



اَوْنِفُو رَسِيْتِي بَاتِي كِنُو لُو كِي مَارَا

UNIVERSITI TEKNOLOGI MARA

Pdf-5, grammar-5 format-5 fbpg-1, intro-1 likes-4

75/100

SOCIAL MEDIA PORTFOLIO

CHERITA KEDAI KOPI

<i>FACULTY AND PROGRAMME</i>	FACULTY OF BUSINESS AND MANAGEMENT BACHELOR OF BUSINESS ADMINISTRATION (HONS) INSURANCE
<i>SEMESTER</i>	SEMESTER 4
<i>NAME</i>	1. MUHAMMAD AIMAN ZAFRAN BIN FAUDZI 2. RAJA HARRIS BIN RAJA MUHAMMAD ALI
<i>GROUP</i>	BA2414B
<i>LECTURER</i>	ENCIK RASLAN NORDIN

ACKNOWLEDGEMENT

First and foremost, I, Muhammad Aiman Zafran bin Faudzi and my fellow partner Muhammad Raja Harris bin Raja Muhammad Ali are very grateful to be able to work as a pair for this report.

Me and my partner, Harris have different ideas on approaching this assignment and do a report but yet we managed to completed the task given. I must say, the differences in our ideas helped us on developing new ideas in which as a result “Cherita Kedai Kopi” was created.

Secondly, a huge thanks to our lecturer Encik Raslan bin Nordin. For helping us as well guiding us on completing this report. It will be much harder and only Allah knows how hard would it be if it's not because of you.

Not to forget, we would like to thank and give a huge credit to our fellow friends and classmates for sharing your ideas and thoughts regarding this report with us. It does mean a lot because most of the time, we tend to find ourselves stuck here and there, thus with your time and effort on helping us managed to get us finished this report.

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EXECUTIVE SUMMARY

Cherita Kedai Kopi, bunch of simple words but it might mean a lot for certain people. We both came up with this idea it hopes it might put a smile on the coffee lover's faces. As for now, our business is still small and we trying our best to promote our product but we feel with the effort we put in we might be able to expand our business even bigger in the future.

Cherita Kedai Kopi offers a variety of coffees from different brand to choose from. Brands that famous and favorite among people in Malaysia for instance, Nescafe, Wanda coffee, Alicafe, and may more. Packed in small packages, simple and sell in cheapest price that you'll ever get today.

We start our business on May 9th, 2022. Start off with bunch of ideas and creating a logo as well our Facebook page to promote our product there. We believe by mainly focus to promote our product there as well few other social media platforms might help us to increase our customer. We can't deny that Facebook page is the best way to gather information regarding our product as well to get our contact number to place order.

Lastly, we believe that there are a lot of coffee loves out there in Malaysia. People most of the time spend their time doing work late at night or wake up early to finish their work, by doing so having their favorite coffee to accompany them might be the best feeling as well help them to stay fresh all day.

1. GO-ECOMMERCE REGISTRATION

The screenshot shows the 'Go-eCommerce BETA' profile page. The user is logged in as 'aiman faudzi'. The page is divided into two main sections: 'PERSONAL PROFILE' and 'BUSINESS PROFILE'. The 'PERSONAL PROFILE' section contains 'Personal Information' and 'Institution Information'. The 'Personal Information' section includes fields for Name, New Identity Card No., Email Address, City, State, Personal Facebook, Gender, Marital Status, Phone/Mobile, Home Address, District, Postcode, Personal Instagram, Race, and Special Need. The 'Institution Information' section includes fields for Type of Institution, State of Institution, Address of Institution, Institution List, Name of Institution, and City. The institution listed is 'UiTM Puncak Alam - Entrepreneurship Semester Mar 2022'.

Personal Information	
Name	aiman faudzi
New Identity Card No.	
Email Address	
City	
State	
Personal Facebook	
Gender	
Marital Status	
Phone/Mobile	
Home Address	
District	
Postcode	43000
Personal Instagram	
Race	
Special Need	
Required	

Institution Information	
UiTM Puncak Alam - Entrepreneurship Semester Mar 2022	
Type of Institution	IHL
State of Institution	Selangor
Address of Institution	Universiti Teknologi MARA Cawangan
Institution List	Universiti Teknologi MARA
Name of Institution	UiTM Puncak Alam
City	Puncak Alam

The screenshot shows the 'Go-eCommerce BETA' profile page, focusing on the 'Institution Information' section. The institution listed is 'UiTM Puncak Alam - Entrepreneurship Semester Mar 2022'. The detailed information includes fields for Type of Institution, State of Institution, Address of Institution, District of Institution, Level of Study, Course Name, Subject Name, Month Enrolling the Subject, Internship Enrollment, Month of Internship Enrollment, Expected Year To, Institution List, Name of Institution, City, Postcode, Study Status, Class Name, Year Enrolling the subject, Lecturer Name, Year Of Internship Enrollment, Period of Internship Training, and Expected Month To Complete Study.

Institution Information	
UiTM Puncak Alam - Entrepreneurship Semester Mar 2022	
Type of Institution	IHL
State of Institution	Selangor
Address of Institution	Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, .
District of Institution	Kuala Selangor
Level of Study	Bachelor Degree
Course Name	Entrepreneurship Semester Mar 2022
Subject Name	Principles Of Entrepreneurship
Month Enrolling the Subject	3
Internship Enrollment	No
Month of Internship Enrollment	
Expected Year To	2022
Institution List	Universiti Teknologi MARA
Name of Institution	UiTM Puncak Alam
City	Puncak Alam
Postcode	42300
Study Status	Full time
Class Name	ENT530K
Year Enrolling the subject	2022
Lecturer Name	Raslan Nordin
Year Of Internship Enrollment	
Period of Internship Training	
Expected Month To Complete Study	8

1.2 MYENT CERTIFICATE

		Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)
MASMED YOUNG ENTREPRENEUR (MyENT)		
SLIP PENDAFTARAN PERNIAGAAN PELAJAR UiTM		
No. Pelajar	:	2021117933
Nama	:	MUHAMMAD AIMAN ZAFRAN BIN FAUDZI
Program Pengajian	:	SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN) INSURAN
Fakulti	:	Faculty of Business & Management
Kampus	:	Selangor
MAKLUMAT PERNIAGAAN		
Mod Perniagaan	:	Hybrid
Bidang Perniagaan yg diceburi	:	Makanan
Tempoh Berniaga	:	4 BULAN
No. Pendaftaran Perniagaan	:	
URL Perniagaan	:	https://www.facebook.com/cheritakatkita
Alamat Premis Perniagaan	:	Petaling Jaya, Selangor
Tarikh Mendaftar	:	30 Apr 2022
Tarikh Kemaskini	:	07 Jun 2022
Tarikh Cetak	:	07 Jun 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)		



UNIVERSITI
TEKNOLOGI
MARA

Akademi
Pembangunan PKS dan
Keusahawanan Malaysia
(MASMED)

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UiTM

No. Pelajar : 2021118471
Nama : Raja Harris Bin Raja Muhamad Ali
Program Pengajian : SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN) INSURAN
Fakulti : Faculty of Business & Management
Kampus : Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Hybrid
Bidang Perniagaan yg
diceburi : Makanan
Tempoh Berniaga : 4 BULAN
No. Pendaftaran Perniagaan :
URL Perniagaan : <https://web.facebook.com/cheritakatita>
Alamat Premis Perniagaan : Petaling Jaya, Selangor
Tarikh Mendaftar : 06 Jun 2022
Tarikh Kemaskini : 07 Jun 2022
Tarikh Cetak : 07 Jun 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 CANSOLOR KEUSAHAWANAN UiTM

Malaysian Academy of SME & Entrepreneurship Development (MASMED)

2.0 INTRODUCTION OF BUSINESS

2.1 BUSINESS NAME AND ADDRESS

We both shared the same interest in which we would like to have a small touch of old school mood, for that particular reason we chose “Cherita Kedai Kopi” as our go to brand for this business. A simple name that brings 1001 different stories behind it. Furthermore, our business located at Petaling Jaya, Selangor.

On top of that, we do market our business through Facebook page and also few other social media platforms. Thus, those who are interested on buying our product will get the chance on grabbing one. Meaning, customers from other places in Malaysia can also place their order by reaching out to us.



Figure 1: Our business logo

<i>BUSINESS INFORMATION</i>	
NAME OF BUSINESS	Cherita Kedai Kopi
BUSINESS ADDRESS	Petaling Jaya, Selangor
BUSINESS EMAIL	
CONTACT NUMBER	
FORM OF BUSINESS	Partnership – instant coffee bundle pack
MAIN ACTIVITIES	Selling products
DATE OF COMMENCEMENT	9 th May 2022
NAME OF BANK	Maybank
ACCOUNT BANK	

Table 1: Business Information

2.2 ORGANIZATIONAL CHART



Organizational chart

2.3 MISSION AND VISION

We both shared the same mission in which to give opportunity that they can't get elsewhere in which the ability to buy packs of coffee in affordable price. Moreover, our vision is to give each and every one have an option to pick and choose what kind of coffee flavor they love the most, pack in one small bundle and sold in an affordable price.

2.4 DESCRIPTION OF PRODUCT

As for our product, there are various different brands and flavors to choose from. We currently giving our customers the ability to fully customize the product that they desire to get their hands on. We are selling 5 coffee packs stack in one bundle with a price of RM5 per bundle. Customers can pick 5 different flavors according to their likes and buy it by contacting us.

PRODUCT	DISCRIPTION
	<ul style="list-style-type: none"> • FRANCHE ROAST • SALTED CARAMEL LATTE • RM1 PER PACK • CREAMY TASTE AND STRONG COFFEE SCENT
	<ul style="list-style-type: none"> • ALICAFE • CARAMEL • RM1 PER PACK • BEST FOR MEN • STRONG CARAMEL FLAVOR



- NESCAFÉ
- LATTE CARAMEL
- RM1 PER PACK
- RICH FLAVOR IN LATTE CARAMEL, SWEET AND CREAMY



- NESCAFÉ
- ORIGINAL
- RM1 PER PACK
- CLASSIC NESCAFÉ FLAVOR
- NOTHING BEATS THE ORIGINAL CLASSIC FLAVOR



- ALICAFÉ
- TONGKAT ALI DAN GINSENG
- RM1
- STRONG *TONGKAT ALI* AND *GINSENG* FLAVOR



- **INDOCAFE**
- **COFFEEMIX 3 IN 1**
- **RM1**
- **FULLY COMPLETE 3 IN 1 COFFEE, CREAMY AND RICHNESS OF COFFEE FLAVOUR**



- **ALICAPE**
- **CLASSIC FLAVOR**
- **RM1**
- **CLASSIC FLAVOR SUITS FOR ALL AGE**



- **RADIX**
- **CLASSIC FLAVOR**
- **RM1**
- **SIMPLE BUT FLAVORFUL TASTE**

2.5 PRICE LIST

PRODCUT	PRICE LIST
FRANCHE ROAST	RM1 PER PACK
ALI CAFÉ CARAMEL	RM1 PER PACK
NESCAFE LATTE CARAMEL	RM1 PER PACK
NESCAFE ORGINAL	RM1 PER PACK
ALICAFE TONGKAT ALI DAN GINSENG	RM1 PER PACK
INDOCAFE MIX 3 IN 1	RM1 PER PACK
ALICAFE CLASSIC	RM1 PER PACK
RADIX CLASSIC FLAVOUR	RM1 PER PACK

Table 2: price list for the products

3.0 FACEBOOK (FB)

3.1 CREATING FACEBOOK PAGE

To start off, we both decided to start our business by advertise it through social media platform. Thus, we both agreed to choose Facebook as our first step on promoting our business due to the fact that Facebook is one of the best social media platform to start doing business. By creating a Facebook page, customers that have an intention on buying our product can get early and important information regarding on the products we currently sell, the availability of our product, ways to contact us and any relevant information regarding us. Moreover, Facebook also one of the largest social media network in the world and we certainly think we should take a full advantage of it by promoting our business there.



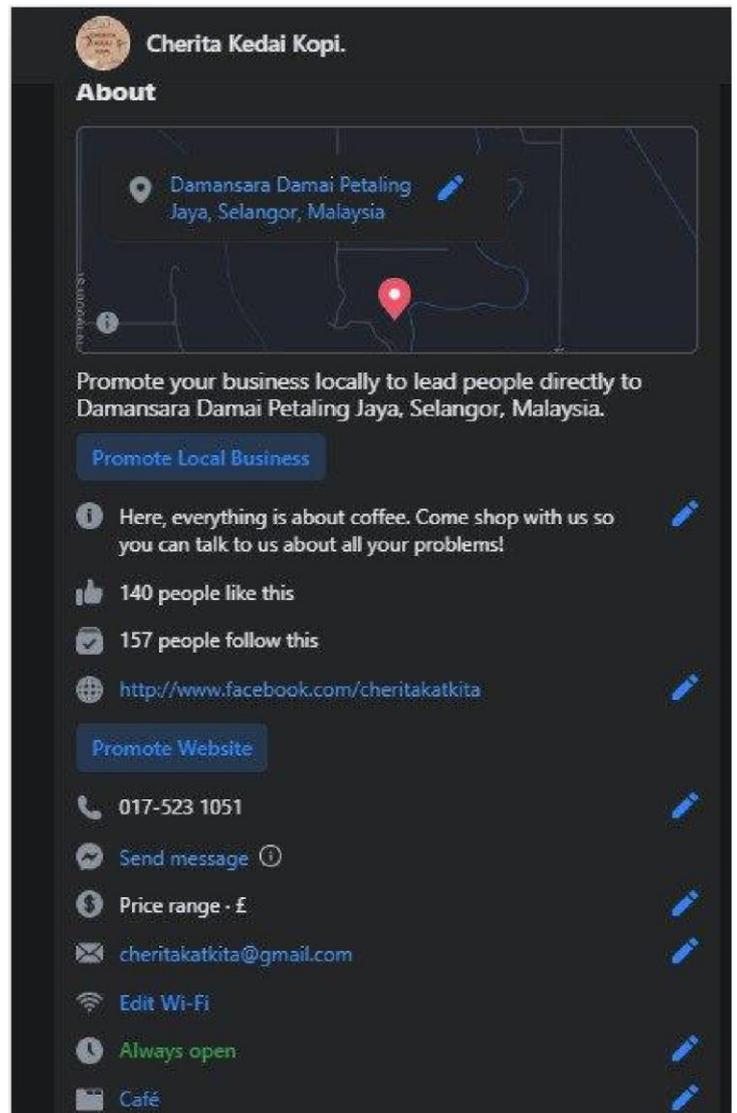
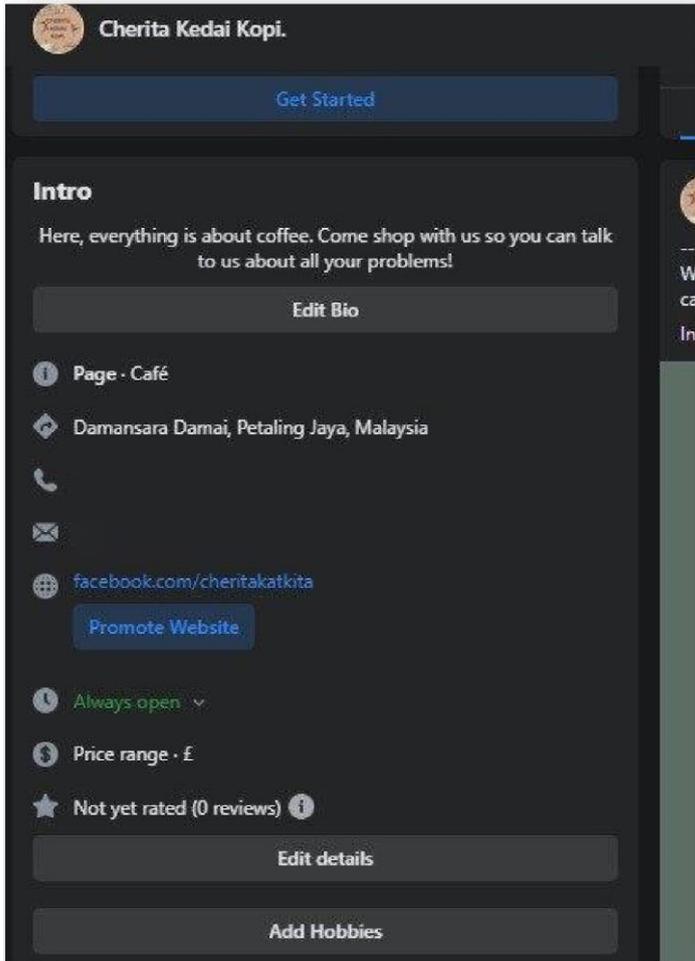


Figure 2: Facebook page

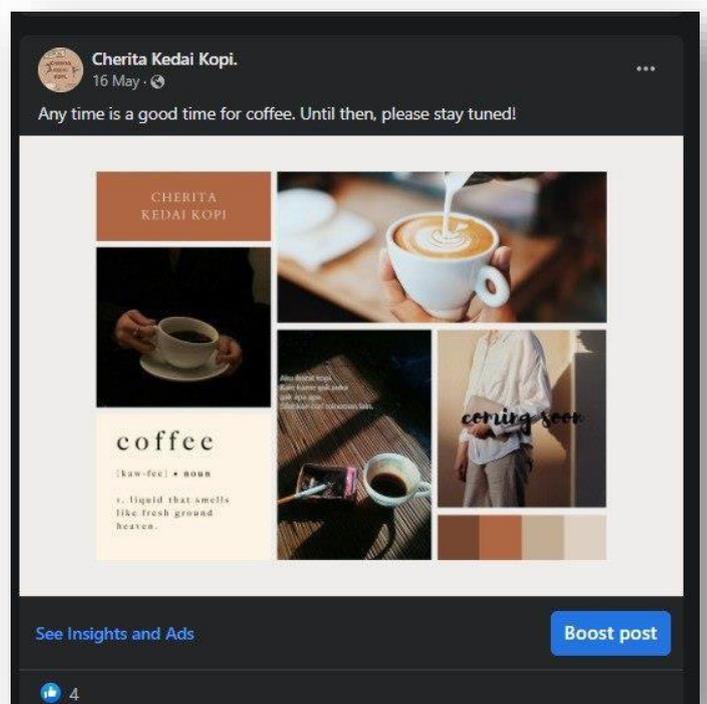
We created our Facebook page on 10th May 2022. We make use of the Facebook page by promoting our products and brand name starting by our username page, page header, tag line and our first very own logo. At first, it was a bit struggle to get the people's attention. It is indeed not an easy task to attract people but thankfully, today's technology we can easily get people's attention by shared our Facebook page to all social media platform available.

3.2 FACEBOOK PAGE URL

This is our URL Facebook page <https://www.facebook.com/cheritakatita>

3.3 FACEBOOK POST-TEASER

Its best to start our business by showing our teaser first so we can get our potential customers curious on what kind of product we will be selling on our Facebook page. We post our teaser a minimalist information regarding our product just enough for them to get a glimpse and idea of our product.





 Cherita Kedai Kopi.
19 May · 🌐

Life begins after coffee. Here we are to make your day better!

COFFEE done waiting?
WAIT NO MORE!! WE ARE HERE



[See Insights and Ads](#) [Boost post](#)

 5

 Cherita Kedai Kopi.
10 May · 🌐 · 🌐

Stay tuned!



COMING SOON



3.4 FACEBOOK POST- HARD SELL

Hard sell posting is an immediate and direct way to promote and advertise our product at our Facebook page. A hard sell posting is indeed the best way to show our customers the products that we currently sell and we lay them few ways for them to contact us and immediately place order.



Cherita Kedai Kopi
19 July at 23:42

Enjoy a smooth, creamy beverage while drifting off to slumber

Live your moment with a great cup of NESCAFE

Take a deep breath of the coffee and let out all of your frustrations

So, what are you guys waiting for?! Mai sechawan kopi!

Kindly slide to DM or whatsapp us for more information and purchases
Harris & Aiman-

NESCAFE



MADE WITH SPECIAL
COFFEE BEANS

@cheritakatkit

 **Cherita Kedai Kopi.**
19 July at 23:42 · 🌐

--

Soft, delicate and fragrant. A flavour you will adore and ease of preparation.
Indocafé, a leading instant coffee brand.
Because life is short, fill it up with coffee.

--

So, what are you guys waiting for?! Mai sechawan kopi! ☕
Kindly slide to DM or whatsapp us for more information and purchases 🙏
Harris & Aiman -



**INDO
CAFE**

MADE WITH SPECIAL
COFFEE BEANS

@cheritakatkit

Cherita Kedai Kopi.
24 July at 23:25 · 🌐

--

We all know and love to provide you with the ideal flavour and scent combination in a handy single serve sachet. Suitable for modest servings or people who like a milder flavour.

Experience coffee like you have never before with Alicafe, the number 1 Tongkat Ali & Ginseng Coffee in Malaysia!

Coffee is like a warm embrace wrapped around a cup.

--

So, what are you guys waiting for?! Mai sechawan kopi! ☕
Kindly slide to DM or whatsapp us for more information and purchases 📩
Harris & Aiman -

MADE WITH SPECIAL COFFEE BEANS

ALICAFAE



Cherita Kedai Kopi.
24 July at 23:25 · 🌐

--

The effect of bioflavonoid will further boost immune cell activity by quickening the response to the onslaught.

Another day and I still drink the same amount of coffee.

--

So, what are you guys waiting for?! Mai sechawan kopi! ☕
Kindly slide to DM or whatsapp us for more information and purchases 📩
Harris & Aiman -

MADE WITH SPECIAL COFFEE BEANS

RADIX



@cheritakatikita

Cherita Kedai Kopi.
19 July at 23:42 · 🌐

It is designed for people who want stronger coffee. The additional caffeine spike is provided through the coffee that is stronger and more flavourful.

Experience coffee like you have never before with Alicafe, the number 1 Tongkat Ali & Ginseng Coffee in Malaysia!

Brainstorming is a good way to generate good ideas, but coffee is where incredible ideas are born.

So, what are you guys waiting for?! Mai sechawan kopi! ☕
Kindly slide to DM or whatsann us for more information and purchases 🙏
Harris & Aiman -



— **ALICAFE** —

MADE WITH SPECIAL COFFEE BEANS

Cherita Kedai Kopi.
25 July at 21:45 · 🌐

We can sum it up by saying that it is a milk coffee with more milk in it, which results in less caffeine and less acid.

Indocafé, a leading instant coffee brand.

Coffee, the most exquisite organic suspension that has ever been made. We are offering the goods for sale in a combination of many packaging sizes. Only RM5 for five individual packets!

So, what are you guys waiting for?! Mai sechawan kopi! ☕
Kindly slide to DM or whatsann us for more information and purchases 🙏
Harris & Aiman -



— **INDOCAFE** —

MADE WITH SPECIAL COFFEE BEANS

RM5

@cheritakarkita

Cherita Kedai Kopi.
24 July at 23:26 · 🌐

--
We only use the best from beginning to end. The finest beans are meticulously hand-selected and expertly prepared to provide the ideal cup of robust, powerful coffee.
--
Live your moment with a great cup of NESCAFÉ.
A cup of coffee shared with a good buddy is like squeezing joy into a little package.
--
So, what are you guys waiting for?! Mai sechawan kopi! ☕
Kindly slide to DM or whatsapp us for more information and purchases 🙏
Harris & Aiman -

Nescafe

MADE WITH SPECIAL COFFEE BEANS



@cheritakatita

Cherita Kedai Kopi.
24 July at 23:26 · 🌐

--
It has a detoxifying action that may result in liver damage and proper blood circulation.
--
Love and cup of delicious coffee are all we need.
--
So, what are you guys waiting for?! Mai sechawan kopi! ☕
Kindly slide to DM or whatsapp us for more information and purchases 🙏
Harris & Aiman -

RADIX



MADE WITH SPECIAL COFFEE BEANS

@cheritakarita

Cherita Kedai Kopi.
24 July at 23:25 · 🌐

In a handy single serve sachet that makes it simple to enjoy anytime, everything is properly blended for that smooth and creamy feel.
Live your moment with a great cup of NESCAFÉ.
Coffee, a cup of happiness right there in front of you.

So, what are you guys waiting for?! Mai sechawan kopi! ☕
Kindly slide to DM or whatsapp us for more information and purchases 🙏
Harris & Aiman -

MADE WITH SPECIAL COFFEE BEANS



NESCAFÉ

@cheritakerkita

Cherita Kedai Kopi.
24 July at 23:26 · 🌐

In a handy single serving sachet, a nostalgic Malaysian twist provides you with the smooth and creamy texture for the distinctively traditional coffee flavour of Malaysian. It is specifically created to build up your defences so you can stay protected over time.

Experience coffee like you have never before with Alicafe, the number 1 Tongkat Ali & Ginseng Coffee in Malaysia!

On the one side, we have coffee and on the other, we have confidence.

So, what are you guys waiting for?! Mai sechawan kopi! ☕
Kindly slide to DM or whatsapp us for more information and purchases 🙏
Harris & Aiman -

MADE WITH SPECIAL COFFEE BEANS

Alicafe

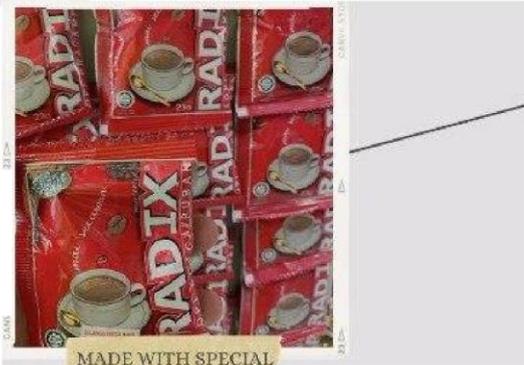


Cherita kedai kopi.
25 July at 21:42 · 🌐

It can help you acquire strength and can also be used to manage high blood pressure.
There is a whiff of coffee to the love that seems to be in the air. We are offering the goods for sale in a combination of many packaging sizes. Only RM5 for five individual packets!

So, what are you guys waiting for?! Mai sechawan kopi! ☕
Kindly slide to DM or whatsapp us for more information and purchases 🤗
Harris & Aiman ·

RM5 **11/7/1Jn**



MADE WITH SPECIAL
COFFEE BEANS

@cheritakatika

See Insights and Ads Boost post

Cherita kedai kopi.
25 July at 21:41 · 🌐

Freeze-dried Columbian Arabica coffee and natural coffee extract are combined to create this product, which preserves the flavor and aroma of the coffee in a handy single-serve sachet.
Experience coffee like you have never before with Alicafe, the number 1 Tongkat Ali & Ginseng Coffee in Malaysia!
Start the day off right by brewing some coffee. We are offering the goods for sale in a combination of many packaging sizes. Only RM5 for five individual packets!

So, what are you guys waiting for?! Mai sechawan kopi! ☕
Kindly slide to DM or whatsapp us for more information and purchases 🤗
Harris & Aiman ·

ALICAFE



MADE WITH SPECIAL
COFFEE BEANS

RM5

@cherit akark ita

Cherita Kedai Kopi.
24 July at 23:27 · 🌐

--

You may consume it as Indocafe Coffee or you can add your preferred sweetener.
Indocafé, a leading instant coffee brand.
Coffee and good company are always the best combinations.

--

So, what are you guys waiting for?! Mai sechawan kopi! ☕
Kindly slide to DM or whatsapp us for more information and purchases 🙏
Harris & Aiman -

**Indo
cafe**

MADE WITH SPECIAL
COFFEE BEANS

@cheritakatita

Cherita Kedai Kopi.
24 July at 23:25 · 🌐

--

The fragrance, smoothness and full-bodied flavour provided by its distinctive combination of Arabica and Robusta Coffee will please any coffee enthusiast without leaving a sour aftertaste.
Indocafé, a leading instant coffee brand.
A large cup of coffee is just fantastic.

--

So, what are you guys waiting for?! Mai sechawan kopi! ☕
Kindly slide to DM or whatsapp us for more information and purchases 🙏
Harris & Aiman -

MADE WITH SPECIAL COFFEE BEANS

Indocafe

MADE WITH SPECIAL COFFEE BEANS

@cheritakatita

3.5 FACEBOOK POST- SOFT SELL

Next, we also promote and advertise our business through soft sell posts. It is another method to encourage customers by engaging them with different style. It is a technique that relies on being persuasive and conversational language. It is basically publishing and advertising our product but indirectly approach them.



Cherita Kedai Kopi.
20 June · 🌐

 Many people think that Robusta coffee is harsher and bitterer. It often has a strong smell and a somewhat flat, almost burnt taste. Robusta beans also have significantly more caffeine than Arabica beans.

 You simply can't do any work before you have coffee flowing through your bloodstream.
 So, what are you guys waiting for?! Mai sechawan kopi! ☕

THE TASTE OF
Coffea Caniphora



@cheritakackita

Cherita Kedai Kopi.
18 June · 🌐

 The second most popular type of coffee bean is Robusta. This bean originated in sub-Saharan Africa and is now grown primarily in Africa and Indonesia. It's also particularly popular in Vietnam and is often mixed into coffee blends. Robusta beans are larger and more rounded than the other bean varieties. These plants typically grow much larger than Arabica plants.

 Espresso yourself.
 So, what are you guys waiting for?! Mai sechawan kopi! ☕



**ROBUSTA
 COFFEE
 BEANS**

@cheritakackita

Cherita Kedai Kopi.
27 June · 🌐

 What exactly is a drip brew? In this method of brewing, the coffee grounds are put inside of a brew basket before being placed inside of an automated coffee maker. A typical cup of coffee is produced by allowing water to filter through the grounds while being guided by gravity.

 Coffee is my love language.
 So, what are you guys waiting for?! Mai sechawan kopi! ☕

DRIP BREW



@cheritakatkitita

Cherita Kedai Kopi.
23 June · 🌐

 Between 240 and 250 degrees Celsius is the optimal roasting temperature for a dark roast. On beans that have been black roasted, the oils are evident. In most cases, you will not be able to taste any of the origin tastes in a dark roast; instead, you will only taste the impact that the roasting process has had on that particular kind of coffee bean.
 Because the sugars in the coffee beans have had time to caramelize, dark roasts give more of a sweetness to their tastes. Because it is roasted for a longer period of time, the coffee is able to acquire a more robust flavour and substantial body, which often results in a buttery aftertaste.

 Coffee is my love language.
 So, what are you guys waiting for?! Mai sechawan kopi! ☕

@cheritakatkitita



DARK COFFEE



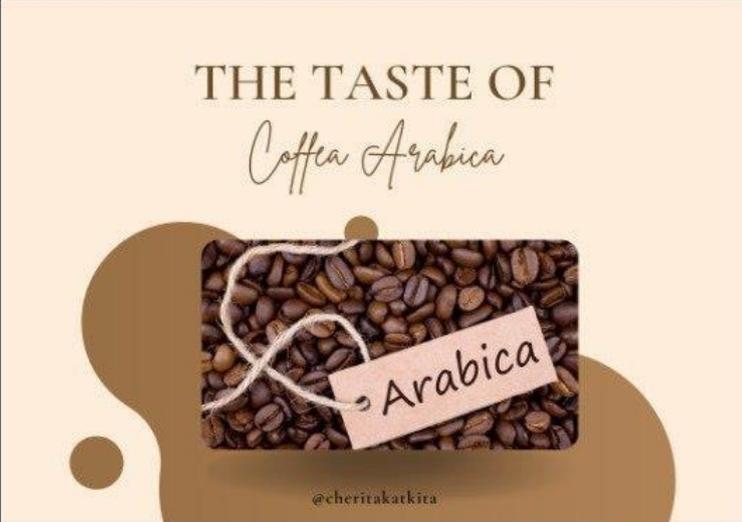
Cherita Kedai Kopi.
20 June · 🌐

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Most gourmet coffee brands advertise that they use 100% Arabica beans. Why? Arabica coffee beans are considered the most high-quality variety. They're known for their smooth, complex flavor and distinct lack of bitterness.

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You still stop for coffee on the way to work or class, no matter how far late you are. So, what are you guys waiting for?! Mai sechawan kopi! ☕



@cheritakatkita

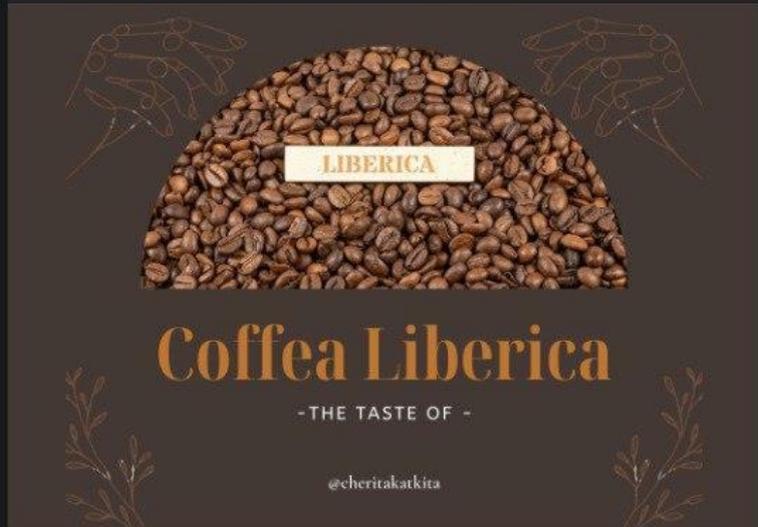
Cherita Kedai Kopi.
20 June · 🌐

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Liberica coffee has a tumultuous and divisive reputation for its extreme inconsistency. Those who have tried it either love it or despise it. The unique, nutty and woody flavour on the end are adored by some coffee consumers.

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Espresso now, compliments later.
So, what are you guys waiting for?! Mai sechawan kopi! ☕



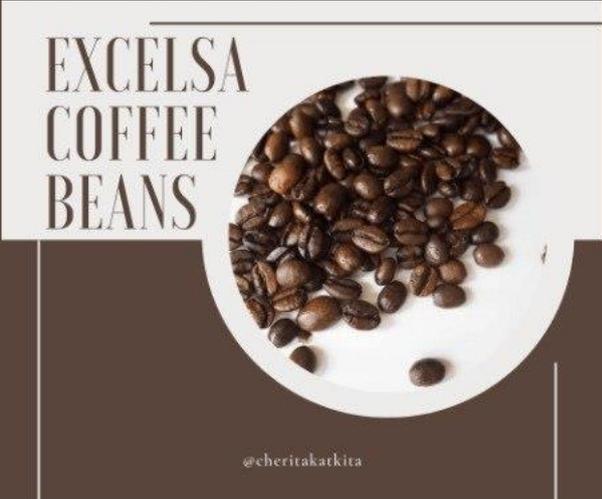
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Cherita Kedai Kopi.
18 June · 🌐

 The fourth major type of coffee bean is called Excelsa. Excelsa beans grow almost entirely in Southeast Asia, and they're shaped somewhat like Liberica beans — elongated ovals. These beans grow on large 20 to 30-foot coffee plants at medium altitudes.

 Our zodiac is a coffee bean.... [See more](#)

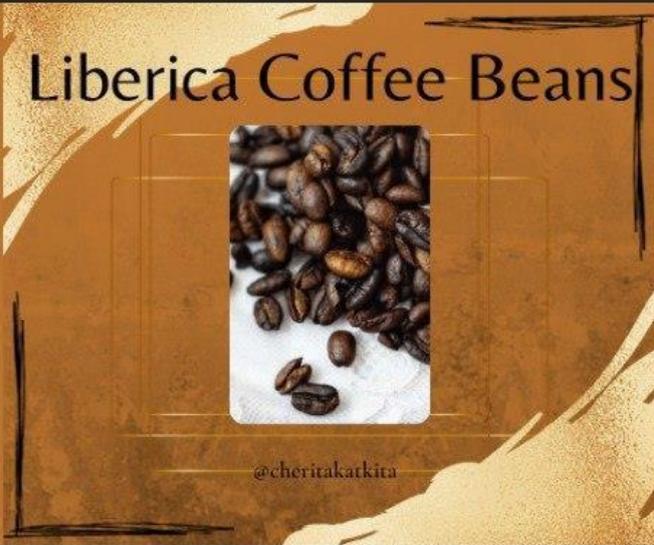


[See Insights and Ads](#) [Roast post](#)

Cherita Kedai Kopi.
18 June · 🌐

 Coffee Liberica is prized for its piquant floral aroma and bold, smoky flavor profile. This hardy species is frequently mixed with other varieties to add body and complexity, but rarely receives any credit. Growing from a much larger plant than Arabica or Robusta, most Liberica cherries tend to be irregular in shape and closer to Robusta in size and general appearance.

 Always down for a coffee date.
 So, what are you guys waiting for?! Mai sechawan kopil! ☺





'9. Cherita Kedai Kopi
W 26 June ::

Americanos are a common choice for morning beverages, and most people believe that they were first created during the Second World War. To get most out of their rations, soldiers would dilute their coffee with water before drinking it. Even though it is diluted by the water, the espresso still contains a significant amount of caffeine.

Coffee is my love language
So, what are you guys waiting for?! Mai sechawan kopi!



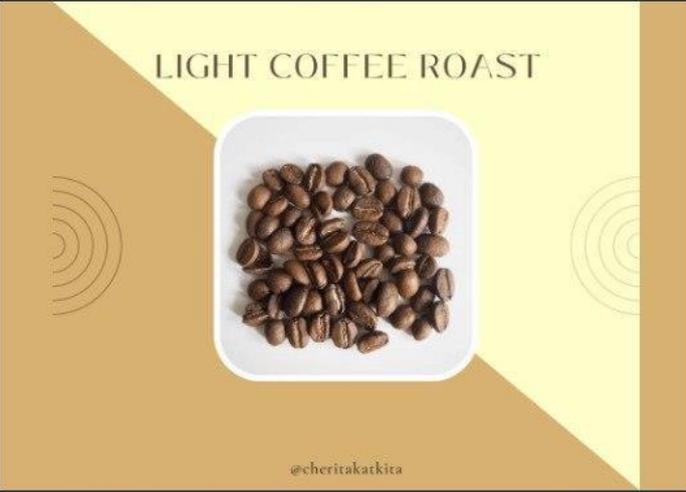
Cherita Kedai Kopi.
22 June · 🌐

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Light roasts are roasted for the least amount of time. Immediately following the initial crack, beans that have been lightly roasted often achieve an internal temperature of 356°F to 401°F. Because they haven't been roasted at a high enough temperature, these beans frequently lack the oils.

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Let's stir up some trouble!
So, what are you guys waiting for?! Mai sechawan kopi! ☕



@cheritakarkita

Cherita Kedai Kopi.
22 June · 🌐

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Medium roasted coffee reaches internal temperatures of 210°C - 220°C. This occurs immediately following the first crack and just before the second one. They are less acidic and have a little bit more body than a light roast. These roasts are regarded as having harmonious flavours. A medium roast's acidity and body can differ, although they are often around the middle.

--

Sending you a whole latte love!
So, what are you guys waiting for?! Mai sechawan kopi! ☕



Medium Coffee Roasts

@cheritakarkita

a Cherita Kedai Kopi
W, 27 Jc d t/

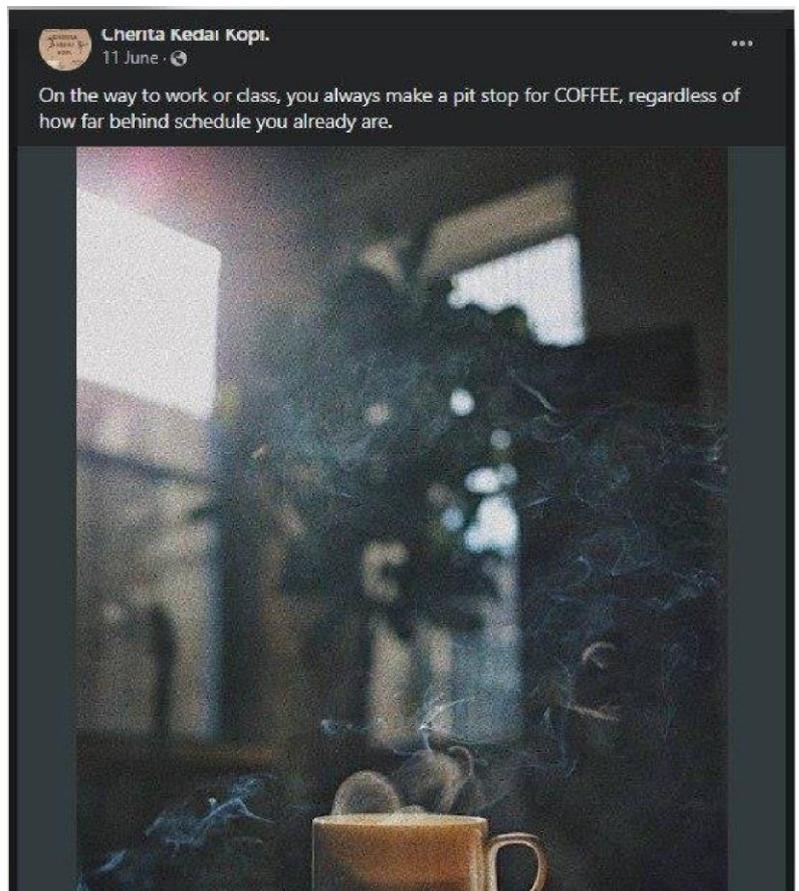
You will need either an espresso machine or a cappuccino machine in order to successfully brew espresso. These devices force boiling water under pressure through a filter that is packed with darkly roasted and finely ground coffee beans. Because of the power of the water, the shot of coffee comes out very concentrated. This is the procedure that is used most often for the foundation of coffee-based beverages.

Coffee is my love language
So, what are you guys waiting for?! Mai sechawan kopi!

ESPRESSO BREW



@cheritakatkita





Cherita Kedai Kopi.

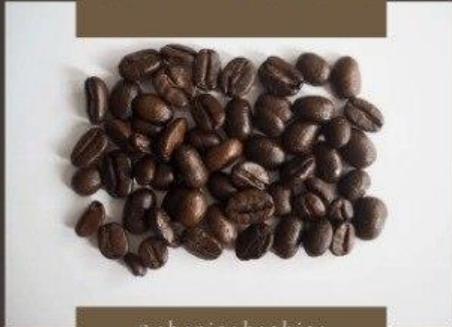
23 June · 🌐



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Beans roasted to medium-dark reach an internal temperature of 225°C – 230°F. This is either during the second crack or just after it has finished. Because of the high temperatures, the oils on the surface of the beans will begin to become visible as the roasting process continues.
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Coffee is my love language.
So, what are you guys waiting for?! Mai sechawan kopi! ☕

MEDIUM-DARK
COFFEE ROASTS

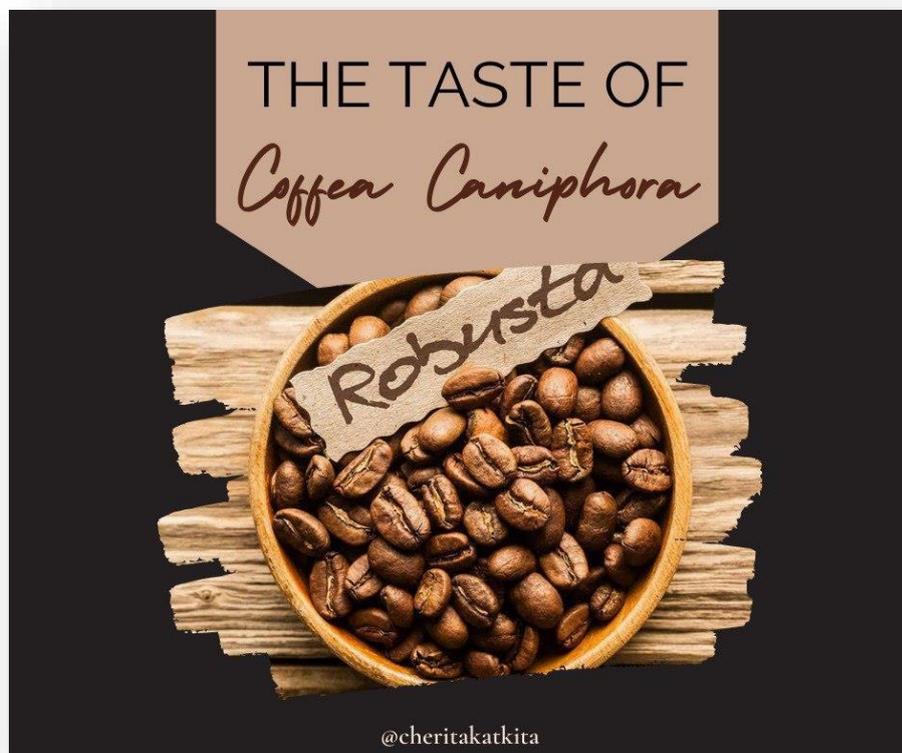
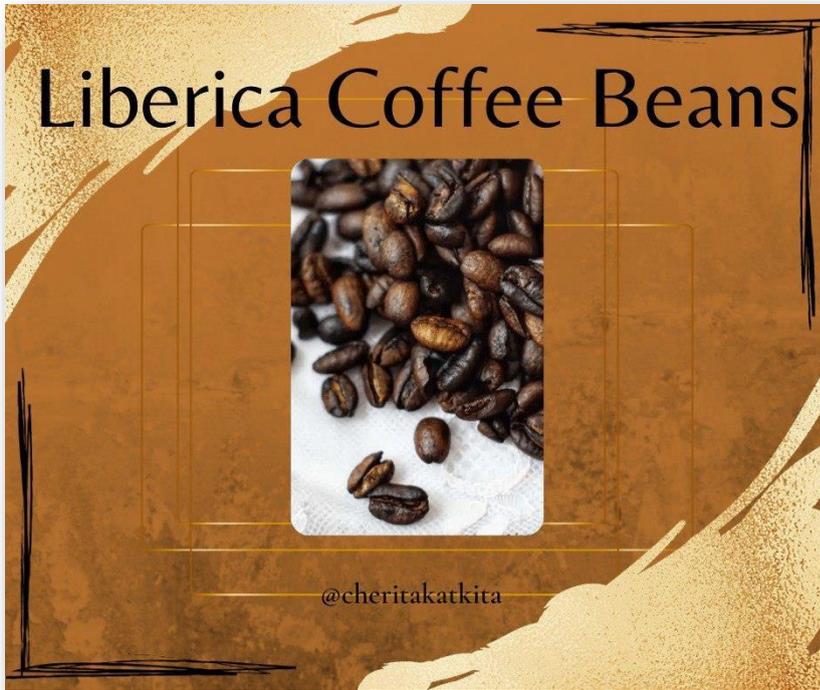


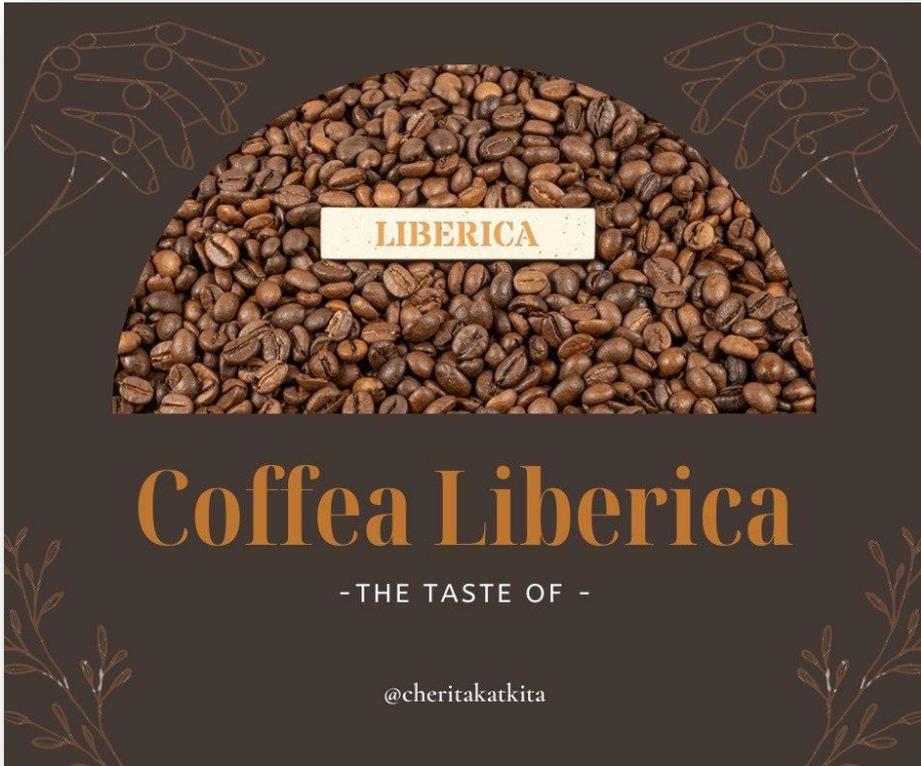
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3.6 GRAPHICS





4.0 CONCLUSION

To conclude, doing a business for it is indeed hard and struggle especially for us beginners. On the other hand, I was a very fun experience. Starting off by brainstorming and getting the idea of what kind of product we should sell. Not to forget, there were hurdles that seems quite impossible for us to go through at first but with the help from our lecturer Encik Raslan Nordin and our fellow friends we manage to handle it with ease.

Secondly, promoting our business at Facebook was an excellent idea. We gain popularity by shared the URL link of our business to another social media platforms and as simple as that. Although, people nowadays mostly spend their time scrolling over *Tiktok*, *Twitter*, *Instagram* but we still managed to get their attention because Facebook are still one of the best platform to do business.

For the time being, there is not much of a product that we can offer to sell but we are working on it. We will sell more new products and keep on updating our social media by posting more on our soft sells and hard sells so that customers can get new information regarding our business. There are indeed so much room for improvement and we will push it to the limit.

We do acknowledge that our business is still lacking here and there but we are still new in the business and we growing and learning fast. On top of that, all those critiques, comments and complaints we got will help us to improve better in the near future. From the day we agreed to do business, we are ready to face all the consequences and risks just to get the benefit after. It was the best decision we ever made.