam
Account Number	

Table 1: Business Information

ORGANIZATIONAL CHART



MISSION AND VISION

Our mission is to spread the happiness by providing our good product and services. While our vision is to move forward together and grow the brand that was well known and loved by others inside our own county and also internationally.

DESCRIPTION OF THE PRODUCT

Pretzlove main product is the pretzel cookies with different topping.



PRODUCT	DESCRIPTIONS
	<p>ORIGINAL PRETZEL COOKIES JAR</p> <ul style="list-style-type: none"> • Using premium pretzel cookies. • Cookies were coated with cinnamon sugar • Dipped with melted dairy chocolate. • Comes in a jar. • Comes with chopstick for easy to eat.
	<p>OREO PRETZEL COOKIES JAR</p> <ul style="list-style-type: none"> • Using premium pretzel cookies. • Dipped with melted dairy chocolate. • Cookies were coated with cinnamon sugar. • Topped with Oreo cookies crush. • Comes in a jar. • Comes with chopstick for easy to eat.

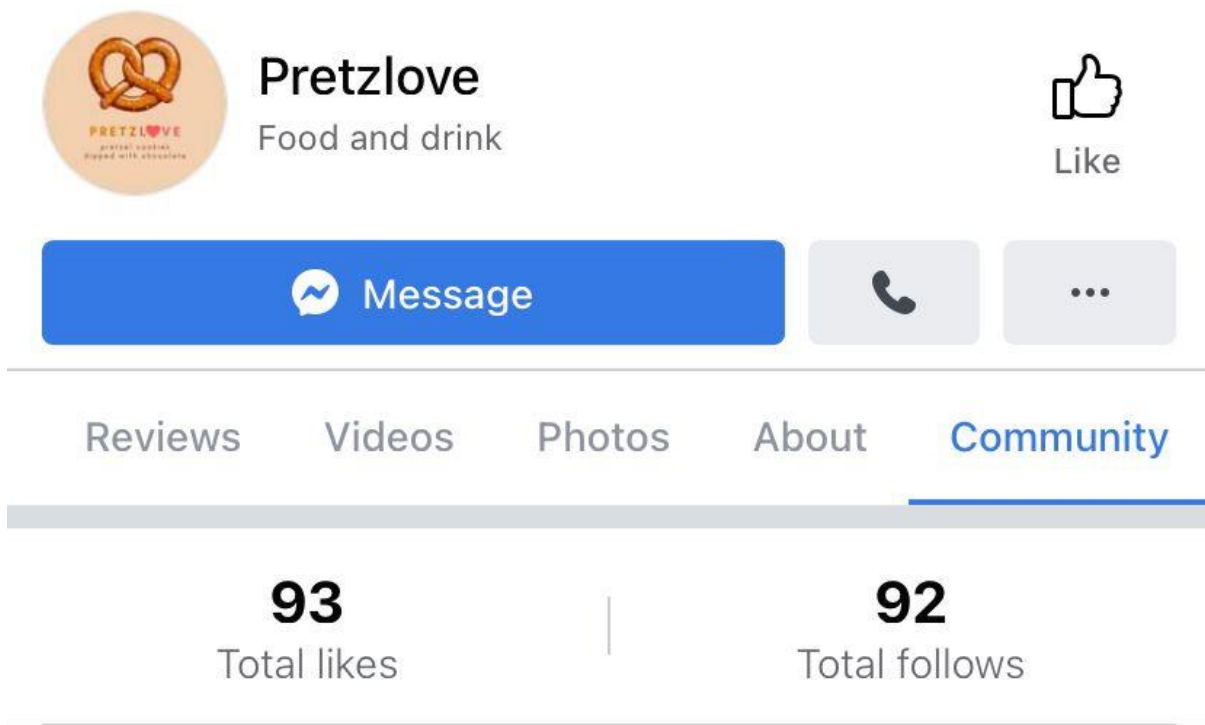
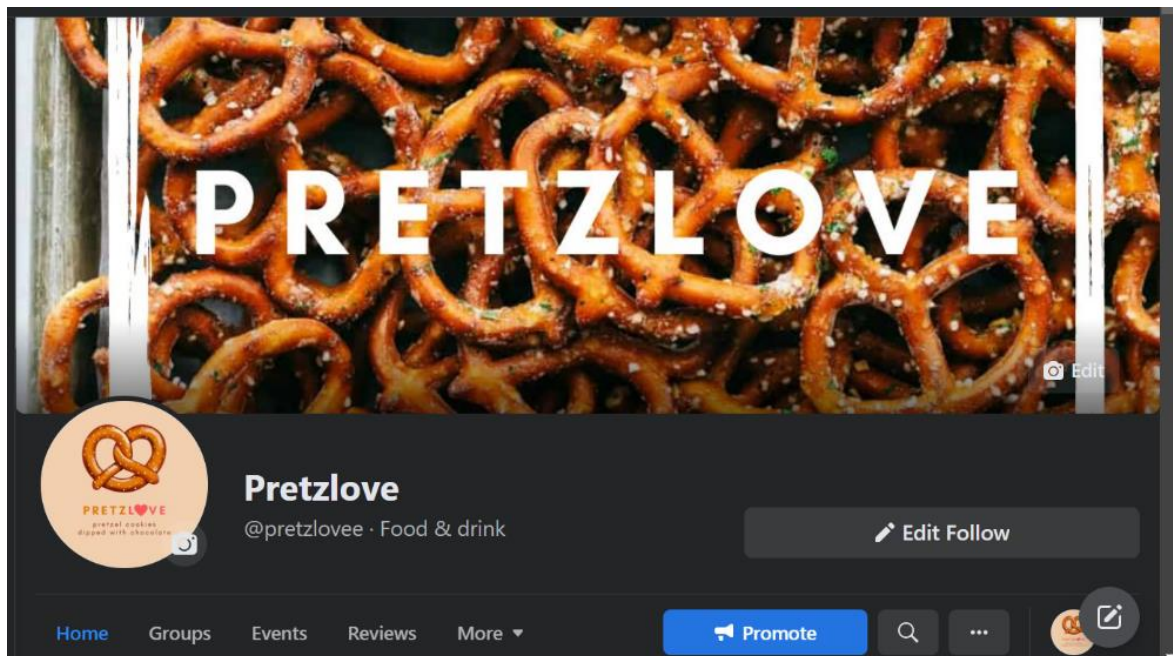
Table 2: Product Description

PRODUCT PRICE

PRODUCT	PRICE
Original Pretzel Cookies Jar	RM12
Oreo Pretzel Cookies Jar	RM12

Table 3: Product Price

FACEBOOK PAGE



CUSTOMIZING URL FACEBOOK

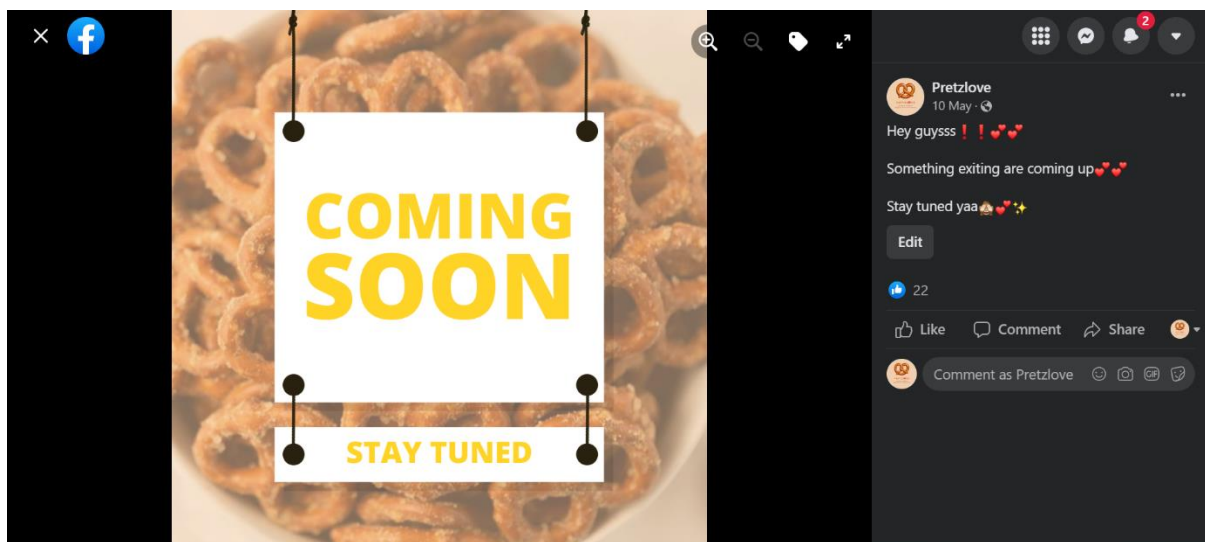
<https://www.facebook.com/pretzlovee/>

TEASERS

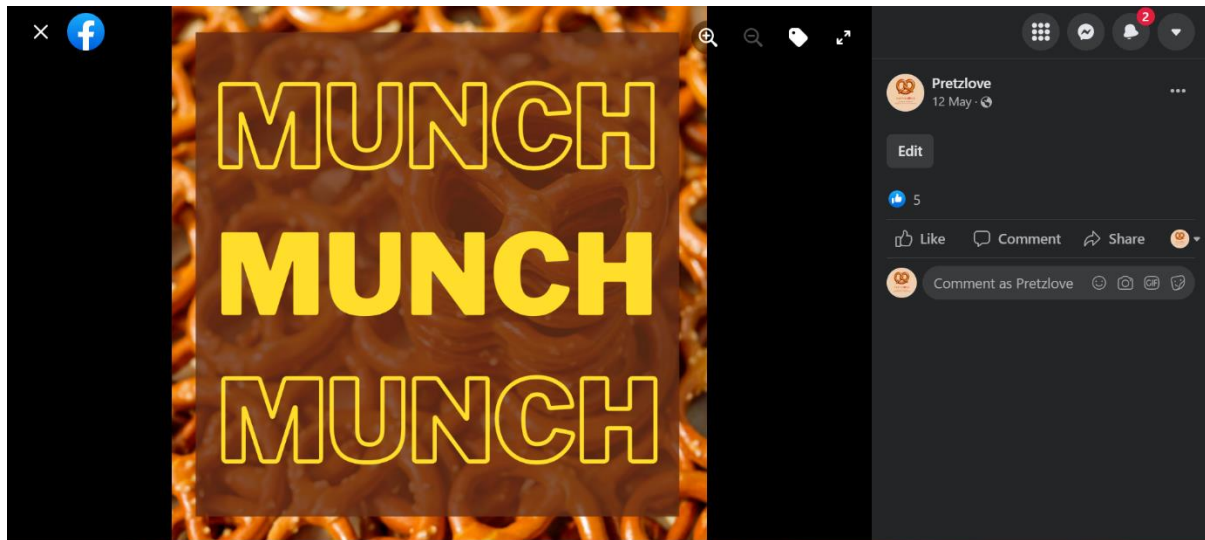
Teaser 1:



Teaser 2:



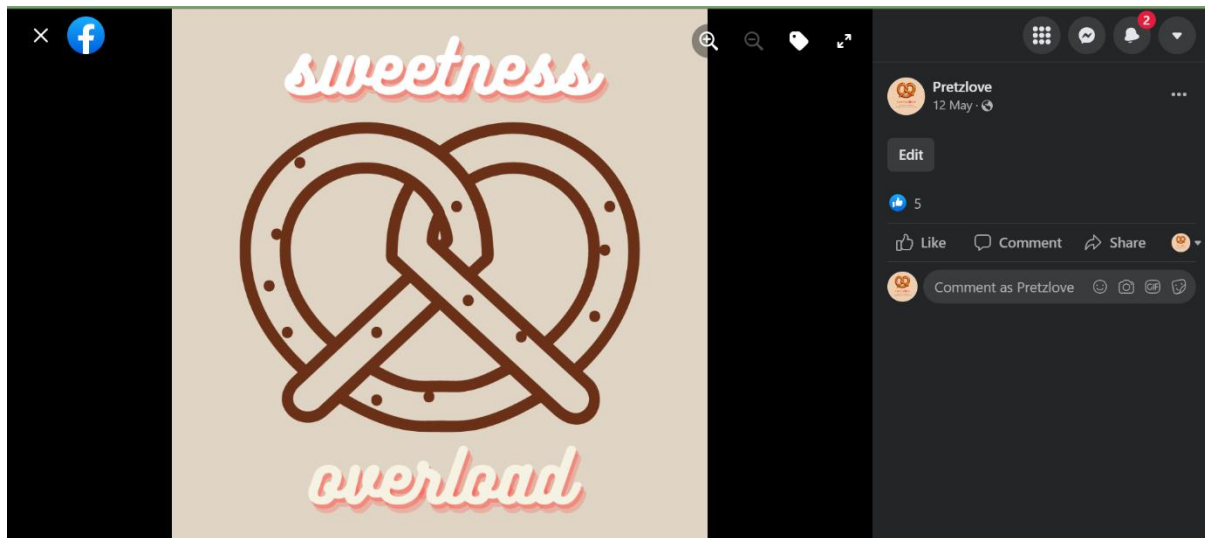
Teaser 3:



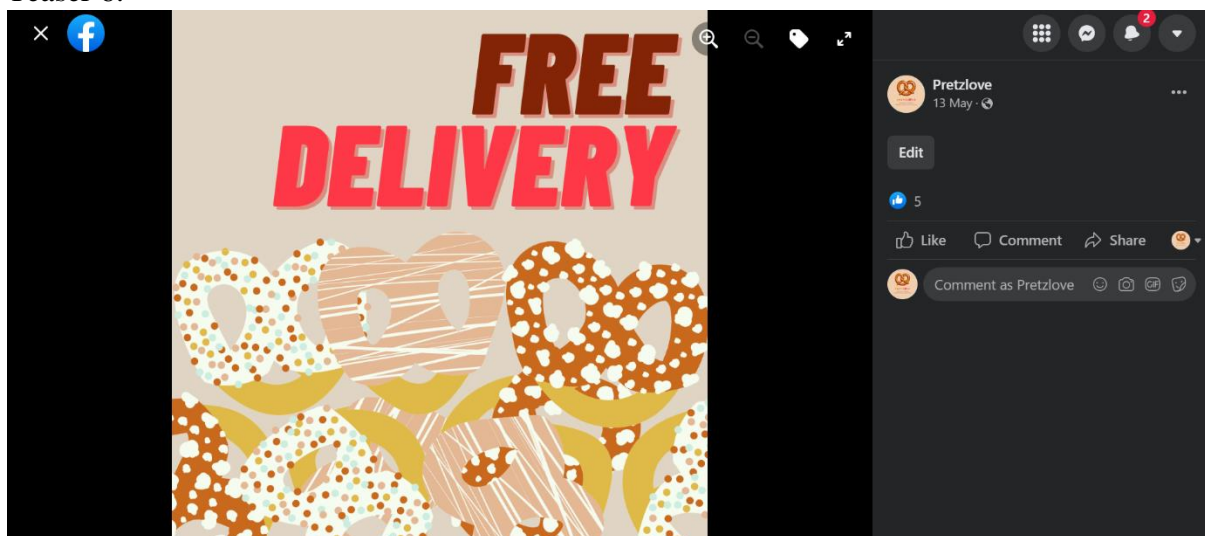
Teaser 4:



Teaser 5:



Teaser 6:



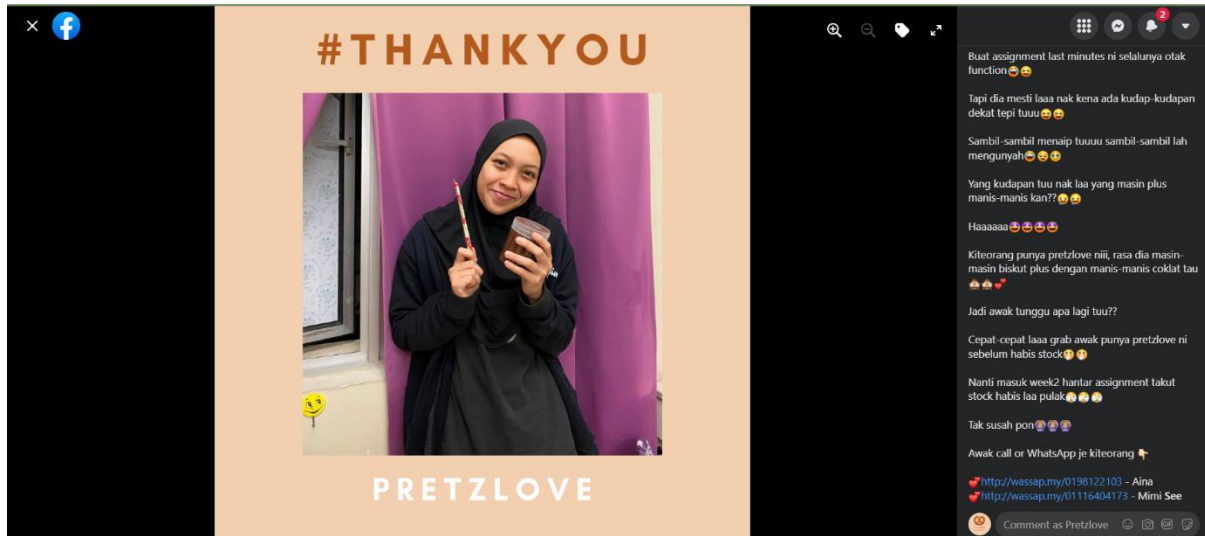
Teaser 7:



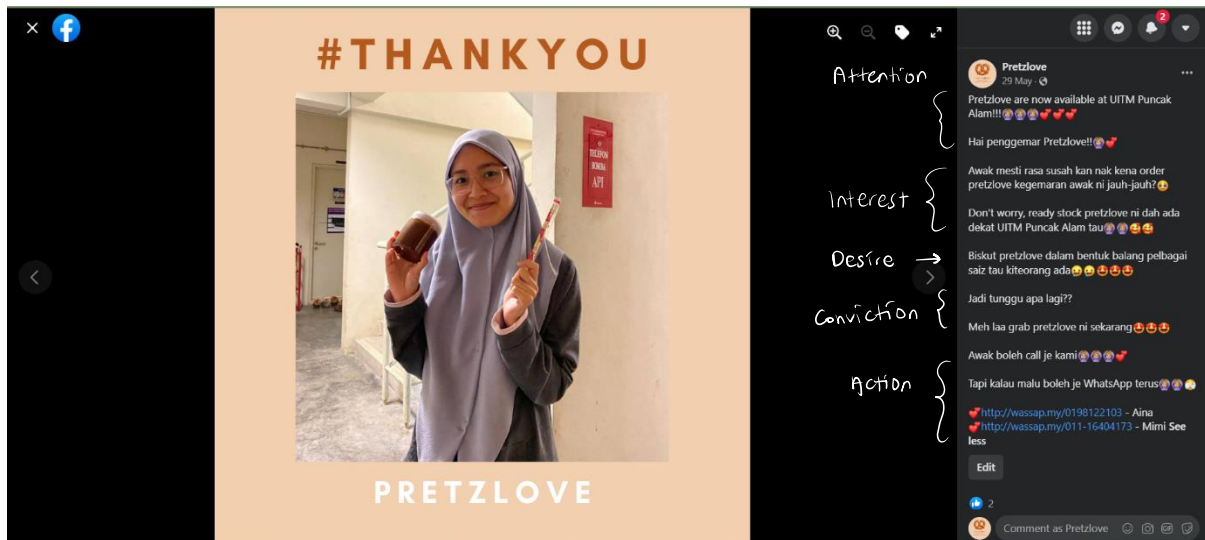
Hardsell 1:



Hardsell 3:




Hardsell 4:



Hardsell 5:

#THANKYOU



PRETZLOVE

Attention {

Interest {

Desire →

Conviction {

Action {

PretzLove

2 June

Haiuuuu 🥰🥰

Eh? Kenapa ni?

Laaa gaduh dengan girlfriend ke?

Lah.. tak payah risau dah lah yee..

Kiteorang boleh tolong 🥰🥰

Kiteorang ni ada jual pretzlove, gabungan cookies dan pretzel 🥰🥰🥰

Sapa je tak suka youuu????

Lagi-lagi kalau tengah off mood.. terus boleh cair lah youu 🥰

Jadi tunggu apa lagi?

Awak mesti kena grab pretzlove ni untuk girlfriend awak 🥰🥰

Awak WhatsApp je kami 🥰

📞 019-8122103 - Aina

📞 011-16404173 - Mimi See less

Edit

Comment as PretzLove

Hardsell 6:

Attention {

Interest {

Desire {

Conviction {

Action {

Hai awak 🥰

Special occasion dah nak dekat tapi awak still jammed ke nak bagi apa? 🥰

Nak bagi aksesori, mahal sangat..

Nak bagi make up tak tahu dia pakai yang mana...

Nak bagi pakaian x reti pilih saiz lah pulak...

Aduh jammed 🥰🥰🥰🥰🥰

Haa jangan risau awak..

Awak bagi je benda yang semua orang suka

👉 harga berpatutan

👉 simple, x yah pening-pening

Awak bagi je pretzel cookies dari pretzlove ni 📌

Gabungan biskut dan coklat 🥰🥰

Sapa je boleh tolak? 🥰

Kalau dia marah-marah awak sumbat je biskut ni dalam mulut dia 🥰

Confirm diam terus 🥰🥰

Haaa pakatlah WhatsApp kami lekaiah nah 🥰🥰


Nanti stock habis pulak 🥰🥰🥰

Awak contact kami di number ni ek 📌📌

📞 019-8122103 - Aina

Comment as PretzLove

Hardsell 7:



Attention {

Interest {

Desire {

conviction {

Action {

Pretzlove
7 June at 21:31

Hai awak 🍪🍪🍪

Awak nak cari hadiah untuk

👉girlfriend?

👉adik perempuan?

👉kakak perempuan?

👉ibu?

👉sepupu perempuan?

👉kawan perempuan?

Sapa-siapa.. yang penting perempuan?

Haaaa jangan risau 🍪

Kiteorang pakar bab perempuan 🍪

Kebanyakan perempuan ni mood dia akan light up kalau kita sua dia dengan makanan favourite tau 🍪

Sebab tu kami jual makanan kegemaran ramai which is, pretzel cookies 🍪🍪🍪🍪🍪

Kami ada ready stock.. tapi limited tau 🍪

Jadi tunggu apa lagi??

Meh grab cepat2 sebelum stock habis 🍪

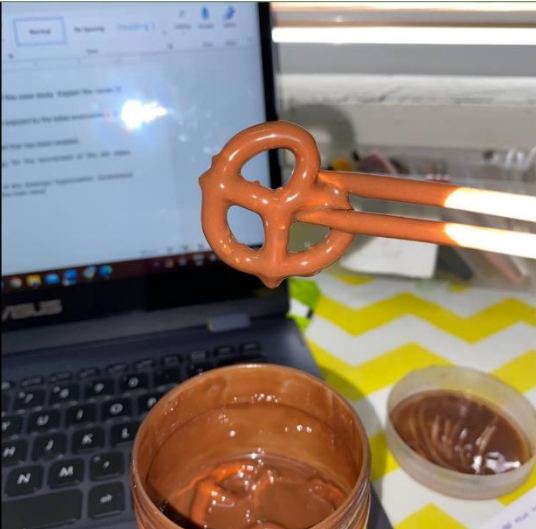
Awak boleh WhatsApp number ni je okay 🍪

📞 019-8122103 - Aina

📞 011-16404173 - Mimi See less

Comment as Pretzlove

Hardsell 8:



Attention {

Interest {

Desire {

conviction {

Action {

Anyong 🍪

Awak tengah busy buat kerja ke?

Ada tak tu benda nak kunyah-kunyah sambil buat kerja? 🍪

Lagi-lagi kerja office 🍪

Stock kunyah mengunyah mesti kena sentiasa ada lah dah kalau namanya office 🍪

Jangan risau jangan khuwatir 🍪

Kiteorang ada jual pretzel cookies yang sesuai dijadikan kudap-kudapan di office di samping rasanya yang menyelerakan 🍪🍪🍪🍪🍪

Haaa alang-alang tuu, belikan sekali untuk officemate.. 🍪

Sebab kalau beli banyak-banyak, akan ada potongan harga istimewa untuk anda tauuu 🍪

Jadi tunggu apa lagi nini??

Meh laa WhatsApp kiteorang cepat-cepat sebab promosi ni sampai minggu depan je tauuu 🍪

Haa WhatsApp je number ni 🍪🍪🍪

📞 019-8122103 - Aina

📞 011-16404173 - Mimi See less

Comment as Pretzlove

Hardsell 9:



Attention {

Interest {

Desire {

Conviction {

Action {

Pretzlove
14 June at 09:25

Hai awak 🤗

Tengah study untuk final ke tu?? 🤔

Mesti stress kan fokus lama-lama? 🤔

Nak tak kalau saya bagi selingan untuk fokus awak tu?? 🤗

Sambil- sambil awak focus tuu, sebenarnya awak boleh kuryah- kuryah tau untuk boost balik focus awak 🤗

Lagi- lagi kalau awak makan something yang bercoklat 🍫

Lagi senang awak nak boost focus 🍫

Kiteorang ada jual pretzel cookies yang rangup bersalutan coklat cair yang pasti akan "mencairkan" tekanan yang anda rasakan 🍫🍫🍫

Jadi tunggu apa lagi???

Jom cepat-cepat refill stock pretzel cookies dengan kami 🍫🍫

WhatsApp je number di bawah 🍫


📞 019-8122103 - Aina
📞 011-16404173 - Mini See less

Edit

4 Comment as Pretzlove

Hardsell 10:

#THANKYOU



PRETZLOVE

Attention →

Interest {

Desire {

Conviction {

Action {

Pretzlove
16 June at 11:47

Tournament game dah nak dekat tapi tak tahu nak munch apaaaa ! ! ! 🍫🍫🍫

Hai awak-awak yang bersukan 🍫

Selalu masa tournament awak makan apa?

Tak kan makan nasi kot?? Macam mana nak bertani nanti? 🍫🍫

Mesti awak nak makan makanan yang ringan tapi boleh membekalkan tenaga kan?? 🍫🍫🍫

Haaaa.. jangan risau awak.. Kiteorang ni ada jual pretzel cookies tau..

Biskut ringan disaluti dengan coklat..

🍫 Sesuai sebagai makanan ringan dan tidak mengenyangkan

🍫 Membekalkan tenaga

🍫 Sesuai untuk dikongsi dengan rakan pasukan

Haaa tunggu apa lagi??

Awak beli cepat-cepat tau.. Game dah nak dekat tu 🍫

Awak WhatsApp je number kami ni 🍫

📞 019-8122103 - Aina
📞 011-16404173 - Mini See less

Edit

3 Comment as Pretzlove


Hardsell 11:

×

f

<

#THANKYOU



PRETZLOVE

Attention {

Interest {

Desire {

Conviction {

Action {

Pretzlove
18 June at 21:49

Hai awak 🤗

Selalunya kalau lepas bersukan mesti awak rasa penat dan lapar kan??

Tapiiiiii

Tak nak makan makanan yang beratttt 😭😭😭

Macam mana nii???

Haaa

Awak jangan risau 🤗

Kiteorang ada jual pretzel cookies nii 🤗

Dia makanan yang tak berat

Tapi sesuai untuk membekalkan tenaga awak yang dah hilang tu 🤗

Haaaa

Tunggu apa lagi?

Meh laa beli cepat-cepat sementara stock masih ada ni 🤗🤗🤗

Awak WhatsApp je number ni 🤗❤️


📞 019-8122103 - Aina
📞 011-16404173 - Mimi See less

Comment as Pretzlove

Hardsell 12:

×

f



Attention {

Interest {

Desire {

Conviction {

Action {

Hai warga UTM PUNCAK ALAM 🤗

Awak nak cari kudap-kudapan yang sedap tapi nak cepat ke?

Awak tak tunggu postage-postage ni?

Lambat?

Haaa jangan risau awak 🤗

Kami ada berita baik untuk awak 🤗

Kami ni ada jual kudapan pretzel cookies yang sedap tau 🤗🤗

Biskut pretzel yang sedap dan rangup dicelup dalam cairan coklat mesti boleh mengugut iman awak punya ni 🤗🤗🤗

Paling penting

READY STOCK ! ! ! !

Haaaa awak tak payah tunggu postage. Order pagi petang sampai dah 🤗🤗🤗

Jadi tunggu apa lagi?

Sementara stock masih ada, meh dapatkan pretzel cookies anda yaa 🤗

Mari-mari stock tak banyak yaaa 🤗

Awak WhatsApp je cepat-cepat dekat number kami ni ya 🤗❤️

📞 019-8122103 - Aina

Comment as Pretzlove

Hardsell 13:



Attention

Interest

Desire

Conviction

Action

Pretzlove
21 June at 14:24

Hai jagaka UITM PUNCAK ALAM 🤗

Awak nak buat surprise dekat girlfriend tapi tak tahu macam mana?

Nak surprisekan si dia tapi tak nak laa suruh dia bersiap turun ambil surprise kat bawah blok 🤗

Haaaa !!

Jangan risau awak, kami boleh bantu selesaikan masalah awak 🤗

Kami ada jual pretzel cookies yang menjadi pusingan ramai wanita 🤗

Dan kami boleh hantarkan terus ke depan pintu girlfriend awak 🤗

Haaaa tunggu apa lagi?

Meh WhatsApp kami dan surprisekan girlfriend awak dengan Pretzel cookies ni 🤗

Sementara stock masih ada tau 🤗

WhatsApp je number ni 🤗

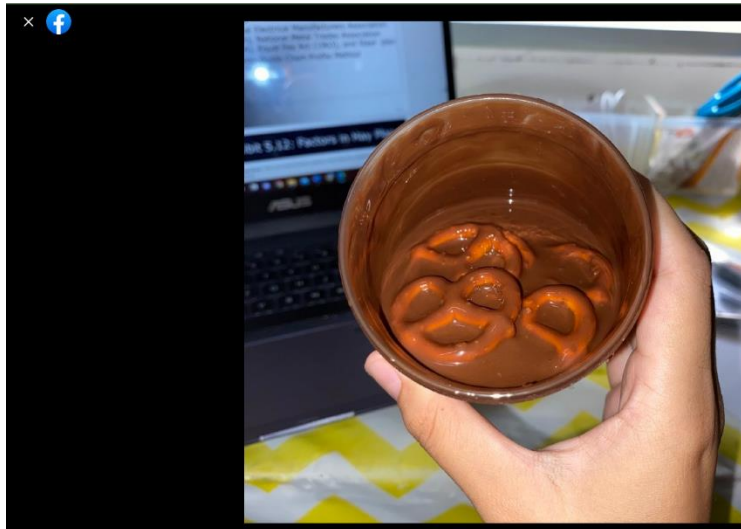
📞 019-8122103 - Aina
📞 011-16404173 - Mimi See less

Edit

2

Comment as Pretzlove

Hardsell 14:



Attention

Interest

Desire

Conviction

Action

Pretzlove
21 June at 14:27

Hai awak 🤗

Nak pergi mana tuuu? 🤗

Nak pergi study group? 🤗

Haa ada bawak bekal tak nak kongsi nanti? 🤗

Tiada? 🤗

Tak tahu nak bawak apa?? 🤗

Oooooooo

Jangan risau awak 🤗

Kami ada jual pretzel cookies ni 🤗

Biskut pretzel yang dicelup ke dalam coklat 🤗

Sangat sedap dan sesuai untuk dikongsi bersama rakan rakan 🤗

Jadi tunggu apa lagi? 🤗

Sebelum pergi study group tuuu, 🤗

Meh grab Pretzel Cookies ni cepat-cepat 🤗

Sebab stock cepat habis 🤗

Awak WhatsApp je number ni yaa 🤗

📞 019-8122103 - Aina
📞 011-16404173 - Mimi See less

Edit

5

Comment as Pretzlove

Hardsell 15:



Attention

Interest

Desire

Conviction

Action

Pretzlove
29 June at 12:27

Hai Mummy

Mummy nak bagi anak mummy makan 'jajan' tapi tak nak yang banyak MSG?

Haaaa

Kami ada berita baik untuk mummy-mummy kat luar sana

Kami ada jual biskut pretzel yang disaluti dengan coklat tau

Anak-mesti suka kalau mummy bagi benda-benda yang bercoklat

Mummy jangan risau sebab product kami tidak mengandungi MSG yang tidak baik untuk pertumbuhan anak-anak tau

Jadi tunggu apa lagi?

Mummy WhatsApp je kami di number ni

019-8122103 - Aina
011-16404173 - Mimi See less

Edit

5 1 comment

Like Comment Share

Most relevant

Comment as Pretzlove

Hardsell 16:



Attention

Interest

Desire

Conviction

Action

Pretzlove
1 m

Hai mummies

Anak-anak mummies ramai ke?

Anak-anak mummies suka makan coklat?

Anak-anak mummies suka makan biskut?

Haaa mesti mummies tak tahu kan jajan apa laa yang sesuai untuk dorang ni makan kan??

Mesti mummies takut dorang berebut kan?

Biasalah budak-budak kan

Jangan risau mummies

Kami ada jual pretzel cookies yang disaluti dengan coklat

Kegemaran kanak-kanak dan sesuai dikongsi bersama

Haaa mummies tunggu apa lagi??

Mummies WhatsApp je kami di number ni yaa

019-8122103 - Aina
011-16404173 - Mimi See less

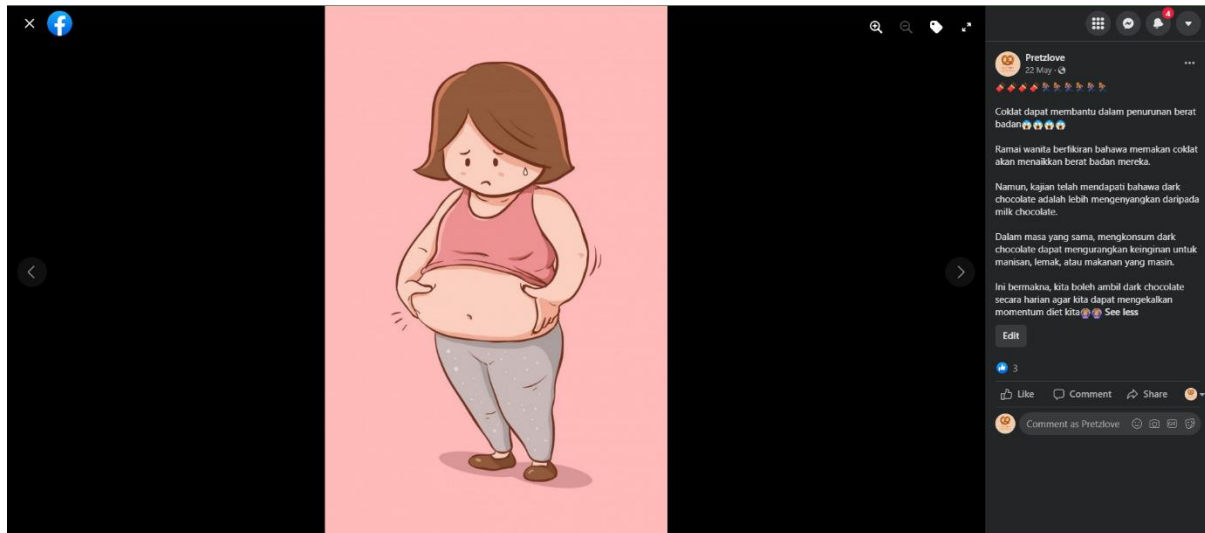
Edit

Like Comment Share

Comment as Pretzlove

FACEBOOK POST- COPYWRITING (SOFTSELL) & RELEVANT GRAPHICS TO EACH POST

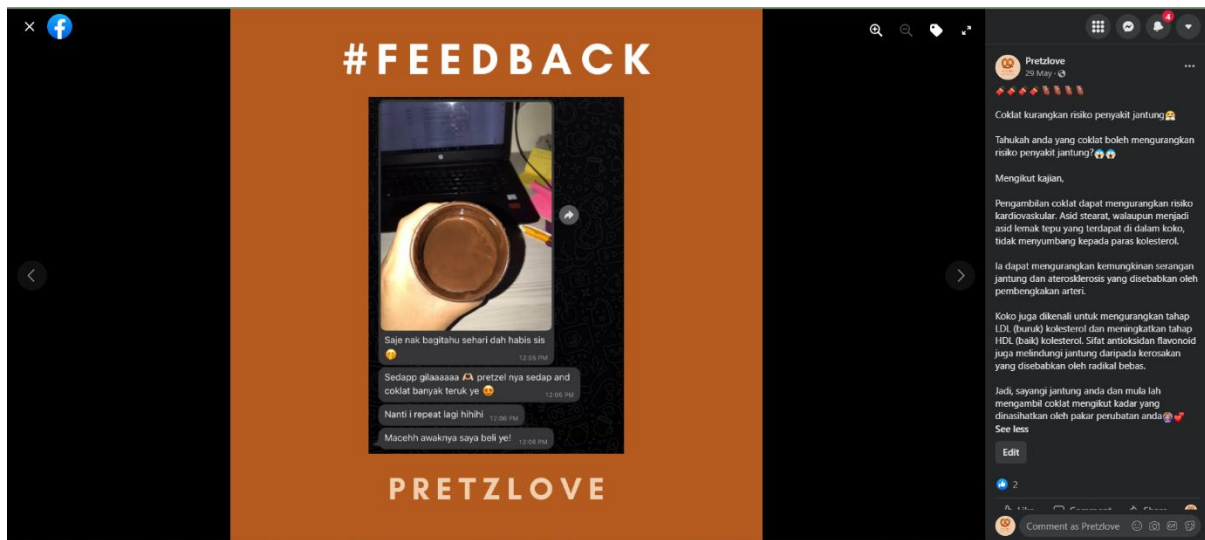
Softsell 1:



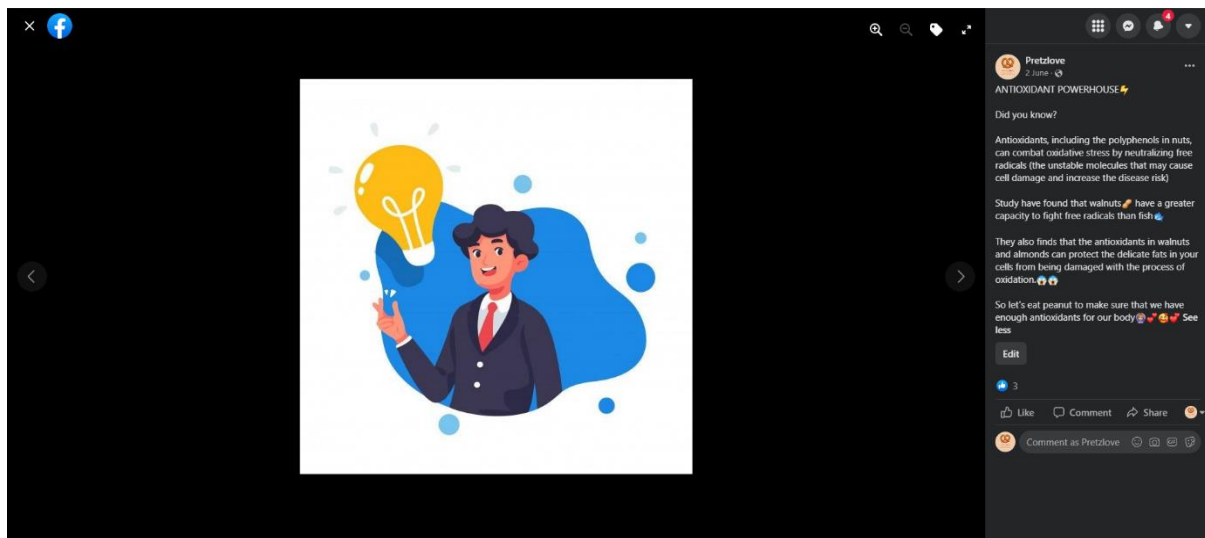
Softsell 2:



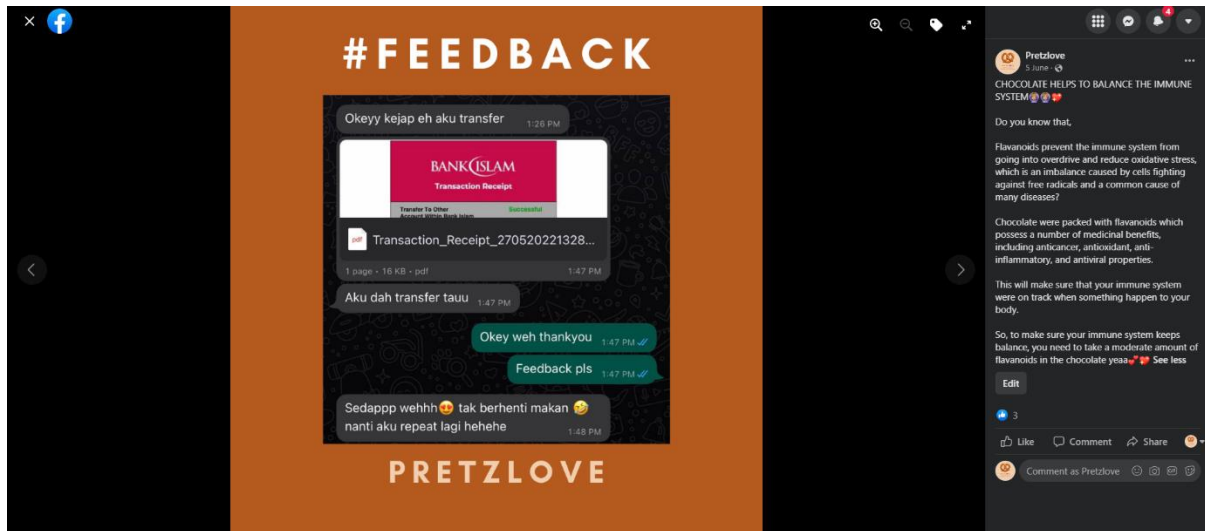
Softsell 3:



Softsell 4:



Softsell 5:



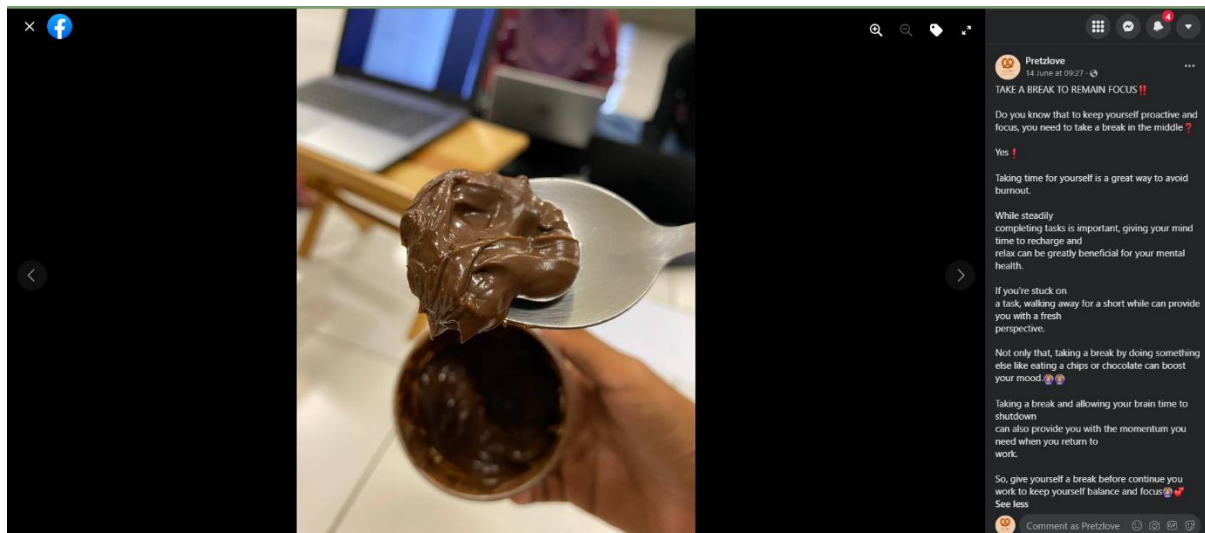
softsell 6:



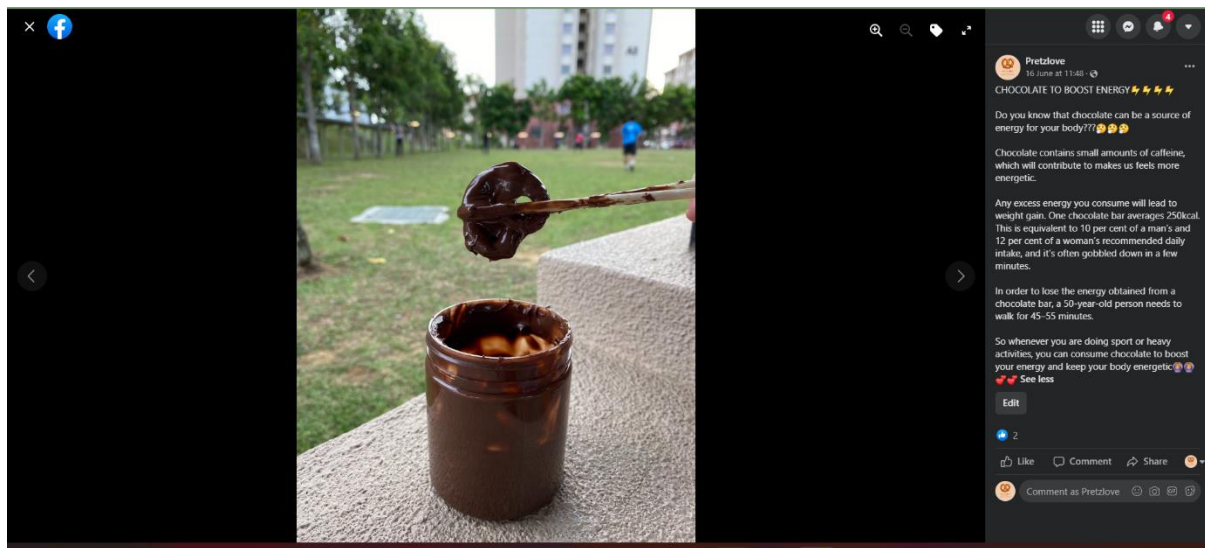
softsell 7:



softsell 8:



softsell 9:



softsell 10:



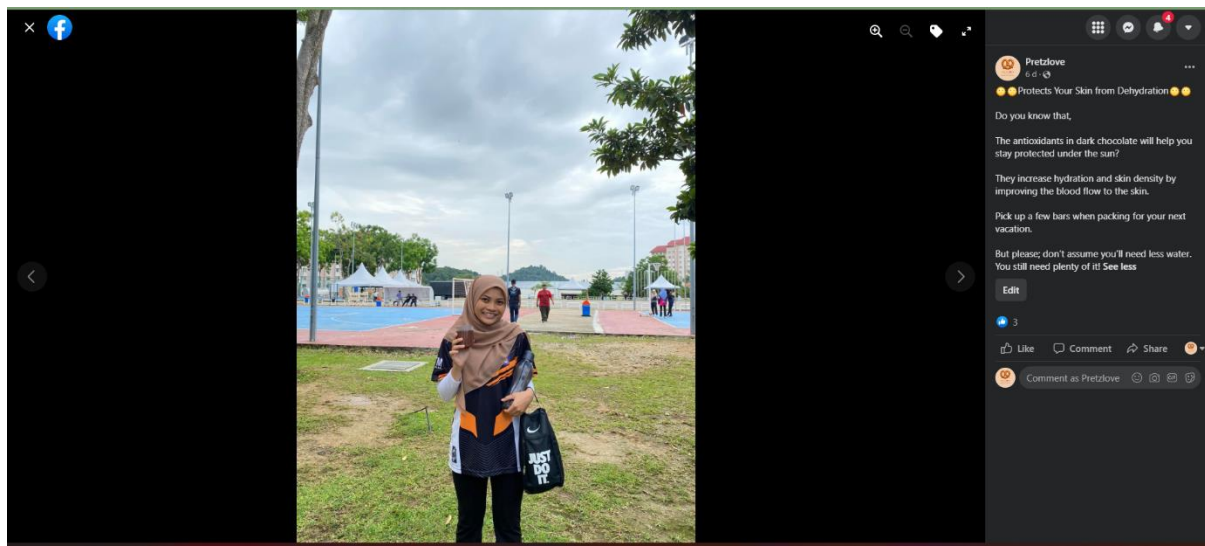
softsell 11:



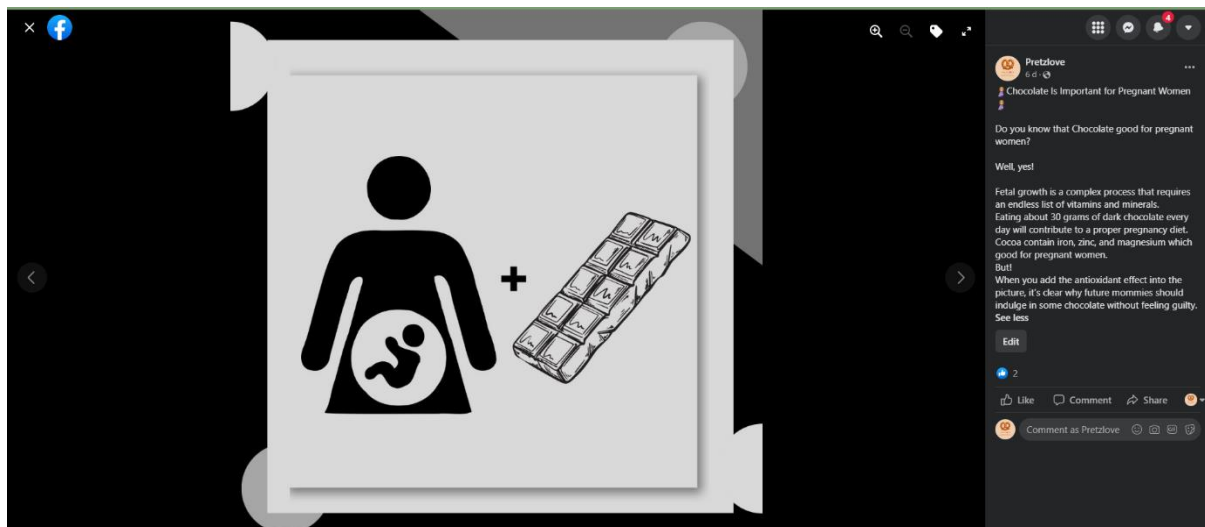
softsell 12:



softsell 13:



softsell 14:



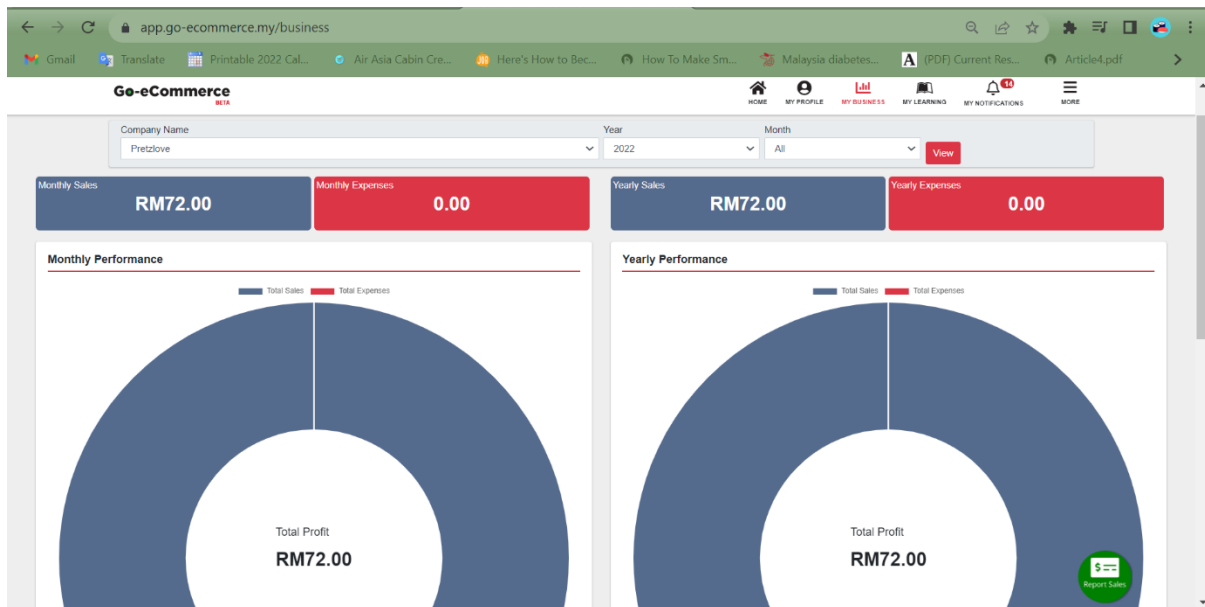
softsell 15:



softsell 16:



SALES REPORT



CONCLUSION

To conclude, Facebook is a great medium and social media to be used for a new beginner in the field of buying and selling. As a young entrepreneur, I find it very easy to start a new business by using Facebook as it helps us to create a new page to promote the product that we sell. Moreover, facebook also helps the young entrepenuer to the post that they upload to encourage more views and engagement so there will be more exposure to their product. Hence, increase the sales.

To create a Facebook page is not hard as we can just see the instructions provided by Facebook itself. Regarding this portfolio, I find it very helpful for students especially to those who really wants to start up their business or to just continue their existing business. This project teach us on how to do business step by step from the beginning until the end. From set up our own business name, register the SSM for student business, register E-commerce and My ENT to get the certification, create a Facebook page and promote to people to like our softsell and hardsell post and many more. From here we can see if there are people who interested with our product and will buy it in the future.

At the end, what we learn in this course will help us to do in the future for those who wants to pursue in business field. We find it very beneficial for us in doing this assignment as it give us the experience especially on how to handle sales, profit and customer. We also hope that we can gain high marks in this assignment as we complete it successfully.