



اَوْنُوْ سَيِّتِيْ تِيْكَوْ لُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

Grammar-5 format-5 fbpg-1 intro-5 teaser-5

79/100



SOCIAL MEDIA PORTFOLIO

SYUHADA NAZURAH HOUSE

PRINCIPLES OF ENTREPRENEUSHIP (ENT 530): SOCIAL MEDIA PORTFOLIO

FACULTY : BA- FACULTY OF BUSINESS AND MANAGEMENT
PROGRAMME : BA247 - BACHELOR OF BUSINESS ADMINISTRATION (HONS).
TRANSPORTATION
SEMESTER : 3
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STUDENT ID : 2021117493
NAME : NUR ILY NAZURAH BINTI ISMAIL
STUDENT ID : 2021112693
GROUP : ENT530K
LECTURER : RASLAN BIN NORDIN
SUBMISSION DATE: 31ST JULY 2022

ACKNOWLEDGEMENT

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EXECUTIVE SUMMARY

Satu Warisan is home to a variety of frozen food that is created just for people who love frozen food that matches their local taste, which is a marinated food with herbs such as chicken and fish wrapped in pandan leaves and one of the benefits pandan can be found on our products is the fragrance of pandan leaves when the food is cooked. Our company's main goal is to be one of the brands that are great and recognized by the community like other huge local brands such as Hsh Frozen Foods Sdn Bhd, Zheng Food (Malaysia) Sdn Bhd, PA Food Sdn Bhd, and many more. The main objective is to deliver high demand for frozen food for those who are looking Malay cuisine that suits for any occasion and is easy to be served at any time. Plus, the company plans to produce products with high-quality ingredients and fresh raw materials at affordable prices.

This company, Satu Warisan, was established in December 2019. Satu Warisan is currently selling a variety of frozen food such as Pepes Ayam, Pepes Ayam Cheese, Popia Otak-Otak, and others. We also received a lot of good feedback from the customers as they bought our products such as complimenting the taste of our Otak-Otak which is very delicious and still fresh and many more.

We as an agent of Satu Warisan had to create a Facebook Page to expand the business through social media because social media marketing is much easier to spread the word about our products. By that, we also are able to learn how to post for the business products through teaser posts, hard and soft sells.

1.0 Business Registration

PERSONAL PROFILE

BUSINESS PROFILE




NURAINNA SYUHADA BINTI
BAHRI

Personal Information

Name	:	NURAINNA SYUHADA BINTI BAHRI	Phone/Mobile	:		<div>Edit</div>
New Identity Card No.	:		Home Address	:		
Email Address	:		District	:		
City	:		Postcode	:		
State	:		Personal Instagram	:	null	
Personal Facebook	:		Race	:	Malay	
Gender	:	Female	Special Need Required	:	No	
Marital Status	:	Single				

PERSONAL PROFILE

BUSINESS PROFILE



Nur Ily Nazurah binti
Ismail

Personal Information

Name	:	Nur Ily Nazurah binti Ismail	Phone/Mobile	:		<div>Edit</div>
New Identity Card No.	:		Home Address	:		
Email Address	:		District	:		
City	:		Postcode	:		
State	:		Personal Instagram	:	null	
Personal Facebook	:		Race	:	Malay	
Gender	:	Female	Special Need Required	:	No	
Marital Status	:	Single				

Figure 1: Go-eCommerce Personal Profile

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		
Level of Study	: Bachelor Degree	Study Status	: Full time
Course Name	: Entrepreneurship Semester Mar 2022	Class Name	: ENT530K
		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		

Edit Delete

Figure 2: Go-eCommerce Institutional Information

PERSONAL PROFILE
BUSINESS PROFILE

**NURAINNA SYUHADA BINTI
BAHRI**

Company Name	: SYUHADA NAZURAH HOUSE	Company Registration No.	: 003396493-T
Type Of Business	: Enterprise	Business Role	: Agent
Facebook Page	: SI FOOD	Business Category/Business Sub- Category	: Food & Beverages / Food & Beverages
Wechat for Business	:	Business Instagram Page	:
Marketplace	: Others	Business Website	: https://www.facebook.com/syuandillyfood/
Business Related to Your Study Field	: Yes	Type Of Website	:
		Experience in International Export	: No

Edit

Available Contest

Figure 3: Go-eCommerce Business Profile



UNIVERSITI
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MARA

Akademi
Pembangunan PKS dan
Keusahawanan Malaysia
(MASMED)

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar : 2021117493
Nama : NURAINNA SYUHADA BINTI BAHRI
Program Pengajian : SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN)
PENGANGKUTAN
Fakulti : Faculty of Business & Management
Kampus : Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Online
Bidang Perniagaan yg
diceburi : Makanan
Tempoh Berniaga : dua bulan
No. Pendaftaran Perniagaan :
URL Perniagaan : <https://www.facebook.com/svuandilvfood/>
Alamat Premis Perniagaan :
Tarikh Mendaftar : 10 Apr 2022
Tarikh Kemaskini :
Tarikh Cetak : 19 Apr 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)

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar : 2021112693
Nama : NUR ILY NAZURAH BINTI ISMAIL
Program Pengajian : SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN)
PENGANGKUTAN
Fakulti : Faculty of Business & Management
Kampus : Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Online
Bidang Perniagaan yg
diceburi : Makanan
Tempoh Berniaga : 2 BULAN
No. Pendaftaran Perniagaan : TIADA
URL Perniagaan : <https://www.facebook.com/syuandilyfood/>
Alamat Premis Perniagaan : TIADA
Tarikh Mendaftar : 19 Apr 2022
Tarikh Kemaskini :
Tarikh Cetak : 29 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 terbatalkan 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

2.0 Introduction of Business

2.1 Name and Address of Business



Figure 4: SIFOOD (Syuhada Nazurah House) Logo's

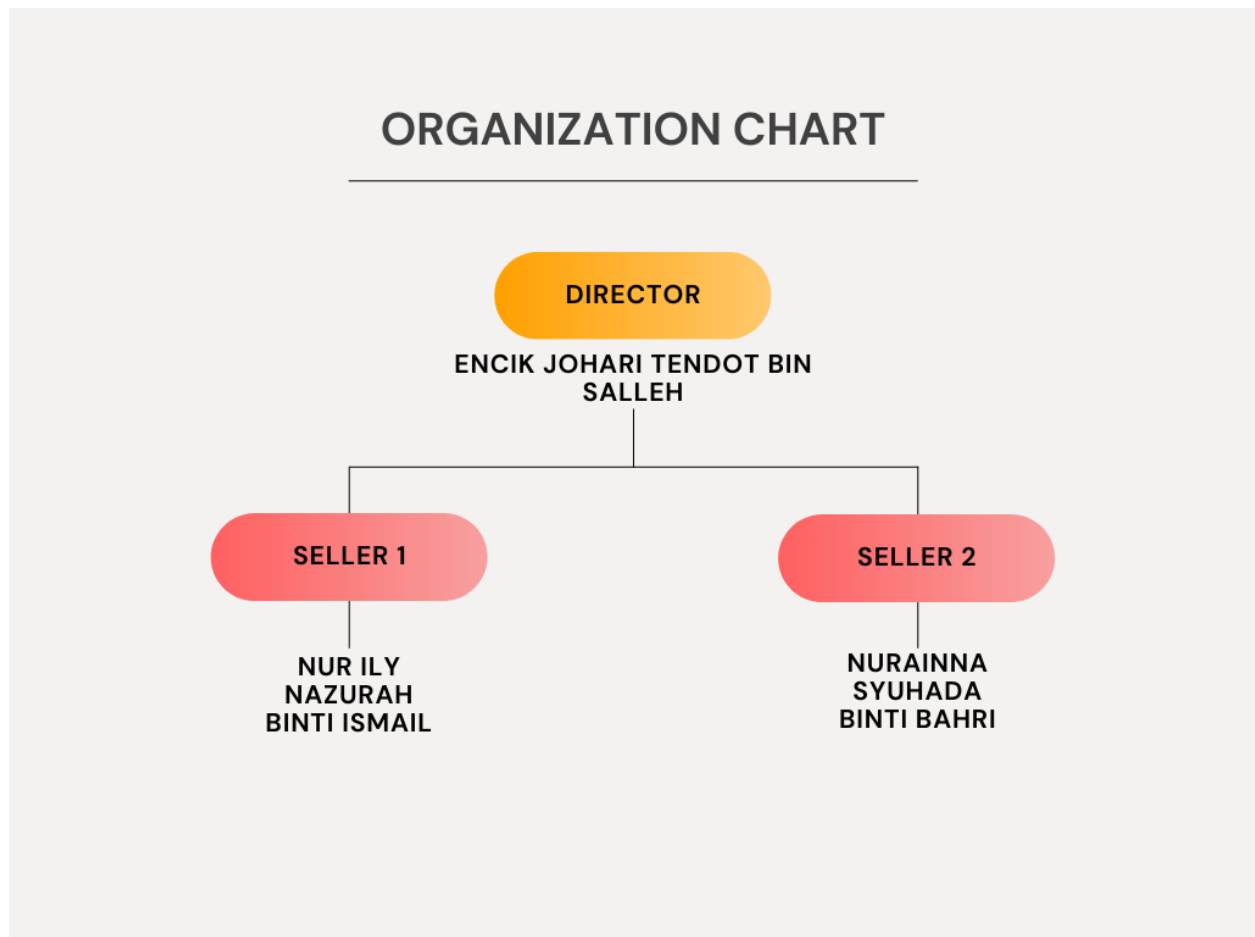
Syuhada Nazurah House is the name of our business. The inspiration for this name came from our personal name, which is a combination of Syuhada and Ily and we added the word food at the end because our business offered frozen food to the customers under the brand of Syuhada Nazurah House. We had several ideas on how to start our business at first, but we finally decided to offer frozen food because we can easily get the stocks. Besides, we believe that frozen food will make it easier for people to prepare food and frozen food is more durable than usual food.

We get our stock from this one company called Satu Warisan, which is located at Kempas, Johor Bahru. We collect our stock from there. As for the delivery process, we only provide Cash on Delivery (COD). For COD, we try to reach our customer that lives around Pasir Gudang and around Johor. We could not do postage since the food must be kept in a cold temperature and we want to maintain the quality of the product. That is why we could not risk to do postage.

Name of Business	SYUHADA NAZURAH HOUSE
Business Address	
Telephone Number	
Form of Business	Partnership
Main Activities	Sell a variety of frozen food
Date of Commencement	9 May 2022
Date of Registration	9 May 2022
Registration Number	003396493-T
Name of Bank	CIMB
Bank Account Number	

Table 1: Business Information

2.2 Organization Chart



2.3 Mission and Vision

We believe that every business has its own mission and vision in order to operate its business according to its objectives that need to be accomplished. Therefore, we have made our mission for one business so that we know what to achieve in short and long-term goals.





Mission






- To give consumers a taste of high-quality frozen food
- To provide consumers with excellent customer service
- To become the first frozen food choice among consumers
- To become well-known frozen food in the food industry

Vision

- To make Syuhada Nazurah House one of the great suppliers for frozen food
- To be the first choice of customers to enjoy the tasty and delicious frozen food

2.4 Description Products.

Product	Description
<p>Pepes Ayam</p> 	<p>Pepes Ayam is rich with chicken flesh that is mixed with our special herbs and spices. Also wrapped with banana leaves that will definitely increase the aroma of the food itself.</p>
<p>Pepes Ikan</p> 	<p>Pepes Ikan is rich with fish flesh that is mixed with our special herbs and spices. Also wrapped with banana leaves that will definitely increase the aroma of the food itself.</p>
<p>Ayam Pandan</p> 	<p>Ayam Pandan is the type of chicken piece that is marinated with spices and wrapped with fresh pandan leaves.</p>
<p>Otak-Otak</p> 	<p>Otak-Otak is one of the Malay and a Peranakan dish that is a blend of raw fish, chopped onion, coconut milk, secret herbs, and spices bound together with an egg and wrapped inside a fresh banana leaf and grilled over open charcoal.</p>

Product	Description
<p>Seafood Pandan</p> 	<p>Seafood pandan will definitely be loved by those who like to try something new. It contains prawns, fresh raw fish, fresh herbs, and spices and will be put inside pandan leaves.</p>
<p>Popia Pepes Ayam</p> 	<p>Popia Pepes Ayam is made of fresh boneless chicken mixed with some herbs and spices, salt, and sugar and put inside the spring roll pastry.</p>
<p>Popia Pepes Ayam Cheese</p> 	<p>Popia Pepes Ayam Cheese is made of fresh boneless chicken mixed with some herbs and spices, salt, and sugar put inside the spring roll pastry and will be adding a slice of cheddar cheese into it.</p>
<p>Popia Otak-Otak</p> 	<p>Popia Otak-Otak is made of fresh raw fish, mixed with some herbs and spices, salt and sugar, and coconut milk. Later on, it will be put inside of the spring roll pastry.</p>
<p>Popia Satar</p> 	<p>Popia Otak-Otak is made of fresh raw fish, mixed with some herbs and spices, salt and sugar, and coconut milk. Later on, it will be put inside of the spring roll pastry.</p>

2.5 Price Lists

Product	Price
Pepes Ayam <ul style="list-style-type: none">● PEPES AYAM (10 pcs)● PEPES AYAM (20 pcs)● PEPES AYAM (30 pcs)● PEPES AYAM (40 pcs)● PEPES AYAM (50 pcs)	<ul style="list-style-type: none">● RM 11.00● RM 18.00● RM 23.00● RM 27.00● RM 30.00
Pepes Ikan <ul style="list-style-type: none">● PEPES IKAN (10 pcs)● PEPES IKAN (20 pcs)● PEPES IKAN (30 pcs)● PEPES IKAN (40 pcs)● PEPES IKAN (50 pcs)	<ul style="list-style-type: none">● RM 11.00● RM 19.00● RM 25.00● RM 28.00● RM 31.00
Ayam Pandan <ul style="list-style-type: none">● AYAM PANDAN (10 pcs) - RM 16● AYAM PANDAN (20 pcs) - RM 24● AYAM PANDAN (30 pcs) - RM 32● AYAM PANDAN (40 pcs) - RM 39● AYAM PANDAN (50 pcs) - RM 45	<ul style="list-style-type: none">● RM 16.00● RM 24.00● RM 32.00● RM 39.00● RM 45.00
Otak-Otak <ul style="list-style-type: none">● OTAK-OTAK (25 pcs)● OTAK-OTAK (50 pcs)	<ul style="list-style-type: none">● RM 19.00● RM 30.00

Seafood Pandan <ul style="list-style-type: none"> ● SEAFOOD PANDAN (25 pcs) ● SEAFOOD PANDAN (50 pcs) 	<ul style="list-style-type: none"> ● RM 35.00 ● RM58.00
Popia Pepes Ayam <ul style="list-style-type: none"> ● POPIA PEPES AYAM (20 pcs) 	<ul style="list-style-type: none"> ● RM 15.00
Popia Pepes Ayam Cheese <ul style="list-style-type: none"> ● POPIA PEPES AYAM CHEESE (15 pcs) - 	<ul style="list-style-type: none"> ● RM 15.00
Popia Otak-Otak <ul style="list-style-type: none"> ● POPIA OTAK-OTAK (20 pcs) 	<ul style="list-style-type: none"> ● RM 15.00
Popia Satar <ul style="list-style-type: none"> ● POPIA SATAR (20 pcs) 	<ul style="list-style-type: none"> ● RM 15.00

3.0 Facebook

Once our business is started, we create a facebook page to promote and expand the Syuhada Nazurah House's products among facebook users. We believe in the power of facebook, customers may easily find our business and even finish their purchases of our product in just a few clicks by selling your products on facebook platforms. Other than that, to get customers attention on our products, we included a teaser which is to introduce our products to the customers, hard selling and also soft selling posting related to our business.

3.1 Creating Facebook Page



3.2 Costuming URL Facebook Page

Facebook Page URL: <https://www.facebook.com/syuhadanazurahhouse/>

3.3 Facebook (FB) Post - Teaser



Teaser 1



Teaser 2

3.4 Facebook (FB) Post - Copywriting (Hard Sell)

A hard sell is a marketing or sales strategy that uses particularly direct and forceful language. A hard sell attempts to persuade a customer to make a quick purchase rather than giving them time to consider their options and perhaps decide to wait.

Syuhada Nazurah House
May 18 at 4:10 PM · 🌐


Remember we introduce our signature AYAM PANDAN? Now, let us introduce to you the other menu you can get at SI FOOD

🍗 **PEPES AYAM**
Affordable price starting from 10 pcs for RM 11 to 50 pcs for only RM 30 !

🐟 **PEPES IKAN**
Price starting from 10 pcs for RM 11 to 50 pcs for only RM 31 !

🌟 Place your order now at [Syuhada Nazurah House](#)

Order now and we guarantee that you'll be satisfied !



Hard Selling 1

Syuhada Nazurah House
May 27 at 5:43 PM · 🌐

Wrapped with pandan leaves, and giving off a fragrant aroma when cooked, we introduce PEPES AYAM 🍗

Coming in different pieces from 10 pcs with only RM11 until 50 pcs for only RM30 ! !

🌟 Place your order now at [Syuhada Nazurah House](#)

Order now and we guarantee that you'll be satisfied !



PEPES AYAM (10 pcs) -
RM 11
PEPES AYAM (20 pcs) -
RM 18
PEPES AYAM (30 pcs) -
RM 23
PEPES AYAM (40 pcs) -
RM 27
PEPES AYAM (50 pcs) -
RM 30



Syuhada Nazurah House

May 22 at 12:54 PM · 🌐

Assalamualaikum & Salam Aidilfitri

Dari SI FOOD (SYUHADA NAZURAH HOUSE)

<https://www.facebook.com/syuandilyfood/> . . . 🙏

Kami Menjual produk-produk SATU WARISAN . . . !!

🍽️ PEPES AYAM (10 pcs) - RM 11

🍽️ PEPES... More

See Translation



Hard Selling 3



Syuhada Nazurah House

May 27 at 5:44 PM · 🌐

Wrapped with pandan leaves, and giving off a fragrant aroma when cooked, we introduce PEPES IKAN

Coming in different pieces from 10 pcs with only RM11 until 50 pcs for only RM31 !!

🌟 Place your order now at

Order now and we guarantee that you'll be satisfied !



Hard Selling 4



Syuhada Nazurah House

June 2 at 12:22 PM · 🌐

People's favorite snack made from fresh fish fillet and can be eaten by the whole family as well as easy to prepared, we introduce POPIAH OTAK-OTAK

ONLY RM 15 FOR 20 PCS !!

🌟 Place your order now at

Order now and we guarantee that you'll be satisfied !



Hard Selling 5



Syuhada Nazurah House

June 2 at 12:36 PM · 🌐

We introduce POPIA PEPES AYAM and POPIA AYAM CHEESE, can be served during tea time and eaten by the whole family.

POPIA PEPES AYAM AND POPIA AYAM CHEESE IS ONLY RM 15 FOR 20 PCS

🌟 Place your order now at

Order now and we guarantee that you'll be satisfied !



Hard Selling 6



Syuhada Nazurah House

June 21 at 3:00 PM · 🌐

People's favorite snack, popia but make it pepes ayam with the combination of cheese, we introduce the POPIA PEPES AYAM CHEESE

ONLY RM 15 FOR 15 PCS !!

🌟 Place your order now at

Order now and we guarantee that you'll be satisfied !



Hard Selling 7



Syuhada Nazurah House

4 hrs · 🌐

Hi there~

Are you looking for something for minum petang but wanna something instead of goreng pisang? Do not worry, Popia Pepes Ayam can help you 😊 Grab now for only RM15.

🍌 POPIA PEPES AYAM (20 pcs) - RM 15

🌟 Place your order now at

Order now and we guarantee that you'll be satisfied !



Hard Selling 8



Syuhada Nazurah House

May 14 at 3:37 PM · 🌐

Hi everyone, WE ARE VERY EXCITED TO INTRODUCE OUR PRODCUT WHICH IS 🥰

🌟 PEPES AYAM and our signature AYAM PANDAN 🌟

We have many delicious menu to deliver to you and do not forget to place your order now while stock last.



Hard Selling 9



Syuhada Nazurah House

July 7 at 9:50 AM · 🌐

PROMOSI 10% OFF SEMPENA HARI RAYA AIDILADHA INI

Assalamualaikum & Salam AidilAdha

Dari SI FOOD (SYUHADA NAZURAH HOUSE)

<https://www.facebook.com/syuandilyfood/> . . . 🙏

Kami Menjual produk-produk SATU WARISAN... More

See Translation



Hard Selling 10


Syuhada Nazurah House
 July 7 at 2:03 PM · 🌐

PROMOSI 10% OFF SEMPENA HARI RAYA AIDILADHA INI
 Assalamualaikum & Salam Aidiladha
 Dari SI FOOD (SYUHADA NAZURAH HOUSE)
<https://www.facebook.com/syuandilyfood/> . . . 🙏
 Kami Menjual produk-produk SATU WARISAN . . . !!
 🍌 POPIA PEPES AYAM (20 pcs) - RM 13.5
 🍌 POPIA PEPES AYAM CHEESE (15 pcs) - RM 13.5
 🍌 POPIA OTAK-OTAK (20 pcs) - RM 13.5
 🍌 POPIA SATAR (20 pcs) - RM 13.5
 * Open Order SLOT RAYA . .
 * Penghantaran dicaj mengikut kawasan . .
 * Sila WHATSAPP @ CALL saya (SYUHADA) untuk keterangan lanjut :

[See Translation](#)



Hard Selling 11


Syuhada Nazurah House
 July 7 at 2:05 PM · 🌐

PROMOSI 10% OFF SEMPENA HARI RAYA AIDILADHA INI
 Assalamualaikum & Salam Aidiladha
 Dari SI FOOD (SYUHADA NAZURAH HOUSE)
<https://www.facebook.com/syuandilyfood/> . . . 🙏
 Kami Menjual produk-produk SATU WARISAN . . . !!
 🍌 POPIA PEPES AYAM (20 pcs) - RM 13.5
 * Open Order SLOT RAYA . .
 * Penghantaran dicaj mengikut kawasan . .
 * Sila WHATSAPP @ CALL saya (SYUHADA) untuk keterangan lanjut :

[See Translation](#)



Hard Selling 12



Syuhada Nazurah House

July 7 at 2:09 PM · 🌐

...

PROMOSI 10% OFF SEMPENA HARI RAYA AIDILADHA INI

Assalamualaikum & Salam Aidiladha

Dari SI FOOD (SYUHADA NAZURAH HOUSE)

<https://www.facebook.com/syuandilyfood/> . . . 🙏

Kami Menjual produk-produk SATU WARISAN . . . !!

🍷 POPIA PEPES AYAM CHEESE (15 pcs) - RM 13.5

* Open Order SLOT RAYA . .

* Penghantaran dicaj mengikut kawasan . .

* Sila WHATSAPP @ CALL saya (SYUHADA) untuk keterangan lanjut :

[See Translation](#)



Hard Selling 13



Syuhada Nazurah House

July 7 at 2:12 PM · 🌐

...

PROMOSI 10% OFF SEMPENA HARI RAYA AIDILADHA INI

Assalamualaikum & Salam Aidiladha

Dari SI FOOD (SYUHADA NAZURAH HOUSE)

<https://www.facebook.com/syuandilyfood/> . . . 🙏

Kami Menjual produk-produk SATU WARISAN . . . !!

🌿 AYAM PANDAN (10 pcs) - RM 14.4

🌿 AYAM PANDAN (20 pcs) - RM 21.6

🌿 AYAM PANDAN (30 pcs) - RM 28.8

🌿 AYAM PANDAN (40 pcs) - RM 35.1

🌿 AYAM PANDAN (50 pcs) - RM 40.5

* Open Order SLOT RAYA . .

* Penghantaran dicaj mengikut kawasan . .

* Sila WHATSAPP @ CALL saya (SYUHADA) untuk keterangan lanjut :

[See Translation](#)



Hard Selling 14



Syuhada Nazurah House

July 7 at 2:19 PM · 🌐

...

PROMOSI 10% OFF SEMPENA HARI RAYA AIDILADHA INI

Assalamualaikum & Salam Aidiladha

Dari SI FOOD (SYUHADA NAZURAH HOUSE)

<https://www.facebook.com/syuandilyfood/> . . . 🙏

Kami Menjual produk-produk SATU WARISAN . . . !!

🐟 SEAFOOD PANDAN (25 pcs) - RM 31.5

🐟 SEAFOOD PANDAN (50 pcs) - RM 52.2

* Open Order SLOT RAYA . .

* Penghantaran dicaj mengikut kawasan . .

* Sila WHATSAPP @ CALL saya (SYUHADA) untuk keterangan lanjut :

[See Translation](#)



Hard Selling 15



Syuhada Nazurah House

July 10 at 10:01 PM · 🌐

...

ATTENTION! PROMOTION FOR EID ADHA IS STILL ONGOING, GRAB NOW WHILE STOCK LAST

Assalamualaikum & Salam Aidiladha

Dari SI FOOD (SYUHADA NAZURAH HOUSE)

<https://www.facebook.com/syuandilyfood/> . . . 🙏

Kami... [More](#)

[See Translation](#)



Hard Selling 16



Syuhada Nazurah House

July 11 at 11:17 PM · 🌐

...

SALAM 2ND DAY OF AIDILADHA

PROMOTION FOR EID ADHA IS STILL ONGOING, GRAB NOW WHILE STOCK LAST

Assalamualaikum & Salam Aidiladha

Dari SI FOOD (SYUHADA NAZURAH HOUSE)

<https://www.facebook.com/syuandilyfood/> More

See Translation



Hard Selling 17



Syuhada Nazurah House

July 12 at 11:23 PM · 🌐

...

LAST DAY FOR PROMOTION AIDILADHA

Assalamualaikum & Salam Aidiladha

Dari SI FOOD (SYUHADA NAZURAH HOUSE)

<https://www.facebook.com/syuandilyfood/> . . . 🙏

Kami Menjual produk-produk SATU WARISAN . . . !!

👉PEPES... More

See Translation



Hard Selling 18



Syuhada Nazurah House

1 hr · 🌐

...

Hello everyone, what's your favorite seafood? Did you know that we use fresh seafood everyday to maintain the quality of our product.

Here are among seafood-based. Order now and we guarantee you will be satisfied.

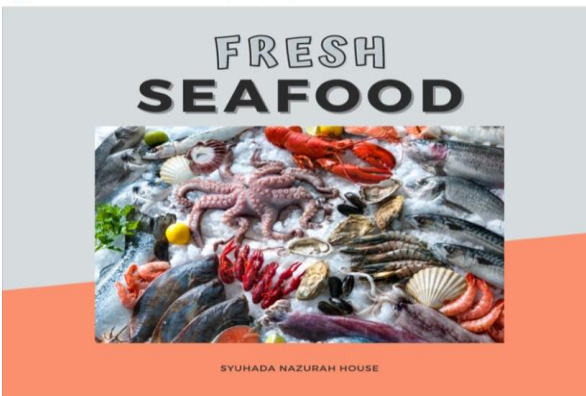
🍤 OTAK-OTAK (25 pcs) - RM 17.1

🍤 OTAK-OTAK (50 pcs) - RM 27

🍤 SEAFOOD PANDAN (25 pcs) - RM 31.5

🍤 SEAFOOD PANDAN (50 pcs) - RM 52.2

🍤 POPIA OTAK-OTAK (20 pcs) - RM 13.5



Hard Selling 19

3.5 Facebook (FB) Post - Copywriting (Soft Sell)

A soft sell is a strategy to marketing and sales that uses delicate words and a non-aggressive approach. The goal of a soft sell is to prevent offending target customers and turning them away. Besides, soft selling is a convincing, subtle, low-pressure sales method that, while it may not result in a sale the first time a product is given, it does help to promote recurring business.

<p> Syuhada Nazurah House May 14 at 3:45 PM · 🌐</p> <p>WE WISH EVERYONE 'SELAMAT HARI RAYA' 🌟🌙</p> <p>Don't know what to serve to the guest for your OPEN HOUSE RAYA? Don't worry guys, we can settle it with our many delicious menu for you to choose.</p> <p>Anyways, what's your raya favorite food? Mine is Pepes Ayam 😊</p>  <p>Soft Selling 1</p>	<p> Syuhada Nazurah House May 25 at 1:11 PM · 🌐</p> <p>Good evening everyone, have you heard of pandan? 🤔</p> <p>.</p> <p>I am sure we all Malaysian are very familiar with pandan leaves because the long, green blade leaves are found all across Southeast Asia and are typically used in dishes for fragrance, colour, or sweet taste. Also known as screwpine, pandan can be used in drinks as flavouring, ground to a paste for its bright green colour, or used as food wrapping to add flavour and aroma.</p> <p>Today is about the benefits of pandan leaves, as many menus of our product are wrapped with pandan leaves such as our signature menu AYAM PANDAN , PEPES AYAM, PEPES IKAN.</p>  <p>Soft Selling 2</p>
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Syuhada Nazurah House

May 30 at 8:47 PM · 🌐

Mungkin ada yang tertanya-tanya sebelum nak beli pepes, macam mana cara masak, 😊 betul tak?

Jangan risau, korang boleh masak pepes atau pun ayam pandan, atau produk- produk kami yang lain dengan dua cara, sama ada DEEP FRY atau pun nak lebih sihat, kurang minyak dan beraroma, boleh masak menggunakan AIR FRYER

See Translation



Soft Selling 3



Syuhada Nazurah House

June 14 at 9:18 PM · 🌐

HAPPY WORLD BLOOD DONOR DAY 🩸 EVERYONE

Every year, every countries celebrate the World Blood Donor Day to create wider awareness throughout the world about the need for availability and appropriate use of safe blood and blood products, and the need for many more people to make a commitment to regular voluntary unpaid blood donation.

For everyone who donate their blood, thank you for your contribution ❤️

Do not forget to eat before donating your blood, you can eat our pepes ayam, ayam pandan 😊



Soft Selling 4



Syuhada Nazurah House

June 21 at 3:21 PM · 🌐

Hmmm...people are worried about the issue of rising chicken prices as a result of chicken shortages. Following this, the prices of chicken-based products will also rise.. BUT

Don't worry, even though the chicken issue is trendy right now... at Syuhada Nazurah House, we continue putting the same price of our products to ensure customer's happiness and for the satisfaction of all customer, we also choose the fresh yet high-quality chickens 🐔 only.



Soft Selling 5



Syuhada Nazurah House

June 30 at 8:19 PM · 🌐

Hello everyone! 🙌

Have you seen food wrapped in banana leaves? I am sure everyone has seen it especially as a Malaysian. Anyways, do you guys know it is actually better to wrap the food with banana leaves? This is because among the benefits of banana leaves is their natural waxy covering, which according to the researcher provides adequate insulation for newly cooked hot dishes. Besides, in contrast to artificial wrappings, the leaves do not cause undesirable chemical reactions when in touch with heated food. In addition, a current study in Indonesia has discovered that banana leaves contain polyphenols comparable to those found in tea leaves, which are high in antioxidants.

the source: <https://www.todayonline.com/world/why-its-better-wrap-food-banana-leaf>



Soft Selling 6



Syuhada Nazurah House

July 1 at 8:58 AM · 🌐

...

Happy 1st of July everyone 🥳

This month we have a special promotion to everyone. We will be announcing this special promotion on next week, get ready guys !



Soft Selling 7



Syuhada Nazurah House

July 4 at 12:50 PM · 🌐

...

Happy Monday everyone!

Remember what week is this week?

Yes, we will be celebrating Eid Adha, soooo for this special week, we have a special promotion for everyone!!

Stay tuned!



Soft Selling 8



Syuhada Nazurah House

July 4 at 12:58 PM · 🌐

...

Thinking of otak-otak made me hungry, hmmm yummy!!

Oh anyway, do you guys know what does otak-otak made of from?



Soft Selling 9



Syuhada Nazurah House

July 7 at 3:59 PM · 🌐

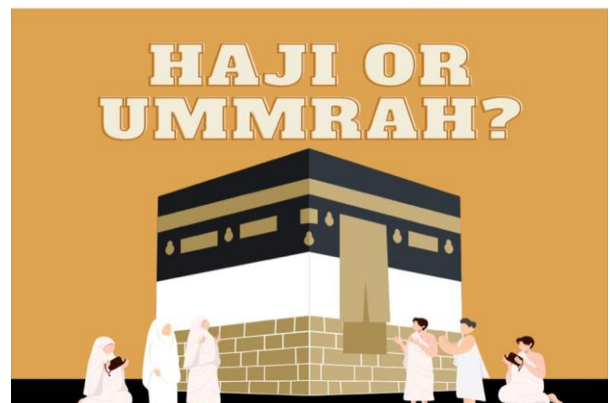
...

SALAM AIDILADHA FROM SYUHADA NAZURAH HOUSE 🌟


LET'S FIND OUT WHAT IS HAJJ AND UMMRAH

As Muslims, one of the basic pillars of Islam that we should aspire to fulfil in our lifetime is Hajj, or the holy journey to Makkah. Those who are able can also perform Umrah. But what is the different between Hajj and Umrah?

Umrah is similar to a short pilgrimage. It is a blessing to undertake rather than a pillar of Islam. In contrast to Hajj, which may only be undertaken during the month of Dhul Hijjah, Umrah can be performed at any time during the Islamic calendar. When you perform Umrah, you will perform tawaf and sa'i. Tawaf is the practise of walking in anti-clockwise circuits around the Ka'aba. A... [More](#)




Soft Selling 10


Syuhada Nazurah House
 July 10 at 9:56 PM · 🌐

HAPPY EID AL-ADHA 🌙

Eid al-Adha is celebrated to honor and commemorate the willingness of Prophet Ibrahim A.S to sacrifice his son Prophet Ishmael A.S as per Allah's order. Allah provided Ibrahim with a sheep to sacrifice at the last second instead.


SALAM AIDILADHA KAMI UCAPKAN KEPADA SELURUH UMAT ISLAM



Happy Eid Al-Adha

SYUHADA NAZURAH HOUSE


Soft Selling 11


Syuhada Nazurah House
 11 hrs · 🌐

Good Morning everyone!

Oh you decided to go diet starting today? We tips for you, but before that, you have to know that taking breakfast is important even during diet.


Pstt, you can try our product for breakfast.



Diet Food Tips

The key to a healthy diet is to balance the number of calories consumed with the number of calories emitted. Also, a healthful diet complements the body's nutritional needs, such a protein, carbohydrates, fats, and a variety of vitamins and minerals.

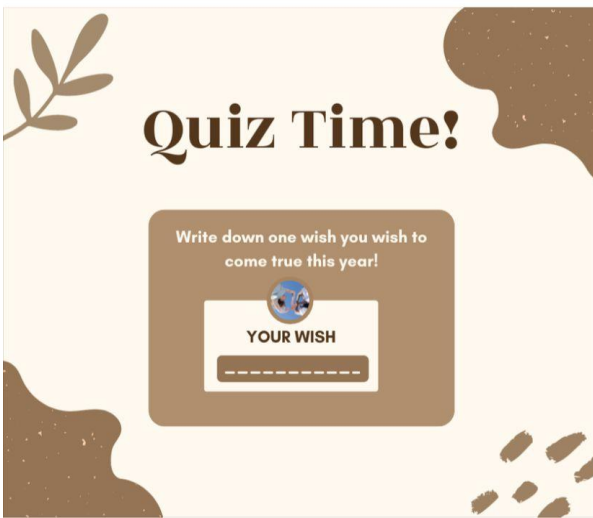
Soft Selling 12


Syuhada Nazurah House
 10 hrs · 🌐

Have you had breakfast? Now it's time for quiz time. What's your wish for this year?

Mine would be, I want this business to grow up and giving the best quality of our product to the customer.

So what's yours?




Quiz Time!

Write down one wish you wish to come true this year!

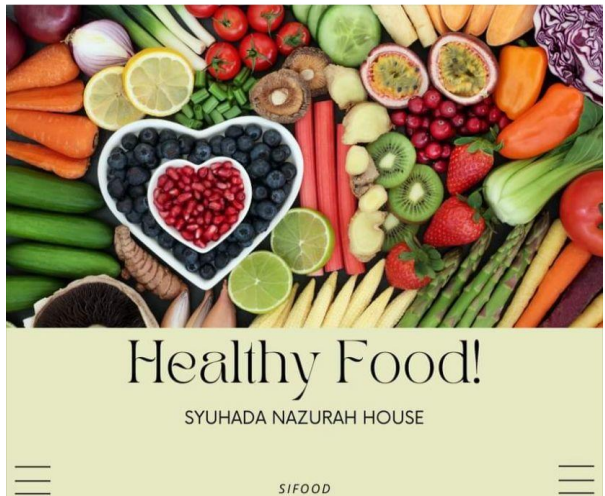
YOUR WISH

Soft Selling 13


Syuhada Nazurah House
 1 hr · 🌐

WHAT IS CONSIDERED HEALTHY FOOD? 🥕🥦

Healthy foods are those that provide you with the nutrients you need to sustain your body's well-being and retain energy. Water, carbohydrates, fat, protein, vitamins, and minerals are the key nutrients that make up a healthy, balanced diet.



Healthy Food!

SYUHADA NAZURAH HOUSE

SIFOOD

Soft Selling 14



Syuhada Nazurah House
1 hr · 🌐

Give it a try, who knows you will be the winner to WIN 20% OFF CODE 🎉

The instruction is easy, find 5 secret words, DM us the words you have found and boom you will be the winner 🤖




WIN A 20% OFF CODE

FIND THE 5 SECRET WORDS AND DM THEM TO US FOR THE WINNING CODE!

f	d	w	d	s	a	l	e	s
f	g	h	j	a	f	w	q	r
c	u	s	t	o	m	e	r	h
m	r	k	t	p	o	k	j	r
f	s	o	c	i	a	l	p	u
h	d	i	s	c	o	u	n	t
f	d	w	p	s	x	g	a	r
f	w	r	e	v	i	e	w	s

SYUHADA NAZURAH HOUSE

Soft Selling 15

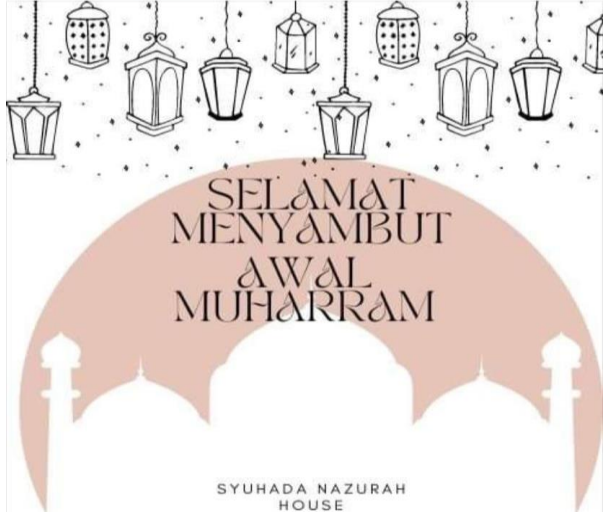


Syuhada Nazurah House
2 mins · 🌐

HAPPY ADVANCE MUHARRAM 🌙

Awal Muharram or Maal Hijrah is an important day for Muslims because it marks an important event that took place in Islamic history which is commemorating the migration of Prophet Muhammad s.a.w from Makkah City to Madinah in 622 Masih and.

⚙️ · [Rate Translation](#)



SELAMAT MENYAMBUT AWAL MUHARRAM

SYUHADA NAZURAH
HOUSE

Soft Selling 16

4.0 Conclusion

To sum up, we are grateful to be able to manage this business together from the beginning of brainstorming the idea of the business to the end. Business is a new thing to us, every day we learn new things about business, nevertheless we feel pleased and we do not feel any pressure but instead we enjoy doing it.

However, there is no denying that every business has its difficulties. We experienced it personally that there are days when Syuhada Nazurah House sales are low and therefore we are working together to find strategies to increase sales. The introduction of a Facebook page has been extremely useful in terms of promoting and introducing our products to customers. We have uploaded two teasers, eight hard sell posts, and six soft sell posts in total for our business activity

Last but not least, this assignment has given us a huge impact on real business using online platforms such as Facebook pages. and we believe what we learned in completing this assignment will greatly help us in the future.