



**UNIVERSITI TEKNOLOGI MARA
CAWANGAN SELANGOR CAMPUS PUNCAK ALAM**

**BACHELOR OF OFFICE SYSTEMS MANAGEMENT (Hons.)
FACULTY BUSINESS AND MANAGEMENT**

**PRINCIPLES OF ENTREPRENEURSHIP
(ENT530)**

**INDIVIDUAL ASSIGNMENT
SOCIAL MEDIA PORTFOLIO
FACEBOOK PAGE: TART BY KELLYSBITE**

PREPARED BY:

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ACKNOWLEDGEMENT

Alhamdulillah, I am grateful to Allah S.W.T for his mercy in giving me the strength to complete this report as it is one of the requirements that need to accomplish for subject Principles of Entrepreneurship (ENT 530).

A lot of thanks to my respectable lecturer, Dr. Syukrina Alini binti Mat Ali for all your guidance in helping me to complete my case study. I am grateful to you for giving such a great support and willing to spend your precious time for your me and my other classmate. Other than that, thanks for giving many information to all students about how to do this social media report, explain clearly about the criteria and how the marks will be taken to make sure that we do our best for this assignment.

In addition, I would like to thank all my family and friends who have shown me their endless support in completing this assignment and shared their experience and knowledge in running the business. They helped me take a great video and picture for my teaser and also my business post to make sure I could do a great job and make a good mark. Other than that, they also cared and concerned about me to make sure I was not stressful in the room alone. So, I am going to feel that they are always beside me through my ups and downs doing this assignment during this Covid-19 pandemic.

Lastly, special thanks to those directly or indirectly involved in completing my report, I feel so blessed with them for their support and effort that they had be shown in my assignment until I successfully complete my case study report.

EXECUTIVE SUMMARY

Kellysbite is a pastry-based business that sells food such as tart. Kellysbite was a well-established business in Malaysia, registered in the Go-Ecommerce portal. The products of this business are homemade and freshly baked every day and are located in Lot. 18-2, Jalan Semarak 1, Taman Sri Kembangan, 43300 Seri Kembangan, Selangor. Kellysbite's vision is to become the leading business in the pastry industry and the associated food and beverage industry, known and emulated for our highest quality products that delight customers. Meanwhile, the missions of Kellysbite business are to make fresh pastry of the best quality every day, to create an environment in which the employees can learn, grow and innovate, and lastly, to create a comfort atmosphere for the clients and customers to be able to buy their baked tart pastry. Kellysbite offers only two kinds of flavours, Cadbury and pineapple flavours at affordable prices and different packaging sizes.

In addition, this business has created a Facebook page to reach and attract their customers to buy their product Tart by Kellysbite. Currently, the page has 180 likers and followed by 201 people. The page included seven videos of teasers about the launch of new products, 16 hard sell posts about different products and prices that would tell customers about the price of the product, what benefits the customer will have from buying our products and describing the products in more detail. Other than that, there are also 16 soft sell posts that deal with the ingredients that we use to make tart, sharing the benefits of each ingredient used, tips on how to purchase, and many more. The purpose of soft sell posts is to share knowledge, information or tips with the customer so that they do not feel bored by reading different types of posts besides hard sell posts. Besides, there are 16 and more frequency of postings that allow the customer to know that the seller is active on the Facebook page. Thus, they might receive instant replies if there are any queries about Kellysbite products.

Finally, Kellysbite looks forward to the future improvement and growth of the business. Kellysbite plans to add a variety of flavours and types of pastry, such as croissants, pies and many more. Other than that, they want to receive and attract more customers by making an interesting post on Facebook with a good copywriting, beautiful pictures and a better video of the product. Kellysbite's important goal is to achieve and fulfil its vision and mission of building strong, trusted and successful business in Malaysia.

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1.0 Go-Ecommerce registration

Go-eCommerce BETA

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PERSONAL PROFILE BUSINESS PROFILE


Nuralya Syamila binti Ismail

Personal Information Edit

Name	: Nuralya Syamila binti Ismail	Phone/Mobile	: 0183244705
New Identity Card No.	: 990527145448	Home Address	: No.42, Jalan RP 4/8, Taman Rawang Perdana
Email Address	: alyasyamila99@gmail.com	District	: Gombak
City	: Rawang	Postcode	: 48000
State	: Selangor	Personal Instagram	: null
Personal Facebook	:	Race	: Malay
Gender	: Female	Special Need Required	: No
Marital Status	: Single		

Institution Information Add New

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Type of Institution	: IHL	Institution List	: Universiti Teknologi MARA
State of Institution	: Selangor	Name of Institution	: UTM Puncak Alam
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District of Institution	: Kuala Selangor	Postcode	: 42300
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Internship Enrollment	: No	Year Of Internship Enrollment	:
Month of Internship Enrollment	:	Period of Internship Training	:
Expected Year To Complete Study	: 2021	Expected Month To Complete Study	: 1
Related To Study Field	: Yes		

Go-eCommerce BETA

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PERSONAL PROFILE BUSINESS PROFILE


Nuralya Syamila binti Ismail

Company Name	: Kellysbite	Company Registration No.	:
Type Of Business	: Sdn. Bhd	Business Role	: Product Owner Edit
Facebook Page	: Tart by Kellysbite	Business Category/Business Sub-Category	: Food & Beverages / Food & Beverages
Wechat for Business	:	Business Instagram Page	: kellysbite
Marketplace	: Shopee	Business Website	:
Business Related to Your Study Field	: Yes	Type Of Website	:
		Experience in International Export	: No