



# ENT530 PRINCIPLES OF ENTREPRENEURSHIP



# SEDAP DENDENG

**BY**

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2021887664**

**NOR HIDAYAH  
BINTI ZOLHAPIAH  
2021887664**

SOCIAL MEDIA PORTFOLIO



**LECTURER**

**MADAM NUR SHAHRULLIZA MUHAMMAD**

# ACKNOWLEDGEMENT

**Alhamdulillah, we are extremely grateful to Allah SWT for allowing us to finish this Social Media portfolio as a component of the coursework assessment for the code ENT530. Special thanks should be extended to our parents for helping us complete our portfolio with the help of our business goods. This portfolio was created with the help of many people. Not to mention Madam Nur Shahrulliza Muhammad, one of our lecturers, for her generosity in helping us finish our social media business task. By providing us with helpful information, she has provided us with excellent service. Without her, this portfolio project would be impossible for me to complete. As a result of these problems, we've become more organized and experienced at handling problems that come up in our business. This portfolio includes Facebook social media marketing, revenue from sales, soft sell and hard sell strategies, as well as teaser creation to draw in customers. Finally, we want to express our appreciation to everyone who participated in and contributed to this portfolio, whether directly or indirectly, for the time and effort they put into our business until we were able to successfully complete our portfolio report. We apologize to all other unnamed individuals who assisted us in various ways to complete this portfolio, and we hope that this social media business and portfolio report can teach us a little bit about the world of entrepreneurship and how to become an entrepreneur in the future.**



# **Executive summary**

**Sedap Dendeng PALAM (SDP) is a company founded in May 2023 that specialises in providing customers with quick delivery of pack food. The products are made of high-quality materials and are sold at reasonable and affordable prices for all customers, particularly students.**

**Sedap Dendeng PALAM (SDP)'s demographics are mostly adults and teenagers, particularly UiTM students in Puncak Alam. However, the company's products are available to anyone, regardless of age or gender. This store appeals to most people who are looking for simple and inexpensive food stock that is similar to their mother's cooking and appropriate for their appetite. Food is a thriving industry, and we would like to meet the needs of the general public, particularly students at UiTM Puncak Alam. We at Sedap Dendeng PALAM (SDP) believe that this type of packed food can influence and boost one's self-esteem, and it is our responsibility to provide them with the ability to do so by purchasing our simple yet affordable food.**

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# Go-Ecommerce registration

Go-eCommerce  
BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

PERSONAL PROFILE BUSINESS PROFILE



NUR AINI BINTI  
YAACOB

## Personal Information

Name : NUR AINI BINTI YAACOB Phone/Mobile : [Edit](#)  
New Identity Card No. : Home Address :  
Email Address :  
City : District :  
State : Johor Postcode :  
Personal Facebook : Personal Instagram : null  
Gender : Female Race : Malay  
Marital Status : Single Special Need Required : No

## Institution Information

[Add New](#)

UiTM Puncak Alam - 530S

Type of Institution : IHL Institution List : Universiti Teknologi MARA  
State of Institution : Selangor

UiTM Puncak Alam - 530S

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 City : Puncak Alam  
Cawangan Selangor Postcode : 42300  
Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, .  
District of Institution : Kuala Selangor  
Level of Study : Bachelor Degree Study Status : Full time [Edit](#) [Delete](#)  
Course Name : 530S Class Name : 530S  
Subject Name : ENT530 Year Enrolling the subject : 2023  
Month Enrolling the Subject : 3 Lecturer Name : Nur Shahrulliza Binti Muhammad  
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 : 8  
Related To Study Field : Yes

PERSONAL PROFILE BUSINESS PROFILE



NUR AINI BINTI YAACOB

Company Name : SEDAP DENDENG PALAM Company Registration No. : EZ02202305230731 [Edit](#)  
Type Of Business : Enterprise Business Role : Dropshipper  
Facebook Page : Business Category/Business Sub-Category : Food & Beverages / Food & Beverages  
Wechat for Business :  
Marketplace : Business Instagram Page :  
Business Related to Your Study Field : Business Website :  
Type Of Website :  
Experience in International Export :



# Go-Ecommerce registration

Go-eCommerce  
BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

PERSONAL PROFILE BUSINESS PROFILE



NOR HIDAYAH BINTI  
ZOLHAPIAH

### Personal Information

Name : NOR HIDAYAH BINTI ZOLHAPIAH Phone/Mobile : [Edit](#)  
 New Identity Card No. : Home Address :  
 Email Address : District :  
 City : Postcode :  
 State : Selangor Personal Instagram : null  
 Personal Facebook : https://www.facebook.com/sedapdenden gPALAM Race : Malay  
 Gender : Female Special Need Required : No  
 Marital Status : Single

### Institution Information

[Add New](#)

UiTM Puncak Alam - 530S

### UiTM Puncak Alam - 530S

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 <a href="#">Edit</a> <a href="#">Delete</a>
Level of Study	: Bachelor Degree	Class Name	: 530S
Course Name	: 530S	Year Enrolling the subject	: 2022
Subject Name	: ENT530	Lecturer Name	: Nur Shahrulliza Binti Muhammad
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	: 3
Expected Year To Complete Study	: 2024		
Related To Study Field	: Yes		

PERSONAL PROFILE BUSINESS PROFILE

PERSONAL PROFILE BUSINESS PROFILE



NOR HIDAYAH BINTI  
ZOLHAPIAH

Company Name	: SEDAP DENDENG PALAM	Company Registration No.	: EZ02202305230729 <a href="#">Edit</a>
Type Of Business	: Enterprise	Business Role	: Dropshipper
Facebook Page	: Sedap Dendeng PALAM	Business Category/Business Sub-Category	: Food & Beverages / Food & Beverages
Wechat for Business	:	Business Instagram Page	:
Marketplace	: None	Business Website	:
Business Related to Your Study Field	: Yes	Type Of Website	:
		Experience in International Export	: No



# MyENT certificate



 **UNIVERSITI TEKNOLOGI MARA** | Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)

## MASMED YOUNG ENTREPRENEUR (MyENT)

### SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar : 2021614596  
Nama : NOR HIDAYAH BINTI ZOLHAPIAH

Program Pengajian : SARJANA MUDA PENTADBIRAN KESIHATAN (KEPUJIAN)  
Fakulti : Faculty of Business & Management  
Kampus : Selangor

#### MAKLUMAT PERNIAGAAN

Mod Perniagaan : Hybrid  
Bidang Perniagaan yg diceburi : Makanan

Tempoh Berniaga :  
No. Pendaftaran Perniagaan : EZ02202305230729  
URL Perniagaan : [www.facebook.com/sedapdendengPALAM](http://www.facebook.com/sedapdendengPALAM)  
Alamat Premis Perniagaan : UITM Cawangan Selangor Kampus Puncak Alam Bandar Puncak Alam, 42300 Puncak Alam, Selangor


Tarikh Mendaftar : 11 Jun 2023  
Tarikh Kemaskini :  
Tarikh Cetak : 11 Jun 2023

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 memamatkan 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)

 **UNIVERSITI TEKNOLOGI MARA** | Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)

## MASMED YOUNG ENTREPRENEUR (MyENT)

### SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar : 2021887664  
Nama : NUR AINI BINTI YAACOB

Program Pengajian : SARJANA MUDA PENTADBIRAN KESIHATAN (KEPUJIAN)  
Fakulti : Faculty of Business & Management  
Kampus : Selangor

#### MAKLUMAT PERNIAGAAN

Mod Perniagaan : Hybrid  
Bidang Perniagaan yg diceburi : Makanan

Tempoh Berniaga : 3 bulan  
No. Pendaftaran Perniagaan : EZ02202305230731  
URL Perniagaan : [www.facebook.com/sedapdendengPALAM](http://www.facebook.com/sedapdendengPALAM)  
Alamat Premis Perniagaan : UITM Cawangan Selangor Kampus Puncak Alam Bandar Puncak Alam, 42300 Puncak Alam, Selangor

Tarikh Mendaftar : 20 Jun 2023  
Tarikh Kemaskini :  
Tarikh Cetak : 20 Jun 2023

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 memamatkan 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)

# SSM registration

EzBiz

Draft In Process Query **Approved/Reject** Cancel/Discard Incentive

Ref. No	Business Name	Status	Update Date	Action
EB-A2023061100911	SEDAP DENDENG PALAM ENTERPRISE	Approved	16/06/2023 10:55:06 AM	

Showing 1 to 1 of 1



# SSM Certificate



BERSEKUTUAN MELAKUKAKAN TRANSFORMASI MALAYSIA  
COMPANIES COMMISSION OF MALAYSIA

BORANG D (KAEDAH 13)



## PERAKUAN PENDAFTARAN AKTA PENDAFTARAN PERNIAGAAN 1956

Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama

**SEDAP DENDENG PALAM ENTERPRISE**  
**NO. PENDAFTARAN: 202303152787 (003502207-D)**

telah didaftarkan dari hari ini sehingga **15 JUN 2024** di bawah Akta Pendaftaran  
Perniagaan 1956, beralamat di

**Bil. Cawangan: TIADA**

Bertarikh di **SISTEM EZBIZ** pada **16 JUN 2023**.

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

# Introduction of business



**Sedap Dendeng PALAM (SDP)**



**Universiti Teknologi MARA  
Cawangan Selangor Kampus Puncak  
Alam, 42300 Bandar Puncak Alam,  
Kuala Selangor, Malaysia**

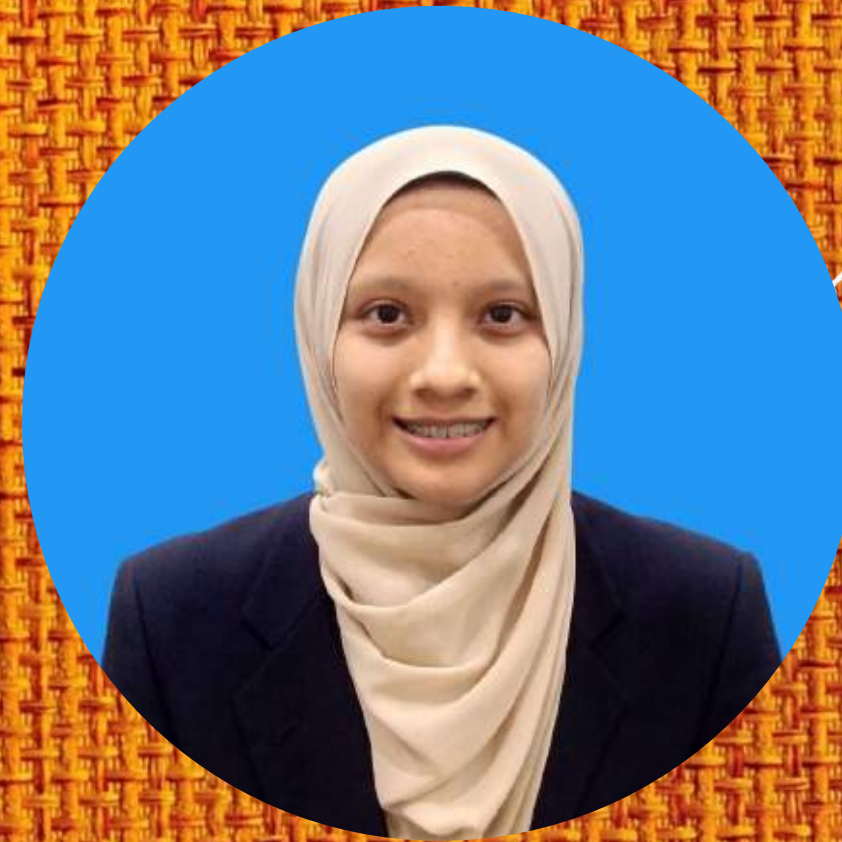


# Organizational Chart



**NOR HIDAYAH BINTI  
ZOLHAPIAH**

Nur Hidayah is a  
founder of SDP and  
also a general  
manager



**NUR AINI  
BINTI YAACOB**

Nur Aini is a business  
partner with Nur  
Hidayah and also a  
general manager

# Mission



# Vission

**To provide exceptional  
Dendeng pack dining  
experiences by creating an  
organisation that inspires  
people to better their lives.**

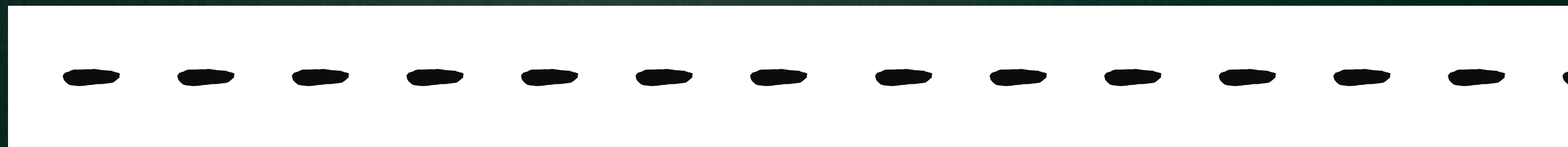
**Proactive, Respect/Win-  
Win, Growth, Great  
Operations, Giving**



## Descriptions of products / services

**SDP is a product delivery service, also known as a dropshipper.**

**SDP, or Sedap Dendeng Palam, is a service that provides Sumatra Sambal Daging Dendeng to people in Puncak Alam, particularly students at UiTM Puncak Alam. We purchased this product from the supplier and then collected an order to deliver it to them.**



# Price list



One pack equivalent to  
RM 15.  
There is no delivery fee  
charges

**SPECIAL DISCOUNT**  
NP: RM45  
**BUY NOW**  
**RM36**  
SPECIAL OFFER  
SHOP NOW



Two pack equivalent to  
RM 30.  
There is no delivery fee  
charges

**SPECIAL DISCOUNT**  
NP: RM90  
**BUY NOW**  
RM 69.00  
**RM69**  
SPECIAL OFFER  
SHOP NOW

# Creating Facebook (FB) page



A screenshot of a Facebook page for 'Sedap Dendeng PALAM'. The browser address bar shows the URL 'https://www.facebook.com/sedapdendengPALAM'. The page header includes the Facebook logo, a search bar with 'Cari Facebook', and navigation icons for home, marketplace, and notifications. The left sidebar contains a menu for 'Uruskan Halaman' (Manage Page) with options like 'Papan Pemuka Profesional', 'Wawasan', 'Pusat Iklan', 'Cipta iklan', 'Tetapan', 'Lebih Banyak Alat', and 'Meta Business Suite'. The main content area features a cover photo with the handwritten text 'You Crave It. You Got It!' and a promotional image of the product. Below the cover photo, the page name 'Sedap Dendeng PALAM' is displayed with a profile picture, 91 likes, and 108 followers. Action buttons for 'Iklankan', 'Uruskan', and 'Sunting' are visible. At the bottom, there are tabs for 'Siaran', 'Perihal', 'Mentions', 'Semakan', 'Reels', 'Gambar', and 'Lagi'.

# Customizing URL Facebook (FB) page



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



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



# Facebook (FB) Page LIKE

facebook Email or phone Password Log in Forgotten account?



*You Crave It, You Got It!*



**Sedap Dendeng PALAM**  
93 likes · 111 followers

[Posts](#) [About](#) [Photos](#) [Videos](#) ...

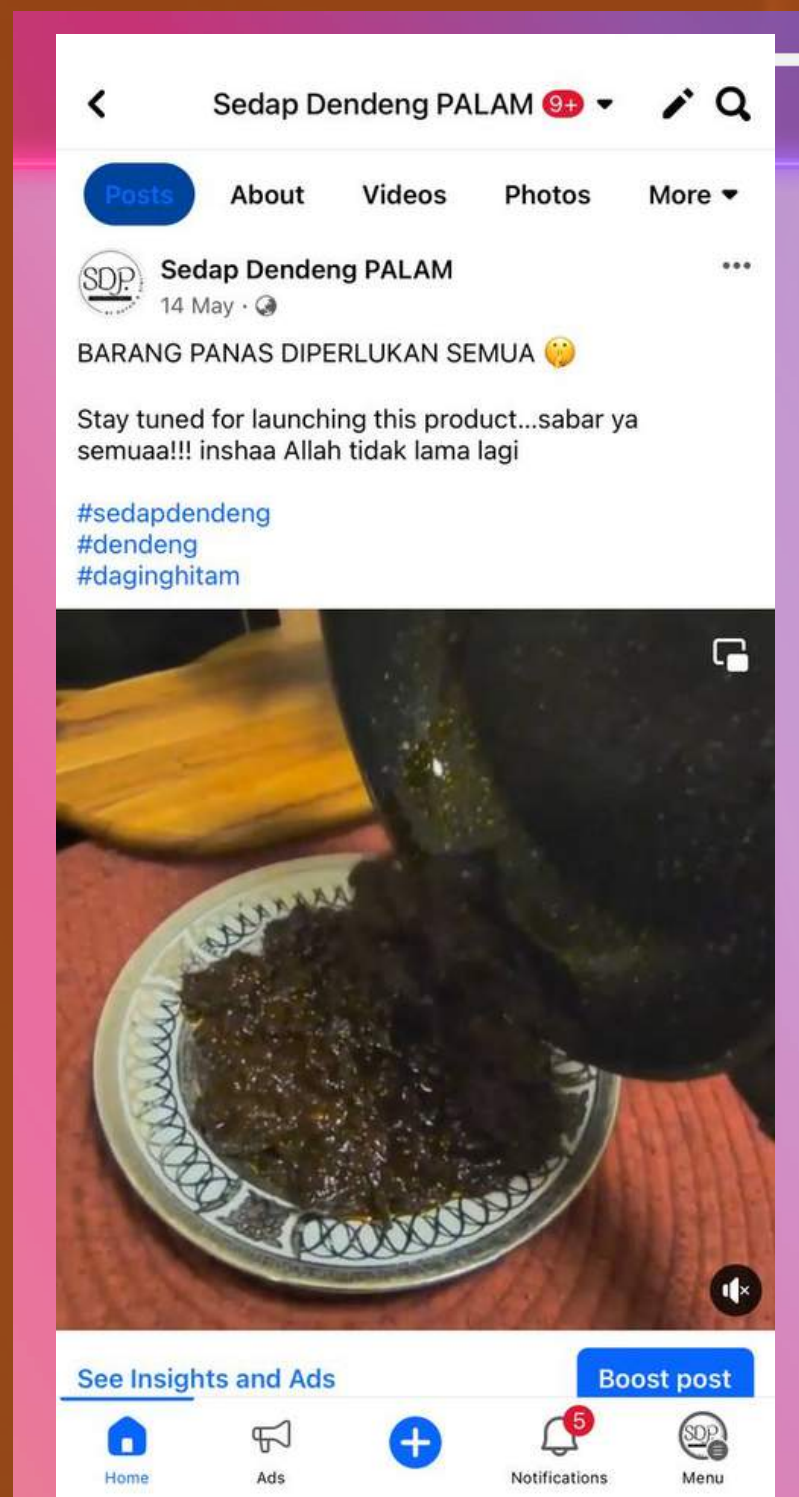
**Intro**  
10 MINIT BENCANTARAN

 Sedap Dendeng PALAM  
10 h · 

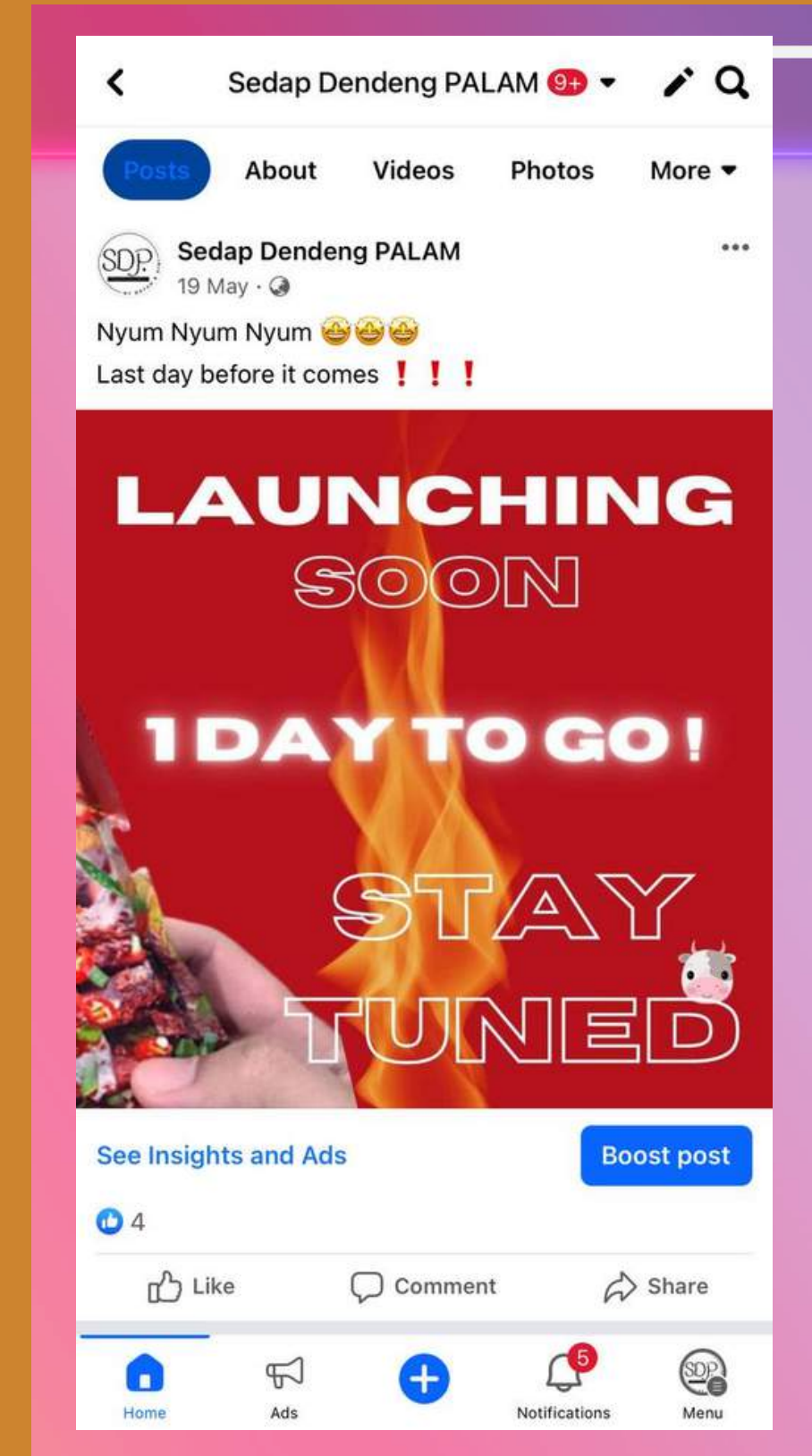
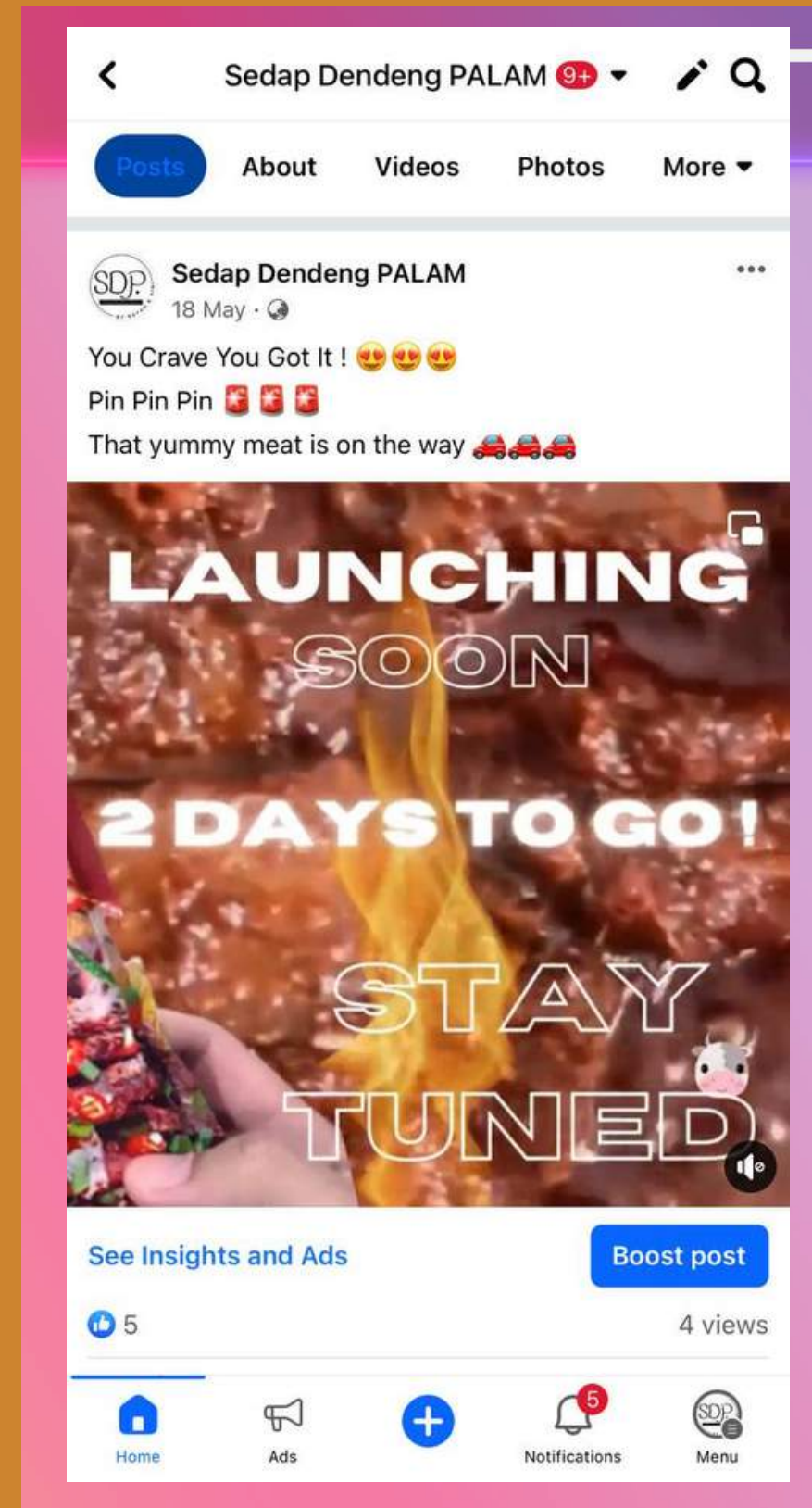
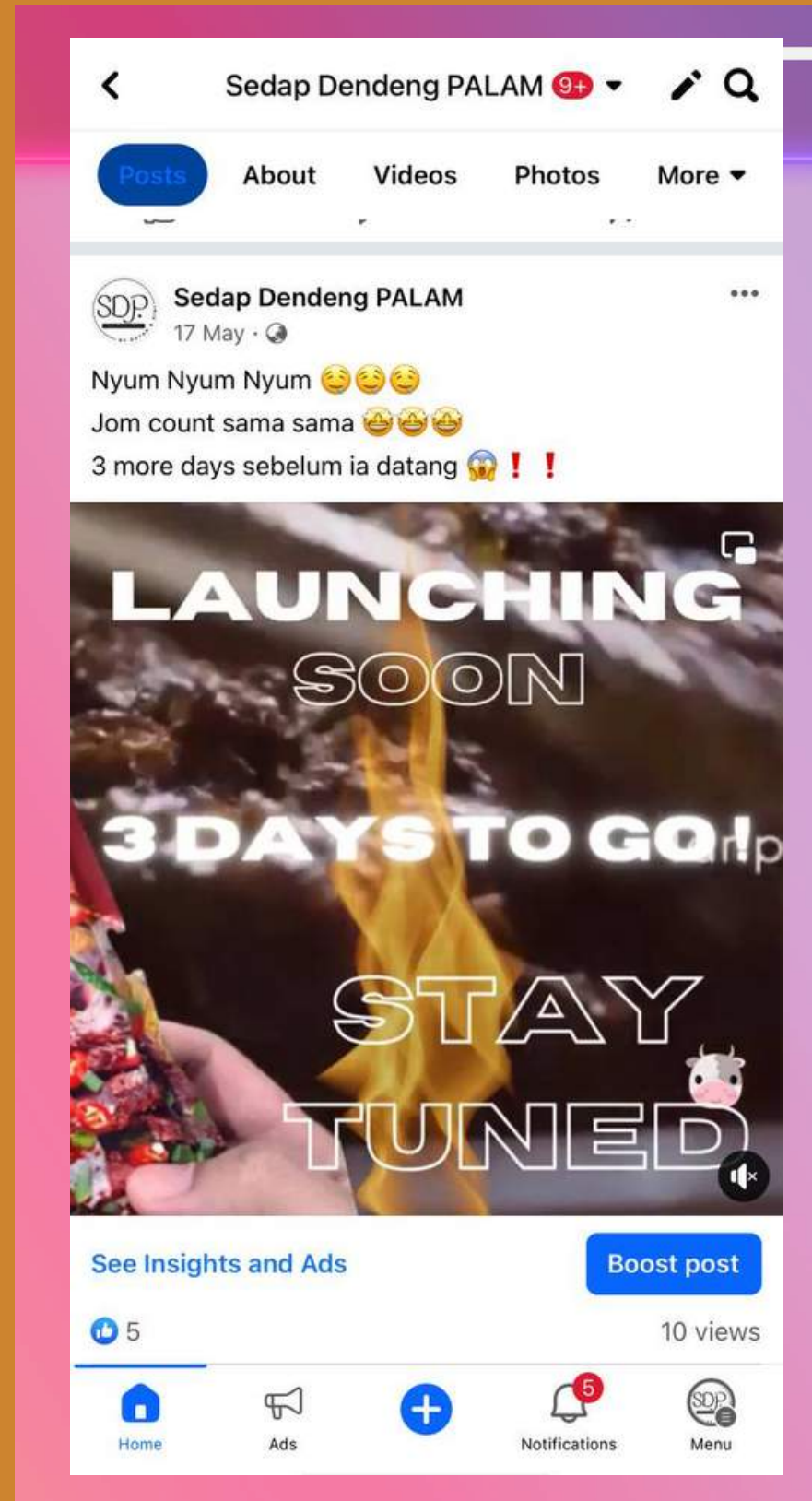
**Connect with Sedap Dendeng PALAM on Facebook**

[Log in](#) or [Create new acco...](#)

# Facebook (FB) post Teaser



# Facebook (FB) post Teaser



COMING  
SOON



# Facebook (FB) post Copywriting (Hard sell)

1

Sedap Dendeng PALAM 9+

Posts About Videos Photos More

Like Comment Share

Sedap Dendeng PALAM 12 h

Good Afternoon students!!! Have you feel like you..don't know what to eat anymore?

Cafe food is the same every day? Come and try this 'daging dendeng'!

If you order something from Food Panda or Grab, the price and the charge for delivery are quite high..Hmm as a student, we need to be thrifty.

Don't cut your appetite just because you don't know what to eat anymore when you are in college. Let's try our 'daging dendeng'. We are giving free delivery services for you guys, especially our beloved UiTM Puncak Alam students, so that you can save your money.

Have your daging dendeng in the middle of the night when you are hungry. Very satisfied.

Come and eat something new, dear. In just one click, we are ready to serve you our 'daging dendeng'. RM15 for 1 packet. FREE DELIVERY.

Don't miss this opportunity. Grab it now!

See Insights and Ads Boost post

Like Comment Share

2

Sedap Dendeng PALAM 18j

You are one of the students at UiTM Puncak Alam? Craving for daging dendeng but don't know where to get it?

The cafe in college doesn't sell that 'daging dendeng'. If you want to buy from an online store, the delivery charge is expensive. The delivery charge is already expensive, and you have to wait 3 to 5 days for it to arrive.

Don't worry! We will solve your problem in just 10 minutes.

After 10 minutes, you can have your delicious 'daging dendeng'. Have it with the rice. Fuhhh, so delicious and finger-licking.

How to eat 'daging dendeng' when it arrives? Should it be heated or not?

There are 2 ways for you to enjoy our 'daging dendeng'. You can eat it straight away or, in other ways, soak it in hot water for a while so that it tastes like it has just been cooked to stimulate your appetite.

This 'daging dendeng' is very suitable for students who crave 'daging dendeng' and want to save money. Without having to go to a cafe for food. Save money, time, and energy. See, there is feedback saying that we are moving faster in order to fulfill your craving.

So what are you waiting for? Call our number at **VOW. 10 MINUTES WE ARRIVED.**

**KNOCK TOCK KNOCK LATER WE WILL KNOCK ON THE DOOR.**

Lihat Terjemahan

Sambal Daging Dendeng Sumatraa | 100gram

3

Sedap Dendeng PALAM 21 May

! Daging Dendeng TMI !

Tahu kah anda bahawa sambal daging dendeng yang dibuat daripada bahan semula jadi iaitu Cili Rempah ratus Herba Aromatik

Sambal daging dendeng mempunyai rasa yang kompleks dalam satu hidangan.

See Insights and Ads Boost post

3

Like Comment Share

Home Ads Notifications Menu

4

Sedap Dendeng PALAM 9+

Posts About Videos Photos More

Sedap Dendeng PALAM 21 May

HAPPY BIRTHDAY TO YOU! 🎉 Eh..korang tak tau nak bagi hadiah apa dekat kawan korang?

Bagi je Daging Dendeng !! 😊 Mesti kawan korang terharu sangat sangat dapat daging dendeng yang viral ni. Bukan sahaja senang untuk dimakan, malah mudah untuk dibawa kemana mana! Haaa senang lah sikit nak surprise kan kawan korang tu! 😊

RM 15 - 1 Paket

TANPA SEBARANG CAS PENGHANTARAN 🙏

Jom order DAGING DENDENG!!

YOU CRAVE IT, YOU GOT IT

**SAMBAL DAGING DENDENG SUMATRAA**

Home Ads Notifications Menu

# Facebook (FB) post Copywriting (Hard sell)

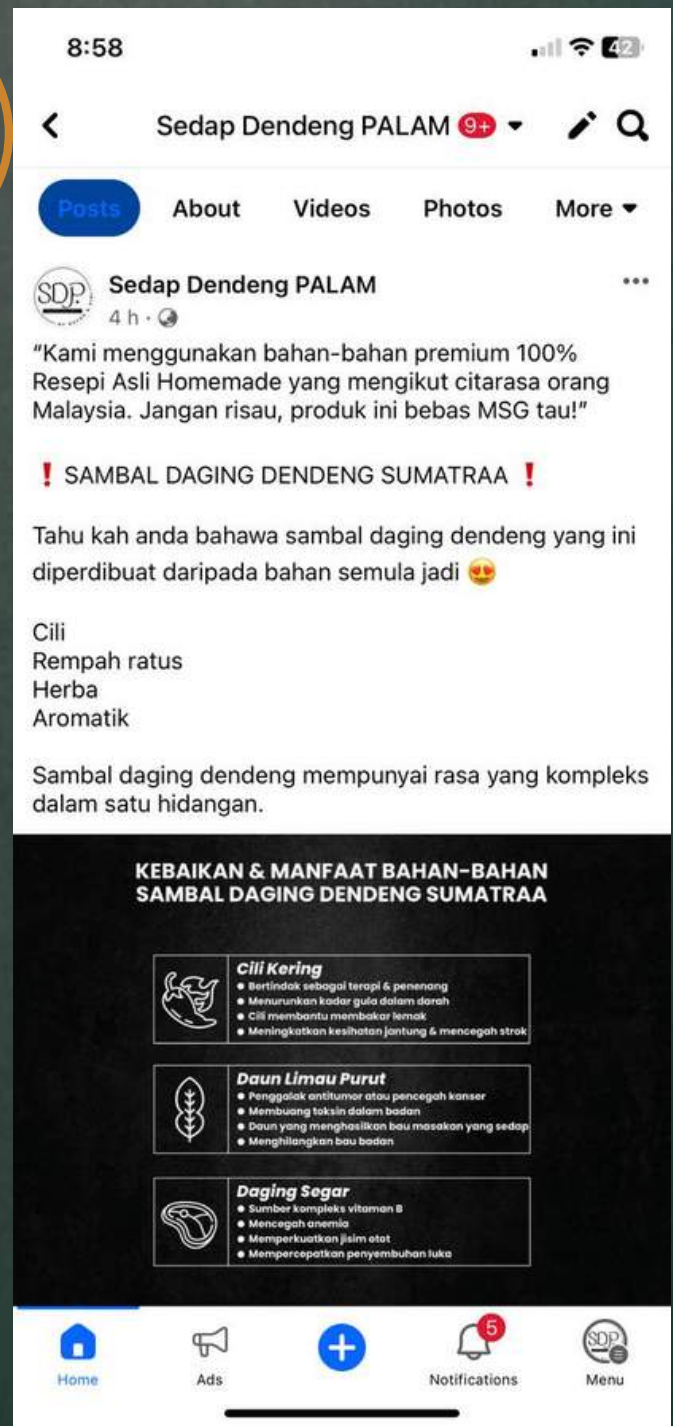
5



6



7

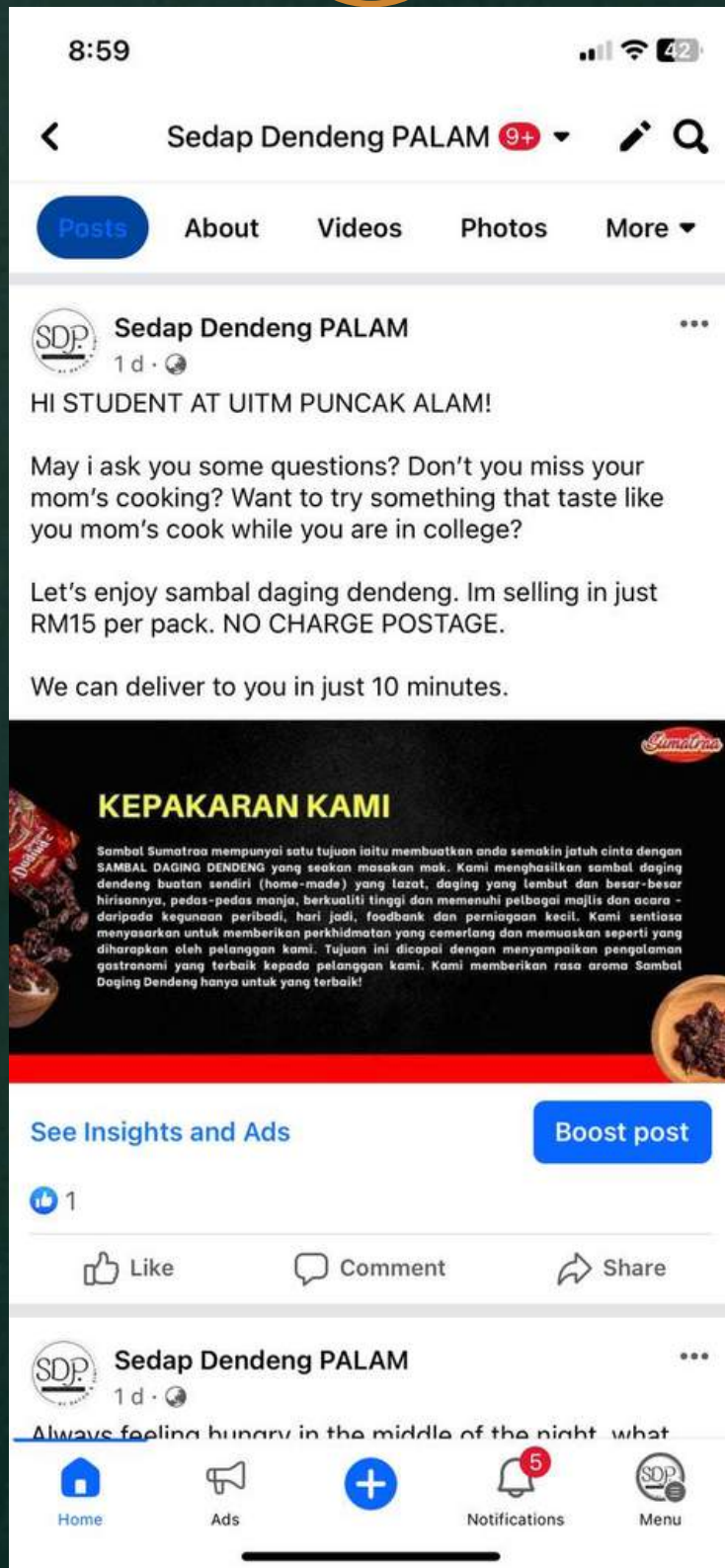


8



# Facebook (FB) post Copywriting (Hard sell)

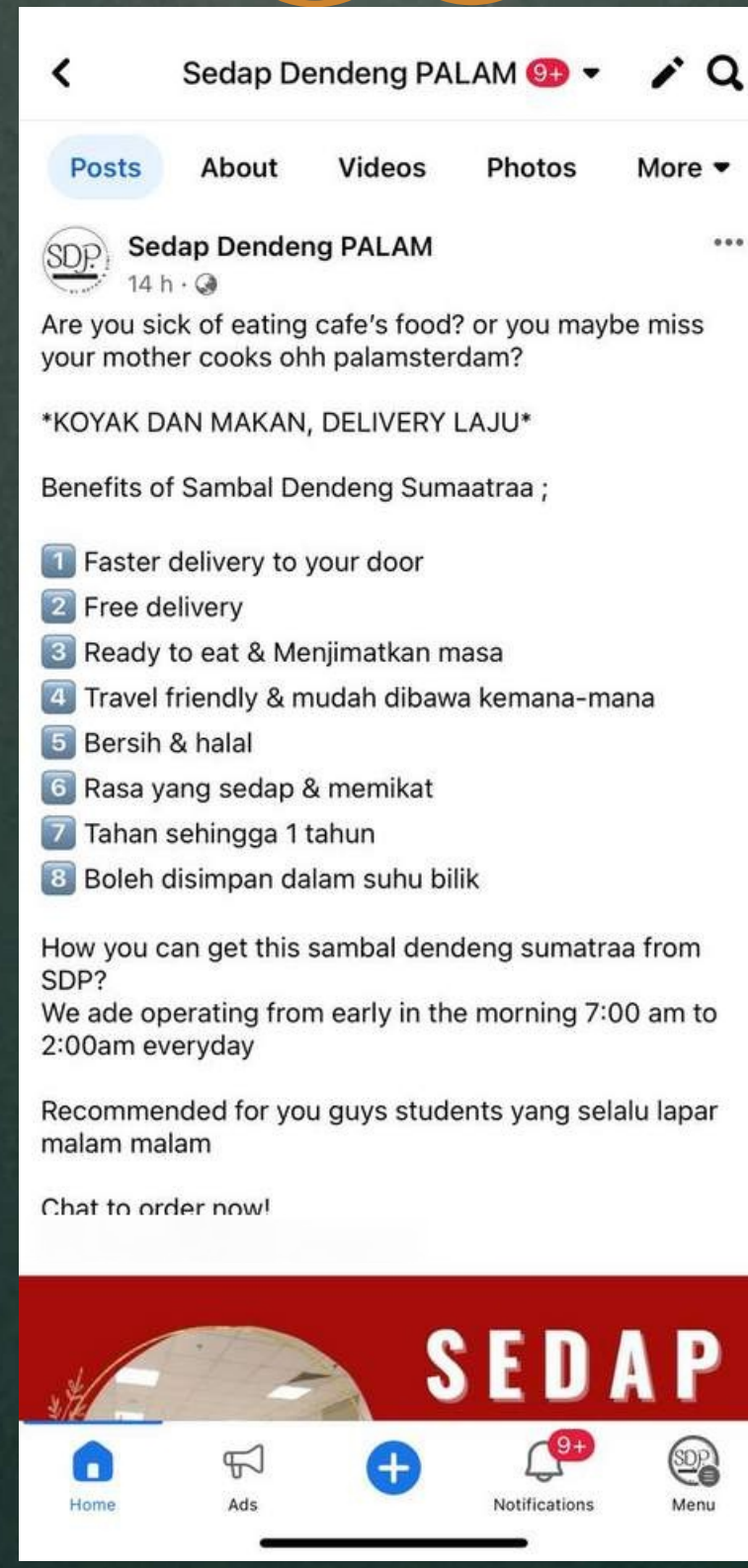
9



10



11



12



# Facebook (FB) post Copywriting (Hard sell)

13

2:16

Sedap Dendeng PALAM 9+

Posts About Videos Photos More

Sedap Dendeng PALAM 6 h

PIN PIN PIN 🚗

Tengah buat assignment ke tuuu ???  
All those thinking, writing and typing must left you with a growing hunger 🤔🤔🤔

Tapi tula korang mesti dah tak rajin nak masak or pergi cafe beli makanan kan 😞😞😞

Tak perlula nak risau lagi... 😊

Our sambal daging dendeng semestinya bakal mengenyangkan anda dan buat anda tidak stress dengan rasa daging hitam yang nikmat 🤤🤤🤤

Dijamin anda akan lebih bersemangat buat assignment week week akhir ni 🙌🙌🙌

Contact us and order now !!!

#sdpbyainidayah  
#sambaldagingdendeng

FO

14

7:56

Sedap Dendeng PALAM 9+

Posts About Videos Photos More

Sedap Dendeng PALAM 56 m

SPECIAL BORONG PROMO 🤑

Sesiapa yang teringin sangat nak try sambal daging dendeng ni, you guys should beli this set 🤔

Berbaloi dan jimat !!!!

3 packs RM36, Normal price RM45 1 pack RM12, Normal price RM15.. Free delivery for student UiTM Puncak Alam... 🤑

You Crave It, You Got It

Just in 10 minutes we will knock your door 🚗

Don't let go this opportunity !

Grab it now by calling us or whatsapp us at

#sedapdendengPALAM  
#sdpbyainidayah  
#uitmpuncakalam

SPECIAL DISCOUNT

Sambal Daging Dendeng

NP: RM45

BUY NOW

15

Sedap Dendeng PALAM 9+

Posts About Videos Photos More

Sedap Dendeng PALAM 9 h

SPECIAL BORONG PROMO AGAIN !!! 🤑

Sesiapa yang teringin sangat nak try sambal daging dendeng ni, you guys should beli this set 🤔

Benefit of this set :

- 1 Berbaloi dan jimat !!!!
- 2 Boleh mengeratkan hubungan silaturahmi
- 3 Boleh diberikan sebagai hadiah
- 4 Mudah dibawa kemana-mana especially overseas
- 5 Paling penting mesra poket

6 packs RM69 Normal price RM90 1 pack RM11.50, Normal price RM15.. Free delivery for student UiTM Puncak Alam...

You Crave It, You Got It

COD & Online transfer will be accept ✅

Just in 10 minutes we will knock your door 🚗

Don't let go this opportunity !

Grah it now hv calling us or whatsapp us at

#sedapdendengPALAM  
#sdpbyainidayah  
#uitmpuncakalam

16

4:23

Sedap Dendeng PALAM 9+

Posts About Videos Photos More

Sedap Dendeng PALAM 3 h

Hai semua, stop kejar ! We got something for you 😊

Siapa dekat sini yang malas keluar nak beli makanan? But, if you guys got this, you guys no need to keluar beli makanan pon. We can delivery it for you, my precious customer 🙌

APA ITU? INILAH...

Kami, SEDAP DENDENG, menawarkan anda untuk mencuba sambal daging dendeng ini. Anda hanya perlu menghubungi kami, dan dalam 10 minit, kami akan berada di depan pintu anda.

Customer: Tunggu... adakah anda mengenakan bayaran penghantaran?

SEDAP DENDENG: TIDAK!!! Penghantaran adalah percuma, pelanggan yang tercinta.

Jimat wang, masa, dan tenaga. Itulah konsep kami.

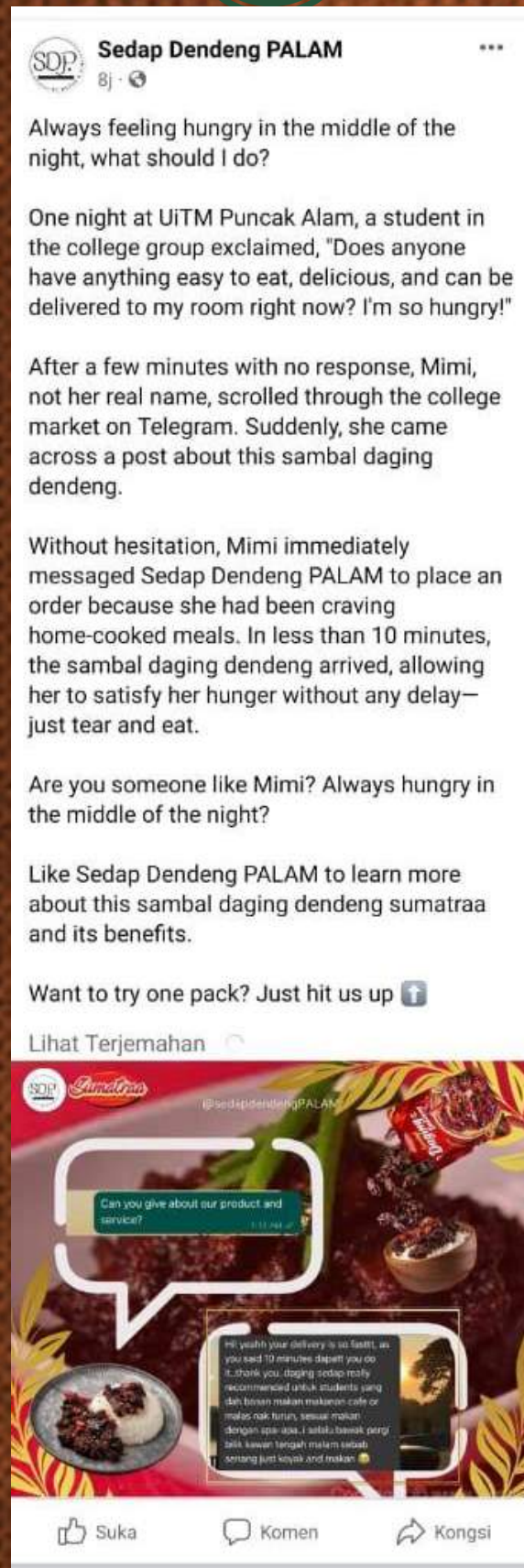
Satu pek hanya RM15 asalnya !!! SEKARANG HANYA RM12, benar-benar berbaloi.. Anda akan rugi jika tidak mencuba sambal daging dendeng ini. 🤔

SPECIAL OFFER

Sambal Daging Dendeng

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

1



**Sedap Dendeng PALAM** 8j · 🌐

Always feeling hungry in the middle of the night, what should I do?

One night at UiTM Puncak Alam, a student in the college group exclaimed, "Does anyone have anything easy to eat, delicious, and can be delivered to my room right now? I'm so hungry!"

After a few minutes with no response, Mimi, not her real name, scrolled through the college market on Telegram. Suddenly, she came across a post about this sambal daging dendeng.


Without hesitation, Mimi immediately messaged Sedap Dendeng PALAM to place an order because she had been craving home-cooked meals. In less than 10 minutes, the sambal daging dendeng arrived, allowing her to satisfy her hunger without any delay—just tear and eat.

Are you someone like Mimi? Always hungry in the middle of the night?

Like Sedap Dendeng PALAM to learn more about this sambal daging dendeng sumatraa and its benefits.

Want to try one pack? Just hit us up 📩

Lihat Terjemahan



Can you give about our product and service? 1:11 AM

Mimi yeahh your delivery is so fast!! as you said 10 minutes dapat! you do it..thank you dendeng really really recommended untuk students yang dah bosan makan makanan cafe or makan nak buruh, sesuai makan dengan apa-apa..jika nak bawa pergi balik kawan tengah malam sebab memang just sikit and makan

Suka · Komen · Kongsi

2



**Sedap Dendeng PALAM** 9+ · 🌐

**Sedap Dendeng PALAM** 1d · 🌐

Zuzu's roommate recommended one special meal 🤔

In the bustling city of Puncak Alam, Zuzu, a hungry student, yearned for a satisfying late-night meal. One night, his roommate Farah introduced him to Sambal Daging Dendeng Sumatraa from SDP that she always bring anywhere and eat if she hungry. With a tear and a taste, Zuzu discovered a world of incredible flavors that conquered his late-night cravings. 🤔 From that day on, the legend of Sambal Daging Dendeng Sumatraa by SDP spread, delighting students with its convenience and heavenly taste. ✨

You are one of the student from UiTM Puncak Alam too ? Don't wait bestie, get it before it sold out 🐱



Mimi Online

How you know about this sambal daging dendeng from SDP? 1:00am ✓

ouhh I beli sebb my roomie recommend, sedap !!! thank you 1:02am

@sedapdendengPALAM

Home · Ads · Notifications · Menu

3



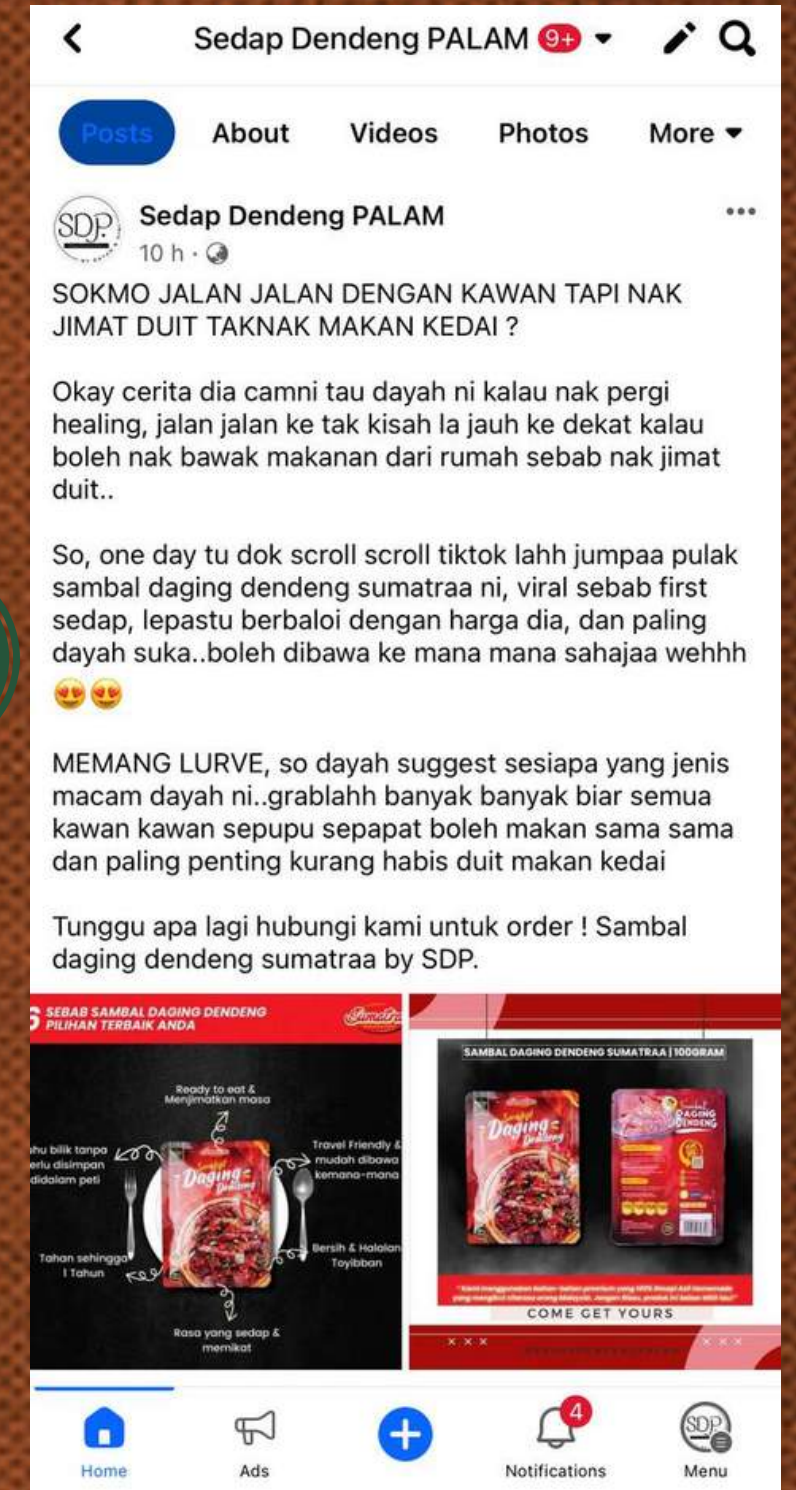
**Sedap Dendeng PALAM** 6d · 🌐

Lapar nya perut ni 🤔 Pukul 1 pagi grr grr bunyi perut lapar. Nasib ada sambal daging dendeng..Rendam air panas... koyak terus boleh makan dengan nasi. Thank you **Sedap Dendeng PALAM** ❤️ ✨

See Insights · Boost a Post

1 Like · Comment · Share

4



**Sedap Dendeng PALAM** 9+ · 🌐

**Sedap Dendeng PALAM** 10h · 🌐


SOKMO JALAN JALAN DENGAN KAWAN TAPI NAK JIMAT DUIT TAKNAK MAKAN KEDAI ?

Okay cerita dia camni tau dayah ni kalau nak pergi healing, jalan jalan ke tak kisah la jauh ke dekat kalau boleh nak bawak makanan dari rumah sebab nak jimat duit..

So, one day tu dok scroll scroll tiktok lahh jumpaa pulak sambal daging dendeng sumatraa ni, viral sebab first sedap, lepastu berbaloi dengan harga dia, dan paling dayah suka..boleh dibawa ke mana mana sahajaa wehhh 🤔🤔

MEMANG LURVE, so dayah suggest sesiapa yang jenis macam dayah ni..grablahh banyak banyak biar semua kawan kawan sepupu sepepat boleh makan sama sama dan paling penting kurang habis duit makan kedai

Tunggu apa lagi hubungi kami untuk order ! Sambal daging dendeng sumatraa by SDP.



SEBAB SAMBAL DAGING DENDENG PILIHAN TERBAIK ANDA

Ready to eat & Mengimakan masa

Inu balik tanpa perlu disimpan didalam peti

Tahan sehingga 1 Tahun

Bersih & Halal Halal Tayyiban

Rasa yang sedap & memikat

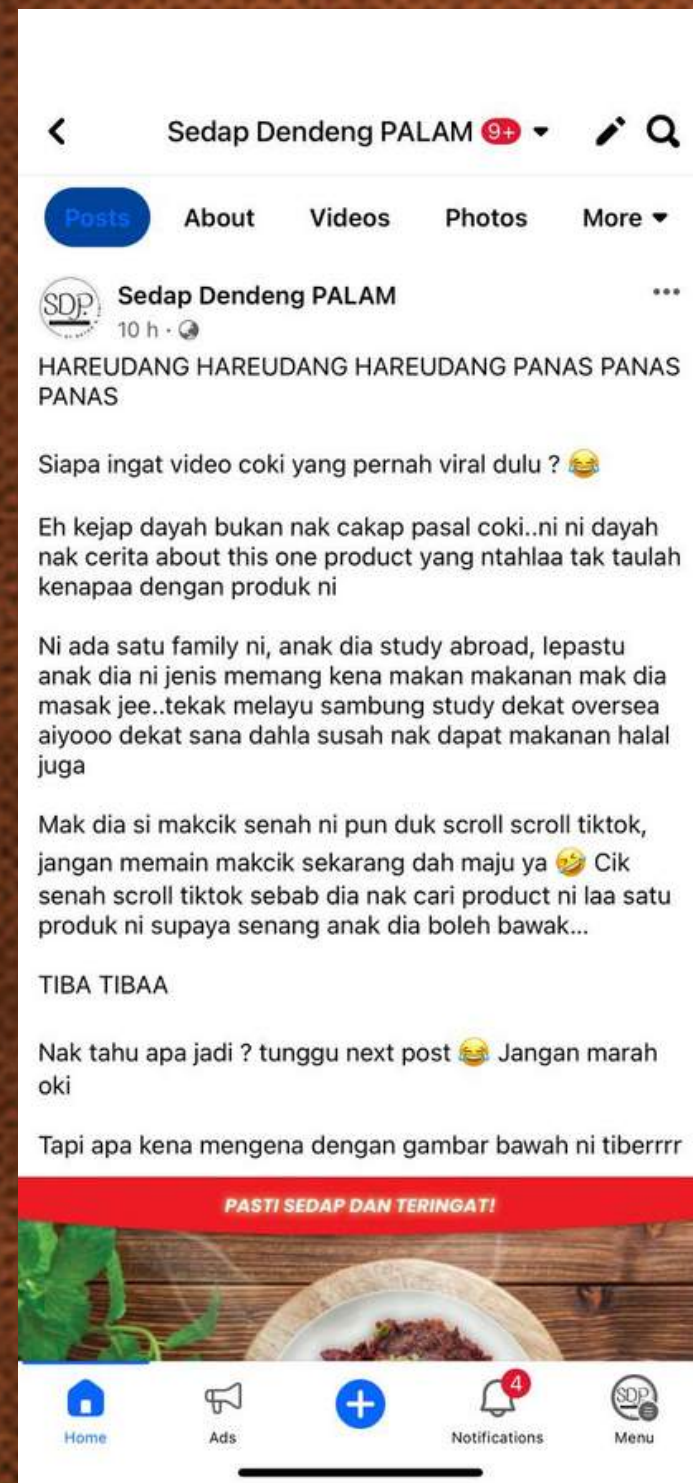
SAMBAL DAGING DENDENG SUMATRAA | 100GRAM

COME GET YOURS

Home · Ads · Notifications · Menu



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



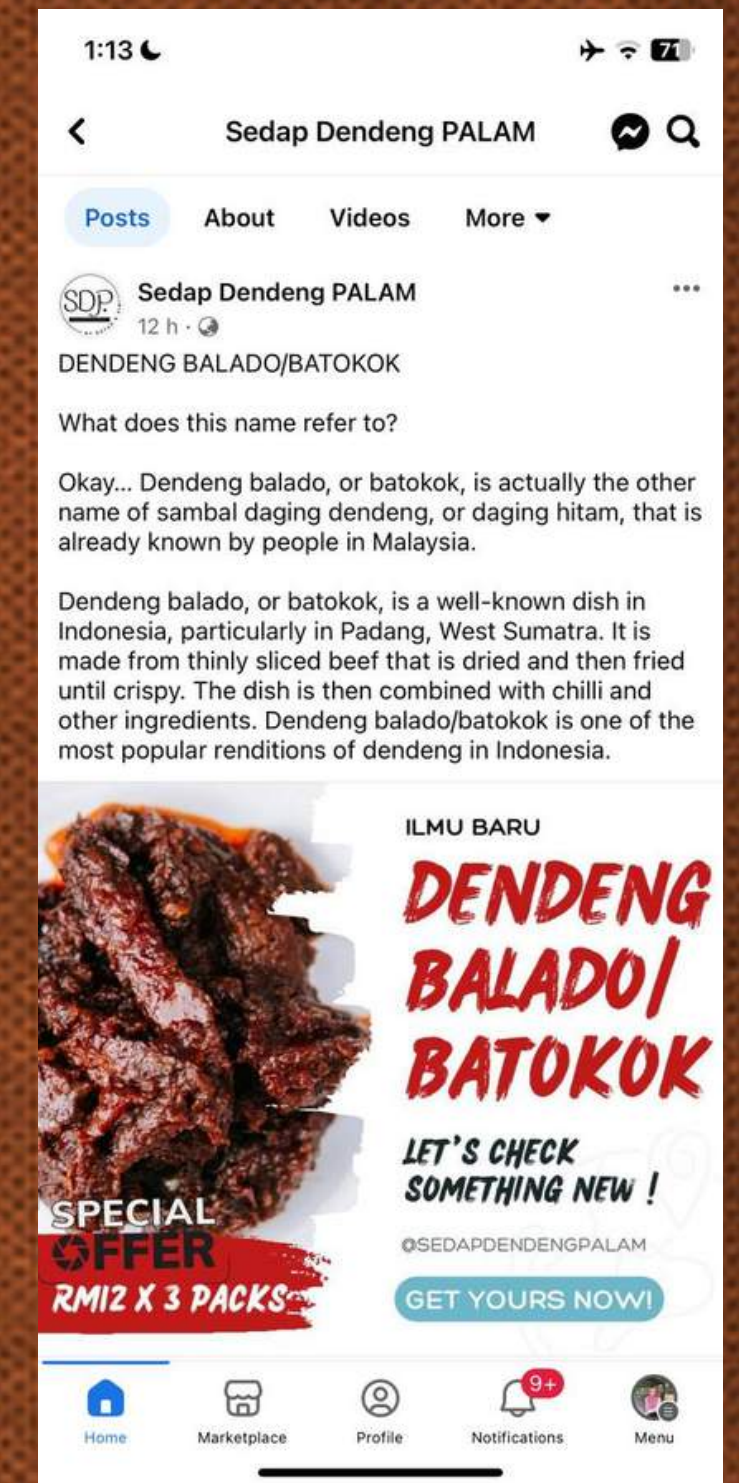
5



6



7



8

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

9

2:17

Sedap Dendeng PALAM 9+

Posts About Videos Photos More

Sedap Dendeng PALAM 6 h · 🌐

RESEPI SAMBAL DAGING DENDENG

Sesiapa yang nak cuba masak dekat rumah bolehla guna resepi ni 😊

Bahan-Bahan:-  
Daging direbus dan dipotong nipis.  
Kicap Manis  
Bawang besar  
Bawang putih  
Cili kering  
Serai

Cara penyediaan ;

- 1) Perapkan selama sejam daging dengan kicap manis.
- 2) Blender bawang besar, bawang putih dan cili kering.
- 3) Gorengkan daging tadi. Kemudian asingkan.
- 4) Tumiskan bawang putih dan bawang besar yang telah dikisar sehingga warna kekuningan. Kemudian masukan cili dan masak sehingga pecah minyak. Jangan lupa masukan serai sebatang yang telah diketuk.
- 5) Bila sudah sudah pecah minyak, masukan daging yang telah digoreng. Masakan sehingga sambal dan daging jadi sebat.

Kalau nak tambah garam dan gula pun boleh.

Selamat mencuba ! Kalau malas nak masak tu hehehe meh pm kami..

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10

10:44

Sedap Dendeng PALAM 9+

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Sedap Dendeng PALAM 9 h · 🌐

Dendeng Beef Sambal Recipe

Anyone who wants to try cooking this at home can use this recipe. 😊

Ingredients:  
- Boiled and thinly sliced beef  
- Sweet soy sauce  
- Large onion  
- Garlic  
- Dried chili  
- Lemongrass

Preparation:

- 1) Marinate the beef with sweet soy sauce for an hour.
- 2) Blend the large onion, garlic, and dried chili.
- 3) Fry the marinated beef and set it aside.
- 4) Sauté the blended garlic and onion until they turn golden yellow. Then add the chili and cook until the oil separates. Don't forget to add a stalk of crushed lemongrass.
- 5) Once the oil has separated, add the fried beef. Cook until the sambal (spicy sauce) and beef are well combined. You can add salt and sugar to taste if desired.

See Insights and Ads Boost post

Home Ads + Notifications 9+ Menu

11

10:44

Sedap Dendeng PALAM 9+

Posts About Videos Photos More

Sedap Dendeng PALAM 9 m · 🌐

Happy father's day !

Shower him with love & affection on this special and forever happy father's day ❤️

May daddies day be filled with joy, love, and cherished moments with their loved ones. And while you celebrate, why not indulge in the irresistible flavors of Sambal Daging Dendeng? Let the tender, spicy goodness of this dish add an extra touch of delight to your special day. 🍷

Enjoy! 🍷

Happy Father's Day  
My Dad, My Hero

Home Ads + Notifications 9+ Menu

12

10:45

Sedap Dendeng PALAM 9+

Posts About Videos Photos More

Sedap Dendeng PALAM Just now · 🌐

Want to go out with friends but want to save money and avoid eating out?

Alright, let me share this story. Whenever Dayah wants to go for a healing session or just a casual outing, whether it's near or far, she prefers to bring homemade food to save money.

So, one day while scrolling through TikTok, Dayah came across this viral sambal daging dendeng from Sumatra. It's famous for being incredibly delicious and worth every penny, but the best part is... you can take it with you anywhere you go! 😊😊

It's truly amazing! Dayah suggests that anyone who's like her should grab plenty of this sambal daging dendeng. That way, all your friends, cousins, and acquaintances can enjoy it together, and most importantly, you'll spend less on eating out.

What are you waiting for? Contact us now to place your order! Sambal daging dendeng Sumatra by SDP.

Home Ads + Notifications 9+ Menu

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

13

10:56

Sedap Dendeng PALAM 9+

Posts About Videos Photos More

Sedap Dendeng PALAM Just now

! Daging Dendeng SUMATRAA 🤤

Tahu kah anda bahawa Sambal Sumatraa berasal daripada loghat Melayu Terengganu "suma tra" yang bermaksud "semua mesti cuba".

**DID YOU KNOW?**

"suma tra"  
"semua mesti cuba".

@sedapdendengPALAM

See Insights and Ads Boost post

Like Comment Share

Home Ads Notifications Menu

14

4:23

Sedap Dendeng PALAM 9+

Posts About Videos Photos More

Sedap Dendeng PALAM 10 h

! Daging Dendeng TMI !

Tahu kah anda bahawa peranan daging dendeng yang mempunyai rasa semulajadi pedas dan manis sebelum dagingnya digoreng untuk menghasilkan rasa empuk dan senang untuk dimakan 😊



Home Ads Notifications Menu

15

12:35

Sedap Dendeng PALAM 9+

Posts About Videos Photos More

Sedap Dendeng PALAM 8 h

There's Two Types Of People In The World: Sweet People And Spicy People — Which One Are You Reallyyyy?

Spicy food eaters are more likely to enjoy trying new things (76%), consider themselves attractive (62%), and are more content with their lives (66%) than those with milder heat preferences.

According to studies, people who prefer sweet foods also have a sweet disposition. They are agreeable, friendly, and empathetic. Such people also have a tendency to crave social interactions and are more outgoing. "Sweet" people are friendly and more loyal.

So which one are you spicy or sweet eater ?

**QUIZ TIME!**

Which one are you?

A SPICY EATER 🍲

B SWEET EATER 🍰

Home Ads Notifications Menu

16

12:45

Sedap Dendeng PALAM 9+

Posts About Videos Photos More

Sedap Dendeng PALAM 1 m

JOM PERGI HEALING !

Siapa dekat sini suka pergi hiking or jungle tracking?

Orang biasanya pergi jungle tracking sebab love nature and dalam hutan kan biasanya ada air terjun. syokkk woooo mandi 😍😍


So, adalah one day ni si A ajak kawan kawan dia gi jungle tracking..then jumpalah air terjun. Mereka pun bermandi mandaaa laaa tanpa disedari HAHHAHA si A baru teringat makanan dia dalam keteee

Wehh nasib baik nasib baik ada sorang kawan si A ni bawak makanan pack merah ni..cukupla sorang satu..sambal daging dendeng pulak tu 😊 Sedak ooo

Kawan si A ni mula promot hahahah semua teracun dengan item hot ni 🔥

#sedapdendengpalam

**6 SEBAB SAMBAL DAGING DENDENG PILIHAN TERBAIK ANDA**



Home Ads Notifications Menu

# Relevant graphics to each post/copywriting

**DID YOU KNOW?**

**"suma traa"**  
**"semua mesti cuba".**

@sedapdendengPALAM

This graphic features a red background with a yellow sun icon in the top left. The text is white and yellow. It includes the Sumatraa logo in the top right and the SDP logo in the bottom left.

**QUIZ TIME!**

Which one are you?

**A** SPICY EATER 

**B** SWEET EATER 

The graphic has a red background with green and white floral illustrations. It features two choice buttons, A and B, with corresponding icons for spicy and sweet eaters.

We Are **OPEN FOR ORDER!**

COME GET YOURS

@sedapdendengPALAM

This graphic has a red background with a white rounded rectangle containing the text. It features an image of a Sumatraa product and a bowl of food. The SDP logo is in the bottom left.

**DID YOU KNOW?**



Dendeng merujuk kepada daging kering yang diiris tipis dalam masakan Indonesia. Ia diawetkan melalui campuran gula dan rempah dan dikeringkan melalui proses menggoreng.

This graphic has a red background with a white rounded rectangle containing the text and a photo of the food. It includes the Sumatraa logo in the top right and the SDP logo in the top left.

ILMU BARU

**DENDENG BALADO/ BATOKOK**

LET'S CHECK SOMETHING NEW!

@SEDAPDENDENGPALAM

**SPECIAL OFFER**  
**RM12 X 3 PACKS**

**GET YOURS NOW!**

This graphic has a white background with a red and black image of the food on the left. It features the Sumatraa logo in the top right and the SDP logo in the bottom left.

# Relevant graphics to each post/copy writing

SAMBAL DAGING DENDENG SUMATRAA | 100GRAM

"Kami menggunakan bahan-bahan premium yang 100% Resepi Asli Homemade yang mengikut citarasa orang Malaysia. Dengan Riset, produk ini bebas MSG tau!"

COME GET YOURS

SDP Sumatraa

SEDAP DENDENG

COD TO UITM PUNCAK ALAM

Thank You!

SDP Sumatraa

YOU CRAVE IT, YOU GOT IT

SAMBAL DAGING DENDENG SUMATRAA

SDP Sumatraa

SEDAP DENDENG

COD TO UITM PUNCAK ALAM

Thank You!

SDP Sumatraa

FREE DELIVERY

Penemuan Anda Ketika Lapar

SAVE MONEY, TIME & ENERGY

ORDER NOW!

SDP Sumatraa

**SPECIAL DISCOUNT**

NP: RM45

**BUY NOW**

**RM36**

SPECIAL OFFER

**SHOP NOW**

Sumatra

**SPECIAL DISCOUNT**

NP: RM90

**BUY NOW**  
RM 69.00

**RM69**

SPECIAL OFFER

**SHOP NOW**

Sumatra

SDP Sumatra @sedapdendengPALAM

Can you give about our product and service? 1:12 AM

Hi! yeahh your delivery is so fasttt, as you said 10 minutes dapatt you do it...thank you...daging sedap really recommended untuk students yang dah bosan makan makanan cafe or malas nak turun, sesuai makan dengan apa-apa..j selalu bawaq pergi bilik kawan tengah malam sebab senang just koyak and makan 😊

Mimi Online

How you know about this sambal daging dendeng from SDP? 1:00am ✓

ouhh i beli sebb my roomie recommend, sedap !!! thank you 1:02am

@sedapdendengPALAM



Relevant graphics to each post/copywriting

**F O O D**

Good food is the foundation of happiness

@sedapdendengPALAM

**SPECIAL OFFER**

DISCOUNT UP TO **RM3 OFF.**

**SHOP NOW**

**6 SEBAB SAMBAL DAGING DENDENG PILIHAN TERBAIK ANDA**

*Sumatraa*

Ready to eat & Menjimatkan masa

Suhu bilik tanpa perlu disimpan didalam peti

Tahan sehingga 1 Tahun

Rasa yang sedap & memikat

Travel Friendly & mudah dibawa kemana-mana

Bersih & Halalan Toyibban



**PASTI SEDAP DAN TERINGAT!**




*Sumatraa*

**Relevant graphics to each post/copy writing**

# Relevant graphics to each post/copywriting



### KEBAIKAN & MANFAAT BAHAN-BAHAN SAMBAL DAGING DENDENG SUMATRAA

	<b>Cili Kering</b> <ul style="list-style-type: none"><li>● Bertindak sebagai terapi &amp; penenang</li><li>● Menurunkan kadar gula dalam darah</li><li>● Cili membantu membakar lemak</li><li>● Meningkatkan kesihatan jantung &amp; mencegah strok</li></ul>
	<b>Daun Limau Purut</b> <ul style="list-style-type: none"><li>● Penggalak antitumor atau pencegah kanser</li><li>● Membuang toksin dalam badan</li><li>● Daun yang menghasilkan bau masakan yang sedap</li><li>● Menghilangkan bau badan</li></ul>
	<b>Daging Segar</b> <ul style="list-style-type: none"><li>● Sumber kompleks vitamin B</li><li>● Mencegah anemia</li><li>● Memperkuatkan jisim otot</li><li>● Mempercepatkan penyembuhan luka</li></ul>

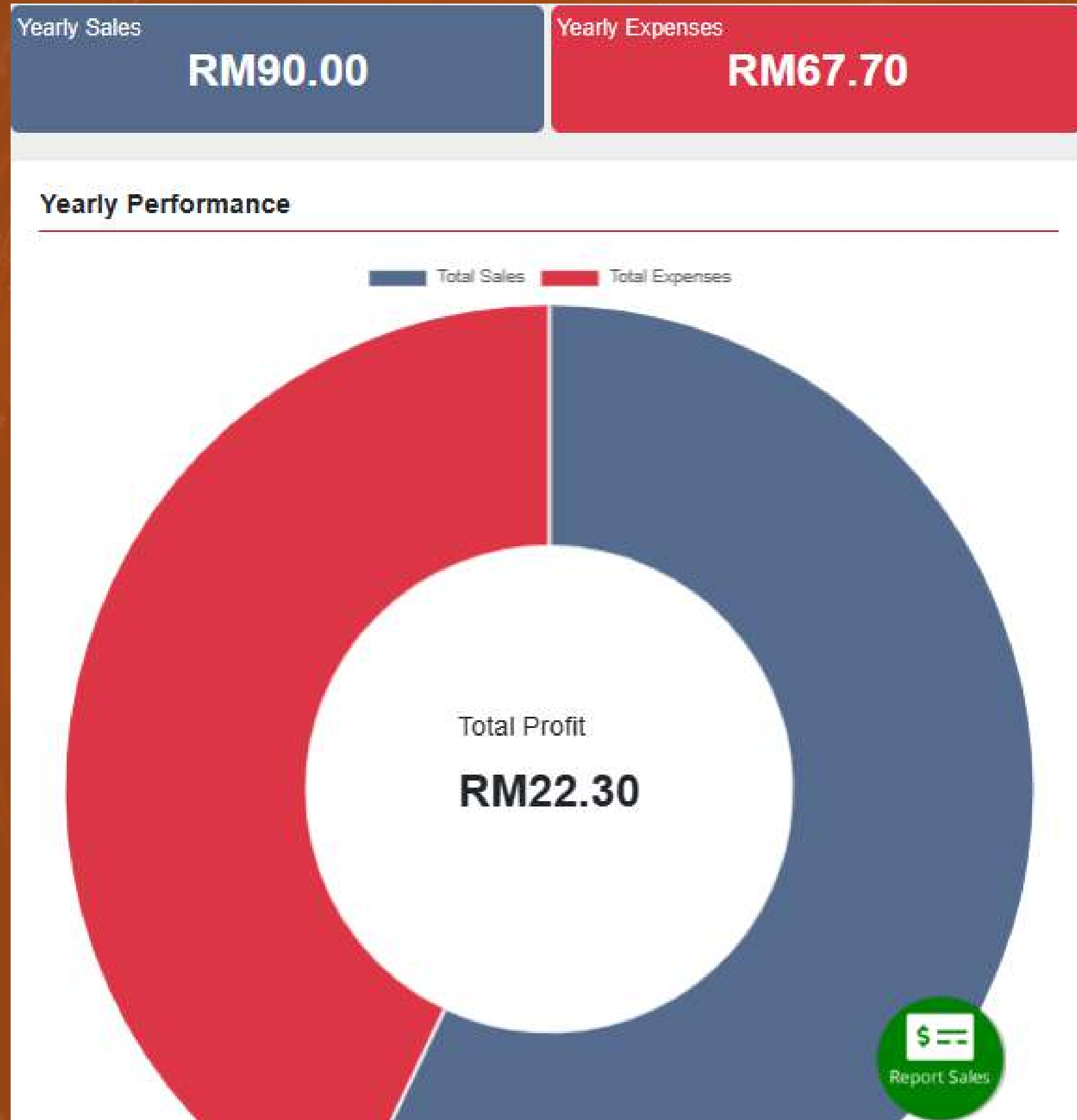
## KEPAKARAN KAMI

Sambal Sumatraa mempunyai satu tujuan iaitu membuatkan anda semakin jatuh cinta dengan SAMBAL DAGING DENDENG yang seakan masakan mak. Kami menghasilkan sambal daging dendeng buatan sendiri (home-made) yang lazat, daging yang lembut dan besar-besar hirisannya, pedas-pedas manja, berkualiti tinggi dan memenuhi pelbagai majlis dan acara - daripada kegunaan peribadi, hari jadi, foodbank dan perniagaan kecil. Kami sentiasa menasaskan untuk memberikan perkhidmatan yang cemerlang dan memuaskan seperti yang diharapkan oleh pelanggan kami. Tujuan ini dicapai dengan menyampaikan pengalaman gastronomi yang terbaik kepada pelanggan kami. Kami memberikan rasa aroma Sambal Daging Dendeng hanya untuk yang terbaik!





# Sales Report



# 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
SEDAP DENDENG PALAM	06/04/2023	online	Social Media	null	30				Quantity: 2 pack Name : NURSYASYA AQILAH BINTI SHARUDDIN Address : Dahlia 4, Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Kuala Selangor, Malaysia Payment method : QR Payment	10/06/2023
SEDAP DENDENG PALAM	04/04/2023	online	Social Media		15				Quantity : 1 pack Name : AUNI AQILAH BINTI MUSTAFFA Address : Dahlia 3, Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Kuala Selangor, Malaysia Payment method : QR Payment	10/06/2023
SEDAP DENDENG PALAM	06/04/2023	online	Social Media	null	30				Quantity : 2 packs Name : NUR FARZANA BINTI ABDUL RADZI Address : Rafflesia 4, Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Kuala Selangor, Malaysia Payment method : QR Payment	10/06/2023
SEDAP DENDENG PALAM	22/04/2023	online	Social Media		15				Quantity : 1 packs Name : NUR AINATUL AWLIYA BINTI MOHD YUSUF Address : Rafflesia 6, Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Kuala Selangor, Malaysia Payment method : QR Payment	10/06/2023
SEDAP DENDENG PALAM	06/04/2023	expenses				Delivery	Others	10	Vehicle petrol	11/06/2023
SEDAP DENDENG PALAM	23/03/2023	expenses				Goods	Stock	52.8	6 packs of sambal daging dendeng	11/06/2023
SEDAP DENDENG PALAM	23/03/2023	expenses				Delivery	Postage	4.9	Postage 6 packs of sambal daging dendeng	11/06/2023

# CONCLUSION

To put it simply, SEDAP DENDENG PALAM is a company that sells pre packed food which is Daging Dendeng Sumatra online as well as offline through the establishment of Daging Dendeng Sumatra by SEDAP DENDENG PALAM Facebook page. We can draw the conclusion that by operating a Facebook business page, we are able to market and advertise our goods and services while also raising awareness of our established brand among Facebook users, particularly those who live close to our business location. We are also able to post the most recent updates of our commercial activity or event through this type of platform.

Therefore, as a start-up company using a Facebook page, we were able to accomplish some of our objectives with success and will continue to do so in the future by expanding and conducting Daging Dendeng Sumatra by SEDAP DENDENG PALAM business through other available social media and as well as improving our marketing strategy.





# THANK YOU !!!

