



اَوْنِيُوْسِيْتِي تِيْكُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**UNIVERSITI TEKNOLOGI MARA (UiTM) MARA MELAKA  
KAMPUS ALOR GAJAH**

**PRINCIPLES OF ENTREPRENEURSHIP  
(ENT530)**



**SOCIAL MEDIA REPORT – LITTLE MONSTR**

FACULTY/PROGRAMME : ACCOUNTANCY & AC220

SEMESTER 4

GROUP : MAC2204B

PREPARED FOR : MADAM SITI NAZIRAH BINTI OMAR

DATE SUBMISSION : 20 JANUARY 2021

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## **ACKNOWLEDGEMENT**

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Special thanks to my parents and my siblings that has provided me moral support and strength to complete this social media report. I extend my obligation and gratitude for their continuous support, patience, prayers and benevolence during this period of my report. I would also like to thank everyone who contributed towards completion of this social media report. Your kindness, support, opinion and advice are much appreciated. Thank you all very much.

Last but foremost, I hope that the information and the knowledge that are provided on this social media report would be beneficial for everyone. Thank you.

## **EXECUTIVE SUMMARY**

Little Monstr is a business that sell products from Monstr.my which is a dessert company that everyone loves. We are providing four products from Monstr.my which are kokokrunch mini chocojar, pour & dip kookies jar, kookies in mini and maxi size, and lastly is brownies packaging in junior and senior size. Little Monstr's customer are from various people especially that surrounded by us which are friends, neighbors, officemate and relatives. The products that we sell are suitable for all ages. We are also selling our product with affordable price in accordance with the ingredients used that everyone can buy our product.

Our business was started on 21<sup>st</sup> October 2020. According to the customer review, our product gave a fantastic taste because Monstr.my uses the best ingredient to satisfy our customer. The best seller among the four products that we sell is pour & dip kookies jar which is cookies dip with chocolates. Little Monstr marketing strategy is to emphasize the quality and the price of the product and services. We are offering affordable prices because we want our product to be taste and loved by everyone. Thus, we have developed a marketing strategy that gives attraction to buy from Little Monstr. The service will be charged on delivery and postage based on the customer's location. The management of Little Monstr consists of Khairun Najihah Binti Nawawi and Nurin Syakirah Binti Nor Azlan.

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# GO-ECOMMERCE REGISTRATION

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BUSINESS PROFILE

**Khairun Najihah binti Nawawi**

**Personal Information**

Name	: Khairun Najihah binti Nawawi	Phone/Mobile	: 0196609080	<a href="#">Edit</a>
New Identity Card No.	: 991006056428	Home Address	: 503, JLN S2 F14, GARDEN HOMES	
Email Address	: yunjihah@gmail.com	District	: SEREMBAN 2	
City	: Ayer Molek	Postcode	: 75460	
State	: Melaka	Personal Instagram	:	
Personal Facebook	:	Race	: Malay	
Gender	: Female	Special Need Required	:	
Marital Status	:			

**Institution Information** [Add New](#)

KPM Ayer Molek - Data eUsahawan

Type of Institution	: TVET	Institution List	: Kolej Professional MARA
State of Institution	: Melaka	Name of Institution	: KPM Ayer Molek
Address of Institution	: Km 16, Jalan Tiang Dua, 75460 Ayer	City	: Ayer Molek

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District of Institution	: Melaka Tengah	Postcode	: 75460
Level of Study	:	Study Status	:
Course Name	: Data eUsahawan	Class Name	: Data eUsahawan
Subject Name	: Data eUsahawan	Year Enrolling the subject	: 2018
Month Enrolling the Subject	:	Lecturer Name	: Helmi Mohamad
Internship Enrollment	:	Year Of Internship Enrollment	:
Month of Internship Enrollment	:	Period of Internship Training	:
Expected Year To Complete Study	:	Expected Month To Complete Study	:
Related To Study Field	:		

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Month of Internship Enrollment	:	Period of Internship Training	:
Expected Year To Complete Study	:	Expected Month To Complete Study	:
Related To Study Field	:		

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## 1.0 INTRODUCTION OF BUSINESS

### 1.1 Name of Business and Business Address

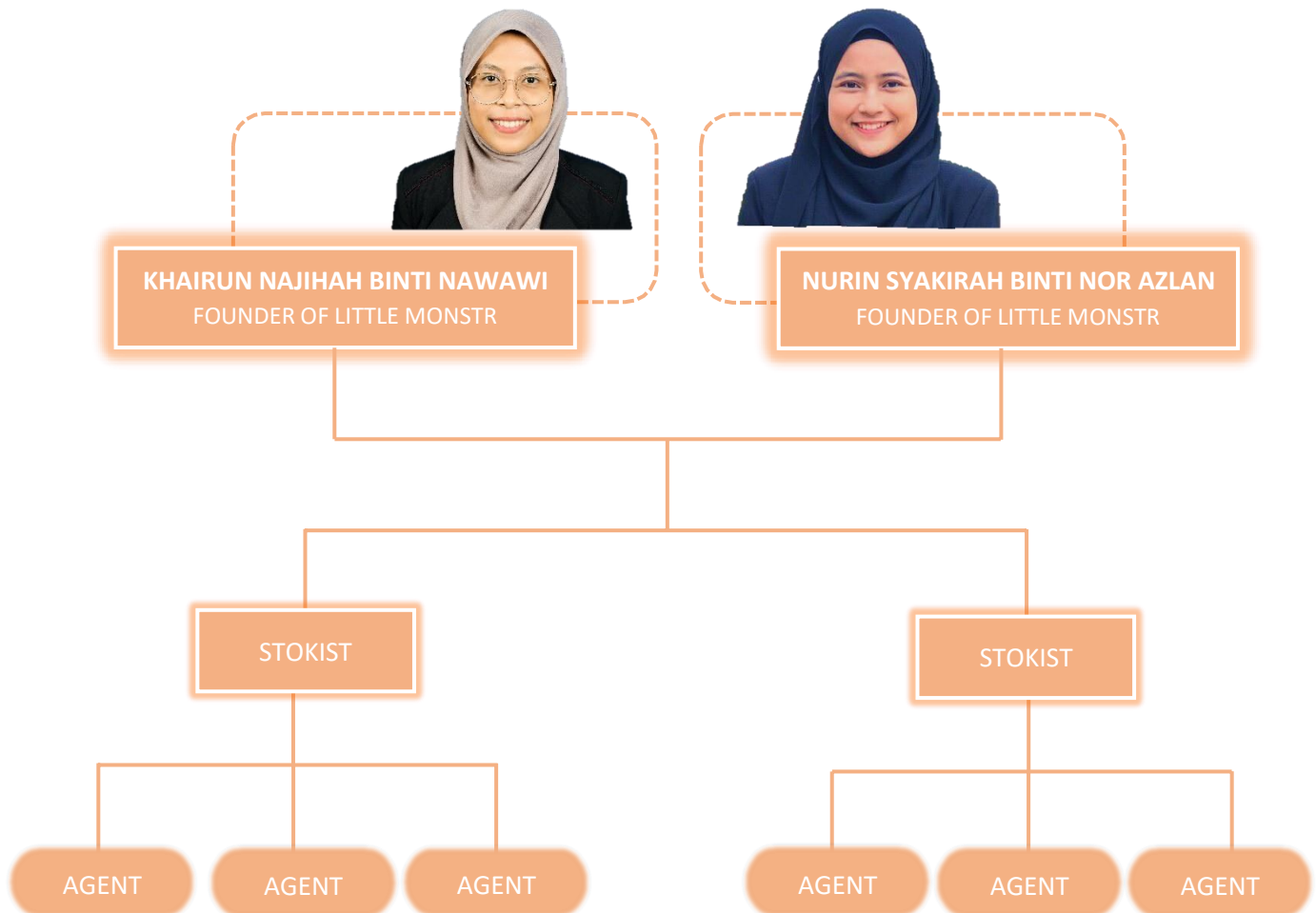


Figure 1: Logo of Business

<b>Name of Business</b>	Little Monstr
<b>Business Address</b>	No 503, Jln S2 F14, Garden Homes, 70300, Seremban 2, Negeri Sembilan.
<b>Corresponding Address/ Email</b>	<a href="mailto:yunjihah@gmail.com">yunjihah@gmail.com</a>
<b>Telephone Number</b>	019-6609080
<b>Link of Facebook</b>	<a href="https://www.facebook.com/littlemonstr">https://www.facebook.com/littlemonstr</a>
<b>Link of Instagram</b>	<a href="https://www.instagram.com/littlemonstr">https://www.instagram.com/littlemonstr</a> /
<b>Main Activities</b>	Retail sales of chocolate cookies
<b>Name of Bank</b>	Bank Islam Malaysia Berhad (BIMB)
<b>Bank Account Number</b>	05010202094385

## 1.2 Organizational Chart

This is our organizational chart for Little Mosntr.



### **1.3 Mission and Vision of Business**

We believe that every business has their own mission and vision in order to run their business according to their goals. A mission statement describes the current state of an organization and its primary goals or objectives. It provides detailed information about what the organization does, how it does it, and who it does it for. Therefore, our business mission is to be part of people's lives by offering tasty food, with high quality, innovation and at affordable prices anywhere around the world that allow them to enjoy fun moments. We are passionate and are our first reason to provide our consumers the best tasting. We will continue to use nothing but the finest quality ingredients and implement strict operational procedures to ensure that all our products are produced perfectly. Our serving through online is the most generous as we want you to indulge to the customer heart's content and will put a smile on the customers face.

A vision statement is used to describe the future state of the organization, i.e., what the organization hopes to become in the future. It is, therefore, a long-term goal provides direction for the organization. It also communicates the purpose of the organization to the employees and other stakeholders and provides them with the inspiration to achieve that purpose. With that, Little Monstr has a vision which is to be one of leading food companies in the world, admired for its brand, innovation and results, contributing to a better and sustainable world.

## 1.4 Descriptions of Products



**Figure 2: Monstr Products**

Little Monstr is a business that offers variety of chocolate dessert from Monstr.my which is a dessert company that are affordable price and have a luxurious taste of high quality of chocolate. Simple, satisfying, and nostalgic, a chocolate chip cookie is the quintessential sweet treat. We have four types of products from Monstr.my which are Kookrunch Mini Chocojar, Pour & Dip Kookies Jar, kookies in mini and maxi size, and lastly is brownies packaging in junior and senior size.

All of our products is made by a premium chocolate that are not too sweet but just nice for everyone to eat. Dare we say that these chocolate chip cookies are better than any homemade cookie you have ever tasted. These cookies are our second most popular cookie for good reason. Our secret recipe includes dark brown sugar, butter, margarine and semi-sweet chocolate chips. These cookies have a luscious with slightest outer crunch.

In addition, if you are one of those “fudgy” brownie lovers, our brownies are for you! These brownies are thick, fudgy, and chewy. They are ultra-moist without feeling heavy and underbaked. They have that perfect crinkly crust on top which you will completely obsessed with. They are absolutely incredibly fudgy the next day and the day after that, and even stay fudgy after freezing them or eating them cold out of the refrigerator up to a week later.

## 1.5 Products Price List



ITEMS	NAMES	PRICE
	Brownies	Besar – RM18.00 Kecik – RM10.00
	Cookies Pour n Dip	RM18.00
	Kookcrunch Chocojar	RM18.00
	Cookies	Besar – RM18.00 Kecik – RM10.00

## 2.0 FACEBOOK (FB)

### 2.1 Creating Facebook (FB) Pages

As we are starting our business, we had created a Facebook page. Nowadays everyone is using social media every day where they can search and find information easily and fast. Everything is on social media, so we use Facebook page as our platform to promote our products. We are not just can create attraction to the customer from nearby but all over Malaysia. Therefore creating a Facebook page is one of the best ways to connect with our customers and build a following for our business.

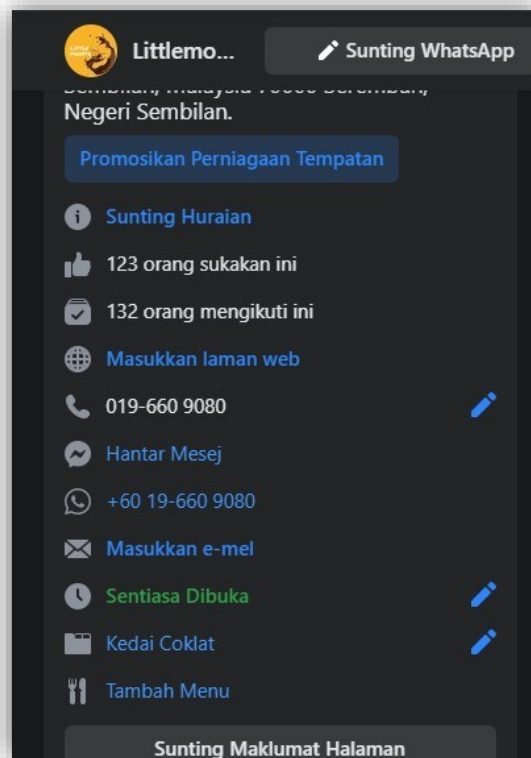
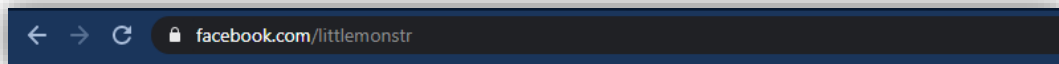
A Facebook page can gives us a way to communicate directly with our target audience. Facebook insights also provide useful information about fans of our products and their interactions on our page. Most people on Facebook visit the site every day, so regular status updates, shared links and videos, and other information give us a chance to connect with our customers daily.



## 2.2 Customing URL Facebook (FB) page

Little Monstr manages to get 123 likes from customer since November 2020 until January 2021. Little Monstr also had customized their URL FB page, where customer can find our facebook page by clicking on this link given below. Besides that, customer also can find us through Instagram.

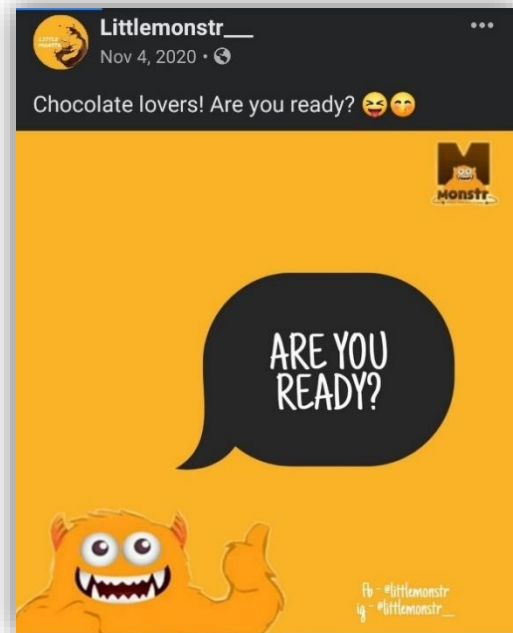
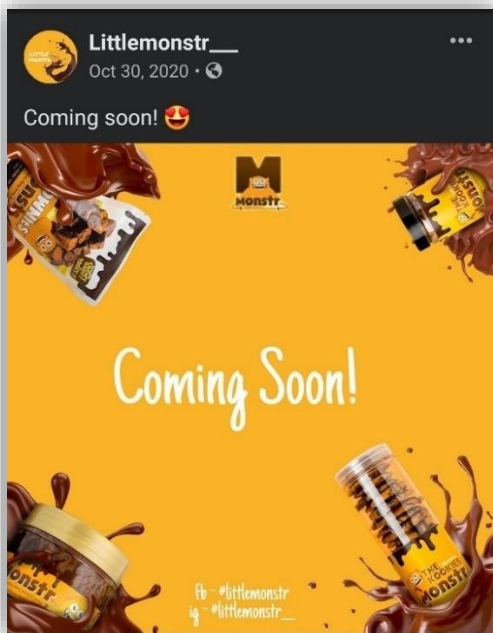
- ✓ Facebook - <https://www.facebook.com/littlemonstr>
- ✓ Instagram - <https://www.instagram.com/littlemonstr> /

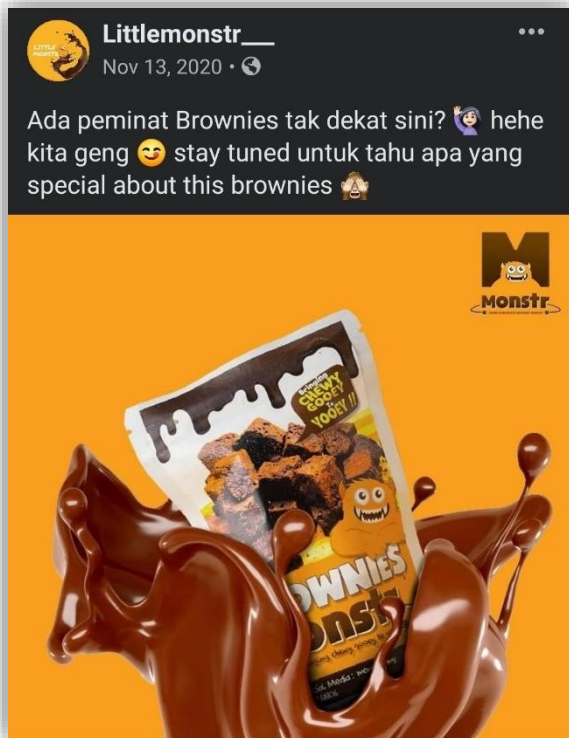




### 2.3 Facebook (FB) post – Teaser

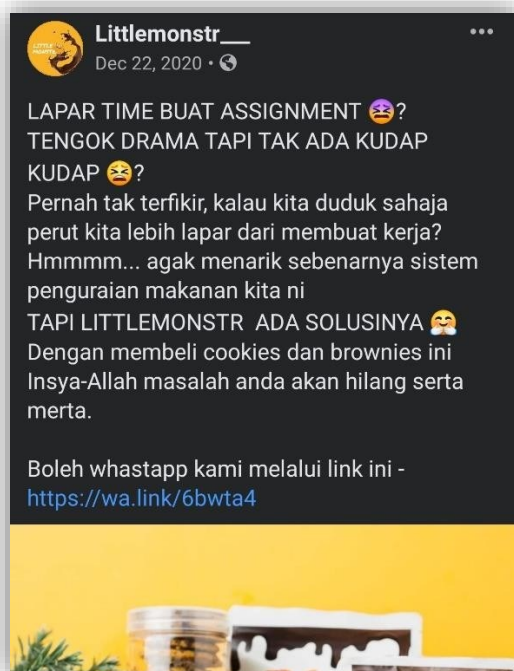
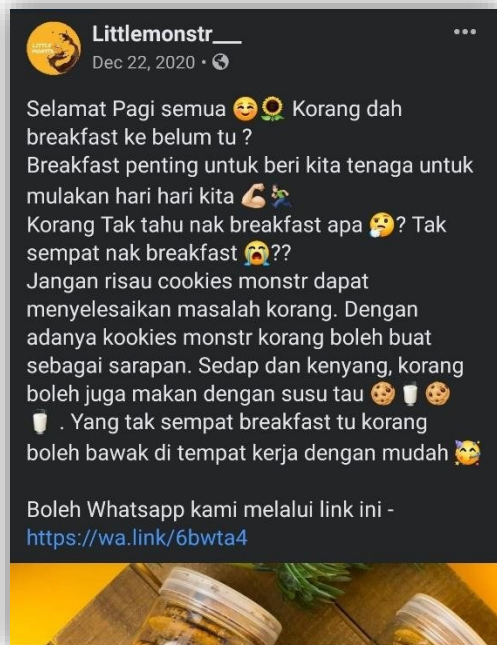
A teaser post is a marketing technique whereby often mysterious advertisements are released, usually with an aim of creating a rumour about a new product or service. Teaser post can generate social engagement, interest and excitement when done right. Popular platforms for teaser post can include print, in the form of billboards, or through social media platforms (photos or video).





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

A hard sell is a direct approach to asking for the sale. Hard selling involves directness, aggression and forward thinking to achieve a lead or sales quickly. Hard selling is a more straightforward approach where a sales rep tries to close the deal as soon as possible. Hard sellers rely on an absolutely solid sales pitch which frequently only has one chance to succeed.






**Littlemonstr** —  
Dec 28, 2020 • 🌐

Selalu Craving Cookies 🍪? Craving Chocolates 🍫?  
Tak tahu nak makan yang mana satu 🤔?  
Pour & Dip Monstr dapat selesaikan masalah korang.. sekali makan mesti nak lagi!!  
Cookies kami sangat rangup. Bila makan je krap krap krap krap.  
Chocolate yang melimpah dan premium 😊😋..  
DM kami selagi stock masih ada!! Jangan terlepas sebab stock limited!!


Boleh whastapp kami melalui link ini -  
<https://wa.link/6bwta4>



Boleh whastapp kami melalui link ini -  
<https://wa.link/6bwta4>



**IF NOT NOW THEN WHEN??**



**Littlemonstr** —  
Jan 5 • 🌐

POUR & DIP KOOKIES JAR 🍪🍪  
New baby dalam produk kami. 🥰 Gandingan kookies rangup dan sos coklat. 😊😋 Confirm bagi perut korang joget keriangannya. 😊  
Mulut, tekak, badan pun join joget sekali!! Nak tahu apa yang ada dalam produk ni? 🤔

1. Biskut kami semua rangup seperti rasa macam makan biskut sebenar. Rangup, ringan, dan sedap! 😊😋😋
2. Satu bekas sos coklat yang leleh seperti air liur anda. 🍫🍪

Bukan peminat coklat? 🤔 Try ni dan anda akan tahu betapa nikmatnya coklat di dunia ini. 😊👉 Sebelum kehabisan stock, boleh dapatkan pour & dip kookies jar di LittleMnstr sekarang juga! Order sekarang..... 🥰

Boleh whatsapp kami melalui link ini -  
<https://wa.link/6bwta4>

dapatkan pour & dip kookies jar di LittleMnstr sekarang juga! Order sekarang..... 🥰

Boleh whatsapp kami melalui link ini -  
<https://wa.link/6bwta4>



**RM18**

**Premium Chocolate Sauce**







**Littlemonstr** Jan 6 • 🌐

Selalu Craving Cookies 🍪?! 🤔 Craving Chocolates 🍫? Tak tahu nak makan yang mana satu 🤔?

Pour & Dip Monstr dapat selesaikan masalah korang.. 🤗 sekali makan mesti nak lagi!! Cookies kami sangat rangup. Bila makan je krap krap krap krap. Chocolate yang melimpah dan premium 🤗🤗...DM kami selagi stock masih ada!! Jangan terlepas sebab stock limited, barang panas kan!! 🤗🤗

Boleh whatsapp kami melalui link ini - <https://wa.link/6bwta4>

RM18  
POUR & DIP




RM18  
KOOKRUNCH

masih ada!! Jangan terlepas sebab stock limited, barang panas kan!! 🤗🤗

Boleh whatsapp kami melalui link ini - <https://wa.link/6bwta4>

RM18  
POUR & DIP

RM18  
KOOKRUNCH

POUR & DIP

KOOKRUNCH  
CHOCOJAR MONSTR

**Littlemonstr** 4d • 🌐

Alamak makan kookies mini tak cukup?! 🍪🤔

Jangan risau ! 🤗 Little Monstr ada jual Kookies Maxi dengan hanya RM18 sebotol sahaja! 🤗🤗Kookies Maxi mengandungi 20pcs dan ke atas tau and kookies kami mempunyai chocolate drizzle on top of the cookies. 🤗🤗 Jangan tunggu lama lama nanti mengidam pulak! 🤗 Jom order sekarang di LittleMnstr! Order sekarang, sebelum terlambat !!

Boleh whastapp kami melalui no ini - 0196609080



**Littlemonstr** Order sekarang, sebelum terlambat !!

Boleh whastapp kami melalui no ini - 0196609080






**Littlemonstr** 4d • 🌐

Nak makan brownies yang sedap dengan harga yang berpatutan ? 🤔🤔


Dah tak perlu risau sebab LittleMnstr dapat menyelesaikan masalah korang! 🤗🤗 LittleMonstr ada jual Brownies junior dengan harga RM10 sahaja ! 🎉 Brownies kami menggunakan chocolate premium yang tiada tandingannya dan kalau korang makan confirm rasanya macam baru kelua dari oven!! 🤗🤗 Jangan tgk lama lama nanti ngidam pulak 🤗🤗 Jom dapatkan brownies junior sekarang sebelum terlambat ! Nak order? Ayuhh !!


Bokeh whatsapp kami melalui link ini - <https://wa.link/6bwta4>

**OM NOM NOM NOM** 

🤗 Jom dapatkan brownies junior sekarang sebelum terlambat ! Nak order? Ayuhh !!

Bokeh whatsapp kami melalui link ini - <https://wa.link/6bwta4>

**OM NOM NOM NOM...** 



**Littlemonstr** 4d • 🌐

Belum pernah rasa Kookies Mini kami?🤔🤔 Boleh cuba kami Punya kookies mini dengan harga yang sangat berpatutan! 🤗🤗 Kookies kami standing dengan kookies yang mahal tau dan kookies kami sangat rangup. 🤗🤗 Bila makan je mesti bunyi krakkrukkakkruk . 🤗🤗 kookies mini kami juga terdapat chocolate drizzle on top tau! 🎉 Kookies lover tunggu apa lagi? Boleh dapatkan Kookies mini di LittleMonstr sekarang juag!! 🤗🤗 Nak Order? Boleh.. 🤗

Boleh whastapp kami melalui no ini - 0196609080

**koo** 

LittleMonstr sekarang juag!! 🤗🤗 Nak Order : Boleh.. 🤗

Boleh whastapp kami melalui no ini - 0196609080

**koo koo mini** 

**the kookies monst**

**RM10** 


**Littlemonstr\_\_**  
3d • 🌐

PUAS DAH CARI KOOKIES YG SEDAP. TAPI STILL TAK JUMPA 😭

JANGAN RISAU! MEH TRY KOOKIES MONSTR KAMI NI.

Sekali ngap mesti nak lagi !! Confirm tak menyesal !! Kookies besar, bunyi krakk kruk rangup sangat dan tambah pulak ada drizzle coklat kat atas and coklat tak muak langsung.. 😋😋 Beli sebelum terlambat sebab stock sangat limited!! 🚨 Takut nanti menyesal!!

Boleh whatsapp kami melalui link ini - <https://wa.link/6bwta4>



😋😋 Beli sebelum terlambat sebab stock sangat limited!! 🚨 Takut nanti menyesal!!

Boleh whatsapp kami melalui link ini - <https://wa.link/6bwta4>



**koo  
kie**  
maxi  
the kookies monstr

**RM18**

**Littlemonstr\_\_**  
1d • 🌐

Makan brownies junior tapi tak cukup ? 😭 terasa nak kongsi dengan keluarga dan kawan kawan? 😋 Korang dah tak perlu risau lagi dah sebab sekatang LittleMonstr juga ada jual brownies dengan pack besar juga tauuu ! 😋👏

Brownies senior dengan harga RM18 sahaja !!! Jangan risau Brownies Senior mempunyai ingredient yang sama seperti brownies junior yang beza hanya kuantiti sahaja Jom dapatkan brownies senior sekarang ! 😋😋 confirm puas makan dengan adanya brownies senior ni ❤️ Nak order? Bole.. 🙋

Boleh whatsapp kami melalui link ini - <https://wa.link/6bwta4>



adanya brownies senior ni ❤️ Nak order? Bole.. 🙋

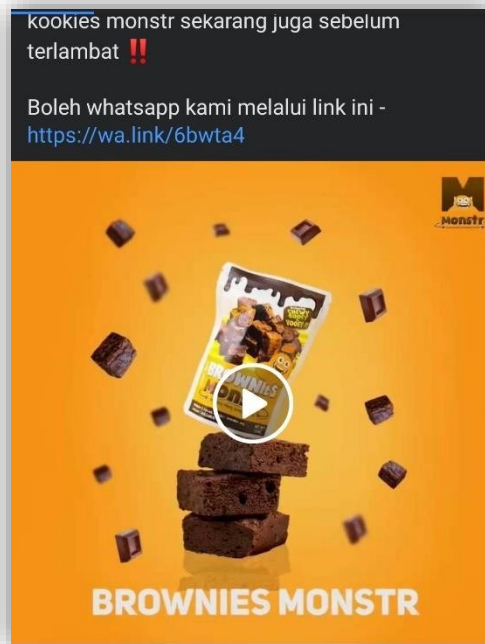
Boleh whatsapp kami melalui link ini - <https://wa.link/6bwta4>



**bro  
wie**  
senior  
brownies monstr

**RM18**





**Littlemonstr\_\_** 18h • 🌐

Selalu dengar "cuba sekali mesti nak lagi?" 🙄


Mungkin bagi product lain ia cuma kata kata sahaja, tetapi bagi kami product Monstr adalah product yang lain daripada yang lain !! Ini bukan gurauan, tetapi ini adalah realiti yang korang mesti tahu. 🤪 KOOKIES MONSTR ini sangat sedap dan crunchy even korang dah simpan lama, kelazatan dia masih sama macam anda baru beli 5minit yang lepas. 😊

😊 Tambahan chocolate drizzled on top memang puas 😊. Kalau korang nak tahu betul atau tidak, korang wajib cuba KOOKIES MONSTR ni dulu 👍. Baru korang tahu itu kata kata manis atau tidak.

Kami ada dua jenis saiz:  
 -MINI RM10  
 -MAX RM18

-MINI RM10  
 -MAX RM18

Boleh whatsapp kami melalui link ini -  
<https://wa.link/6bwta4>



**Littlemonstr\_\_** 18h • 🌐

Harga bermula dengan RM 10 JEEE 🤪🤪  
 Seriu...SEDAP RANGUP KOOKIES MONSTR.  
 😊😊 Sangat sesuai untuk bawa pergi travel atau picnic !! Mana lagi korang nak dapat cookies yang sedap dan berpatutan kalau bukan dengan kami. 😊

🍪 Kelebihan KOOKIES MONSTR ni 🍪

- ✨ Manis, peminat chocolate dan sangat layan
- ✨ Terlajak moist
- ✨ Bekas balang dan aluminum foil (tahan lama)
- ✨ Mudah di bawa kemana mana
- ✨ Semua peringkat umur boleh makan.

Kepada yang belum pernah rasa Cookies Monstr. 🤪 Boleh dapat kan sekarang juga !!  
 Confirm tak menyesal beli 😊

- ✨ Mudah di bawa kemana mana
- ✨ Semua peringkat umur boleh makan.

Kepada yang belum pernah rasa Cookies Monstr. 🤪 Boleh dapat kan sekarang juga !!  
 Confirm tak menyesal beli 😊

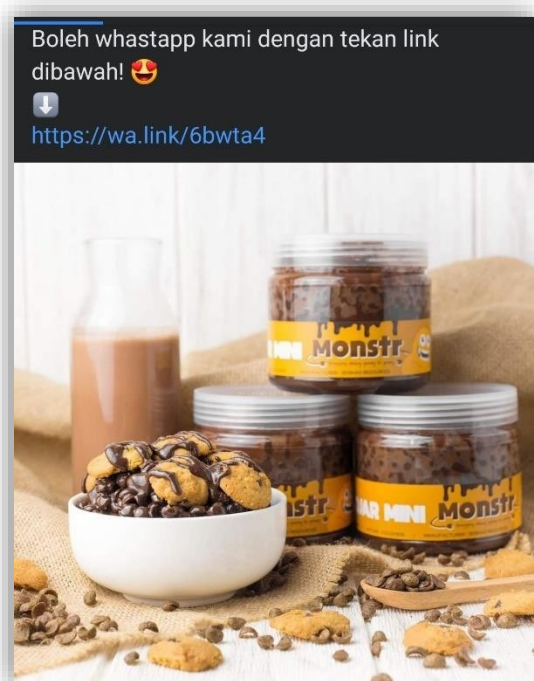
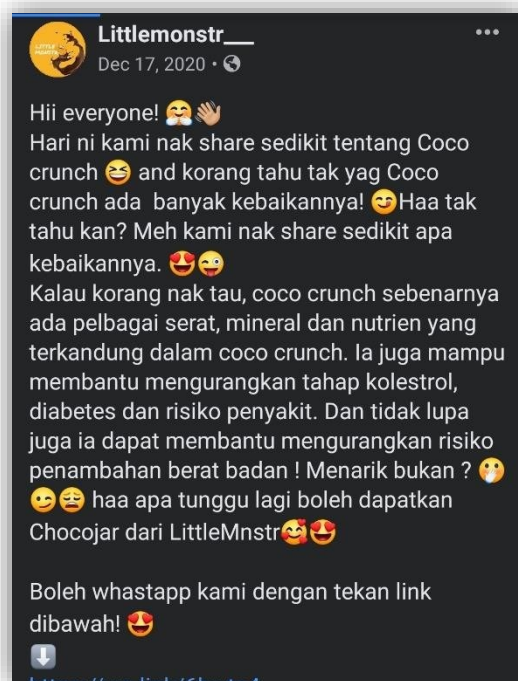
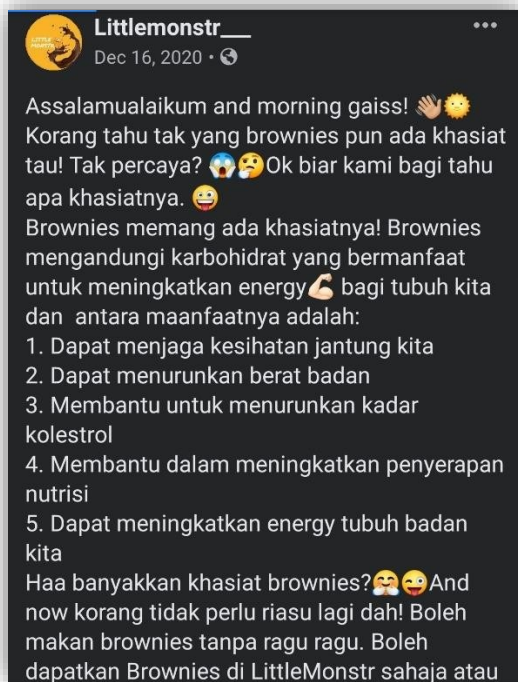
Boleh whatsapp kami melalui link ini -  
<https://wa.link/6bwta4>





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

A soft sell is an indirect approach to persuading a customer to buy a product or service. Soft selling involves using subtlety during the sales process, relying on persuasion and persistence to achieve success. With a soft sell technique, sales focus more on relationship building with their prospects to build trust than pushing for the sale.



**Littlemonstr** —  
Dec 25, 2020 • 🌐

Hello gais!! 😊😊 Macam mana dengan hari hari korang? 😊 Semoga korang menjalani hari hari yang indah ok! ✨☀️ Haa ok hari ni kami nak cerita pula pasal chocolate chips. Selalunya orang akan cakap chocolate chips ni tak bagus untuk kesihatan korang disebabkan manis and macam macam lagi. 😊😊 So dekat sini kami nak share dekat korang yang sebenarnya chocolates chips ni ada kebaikannya tau!!! 😊😊 Ini adalah antara kebaikannya:

- chocolates chips mengandungi 70% koko 🍫 yang mampu bantu dan dapat memberikan kesan yang baik kepada kesihatan kita. 💪
- Chocolates chips juga mampu meningkatkan semangat, merendahkan tekanan darah, mengawal selera makan, dan dapat melancarkan pengaliran darah. 👍

Jadi kalau korang stress belajar or stress dekat tempat kerja ke. 🙏 kami svorkan korang beli

Kookies Monstr untuk kurangkan stress korang tu 😊😊😊

Boleh whastapp kami untuk dapatkan cookies korang! 😊  
<https://wa.link/6bwta4>

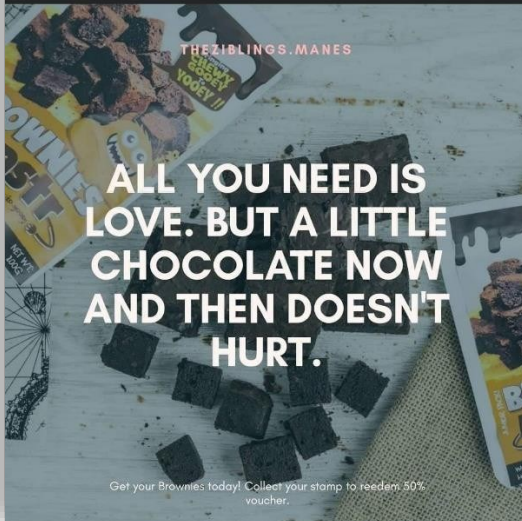


**Littlemonstr** —  
2d • 🌐

Hai gais!! ✨😊

Jangan lupa untuk terus senyum tau sebab senyum tu pun adalah satu sedekah 😊😊 Kali ni kami kongsi sedikit tentang dark chocolate. 🍫👍 Kalau korang nak tahu dark chocolates adalah pilihan makanan yang terbaik dan mampu memberi kesan baik kepada kesihatan dan ia juga bagus untuk jantung 💪 dan mampu mengurangkan pembekuan kolestrol dan mampu juga mengurangkan tekanan darah jika dimakan dengan sederhana 👍. Jeng jeng bagus bukan dark chocolate ni? 😊 Jadi korang tunggu apa lagi.. 😊 boleh dapatkan brownies monstr dengan kami kerana brownies monstr menggunakan premium dark chocolate 🍫 dengan kuantiti yang sederhana, supaya tidak terlalu manis 😊

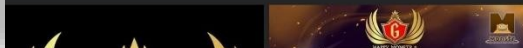
Bokeh tekan link di bawah untuk order!  
📌  
<https://wa.link/6bwta4>





**Littlemonstr\_\_**  
2d • 🌐

TAK TAHU NAK BAGI HADIAH APA UNTUK YANG TERSAYANG? 🤔🎁🎁🎁  
Kalau nak bagi hadiah dekat yang tersayang, haruslah pilih Happy Monstr & The Chocolate Gems baru lah yg tersayang rasa happy and hilang merajuk tuuu 🤔🤔🤔 dah dapat a box that full of Kookies Monstr chocolateeee! 😊 Siapa je tak gembira dapat chocolate dari orang yang kita sayang kan..🤔🤔 Tak gituuu? Dah tak perlu pening pening lagi dah sebab dengan kehadiran Kookies Monstr dah mudah utk korang buat pilihan nak yg mana kan? 😊 Semua product monstr korang boleh rasa tak perlu fikir panjang dahhh...Boleh Whatsapp kami sekarang dengan tekan link dibawah  
📲  
<https://wa.link/6bwta4>



kita sayang kan..🤔🤔 Tak gituuu? Dah tak perlu pening pening lagi dah sebab dengan kehadiran Kookies Monstr dah mudah utk korang buat pilihan nak yg mana kan? 😊 Semua product monstr korang boleh rasa tak perlu fikir panjang dahhh...Boleh Whatsapp kami sekarang dengan tekan link dibawah  
📲  
<https://wa.link/6bwta4>



Like Comment Share

**Littlemonstr\_\_**  
11h • 🌐


The Kookies Monstr 🤖 yang sentiasa menjadi iguan peminat peminat monstr, siapa dah rasa memang dia tahu lah betapa crunchy 😊, chocolatey, tak manisss dan tak muakkkk tau!! 🤔🤔 Makan sekali mesti tak henti henti punya la 😊. Satu benda yang sangat sangat pasti, rasa cookies ni memang antarabangsa, bukan level kuih rayaa tau! 🤔🤔 Yess ni feedback yang kitaorang selaluuu sangat dapattt! 😊 Apa tunggu lagi Kookies Monstr Fans! Boleh Whatsapp kami sekarang di 019-6609080 atau tekan link dibawah  
📲  
<https://wa.link/6bwta4>

**YOUR CHOCOLATE DESSERT EXPERT**

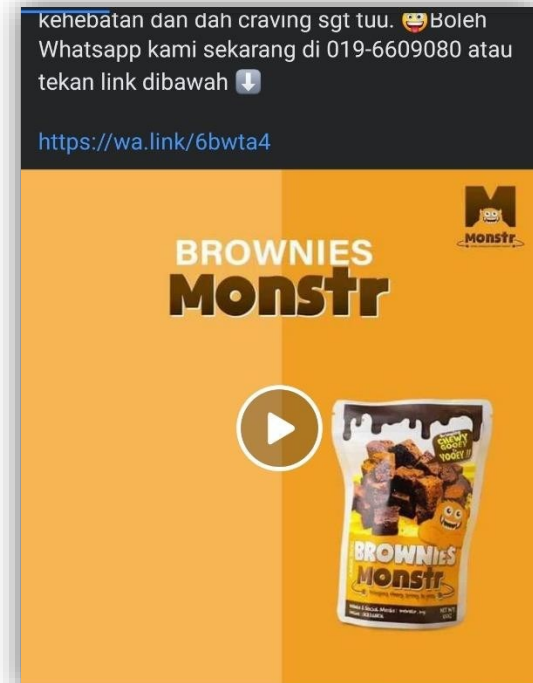
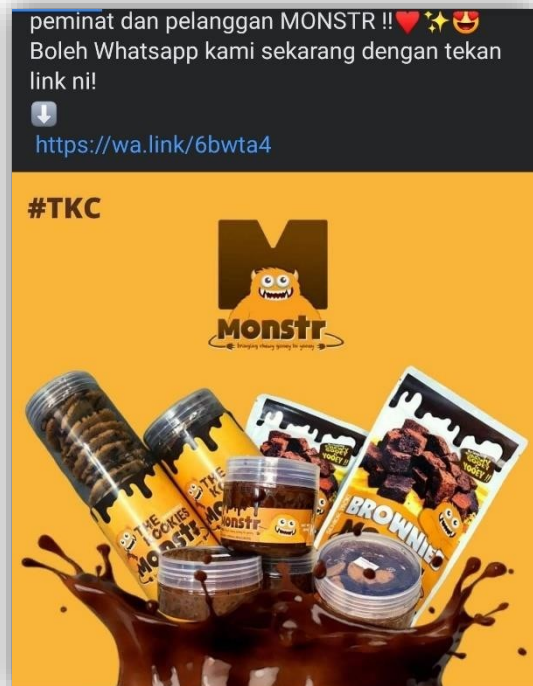
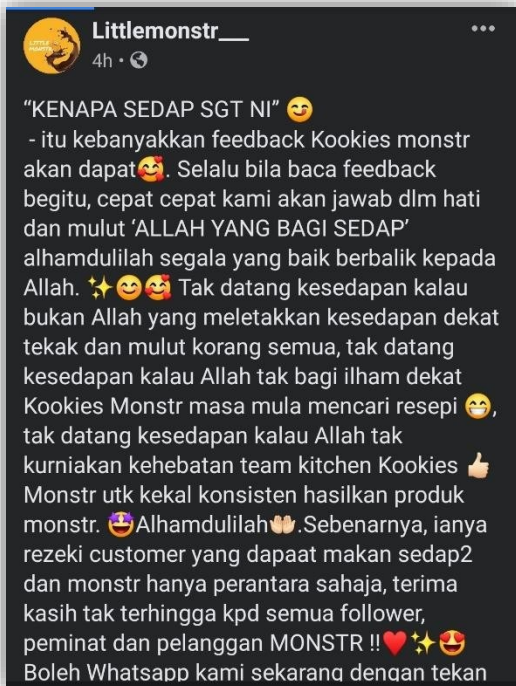


Whatsapp kami sekarang di 019-6609080 atau tekan link dibawah  
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<https://wa.link/6bwta4>

**YOUR CHOCOLATE DESSERT EXPERT**

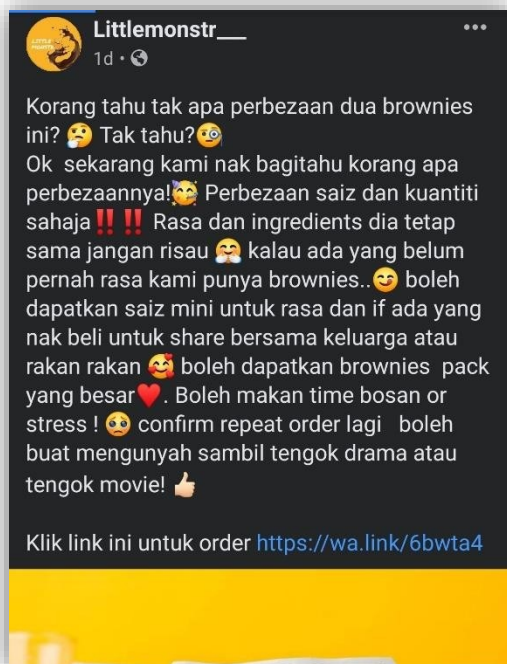
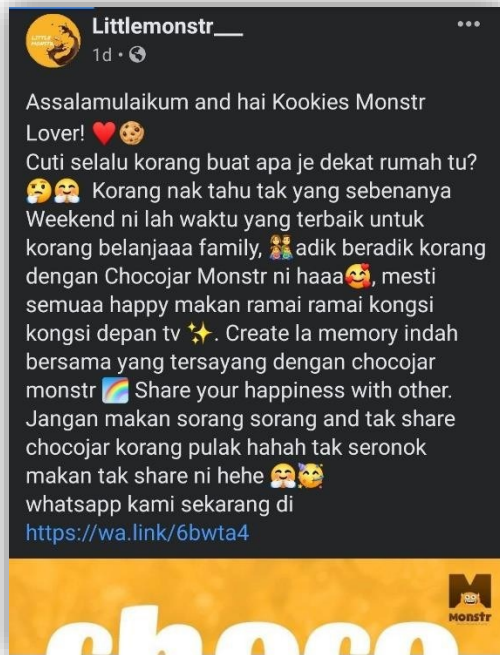


THE KOOKIES MONSTR  
"Bringing chewy goodness to goody"  
NET WT 100G

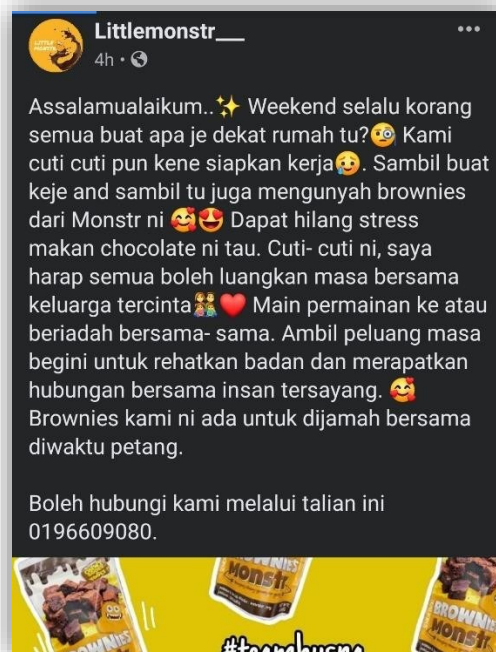
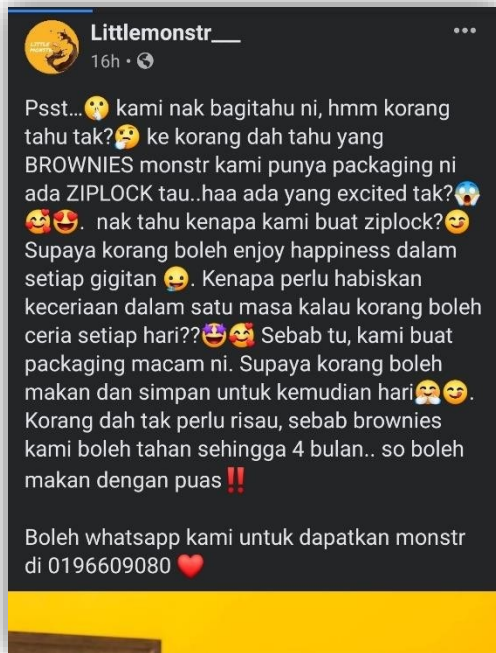


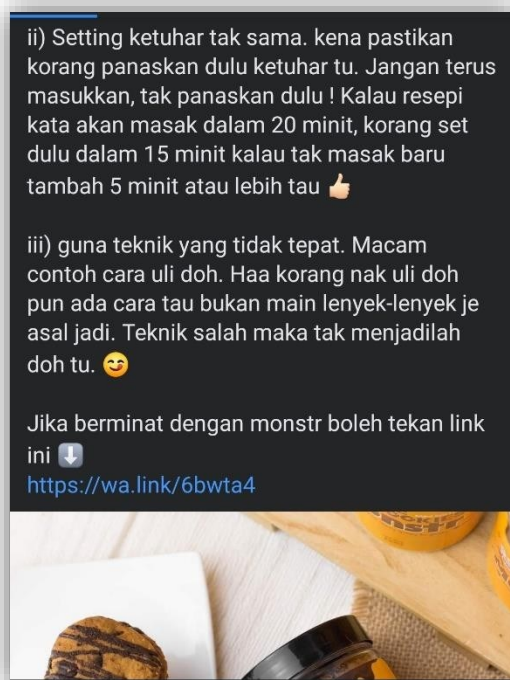
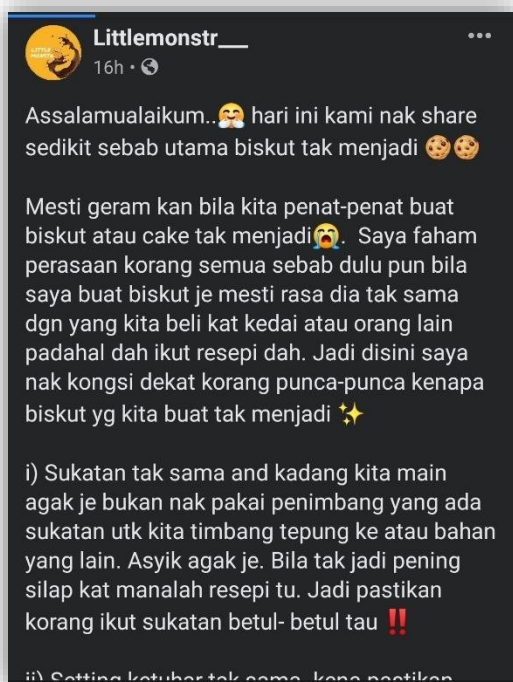
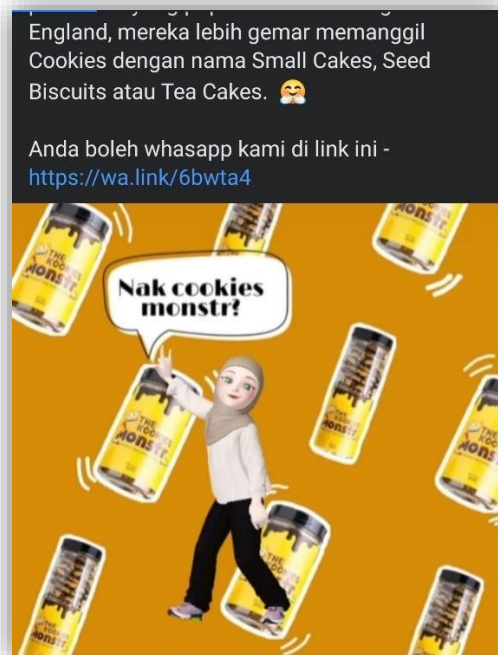
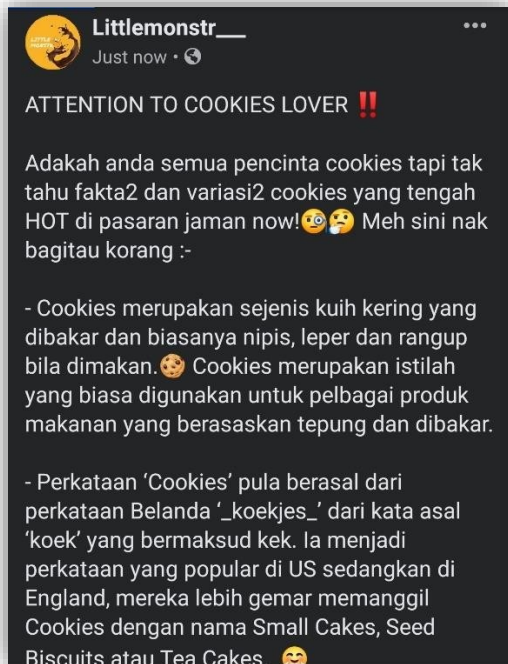












don tu. 😊

Jika berminat dengan monstr boleh tekan link  
ini ↓

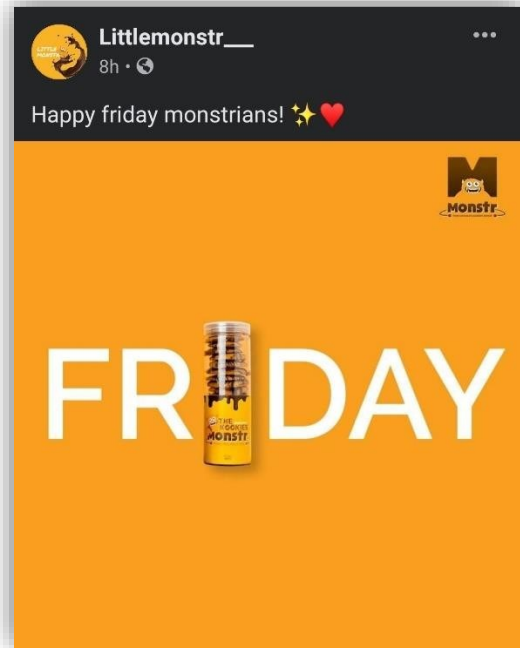
<https://wa.link/6bwta4>





## 2.6 Graphics







## 2.7 Sales Report

During this two months, Little Monstr successfully making a sales more than RM400. The tables below shows our customer details:

Date	Customer Details	Item	Postage (RM)	Selling price (RM)
11/11/20	<b>Aini Khairul Anuar</b> A-3A-09 , PANGSAPURI SRI EMBUN , JALAN PJU 10/18 , SUTERA DAMANSARA , DAMANSARA DAMAI 47830 PETALING JAYA SELANGOR	cpd (1)	8	18
11/11/20	<b>Nurin Syakirah</b> - Self Pickup	cj (1)	-	18
20/11/20	<b>Hanis Husna</b> - COD/Self Pickup	cj (1) cs (1)	2	28
23/11/20	<b>Nurul Atiqah</b> 17225 Jalan 11A Selayang Pandang 68100 Batu Caves, selangor	cpd (1) cs(1)	8	28
25/11/20	<b>Nur Afiqah</b> F4 FELDA ULU JEMPOL 26400 BANDAR JENGKA, PAHANG.	cpd (1) cl(1)	8	36
25/11/20	<b>Farah Izzati</b> - COD	cpd (1)	5	18
27/11/20	<b>Wan Nur Amira</b> - COD	cl (1)	5	18
30/11/20	<b>Luqman Nurhakim</b> - Pickup	cl(1)	-	18
1/12/20	<b>Siti Masturah</b> No. 1, Jalan SS7, Taman Seri Selendang, 75350, Batu Berendam, Melaka	bs(4), cpd (1)	8	58
1/12/20	<b>Hariz Afham</b> Satria Aces Synergy (M) Sdn Bhd 3212-D, Jalan Tempayan Emas 2, Paya Jaras Dalam, 47000 Sg Buloh, Selangor	cpd(1)	8	18
5/12/20	<b>Siti Masliza</b> JC 731, Jalan Rimbunan Kaseh 3, Taman Rimbunan Kaseh, 77300 Merlimau, Melaka	cpd(2)	8	36
8/12/20	<b>Aisyah Latif</b> No, 83 Jalan Uda Utama 1/1 bandar uda utama, 81200 Johor Bahru, Johor	cpd(1)	5	18
8/12/20	<b>Nelti Nur Syafiqah</b> No 50 Jln Perdana 8/4 Pandan Perdana 55300 K.Lumpur.	cpd(1)	5	18
9 /12/20	<b>Syera Cheteh</b> - Kedah	cpd(1), bs(1)	8	28
13 /12/20	<b>Hanani</b> - COD	cpd(1)	4	18
13/12/20	<b>Aisyatul radhiah</b> 4, JALAN ELEKTRON U16/52F, DENAI ALAM, 40160 SHAH ALAM, SELANGOR	cpd (2)	8	36
15/12/20	<b>Zafirah Mahadzir</b> 13A-16, Sentul Village Condominium, Jalan sentul pasar , 51000, KL	cpd (1)	8	18
			<b>TOTAL</b>	<b>430</b>

These are Little Monstr's the reports of sales for two months and some receipts for the evidence:

M/s. NURIN SYAKIRAH - CoD No. **19525**  
 日期 11/11/20  
 Tarikh 11/11/20

號碼 No	數量 Kuantiti	品名 Jenis Barang-Barang	價格 Harga	金額 Jumlah (RM)
	1	Chocjar	18.00	
CASH / INVOICE			總計 JUMLAH RM	18.00

Terima Oleh 收貨人 \_\_\_\_\_ Disahkan Oleh 經手人 \_\_\_\_\_

M/s. HANIS HANINA - CoD No. **19524**  
 日期 20/11/20  
 Tarikh 20/11/20

號碼 No	數量 Kuantiti	品名 Jenis Barang-Barang	價格 Harga	金額 Jumlah (RM)
	1	Chocjar	18.00	
	1	Biskuits small	18.00	
		CoD charge	3.00	
CASH / INVOICE			總計 JUMLAH RM	39.00

Terima Oleh 收貨人 \_\_\_\_\_ Disahkan Oleh 經手人 \_\_\_\_\_

M/s. FAKAH FIZATI - CoD No. **19528**  
 日期 25/11/20  
 Tarikh 25/11/20

號碼 No	數量 Kuantiti	品名 Jenis Barang-Barang	價格 Harga	金額 Jumlah (RM)
	1	Cookies four n dip	18.00	
		CoD charges	5.00	
CASH / INVOICE			總計 JUMLAH RM	23.00

Terima Oleh 收貨人 \_\_\_\_\_ Disahkan Oleh 經手人 \_\_\_\_\_

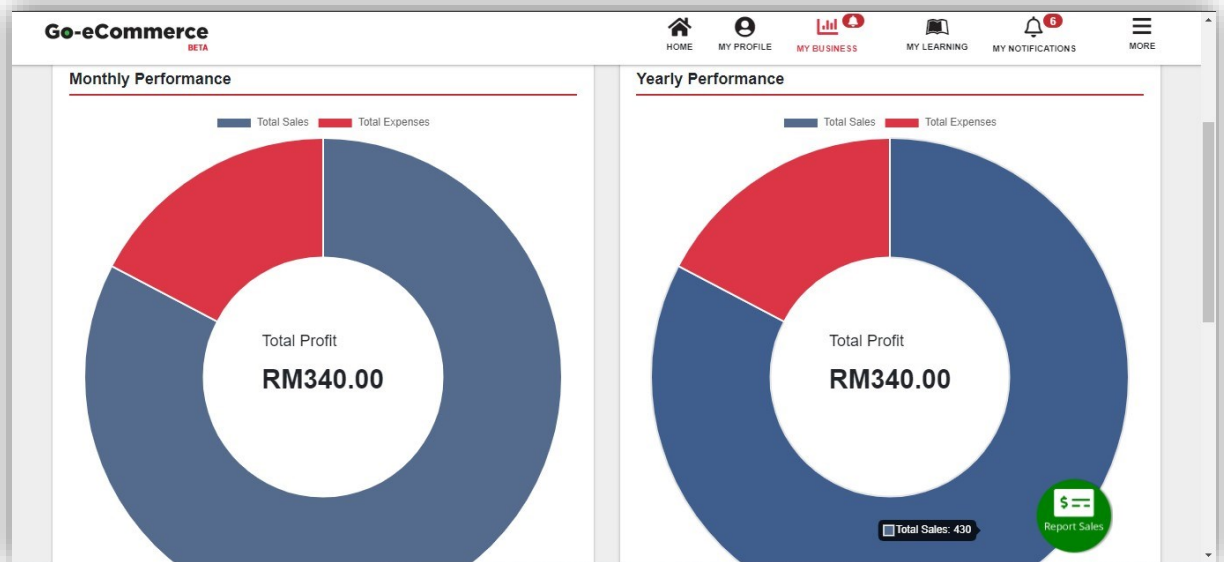
M/s. HANANI - CoD No. **19527**  
 日期 13/12/20  
 Tarikh 13/12/20

號碼 No	數量 Kuantiti	品名 Jenis Barang-Barang	價格 Harga	金額 Jumlah (RM)
	1	Cookies four n dip	18.00	
		CoD - charges	5.00	
CASH / INVOICE			總計 JUMLAH RM	23.00

Terima Oleh 收貨人 \_\_\_\_\_ Disahkan Oleh 經手人 \_\_\_\_\_



Company Name Littlemonstr	Year 2020	Month All	<a href="#">View</a>
Monthly Sales <b>RM430.00</b>	Monthly Expenses <b>RM90.00</b>	Yearly Sales <b>RM430.00</b>	Yearly Expenses <b>RM90.00</b>



## CONCLUSION

In a word, Little Monstr is a business that sells a variety of dessert from Kookies Monstr through an online method by creating a Little Monstr Facebook page. We can conclude that by conducting our business through Facebook page we are able to promote and market our products and services as well as making consciousness of our existing business among Facebook users especially those who are nearby to our business area. Through this kind of platform, we are also able to post the latest updates of our business activity.

As we carry out this project, we had learned to promote our business product by using social media such as Facebook. We gained a lot of knowledge in this subject which is Principles of Entrepreneurship. As example, we used more hash tag while posting photos in the social media to attract people to follows our product. Moreover, hashtags also play an important role in business engagement. People can see our post when they search for the similar product without following us and it can increase our sales.

On the other hand, the key to success in social media is to provide good content. The key to attract attention is reaching out to a large number of influencers. As a small business, we need to be active in making research which social network influencers are a great fit to our products. Lastly, we can share photos and videos in social media to promote our product. As well as allowing us to post in wording form, Facebook let us upload photos and videos for our products. This can be a powerful way to communicate with customers and potential customers.

## APPENDICES

Pictures of some of our customers purchases by COD:



## Pictures of customers feedbacks:

