



اَوَيْتُ رَسْمِيَّتِي تَيْكُونُ لَوِجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Filem, Teater
dan Animasi

**FAKULTI FILEM, TEATER DAN ANIMASI (FITA)
UNIVERSITI TEKNOLOGI MARA (UiTM)**

COUSE CODE/NAME:

ENT 530- PRINCIPLES OF ENTREPRENEURSHIP

TITLE OF ASSIGNMENT 2:

SOCIAL MEDIA PORTFOLIO

‘THE LUCKY DESSERT’

PREPARED FOR:

DR. NURHUDA BINTI NIZAR

PREPARED BY:

FATIN NURUL ARISHA BINTI ZAINI

STUDENT ID:

2019455624

PROGRAM:

FF2374A- BACHELOR OF CREATIVE INDUSTRY MANAGEMENT (HONS) FILM
PRODUCTION MANAGEMENT

DATE OF SUBMISSION:

16th JULY 2021

ACKNOWLEDGEMENT



First and foremost, I would want to appreciate and thank Almighty Allah for providing me with the strength to complete this task, and enable me to complete this task successfully. I wouldn't have reached this far without His blessing, even though I had to overcome numerous barriers and obstacles while completing this research.

Therefore, I had wanted to express my gratitude to Dr. NurHuda Binti Nizar, my lecturer in ENT 530, because without her guidance, my assignment would not have been completed properly. She always provides me encouragement and advice every time in lectures on how to complete my assignments. As well, she kindly coped with my attitude and provided me with a lot of information so that I could create the best-assigned tasks. She was a huge inspiration for me to work on this project. I had also like to express my appreciation to her for instructing me in this course which is I had received a lot of knowledge from her.

On the other hand, thank you to my beloved friend who has always been with me and helped to make a good project with all the resources and responsibilities. I hope that all of the resources will be beneficial to us. I wish this to all of our classmates since they are always willing to share their thoughts and give encouragement so that we may develop our project in a variety of different ways. In Addition, I also want to thank University Technology Mara (UiTM) Puncak Perdana for allowing me to complete my writing report project.

Last but not least, I like to express my thanks and appreciation to, who did everything to help me succeed, whether it was by building confidence or financial assistance to meet all of the expenditures related to completing the entrepreneurship assignment (ENT 530).

EXECUTIVE SUMMARY



In general, dessert is a dish that is loved by all ages, especially teenagers. Not only that but dessert is also accepted by all communities across the country. For them, dessert is able to bring joy with various types of desserts which consist of different flavours. Usually, this dessert will be taken by after enjoying a heavy meal.

In connection with the above statement, the business conducted is related to the sale of dessert namely Cheese-Tart from The Lucky Dessert. We only focus on one product, which has two flavours, namely '*Biscoff Cheese-Tart*' and '*Blueberry Cheese-Tart*' which can be served or accepted by all generations regardless of race. Among the purpose of The Lucky Dessert, preparing dessert is to meet the needs and tastes of the latest customers. The Lucky Dessert is a small business that was just started in 2019. Initially, this small business was only run by two people with their own capital but has grown to 5 people since last year where the business became known to many people. In addition, this cheese-tart comes with a set, which is in one box has *6 pieces*, *16 pieces*, and *25 pieces*. In addition, our business accepts orders from small quantities to large quantities at reasonable prices.

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1.0 GO E-COMMERCE ✓

Go E-Commerce is a website that must be accessed through the internet which aims to conduct online buying and selling activities. The existence of Go E-Commerce is to make the dissemination or marketing of all buying and selling activities carried out between sellers and buyers. The use of Go E-Commerce is open to anyone who wants to open a business and wants to go further. Not only that, Go E-Commerce has provided some business-related information such as copywriting, use of the Facebook application, ways to earn more profit and so on which is focused on merchants who want to know more in-depth about the business at a free price only. In addition, there are various benefits to sellers by browsing Go E-Commerce where their business will be easier to find by customers out there by simply accessing online. At the same time, it can save time for both parties to make a sale or make a purchase. It is related, to payment transactions that have been simplified due to the 3 types of payments that have been generated, namely through transfers, cash on delivery, or payments using credit or debit cards.

In connection with the business that I will open as an owner, I have registered a small business through Go E-Commerce in the name of The Lucky Dessert. Here are the details regarding the registration that has been done:

Have you updated your sales today? Update your sales regularly to collect more points!

PERSONAL PROFILE **BUSINESS PROFILE**

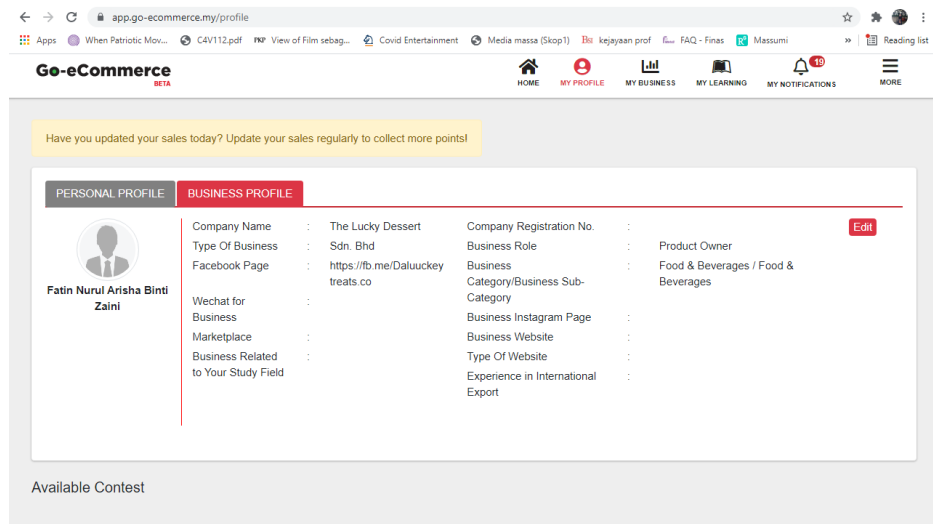
Personal Information

Name	Fatin Nurul Arisha Binti Zaini	Phone/Mobile		Edit
New Identity Card No.		Home Address		
Email Address		District		
City	Kuala Lumpur	Postcode		
State	WP Kuala Lumpur	Personal Instagram	null	
Personal Facebook	https://www.facebook.com/fatin.n.arisha/	Race	Malay	
Gender	Female	Special Need Required	No	
Marital Status	Single			

Institution Information [Add New](#)

UITM Puncak Perdana - NH-ENT530			
Type of Institution	IHL	Institution List	Universiti Teknologi MARA
State of Institution	Selangor	Name of Institution	UITM Puncak Perdana
Address of Institution	Universiti Teknologi MARA Kampus Puncak Perdana	City	Puncak Perdana

Personal Profile



Business Profile



Not only that, I as the owner of The Lucky Dessert have also attended several classes organized by Go E-Commerce online. They provide very complete information to sellers who are just starting a business. Also, these are the certificates where I have attended online classes through Go E-Commerce:





Go E-Commerce Certificates



2.0 INTRODUCTION OF BUSINESS ✓

The Lucky Dessert is a small business run by me with the main purpose of which is to fill free time only. This small business started in 2019. Initially, The Lucky Dessert only sold a few types of cookies such as *Cadbury cookies* and *chocolate chip cookies* which can be said to be popular at that time. However, this business stopped for a while to give space to produce different desserts. Since last year, I have been considering releasing a dessert that will appeal to a wider audience and sell for an affordable cost. As previously stated, The Lucky Dessert's background is as follows:

2.1 BUSINESS OWNER PROFILE



OWNER OF THE LUCKY DESSERT ✓

FULL NAME:	Fatin Nurul Arisha Binti Zaini
ADDRESS:	
PHONE NUMBER:	
DATE OF BIRTH:	27.06.1998
RACE:	Malay
EMAIL:	

2.2 BUSINESS PROFILE

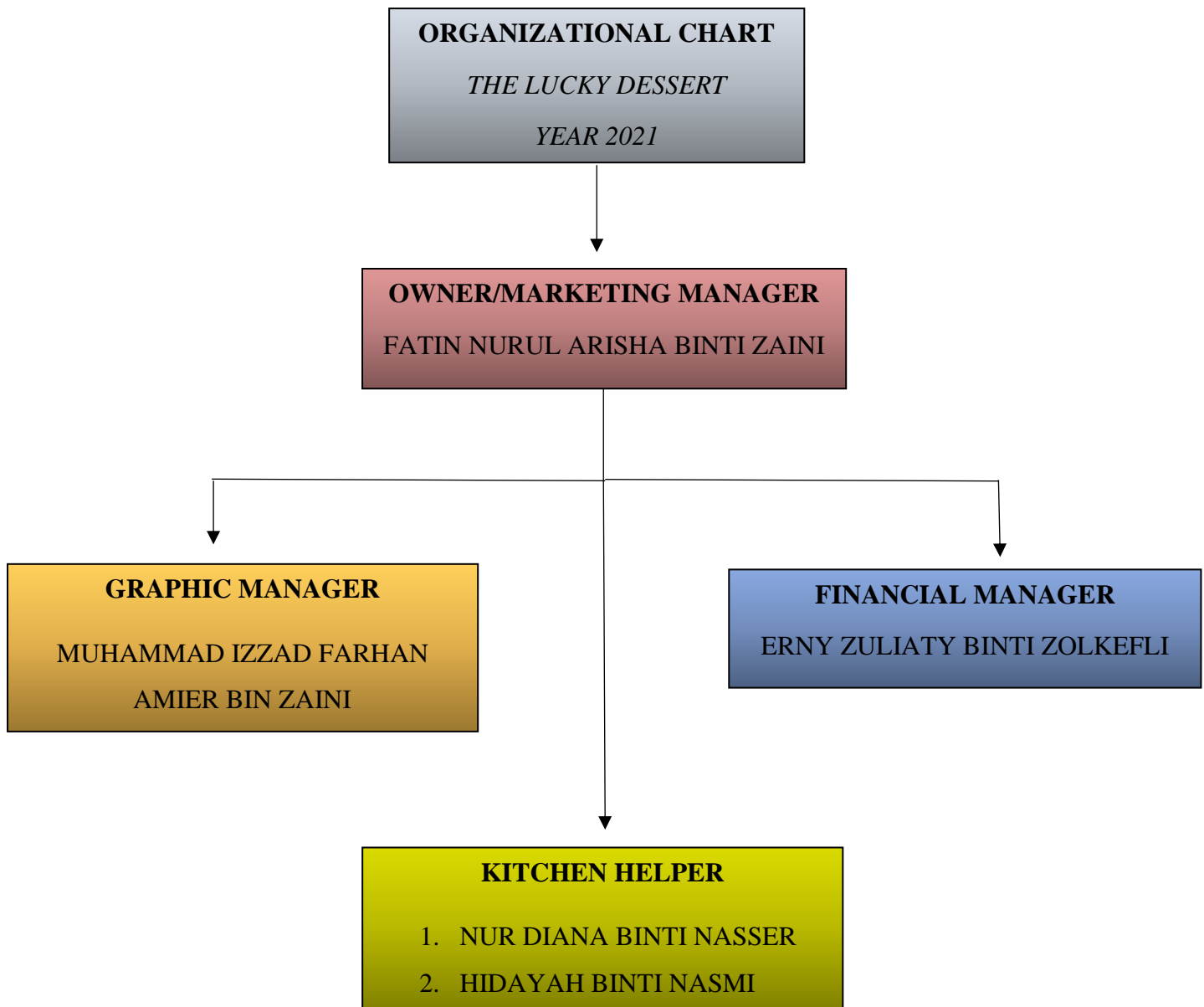


The Lucky Dessert Sticker

NAME OF BUSINESS:	The Lucky Dessert
OWNER'S NAME	Fatin Nurul Arisha Binti Zaini
YEAR OF ESTABLISHED:	10 th April 2018
BUSINESS NUMBER:	
PREMISES ADDRESS:	
EMAIL:	
CATEGORY BUSINESS:	Food & Beverages Industry
TYPE OF PRODUCT:	Cheese-Tart
PLATFORM MARKETING:	<ul style="list-style-type: none">• FACEBOOK PAGE (https://www.facebook.com/Daluuckeytreats.co)• WHATSAPP BUSINESS (https://wa.me/message/AUCOCTRFQKCTC1)• INSTAGRAM (https://instagram.com/theluckydessert?utm_medium=copy_link)

2.3 ORGANIZATIONAL CHART IN THE LUCKY DESSERT ✓

There are only 5 people are involved in The Lucky Dessert business. This is because the business is only running on a small scale. Here is the organization chart inside The Lucky Dessert since the business was stable in 2019:



2.4 MISSION AND VISION OF THE LUCKY DESSERT ✓

In general, a business that is opened definitely has a purpose to be achieved. Therefore, it is important for a company large or small to have, and set a goal or more called a mission and vision where a business is focused to further expand its business. Accordingly, the mission and vision of The Lucky Dessert are as follows:

2.4.1 MISSION OF THE LUCKY DESSERT ✓

- Want to open several branches of The Lucky Dessert in Malaysia.
- Want to meet the needs of customers by always following current developments.
- Provide the best service and communication.
- Always prepare fresh desserts using premium ingredients.

2.4.2 VISION OF THE LUCKY DESSERT ✓

- Want to be one of the well-known businesses in the industry producing quality desserts in Malaysia.
- Provide satisfaction and joy to The Lucky Dessert customers.

2.5 DESCRIPTIONS OF PRODUCTS IN THE LUCKY DESSERT ✓

Through these descriptions, I will explain in more detail the products sold by The Lucky Dessert, namely '*Biscoff Cheese-Tart* and *Blueberry Cheese-Tart*'. We will ensure that every product produced is guaranteed deliciousness and softness of the texture that satisfies the customer. By doing so, it will strengthen the relationship between sellers and customers to always buy our products.

2.5.1 PRODUCT

First of all, I will go to the product descriptions which is '*Biscoff Cheese-Tart* and *Blueberry Cheese-Tart*': ✓



BISCOFF CHEESE-TART

- ❖ Homemade Biscoff Cheese-Tart
- ❖ Topped with Signature Cream Cheese
- ❖ Finished with Biscoff Sauce and Biscoff Crumbs
- ❖ Premium Ingredients
- ❖ Can last for 2 days
- ❖ Suitable for teenagers and the elderly (7-year-old to 60-year-old)



BLUEBERRY CHEESE-TART

- ❖ Homemade Blueberry Cheese-Tart
- ❖ Topped with Blueberry Fruits and Blueberry Sauce
- ❖ Premium Ingredients
- ❖ The Tart Filling with Blueberry Sauce
- ❖ Suitable for teenagers and the elderly (13-year-old to 60-year-old)

2.5.2 PRICE ✓

Next, is the price. Price is an important element in profiting from such sales activities. Therefore, The Lucky Dessert has put a price that can be bought by all targets regardless of the middle class or high class. This is the price list for both cheese-tarts:

PRICE LIST OF BISCOFF CHEESE-TART & BLUEBERRY CHEESE-TART



6 PIECES	RM 12
16 PIECES	RM 30
25 PIECES	RM 48

The price shown above is the price that has been determined for several pieces which one piece of cheese-tart is only RM 2 only. Also, the price will still be the same if they want to mix the two flavors of the cheese-tart. This is because The Lucky Dessert opens up opportunities for customers to taste different flavors. Even though using premium ingredients, but we still put an affordable price in order to maintain a relationship with customers so that they are satisfied with our products and services. However, the price will change if The Lucky Dessert makes a promotion during the festive season with the aim of attracting more customers. Not only that, but the price change will also change if getting orders in large quantities if the customer wants to hold a certain event.

2.5.3 PEOPLE ✓

Before our business started, we had discussions to focus this cheese-tart business to targets audiences who interested in desserts. In addition, the main focus of sales of such products is for all generations, religions, and regardless of age. For example, single, married, or with family. Therefore, we will inform them in detail, so that they trust the products. For example, we produce products using halal ingredients and are guaranteed to be acceptable to everyone. Other than that, The Lucky Dessert's target is focused on individuals or organizations looking to create a special event where we receive orders in large quantities.

2.5.4 PLACE

Furthermore, it is a place of business done to sell these cheese-tart products either in physical form or online platform. First, The Lucky Dessert focuses the place of business through two social media platforms which can be said to be a well-known platform used by many people regardless of age. At the same time, it can attract many people to buy by making it easier for them to make searches while saving time. One of them is through Facebook Page. The advantage is that each ad can be micro-targeted and can reach high eyeballs at an affordable cost. The purpose for the two platforms we use is because we can market the product at a free price or be able to advertise the product at the charge at a lower price. Next, is through Instagram. Instagram is a marketing platform that we always use to update each post, so that all buyers are alerted about the sale made, and so on.

Meanwhile, we have also decided to use the payment method to make an easier way for customers after making a reservation from us. The method used is by using cash on delivery or the buyer can also make an online transfer. Usually, if cash on delivery, we only accept nearby areas only. Other than that, if the buyer who made the order is sitting in a remote location, we will often ask the buyer to make full payment first. This is to avoid losses if there are buyers who cancel last-minute orders. Therefore, the delivery of products done by us is by using cash on delivery (COD) or using e-hailing if the place is outside the Damansara area depending on the buyer's request whether to pick up or deliver.

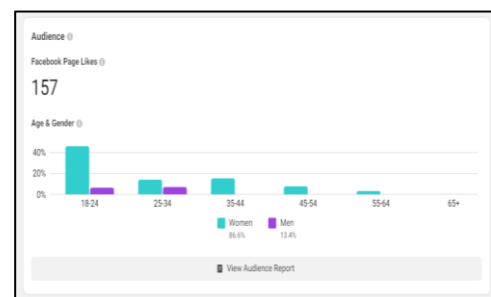
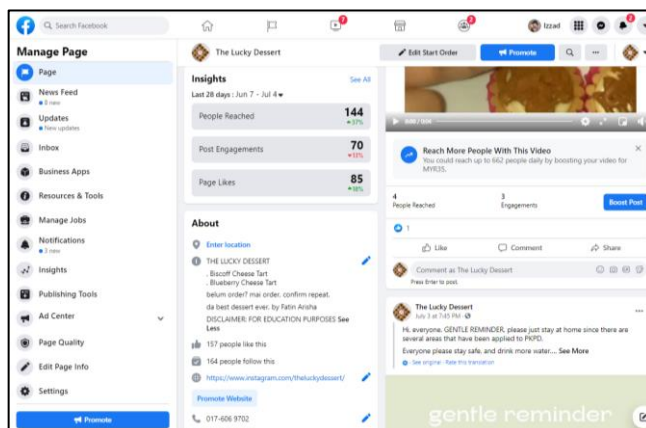
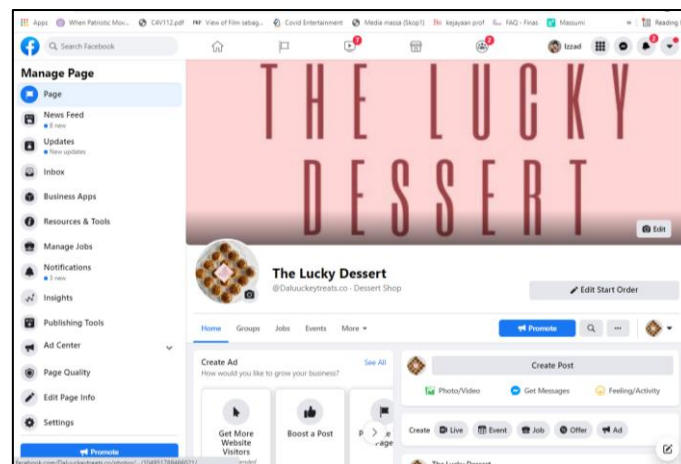


3.0 CREATING A FACEBOOK PAGE ✓

As we know, Facebook is an application used by many people throughout the country, including Malaysia, which is an extensive communication network. This Facebook application brings many benefits to an individual to connect with each other. Other than that, the Facebook application is now widely used to make marketing about the product you want to sell to be known and be able to attract many customers. The purpose of many merchants who sell their products or services through Facebook because the application creates a *Facebook Page* which facilitates customer search to find the product they want to buy.

3.1 FACEBOOK PAGE ✓

Because of that, The Lucky Dessert focuses on sales by creating a Facebook Page which makes it easy for us to update current developments through photos, videos, and more. Here is an example of a Facebook Page created by The Lucky Dessert:



FACEBOOK PAGE: THELUCKYDESSERT

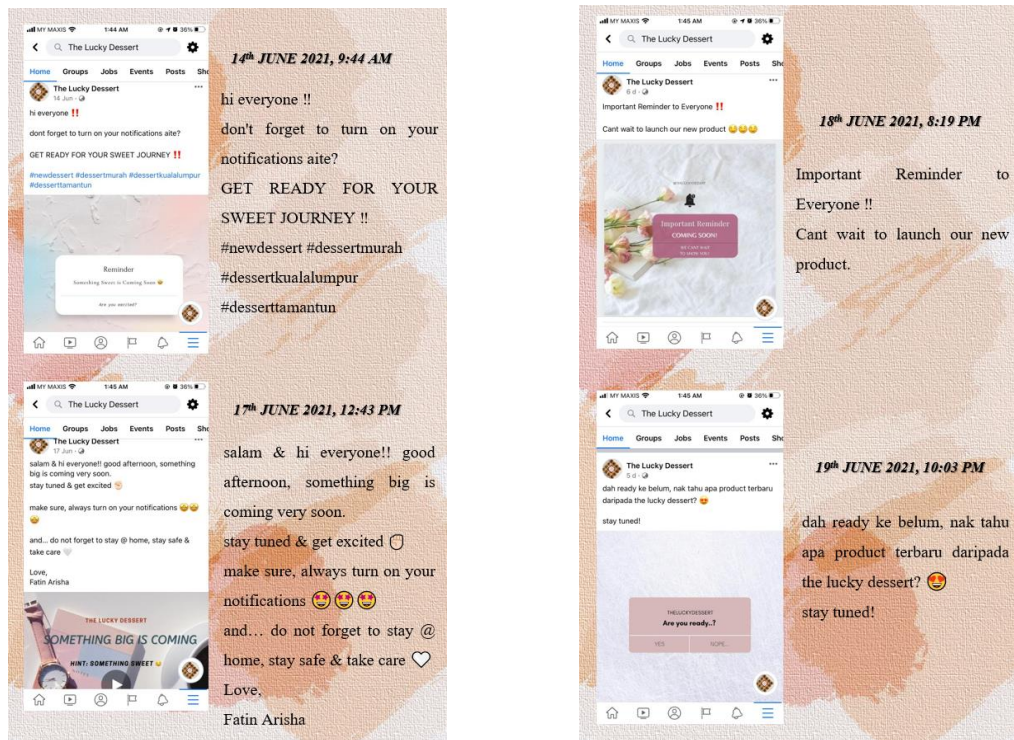
3.2 CUSTOMING URL FACEBOOK PAGE ✓

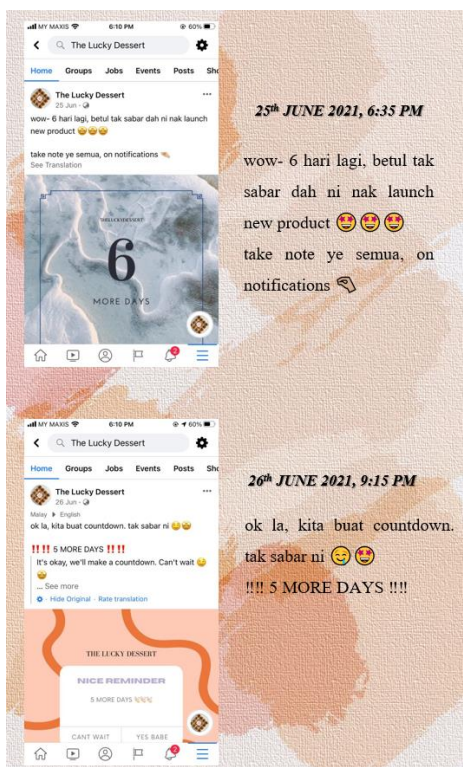
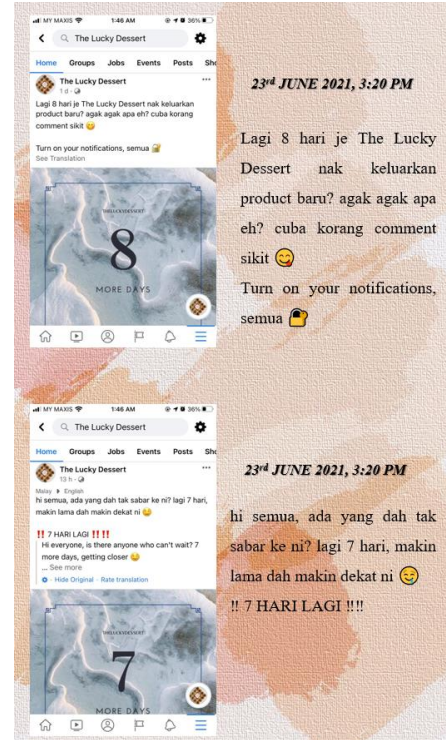
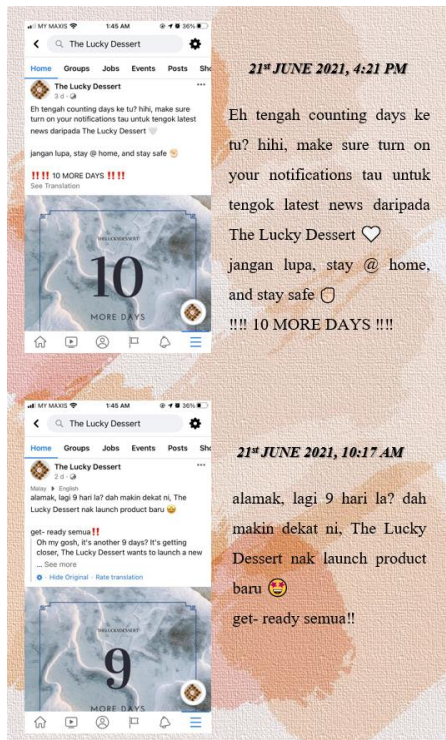
As we all know, if you have created a Facebook Page, it will indirectly create a URL. URL is an abbreviation of Uniform Resource Locator whose function is to point to the address of a resource on the internet. The purpose of the URL is to make it easier for customers to get to the website they want. Therefore, The Lucky Dessert has also provided a URL where regular or new customers can search about our products. This is the URL for The Lucky Dessert:

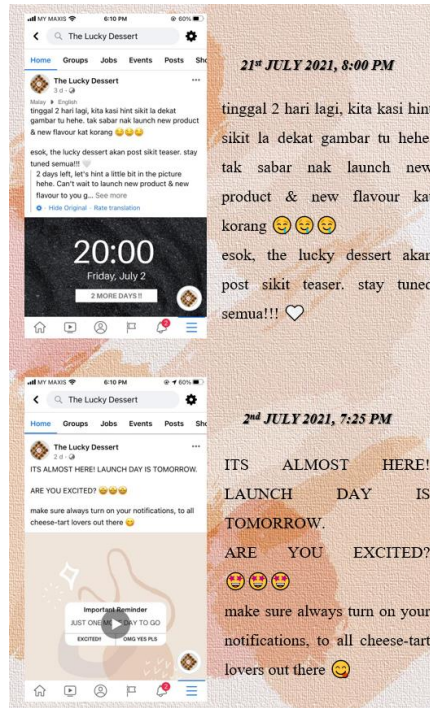
URL: <https://fb.me/Daluuckeytreats.co>

3.3 FACEBOOK POST OF TEASER THE LUCKY DESSERT ✓

First of all, the first post done by The Lucky Dessert was through a teaser. The purpose of the teaser is to inform customers that a new product will be released. More specifically, we put counting days on each teaser uploaded. The teaser from The Lucky Dessert on the Facebook Page is as follows:







21st JULY 2021, 8:00 PM

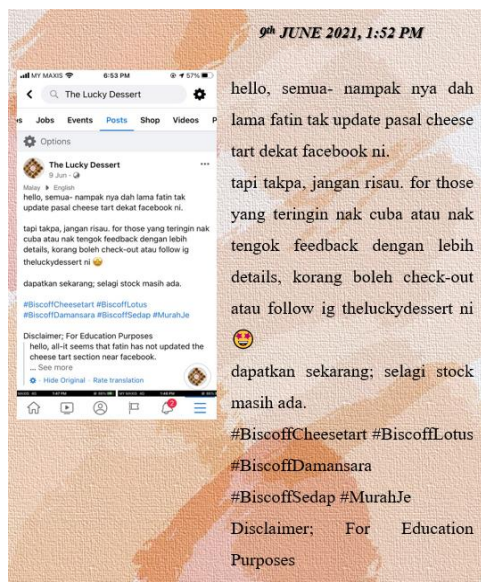
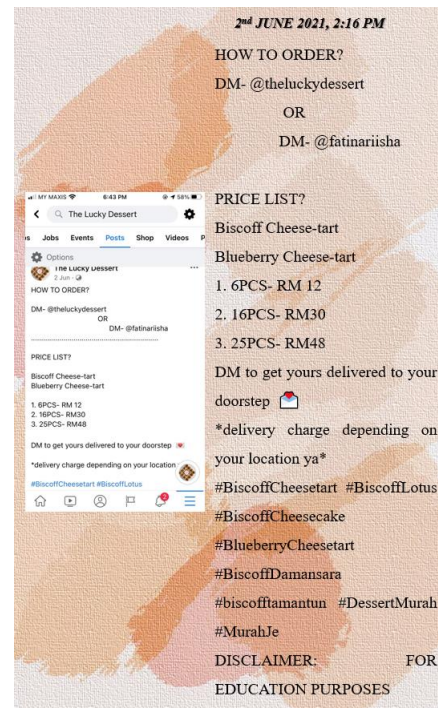
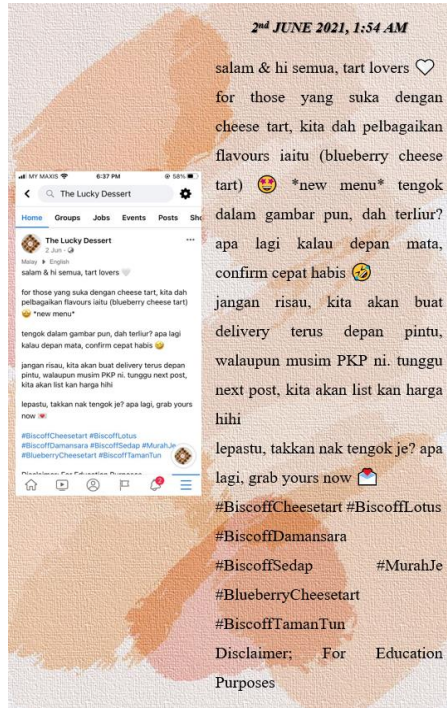
tinggal 2 hari lagi, kita kasi hint sikit la dekat gambar tu hehe. tak sabar nak launch new product & new flavour kat korang 😊😊😊 esok, the lucky dessert akan post sikit teaser. stay tuned semua!!! ❤️

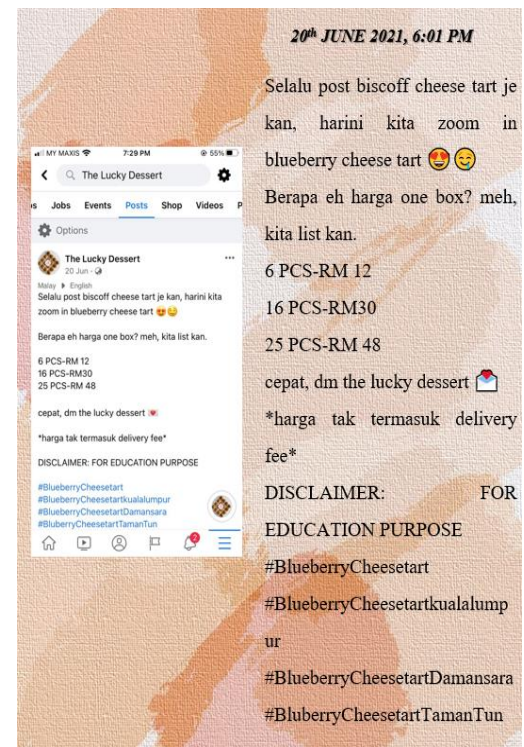
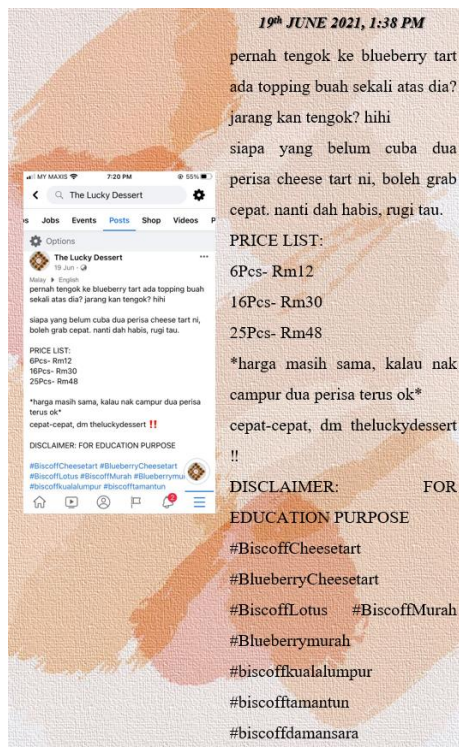
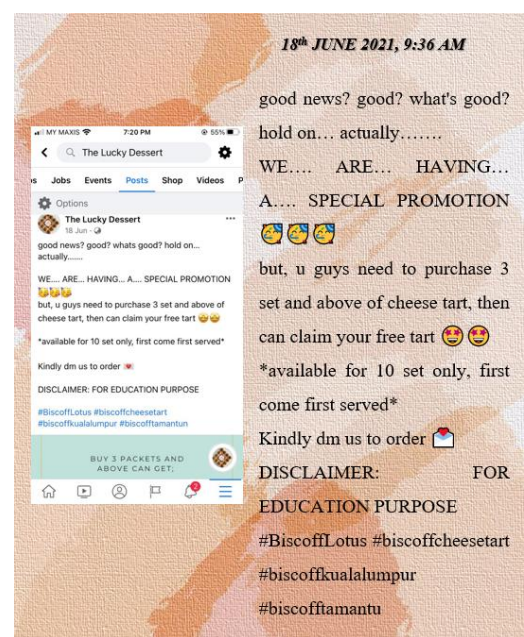
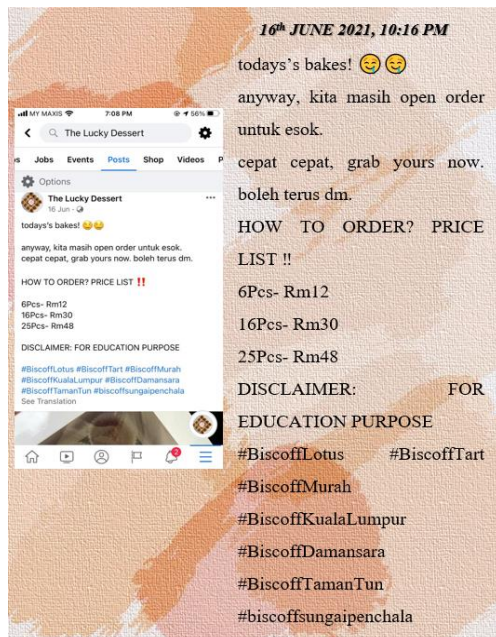
2nd JULY 2021, 7:25 PM

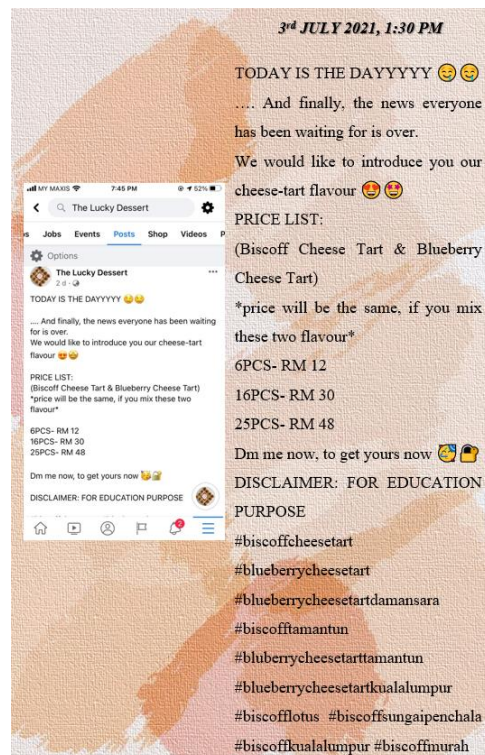
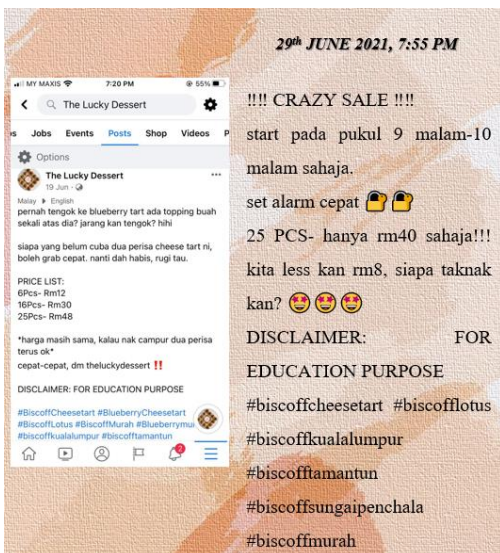
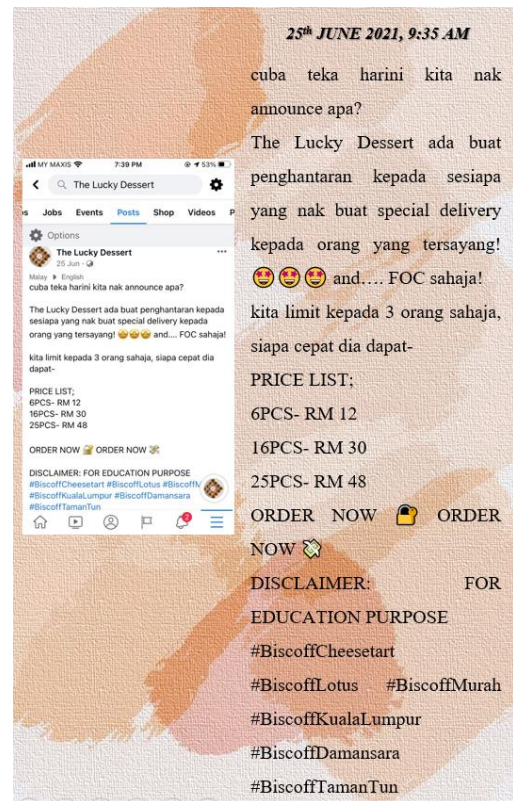
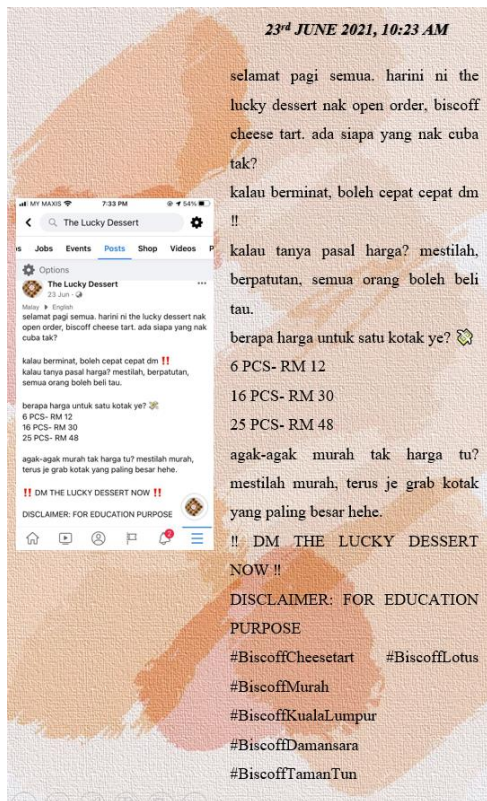
ITS ALMOST HERE! LAUNCH DAY IS TOMORROW. ARE YOU EXCITED? 😊😊😊 make sure always turn on your notifications, to all cheese-tart lovers out there 😊

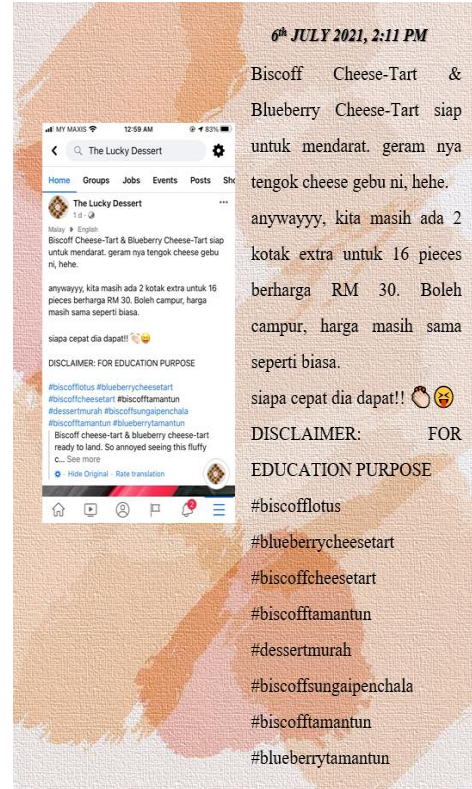
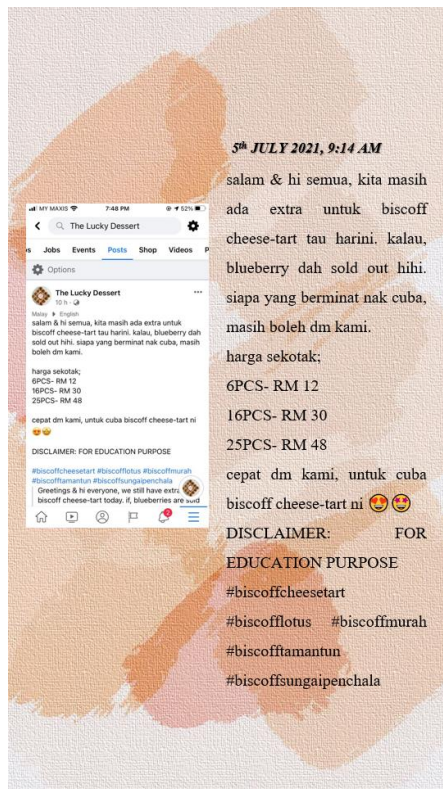
3.4 FACEBOOK POST OF COPYWRITING (HARD SELL) THE LUCKY DESSERT

Meanwhile, the hard sell produced by The Lucky Dessert is to provide information regarding the price so that the information is clear to the customer.



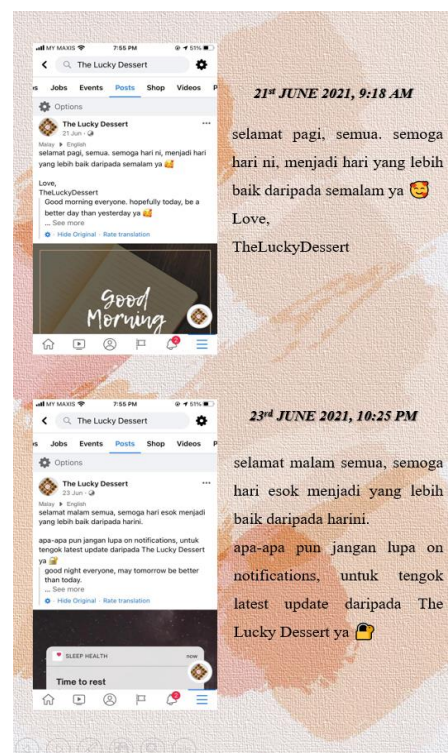
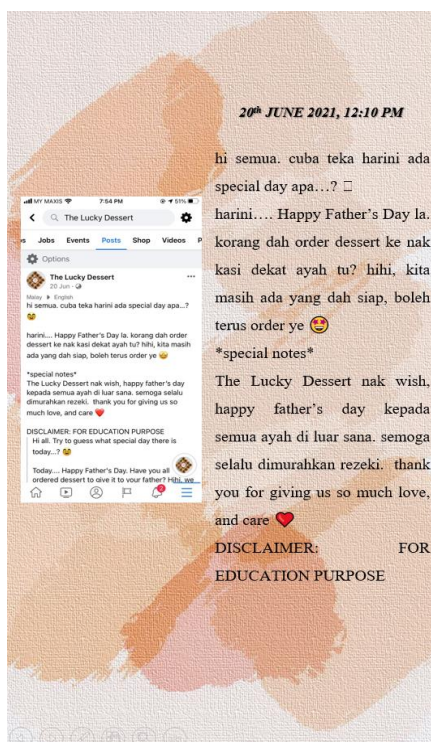
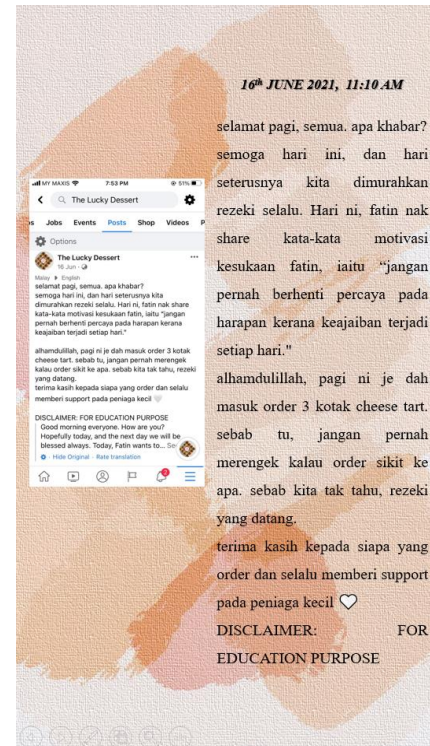
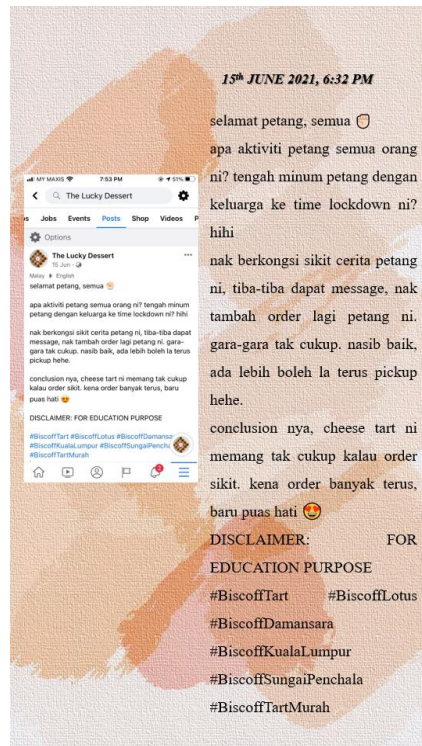


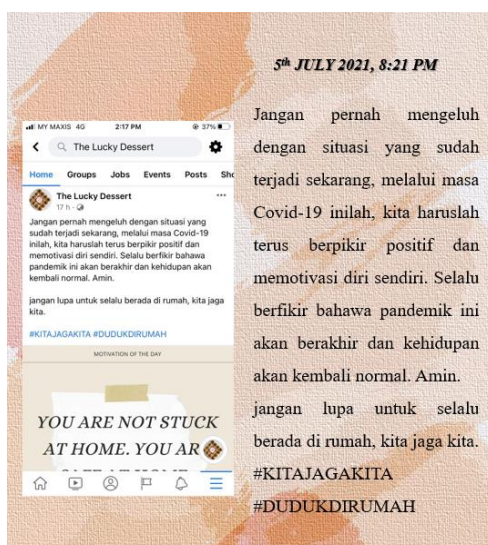
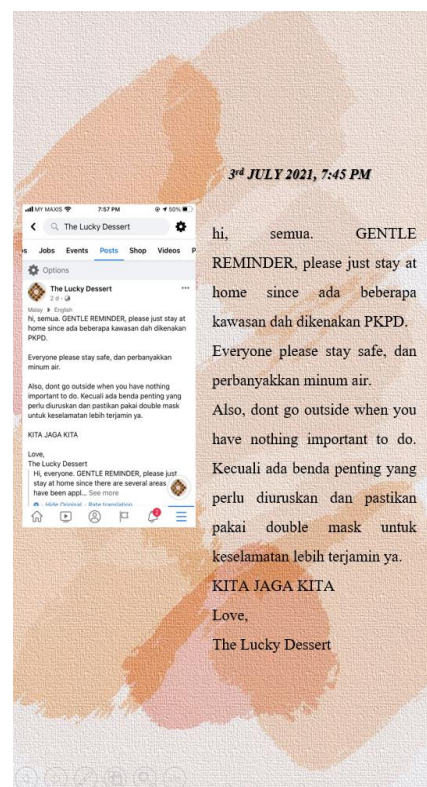
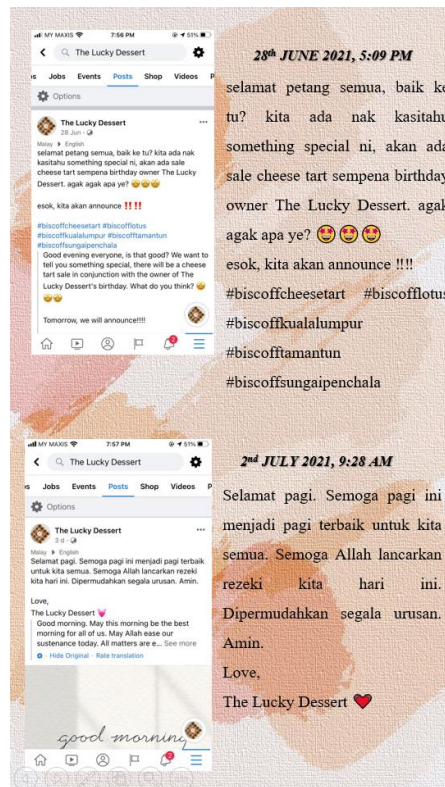


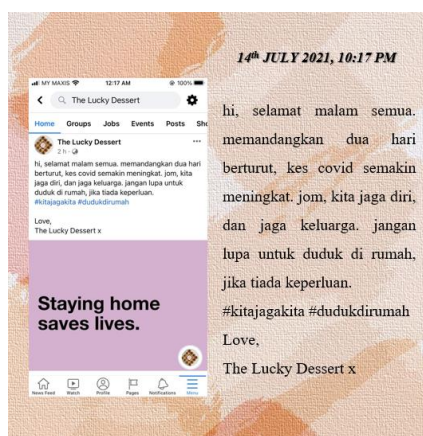
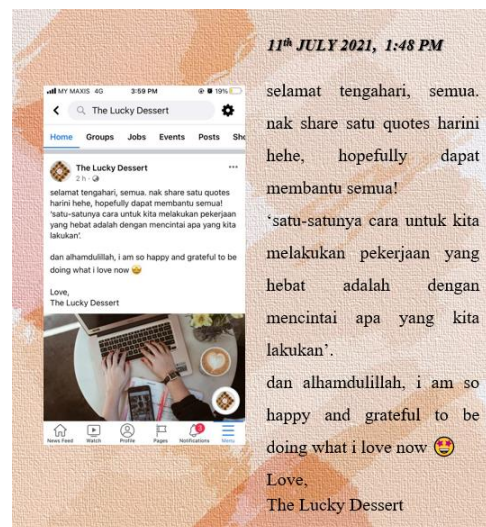
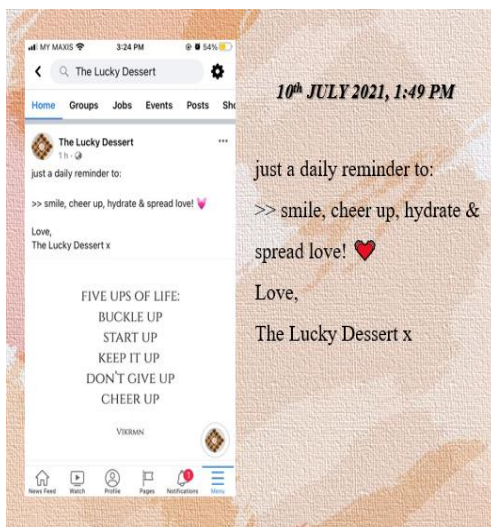
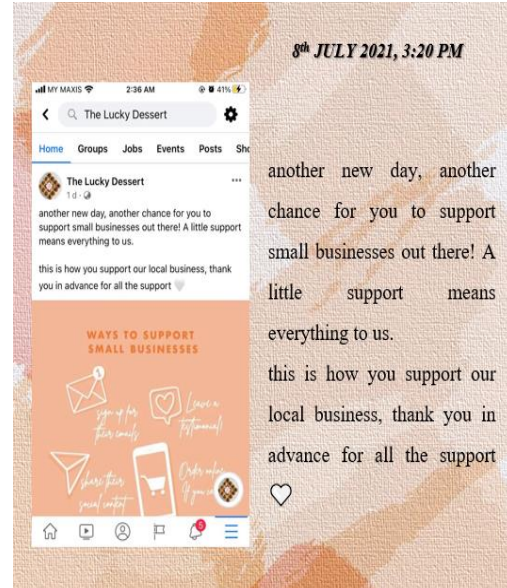
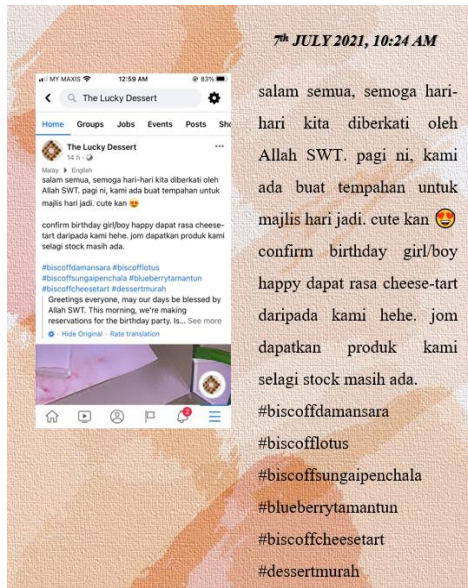


3.5 FACEBOOK POST OF COPYWRITING (SOFT SELL) THE LUCKY DESSERT

Next, is a soft sell where the copyright made must contain elements to the sentence that does not indicate that you want to sell the product. Furthermore, through soft sell, buyers can share tips or motivation to get to know or be closer to customers. Turning to the soft sell done by The Lucky Dessert, it is as follows: ✓

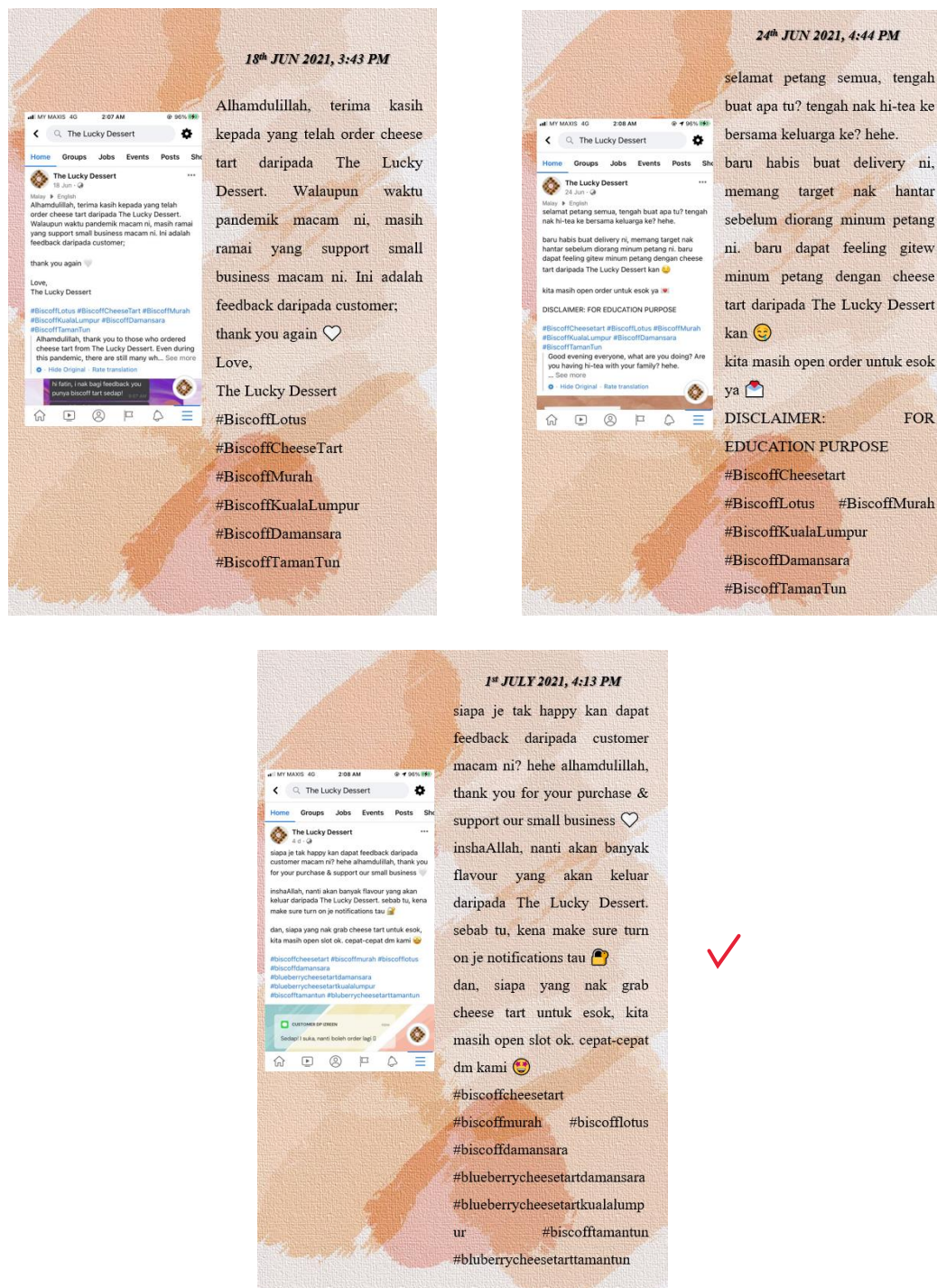






3.6 FACEBOOK POST OF FEEDBACK THE LUCKY DESSERT

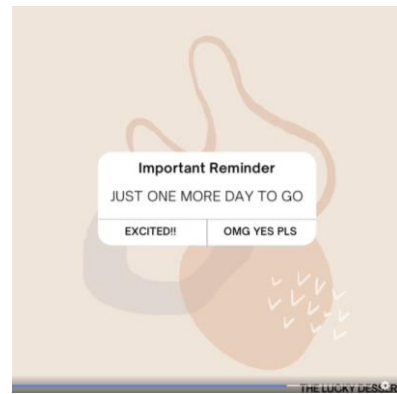
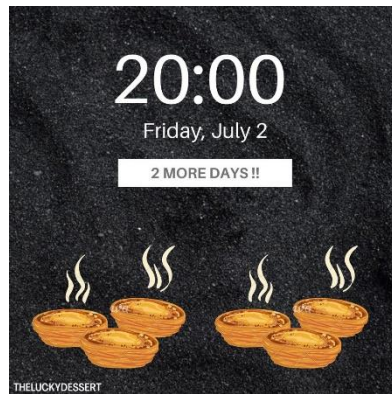
Usually, after delivering a product to the customer, the seller will always get updates from the customer to ask for feedback about the product. And that is a concept applied in The Lucky Dessert which will always be in touch with customers to find out feedback. One of the purposes of this is to make sure that our products deliver in a good condition, and the taste can be accepted by them. Indirectly, a good relationship will be established. Here is an example of feedback from The Lucky Dessert: ✓



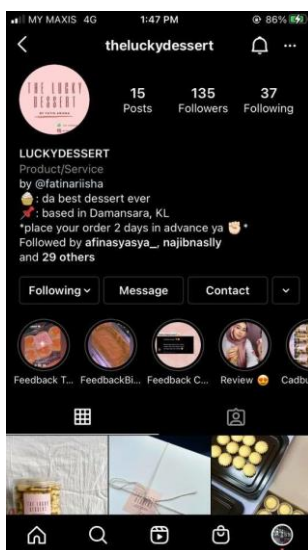
3.7 GRAPHIC PICTURE OR VIDEO POST BY THE LUCKY DESSERT

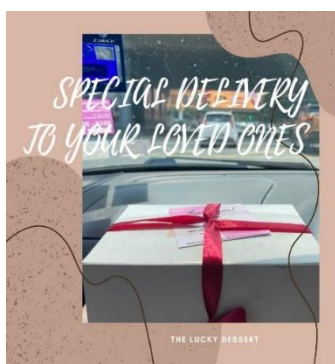
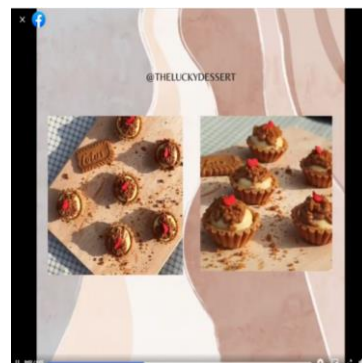
3.7.1 TEASER POST





3.7.2 HARD SELL POST



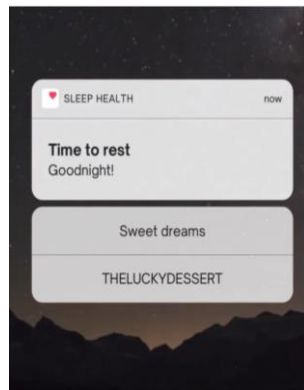


Pictures only?

3.7.3 SOFT SELL POST



good
morning





FIVE UPS OF LIFE:

BUCKLE UP

START UP

KEEP IT UP

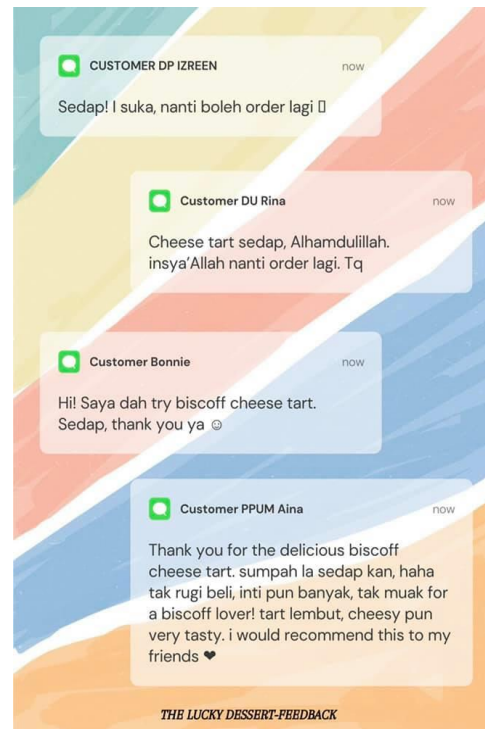
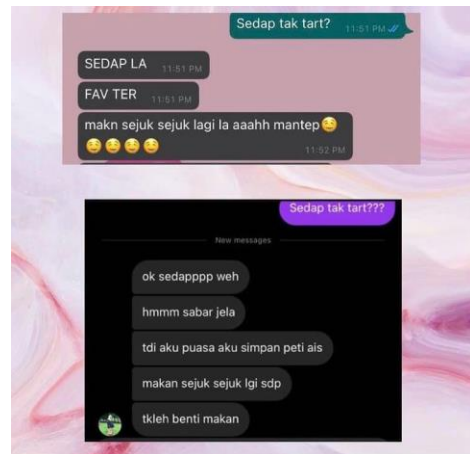
DON'T GIVE UP

CHEER UP

VIKRAM



3.7.4 FEEDBACK POST



4.0 CONCLUSION

In conclusion, through the business from The Lucky Dessert, we were able to attract customers from social media platforms that are focused on the use of Facebook Pages where the target through the application is wider. We put various captions along with pictures and videos that have been done by us in attracting many customers. As well as, with the attachment of feedback from customers who have bought which aims to convince other customers to try our products.

As has been said, all ages are able to run a business by selling a product or service that they want to focus on based on the interests of today's society. It can also be said that lack of experience in the field of business is not an obstacle to continue the business to progress with high profits. Moreover, technology is now increasingly sophisticated where many people can get knowledge online only. In addition, a Go E-Commerce website has now been created which provides all classes related to business for free online.

All in all, before a business is run by an individual or organization, those involved with the business should have a prior discussion about the target, point of sale, marketing, and so on. This aims to avoid the occurrence of major problems which will result in losses.

