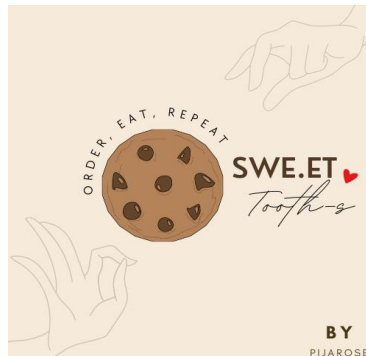




اُنِيْوَ سَيِّدِيْ تَيَكْنُوْلُوْجِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF ACCOUNTANCY**

**UNIVERSITI TEKNOLOGI MARA KAMPUS PUNCAK ALAM**



**SOCIAL MEDIA PORTFOLIO**

**GROUP: AC220B4D**

**PREPARED FOR : SIR RASLAN BIN NORDIN**

**PREPARED BY :**

NO	NAME	STUDENT ID
1.	FATHIN LIYANA BINTI ABDUL KARIM	2020847584
2.	NUR HAFIZATUL HASANAH BINTI MOHAMAD SAMAD	2020470692

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## **ACKNOWLEDGEMENT**

First and foremost, we'd like to express our deepest gratitude to the Almighty for allowing me to complete my lecturer's social media portfolio report with tremendous success thanks to His guidance and blessings throughout the process of completing this assignment. We would also like to express my thankfulness to University Technology Mara (UiTM) Campus Puncak Alam for giving me the opportunity to do this assignment.

Sir Raslan Bin Nordin, our lecturer, gave us the time to complete our social media portfolio report, and we are quite grateful. We sincerely thank Sir Raslan, our lecturer, for his advice, wonderful encouragement, and general assistance in completing this assignment as well as instructing us in the course.

In addition, we'd like to express our heartfelt gratitude to our wonderful, caring, supportive, and loving family for sharing ideas and knowledge that have been very useful for this assignment. There are a few challenges that have been faced during the completion of this assignment however I am grateful as I am able to overcome these challenges thanks to them.

Finally, not to forget we'd like to express our gratitude to all those who have assisted us throughout this project. The success and final end of this task required a great deal of help and advice from many people, and answers are grateful to have had the opportunity to participate in all of it. As a result, we'd like to express our gratitude to everyone who has directly or indirectly assisted us in completing this project, as they have been a tremendous source of encouragement for us until we are able to complete the assessment that is given to us with ease and without any problem

## **EXECUTIVE SUMMARY**

“Sweet Tooth” is the partnership business that was established in March 2022 with the dream of bringing happiness and satisfaction to our customers when they taste our brownis chips cookies. We decided to run this business because nowadays cookies have become a popular snack among young people.


The objective of our business is to offer good quality snacks with a variety of flavor and create the best memorable experience for everyone who has eaten our brownis chips cookies . We are also dreaming of becoming one of the top brands of cookies business in Malaysia. The reason we came up with the idea of a brownis chips cookies is because we want to provide the customer the best snacks that they can have as their breakfast, lunch or dinner.

We choose Facebook as our main social platform for “Sweet Tooth” because Facebook Page has the potential to help us in advertising our business. Facebook is a low-cost marketing method that is particularly beneficial to small businesses that are just getting started. Second, because Facebook has the greatest user base, entrepreneurs may use it to discover their target demographic. Finally, existing and potential consumers who like our page on Facebook can enhance brand recognition, which will eventually lead to more people learning about our business.

“Sweet Tooth” frequently posts hard sale and soft sell posts on their Facebook page in order to engage with people and to entice them to purchase sweet and crunchy brownies chips. The pricing of the cookies is RM15 each.

# 1.0 GO-ECOMMERCE REGISTRATION

## PERSONAL PROFILE



Nur Hafizatul Hasanah Binti Mohamad Samad

Go-eCommerce

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

PERSONAL PROFILE

BUSINESS PROFILE


**Personal Information**

Name	Nur Hafizatul Hasanah Binti Mohamad Samad	Phone/Mobile		<a href="#">Edit</a>
New Identity Card No.		Home Address		
Email Address		District		
City		Postcode		
State		Personal Instagram		
Personal Facebook		Race	Malay	
Gender		Special Need Required	No	
Marital Status	Single			

**Institution Information**

UTM Puncak Alam - Please Select

Type of Institution	IHL	Institution List	Universiti Teknologi MARA	
State of Institution	Selangor	Name of Institution	UTM 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	<a href="#">Edit</a> <a href="#">Delete</a>
Level of Study	Bachelor Degree	Class Name	AC220B4D	
Course Name	Please Select	Year Enrolling the subject	2022	
Subject Name	Principle of Entrepreneurship	Lecturer Name	Raslan Nordin	
Month Enrolling the Subject	4	Year Of Internship Enrollment		
Internship Enrollment	No	Period of Internship Training		
Month of Internship Enrollment		Expected Month To Complete Study	8	
Expected Year To Complete Study	2023			
Related To Study Field	Yes			



FATHIN LIYANA BINTI ABDUL KARIM

Go-eCommerce

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

PERSONAL PROFILE

BUSINESS PROFILE

**Personal Information**

Name	FATHIN LIYANA BINTI ABDUL KARIM	Phone/Mobile		<a href="#">Edit</a>
New Identity Card No.		Home Address		
Email Address		District		
City		Postcode		
State		Personal Instagram	nui	
Personal Facebook		Race	Malay	
Gender	Female	Special Need Required	No	
Marital Status	Single			

**Institution Information**

UTM Puncak Alam - Entrepreneurship Semester Mar 2022

Type of Institution	IHL	Institution List	Universiti Teknologi MARA	
State of Institution	Selangor	Name of Institution	UTM 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	<a href="#">Edit</a> <a href="#">Delete</a>
Level of Study	Bachelor Degree	Class Name	AC220B4D	
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	8	
Expected Year To Complete Study	2024			
Related To Study Field	Yes			

4

# BUSINESS PROFILE

PERSONAL PROFILE BUSINESS PROFILE



FATHIN LIYANA BINTI ABDUL KARIM

Company Name : Swe.etooths-s  
Type Of Business : PLT  
Facebook Page : @Swe.etoothsbypjarose  
Wechat for Business :  
Marketplace : Others  
Business Related to Your Study : Yes  
Field :

Company Registration No. : 202203181258  
Business Role : Agent  
Business Category/Business Sub-Category : Food & Beverages / Food & Beverages  
Business Instagram Page :  
Business Website : @Swe.etoothsbypjarose  
Type Of Website : eCommerce Platform  
Experience in International Export : No

Edit

PERSONAL PROFILE BUSINESS PROFILE



Nur Hafizatul Hasanah Binti  
Mohamad Samad

Company Name : sweet tooth  
Type Of Business : Enterprise  
Facebook Page : sweet tooth  
Wechat for Business :  
Marketplace : Others  
Business Related to Your Study Field : No

Company Registration No. : PG0530182-M  
Business Role : Product Owner  
Business Category/Business Sub-Category : Food & Beverages / Food & Beverages  
Business Instagram Page :  
Business Website :  
Type Of Website :  
Experience in International Export : No

Edit

## 2.0 MY-ENT CERTIFICATE

### 1. Nur Hafizatul Hasanah Binti Mohamad Samad

	<b>UNIVERSITI TEKNOLOGI MARA</b>	<b>Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)</b>
<b>MASMED YOUNG ENTREPRENEUR (MyENT)</b>		
<b>SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM</b>		
No. Pelajar	:	2020470692
Nama	:	Nur Hafizatul Hasanah Binti Mohamad Samad
Program Pengajian	:	SARJANA MUDA PERAKAUNAN (KEPUJIAN)
Fakulti	:	Faculty of Accountancy
Kampus	:	Selangor
<b>MAKLUMAT PERNIAGAAN</b>		
Mod Perniagaan	:	Online
Bidang Perniagaan yg diceburi	:	Makanan
Tempoh Berniaga	:	2022
No. Pendaftaran Perniagaan	:	PG0530182-M
URL Perniagaan	:	@sweettooth by pijarose
Alamat Premis Perniagaan	:	
Tarikh Mendaftar	:	23 May 2022
Tarikh Kemaskini	:	23 Jul 2022
Tarikh Cetak	:	23 Jul 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>		
<b>SALINAN PENDAFTARAN INI DIPERAKUI OLEH PENOLONG NAIB CANSOLOR KEUSAHAWANAN UITM</b>		
Malaysian Academy of SME & Entrepreneurship Development (MASMED)		

## 2. Fathin Liyana Binti Abdul Karim

	UNIVERSITI TEKNOLOGI MARA	Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)
<b>MASMED YOUNG ENTREPRENEUR (MyENT)</b>		
<b>SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM</b>		
No. Pelajar	:	2020847584
Nama	:	FATHIN LIYANA BINTI ABDUL KARIM
Program Pengajian	:	SARJANA MUDA PERAKAUNAN (KEPUJIAN)
Fakulti	:	Faculty of Accountancy
Kampus	:	Selangor
<b>MAKLUMAT PERNIAGAAN</b>		
Mod Perniagaan	:	Online
Bidang Perniagaan yg diceburi	:	Makanan
Tempoh Berniaga	:	2022
No. Pendaftaran Perniagaan	:	202203181258
URL Perniagaan	:	@Swe.etoothsbypijarose
Alamat Premis Perniagaan	:	
Tarikh Mendaftar	:	04 Jul 2022
Tarikh Kemaskini	:	20 Jul 2022
Tarikh Cetak	:	20 Jul 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 <b>PENOLONG NAIB CANSOLOR KEUSAHAWANAN UITM</b>		
Malaysian Academy of SME & Entrepreneurship Development (MASMED)		



**SSM REGISTRATION/BUSINESS REGISTRATION**



**BORANG D (KAEDAH 13)**



**PERAKUAN PENDAFTARAN  
AKTA PENDAFTARAN PERNIAGAAN 1956**

Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama

**PIJAROSE BAKERY**

**NO. PENDAFTARAN: 202203181258 (PG0530182-M)**

telah didaftarkan dari hari ini sehingga **18 JULAI 2023** di bawah Akta Pendaftaran  
Perniagaan 1956, beralamat di

**Bil. Cawangan: TIADA**

Bertarikh di **SISTEM EZBIZ** pada **19 JULAI 2022**.

**DATUK NOR AZIMAH ABDUL AZIZ**  
Pendaftar Perniagaan  
Semenanjung Malaysia

## INTRODUCTION OF BUSINESS



Sweet tooths was founded in March 2022 and the company's logo is depicted above. The name of "Sweet Tooths" was chosen because we are two best friends who have the same taste . We both really like sweets. Our product also comes in three different flavours: dark chocolate,matcha and red velvet. We are certain that our brownies chips cookies would have gone viral on social media. Giving the brownies chips cookies will persuade more people to purchase as it is easy to bring everywhere.

Our target demographic is mostly teenagers and students . As they are more exposed to trendy things on the market, nonetheless we feel that everybody, regardless of age, would appreciate our cookies. This is because these brownie chips cookies make it acceptable for bringing it everywhere.

Sweet tooths offers an online platform for placing orders for our shawls with Facebook serving as the primary site for selling our brownis chips cookies. We also provide consumers with direct delivery services to their homes. Consumers can place an order throughout Whatsapp business and we will bring it to them without them having to come all the way to our shop. If they live outside of our service region, they may just place an order for a loved one and we will send it to them.

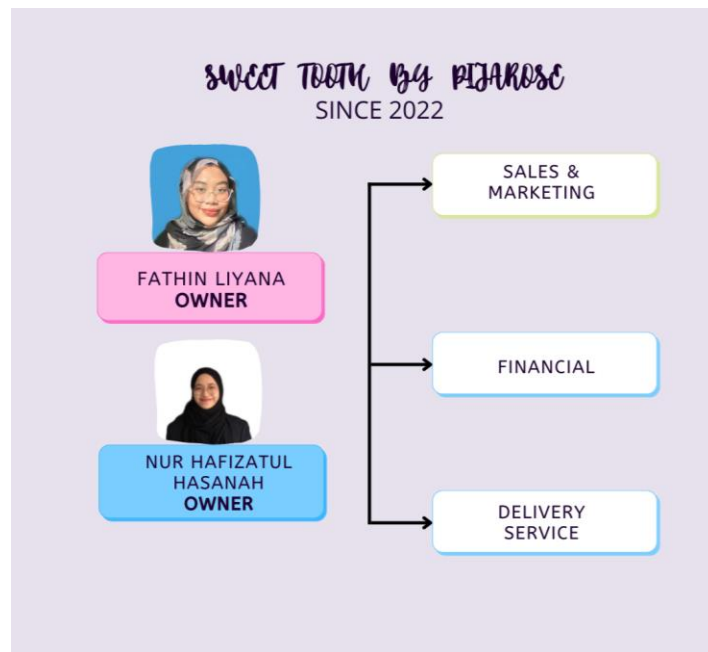
As for our logo, we used brown in colour to show the colour of cookies and how smooth and grainy the cookies are.Our trademark is order, eat and repeat to show that our brownies chips cookies are the best.

## NAME AND ADDRESS OF BUSINESS

<b>Name of Business</b>	Sweet Tooths
<b>Business Address</b>	
<b>Registration Number</b>	202203181258
<b>Form of Business</b>	Partnership
<b>Phone Number</b>	
<b>Social Media</b>	Facebook
<b>Main Activity</b>	Selling and promoting Brownis Chips Cookies
<b>Business Operation Hour</b>	Monday-Sunday
<b>Date of Establish the Business</b>	2022
<b>Name of Bank</b>	Maybank
<b>Bank Account Number</b>	

Table 1 : Background and details of Sweet Tooths

## ORGANIZATION CHART



## **MISSION & VISION**

### **MISSION**

- To delight and nourish our customers by providing high-quality, delicious food and good service at a reasonable price.
- To continuously strive to create the perfect crispy cookies that will put a smile on our customer's face
- To use the best quality and quantity of the product to ensure our product are well made

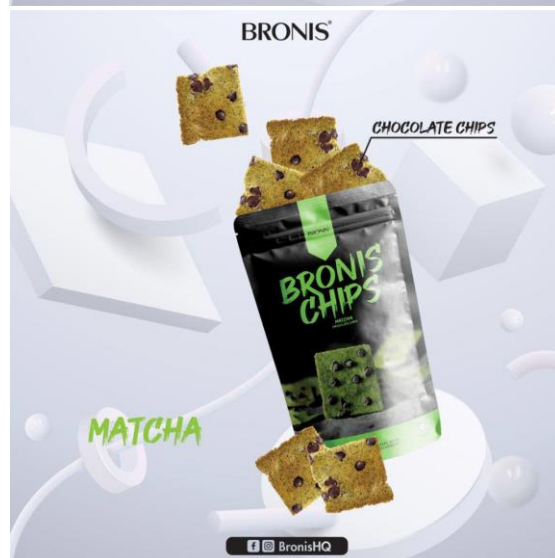
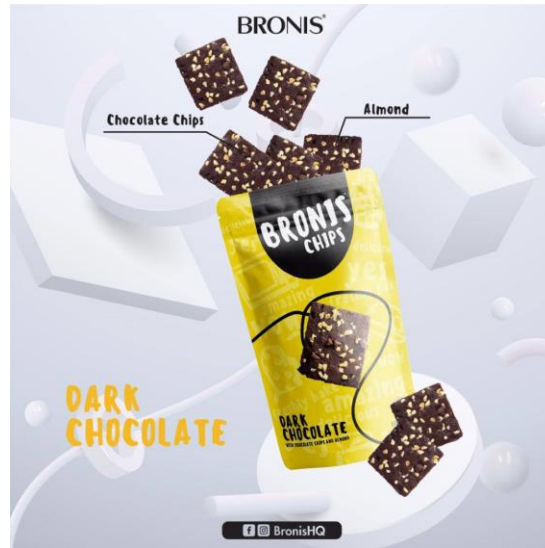
### **VISION**

- To be the top choice of Brownis Chips cookies as well-known brand name all around Malaysia and develop our business internationally.

## **DESCRIPTION OF PRODUCT**

Brownis Chips Cookies is one of the popular snacks nowadays especially among teenagers. However, Brownies Chips is not only suitable for teenagers but it is also suitable for various ages from kids to adults aged 6-year-old and above. We promise our customer satisfaction by tasting of Brownis Chips cookies.

As for Sweet Tooths Bakery, we come with (3) different flavors which are dark chocolate, Matcha and Red Velvet. Each product has their own taste yet different ingredients. We choose these three flavors because nowadays matcha has been trending for their flavour because it is tasteful and gives a good vitamin since it is processed from green tea. While for Dark Chocolate and Red Velvet, their flavor is always maintained because there are many people who still love this flavor.

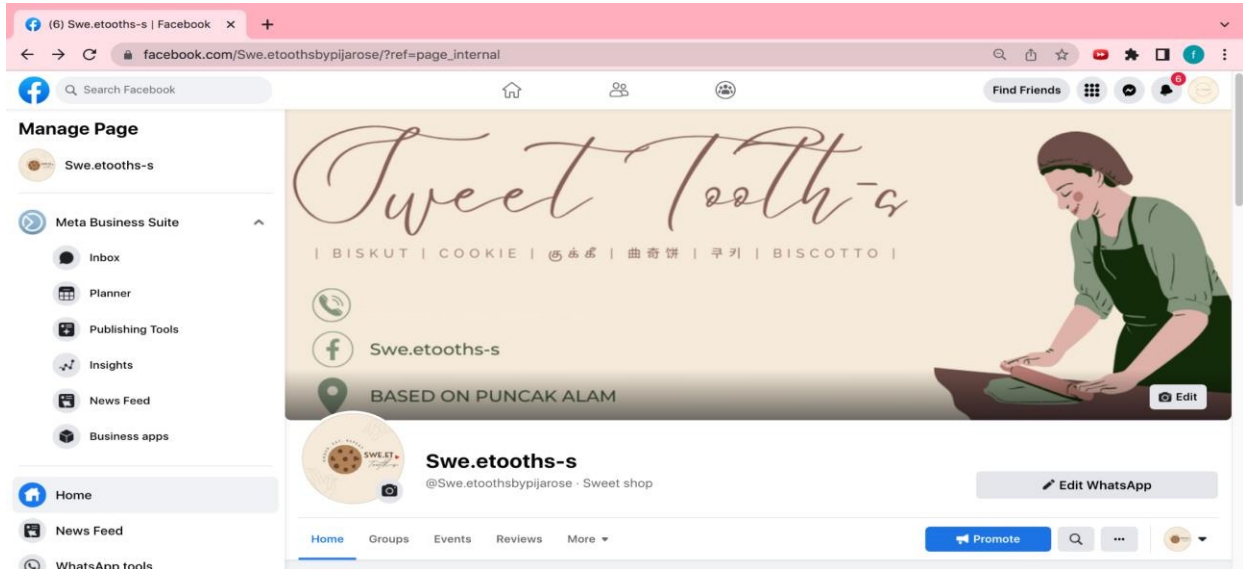


## PRICE LISTING

NO.	FLAVOUR	ITEM	PRICE (RM)
1	DARK CHOCOLATE		15
2	RED VELVET		15
3	MATCHA		15

**FACEBOOK**

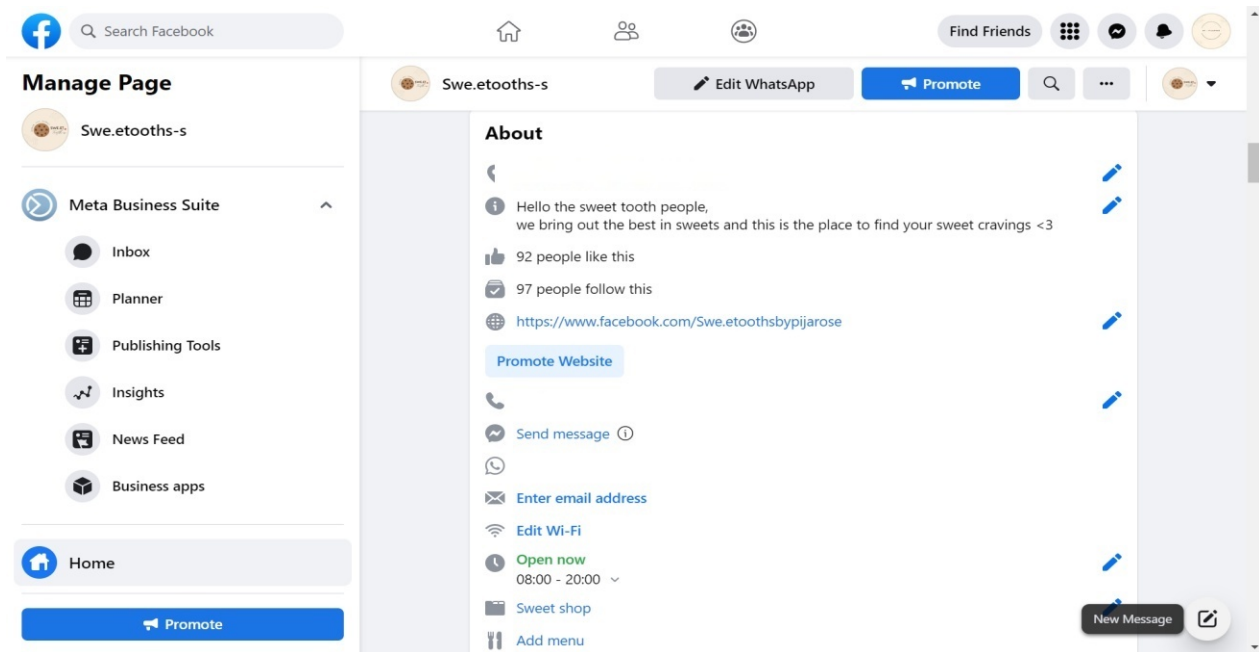
### 3.1 FACEBOOK (FB) PAGE



### 3.2 URL FACEBOOK (FB) PAGE

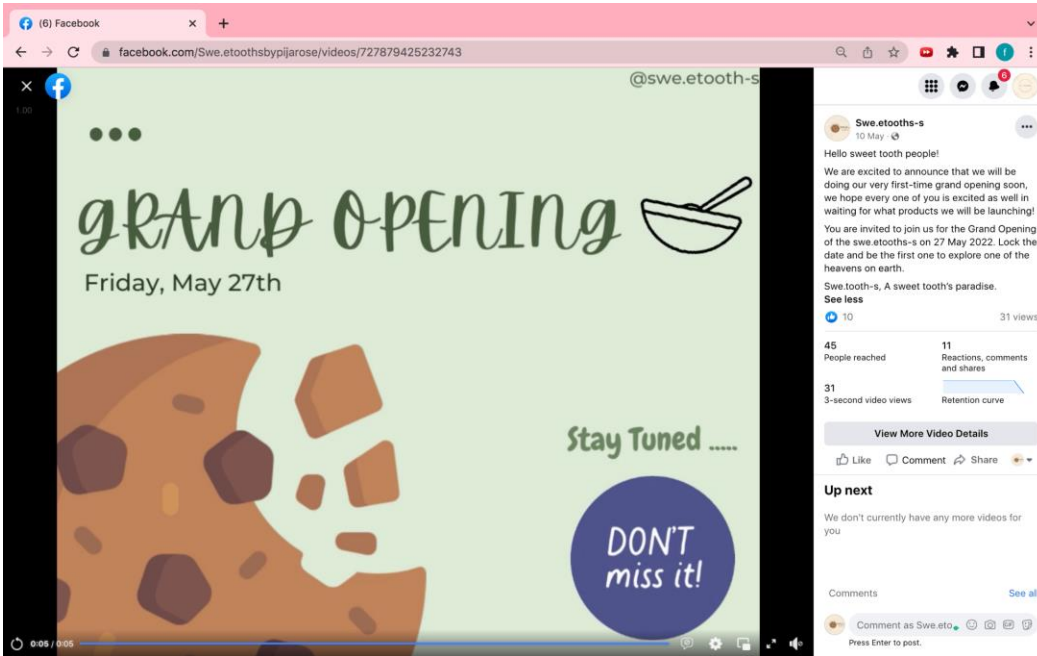
<https://www.facebook.com/Swe.etoothsbypijarose>

### 3.3 NUMBER OF PAGE LIKES

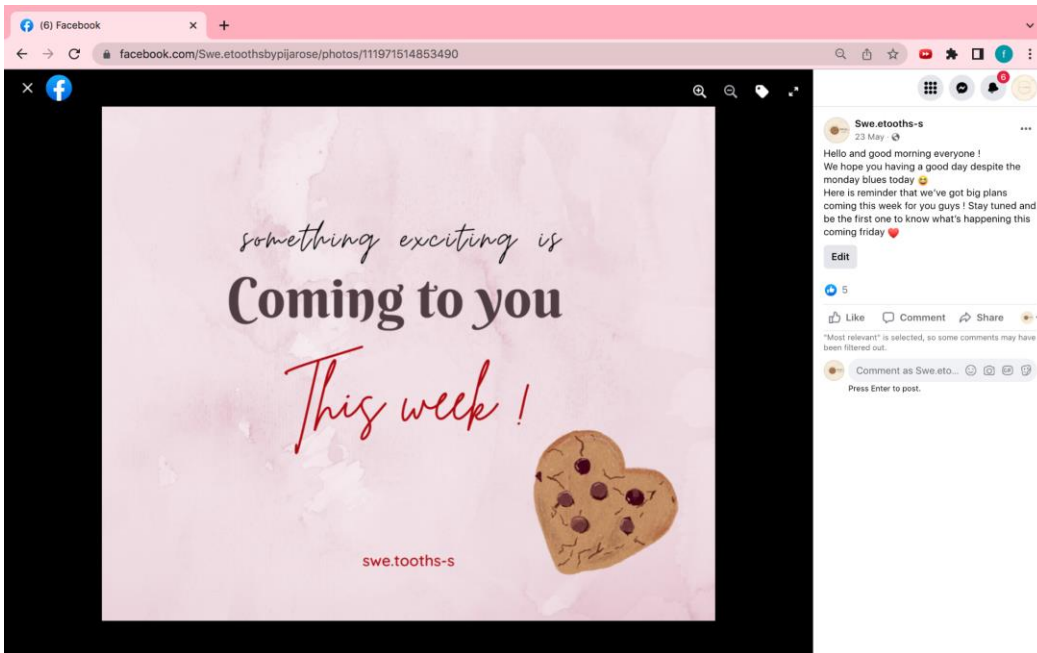




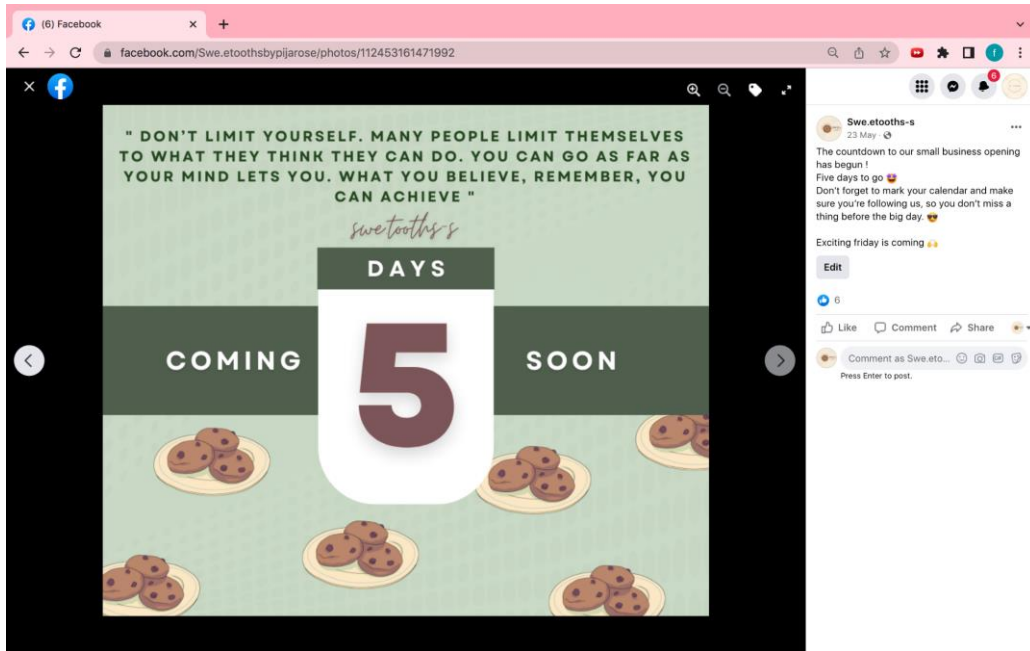
### 3.4 Facebook (FB) post – Teaser



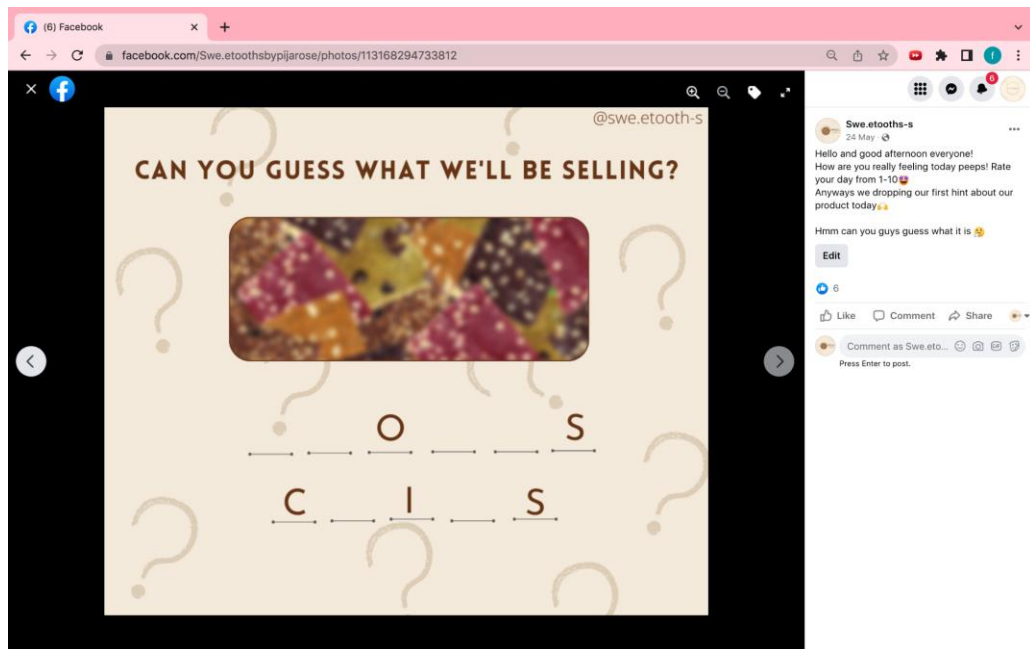
TEASER 1



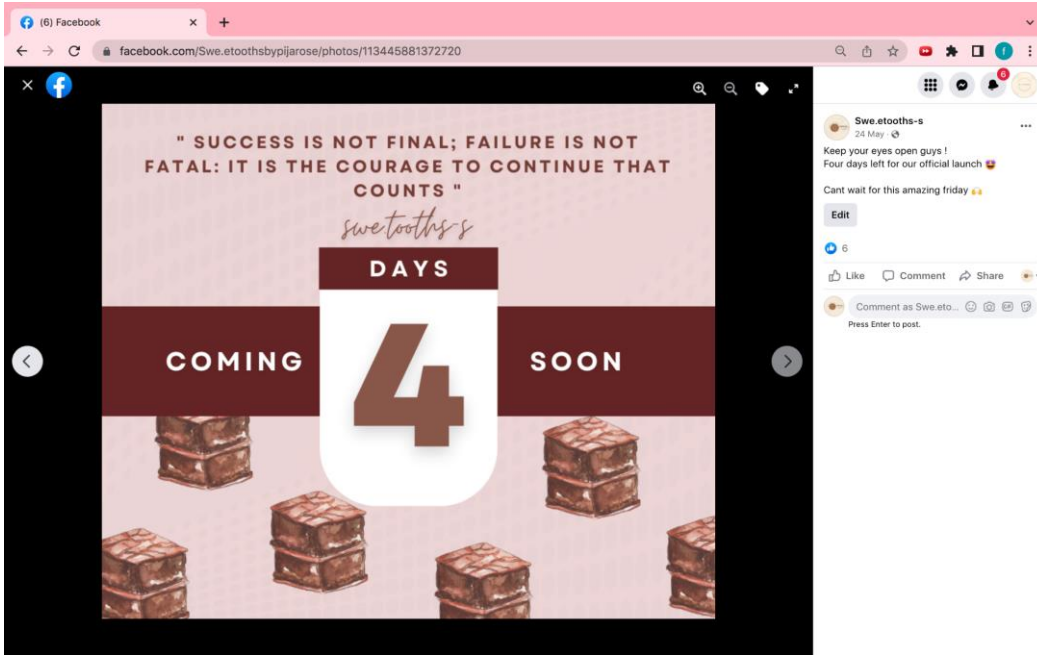
TEASER 2



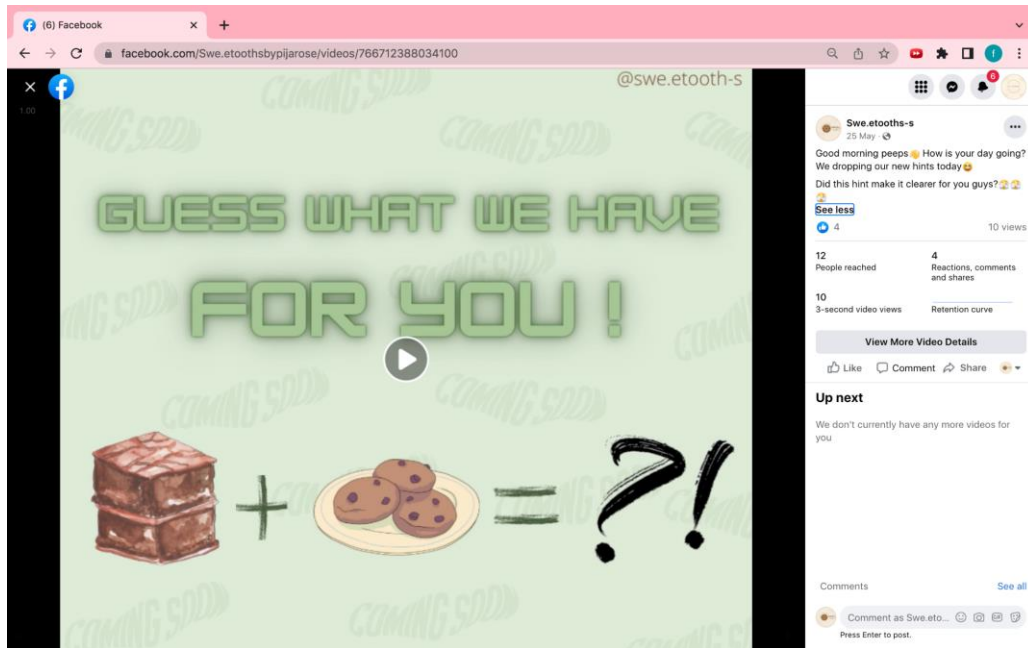
TEASER 3



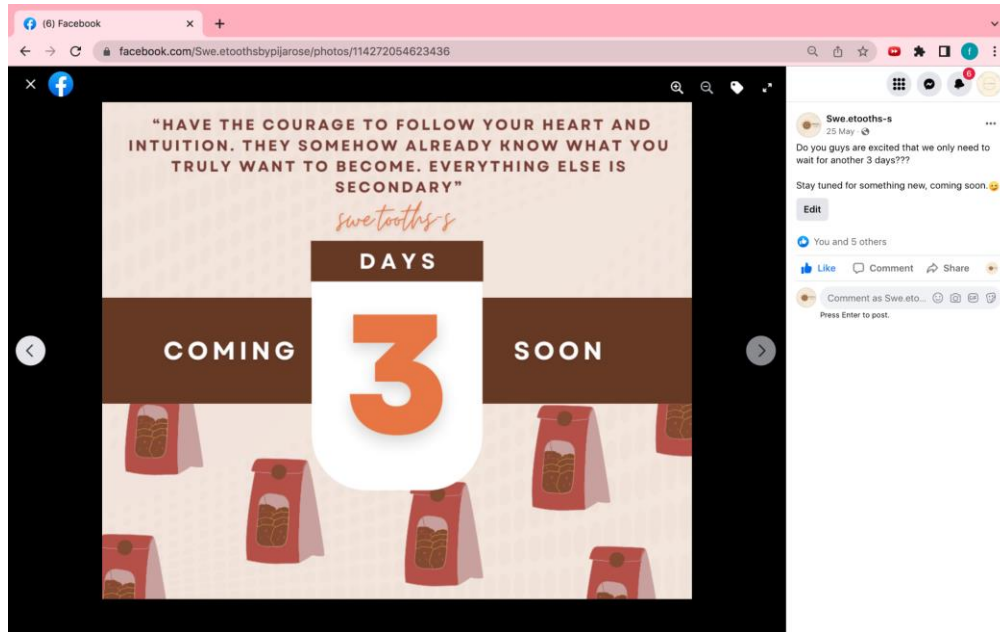
TEASER 4



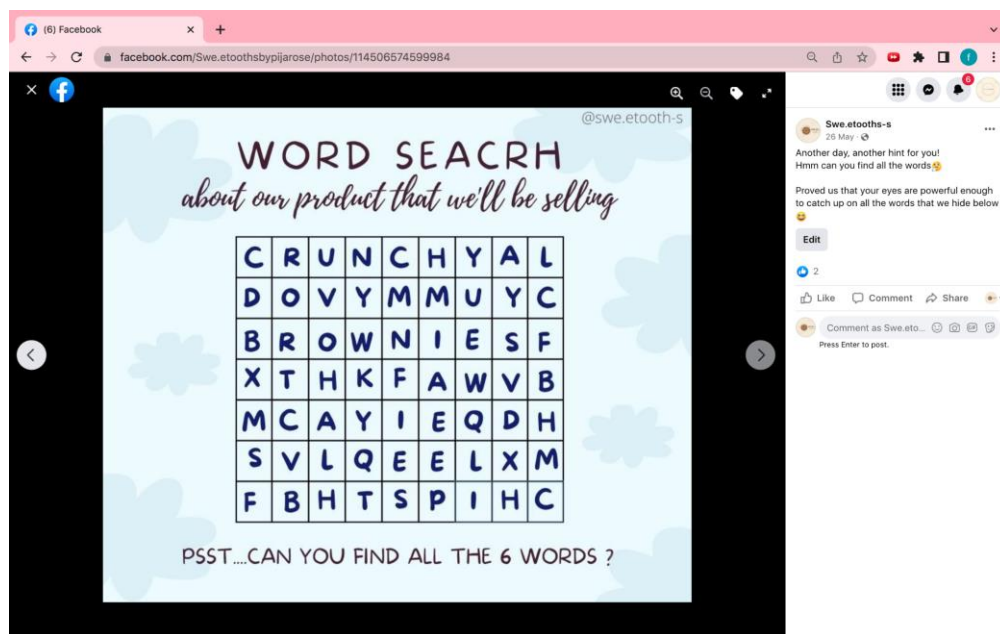
TEASER 5



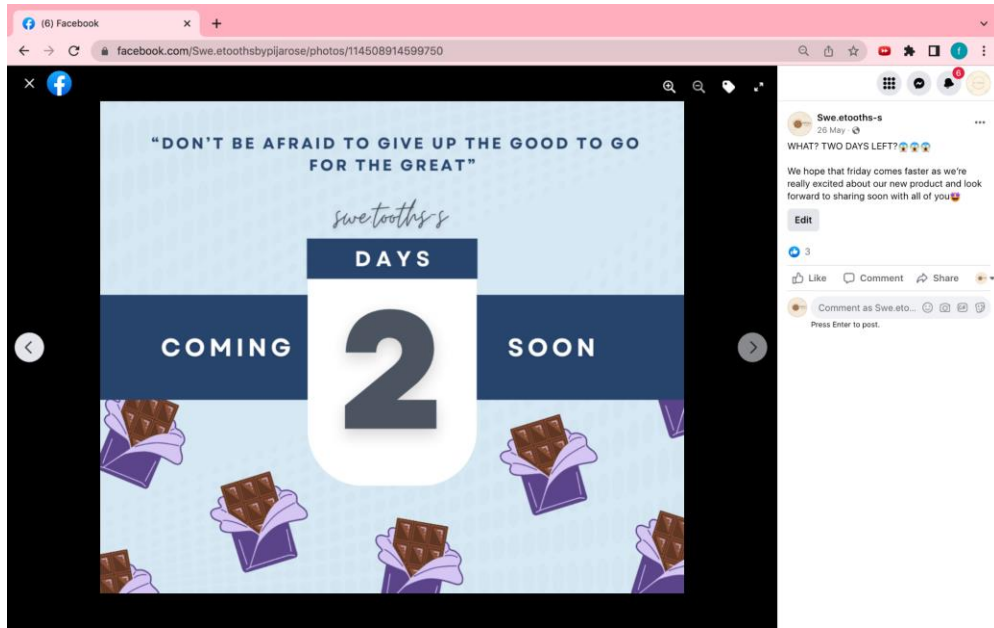
TEASER 6



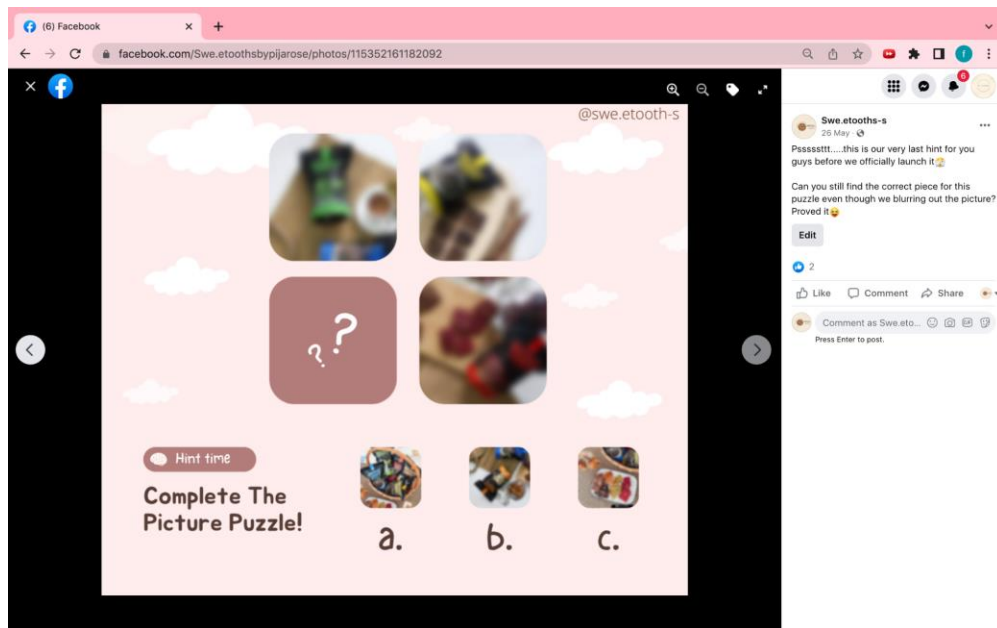
TEASER 7



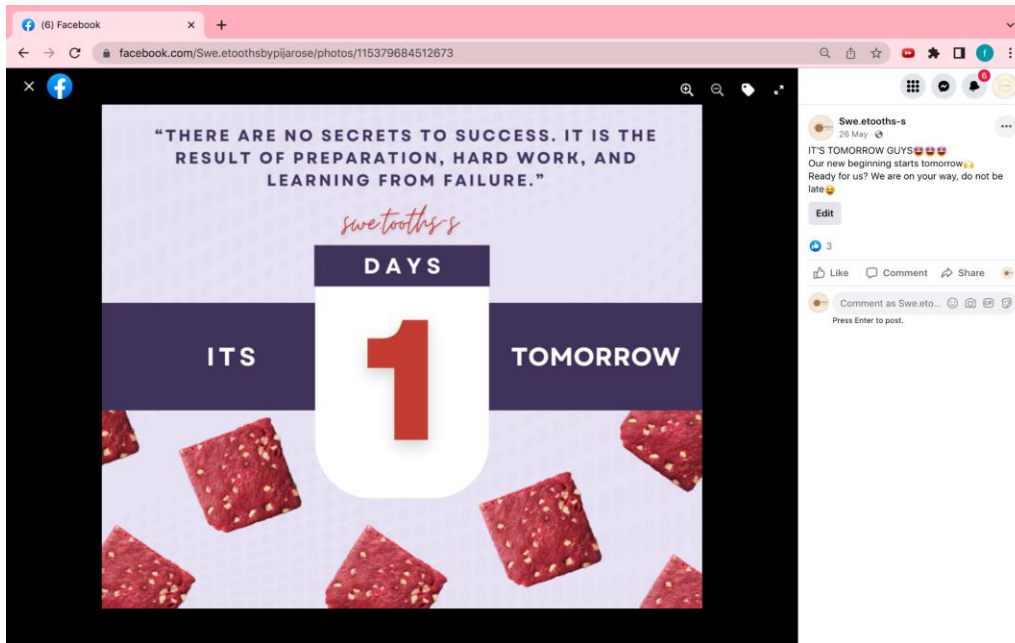
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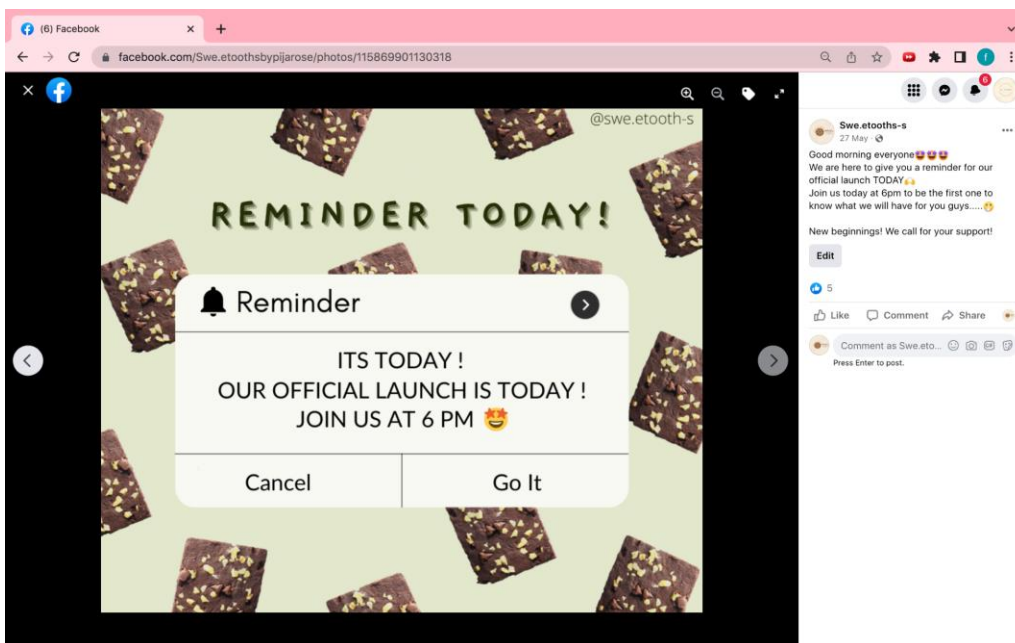
TEASER 9



TEASER 10

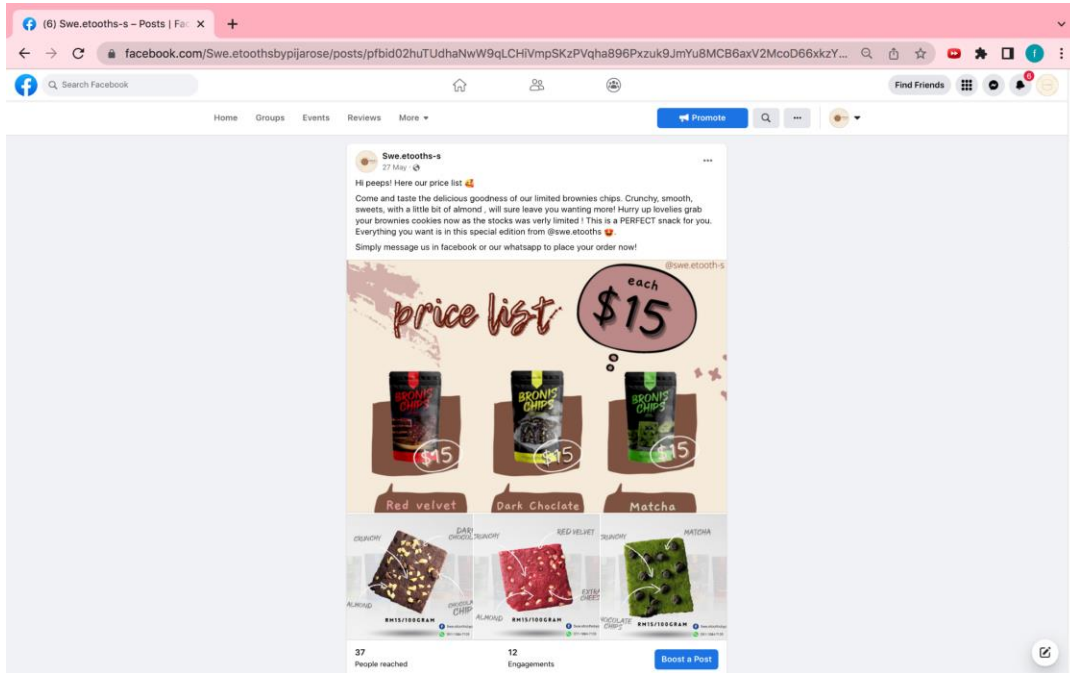


TEASER 11

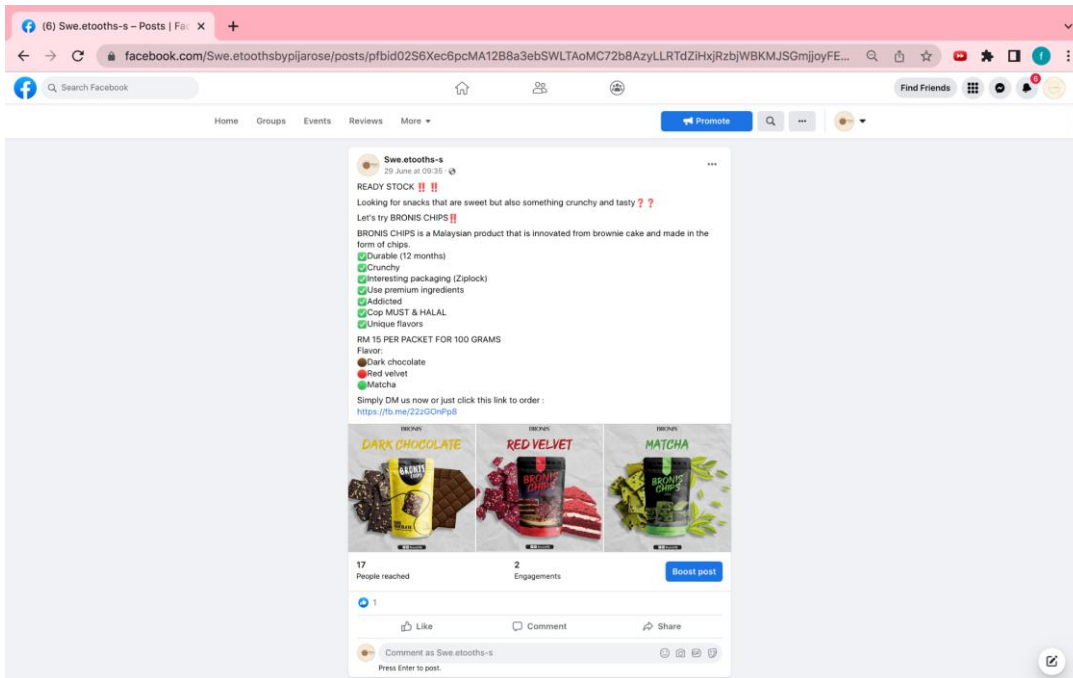


TEASER 12

### 3.5 Facebook (FB) post – Copywriting (Hard sell)



**HARDELL 1**



**HARDELL 2**

facebook.com/Swe.etoothsbypijarose/photos/130254713025170

BRONIS

Just take a bite!

Once you take a bite, you can't stop

BRONIS HQ

Swe.etooths-s  
30 June at 14:59

Looking for something for your sweet craving ??

Let's try BRONIS CHIPS !!

BRONIS CHIPS is a Malaysian product that is innovated from brownie cake and made in the form of chips.

- ✓ Durable (12 months)
- ✓ Crunchy
- ✓ Interesting packaging (Ziplock)
- ✓ Use premium ingredients
- ✓ Addicted
- ✓ COP MUST & HALAL
- ✓ Unique flavors & nowhere else

RM 15 PER PACKET FOR 100 GRAMS

Flavor:

- Dark chocolate
- Red velvet
- Matcha

Simply DM us now or just click this link to order :  
<https://fb.me/22zGOnPp8> See less

2

Like Comment Share

Comment as Swe.eto...  
Press Enter to post.

HARSELL 3

facebook.com/Swe.etoothsbypijarose/photos/131058919611416

BRONIS CHIPS

Let's surprise them with our BRONIS CHIPS !

BRONIS CHIPS is a Malaysian product that is innovated from brownie cake and made in the form of chips.

- ✓ Durable (12 months)
- ✓ Crunchy
- ✓ Interesting packaging (Ziplock)
- ✓ Use premium ingredients
- ✓ Addicted
- ✓ COP MUST & HALAL
- ✓ Unique flavors & nowhere else

RM 15 PER PACKET FOR 100 GRAMS

Flavors available:

- Dark chocolate
- Red velvet
- Matcha

Come and get it while they were in stock by simply DM us now or just click this link to order :  
<https://fb.me/22zGOnPp8> See less

1

Like Comment Share

Comment as Swe.eto...  
Press Enter to post.

HARSELL 4





Swe.etooths-s

2 h · 🌐

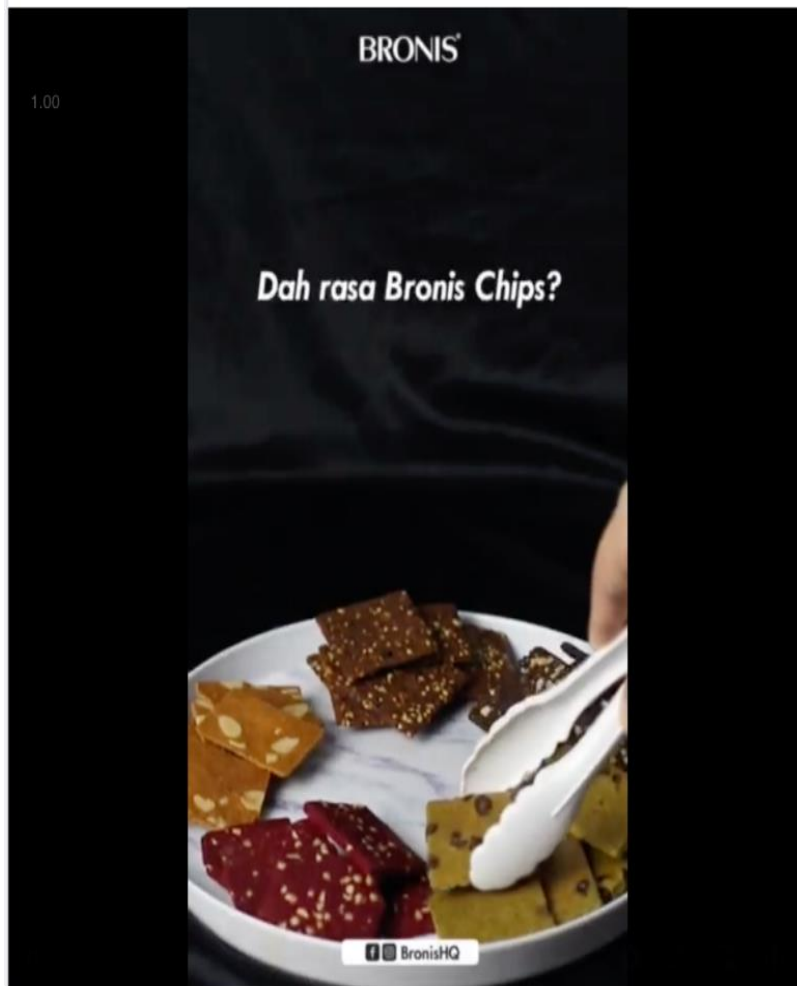


HELLO AND HAVE A NICE DAY EVERYONE!! 😊🥰

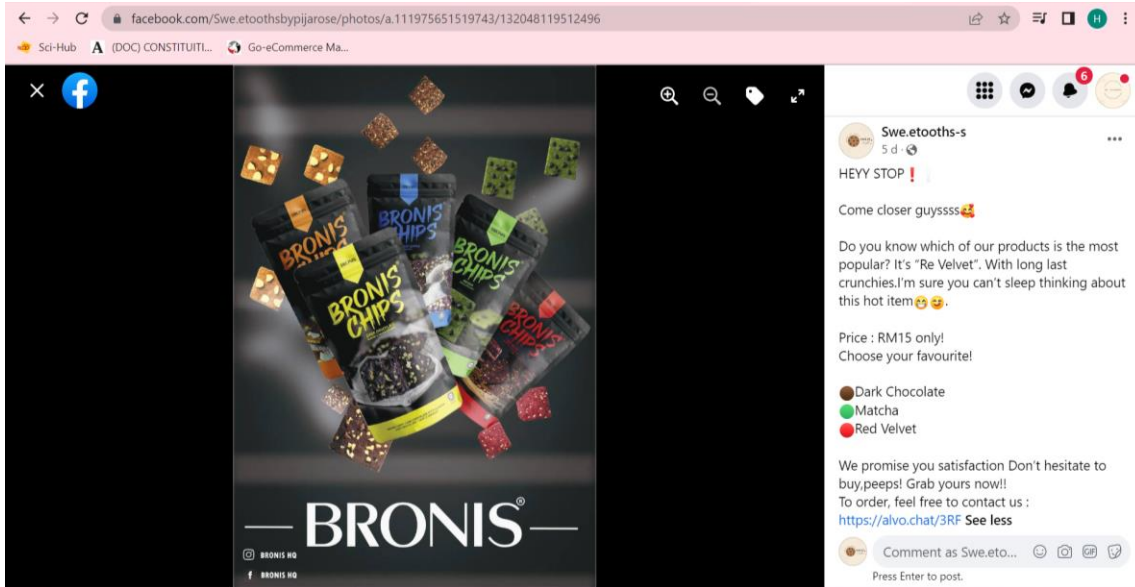
Do you guys know what can makes you fall in love in one bite? YESSS our brownis chips cookies of course! ✨✨✨

This cookies literally induces feelings of love and lust chemically in our brains when we eat it. I'll argue that when we feel good, we feel all grooney crazy in love, Few will deny brownis chips cookies makes us feel good👍! . For that moment it is in our mouths,we experience pure sensuous delight , All the pain and anxiety of the worlds around us melts away and everything is bliss and pleasure💖.

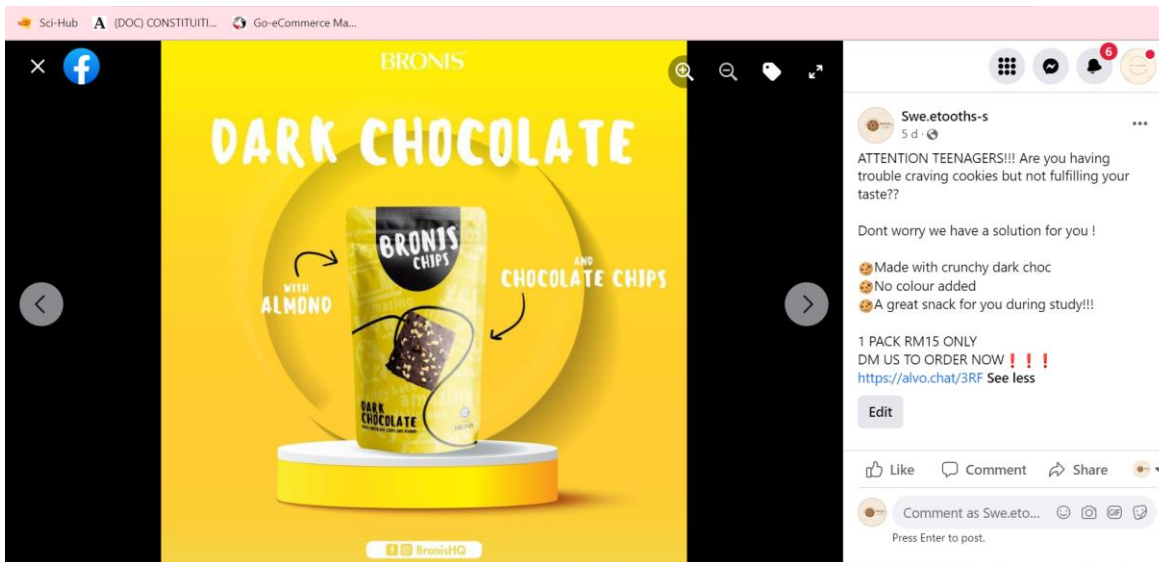
Do comment below or directly message me on whatsapp to place your order!.We will respond as soon as possible!👉: <https://alvo.chat/3RF>



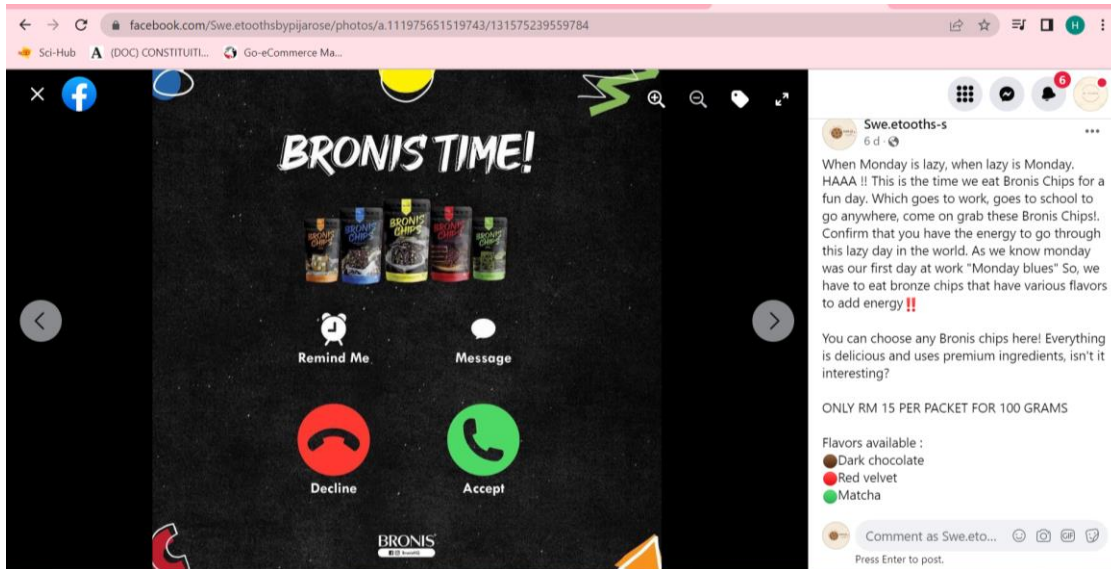
**HARDELL 5**



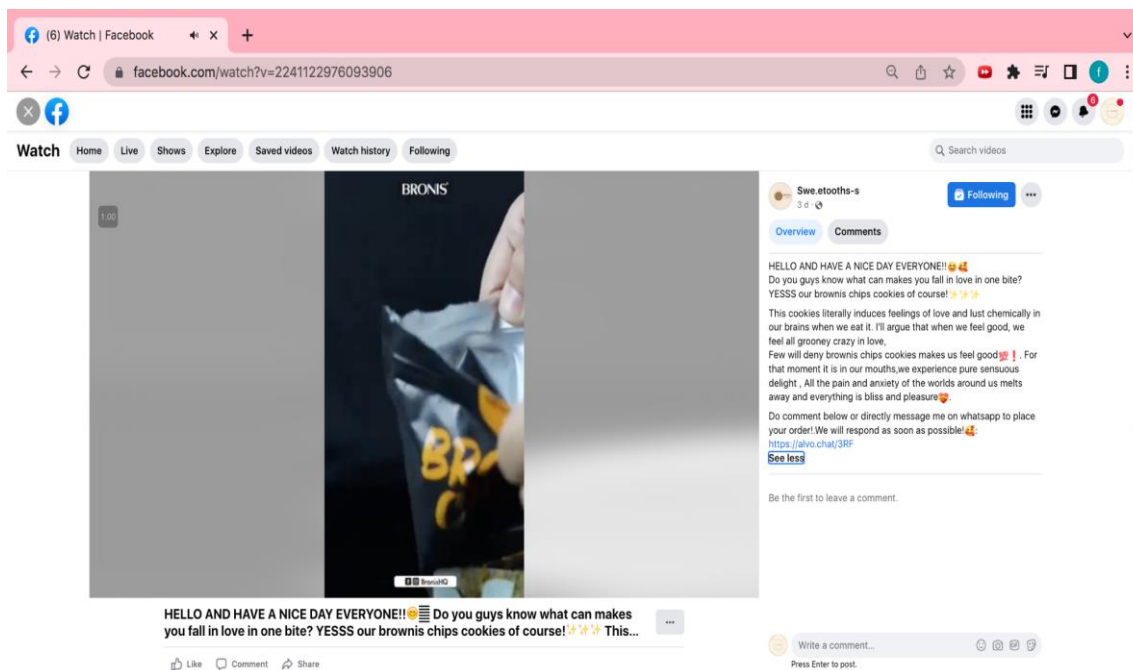
HARDESELL 6



HARDESELL 7



HARDELL 8



HARDELL 9



Swe.etooths-s

2 h · 🌐

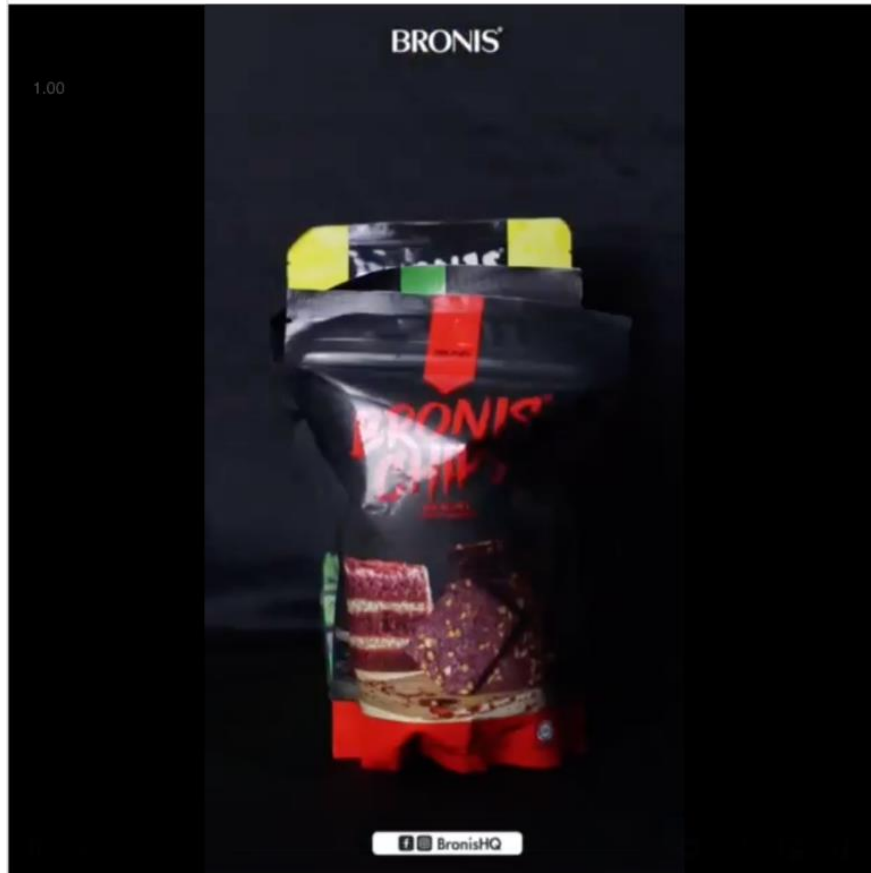


HELLO AND HAVE A NICE DAY EVERYONE!! 😊🥰

Do you guys know what can makes you fall in love in one bite? YESSS our brownis chips cookies of course! ✨✨✨

This cookies literally induces feelings of love and lust chemically in our brains when we eat it. I'll argue that when we feel good, we feel all grooney crazy in love, Few will deny brownis chips cookies makes us feel good!🔥! . For that moment it is in our mouths,we experience pure sensuous delight , All the pain and anxiety of the worlds around us melts away and everything is bliss and pleasure💖.

Do comment below or directly message me on whatsapp to place your order!.We will respond as soon as possible!🥰: <https://alvo.chat/3RF>



**HARDELL 10**

HARSELL 11

HARSELL 12



Swe.etooths-s

12 July at 10:00 · 🌐

! EXTENDED RAYA HAJI SALE !

Missed our promotion yesterday ????

Don't worry, we have extended our promotion for you guys but only until 11.59 pm today 🙏🙏

Come get 3 packs bronis chips of your choice for ONLY RM40 before it is too late !!!

BRONIS CHIPS is a Malaysian product that is innovated from brownie cake and made in the form of chips.

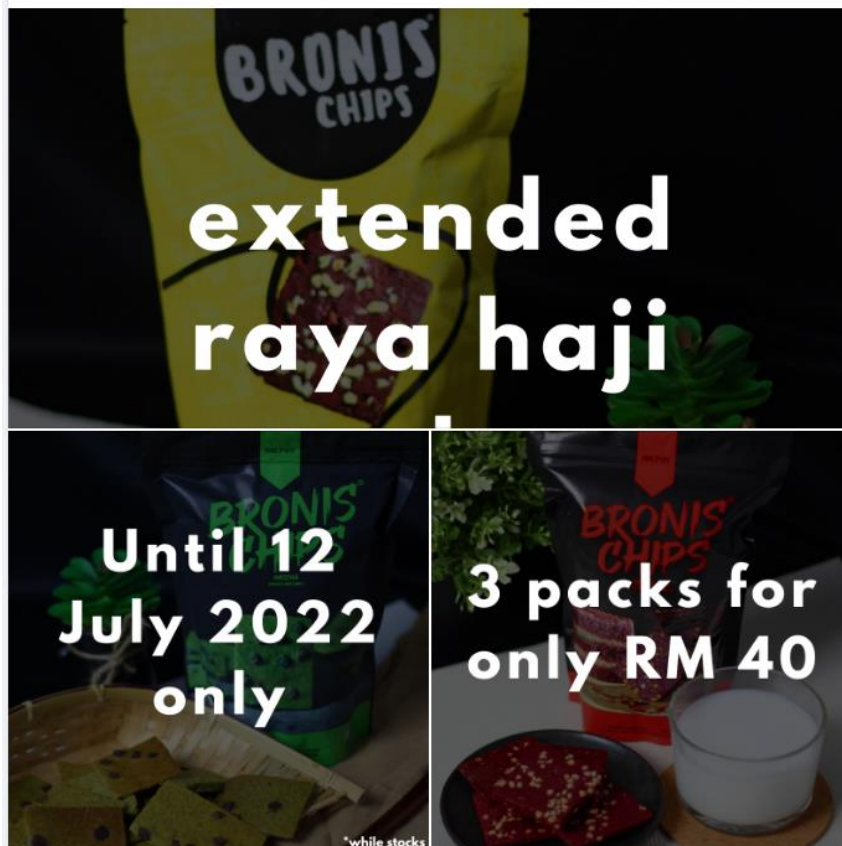
- ✅ Durable (12 months)
- ✅ Crunchy
- ✅ Interesting packaging (Ziplock)
- ✅ Use premium ingredients
- ✅ Addicted
- ✅ Cop MUST & HALAL
- ✅ Unique flavors & nowhere else

Flavours available:

- 🟤 Dark chocolate
- 🔴 Red velvet
- 🟢 Matcha

Come and get it before we end this promotion by simply DM us now or just click this link to order :

<https://fb.me/22zGOnPp8>



HARDESELL 13



**Swe.etooths-s**

12 July at 21:00 · 🌐



!!! LAST CALL LAST CALL !!!

3 Hours before we end this raya haji promotion, come get 3 packets of our bronis chips for only RM40 😱😱😱

BRONIS CHIPS is a Malaysian product that is innovated from brownie cake and made in the form of chips.

- 👍 Durable (12 months)
- 👍 Crunchy
- 👍 Interesting packaging (Ziplock)
- 👍 Use premium ingredients
- 👍 Addicted
- 👍 Cop MUST & HALAL
- 👍 Unique flavors & nowhere else

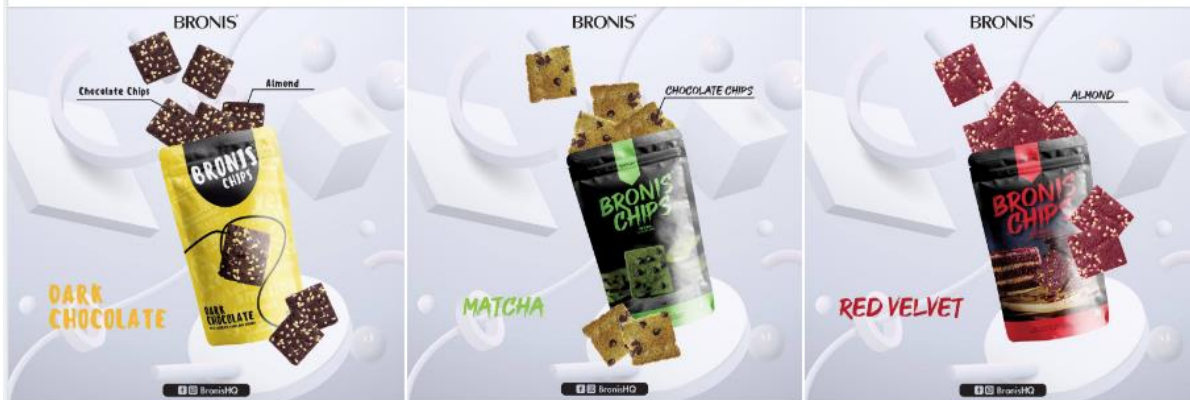
Flavours available:

- 🟤 Dark chocolate
- 🔴 Red velvet
- 🟢 Matcha

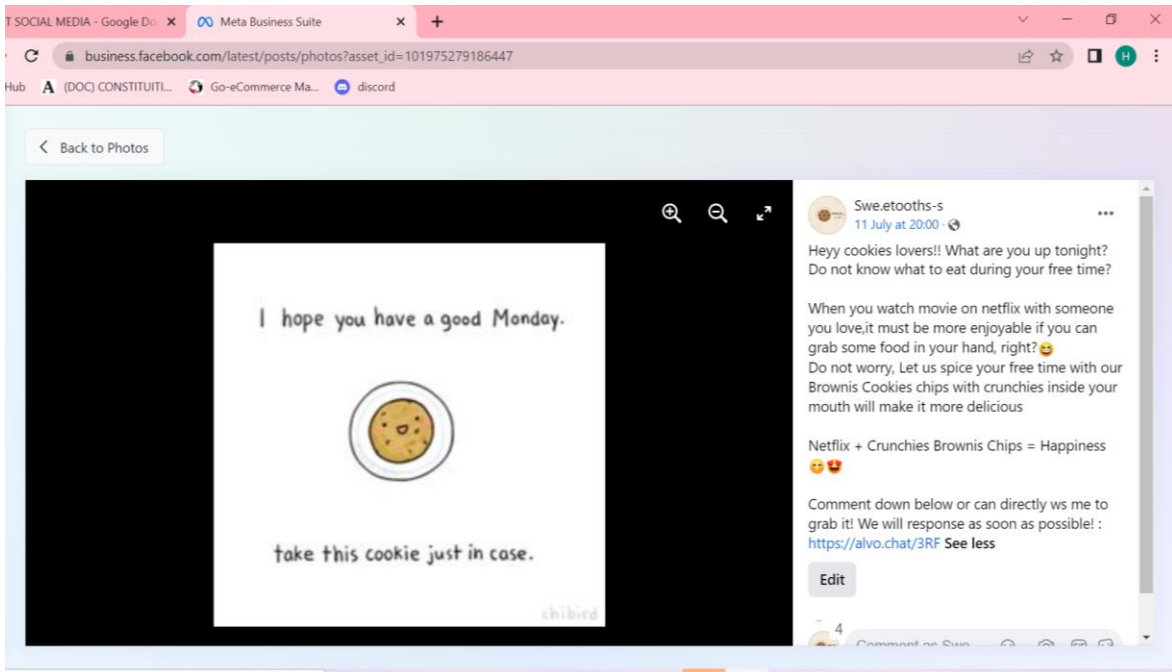
Hurry up before the sale end, never miss this chance to try our bronis 🙏🙏🙏

simply DM us now or just click this link to order :

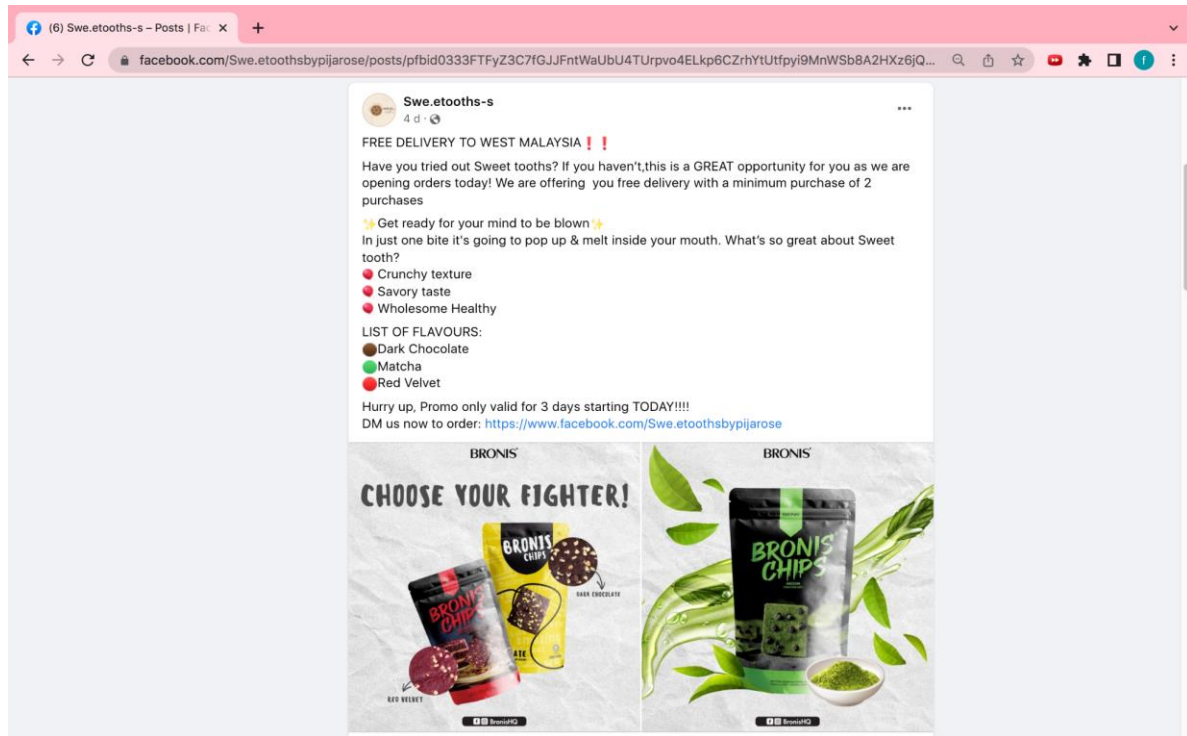
<https://fb.me/22zGOnPp8>



**HARDESELL 14**



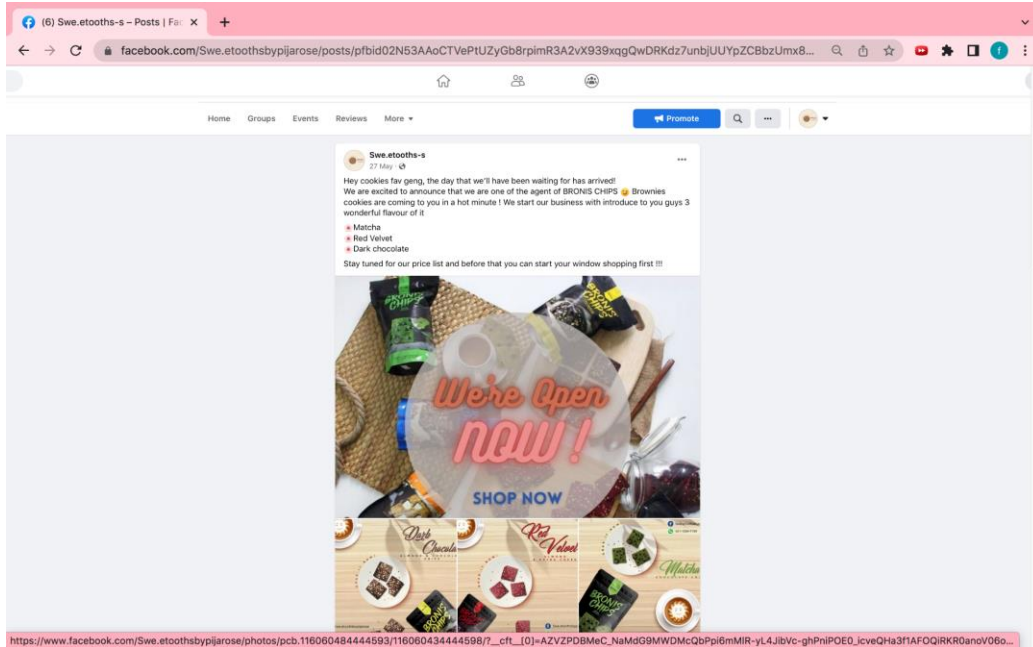
**HARDELL 15**



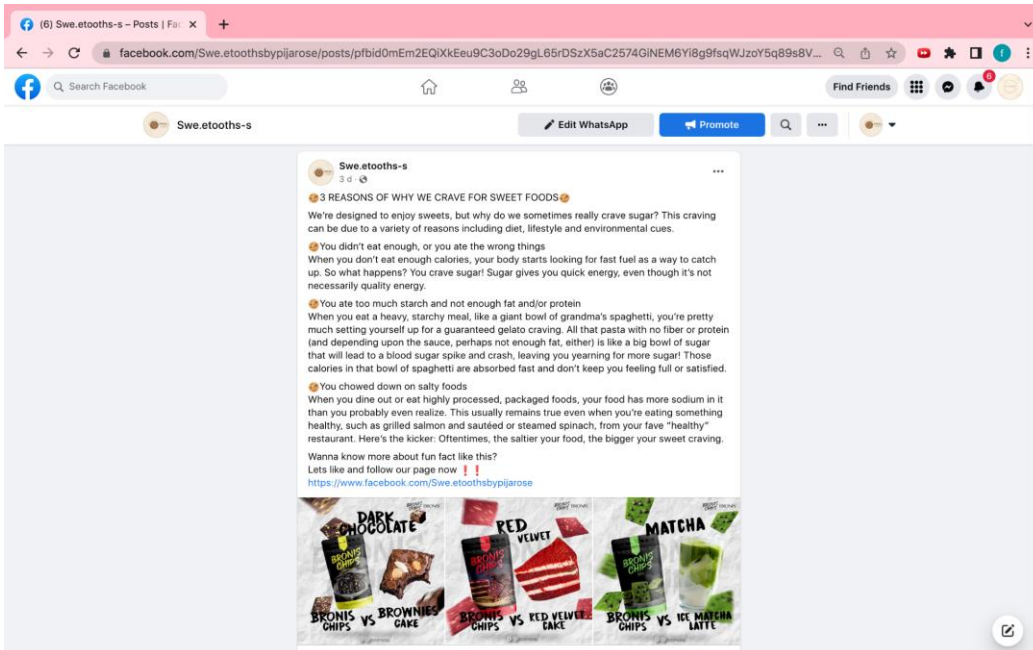
**HARDELL 16**



### 3.6 Facebook (FB) post – Copywriting (Soft sell)



#### SOFTSELL 1



#### SOFTSELL 2



Swe.etoosth-s

2 July at 18:00 · 🌐



HAPPY WEEKEND SWEET TOOTH GANG 😊

Hmmm craving something sweets today ??

Here are some of our ideas

- 💜 Chocolate Brownies
- 💜 Matcha smoothie
- 💜 Red Velvet Cake
- 💜 Cheesecake
- 💜 Almond London cookies
- 💜 Banana cake
- 💜 Chocolate waffle
- 💜 Matcha croffle
- 💜 Sweet donuts
- 💜 Apam Balik

Still need more ideas????

Hmm how about our CHIPS BRONIS 😊😊😊

Let's follow and like our page to boost your weekendss👉

<https://www.facebook.com/Swe.etoosthbypijarose>



SOFTSELL 3

facebook.com/Swe.etoothsbypijarose/photos/13294983275658

**MATCHA**

**"FILL YOUR FILE WITH THE GREEN GOODNESS OF MATCHA"**

bronishq

Swe.etooths-s  
2 d

**CURIOS ABOUT THE HEALTH BENEFITS OF MATCHA ???**

Matcha has skyrocketed in popularity lately, with matcha shots, lattes, teas, and even desserts appearing everywhere from health stores to coffee shops. Actually there is a lot of it and some of it is :

- It can burn the calories
- May Improve Heart Health
- Makes You Smarter
- It May Give You Healthy, Glowing Skin
- High in antioxidants
- Lowers blood pressure
- Defends against cancer
- Loaded with vitamins & minerals
- Boosts the immune system
- Lowers cholesterol

Interested to know more fun facts from us? Do like and follow our page : <https://www.facebook.com/Swe.etoothsbypijarose> See less

Like Comment Share

Comment as Swe.eto... Press Enter to post.

**SOFTSELL 4**

facebook.com/Swe.etoothsbypijarose/photos/130181089699199

**Dark Chocolate**

**"Never Underestimate The Power Of Dark Chocolate"**

bronishq

Swe.etooths-s  
30 Jun at 18:20

Good morning sweet-tooths peeps !

**10 MAIN HEALTH BENEFITS OF DARK CHOCOLATE**

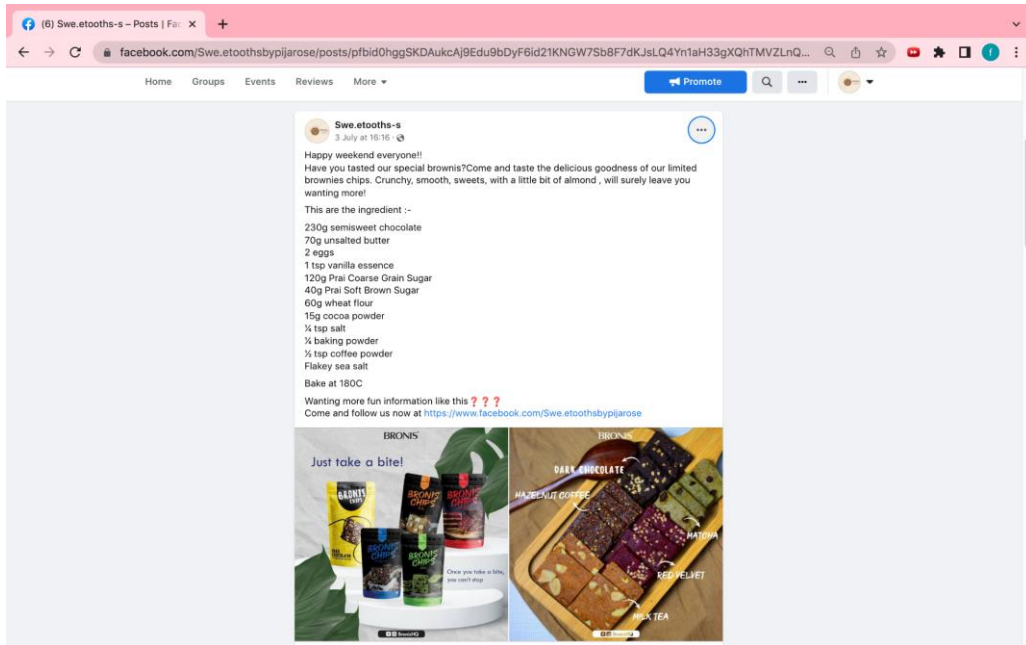
- It Has Antioxidant Properties
- Can Boost Your Focus
- Protects Your Skin from Dehydration
- Supports the Functions of Your Heart
- Lowers Blood Pressure
- Rich in Good Nutrients
- Contribute to a proper pregnancy diet for pregnant Women
- Boosts Your Energy Levels
- May Help in Diabetes Prevention
- Makes You Happy

Please like and follow our page to know more fun facts and tips ! <https://www.facebook.com/Swe.etoothsbypijarose> See less

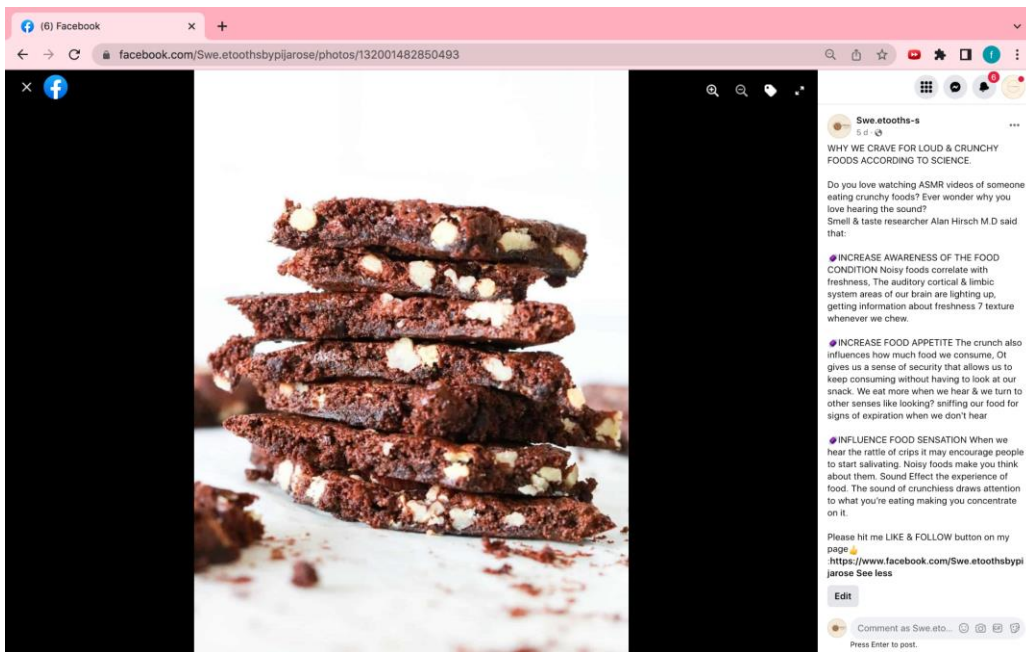
Like Comment Share

Comment as Swe.eto... Press Enter to post.

**SOFTSELL 5**



**SOFTSELL 6**



**SOFTSELL 7**

facebook.com/Swe.etoothsbypjarose/photos/132274206156554

BRONIS

No day is so bad it cant be fixed with a red velvet chips.

BRONIS CHIPS

**BENEFITS OF RED VELVET**

Red velvet flavored may pose a bit of a mystery as this rich, chocolate-flavored cake features a red hue that may range from bright to dark. Red food coloring gives this cookie its color in modern times; however, it was originally made with beets and cocoa. The cookies traditionally get its chocolate taste from devil's food cake. Grocery stores, bakeries and speciality shops often sell red velvet cake, but you can make it in your own kitchen as well.

**FUDDY, CHEWY RED VELVET BROWNIS CHIPS** that have the most beautiful red color and are filled with white chocolate chips. They have the perfect red velvet flavor with just a hint of cocoa powder – so they're not too rich and taste incredible. I absolutely confirm that once you guys eat you'll be so in love with everything red velvet whether it's a classic red velvet cake or red velvet cupcakes. So it was only a matter of time before making red velvet brownies. These are moist, chewy, and dense with the perfect brownie texture. They have the most beautiful bright red color and a delicious red velvet flavor.

So what are you waiting for?!!

Grab it now!and LIKE&FOLLOW my fb page !

<https://www.facebook.com/Swe.etoothsbypjarose> See less

BRONISHQ

SOFTSELL 8

facebook.com/Swe.etoothsbypjarose/photos/132595619457746

BRONIS

Taste and enjoy every bite of our snacks.

BRONIS CHIPS

DARK CHOCOLATE

**Do you know why people said "When it comes to chocolate, resistance is futile?"** Well people might say that because they love choc cookies so much When they really love something,they will go for it.

Chocolate is one of those foods that instantly puts you into a good mood,regardless of what the situation is.Chocolate is also an antidepressant,it is known for its ability to increase Serotonin(a calming neurotransmitter in our brain,) which stimulates our brain to release dopamine.

LIKE FOLLOW AND SHARE our page for more information regarding chocolate and our brownies cookies. Feel free to comment down below your thoughts.

<https://www.facebook.com/Swe.etoothsbypjarose> See less

BRONISHQ

SOFTSELL 9

Facebook browser window showing a post from Swe.etoothsbypjarose. The main image is a Vitamin advertisement for BRONIS. The ad features a blister pack of 10 tablets, each containing a different flavor of BRONIS chips. The text on the ad reads: "VITAMIN WHERE THERE IS NOTHING, THERE IS LOVE! DARK CHOCOLATE, RED VELVET, COFFEE HAZELNUT, MATCHA, MILK TEA." The BRONIS logo is at the bottom.

Facebook post text:

**HEALTHY SNACKING TIPS**

Many of us love to snack. Eating snacks can give a lot of advantages as long as it's one right. Eating snack between meals can keep you from getting too hungry before your next meal & help prevent you from overeating!

So here, we provide a list of some snacking strategies for you:

- BE MINDFUL**  
Avoid eating snacks while watching TV/using a computer. These activities can make it difficult to listen to hunger & fullness cues. Eat on the dining room table. Listen to your body & mind. Avoid eating out of boredom or stress.
- PACK A SNACK**  
Have you ever been out running & suddenly your stomach starts to growl? Having grab & go snacks packed in your bag can keep you on track with your health goals when these moments arise. Pack items that don't require refrigeration like trail mix, whole grain crackers, healthy granola bars / whole fruit.
- PAY ATTENTION IN PORTION SIZE**  
A snack will help ward off hunger between meals, not replacing a meal. Enjoy snacks in moderation. If you buy or cook in bulk, divide snacks into smaller containers to keep portions sizes under control.

So you guys need to eat snacks like this BRONIS CHIPS COOKIES to prevent feel hungry and overeating!

Don't forget to FOLLOW & LIKE our page to get more healthy tips!

<https://www.facebook.com/Swe.etoothsbypjarose> See less

3 Comments as Swe.eto... Press Enter to post.

SOFTSELL 10

Facebook browser window showing a post from Swe.etoothsbypjarose. The main image is a BRONIS advertisement showing five flavors: MILK TEA, DARK CHOCOLATE, HAZELNUT COFFEE, MATCHA, and RED VELVET. Each flavor is accompanied by a small image of the BRONIS chips bag and a short description of the ingredients.

Facebook post text:

**HAPPY WEEKEND EVERYONE!**

HAVEN'T TAKE YOUR BREAKFAST?? YET YOU CAN'T TAKE A HEAVY BREAKFAST??

Worries no more! Our Bronis Chips are here to solve your problem! It can be breakfast, lunch or dinner for you. Just put these bronis chips in your bag and bring everywhere you go. You will never miss your meal!

You can straightaway eat the bronis chips which give the sweet crunchy and fluffy taste at the same time. Eat with your family which will be more meaningful especially during this weekend!!!

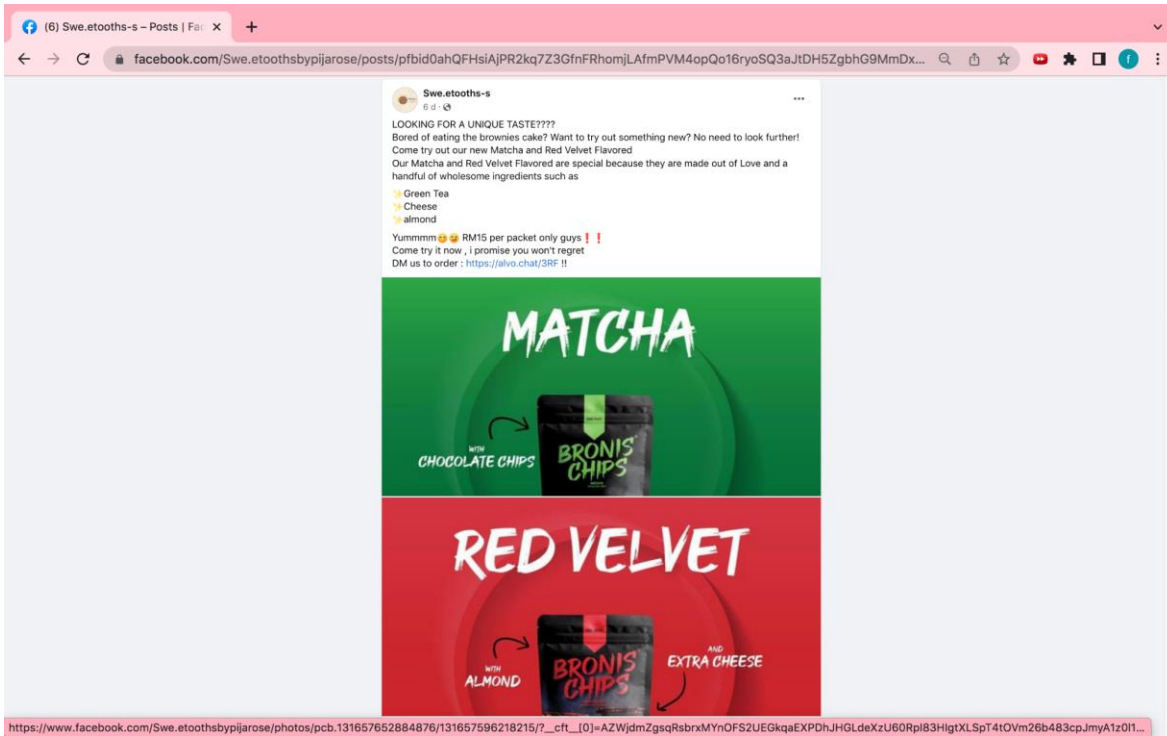
Get more information on our facebook page!

Grab it and order now by directly message me on whatsapp: <https://wa.me/60164336336> See less

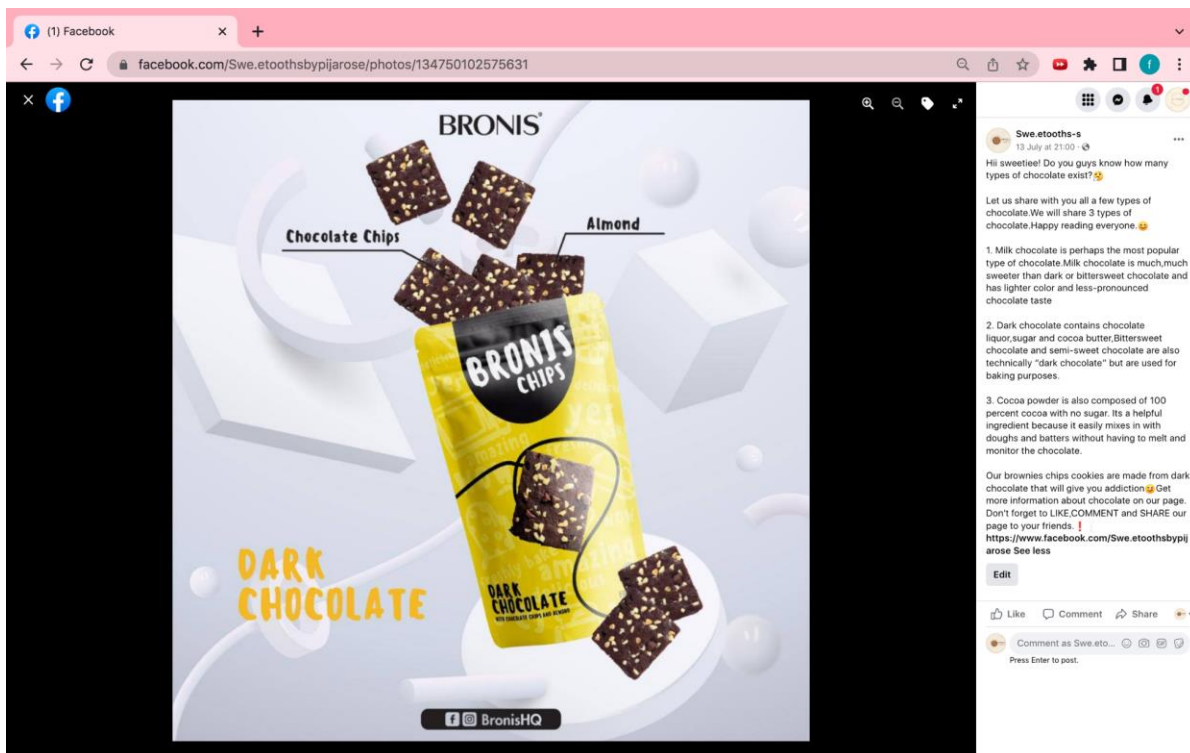
Like Comment Share

Comment as Swe.eto... Press Enter to post.

SOFTSELL 11



**SOFTSELL 12**



**SOFTSELL 13**



Swe.etooths-s

4 d · 🌐



HE PERFECT SWEET TREATS TO START OFF YOUR DAY 😊😋

Waking up with the sun has never been easier!

Start your day off with a smile by getting the right amount of nutrients in the morning 🍷

🍷 BROWNIS CHIPS 🍷

Dark Chocolate

Matcha

Red Velvet

RM15 only for one packet

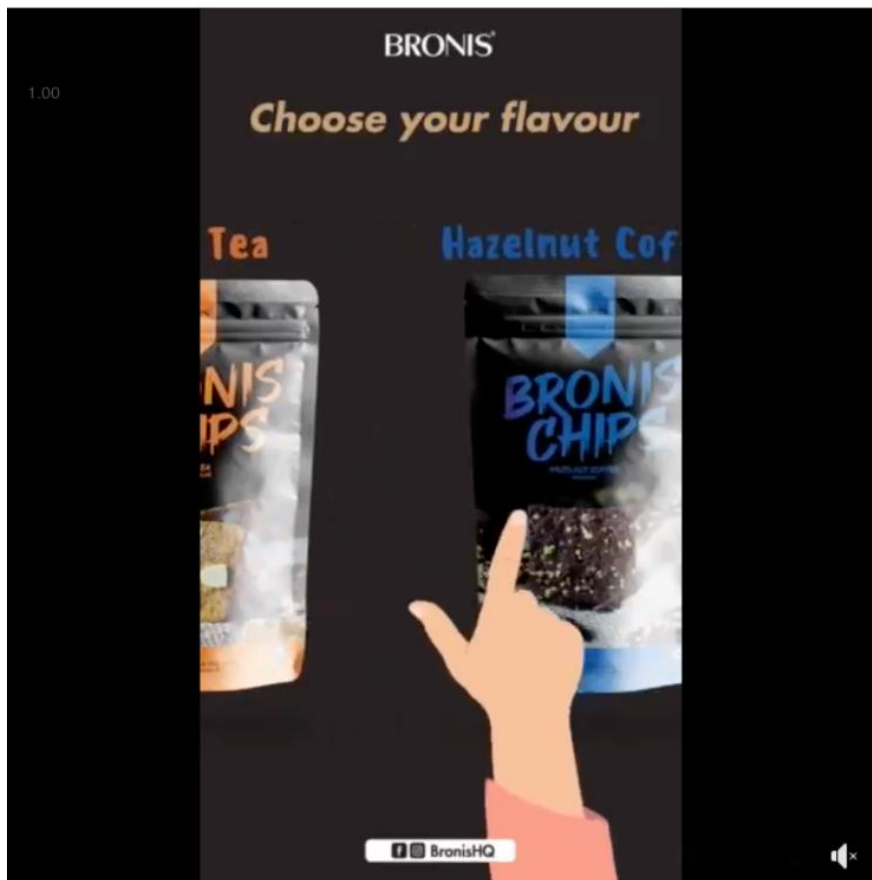
Delivery: RM 8 (WM)

COD : RM5 (Puncak Alam Area)

WHAT ARE YOU WAITING FOR ?

ORDER NOW 📣 !

<https://www.facebook.com/Swe.etoothsbypijarose>



SOFTSELL 14





Swe.etooths-s

13 July at 13:00 · 🌐



😊 BENEFITS OF EATING SWEET 😊

Have you ever heard of anyone who hates sweets? 😞😞😞 No, right. Well, sweets are loved worldwide for their mouthwatering flavors and taste. Let us take a quick look into some of the advantages of eating sweets below.

👁️ Offers an Instant Energy Source

With no glucose, you will not have the required energy to perform day-to-day activities. So on the low and depressing days when you want to boost your energy, do not look further and consume a sweet for immediate action!

👁️ Enhances the Mood Immediately

Whenever someone consumes any sweet, it activates a dopamine hormone which is responsible for enhancing the mood. But you have to care about the amount of sweets you are consuming as a higher amount can also cause a problem.

👁️ Helps to Save Energy Later

The sugars you consume from the sweets also get stored in the body for later use. The human body does not give all the energy in one go and uses it in small intervals and amounts. However, if the sweet consumption exceeds the amount of glucose needed to be stored within the body, it will become harmful to the health.

Get more information on our facebook page ! 🔥

Do like and follow our page : <https://www.facebook.com/Swe.etoothsbypijarose>



11  
People reached

4  
Engagements

Boost a Post

👍 3

👍 Like

💬 Comment

➦ Share

**SOFTSELL 15**



Swe.etooths-s

13 July at 09:00 · 🌐



🔗 THE TOP 5 ADVANTAGES OF RESEALABLE PACKAGING 🔗

While resealable packaging is already actively used by food companies, there are several reasons why clothing companies should opt for reusable packaging too. Resealable packaging has clear benefits for the consumer. In fact, the typical consumer is willing to pay 14% more for products in resealable packaging. Here's a look at the top advantages of resealable packaging :

- 🔗 Resealable Packaging Extends Shelf Life
- 🔗 Resealable Packaging Reduces Waste
- 🔗 Resealable Packaging Adds Value
- 🔗 Resealable Packaging Sets Your Brand Apart from the Competition
- 🔗 Resealable Packaging Makes a Homeowner's Life Easier

Wanna know more interesting facts?  
Its only take a few seconds to like and follow our page !



12  
People reached

3  
Engagements

Boost post

👍 2

👍 Like

💬 Comment

➦ Share

SOFTSELL 16



**Swe.etooths-s**

12 July at 13:00 · 🌐



🥜 10 HEALTH BENEFITS OF ALMOND 🥜

Almonds are said to be one of the world's most loved tree nuts that are highly nutritious and filled with fats, antioxidants including vitamins and minerals. Most people are aware of the facts that almonds are good for your health, but the question lies what are their various health benefits?

Here are some of benefits of almonds :

- 🥜 Increase Mental Alertness
- 🥜 Help in Hair Growth
- 🥜 Treat Acne and Blackheads
- 🥜 Best for Treating Anaemia
- 🥜 Nourishes Skin
- 🥜 Rich in Nutrients
- 🥜 Good for Your Eyes
- 🥜 Have a Rich Source of Antioxidants
- 🥜 Prevent Birth Defects
- 🥜 Regulate Blood Sugar

Please like and follow our page if you want to know more fun facts like this!



13

People reached

7

Engagements

Boost post

👍 6

👍 Like

💬 Comment

➦ Share

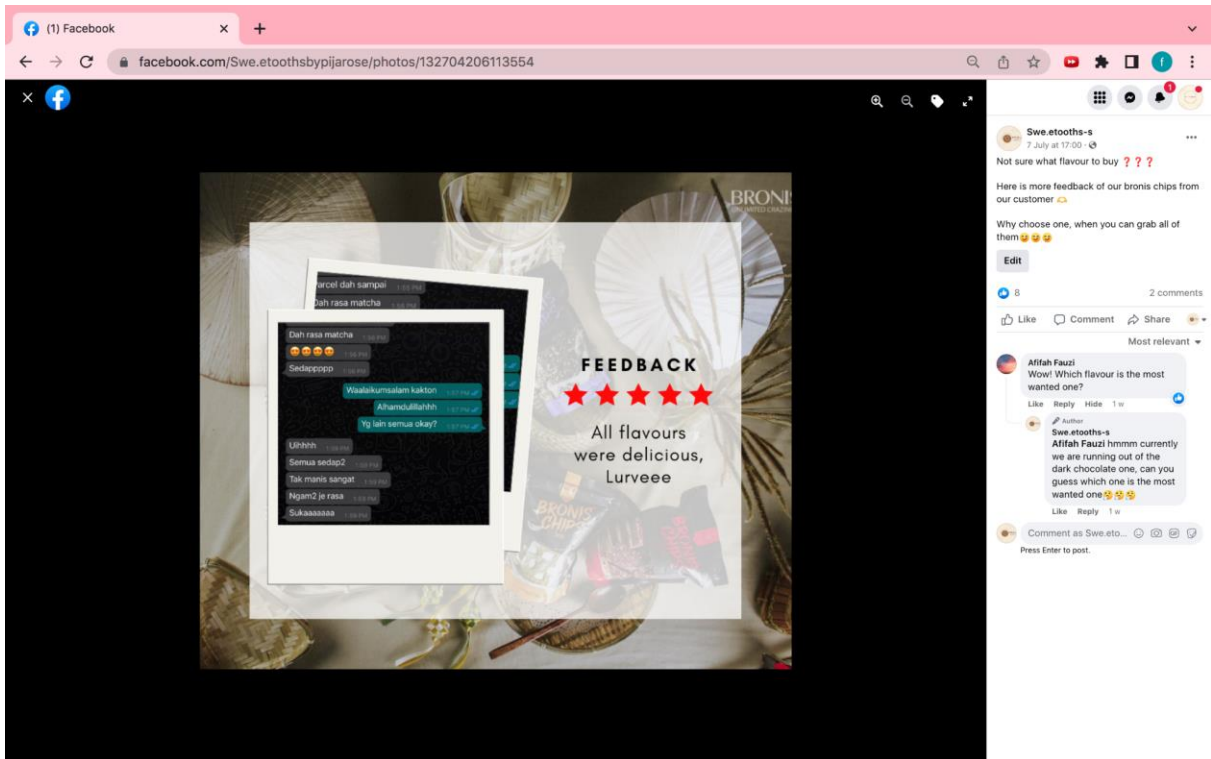


Comment as Swe.etooths-s

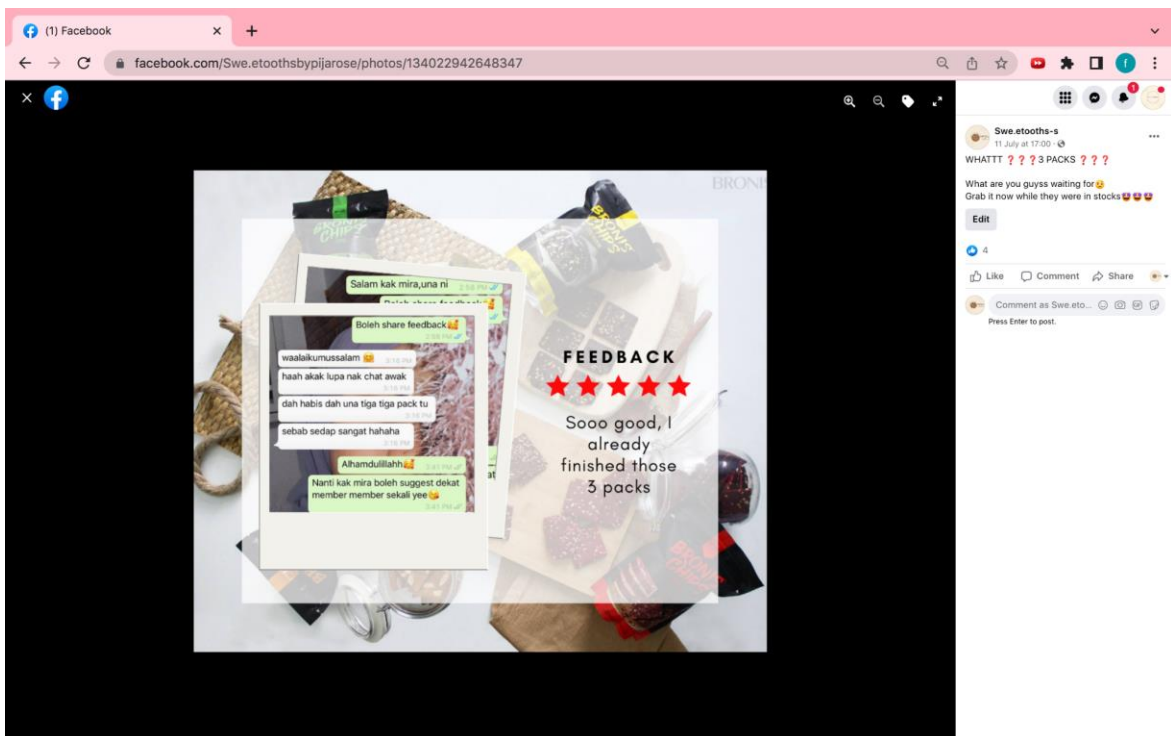


Press Enter to post.

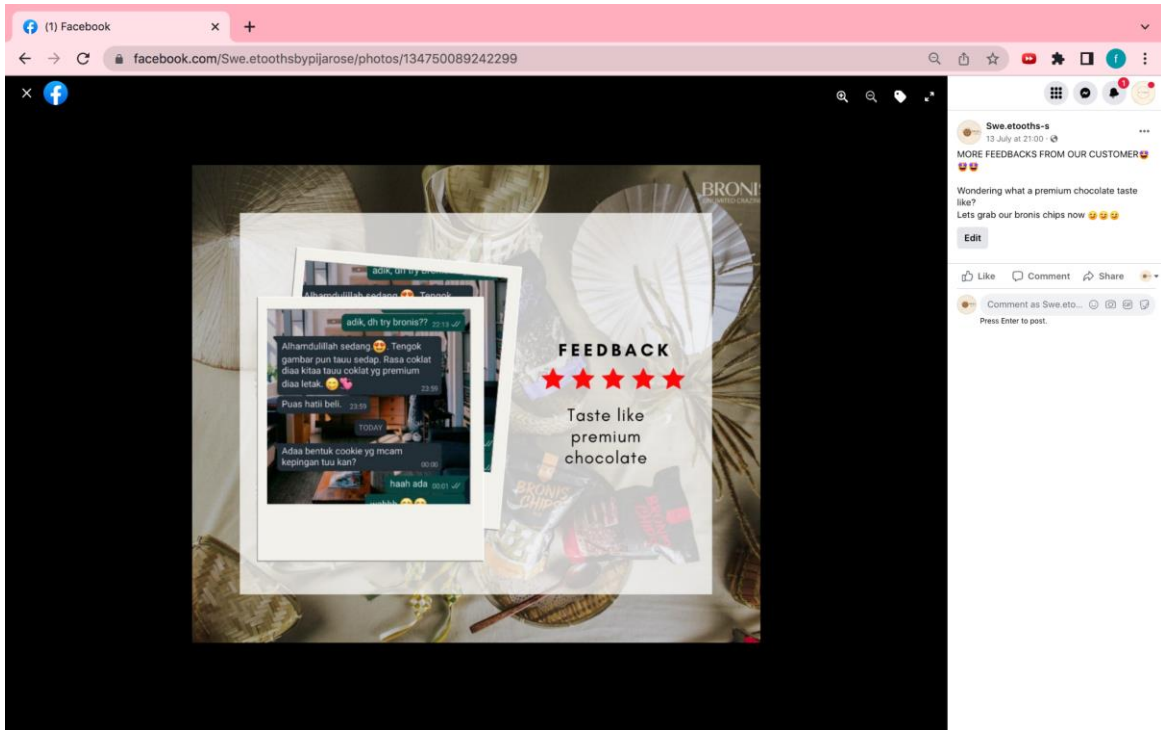
**SOFTSELL 17**



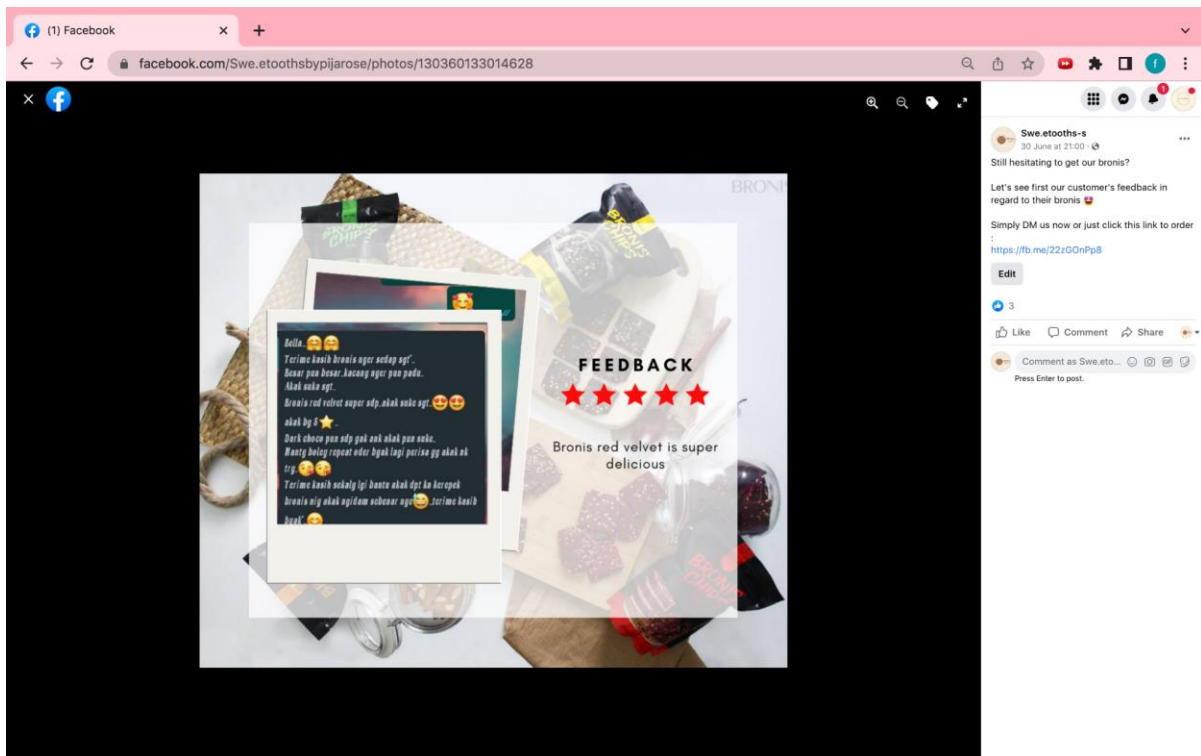
SOFTSELL 18



SOFTSELL 19



SOFTSELL 20



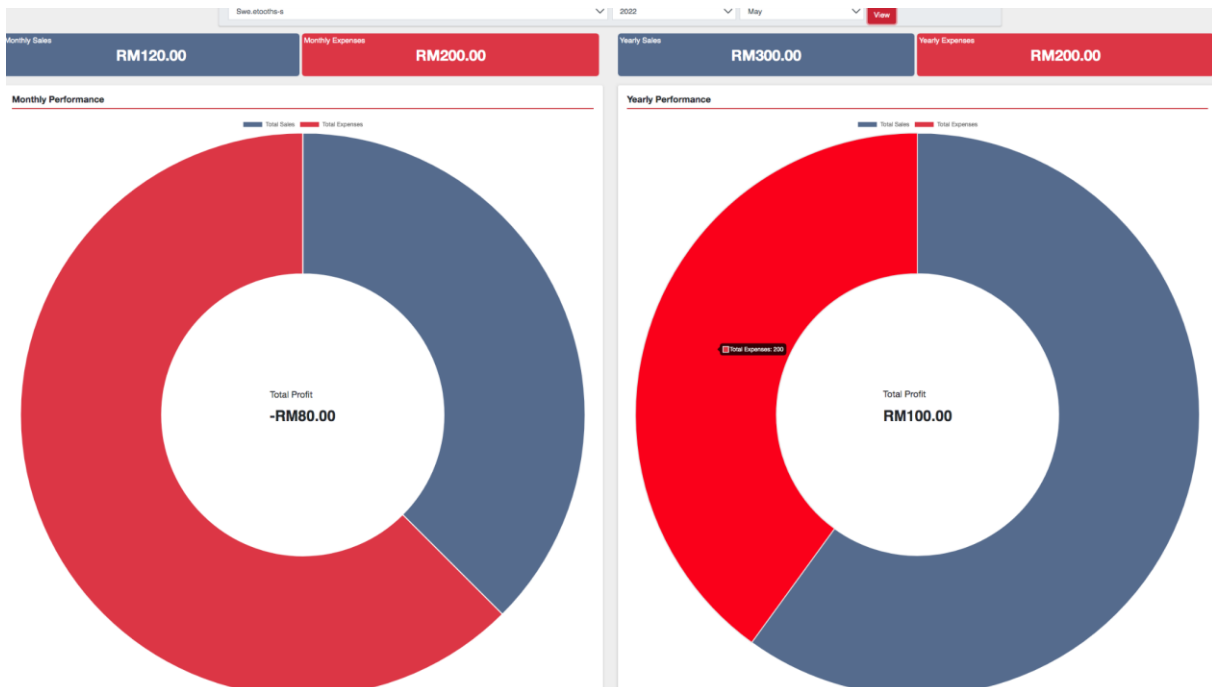
SOFTSELL 21

## 4.0 SALES REPORT

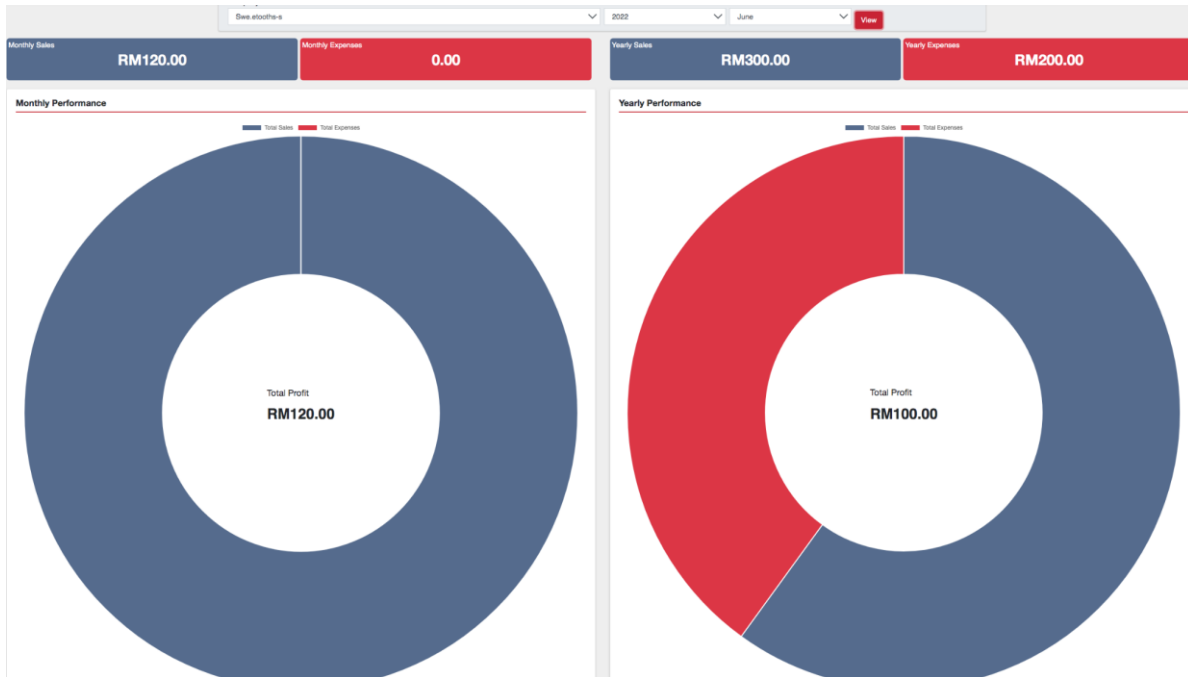
### Go-eCommerce

Business Name	Date	Type	Marketplace(if any)	Others Marketplace (if any)	Total Sales (RM)	Expenses Category	Expenses Subcategory	Total Expenses (RM)	Descriptions	Created At
Swe.etooths-s	10/05/2022	expenses				Goods	Stock	200	12 - dc4 - m4 - rv	04/07/2022
Swe.etooths-s	15/05/2022	online	Others	facebook	60				3 - dc1 - m	04/07/2022
Swe.etooths-s	22/05/2022	online	Social Media		30				dc-1rv-1	21/07/2022
Swe.etooths-s	30/05/2022	online	Social Media		15				dc-1	21/07/2022
Swe.etooths-s	31/05/2022	online	Social Media		15				rv-1	21/07/2022
Swe.etooths-s	03/06/2022	online	Social Media		30				dc-2	21/07/2022
Swe.etooths-s	08/06/2022	online	Social Media		30				dc-1m-1	21/07/2022
Swe.etooths-s	12/06/2022	online	Social Media		15				dc-1	21/07/2022
Swe.etooths-s	14/06/2022	online	Social Media		15				m-1	21/07/2022
Swe.etooths-s	25/06/2022	online	Social Media		30				dc-1rv-1	21/07/2022
Swe.etooths-s	04/07/2022	online	Social Media		30				dc-1m-1	21/07/2022
Swe.etooths-s	12/07/2022	online	Social Media		30				dc-1rv-1	21/07/2022

### MAY 2022



## JUNE 2022



## JULY 2022



## CUSTOMER 1

### FEEDBACK



Name : Nur Ismahanim Binti Ismail

Address : Lot 900, Kampung Che Arus , Kok Lanas, 16450, Ketereh, Kelantan.

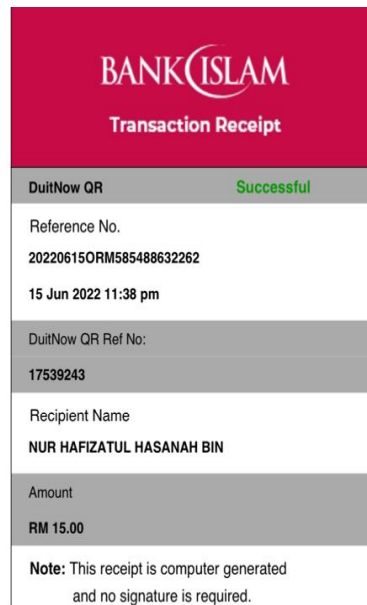
Item : Matcha

Payment Method : Online Transfer

Total price : RM15

Delivery Method : Cash On Delivery

Proof of payment :





## CUSTOMER 2

### FEEDBACK



Name : Nur Maisarah Binti Mokhtar

Address:

Item : Red Velvet,Matcha and Dark Chocolate

Payment Method : Cash

Total price : RM45

Delivery Method : Cash On Delivery

## CUSTOMER 3

### FEEDBACK



Name : Nur Farah Afiqah Binti Ismail

Address:

Item : Red Velvet

Payment Method : Online Transfer

Total price : RM15

Delivery Method : Cash On Delivery

Proof of payment :

## CUSTOMER FEEDBACK



### FEEDBACK 1



### FEEDBACK 2



### FEEDBACK 3

## 5.0 CONCLUSION

In conclusion, social media is a powerful platform for businesses of all sizes to reach the customers. Through these social media postings, we can not only advertise our product, but we can also develop a two-way communication with the public. We think Facebook is one of the great social media platforms for business; however, we realize in order to use this platform effectively, we need to have a good marketing strategy. Using the right technique to promote on social media can bring huge success to our business, increase the brand's awareness, and generate a lot of sales.

This subject, Principle of Entrepreneurship (ENT530) helped us to improve my entrepreneurial skill as well as my communication skill. We are grateful to be able to learn about copywriting. It is definitely something useful if we ever start up an online business for real in the future. We learned that a teaser is also important to attract and develop the curiosity of our potential customer and it will persuade them into buying our products. In order to make people interested in our product, we need to show an interesting preview of our product that will make them question and wait for the product's release. Besides, we learned that we can also use passive methods of promoting our product indirectly without mentioning what we are selling. The technique of soft selling can increase engagement and enhance relationships with the potential customers. Lastly, out of all the three techniques that we have learned, we find hard sell posting the hardest because we need to be aggressive in order to convince customers to buy our product. Luckily, we have our lecturer that helps us with all those difficult things.

Last but not least, we feel that a social media portfolio provides many advantages to students, particularly those who aspire to start their own business. This portfolio may provide a first impression of entrepreneurship to the aspiring entrepreneur. It will provide adequate exposure for them to begin their business, particularly in evaluating the highest quality customer service to ensure that potential clients have the greatest possible experience with their company.