



اَوْنَبُوْ سِيْتِي تِي كُوْلُوْ كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

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

PRINCIPLES OF ENTREPERNEURSHIP (ENT530)

SOCIAL MEDIA

PREPARED BY:

NAME	STUDENT ID
NUR ADLEEN SHAZLEEN BINTI ADNAN	2022699902
IZZATI NAJIHAH BINTI MOHD AKAR	2022825026

GROUP:

530I

PREPARED FOR:

MADAM NORFAZLINA BINTI GHAZALI

SUBMISSION DATE:

14th JULY 2023

ACKNOWLEDGEMENT

Alhamdulillah, first and foremost, we would like to express our gratitude and thanks to Allah SWT for His blessings, which allowed us to complete our group project assignment as one of requirements for course work evaluation for the code ENT530. We would not have made it this far without His help. All the time we spent exploring for solutions and trying to justify logical indications would have been beneficial.

Next, we would like to express our sincere gratitude towards Madam Norfazlina binti Ghazali, our lecturer in Principles of Entrepreneurship (ENT530), for this opportunity to venture into this new experience, and for the knowledge that we are able to gain from this project. We are so grateful for her guidance, full of motivation and knowledge, throughout the process of completing this project. We are able to comprehend the task better and present the concept more effectively and efficiently with her direction and assistance.

Besides, thanks to the group members, `Izzati Najihah, and Nur Adleen Shahzleen, who have stuck together and worked hard to produce a good assignment with all their effort and responsibility. Without the participation and cooperation of group members, this group assignment cannot be done. All the effort and time given in terms of ideas and discussions is greatly appreciated. Finally, we would want to express our gratitude to everyone who participated in this assignment, whether directly or indirectly. We value and respect the hard effort and initiative that each person showed in this report in order for us to successfully complete this task.

EXECUTIVE SUMMARY

Nasi Delight is a dynamic and innovative food business specializing in the production and distribution of delicious Nasi Briyani chicken and lamb dishes. Our company is dedicated to delivering exceptional culinary experiences to our customers through the mastery of traditional flavors and modern cooking techniques.

At Nasi Delight, we take great pride in serving authentic Nasi Briyani dishes made with premium quality ingredients and aromatic spices. Each plate of Nasi Briyani is meticulously prepared to perfection, ensuring a delightful blend of taste and tenderness. We strive to offer our customers a memorable dining experience that celebrates the rich heritage of Nasi Briyani cuisine.

Our primary target market includes individuals, families, and food enthusiasts who appreciate the unique flavors of Nasi Briyani. We cater to busy professionals, students, and families who seek convenience without compromising on taste and quality. Our Nasi Briyani dishes are designed to satisfy the cravings of those looking for a fulfilling meal bursting with aromatic spices and succulent chicken or lamb.

Nasi Delight is dedicated to becoming the go-to destination for authentic and mouthwatering Nasi Briyani chicken and lamb dishes. We are committed to upholding the highest standards of quality, taste, and customer satisfaction. By using premium ingredients and mastering traditional cooking techniques, we ensure that each dish is a true representation of the flavors and essence of Nasi Briyani.

With our unique value proposition, competitive advantage, and targeted growth strategies, we are poised to carve a prominent place in the market and establish ourselves as a leader in the Nasi Briyani culinary industry. We plan to leverage technology to enhance convenience for our customers through online ordering options to expand our reach. By nurturing strong customer relationships and continuously improving our offerings, we aim to create a loyal customer base that recognizes and appreciates the exceptional dining experience Nasi Delight provides.

TABLE OF CONTENTS

COVER PAGE	i
ACKNOWLEDGEMENT	ii
EXECUTIVE SUMMARY	iii
TABLE OF CONTENT	iv
1. GO E-COMMERCE REGISTRATION	1-3
1.1 Personal Profile	4-5
1.2 Certificate of MASMED Young Entrepreneurs	
1.3 SSM registration (Sole proprietorship or partnership)	6
2. INTRODUCTION OF THE BUSINESS	
2.1 Name and Address of the business	7
2.2 Organizational Chart	8
2.3 Mission and Vision	8
2.4 Descriptions of products / services	9
2.5 Price List	9
3. FACEBOOK (FB)	
3.1 Facebook Page	10
3.2 Custom URL Facebook (FB) Page	11
3.3 Facebook Post - Teaser	12
3.4 Facebook Post – Copywriting Hard Sell	13-17
3.5 Facebook Post – Copywriting Soft Sell	18-24
3.6 Sales Report	25
4. CONCLUSION	26

1. GO-ECOMMERCE REGISTRATION

The screenshot shows the user profile page for 'IZZATI NAJIHAH BINTI MOHD AKAR'. The page is divided into two main sections: Personal Information and Institution Information. The Personal Information section includes fields for Name, New Identity Card No., Email Address, City, State, Personal Facebook, Gender, and Marital Status. The Institution Information section includes fields for Type of Institution, State of Institution, Address of Institution, District of Institution, Level of Study, Course Name, Subject Name, Month Enrolling the Subject, Internship Enrollment, Month of Internship Enrollment, Expected Year To Complete Study, and Related To Study Field. The Institution Information section also includes fields for Institution List, Name of Institution, City, Postcode, Study Status, Class Name, Year Enrolling the subject, Lecturer Name, Year Of Internship Enrollment, Period of Internship Training, and Expected Month To Complete Study. The page has a navigation bar at the top with options like HOME, MY PROFILE, MY BUSINESS, MY LEARNING, MY NOTIFICATIONS, and MORE. The user's name 'IZZATI NAJIHAH BINTI MOHD AKAR' is displayed on the left side of the profile.

Personal Information	
Name	'IZZATI NAJIHAH BINTI MOHD AKAR
New Identity Card No.	
Email Address	
City	
State	
Personal Facebook	
Gender	Female
Marital Status	Single

Institution Information	
UITM Puncak Alam - ENT530-I	
Type of Institution	IHL
State of Institution	Selangor
Address of Institution	Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, ...
District of Institution	Kuala Selangor
Level of Study	Bachelor Degree
Course Name	ENT530-I
Subject Name	ENT530I
Month Enrolling the Subject	3
Internship Enrollment	No
Month of Internship Enrollment	
Expected Year To Complete Study	2025
Related To Study Field	Yes

Institution Information	
Institution List	Universiti Teknologi MARA
Name of Institution	UITM Puncak Alam
City	Puncak Alam
Postcode	42300
Study Status	Full time
Class Name	ENT530I
Year Enrolling the subject	2023
Lecturer Name	Norfazlina Ghazali
Year Of Internship Enrollment	
Period of Internship Training	
Expected Month To Complete Study	9

The screenshot shows the user profile page for 'NUR ADLEEN SHAZLEEN BINTI ADNAN'. The page is divided into two main sections: Personal Information and Institution Information. The Personal Information section includes fields for Name, New Identity Card No., Email Address, City, State, Personal Facebook, Gender, and Marital Status. The Institution Information section includes fields for Type of Institution, State of Institution, Address of Institution, District of Institution, Level of Study, Course Name, Subject Name, Month Enrolling the Subject, Internship Enrollment, Month of Internship Enrollment, Expected Year To Complete Study, and Related To Study Field. The Institution Information section also includes fields for Institution List, Name of Institution, City, Postcode, Study Status, Class Name, Year Enrolling the subject, Lecturer Name, Year Of Internship Enrollment, Period of Internship Training, and Expected Month To Complete Study. The page has a navigation bar at the top with options like HOME, MY PROFILE, MY BUSINESS, MY LEARNING, MY NOTIFICATIONS, and MORE. The user's name 'NUR ADLEEN SHAZLEEN BINTI ADNAN' is displayed on the left side of the profile.

Personal Information	
Name	NUR ADLEEN SHAZLEEN BINTI ADNAN
New Identity Card No.	
Email Address	
City	
State	
Personal Facebook	
Gender	Female
Marital Status	Single

Institution Information	
UITM Puncak Alam - ENT530-I	
Type of Institution	IHL
State of Institution	Selangor
Address of Institution	Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, ...
District of Institution	Kuala Selangor
Level of Study	Bachelor Degree
Course Name	ENT530-I
Subject Name	ENT530I
Month Enrolling the Subject	3
Internship Enrollment	No
Month of Internship Enrollment	
Expected Year To Complete Study	2025
Related To Study Field	Yes

Institution Information	
Institution List	Universiti Teknologi MARA
Name of Institution	UITM Puncak Alam
City	Puncak Alam
Postcode	42300
Study Status	Full time
Class Name	ENT530I
Year Enrolling the subject	2023
Lecturer Name	Norfazlina Ghazali
Year Of Internship Enrollment	
Period of Internship Training	
Expected Month To Complete Study	9



Certificate of Completion

This acknowledges that

'IZZATI NAJIHAH BINTI MOHD AKAR

has successfully completed

eUsahawan Course

Level 1 – Go Digital

organised by



This is a digital-generated certificate. No signature is required.



Certificate of Completion

This acknowledges that

NUR ADLEEN SHAZLEEN BINTI ADNAN

has successfully completed

eUsahawan Course

Level 1 – Go Digital

organised by



This is a digital-generated certificate. No signature is required.

MYENT CERTIFICATES

	UNIVERSITI TEKNOLOGI MARA	Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)
MASMED YOUNG ENTREPRENEUR (MyENT)		
SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM		
No. Pelajar	:	2022825026
Nama	:	IZZATI NAJIHAH BINTI MOHD AKAR
Program Pengajian	:	SARJANA MUDA PENGURUSAN SISTEM PEJABAT (KEPUJIAN)
Fakulti	:	Faculty of Business & Management
Kampus	:	Selangor
MAKLUMAT PERNIAGAAN		
Mod Perniagaan	:	Hybrid
Bidang Perniagaan yg diceburi	:	Makanan
Tempoh Berniaga	:	
No. Pendaftaran Perniagaan	:	
URL Perniagaan	:	Nasi Delight
Alamat Premis Perniagaan	:	
Tarikh Mendaftar	:	13 Jul 2023
Tarikh Kemaskini	:	
Tarikh Cetak	:	13 Jul 2023
<p>Sijil Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dijalankan oleh pelajar semasa tempoh pengajian di UITM. Sijil ini secara tidak langsung akan terbatal apabila penama menamatkan pengajian atau tidak lagi aktif dalam sistem universiti.</p> <p>Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED) juga berhak membatalkan sijil ini tanpa sebarang notis. Penggunaan sijil ini hanya diterima untuk kegunaan urusan dalaman UITM sahaja. Urusan dan aktiviti perniagaan yang dijalankan oleh penama adalah risiko dan tanggungjawab sendiri tanpa melibatkan kepentingan dan nama Universiti.</p>		
SALINAN PENDAFTARAN INI DIPERAKUI OLEH		
PENOLONG NAIB CANSOLOR KEUSAHAWANAN UITM		
Malaysian Academy of SME & Entrepreneurship Development (MASMED)		



UNIVERSITI
TEKNOLOGI
MARA

Akademi
Pembangunan PKS dan
Keusahawanan Malaysia
(MASMED)

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar : 2022699902
Nama : NUR ADLEEN SHAZLEEN BINTI ADNAN
Program Pengajian : SARJANA MUDA PENGURUSAN SISTEM PEJABAT (KEPUJIAN)
Fakulti : Faculty of Business & Management
Kampus : Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Hybrid
Bidang Perniagaan yg
diceburi : Makanan
Tempoh Berniaga :
No. Pendaftaran Perniagaan :
URL Perniagaan : <https://www.facebook.com/profile.php?id=100092365098778&mibextid=LQJ4d>
Alamat Premis Perniagaan :
Tarikh Mendaftar : 13 Jul 2023
Tarikh Kemaskini :
Tarikh Cetak : 13 Jul 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 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)

SSM REGISTRATION CERTIFICATE

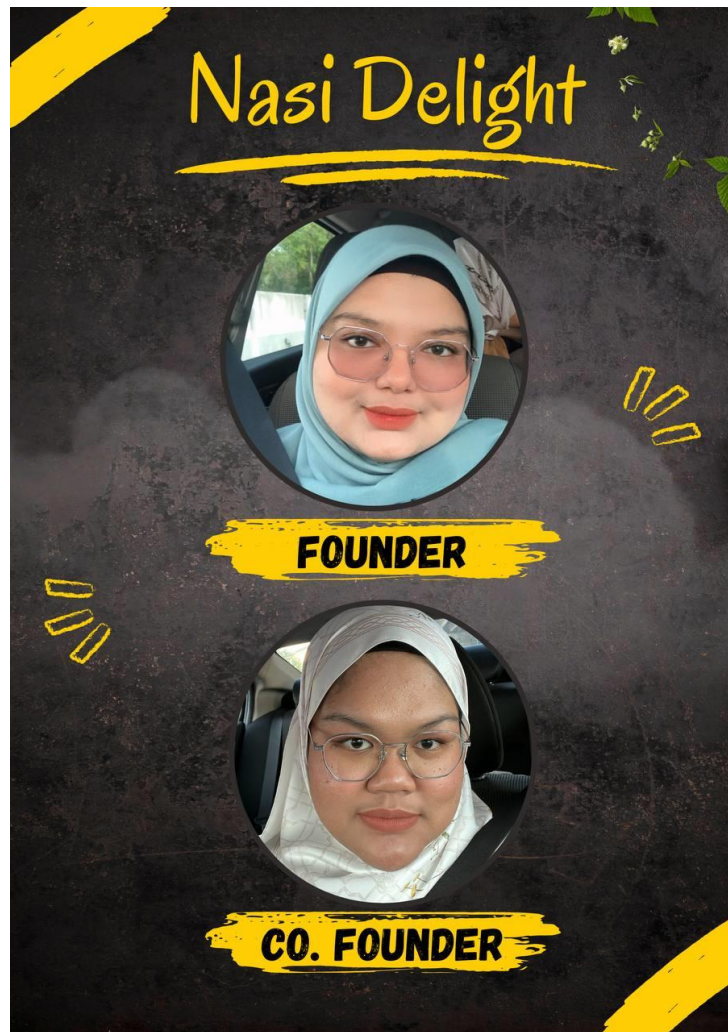
INTRODUCTION OF BUSINESS

INTRODUCTION OF BUSINESS



TERMS	DESCRIPTIONS
Name of Business	NASI DELIGHT
Business Address	
Active E-mail	
Form of Business	Partnership
Telephone Number	
Date of Registration	12 Jun 2023
Company Registered	Go-Ecommerce MyEnt SSM Registration as partnership
Main Activities	Food
Facebook Link	https://www.facebook.com/people/Nasi-Delight/100092365098778/?mibextid=LQQJ4d
Name of Bank	Bank Islam
Bank Account Number	03125284320123

Organization Chart



Vision & Mission

Vision	Mission
<ul style="list-style-type: none">• We strive to become the go-to destination for nasi briyani enthusiasts, offering a wide variety of flavorful options and ensuring customer satisfaction with every order.	<ul style="list-style-type: none">• Our mission is to bring the rich and aromatic flavors of nasi briyani to customers across the online platform, offering a seamless and enjoyable ordering process. We are committed to delivering high-quality and freshly prepared nasi briyani, made with the finest ingredients and authentic recipes.

Description of products



Our nasi briyani is a culinary masterpiece that combines fragrant basmati rice, aromatic spices, and tenderly cooked meat. Each mouthful of our nasi briyani is a harmonious blend of flavors, textures, and aromas that transports you to the heart of traditional South Asian cuisine. At the core of our nasi briyani is the premium basmati rice, known for its long grains and distinct aroma. We carefully select and prepare the rice to achieve the perfect balance of tenderness and fluffiness, ensuring a delightful dining experience with every bite.

To infuse our nasi briyani with its signature flavor, we meticulously blend and freshly grind a unique combination of aromatic spices. These spices, including cardamom, cloves, pepper, and star anise, are masterfully blended to create a robust and tantalizing taste profile that sets our nasi briyani apart. Our nasi briyani comes in a variety of options to cater to different preferences. For meat lovers, we offer succulent and tender cuts of chicken and lamb, marinated in a blend of spices and slow cooked to perfection.

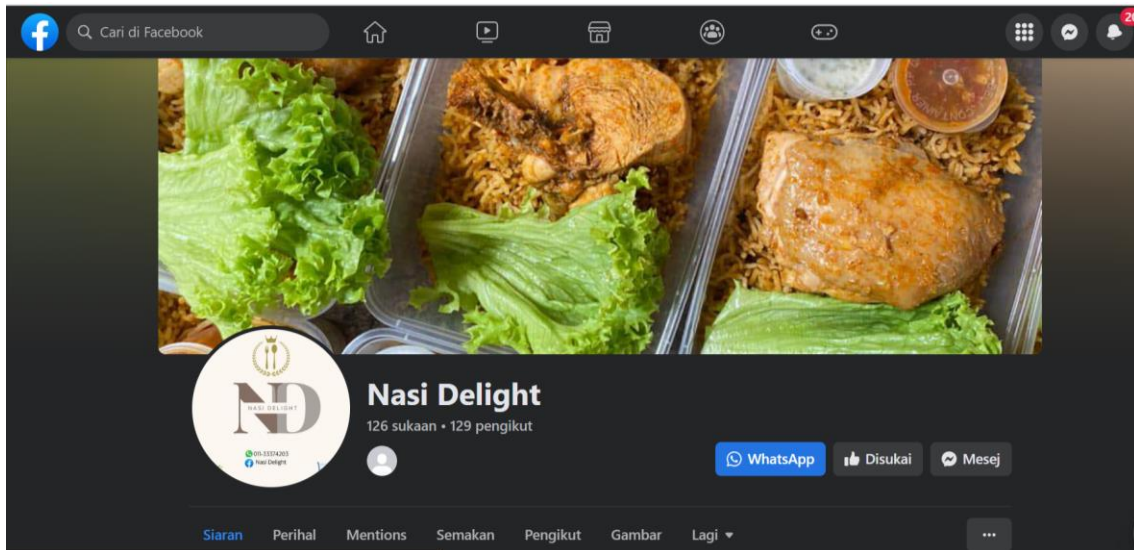
To complement the nasi briyani, we offer a selection of delectable accompaniments. These may include fragrant raita, a cooling yogurt-based condiment with a hint of mint, and tangy pickles that add a delightful contrast of flavors. Our goal is to provide a complete and satisfying meal that leaves our customers craving for more. At every step of the preparation process, we prioritize quality, authenticity, and attention to detail. Whether you are looking to indulge in a flavorful meal for lunch, dinner, or a special occasion, our nasi briyani promises to deliver a memorable and satisfying experience. Experience the essence of South Asian cuisine with our exceptional nasi briyani that brings together the perfect harmony of flavors, spices, and quality ingredients.

PRICE LIST

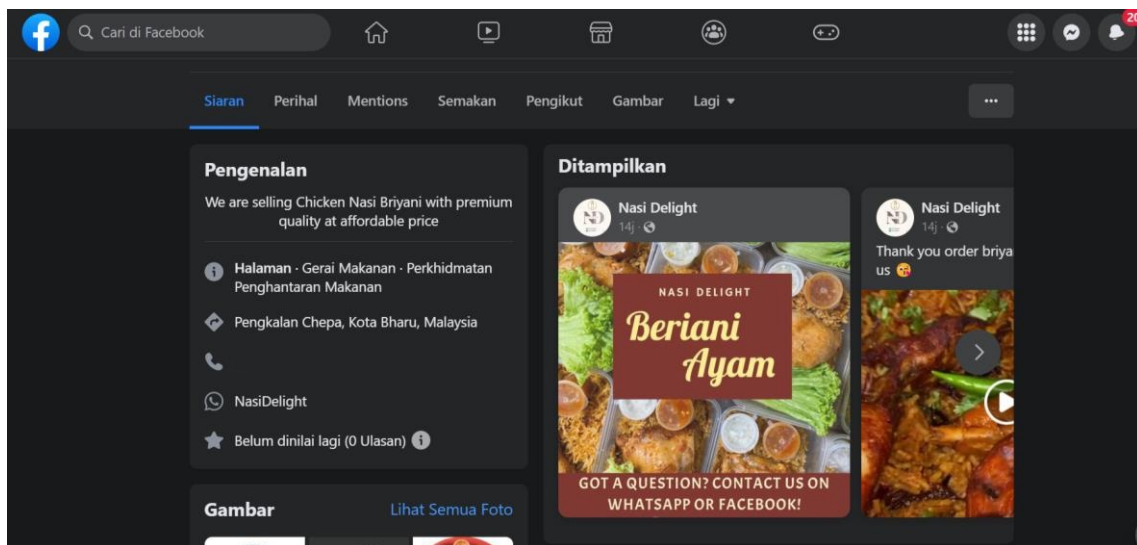
PRODUCT	PRICE LIST
Briyani Ayam Bekas	RM10
Briyani Ayam Talam	RM70
Briyani Kambing Talam	RM90

FACEBOOK POSTING (FB)

Facebook Page

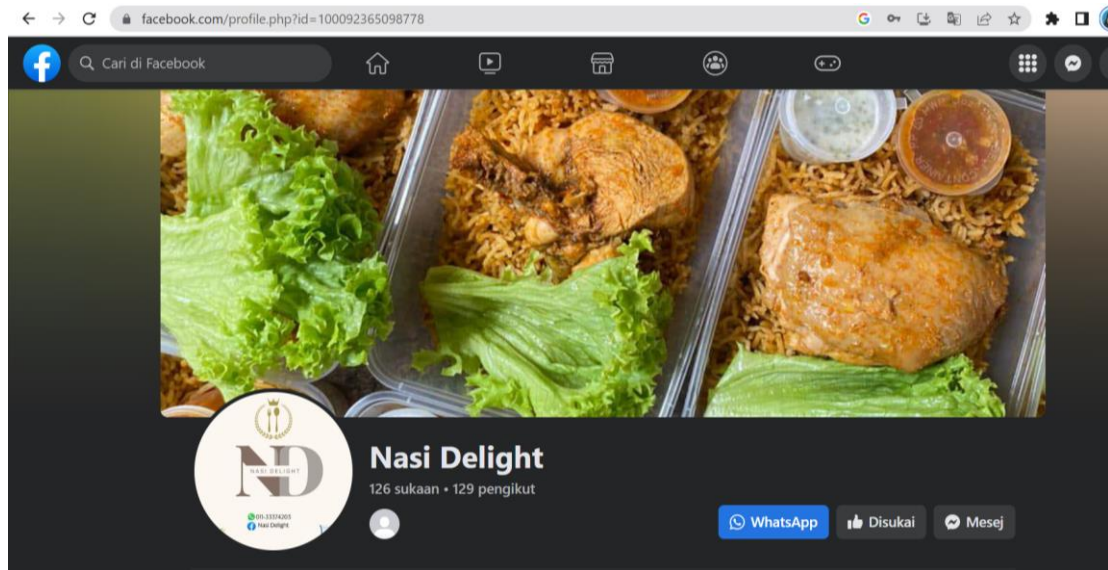


Nasi Delight Facebook Page was created on 8th May 2023



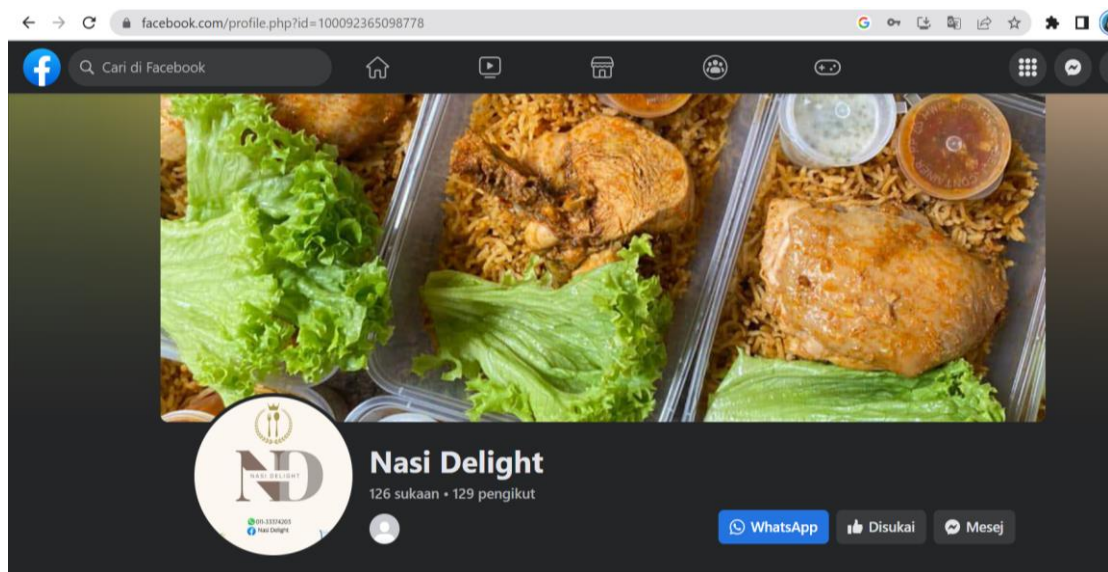
Business Information

Custom URL Facebook (FB) page



FB Pages URL:


<https://www.facebook.com/profile.php?id=100092365098778&mibextid=LQQJ4d>




Total likes on Facebook page

Facebook Post – Teaser

Teaser 1

 **Nasi Delight** 1 d · 🌐

Hey hey hey! 👁️👁️
Guess what's coming? We have a surprise for you, so stay tuned for our update. 😊



You and 5 others 9 views

Like Comment Share

Teaser 2


 **Nasi Delight** 3 h · 🌐



COMING SOON

Teaser 3

 **Nasi Delight** 3 h · 🌐



Special
Delicious Food

COMING SOON

With selected meat and oriental spices

Facebook Post – Hard Sell

Hard Sell 1

Facebook interface showing a post from **Nasi Delight** (9+ notifications) dated **9 May**.

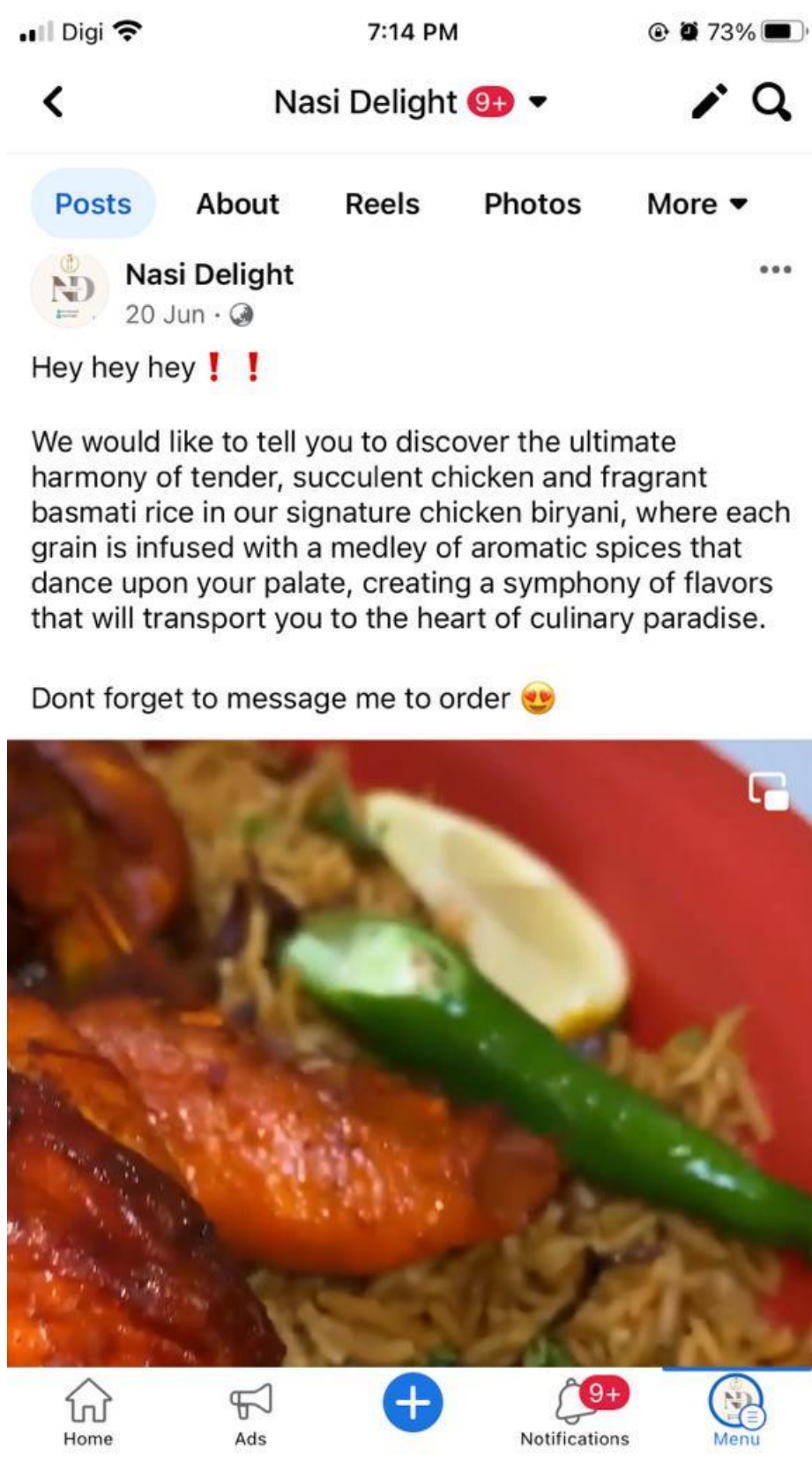
!! Hai Everyone !!

We are here to introduce our new food to all of you to Indulge in the rich and aromatic flavors of our signature Beriani Ayam, meticulously crafted with premium quality basmati rice, succulent chicken pieces, and a blend of fragrant spices and herbs that will tantalize your taste buds and leave you craving for more. Whether you're looking for a satisfying meal to share with family and friends or a quick and delicious lunch option, our Beriani Ayam is the perfect choice that will transport you to the bustling streets of Malaysia with every bite. Don't miss out on this exquisite culinary experience and order now to savor the taste of tradition in every mouthful!

So what are you guys waiting for? Lets grab now !

The image shows several food containers filled with rice, chicken, and vegetables, likely the Beriani Ayam mentioned in the text.

Facebook navigation bar: Home, Ads, +, Notifications (9+), Menu.





Digi 7:13 PM 73%

Nasi Delight 9+

Posts About Reels Photos More

Nasi Delight 17 h

Here it is our new menu: Briyani talam kambing !!
So what are you guys waiting for? Lets order from us at



See Insights and Ads Boost post

Home Ads + Notifications 9+ Menu

📶 Digi 📶 7:12 PM 🔒 75% 🔋

◀ Nasi Delight 9+ 🔍

Posts About Reels Photos More ▾

 **Nasi Delight** 16 h · 🌐

Don't forget that we still have nasi briyani ayam bekas RM10. So what are you guys waiting for? Lets order from us now at



🏠 Home 📣 Ads + 🔔 9+ Notifications 📄 Menu

Facebook Post – Soft Sell

Soft Sell 1

The screenshot shows a Facebook post from the page 'Nasi Delight', which has 9+ notifications. The post is titled 'Thank you buying from us' with two heart emojis. It features two main visual elements: a WhatsApp chat conversation and a reply to a story. The WhatsApp chat, dated 'Today', shows a customer praising the food and the seller replying with 'alhamdulillah..thank you'. The story reply, dated '20:58', shows a plate of nasi lemak and a customer saying 'Sedappppp doohhhh puas hati make dale x kabaa x leh breti'. The post includes interaction buttons for 'Like', 'Comment', and 'Share', and a 'Boost post' button. Below the post, it shows 'You and 5 others' liked it. The bottom navigation bar includes icons for Home, Ads, a plus sign, Notifications (with 9+), and Menu.

Digi 7:13 PM 73%

Nasi Delight 9+

Posts About Reels Photos More

Like Comment Share

Nasi Delight 16 h

Thank you buying from us

Today

Messages and calls are end-to-end encrypted. No one outside of this chat, not even WhatsApp, can read or listen to them. Tap to learn more.

Salam tadi nasi semo ore puji sedap 6:01 PM

Kambing pun lembut jah 6:01 PM

Nk tny rayo haji ni ado amik order ko 6:01 PM

alhamdulillah..thank you

20:58

Replied to your story

Sedappppp doohhhh puas hati make dale x kabaa x leh breti

See Insights and Ads Boost post

You and 5 others

Like Comment Share

Nasi Delight 16 h

Unleash your taste buds with an explosion of

Home Ads + Notifications 9+ Menu

Digi 7:12 PM 75%

Nasi Delight 9+

Posts About Reels Photos More

Nasi Delight 16 h

Thank you order nasi briyani talam ayam from us 🥰



See Insights and Ads Boost post

You and 5 others

Home Ads + Notifications 9+ Menu



Posts About Reels Photos More

Nasi Delight 5 h

Eat Nasi Briyani from us to make your mood be better 😊



See Insights and Ads

Boost post

You and 5 others



Home



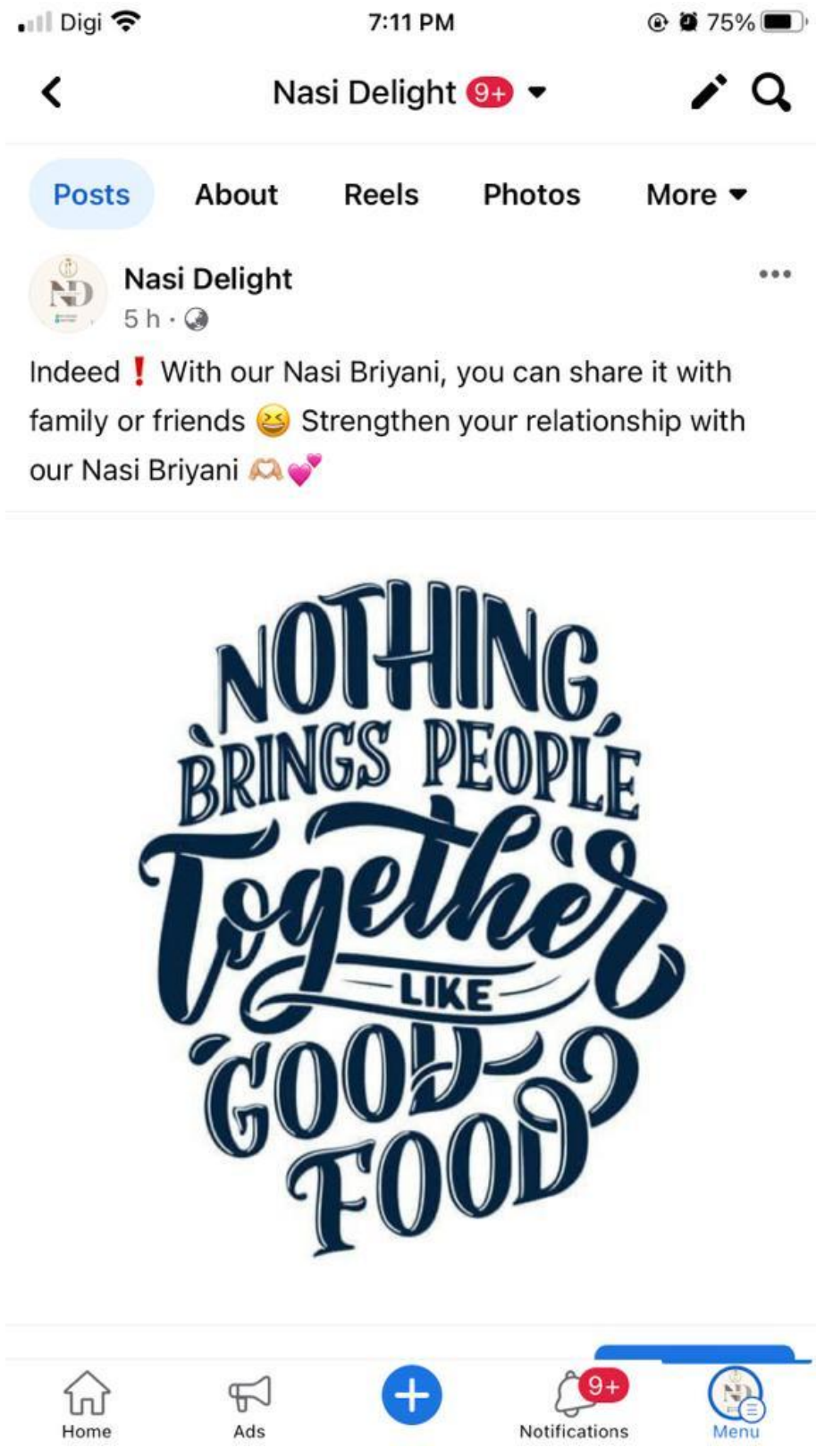
Ads



Notifications



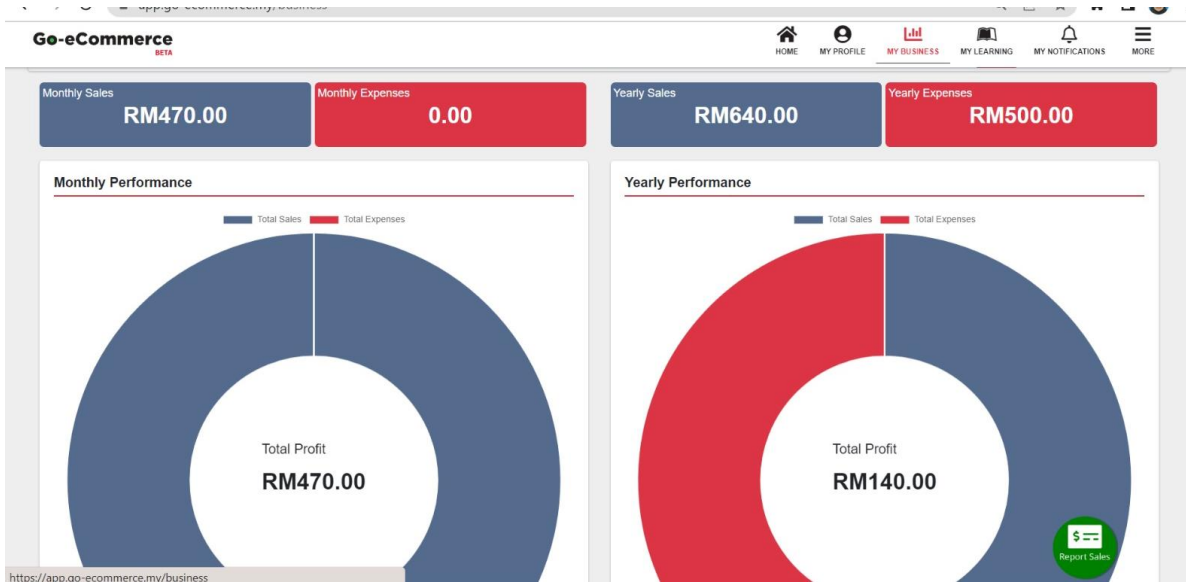
Menu







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
Nasi Delight	12/07/2023	offline	Social Media		10				FAZREEN - PAID ONLINE - BERIANI BEKAS	12/07/2023
Nasi Delight	12/06/2023	expenses				Production	Others	500		12/07/2023
Nasi Delight	22/06/2023	online	Social Media		70				HIDAYAH - FRIEND - PAID ONLINE - BERYANI TALAM AYAM	13/07/2023
Nasi Delight	22/06/2023	online	Social Media		30				SHASHA - FRIEND - PAID ONLINE - BERYANI BEKAS (X3)	13/07/2023
Nasi Delight	24/06/2023	offline			70				SHAHRA - RELATIVE - PAID IN CASH - BERYANI TALAM AYAM	13/07/2023
Nasi Delight	13/07/2023	online	Social Media		90				MUHRIZ - FRIEND - PAID ONLINE - BRYANI TALAM KAMBING	13/07/2023
Nasi Delight	13/07/2023	offline			90				AIN - FRIEND - PAID IN CASH - BRYANI TALAM KAMBING	13/07/2023
Nasi Delight	13/07/2023	offline			90				SALMAN - RELATIVE - PAID IN CASH - BRYANI TALAM KAMBING	13/07/2023
Nasi Delight	13/07/2023	online	Social Media		50				NORI - RELATIVE - PAID ONLINE - BRYANI AYAM (X5)	13/07/2023
Nasi Delight	11/07/2023	offline			70				MKA - RELATIVE - PAID IN CASH - BRYANI TALAM AYAM	13/07/2023
Nasi Delight	08/07/2023	online	Social Media		70				SURIANI - RELATIVE - PAID ONLINE - BRYANI TALAM AYAM	13/07/2023

CONCLUSION

In conclusion, the development of internet marketplaces has fundamentally changed how we buy and sell food. Online food sales provide several benefits for both customers and businesses. It offers accessibility and convenience by letting clients order their preferred meals from the comfort of their homes. However, there are other difficulties that firms must deal with when selling food online. To guarantee consumer pleasure and prevent any health hazards, it is vital to uphold food safety and quality requirements during packaging and delivery. To ensure the integrity and freshness of their products, businesses must make substantial investments in their packaging and transportation methods. Additionally, there are a tonne of potential for businesses to grow their consumer base and reach through the sale of food online. However, it necessitates close attention to food quality, packaging, and delivery, as well as successful marketing and branding efforts. In the modern digital era, selling food online with the appropriate strategy may be a rewarding business.

