



اَوْنِيُوَ تِكْنُوْلُوْجِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS AND MANAGEMENT

PRINCIPLE OF ENTREPRENEURSHIP

(ENT530)



TITLE:

SOCIAL MEDIA PORTFOLIO OF CHEZZY CARBONARA ROLLS

PREPARED BY:

NUR ALYA SABRINA BINTI MOHD RAZIF	2022611828
ZUHAYRA DAYANA BATRISYA BINTI ZURAI	2022821786

CLASS: ENT530 - 530I

PREPARED FOR:

MADAM NORFAZLINA BINTI GHAZALI

ACKNOWLEDGEMENT.

First, Alhamdulillah and thank you to Allah SWT for giving us the strength and determination in preparing this assignment.

Secondly, we would like to express our gratitude to our beloved lecturer, Madam Norfazlina Binti Ghazali for the guidance throughout the semester and our journey in finishing the assignment. We might not be able to finish this assignment with greatness if it is not because of her helpful information and guidance. Next, our gratitude goes to our parents and our whole family. Their support, prayers and their cooperation will forever be meaningful to us. To our friends and classmates, thank you for the reminder in finishing this assignment and for reminding us everything we forgot to include in the assignment. Without your reminders, we would have lost in this assignment.

Last but not least, we want to thank our customers who have been supporting our simple business throughout this period. Thank you.

EXECUTIVE SUMMARY.

Chezzy Carbonara Rolls is a brand new partnership established in 2023. We run this firm since it is a prerequisite for one of our assignments this semester, Principles of Entrepreneurship (ENT530). This topic provides us with the opportunity to learn about and get experience in the business world while performing business. Furthermore, by running this business, we may earn extra money by selling frozen carbonara spring rolls.

Chezzy Carbonara Rolls has both online and physical enterprises. Because this project requires us to properly operate and advertise an online company on Facebook, we run one. Facebook is a strong tool for small companies since it has marketplaces that may expose our company to the widest possible audience and provides the most comprehensive collection of business tools. Facebook's business features assist us in developing our online brand, connecting with consumers in relevant ways, and increasing overall efficiency. As a result, we may conclude that in the present world, an increasing number of individuals are making purchases online. This will assist us because we are confident that there are several advantages to advertising our items online.


Before we even begin our Chezzy Carbonara Rolls business, please keep in mind that we have documented everything essential in this social media portfolio, which is divided into several areas. The first phase requires us to join up for Go-eCommerce in order to track our sales generated by the coconut jelly we provide. The second portion states that in order to acquire a certificate, each student must register for MyENT Registration. Following that, the third portion has a section for each SSM registration form that is required and must be completed in order for our firm to be declared lawful. The fourth part discusses our brand's business history, which contains an organisational chart, the company's purpose and vision objectives, and a pricing list. Moving on to the fifth segment, which goes over all of the Facebook marketing activities, including teasers, hard sales, and soft sells. The benefits of establishing an internet business have also been covered in the summary of this social media portfolio.

TABLE OF CONTENTS.

1. GO-ECOMMERCE REGISTRATIONS.....	4
1.1 NUR ALYA SABRINA BINTI MOHD RAZIF	4
2.0 MyENT CERTIFICATE.	5
4.0 INTRODUCTION OF BUSINESS.....	7
4.1 NAME AND ADDRESS OF BUSINESS.....	7
4.2 ORGANIZATIONAL CHART	8
4.3 MISSION AND VISION.....	8
4.4 DESCRIPTION OF PRODUCTS	9
4.5 PRICE LIST	10
5.0 FACEBOOK.....	11
5.1 CREATING FACEBOOK PAGE.....	11
5.2 CUSTOMIZING URL FACEBOOK (FB) PAGE	11
5.3 FACEBOOK POST (TEASER).....	12
5.4 FACEBOOK (FB) POST – COPYWRITING (HARD SELL)	14
5.5 FACEBOOK (FB) POST – COPYWRITING (SOFT SELL).....	22
5.7 SALES REPORT	27
6.0 CONCLUSION.	35

1. GO-ECOMMERCE REGISTRATIONS.

1.1 NUR ALYA SABRINA BINTI MOHD RAZIF

PERSONAL PROFILE	BUSINESS PROFILE																																																
 <p>NUR ALYA SABRINA BINTI MOHD RAZIF</p>	Personal Information <table border="1"><tr><td>Name</td><td>: NUR ALYA SABRINA BINTI MOHD RAZIF</td><td>Phone/Mobile</td><td>:</td><td></td><td>Edit</td></tr><tr><td>New Identity Card No.</td><td>:</td><td>Home Address</td><td>:</td><td></td><td></td></tr><tr><td>Email Address</td><td>:</td><td>District</td><td>:</td><td></td><td></td></tr><tr><td>City</td><td>:</td><td>Postcode</td><td>:</td><td></td><td></td></tr><tr><td>State</td><td>:</td><td>Personal Instagram</td><td>:</td><td></td><td></td></tr><tr><td>Personal Facebook</td><td>:</td><td>Race</td><td>:</td><td>Malay</td><td></td></tr><tr><td>Gender</td><td>:</td><td>Special Need Required</td><td>:</td><td>No</td><td></td></tr><tr><td>Marital Status</td><td>:</td><td></td><td>:</td><td></td><td></td></tr></table>	Name	: NUR ALYA SABRINA BINTI MOHD RAZIF	Phone/Mobile	:		Edit	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	:		:		
Name	: NUR ALYA SABRINA BINTI MOHD RAZIF	Phone/Mobile	:		Edit																																												
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	:		:																																														

PERSONAL PROFILE	BUSINESS PROFILE																																																																																				
	Institution Information <table border="1"><tr><td colspan="6">UITM Puncak Alam - ENT530-I</td></tr><tr><td>Type of Institution</td><td>: IHL</td><td>Institution List</td><td>:</td><td>Universiti Teknologi MARA</td><td></td></tr><tr><td>State of Institution</td><td>: Selangor</td><td>Name of Institution</td><td>:</td><td>UiTM Puncak Alam</td><td></td></tr><tr><td>Address of Institution</td><td>: Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, ..</td><td>City</td><td>:</td><td>Puncak Alam</td><td></td></tr><tr><td></td><td></td><td>Postcode</td><td>:</td><td>42300</td><td></td></tr><tr><td>District of Institution</td><td>: Kuala Selangor</td><td>Study Status</td><td>:</td><td>Full time</td><td>Edit Delete</td></tr><tr><td>Level of Study</td><td>: Bachelor Degree</td><td>Class Name</td><td>:</td><td>ENT530I</td><td></td></tr><tr><td>Course Name</td><td>: ENT530-I</td><td>Year Enrolling the subject</td><td>:</td><td>2023</td><td></td></tr><tr><td>Subject Name</td><td>: ENT530I</td><td>Lecturer Name</td><td>:</td><td>Norfazlina Ghazali</td><td></td></tr><tr><td>Month Enrolling the Subject</td><td>: 3</td><td>Year Of Internship Enrollment</td><td>:</td><td>2023</td><td></td></tr><tr><td>Internship Enrollment</td><td>: Yes</td><td>Period of Internship Training</td><td>:</td><td>6 Months</td><td></td></tr><tr><td>Month of Internship Enrollment</td><td>: March</td><td>Expected Month To Complete Study</td><td>:</td><td>9</td><td></td></tr><tr><td>Expected Year To Complete Study</td><td>: 2025</td><td></td><td>:</td><td></td><td></td></tr><tr><td>Related To Study Field</td><td>: Yes</td><td></td><td>:</td><td></td><td></td></tr></table>	UITM Puncak Alam - ENT530-I						Type of Institution	: IHL	Institution List	:	Universiti Teknologi MARA		State of Institution	: Selangor	Name of Institution	:	UiTM Puncak Alam		Address of Institution	: Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, ..	City	:	Puncak Alam				Postcode	:	42300		District of Institution	: Kuala Selangor	Study Status	:	Full time	Edit Delete	Level of Study	: Bachelor Degree	Class Name	:	ENT530I		Course Name	: ENT530-I	Year Enrolling the subject	:	2023		Subject Name	: ENT530I	Lecturer Name	:	Norfazlina Ghazali		Month Enrolling the Subject	: 3	Year Of Internship Enrollment	:	2023		Internship Enrollment	: Yes	Period of Internship Training	:	6 Months		Month of Internship Enrollment	: March	Expected Month To Complete Study	:	9		Expected Year To Complete Study	: 2025		:			Related To Study Field	: Yes		:		
UITM Puncak Alam - ENT530-I																																																																																					
Type of Institution	: IHL	Institution List	:	Universiti Teknologi MARA																																																																																	
State of Institution	: Selangor	Name of Institution	:	UiTM Puncak Alam																																																																																	
Address of Institution	: Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, ..	City	:	Puncak Alam																																																																																	
		Postcode	:	42300																																																																																	
District of Institution	: Kuala Selangor	Study Status	:	Full time	Edit Delete																																																																																
Level of Study	: Bachelor Degree	Class Name	:	ENT530I																																																																																	
Course Name	: ENT530-I	Year Enrolling the subject	:	2023																																																																																	
Subject Name	: ENT530I	Lecturer Name	:	Norfazlina Ghazali																																																																																	
Month Enrolling the Subject	: 3	Year Of Internship Enrollment	:	2023																																																																																	
Internship Enrollment	: Yes	Period of Internship Training	:	6 Months																																																																																	
Month of Internship Enrollment	: March	Expected Month To Complete Study	:	9																																																																																	
Expected Year To Complete Study	: 2025		:																																																																																		
Related To Study Field	: Yes		:																																																																																		

PERSONAL PROFILE	BUSINESS PROFILE																																										
 <p>NUR ALYA SABRINA BINTI MOHD RAZIF</p>	Business Profile <table border="1"><tr><td>Company Name</td><td>: Chezy Carbonara Rolls</td><td>Company Registration No.</td><td>:</td><td></td><td>Edit</td></tr><tr><td>Type Of Business</td><td>: PLT</td><td>Business Role</td><td>:</td><td>Product Owner</td><td></td></tr><tr><td>Facebook Page</td><td>: https://www.facebook.com/profile.php?id=100091735291877&mibextid=LQQJ4d</td><td>Business Category/Business Sub-Category</td><td>:</td><td>Food & Beverages / Food & Beverages</td><td></td></tr><tr><td>Wechat for Business</td><td>:</td><td>Business Instagram Page</td><td>:</td><td></td><td></td></tr><tr><td>Marketplace</td><td>: Others</td><td>Business Website</td><td>:</td><td></td><td></td></tr><tr><td>Business Related to Your Study Field</td><td>: Yes</td><td>Type Of Website</td><td>:</td><td></td><td></td></tr><tr><td></td><td></td><td>Experience in International Export</td><td>:</td><td>No</td><td></td></tr></table>	Company Name	: Chezy Carbonara Rolls	Company Registration No.	:		Edit	Type Of Business	: PLT	Business Role	:	Product Owner		Facebook Page	: https://www.facebook.com/profile.php?id=100091735291877&mibextid=LQQJ4d	Business Category/Business Sub-Category	:	Food & Beverages / Food & Beverages		Wechat for Business	:	Business Instagram Page	:			Marketplace	: Others	Business Website	:			Business Related to Your Study Field	: Yes	Type Of Website	:					Experience in International Export	:	No	
Company Name	: Chezy Carbonara Rolls	Company Registration No.	:		Edit																																						
Type Of Business	: PLT	Business Role	:	Product Owner																																							
Facebook Page	: https://www.facebook.com/profile.php?id=100091735291877&mibextid=LQQJ4d	Business Category/Business Sub-Category	:	Food & Beverages / Food & Beverages																																							
Wechat for Business	:	Business Instagram Page	:																																								
Marketplace	: Others	Business Website	:																																								
Business Related to Your Study Field	: Yes	Type Of Website	:																																								
		Experience in International Export	:	No																																							

2.0 MyENT CERTIFICATE.

 UNIVERSITI TEKNOLOGI MARA	Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)
MASMED YOUNG ENTREPRENEUR (MyENT)	
SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM	
No. Pelajar	: 2022821786
Nama	: ZUHAYRA DAYANA BATRISYA BINTI ZURAI DI
Program Pengajian	: SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN) PENGANGKUTAN
Fakulti	: Faculty of Business & Management
Kampus	: Selangor
MAKLUMAT PERNIAGAAN	
Mod Perniagaan	: Hybrid
Bidang Perniagaan yg diceburi	: Makanan
Tempoh Berniaga	: 3 bulan
No. Pendaftaran Perniagaan	:
URL Perniagaan	: facebook.com/chezzycarbonararolls
Alamat Premis Perniagaan	:
Tarikh Mendaftar	: 14 Jul 2023
Tarikh Kemaskini	:
Tarikh Cetak	: 14 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 CANSELOR KEUSAHAWANAN UITM	
Malaysian Academy of SME & Entrepreneurship Development (MASMED)	

3.0 SSM REGISTRATION.



BORANG D (KAEDAH 13)



**PERAKUAN PENDAFTARAN
AKTA PENDAFTARAN PERNIAGAAN 1956**

Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama

**ALCHA CHEZZY ROLLS
NO. PENDAFTARAN: 202303178713 (LA0059400-P)**

telah didaftarkan dari hari ini sehingga **12 JULAI 2024** di bawah Akta Pendaftaran
Perniagaan 1956, beralamat di

Bil. Cawangan : SATU (1)

Bertarikh di **SISTEM EZBIZ** pada **13 JULAI 2023**.

DATUK NOR AZIMAH ABDUL AZIZ
Pendaftar Perniagaan
Semenanjung Malaysia

4.0 INTRODUCTION OF BUSINESS

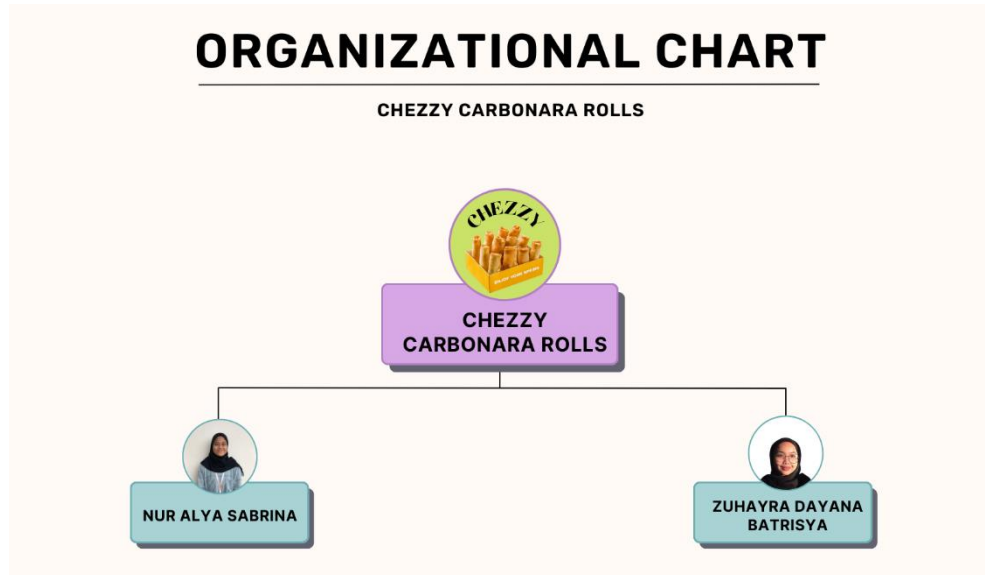
4.1 NAME AND ADDRESS OF BUSINESS



The name of the business is Chezzzy Carbonara Rolls because it describes our product very well in terms of how cheesy and creamy our spring roll is. We picked this name because we believe the words are interesting and distinctive, which will draw people in and make them simple to remember. We opted to market this product because we want to provide customers with the crunchiness of a spring roll and the cheesy and creamy flavour of a carbonara within the rolls. This business is situated at

NAME OF THE BUSINESS	Chezzzy Carbonara Rolls
ADDRESS OF THE BUSINESS	
TELEPHONE NUMBER	
BUSINESS PLATFORM	FACEBOOK – Chezzzy Carbonara Rolls
FORM OF BUSINESS	Partnership
URL FACEBOOK PAGE	facebook.com/chezzzycarbonararolls
MAIN ACTIVITY	Selling carbonara spring rolls
DATE OF REGISTRATION	1 st May 2023
TARGET MARKET	People who lives in Bandar Puncak Alam and students who are renting near the campus.

4.2 ORGANIZATIONAL CHART



The Chezy Carbonara Rolls organisation chart at this partnership comprises of two persons who worked for this company. Nur Alya Sabrina owns Chezy Carbonara Rolls, and she is aided in operating the firm by Zuhayra Dayana Batrisya. Nur Alya Sabrina, the owner, is in charge of overseeing the company's finances as well as the intake and production of products across the organisation. Meanwhile, Zuhayra Dayana Batrisya will oversee the inventory of items as well as other customer interactions and administration.

4.3 MISSION AND VISION

Predicting the upcoming year of the business necessitates having a vision and objective. It also entails establishing further plans for the future of the organisation in order to expand and modernise various elements of the business. Our Chezy Carbonara Rolls company also has a vision and missions in order to better grasp what has to be done in terms of long-term and short-term goals.

MISSION.

- To sell affordable and delicious spring rolls.
- To introduce to people that a simple ingredient can be delicious too.

VISION.

- To offer the best possible carbonara spring rolls to be consumed by everyone.

4.4 DESCRIPTION OF PRODUCTS



Chezy Carbonara Rolls is a business of selling a frozen carbonara spring roll. This Chezy Carbonara Rolls is available at a reasonable price and may be purchased by anyone. We chose to market this product so that we could share the flavour of carbonara to every family and friend in Bandar Puncak Alam in a simple, quick, and tasty method. It's difficult to find a cheesy and creamy carbonara that tastes like we're eating fancy spring rolls. As a result, our product exists to meet the majority of people's needs. We also established several deals with discounts and combination pricing that are considerably more inexpensive in order to encourage our clients to buy more of our items.

The Carbonara Spring Roll is a delectable mix of Italian and Asian cuisines, combining the flavours of a classic Italian pasta dish with the refreshing crispness of a spring roll. This inventive dish is inspired by the popular Carbonara pasta, which normally includes pancetta, eggs, Parmesan cheese, and black pepper. A delicate and thin rice paper wrapper encases a mix of exquisite ingredients in the carbonara spring roll. The filling begins with finely chopped pancetta, an Italian cured pork that gives a savoury and somewhat salty flavour to the dish. It's well cooked, with a crunchy texture that matches the overall crunchiness of the spring roll. A mixture of beaten eggs and grated Parmesan cheese is added to the filling to enhance the creamy and decadent flavour of the carbonara. This combination imparts a luxurious, velvety texture while imparting a creamy, cheesy undertone that complements the other flavours. During the frying process, the eggs are barely cooked, resulting in a custard-like texture that melts in your mouth.

4.5 PRICE LIST

	PRODUCT	PRICE
<ul style="list-style-type: none">Frozen Carbonara Spring Rolls		RM12.00

5.0 FACEBOOK

5.1 CREATING FACEBOOK PAGE



5.2 CUSTOMIZING URL FACEBOOK (FB) PAGE

FACEBOOK PAGE (URL)	facebook.com/chezzycarbonararolls
---------------------	---

5.3 FACEBOOK POST (TEASER)



Chezy Carbonara Rolls
16 May · 🌐

Chezy
CARBONARA ROLLS

LAUNCHING DAY
16.05.2023

SPECIAL PRICE

MORE INFO : | CHEEZY CARBONARA ROLLS

Chezy Carbonara Rolls
2d · 🌐

Memperkenalkan Chezy Carbonara Rolls - A Delicious Twist on a Classic!

Adakah anda bosan dengan pasta carbonara lama yang sama? Baiklah, bersiaplah untuk merasai keseronokan kuliner yang tiada tandingannya dengan Chezy Carbonara Rolls kami yang lazat! Menggabungkan rasa kaya carbonara Itali tradisional dengan kebaikan rangup popiah, hidangan gabungan ini akan membawa citarasa anda dalam perjalanan yang menggiurkan.

Harga yang kami tawarkan hanya RM12 satu set !!
Join order hari ini dan dapatkan penghantaran percuma
Tunggu apa lagi ? Mari dapatkan Chezy Carbonara Rolls hari ini !!

Order Disini [👉](#)

See translation

TODAY'S
Special
MENU

CARBONARA ROLLS

ONLY
RM **12**

5.4 FACEBOOK (FB) POST – COPYWRITING (HARD SELL)



Cheezy Carbonara Rolls
Published by Ichha Esty · 24 June at 05:42 · 🌐

Looking for something to eat while watching tv or doing some works ?
Cheezy Carbonara Rolls adalah pilihan yang tepat !!
senang untuk dimasak hanya hidupkan api, panaskan kualiti, masak Cheezy Carbonara Rolls kami dan tadaaa siap !!
mudah dan senang serta sedap untuk dinikmati bersama orang yang tersayang
Harini terdapat 10% discount untuk peminat Cheezy Carbonara Rolls kami, hanya RM10 satu set
Mari dapatkan segera !!
Order Di sini 📍

SPECIAL OFFER

TODAY MENU
So Delicious

Order Now

10% Off

Cheezy Carbonara Rolls
Puncak Alam



Cheezy Carbonara Rolls

Published by Icha Eby · 24 June at 05:54 · 🌐



DAH GRAB KE BELUM CHEEZY CARBONARA ROLLS KAMI ?

Mesti menyesal kan kepada siapa yang grab satu je ?

Jadi tunggu apa lagi grab sekarang sementara stock masih ada. Jangan menyesal pula kerana peluang kedua tak sama dengan sebelumnya

Satu set RM12 je awak semua.

Order Di sini [👉](#)



Cheezy Carbonara Rolls

ow. We deliver!





Cheezy Carbonara Rolls

Published by Icha Edy · 24 June at 22:21 · 🌐



CALLING FOR ALL CHEEZY CARBONARA ROLLS !!

Kami tahu minggu akhir ni mesti ramai tengah stress kan ?

Kalau dapat makan cheezy carbonara rolls mesti hilang rasa stress tu sebab dengan isi popiah yang mampat dan juga cheese yang boleh ditarik sesudah masak

Tak tipu Cheezy Carbonara Rolls ini sangat

- ✅ Sedap
- ✅ Mampu milik
- ✅ isi yang mampat
- ✅ Kulit popiah yang rangup

Haraga hanya RM12 Satu Set !!

Free COD is available guys di area puncak alam !!

Rugi kalau masih menunggu

Dapatkan Cheezy Carbonara Rolls anda sekarang sementara stok masih ada

Order Di sini ➡️

— Cheezy —
TASTY HOMEMADE
ROLLS





Cheezy Carbonara Rolls

Published by Icha Edy · 24 June at 22:36 · 🌐

JOM KONGSI REZEKI BERSAMA CHEEZY CARBONARA ROLLS

Wowww BUY 2 GET 1? Reallyyy ?? 🤔

YA BETUL, SPECIAL KAN PROMO KALI INI

Cepat cepat grab promo ni korang sebab cheezy carbonara rolls kami sedang hangat macam pisang goreng panas. Memang laku keras weh hehe laju je orang beli. Lagi bila dapat tahu promo yang tak masuk akal ni. Memang cepat je licin stock kami.

HARGA: BUY2GET1 ni cuma RM24 sahaja korang plus free COD area puncak alam

Jadi jangan lepaskan peluang, promo ini berjalan selama 5 hari sahaja guys. Meh la habiskan duit gaji tu dengan membeli Cheezy Carbonara Rolls. Confirm tak merugikan 🤩

Order Di sini ➡️





Cheezy Carbonara Rolls

Published by Icha Edy · 25 June at 01:34 · 🌐



DAH Hujung Bulan ni mesti gaji dah masuk kan?

Tak nak ke "self-reward" sebab dah penat bekerja, balik kerja lambat, stress dengan kerja kan kan.

Nak hilangkan semua penat dengan stress tu kena laaa makan makanan yang sedap macam Cheezy Carbonara Rolls kami ni

Promosi masih berjalan yaa, order laju-laju dengan kami, kami akan bagi layanan yang paling **terbaik** untuk korang semua

Hanya Rm10 Satu Set dan free cod bagi all area puncak alam

Order Di sini ➡️

@CheezyCarbonaraRolls

**Payday Sale
Payday Sale
Payday Sale**

DISCOUNT UP TO 10% OFF



Cheezy Carbonara Rolls



Cheezy Carbonara Rolls

Published by Icha Edy · 25 June at 01:52 · 🌐



DAH NAK HUJUNG MINGGU NI TAK NAK KE LUANGKAN MASA DENGAN FAMILY?

Kalau luangkan masa dengan keluarga mesti wajib ada makan ramai-ramai kannn?

Haaa apa kata tambah satu menu Cheezy Carbonara Rolls kami ni tak payah laa pening fikir nak masak apa lagi kan?

Order jeee dengan kami, InshaaAllah cepat je kami COD sampai depan pintu rumah korang

Hanya RM12 satu set dan free cod all area puncak alam

Apa tunggu lagi mari grab satu atau dua untuk seisi keluarga

Order Di sini ➡

CHEEZY

Carbonara Rolls



RM **12**

@Cheezy Carbonara Rolls



Cheezy Carbonara Rolls

Published by Icha Edy · 25 June at 01:34 · 🌐



DAH Hujung Bulan ni mesti gaji dah masuk kan?

Tak nak ke "self-reward" sebab dah penat bekerja, balik kerja lambat, stress dengan kerja kan kan.

Nak hilangkan semua penat dengan stress tu kena laaa makan makanan yang sedap macam Cheezy Carbonara Rolls kami ni

Promosi masih berjalan yaa, order laju-laju dengan kami, kami akan bagi layanan yang paling **terbaik** untuk korang semua

Hanya Rm10 Satu Set dan free cod bagi all area puncak alam

Order Di sini ➡️

@CheezyCarbonaraRolls

Payday Sale
Payday Sale
Payday Sale

DISCOUNT UP TO 10% OFF



Cheezy Carbonara Rolls



Cheezy Carbonara Rolls

Published by Icha Edy · 25 June at 02:00 · 🌐

...

"GILA LAH TAKKAN DAH HABIS"

"Adik oh adik mana Cheezy Carbonara Rolls yang ibu beli tadi"

"Alamak ibu adik dah makan la sebab sedap sangat maaf ibu 😊"

"lah yeke adik suka ke Cheezy Carbonara Rolls tu, takpe nanti ibu order lagi kita makan untuk minum petang"

Kan dah kata siapa je yang tak repeat order Cheezy Carbonara Rolls ni, semua mesti repeat punya sebab tak puas makan. yang mana belum pernah try Cheezy Carbonara Rolls ni korang wajib try korang boleh dapatkan dengan harga yang sangat berpatutan tau 🍷

Hanya RM12 satu set dan free cod all area puncak alam

Order Di sini 📍

CHEEZY
Carbonara Rolls

Only
RM12

The advertisement features a dark brown background with a yellow wavy shape at the bottom. In the center, there is a circular inset image showing a plate of golden-brown, fried carbonara rolls garnished with green herbs. To the right of the rolls, a white arrow points to a white oval containing the text "Only RM12". The word "CHEEZY" is written in large, bold, yellow capital letters, and "Carbonara Rolls" is written in a white, cursive font below it.

5.5 FACEBOOK (FB) POST – COPYWRITING (SOFT SELL)

 Cheezy Carbonara Rolls
Published by Icha Edy · 24 June at 23:27 · 🌐

KORANG NAK TAHU TAK BENDA PENTING NI?

Untuk pengetahuan korang semua, ni laaa bahan-bahan utama yang premium yang kami gunakan untuk buat Cheezy Carbonara Rolls kami ni! 🥰

Bahan yang paling premium kami gunakan ialah daging cincang dan carbonara sauce, kami tak gunakan daging dan sauce yang murah-murah tau sebab tu laaa sedap!! 🥰

Kalau tak cukup satu bahan tak jadi Cheezy Carbonara Rolls kami yang sedapppppp ni tauuuu!

Nak tahu lebih lanjut tentang produk kami?
Jom LIKE, FOLLOW, KOMEN di akaun kami ni 🌟



CHEEZY CARBONARA ROLLS

HOME MADE RECIPE



KULIT POPIAH

CARBONARA

SALT

ISI KETAM

CARROT



Cheezy Carbonara Rolls

Published by Icha Edy · 25 June at 00:51 · 🌐



HI CHEEZY CARBONARA ROLLS LOVER!!

mesti selama ini anda semua makan Cheezy Carbonara Rolls kami tanpa mengetahui apa kelebihan dan kebaikannya

Terdapat banyak kebaikan makan Cheezy Carbonara Rolls kami sebenarnya 😊... See more

Rangup & tasty.



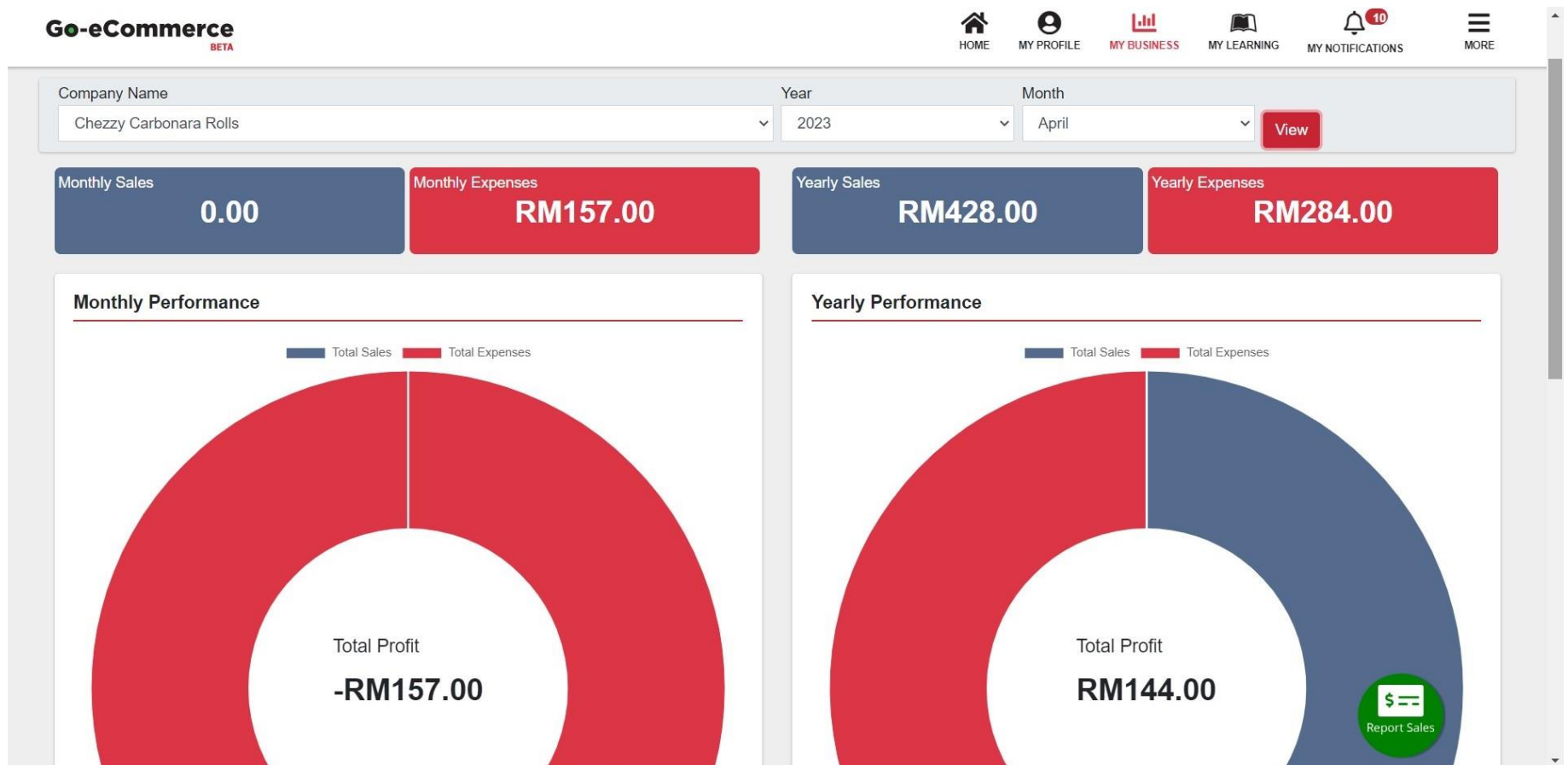
Carbonara Sauce Benefits :

- 1 it provides plenty of calcium and magnesium
- 2 maintain healthy teeth, as well as bone and muscle
- 3 rich in protein, phosphorus and B vitamins
- 4 can be beneficial for people with joint, bone and muscle conditions

Order Now



5.6 RELEVANT GRAPHICS



Company Name

Chezy Carbonara Rolls

Year

2023

Month

May

View

Monthly Sales

RM344.00

Monthly Expenses

RM127.00

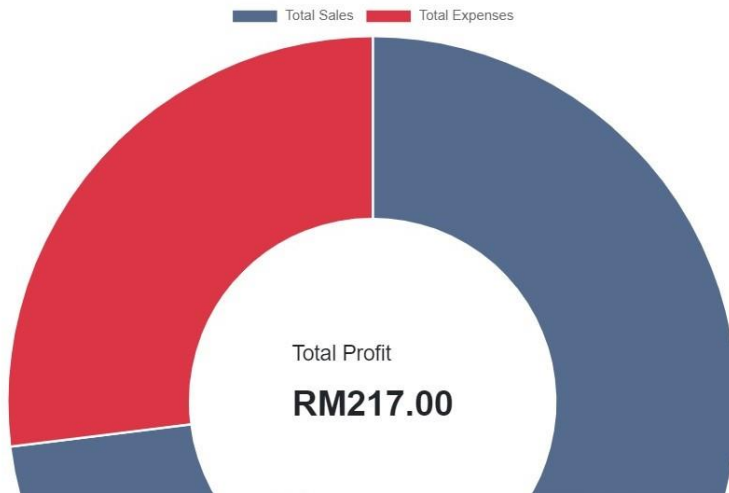
Yearly Sales

RM428.00

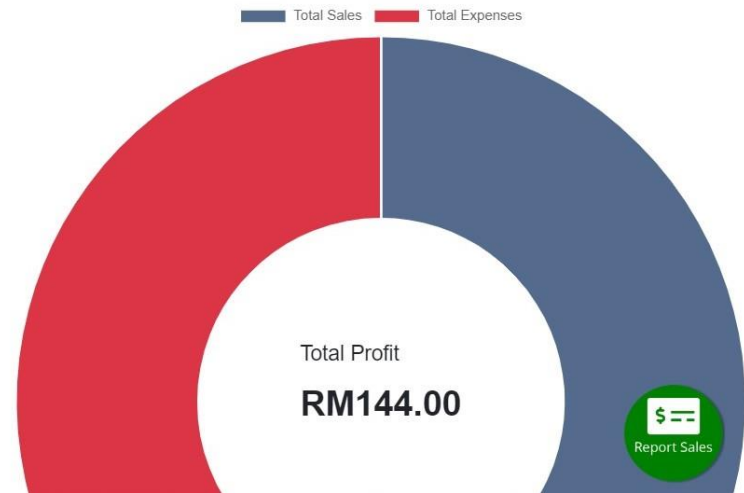
Yearly Expenses

RM284.00

Monthly Performance



Yearly Performance



Company Name: Chezy Carbonara Rolls | Year: 2023 | Month: June | View

Monthly Sales
RM84.00

Monthly Expenses
0.00

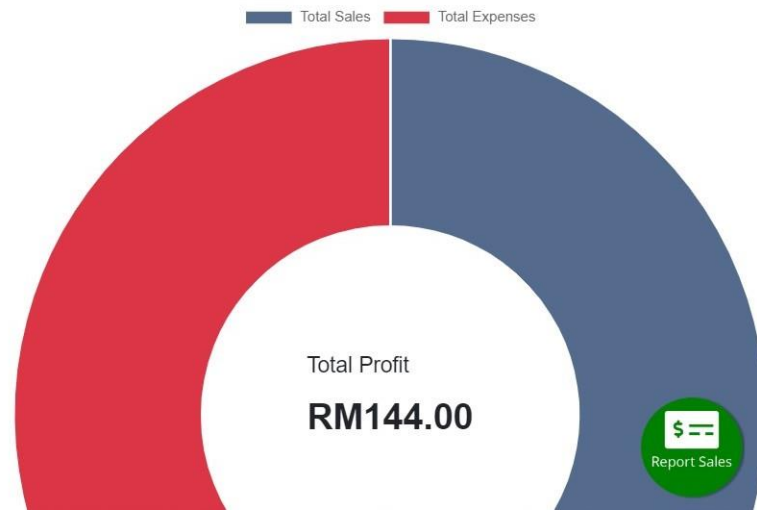
Yearly Sales
RM428.00

Yearly Expenses
RM284.00

Monthly Performance



Yearly Performance



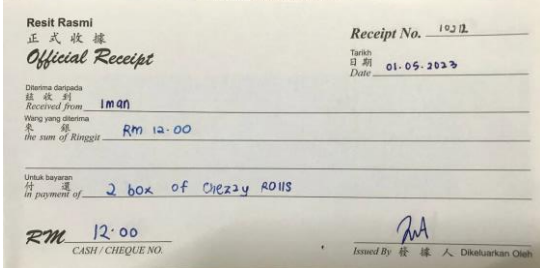
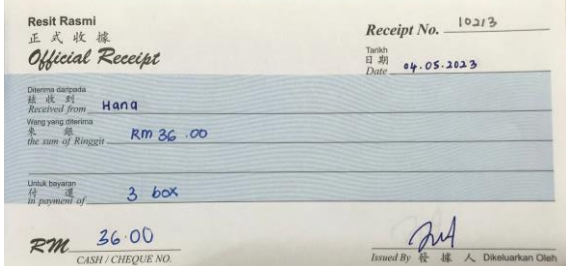
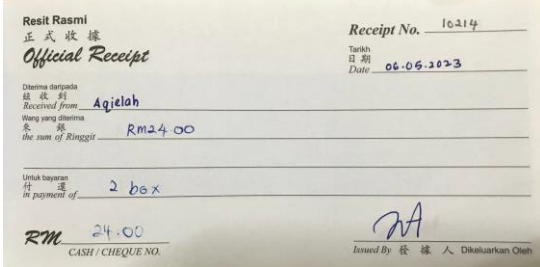

5.7 SALES REPORT

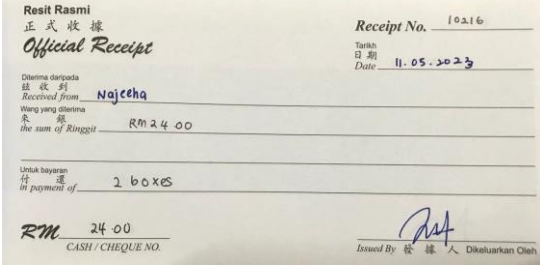
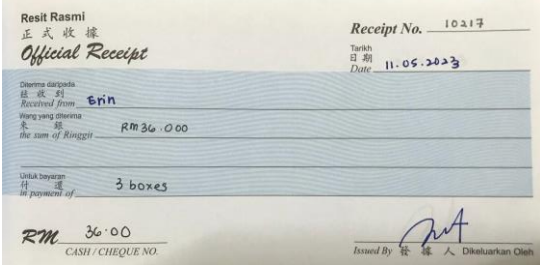
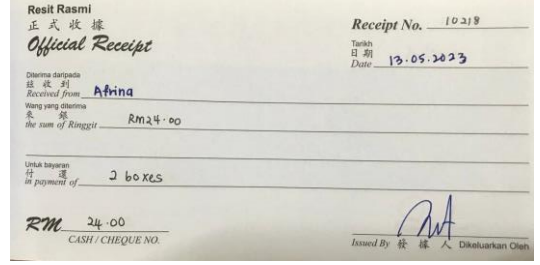
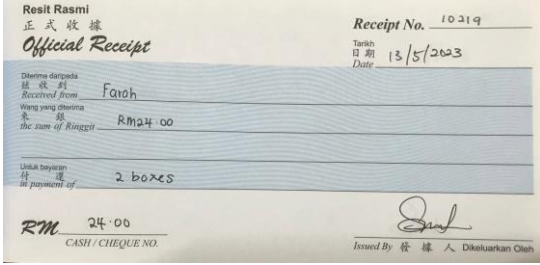
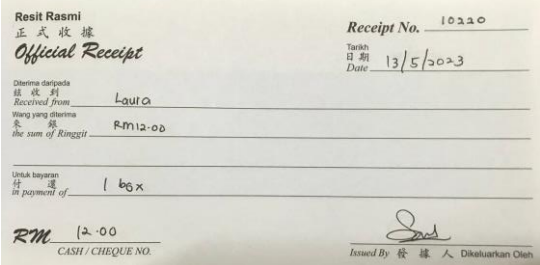
Go-eCommerce

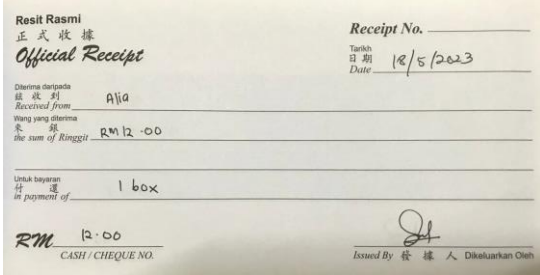
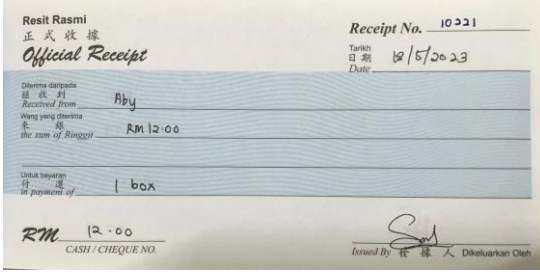
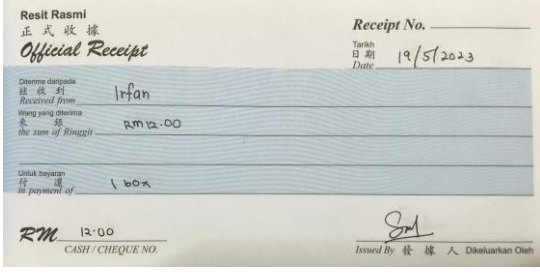
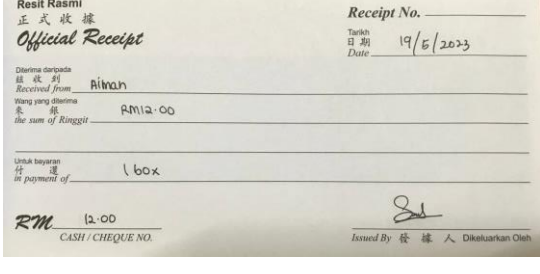
Business Name	Date	Type	Marketplace (if any)	Others Marketplace (if any)	Total Sales (RM)	Expenses Category	Expenses Subcategory	Total Expenses (RM)	Descriptions	Create d At
Chezy Carbonara Rolls	01/05/2023	offline			12				Iman	25/06/2023
Chezy Carbonara Rolls	04/05/2023	offline	None		36				Hana	25/06/2023
Chezy Carbonara Rolls	29/04/2023	expenses				Goods	Raw material	157	raw materials of the product	25/06/2023
Chezy Carbonara Rolls	06/05/2023	offline			24				Aqielah	25/06/2023
Chezy Carbonara Rolls	07/05/2023	offline			12				Amira	25/06/2023
Chezy Carbonara Rolls	11/05/2023	offline			60				Najeeha & Erin	25/06/2023
Chezy Carbonara Rolls	13/05/2023	offline			36				Afrina, Farah, Laura	25/06/2023
Chezy Carbonara Rolls	18/05/2023	offline			24				Aby, Alia	25/06/2023
Chezy Carbonara Rolls	19/05/2023	offline			24				Irfan, Aiman	25/06/2023
Chezy Carbonara Rolls	20/05/2023	offline			36				Amirul, Syareel, Aldil Pengantaran: Bandar Puncak Alam Fasa 2 & 3 Kuantiti: 3	25/06/2023
Chezy Carbonara	25/05/2023	offline			24				Qasrina Pengantaran: Saujana Utama	25/06/2023

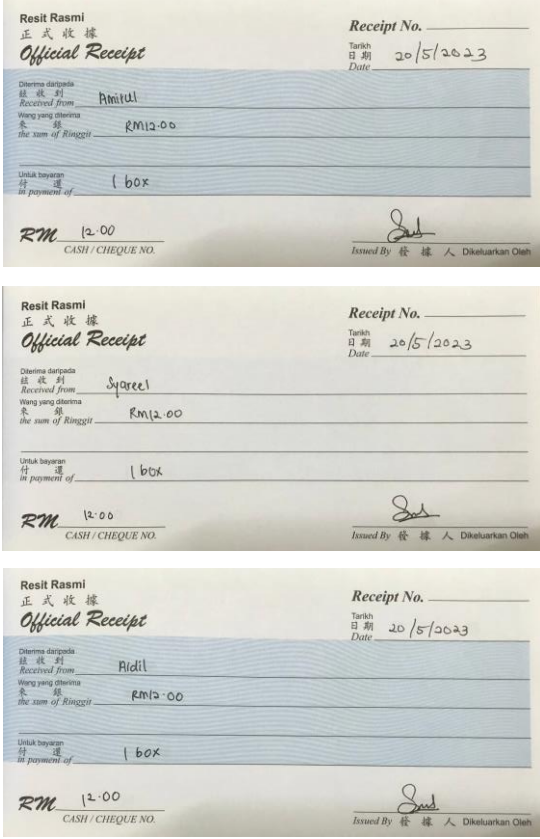
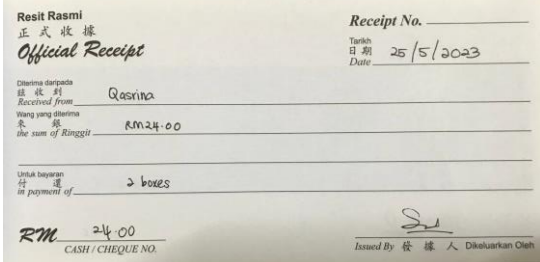
Business Name	Date	Type	Marketplace (if any)	Others Marketplace (if any)	Total Sales (RM)	Expenses Category	Expenses Subcategory	Total Expenses (RM)	Descriptions	Create At
Rolls									Kuantiti: 2	
Chezy Carbonara Rolls	28/05/2023	offline			20				Remy Penghantaran: Meru Kuantiti: 2	25/06/2023
Chezy Carbonara Rolls	28/05/2023	offline			36				Fatihah Penghantaran: Klang Kuantiti: 3	25/06/2023
Chezy Carbonara Rolls	20/05/2023	expenses				Goods	Raw material	127	barangan basah seperti ayam dan sebagainya	25/06/2023
Chezy Carbonara Rolls	01/06/2023	offline			12				Syarifah Penghantaran: Budiman Valley Kuantiti: 1	25/06/2023
Chezy Carbonara Rolls	03/06/2023	offline			24				Ain Penghantaran: Sentrovue Serviced Apartment A Kuantiti: 2	25/06/2023
Chezy Carbonara Rolls	04/06/2023	offline			12				Qamarina Penghantaran: Bandar Puncak Alam Kuantiti: 1	25/06/2023
Chezy Carbonara Rolls	08/06/2023	offline			12				Syafiah Penghantaran: Kapar Kuantiti: 1	25/06/2023
Chezy Carbonara Rolls	17/06/2023	offline			24				Aina Penghantaran: Bandar Puncak Alam Kuantiti: 2	25/06/2023

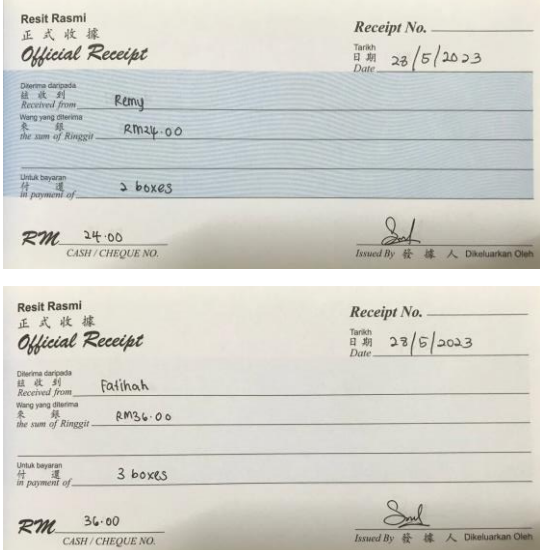
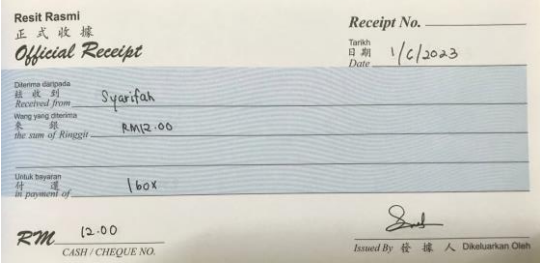
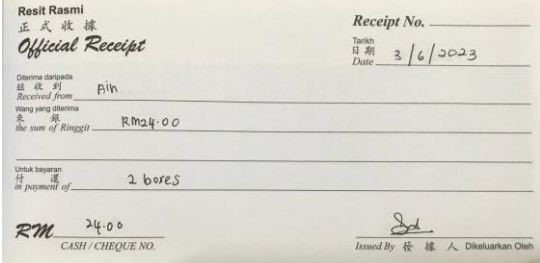

- Sales Evidence and Receipts.

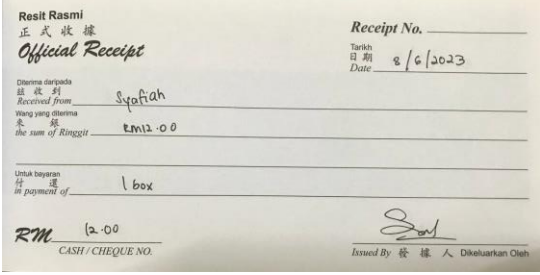
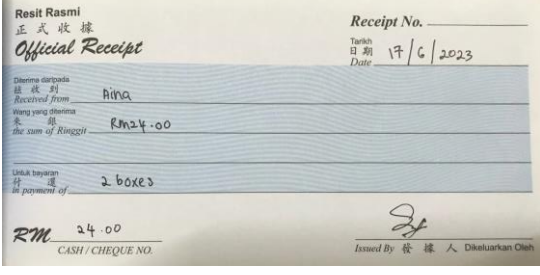
Date	Customer Information	Evidence
<p>1 May 2023</p>	<p>Iman</p> <ul style="list-style-type: none"> • 1 box • RM12.00 • Cash 	 <p>Resit Rasmi 正式收據 Official Receipt</p> <p>Receipt No. 10212</p> <p>Tarikh 日期 Date 01.05.2023</p> <p>Diterima daripada 接收人 Received from Iman</p> <p>Wang yang diterima 金額 the sum of Ringgit RM 12.00</p> <p>Untuk bayaran 付運 in payment of 2 box of Chezza rolls</p> <p>RM 12.00 CASH / CHEQUE NO.</p> <p>Issued By 發 據 人 Dikeluarkan Oleh</p>
<p>4 May 2023</p>	<p>Hana</p> <ul style="list-style-type: none"> • 3 boxes • RM36.00 • Cash 	 <p>Resit Rasmi 正式收據 Official Receipt</p> <p>Receipt No. 10213</p> <p>Tarikh 日期 Date 04.05.2023</p> <p>Diterima daripada 接收人 Received from Hana</p> <p>Wang yang diterima 金額 the sum of Ringgit RM 36.00</p> <p>Untuk bayaran 付運 in payment of 3 box</p> <p>RM 36.00 CASH / CHEQUE NO.</p> <p>Issued By 發 據 人 Dikeluarkan Oleh</p>
<p>6 May 2023</p>	<p>Aqielah</p> <ul style="list-style-type: none"> • 2 boxes • RM24.00 • Cash 	 <p>Resit Rasmi 正式收據 Official Receipt</p> <p>Receipt No. 10214</p> <p>Tarikh 日期 Date 06.05.2023</p> <p>Diterima daripada 接收人 Received from Aqielah</p> <p>Wang yang diterima 金額 the sum of Ringgit RM 24.00</p> <p>Untuk bayaran 付運 in payment of 2 box</p> <p>RM 24.00 CASH / CHEQUE NO.</p> <p>Issued By 發 據 人 Dikeluarkan Oleh</p>
<p>7 May 2023</p>	<p>Amirah</p> <ul style="list-style-type: none"> • 1 box • RM12.00 • Cash 	 <p>Resit Rasmi 正式收據 Official Receipt</p> <p>Receipt No. 10215</p> <p>Tarikh 日期 Date 07.05.2023</p> <p>Diterima daripada 接收人 Received from Amirah</p> <p>Wang yang diterima 金額 the sum of Ringgit RM 12.00</p> <p>Untuk bayaran 付運 in payment of 1 box</p> <p>RM 12.00 CASH / CHEQUE NO.</p> <p>Issued By 發 據 人 Dikeluarkan Oleh</p>

<p>11</p> <p>May 2023</p>	<p>Erin</p> <ul style="list-style-type: none"> • 3 boxes • RM36.00 • Cash <p>Najeeha</p> <ul style="list-style-type: none"> • 2 boxes • RM24.00 • Cash 	 
<p>13</p> <p>May 2023</p>	<p>Afrina</p> <ul style="list-style-type: none"> • 2 boxes • RM24.00 • Cash <p>Farah</p> <ul style="list-style-type: none"> • 2 boxes • RM24.00 • Cash <p>Laura</p> <ul style="list-style-type: none"> • 1 box • RM12.00 • Cash 	  

<p>18</p> <p>May 2023</p>	<p>Aby</p> <ul style="list-style-type: none"> • 1 box • RM12.00 • Cash <p>Alia</p> <ul style="list-style-type: none"> • 1 box • RM12.00 • Cash 	 <p>Resit Rasmi 正式收據 Official Receipt</p> <p>Receipt No. _____ Tarikh / 日期 / Date: 18/5/2023</p> <p>Diterima daripada / 接收自 / Received from: Alia Wang yang diterima / 來銀 / the sum of Ringgit: RM 12.00</p> <p>Untuk bayaran / 付運 / in payment of: 1 box</p> <p>RM 12.00 CASH / CHEQUE NO.</p> <p>Issued By 發據人 Dikeluarkan Oleh</p>  <p>Resit Rasmi 正式收據 Official Receipt</p> <p>Receipt No. 10221 Tarikh / 日期 / Date: 18/5/2023</p> <p>Diterima daripada / 接收自 / Received from: Aby Wang yang diterima / 來銀 / the sum of Ringgit: RM 12.00</p> <p>Untuk bayaran / 付運 / in payment of: 1 box</p> <p>RM 12.00 CASH / CHEQUE NO.</p> <p>Issued By 發據人 Dikeluarkan Oleh</p>
<p>19</p> <p>May 2023</p>	<p>Irfan</p> <ul style="list-style-type: none"> • 1 box • RM12.00 • Cash <p>Aiman</p> <ul style="list-style-type: none"> • 1 box • RM12.00 • Cash 	 <p>Resit Rasmi 正式收據 Official Receipt</p> <p>Receipt No. _____ Tarikh / 日期 / Date: 18/5/2023</p> <p>Diterima daripada / 接收自 / Received from: Irfan Wang yang diterima / 來銀 / the sum of Ringgit: RM 12.00</p> <p>Untuk bayaran / 付運 / in payment of: 1 box</p> <p>RM 12.00 CASH / CHEQUE NO.</p> <p>Issued By 發據人 Dikeluarkan Oleh</p>  <p>Resit Rasmi 正式收據 Official Receipt</p> <p>Receipt No. _____ Tarikh / 日期 / Date: 19/5/2023</p> <p>Diterima daripada / 接收自 / Received from: Aiman Wang yang diterima / 來銀 / the sum of Ringgit: RM 12.00</p> <p>Untuk bayaran / 付運 / in payment of: 1 box</p> <p>RM 12.00 CASH / CHEQUE NO.</p> <p>Issued By 發據人 Dikeluarkan Oleh</p>

<p>20</p> <p>May 2023</p>	<p>Amirul</p> <ul style="list-style-type: none"> • 1 box • RM12.00 • Cash <p>Syareel</p> <ul style="list-style-type: none"> • 1 box • RM12.00 • Cash <p>Aidil</p> <ul style="list-style-type: none"> • 1 box • RM12.00 • Cash 	 <p>The image shows three official receipts (Resit Rasmi / Official Receipt) issued on 20/5/2023. Each receipt is for a payment of RM12.00 in cash for 1 box. The recipients are Amirul, Syareel, and Aidil. Each receipt includes a signature and the text 'Issued By 發 據 人 Dikeluarkan Oleh'.</p>
<p>25</p> <p>May 2023</p>	<p>Qasrina</p> <ul style="list-style-type: none"> • 2 boxes • RM24.00 • Cash 	 <p>The image shows one official receipt (Resit Rasmi / Official Receipt) issued on 25/5/2023. It is for a payment of RM24.00 in cash for 2 boxes to Qasrina. The receipt includes a signature and the text 'Issued By 發 據 人 Dikeluarkan Oleh'.</p>

<p>28 May 2023</p>	<p>Remy</p> <ul style="list-style-type: none"> • 2 boxes • RM24.00 • Cash <p>Fatihah</p> <ul style="list-style-type: none"> • 3 boxes • RM36.00 • Cash 	
<p>1 June 2023</p>	<p>Syarifah</p> <ul style="list-style-type: none"> • 1 box • RM12.00 • Cash 	
<p>3 June 2023</p>	<p>Ain</p> <ul style="list-style-type: none"> • 2 boxes • RM24.00 • Cash 	
<p>4 June 2023</p>	<p>Qamarina</p> <ul style="list-style-type: none"> • 1 box • RM12.00 • Cash 	

<p>8 June 2023</p>	<p>Syafiah</p> <ul style="list-style-type: none"> • 1 box • RM12.00 • Cash 	 <p>Resit Rasmi 正式收據 Official Receipt</p> <p>Receipt No. _____ Tarikh / 日期 / Date: 8/6/2023</p> <p>Diterima daripada / 接收自 / Received from: Syafiah Wang yang diterima / 共 收 / the sum of Ringgit: RM12.00</p> <p>Untuk bayaran / 付 款 / in payment of: 1 box</p> <p>RM 12.00 CASH / CHEQUE NO.</p> <p>Issued By 發 據 人 Dikeluarkan Oleh _____</p>
<p>17 June 2023</p>	<p>Aina</p> <ul style="list-style-type: none"> • 2 boxes • RM24.00 • Cash 	 <p>Resit Rasmi 正式收據 Official Receipt</p> <p>Receipt No. _____ Tarikh / 日期 / Date: 17/6/2023</p> <p>Diterima daripada / 接收自 / Received from: Aina Wang yang diterima / 共 收 / the sum of Ringgit: RM24.00</p> <p>Untuk bayaran / 付 款 / in payment of: 2 boxes</p> <p>RM 24.00 CASH / CHEQUE NO.</p> <p>Issued By 發 據 人 Dikeluarkan Oleh _____</p>

6.0 CONCLUSION.

Operating an internet business has various benefits that draw customers' attention to our goods. Although starting a business over the internet might be difficult, the effort put in during the process is rewarded. This is because setting up an internet business just requires a little running expense. Compared to launching a physical firm, starting an internet business takes substantially less money. We also save money by not having to pay for utilities or shop upkeep, which allows us to spend it on other essential items.

Another benefit of an internet business is flexibility. It's because, unlike traditional brick-and-mortar businesses where a human must constantly be present in the store, internet businesses allow us to conduct business from anywhere and at any time. Consequently, the adaptability of online Businesses can become flexible in terms of their operating hours and location. Customers may also utilise the online store anytime they want to browse the items or place an order. Through an online website, we may make it possible for customers to stop by and learn more about our products at anytime from anywhere in the globe. This is impossible for an offline company to achieve.

Having an internet business inevitably means having access to an endless pool of potential clients and consumers throughout the world. If we enable consumers or clients to post evaluations of things they have purchased, more people will visit our website. If there are no past reviews to look at while purchasing something from a physical store, this may be a bit more challenging. Additionally, because our clients can browse categories or do searches for what they need rather than wandering around a store, online business transactions are quicker and more efficient. Purchases may be made while travelling or in response to an emergency. This will change as eCommerce technology develops and the purchasing experience becomes more intricate and user-friendly.

Last but not least, even if running an internet business may have certain benefits, we must still put in the same amount of work as we would if we were running an offline firm. If done correctly, it may lead to a successful business. Many individuals will undoubtedly try and fail on their first attempt, but the skills we gain are priceless.

RUBRIC
SOCIAL MEDIA PORTFOLIO (40%)

COURSE NAME : PRINCIPLES OF ENTREPRENEURSHIP
COURSE CODE : ENT530
STUDENT'S NAME : 1. NUR ALYA SABRINA BINTI MOHD RAZIF
2. ZUHAYRA DAYANA BATRI SYA BINTI ZURAI
LECTURER'S NAME : PN. NORFAZLINA BINTI GHAZALI
PROGRAM : BACHELOR OF BUSINESS ADMINISTRATION (HONS) TRANSPORT
GROUP : ENT530-I

Criteria	Marks Allocated	Poor	Moderate	Satisfactory	Good	Excellent	Weighted Marks Obtained (%)
Preliminary materials	5 marks	0 mark	2 marks	3 marks	4 marks	5 marks	
		Provide poor preliminary materials ● Cover <u>page</u> (1 mark) ● Acknowledgement (1 mark) ● Executive summary (2 marks) ● Table of contents (1 mark)	Provide moderate preliminary materials ● Cover <u>page</u> (1 mark) ● Acknowledgement (1 mark) ● Executive summary (2 marks) ● Table of contents (1 mark)	Provide satisfactory preliminary materials ● Cover <u>page</u> (1 mark) ● Acknowledgement (1 mark) ● Executive summary (2 marks) ● Table of contents (1 mark)	Provide good preliminary materials ● Cover <u>page</u> (1 mark) ● Acknowledgement (1 mark) ● Executive summary (2 marks) ● Table of contents (1 mark)	Provide excellent preliminary <u>materials</u> ● Cover page (1 mark) ● Acknowledgement (1 mark) ● Executive summary (2 marks) ● Table of contents (1 mark)	
Criteria	Marks Allocated	Poor	Moderate	Satisfactory	Good	Excellent	Weighted Marks Obtained (%)
Go-ecommerce registration	5 marks	0 mark				5 marks	
		Do not do registration				Do registration	
MyENT registration	5 marks	0 mark				5 marks	
		Do not do registration				Do registration	
		0 mark		2 marks		5 marks	

Copywriting – Hard Sell**	20 marks	0 mark	1-5 marks	6-10 marks	11-15 marks	16-20 marks	
		Unable to do any post (print screen)	Able to do 4 – 5 posts using the correct hard sell technique – <u>AIDCA</u> (print screen)	Able to do 6 – 10 posts using the correct hard sell technique – <u>AIDCA</u> (print screen)	Able to do 11 – 15 posts using the correct hard sell technique – AIDCA (print screen)	Able to do 16 posts and above using the correct hard sell technique – AIDCA (print screen)	
Copywriting – Soft Sell**	20 marks	0 mark	1-5 marks	6-10 marks	11-15 marks	16-20 marks	
		Unable to do any post (print screen)	Able to do 4-5 posts using the correct soft sell technique – Title – Introduction of story – Storytelling – CTA (print screen)	Able to do 6-10 posts using the correct soft sell technique – Title – Introduction of story – Storytelling – CTA (print screen)	Able to do 11-15 posts using the correct soft sell technique – Title – Introduction of story – Storytelling – CTA (print screen)	Able to do 16 posts and above using the correct soft sell <u>technique</u> – Title – Introduction of story – Storytelling – CTA (print screen)	
		0 mark	1-2 mark	3-4 marks	5-6 marks	7 marks	
Sales Reporting	7 marks	Unable to provide any sales report and evidence (print screen – go-ecommerce Portal portal)	Able to provide sales report and evidence with minimal sales of RM20 as well as complete customer <u>information</u> (customer's name, address, payment method and delivery method – tracking no) (print screen – go-ecommerce <u>Portal</u>)	Able to provide sales report and <u>evidence</u> with total sales of RM40 as well as complete customer information (customer's name, address, payment method and delivery method – tracking no) (print screen (print screen – go-ecommerce <u>Portal</u>))	Able to provide sales report and evidence with total sales of RM60 as well as complete <u>customer</u> information (customer's name, address, payment method and delivery method – tracking no) ((print screen – go-ecommerce <u>Portal</u>))	Able to provide sales report and evidence with total sales of RM61 and above as well as <u>complete</u> customer information (customer's name, address, payment method and delivery method – tracking no) (print screen – go-ecommerce Portal)	
Conclusion	5 marks	1 mark	2 marks	3 marks	4 marks	5 marks	
		Unclear conclusion on social media portfolio	Moderate conclusion on social media portfolio	Satisfactory conclusion on social media portfolio	Good conclusion on social media portfolio	Excellent conclusion on social media portfolio	
Timely Submission	10 marks	0				10	
		Not submitted by due date				Submitted by due date	
TOTAL	100						/100