



اُنِيْوَرْسِيْٓتِيْ تِيْكْنُوْلُوْجِيْ مَآرَا
UNIVERSITI
TEKNOLOGI
MARA

Grammar-5 format-5 fbpg-5 myentx-5 intro-5 **75/100**

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

PRINCIPLES OF ENTREPRENEURSHIP (ENT530K)

PAIR WORK

SOCIAL MEDIA PORTFOLIO (FACEBOOK)

QISMIE COOKIES



PREPARED BY:

NO	STUDENT'S NAME	MATRIC NUMBER	GROUP
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PREPARED FOR:

SIR RASLAN NORDIN

DUE DATE:

31st JULY 2022

ACKNOWLEDGMENT

In the name of Allah, the Most Gracious and the Most Merciful. All praises and blessings to Allah for the successful completion of this collaborative project.

Firstly, and perhaps most importantly, we would like to thank Sir Roslan Nordin, our Principles of Entrepreneurship instructor, for his support and assistance throughout this group project, as well as for his teaching us throughout the course.

Next, it would have been impossible to finish this pair work without the help and cooperation of our partners, Norini Hamiza Binti Hamdan and Nur Adriana Qistina Binti Kamaruddin.

Other than that, our sincere gratitude goes to our loving family and friends who directly and indirectly, assisted us in the completion of this assessment. Their unwavering support and encouragement have been deeply appreciated and are still remembered today.

Many people contributed to the success and outcome of this assignment, and we were extremely blessed to have received their guidance and assistance throughout the course of our assessment. We are grateful to everyone who helped us throughout the way.

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EXECUTIVE SUMMARY

Qismie Cookies is a new home cookie brand located in Klang, Selangor that will sell an assortment of homemade cookies. Each cookie is made with quality ingredients and is baked fresh daily. Qismie Cookies will sell a daily assortment of cookie types as well as be able to customize cookie orders. We offer various flavors of cookies. For now, we have three favourite classic flavours which are chocolate chip cookies, red velvet with white chocolate chip and almond nibs cookies, and double chocolate chip cookies. Then, we added three more new flavours which are peanut butter m&m cookies, banana oatmeal cookies, and oatmeal raisin cookies.

Moreover, we are selling our products at reasonable prices so that customers can enjoy Qismie Cookies anywhere and anytime. Customers can also buy our products through Facebook using the cash-on-delivery method or courier delivery service. We mainly use Facebook as the social media platform to promote our products and to connect with our customers. Many people nowadays spend most of their time on social media, hence, it allows us to reach our prospects easily and gives us more opportunities to increase our brand awareness.

Qismie Cookies will target the entire population of Selangor as most people love a good, homemade cookie. It will target families, schools, sports teams, students, and busy professionals. Cookie boxes make an excellent gift for any occasion, and they bring a smile to anyone's face on any given day. Qismie Cookies is proud to become the newest local establishment that is sure to brighten up the community! Therefore, we strive to make them satisfied with every purchase.


1. GO-E-COMMERCE REGISTRATION (NUR ADRIANA QISTINA BINTI KAMARUDDIN) - OWNER

Go-eCommerce

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MY BUSINESS
MY LEARNING
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PERSONAL PROFILE
BUSINESS PROFILE



NUR ADRIANA QISTINA BINTI KAMARUDDIN

Personal Information

Name	:	NUR ADRIANA QISTINA BINTI KAMARUDDIN	Phone/Mobile	:		Edit
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

[Add New](#)

UITM Puncak Alam - Entrepreneurship Semester Mar 2022

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	Study Status	:	Full time	Edit Delete
Level of Study	:	Bachelor Degree	Class Name	:	ENT530K	
Course Name	:	Entrepreneurship Semester Mar 2022	Year Enrolling the subject	:	2022	
Subject Name	:	Principle of Entrepreneurship	Lecturer Name	:	Raslan Nordin	
Month Enrolling the Subject	:	3	Year Of Internship Enrollment	:		
Internship Enrollment	:	No	Period of Internship Training	:		
Month of Internship Enrollment	:		Expected Month To Complete Study	:	1	
Expected Year To Complete Study	:	2024		:		
Related To Study Field	:	Yes		:		

Go-eCommerce

HOME
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BUSINESS PROFILE



NUR ADRIANA QISTINA BINTI KAMARUDDIN

Company Name	:	QISMIE COOKIES	Company Registration No.	:	202203139394 (CA0347849-K)	Edit
Type Of Business	:	Enterprise	Business Role	:	Product Owner	
Facebook Page	:	https://www.facebook.com/Qismie-Cookies-104200912247472/?ref=pages_you_manage	Business Category/Business Sub-Category	:	Food & Beverages / Food & Beverages	
Wechat for Business	:		Business Instagram Page	:		
Marketplace	:	Others	Business Website	:		
Business Related to Your Study Field	:	No	Type Of Website	:		
	:		Experience in International Export	:	No	

Available Contest

(NORINI HAMIZA BINTI HAMDAN) – PARTNER

Go-eCommerce
BETA

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MY BUSINESS


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PERSONAL PROFILE

BUSINESS PROFILE



NORINI HAMIZA BINTI
HAMDAN

Personal Information

Name	NORINI HAMIZA BINTI HAMDAN	Phone/Mobile		Edit
New Identity Card No.		Home Address		
Email Address		District		
City		Postcode		
State		Personal Instagram		
Personal Facebook		Race	Malay	
Gender	Female	Special Need Required	No	
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
District of Institution	Kuala Selangor	Postcode	42300
Level of Study	Bachelor Degree	Study Status	Full time
Course Name	Entrepreneurship Semester Mar 2022	Class Name	ENT530K
Subject Name	Principle o Entrepreneurship	Year Enrolling the subject	2022
Month Enrolling the Subject	3	Lecturer Name	Raslan Nordin
Internship Enrollment	No	Year Of Internship Enrollment	
Month of Internship Enrollment		Period of Internship Training	
Expected Year To Complete Study	2024	Expected Month To Complete Study	1
Related To Study Field	Yes		

Go-eCommerce
BETA

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BUSINESS PROFILE



NORINI HAMIZA BINTI
HAMDAN

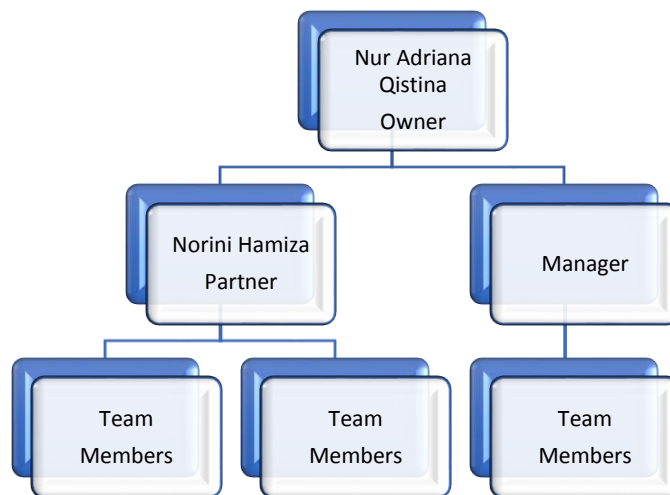
Company Name	QISMIE COOKIES	Company Registration No.	202203139394 (CA0347849-K)	Edit
Type Of Business	Enterprise	Business Role	Product Owner	
Facebook Page	https://www.facebook.com/Qismie-Cookies-104200912247472/?ref=pages_you_manage	Business Category/Business Sub-Category	Food & Beverages / Food & Beverages	
Wechat for Business		Business Instagram Page		
Marketplace	Others	Business Website		
Business Related to Your Study Field	No	Type Of Website		
		Experience in International Export	No	

2. INTRODUCTION TO BUSINESS

2.1 Name and address of the business

The name of our business is Qismie Cookies. It is the combination of our name which Qis is taken from Qistina, and Mie is taken from Norini's surname which is Mimie. Our business slogan is "Cookies for a cure". The premise of our business is located at

2.2 Organizational chart



2.3 Mission / Vision

- Mission

- To build a product that is truly superior in taste and design, where we will use premium ingredients and modern processes to offer a superior product and customer experience.
- To continuously strive to create the perfect cookies that will put a smile on our customers' faces.

- Vision

- Spreading our passion for cookies around the world.

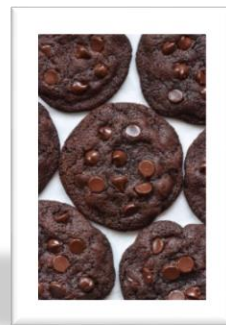
2.4 Descriptions of products/services

Our product consists of homemade flavoured cookies. It is typically small, flat, and sweet. It usually contains flour, sugar, egg, and some type of oil, fat, or butter. It may include other ingredients such as raisins, oats, chocolate chips, nuts, etc. Our cookies are round-shaped. There are three classic flavours for the customers to choose from. The first flavour that we released was our signature chocolate chip cookies. The chocolate chip cookie texture and flavour palette are unique. Therefore, it became our customer's favorite. Next, we have our rich and famous double chocolate cookies. These double chocolate chip cookies are a quick source of carbohydrates, thus keeping hunger away. It is made with whole wheat or oats which are rich sources of B-complex vitamins and dietary fibre. The third flavour is red velvet cookies with white chocolate chips and almond nibs. These are deliciously soft and chewy, gorgeously red along with a white chocolate chip contrast, and they're perfectly sweet with hints of vanilla and cocoa flavour. Not just that, we also added 3 more new flavours to the list which are peanut butter m&m cookies, banana oatmeal cookies, and oatmeal raisin cookies. It's a tempting treat that people of all ages will enjoy!

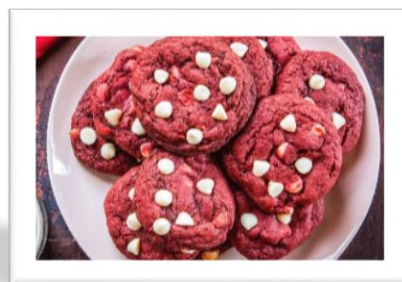
I. Chocolate Chip Cookies



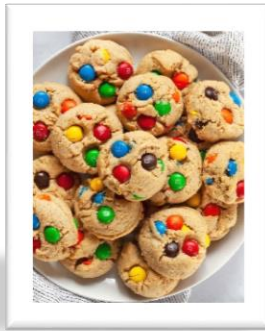
II. Double Chocolate Chip Cookies



III. Red Velvet Cookies with White Chocolate Chips and Almond Nibs



IV. Peanut Butter M&M Cookies



V. Banana Oatmeal Cookies



VI. Oatmeal Raisin Cookies

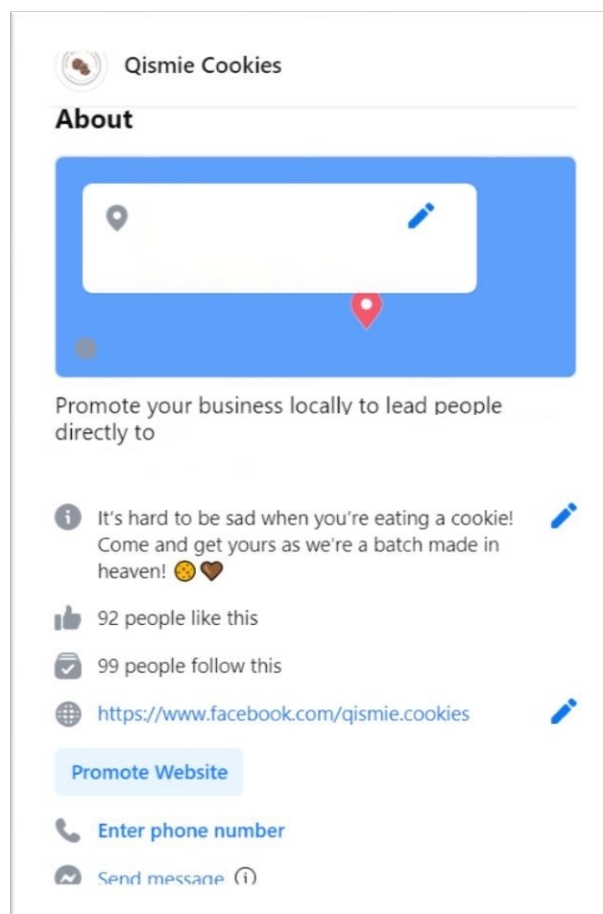
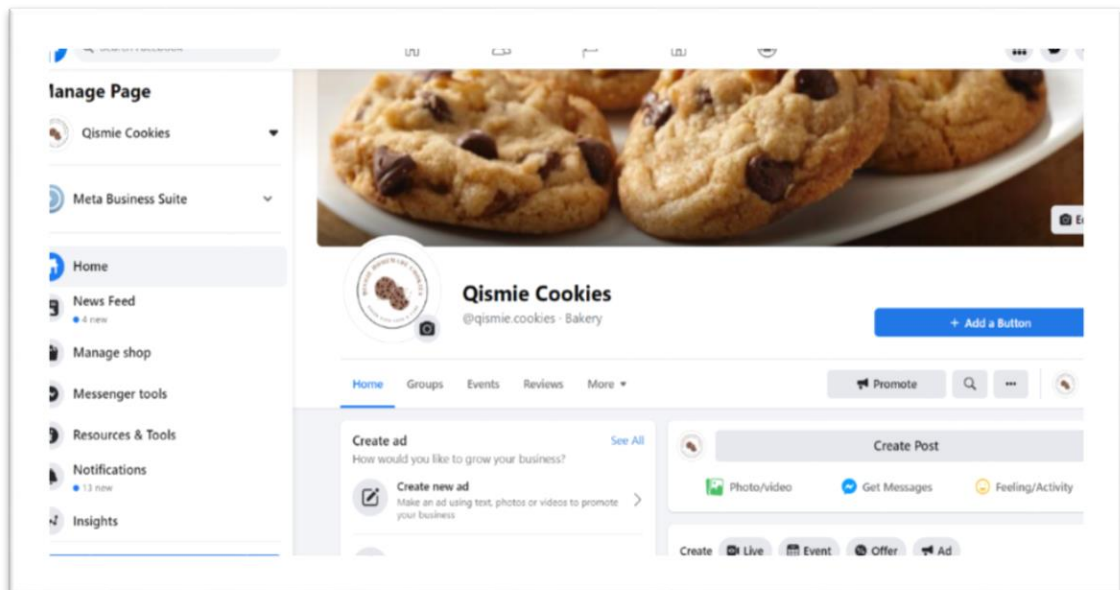


2.5 Price list (ZIP Lock Packaging)

<u>Flavours</u>	<u>RM</u>
I. Chocolate Chip Cookies (30 pieces)	RM15.00
II. Double Chocolate Chip Cookies (30 pieces)	RM15.00
III. Red Velvet Cookies with White Chocolate Chips and Almond Nibs (30 pieces)	RM15.00
IV. Peanut Butter M&M Cookies (30 pieces)	RM15.00
V. Banana Oatmeal Cookies (30 pieces)	RM15.00
VI. Oatmeal Raisin Cookies (30 pieces)	RM15.00

3. FACEBOOK (FB) – PRINT SCREEN THE FOLLOWING:

- ❖ Creation of Facebook (FB) page



- ❖ Customized URL Facebook (FB) page

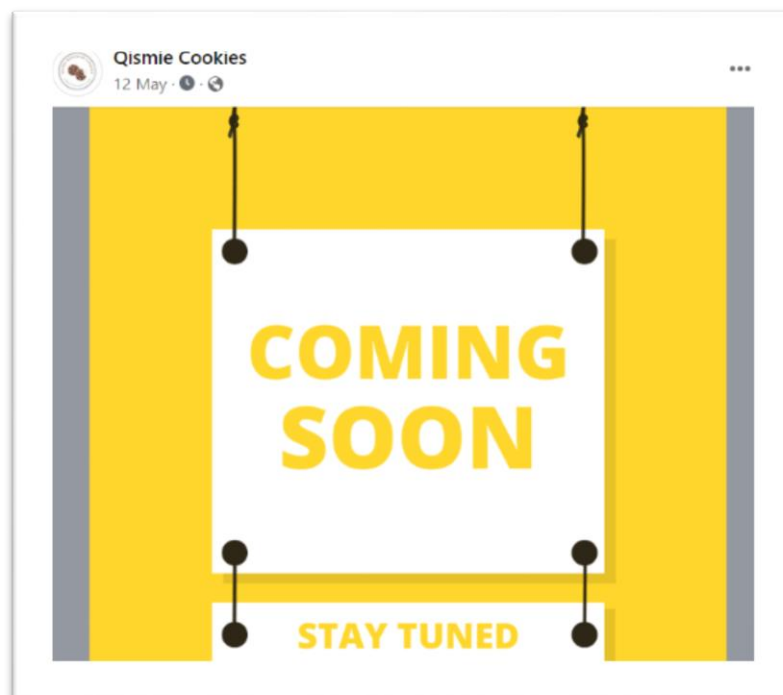
<https://www.facebook.com/qismie.cookies>

❖ Facebook (FB) post – Teaser

➤ **TEASERS**



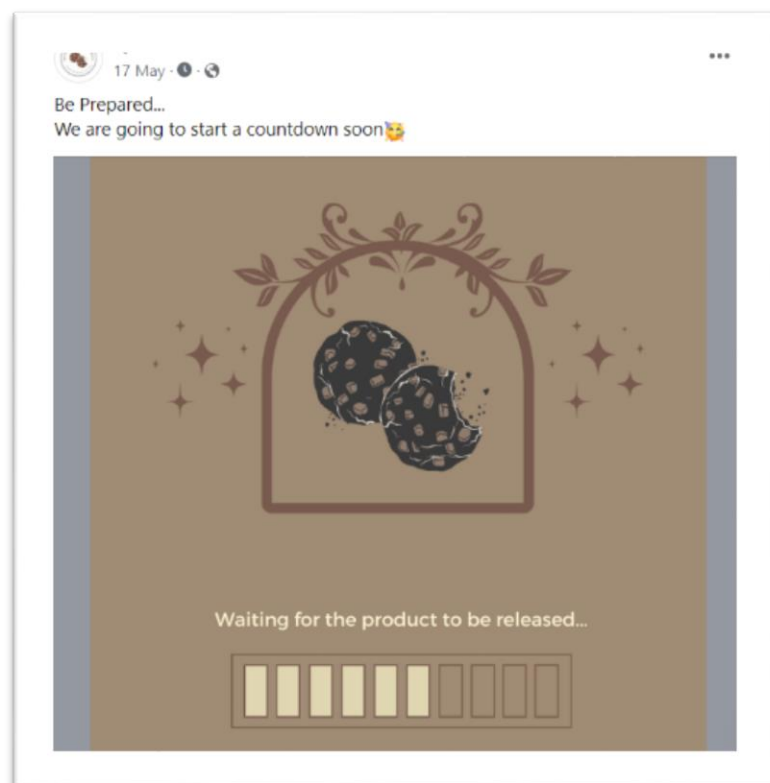
Teaser 1



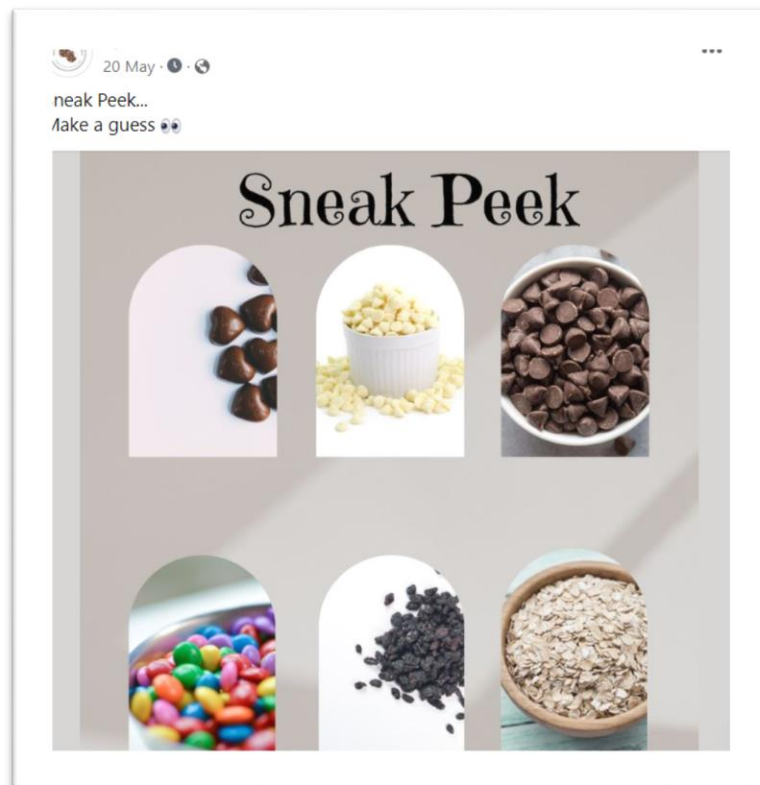
Teaser 2



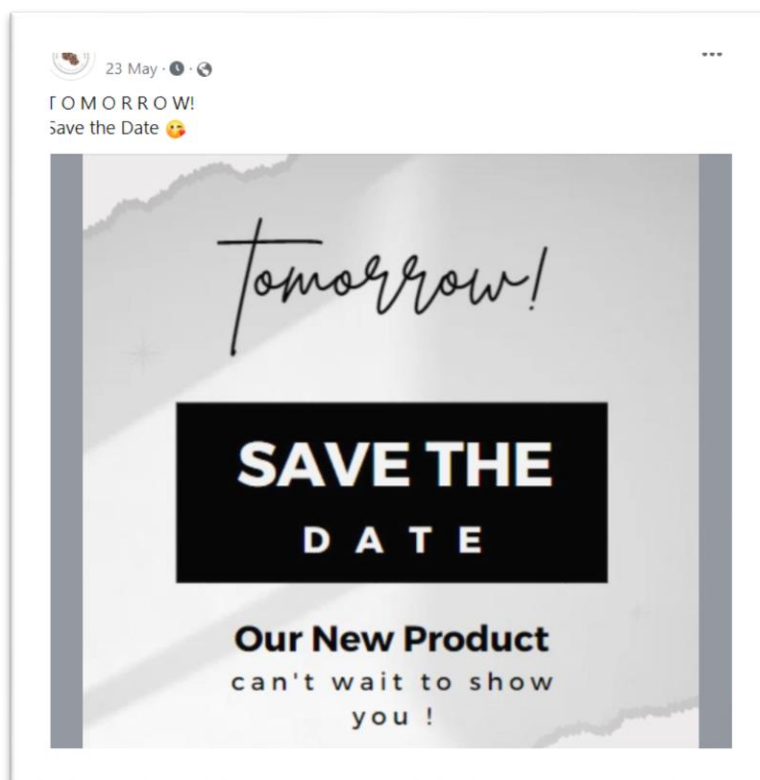
Teaser 3



Teaser 4



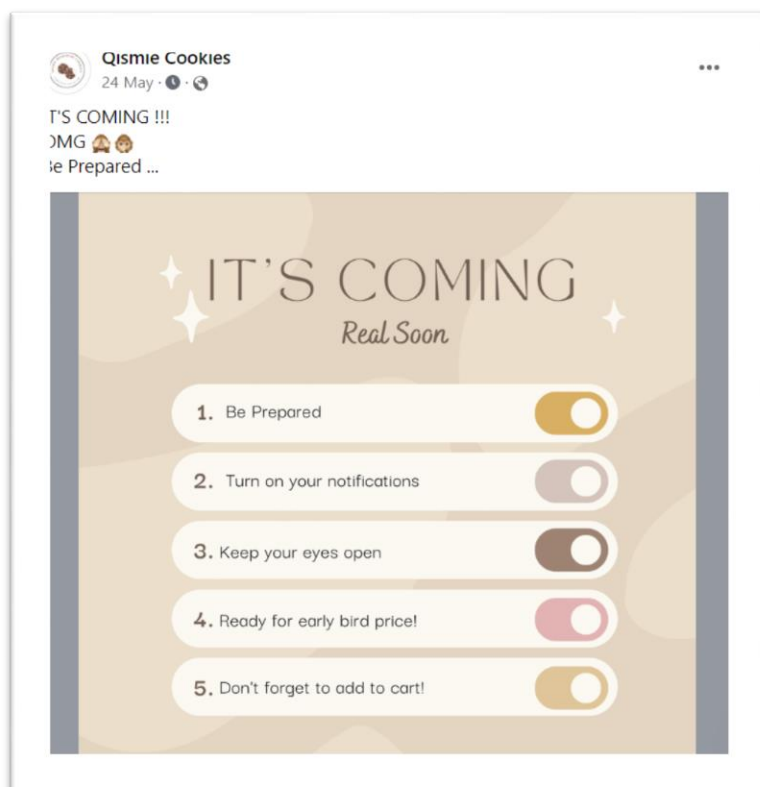
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Teaser 6



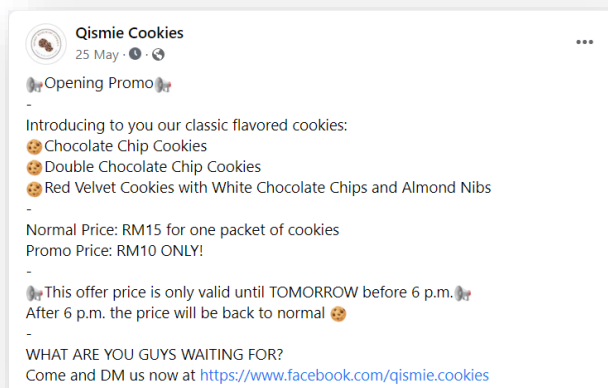
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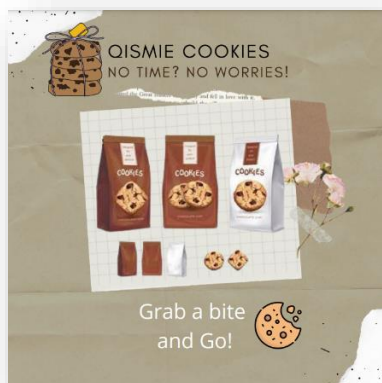
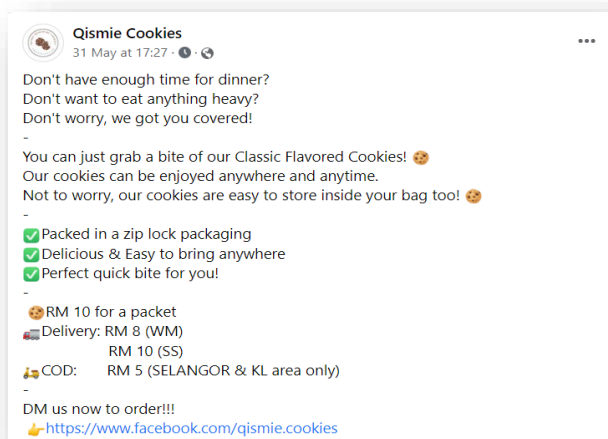
Teaser 8

❖ Facebook (FB) post – Copywriting (Hard sell)

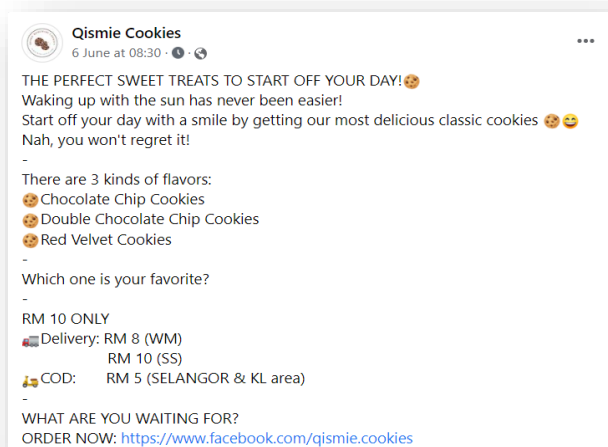
➤ **HARD SELL**

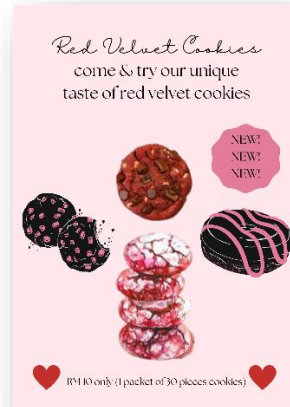


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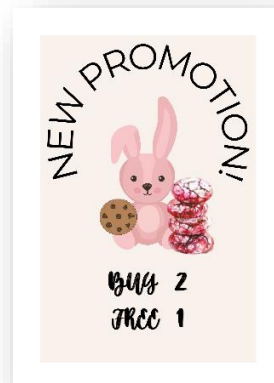
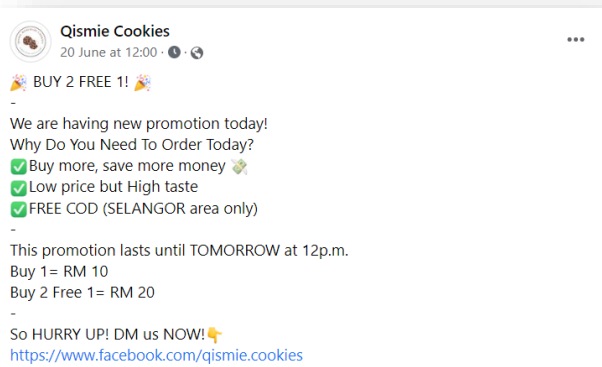


Hard Sell 2 & Hard Sell 3

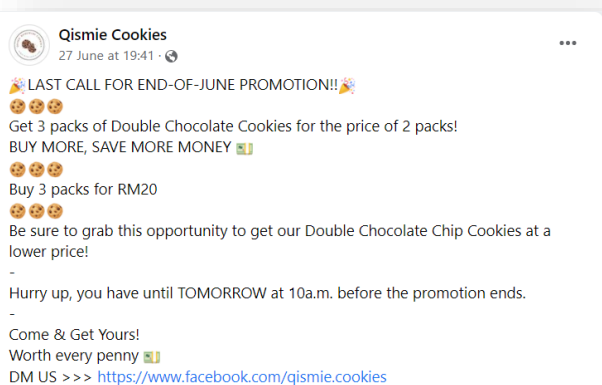




Hard Sell 4



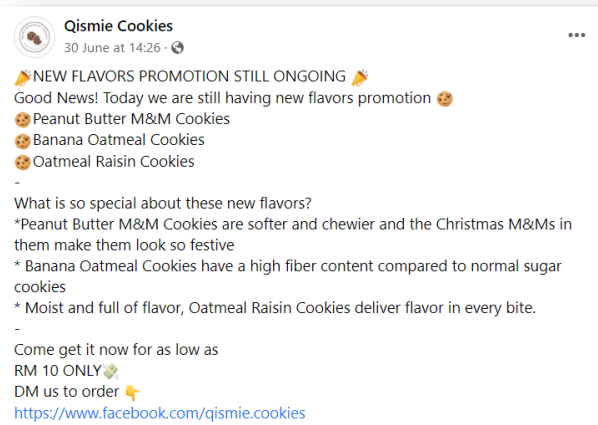
Hard Sell 5



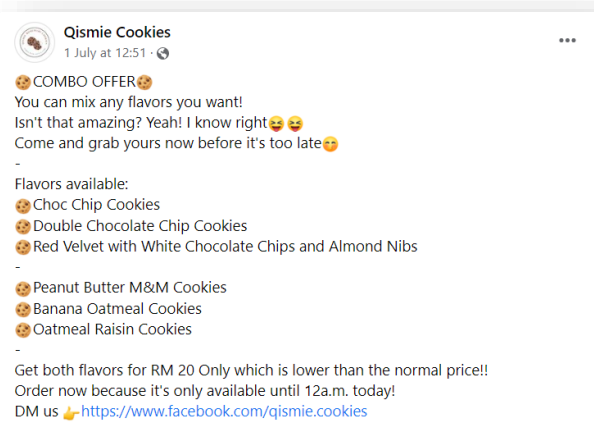
Hard Sell 6



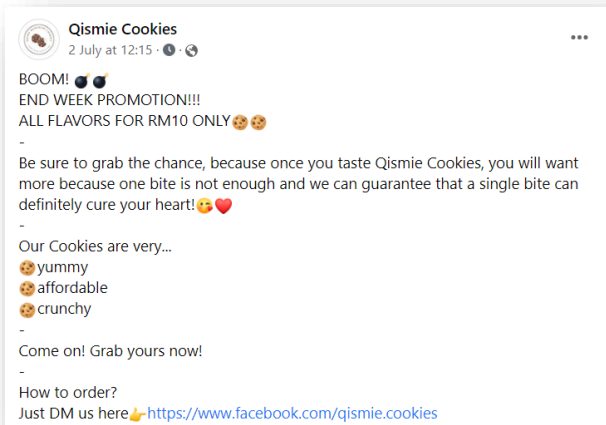
Hard Sell 7



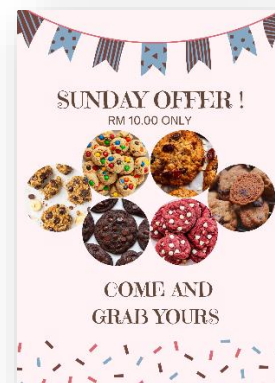
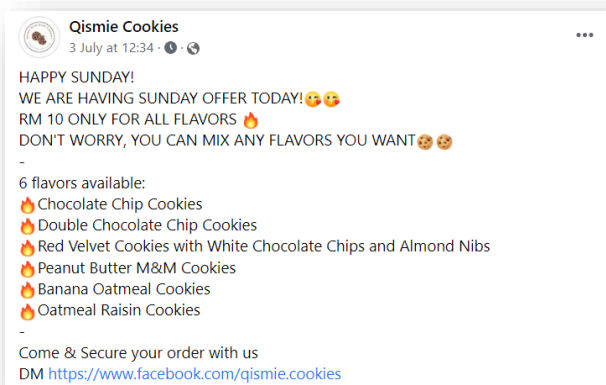
Hard Sell 8



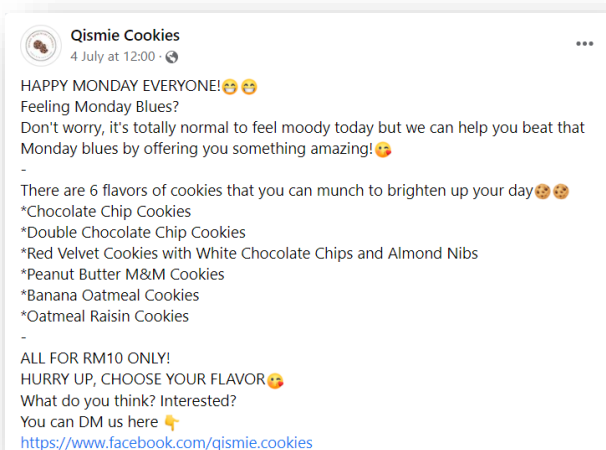
Hard Sell 9



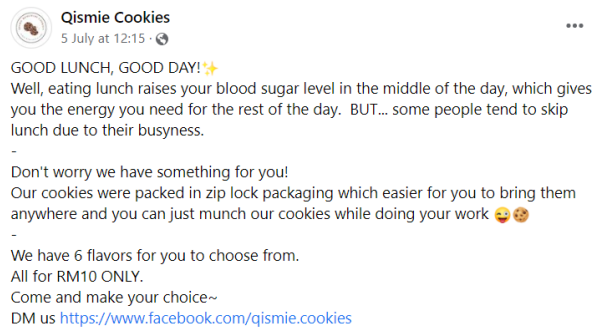
Hard Sell 10



Hard Sell 11



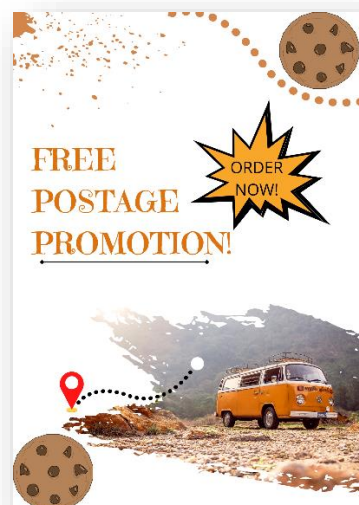
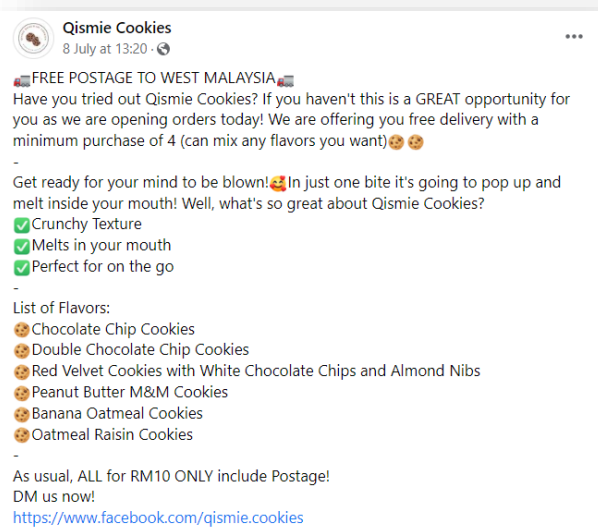
Hard Sell 12



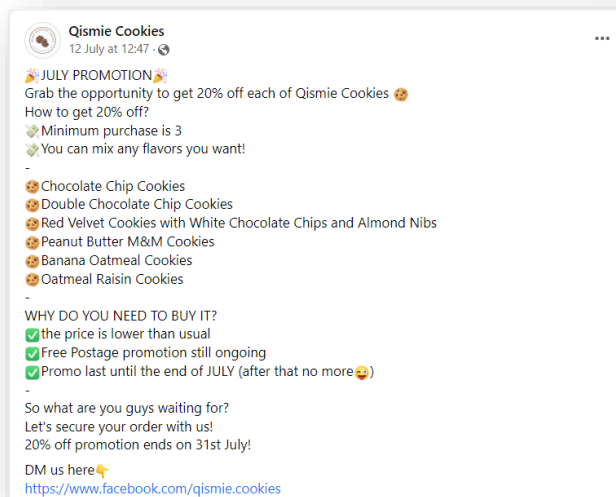
Hard Sell 13



Hard Sell 14



Hard Sell 15



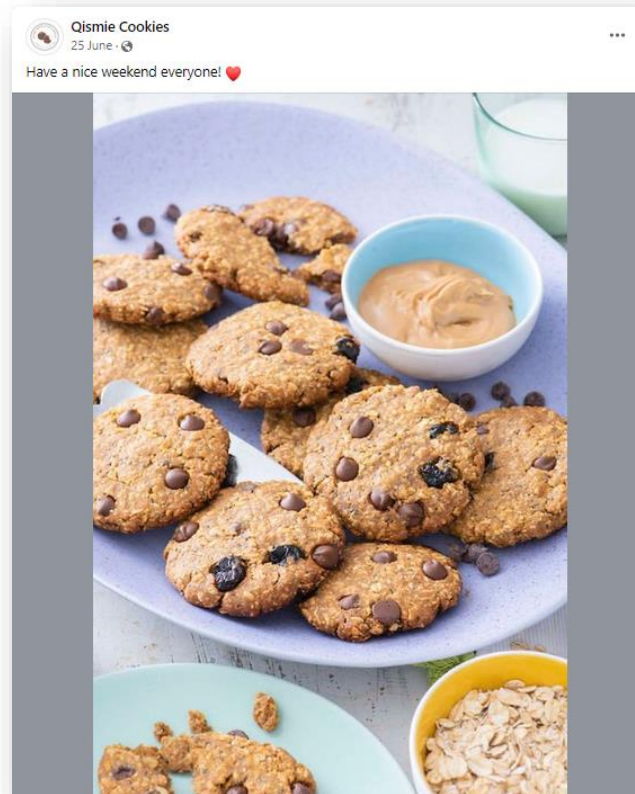
Hard Sell 16

❖ Facebook (FB) post – Copywriting (Soft sell)

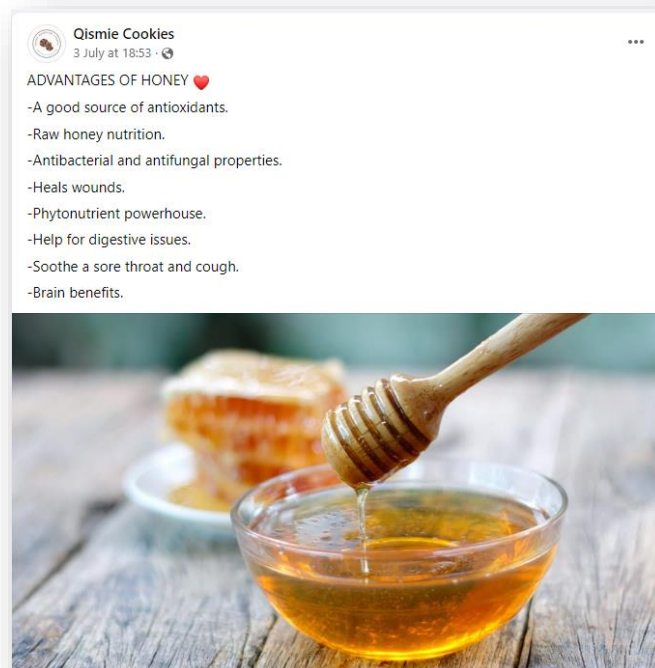
➤ **SOFT SELL**



Soft Sell 1



Soft Sell 2



Soft Sell 3

Qismie Cookies
4 July at 07:39 · 🌐

Why you should eat carrots? 🥕

- 1) Reduced risk of cancer
 - Diets rich in carotenoids may help protect against several types of cancer.

This includes prostate, colon, and stomach cancers.

Women with high circulating levels of carotenoids may also have a reduced risk of breast cancer

Dated research suggested that carotenoids could protect against lung cancer, but newer studies have not identified a correlation
- 2) Lower blood cholesterol
 - High blood cholesterol is a well-known risk factor for heart disease.

Intake of carrots has been linked to lower cholesterol levels
- 3) Weight loss
 - As a low-calorie food, carrots can increase fullness and decrease calorie intake in subsequent meals.

For this reason, they may be a useful addition to an effective weight loss diet.
- 4) Eye health
 - Individuals with low vitamin A levels are more likely to experience night blindness, a condition that may diminish by eating carrots or other foods rich in vitamin A or carotenoids.

Carotenoids may also cut your risk of age-related macular degeneration

Soft Sell 4

Qismie Cookies
4 July at 07:45 · 🌐

THE BENEFIT OF PEANUT BUTTER 🥜

SOURCE: <https://www.bajajfinservhealth.in/.../5-vital-peanut...>

5 Top Health Benefits of Eating Peanut Butter **E Health**

- Loaded with **HEALTHY FATS**
- Rich in **DIETARY FIBRE**
- Low in **CARBOHYDRATES**
- No **ADDED SUGAR**
- Contains essential nutrients like:
 - ♦ **VITAMIN E**
 - ♦ **MAGNESIUM**
 - ♦ **VITAMIN B6**
 - ♦ **FOLATE**

Soft Sell 5

Qismie Cookies
4 July at 12:16 · 🌐

What are the benefits of raisins? ❤️

1. They're full of antioxidants
"Just like grapes, raisins are a good source of antioxidants," Bippen says. "This is because they are high in a specific type of antioxidants called polyphenols." She explains that polyphenols help fight free radicals in the body, reducing inflammation—making them one of the biggest benefits of raisins. She adds that they are also great for brain health, connected to boosting cognitive function and protecting against cognitive diseases, such as Alzheimer's and dementia.
2. Raisins contain iron, which benefits cardiovascular health
Bippen also places a gold star next to another one of the nutrients in raisins: iron. "This is a nutrient that especially many people who follow a vegan or plant-based diet may not get enough of, so snacking on raisins could especially help them get more of this nutrient," she says. Iron helps with blood flow, she says, which directly benefits the cardiovascular system. For this reason, raisins are a great ingredient to incorporate into a pre-workout snack. "For iron to be absorbed well, it should be paired with vitamin C. Raisins actually have that nutrient as well, so you're getting both in the same source," she adds.
3. They have calcium, which benefits bone health
Raisins also contain small amounts of calcium, which Bippen says can support bone health. (You want to aim to get between 1,000 milligrams and 1,200 milligrams of calcium a day.) Besides being good for your bones—including your teeth—Bippen adds that calcium plays an important role in muscle function, helping assist in relaying messages from the brain to the muscles. Yet another reason why they're good to stash in your gym bag!
4. Raisins have small amounts of protein
While they aren't exactly a powerhouse source of protein like meat, nuts, beans, or tofu are, Bippen points out that raisins do contain the nutrient, and hey, every little bit counts. "This is also helpful in keeping the sugar in raisins from spiking blood sugar as much as it would otherwise," she says.
5. Raisins are a good source of fiber
Just one ounce of raisins contains 1 gram of fiber, which is pretty impressive for a relatively small amount. (You want to aim to get between 25 grams and 28 grams a day.) "I wouldn't use raisins as your primary fiber source, but it is a great bonus and definitely is beneficial that it is included," Bippen says. Like protein, the fiber also helps prevent the dried fruit's abundant natural sugars from having such a strong effect on your blood sugar levels.

SOURCE: <https://www.wellandgood.com/benefits-of-raisins/>



Soft Sell 6

Qismie Cookies
4 July at 21:30 · 🌐

WHY DO WE NEED FIBRE IN OUR DIET

1. It helps keep things moving
Fiber helps to keep food and waste products moving on through our digestive system. Soluble fiber acts like a sponge, absorbing liquid. This makes the contents of the bowel softer and easier to move through. Insoluble fiber helps to bulk up waste, too, and also helps push it through the system, like an internal brush. This – along with enough fluids in our diet – stops us getting constipated and feeling bloated and uncomfortable.
2. It feeds our good bugs
Some types of fiber, such as oligosaccharides, help our population of gut bacteria – which affects many aspects of our health – by stimulating the growth of beneficial bacteria. Having a healthy population of gut bacteria can affect our immunity, our risk of developing diseases, and even our psychological health.
3. It lowers cholesterol
You may have seen health claims about cholesterol on foods such as cereals. That's because there's evidence to show that the soluble fiber found in beans, oats, flaxseed and oat bran may help lower cholesterol levels, in particular by reducing the levels of LDL or "bad" cholesterol. Healthy cholesterol levels are an important part of good heart health.



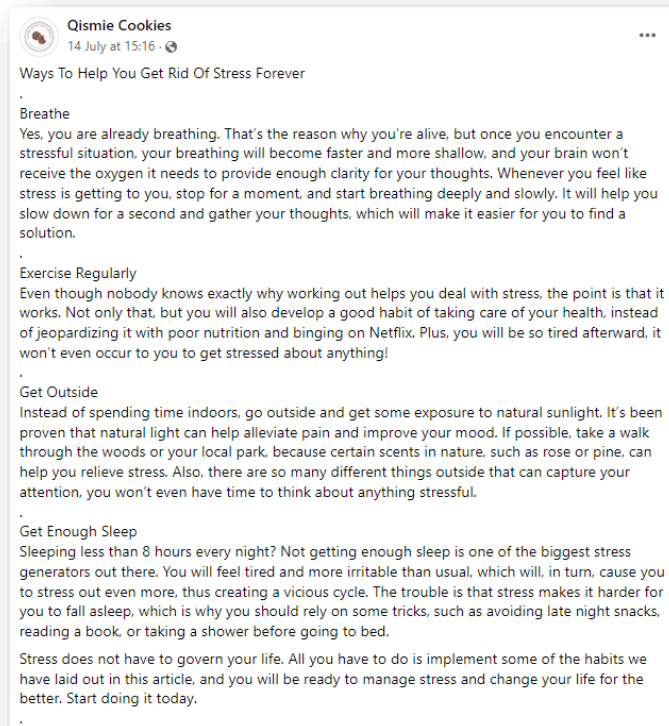
Soft Sell 7



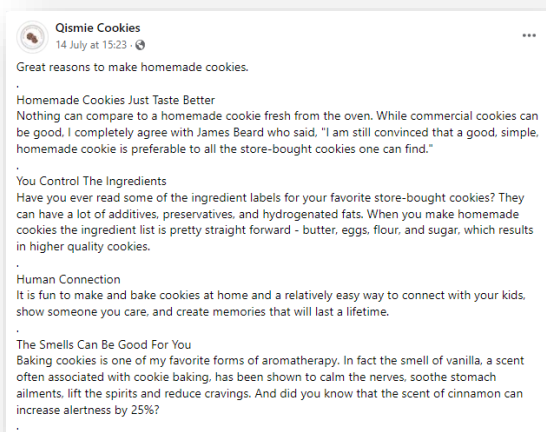
Soft Sell 8



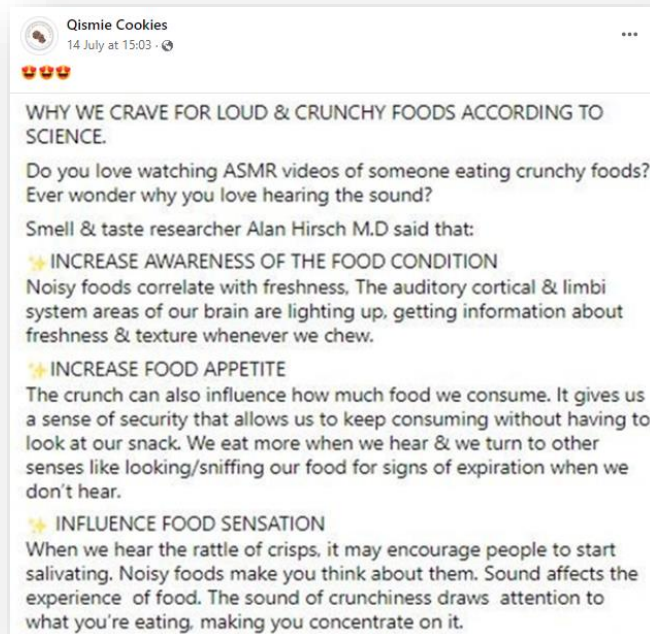
Soft Sell 9



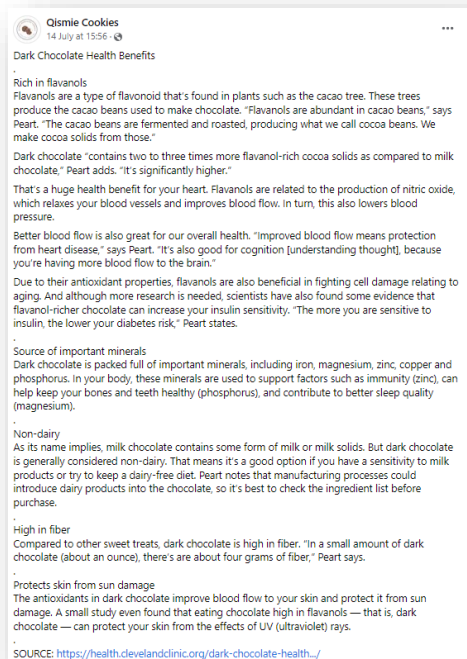
Soft Sell 10



Soft Sell 11



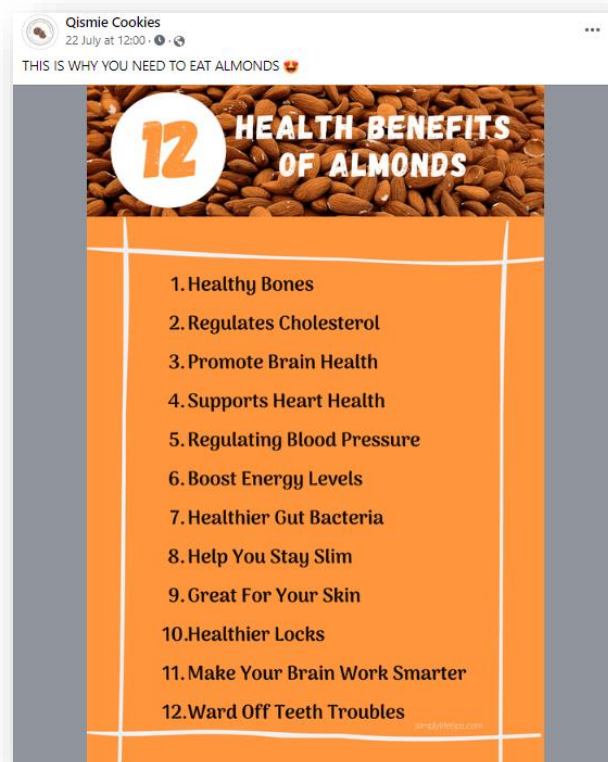
Soft Sell 12



Soft Sell 13



Soft Sell 14



Soft Sell 15



Soft Sell 16



Soft Sell 17

Qismie Cookies
26 July at 23:59 · 🌐

DID YOU KNOW? 🤔

Consuming snacks between meals can keep you from getting too hungry before your next meal and can therefore help prevent overeating 🍪

5 EASY TIPS
FOR HEALTHY SNACKING

gniibl

01 REGULAR MEALS
Having 3 square meals a day keeps your energy up & your appetite in check!

02 DRINK WATER
Drink 8 - 10 glasses of water a day. It's easy to mistake thirst for hunger.

03 LIMIT SUGAR
Less than 6 teaspoons of sugar a day is ideal. (Remember 1 tsp = 4g sugar)

04 SERVING SIZE
Only snack on a single serve at a time. like a small treat or handful of nuts.

05 BE PREPARED
You're more likely to choose healthy snack options if they're on hand.


Soft Sell 18

CONCLUSION

In conclusion, social media is a tremendous tool for businesses of all sizes to reach out to their clients. We may not only advertise our product but also build two-way communication with the public through these social media postings. I believe Facebook is one of the best social media platforms for a company, but I also recognize that we need a smart marketing approach to get the most of it. Using the correct social media promotion approach can help our company achieve great success, raise brand awareness, and produce a lot of sales. Principles of Entrepreneurship (ENT530) was an excellent class for improving both my entrepreneurial and communication skills. I'm thankful for the opportunity to learn about copywriting. It will undoubtedly come in handy if I ever decide to start a legitimate web business. I discovered that a teaser is equally vital for attracting and piquing the interest of potential customers, as well as persuading them to purchase our products. To pique people's interest in our product, we need to present them with an intriguing sneak peek that will make them wonder and eagerly await its release. Furthermore, I discovered that we could use the passive way of promoting our goods without explicitly stating what we are selling. Soft selling is a technique for increasing engagement and improving relationships with potential consumers. Finally, I think hard sell posting to be the most difficult of the three strategies we've learned because we need to be forceful in order to persuade them to buy our product.

APPENDICES

SSM REGISTRATION



BERSEKUTUHAN DENGAN TITIK TELAS TERSEBUT, ORIGIN BERSEKUTUHAN MALLUMAT* TANGGAL* DALAM BENTUK DAN FOMAT* PENDAFTAR PERUSAHAAN* TIDAK BUKLAH KEPERLUAN* BUKLAH BERSEKUTUHAN MALLUMAT* TANGGAL* ATAS TERSEBUT.

**** MAKLUMAT PERUSAHAAN ****

NAMA PERUSAHAAN	QISMIE COOKIES
NO. PENDAFTARAN	202203139394
ALAMAT TERASA PERUSAHAAN	


BENTUK PERUSAHAAN	PERUSAHAAN
TARIKH MULA BERUSAHA	01-06-2022
TARIKH PENDAFTARAN	01-06-2022
TARIKH LUPUT PENDAFTARAN	01-06-2023
STATUS	AKTIF

**** JENIS PERUSAHAAN ****

**** MAKLUMAT CAWANGAN ****

*** TIADA CAWANGAN ***

MAKANAN DAN MINUMAN



**** MAKLUMAT PEMILIK PERUSAHAAN TERKINI ****

NAMA	NO. K.P. (ABU)	NO. K.P. (IBU)	NO. K.P. (MURAH)
ALAMAT KEDAHAN			

NO. K.P. (ABU)	NO. K.P. (IBU)	NO. K.P. (MURAH)
TARIKH LAHIR	TARIKH LAHIR	TARIKH LAHIR
BANGSA	BANGSA	BANGSA
JANTINA	JANTINA	JANTINA
KELAHIRAN/KEPERAWAN	KELAHIRAN/KEPERAWAN	KELAHIRAN/KEPERAWAN
TARIKH HAJUK	TARIKH HAJUK	TARIKH HAJUK

NAMA	NO. K.P. (ABU)	NO. K.P. (IBU)	NO. K.P. (MURAH)
ALAMAT KEDAHAN			

NO. K.P. (ABU)	NO. K.P. (IBU)	NO. K.P. (MURAH)
TARIKH LAHIR	TARIKH LAHIR	TARIKH LAHIR
BANGSA	BANGSA	BANGSA
JANTINA	JANTINA	JANTINA
KELAHIRAN/KEPERAWAN	KELAHIRAN/KEPERAWAN	KELAHIRAN/KEPERAWAN
TARIKH HAJUK	TARIKH HAJUK	TARIKH HAJUK


MAKLUMAT YANG DIBERIKAN ADALAH KESEKUTUHAN DARI BENTUK DOKUMEN YANG TELAH DIDAFTAR DENGAN FOMAT.

PENDAFTAR PERUSAHAAN, SEMENANGUNG MALAYSIA

TARIKH: 01/06/2022

DOKUMEN INI ADALAH CUPAKAN KUPUTER. TANGGALAN TERAK DOKUMEN.

Uraian: 01/06/2022 TARIKH: 01/06/2022 01/06/2022



BORANG D (KAEDAH 13)

PERAKUAN PENDAFTARAN

AKTA PENDAFTARAN PERUSAHAAN 1956

Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama


QISMIE COOKIES

NO. PENDAFTARAN: 202203139394 (CA0347849-K)

telah didaftarkan dari hari ini sehingga **2 JUN 2023** di bawah Akta Pendaftaran Perniagaan 1956, beralamat di **NO.16, TAMAN DAHLIA JALAN LURAH SAID I KAMPUNG DELEK KANAN, 41250 KLANG, SELANGOR**

Bil. Cawangan: TIADA

Bertarikh di **SISTEM EZBIZ** pada **3 JUN 2022**.



DATUK NOR AZIMAH ABDUL AZIZ
Pendaftar Perniagaan
Semenanjung Malaysia