



اَوْنِفُورْسِيْتِي تِيكْنُولُوجِي مَارَا
UNIVERSITI
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MARA



Principles of Entrepreneurship
(ENT530)



Social Media Report
BA2424B

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Acknowledgement.

First of all, I am grateful to Allah SWT for establishing me to complete this social media report. I also would like to show our gratitude to my beloved Principles of Entrepreneurship (ENT530) lecturer, Madam Norliza binti Saiful Bahry for giving me good advices and guide me in order to complete this assignment.

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Executive Summary

For subject Principles of Entrepreneurship (ENT530), all UITM students that take this subject has to figure out any business or products that they wanted sell on social media as part on this assignment. We were given a choice whether the products are self-owned or the students are the agent of the product. The social media that we were assigned to do the online business if Facebook. The main reason we were assigned to do this assignment because it is the part of this subject where students needs to learn on how they can promote and market their business with different type selling. The students also need to be creative on how to make their posting unique while still able to attract their target customers on Facebook.

First and foremost, we have to create our own business Facebook page. Besides, we also need to post our teaser without revealing our products yet in order to attract people first and increase their curiosity about our products. Once we have reveal our products, we have to start selling our product by posting hard sell and soft sell. We have to use our creativity to diversify our soft sell and hard sell posting in order to attract the customers to like our Facebook page and buy our products. For soft sell and hard sell posting, I have created different posting with many photos to ensure that my target customer is interested to buy my products. As requested by our lecturer, I have posted 16 soft sell and hard sell each, 7 teasers and reached at least 90 likes for my Facebook page.

For this assignment, I have chosen to use my own business which is Selalu Bake. For this business, I sell various flavour of homemade cheesecake. Since our products is homemade, our business is based in Ampang which is where I live in. We choose to sell cheesecake not only because I love to eat cakes but also baking is one of my hobby. Besides, we think nowadays many bakeries tend to sell cheesecake for a quite expensive price just because it made out of cheese which it is a fancy ingredient. So we want to create a cheesecake with affordable price while still maintaining the fancy-ness through the high quality ingredients that we used to make these cheesecakes.

Our cheesecakes come in five different sizes that customers can choose from depends on their preferences. Besides, in term of delivery services, we also provided charge on delivery service around Kuala Lumpur and free delivery for Ampang area or self-pickup. The customers have to ordered at least 24 hours before delivery time to ensure my cheesecake is served fresh from the oven and live up to their expectations. Our mission and vision both emphasis on providing the best customer service with creating the best homemade cheesecake.

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2. Introduction of Business.

2.1 Name and Address

Selalu Bake is a business that sell homemade cheesecake with variety of flavours to choose from. This business has operated since July 2020 until now. Our business is located at No 20, Jalan Nirwana 14, Taman Nirwana, 68000 Ampang, Selangor. We chose the name of 'Selalu.Bake' which is combination of Malay and English word to be our business name because my target customers are all people from all races. Besides, we also used one the most common Malay words which is 'selalu' because we want to come out with the name that is very catchy and easy for our customer to remember. The business trademark or motto is 'Made Fresh for You' which also describes my products. This is because the cheesecake that the customer ordered will be made on the same day of the delivery to ensure the cheesecake is very fresh once it reach to customer's hand.

The idea of creating this business comes not only because I love to eat cakes, but also because I love to bake instead of buying it and I have a secret cheese cake recipe that I think could be my product speciality. In addition, we are currently living in the midst of pandemic which I think all people are struggle to make side income in order to survive with the current economy. So we also take this opportunity to start this business since currently we only staying at home for my online distance learning which make it easier to run this business. Our business product is suitable for someone that have sweet tooth and love cheesecake. Besides, our product also suitable for customers that wanted to eat high quality and delicious cheesecake at a cheaper price compared to bakery store in the market. This is because they can only buy cheesecake from Selalu Bake as low as RM 35.00 and the highest is only for RM 100.