

Fakulti Filem, Teater

## 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:**

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## **PROGRAM:**

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

**DATE OF SUBMISSION:** 

16<sup>th</sup> JULY 2021

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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:

Ge-eCommerce				A 😣		.11		¢¹9	
Have you updated your sa	ales today? Update your sale	es regu	any to collect more points!	HOME MY PROFILE	MY	SU SINE 5.5	MY LEARNING	MY NOTIFICATIONS	
PERSONAL PROFILE	BUSINESS PROFILE								
	Personal Information								
	Name		Fatin Nurul Arisha Binti Zaini	Phone/Mobile Home Address					1
Fatin Nurul Arisha Binti Zaini	New Identity Card No.			District					
	Email Address			Postcode Personal Instagram		null			
	City State		Kuala Lumpur WP Kuala Lumpur	Race		Malay			
	Personal Facebook		https://www.faceboo k.com/fatin.n.arisha/	Special Need Required		No			
	Gender		Female						
	Marital Status		Single						
	Institution Information								Ad
	UiTM Puncak Perd	lana -	NHN ENT530						
	Type of Institution		IHL	Institution List			ti Teknologi		
	State of Institution		Selangor	Name of Institution		MARA UITM PI	incak		
	Address of Institution		Universiti Teknologi MARA Kampus			Perdana			
	in subatori		Puncak Perdana,	City		Puncak	Perdana		
				nal Profi					

Have you updated your sa	les today? Update your s	ales r	egularly to collect more poir	ntsl			
PERSONAL PROFILE	BUSINESS PROFILE						
	Company Name		The Lucky Dessert	Company Registration No. Business Role	Product Output		Edit
	Type Of Business Facebook Page		Sdn. Bhd https://fb.me/Daluuckey	Business Role	Product Owner Food & Beverages	Food &	
Fatin Nurul Arisha Binti	Wechat for		treats.co	Category/Business Sub- Category	Beverages		
Zaini	Business			Business Instagram Page			
	Marketplace			Business Website			
	Business Related to Your Study Field			Type Of Website Experience in International			
	is is a study riold			Experience in international Export			
ailable Contest							

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:

eUsahawan"	eUsahawan
Certificate of Completion	CERTIFICATE OF COMPLETION
This acknowledges that Fatin Nurul Arisha Binti Zaini	This certificate that Fatin Nurul Arisha Binti Zaini has completed the Creating Content for Instagram Business (Level 1)
has successfully completed	on 9 June 2021 organised by
Level 1 – Go Digital	MEEC
MEEC	
This is a cipital contented serviceate. No signature is required.	



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 <sup>th</sup> April 2018
<b>BUSINESS NUMBER:</b>	
PREMISES ADDRESS:	
EMAIL:	
CATEGORY BUSINESS:	Food & Beverages Industry
<b>TYPE OF PRODUCT:</b>	Cheese-Tart
PLATFORM MARKETING:	FACEBOOK PAGE
	(https://www.facebook.com/Daluuckeytreats.co)
	WHATSAPP BUSINESS
	(https://wa.me/message/AUCOCTRFQKCTC1)
	• INSTAGRAM
	(https://instagram.com/theluckydessert?utm_medium=copy_link)
	$\checkmark$

## 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 $\checkmark$

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:

 $\checkmark$ 

## 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



- ✤ 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

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

#### 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:













#### 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.



hello, semua- nampak nya dah

lama fatin tak update pasal cheese

tapi takpa, jangan risau. for those

yang teringin nak cuba atau nak

tengok feedback dengan lebih

details, korang boleh check-out

atau follow ig theluckydessert ni

dapatkan sekarang; selagi stock

#BiscoffCheesetart #BiscoffLotus

Disclaimer; For Education

tart dekat facebook ni.

.

masih ada.

Purposes

#BiscoffDamansara

#BiscoffSedap #MurahJe

0

🕻 🔍 The Lucky Dessert 🛛 🏠

**8** o

The Lucky Dessert

tapi takpa, jangan risau. for those cuba atau nak tengok feedback di

setart #BiscoffLotu

laimer; For Education Purposes lo, all-it seems that fatin has not seese tart section near facebook. See more Hide Original - Rate translation

☆ ⊡ ⊗ ₽ 🤔 Ξ

Events Posts Shop Videos







	19th JUNE 2021
	pernah tengok ke
	ada topping buah s
	jarang kan tengok?
	siapa yang belur
MAXIS 🗢 7:20 PM @ 55% 🗩	perisa cheese tart i
C. The Lucky Dessert	cepat, nanti dah hal
bs Events Posts Shop Videos P Options	PRICE LIST:
The Lucky Dessert         ***           19 Jun - @         ***           English         ***	6Pcs- Rm12
h tengok ke blueberry tart ada topping buah atas dia? jarang kan tengok? hihi	16Pcs- Rm30
yang belum cuba dua perisa cheese tart ni, grab cepat. nanti dah habis, rugi tau.	25Pcs- Rm48
: LIST: . Rm12 Rm30	*harga masih sam
s- Rm48	campur dua perisa
a masih sama, kalau nak campur dua perisa ok* -cepat, dm theluckydessert !!	cepat-cepat, dm th
AIMER: FOR EDUCATION PURPOSE	""""""""""""""""""""""""""""""""""""""
offCheesetart #BlueberryCheesetart offLotus #BiscoffMurah #Blueberrymu offkuala/umpur #biscofftamantun	 DISCLAIMER:
• 8 F 6 =	EDUCATION PUT
	#BiscoffCheesetart
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	#Blueberrymurah
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	#biscofftamantun
	#biscoffdamansara

<

Jo

Aday pernal sekali boleh

PRICE 6Pcs-16Pcs 25Pcs

\*harga terus i cepat-DISCL

#Bisco #Bisco #bisco

UNE 2021, 1:38 PM ngok ke blueberry tart ig buah sekali atas dia? tengok? hihi ng belum cuba dua ese tart ni, boleh grab ti dah habis, rugi tau. ST: 12 n30 148 asih sama, kalau nak a perisa terus ok\* nt, dm theluckydessert MER: FOR ION PURPOSE heesetart Cheesetart otus #BiscoffMurah ymurah alalumpur mantun

FOR

#BiscoffTart

< Q. The Lucky Dessert ¢ Jobs Events Posts Shop Videos ð. The Lucky Dessert good news? good? whats good? hold on... WE .... ARE ... HAVING ... A .... SPECIAL PROMOTION u guys need to purchase 3 set and above of se tart, then can claim your free tart 😅 😅 ble for 10 set only, first come first served Kindly dm us to order DISCLAIMER: FOR EDUCATION PURPOSE BiscoffLotus #biscoffcheesetart biscoffkualalumpur #biscofftamantur BUY 3 PACKETS AND O ☆ ⊡ ⊗ ¤ 🤌 🗏

#### 18th JUNE 2021, 9:36 AM

good news? good? what's good? hold on... actually ..... WE .... ARE ... HAVING ... A .... SPECIAL PROMOTION but, u guys need to purchase 3

set and above of cheese tart, then can claim your free tart 🔮 🤩 \*available for 10 set only, first come first served\* Kindly dm us to order 🦳 DISCLAIMER: FOR EDUCATION PURPOSE #BiscoffLotus #biscoffcheesetart #biscoffkualalumpur #biscofftamantu

20th JUNE 2021, 6:01 PM



#### kan, harini kita zoom in blueberry cheese tart 🔮 😇 Berapa eh harga one box? meh, kita list kan. 6 PCS-RM 12 16 PCS-RM30 25 PCS-RM 48 cepat, dm the lucky dessert 👚 \*harga tak termasuk delivery fee\* DISCLAIMER: FOR EDUCATION PURPOSE #BlueberryCheesetart #BlueberryCheesetartkualalump

#BlueberryCheesetartDamansara #BluberryCheesetartTamanTun

	23 <sup>rd</sup> JUNE 2021, 10:23 AM
	selamat pagi semua. harini ni the
	lucky dessert nak open order, biscoff
	cheese tart. ada siapa yang nak cuba
	tak?
ati MY MAXIS ♥ 7:33 PM @ € 54% ●	kalau berminat, boleh cepat cepat dm
<	
vs Jobs Events Posts Shop Videos P	kalau tanya pasal harga? mestilah,
Options     The Lucky Dessert ····	berpatutan, semua orang boleh beli
23 Jun - 2 Mitay + English selamat pagi semua, harini ni the lucky dessert nak	tau.
open order, biscoff cheese tart. ada siapa yang nak cuba tak?	berapa harga untuk satu kotak ye? 🖏
kalau berminat, boleh cepat cepat dm !! kalau tanya pasal harga? mestilah, berpatutan,	6 PCS- RM 12
semua orang boleh beli tau. berapa harga untuk satu kotak ye? ೫	16 PCS- RM 30
6 PCS- RM 12 16 PCS- RM 30	25 PCS- RM 48
25 PCS- RM 48 agak-agak murah tak harga tu? mestilah murah,	agak-agak murah tak harga tu?
terus je grab kotak yang paling besar hehe.	mestilah murah, terus je grab kotak
DISCLAIMER: FOR EDUCATION PURPOSE	yang paling besar hehe.
	!! DM THE LUCKY DESSERT
	NOW !!
	DISCLAIMER: FOR EDUCATION
	PURPOSE
	#BiscoffCheesetart #BiscoffLotus
	#BiscoffMurah
	#BiscoffKualaLumpur
	#BiscoffDamansara
	#BiscoffTamanTun







#### 5th JULY 2021, 9:14 AM salam & hi semua, kita masih al MY MAXOS ♥ 7-48 PM @ + 62% ■ く Q. The Lucky Dessert ada extra untuk biscoff cheese-tart tau harini. kalau, Jobs Events Posts Shop Videos blueberry dah sold out hihi. Options The Lucky Dessert siapa yang berminat nak cuba, Malay + English salam & hi semua, kita masih ada extra untuk biscoff cheese-tart tau harini. kalau, blueberry dah sold out hihi. siapa yang berminat nak cuba, masih boleh dm kami. masih boleh dm kami. harga sekotak; harga sekotak; 6PCS- RM 12 16PCS- RM 30 26PCS- RM 48 6PCS- RM 12 16PCS- RM 30 cepat dm kami, untuk cuba bie beese-tart ni 25PCS- RM 48 DISCLAIMER: FOR EDUCATION PURPOSE #biscofficheesetart #biscofflours #biscofflourah #biscofflouranetun #biscofflourapapenchala Greetings & bieveryone, we stil have extra biscoff cheese-tart today. if, blueberrise are avad Image: Still and extra DISCLAIMER: EDUCATION PURPOSE #biscoffcheesetart

cepat dm kami, untuk cuba biscoff cheese-tart ni 😲 🙄 FOR #biscofflotus #biscoffmurah #biscofftamantun

#biscoffsungaipenchala

## al MY MAXIS ? 12:59 AM @ 1 83% 🕻 🔍 The Lucky Dessert 🔅 me Groups Jobs Events Posts Sho The Lucky Dessert ... Malay English Biscoff Cheese-Tart & Blueberry Cheese-Tart siap untuk mendarat. geram nya tengok cheese gebu ni behe anywayyy, kita masih ada 2 kotak extra untuk 16 pieces berharga RM 30. Boleh campur, harga masih sama seperti biasa. siapa cepat dia dapat!! 👀 😅 DISCLAIMER: FOR EDUCATION PURPOSE blueberrycheeseta tart #biscofftamar Discofftamantun #blueberrytamantun Biscoff cheese-tart & blueberry cheese-tart ready to land. So annoyed seeing this fluffy c... See more • Hide Original - Rate translation 0 ☆ ▣ ⊗ ₽ ∅ Ξ

6th JULY 2021, 2:11 PM Biscoff Cheese-Tart & Blueberry Cheese-Tart siap untuk mendarat. geram nya tengok cheese gebu ni, hehe. anywayyy, kita masih ada 2 kotak extra untuk 16 pieces berharga RM 30. Boleh campur, harga masih sama seperti biasa. siapa cepat dia dapat!! 🖔 😝 DISCLAIMER: FOR EDUCATION PURPOSE #biscofflotus #blueberrycheesetart #biscoffcheesetart #biscofftamantun #dessertmurah #biscoffsungaipenchala

#biscofftamantun #blueberrytamantun

#### 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:





# < Q The Lucky Dessert ۰ nts Posts Shop 0 Op O The • @ F 🖉

Options

The Lucky Dessert

The Lucky Dessert

Time to rest

#### 16th JUNE 2021, 11:10 AM

selamat pagi, semua. apa khabar? semoga hari ini, dan hari seterusnya kita dimurahkan rezeki selalu. Hari ni, fatin nak share kata-kata motivasi kesukaan fatin, iaitu "jangan pernah berhenti percaya pada harapan kerana keajaiban terjadi setiap hari." alhamdulillah, pagi ni je dah masuk order 3 kotak cheese tart. sebab tu, jangan pernah merengek kalau order sikit ke apa. sebab kita tak tahu, rezeki yang datang. terima kasih kepada siapa yang order dan selalu memberi support pada peniaga kecil ♡ DISCLAIMER. FOR EDUCATION PURPOSE

< Q. The Lucky Dessert Jobs Events Posts Shop 21st JUNE 2021, 9:18 AM selamat pagi, semua. semoga hari ni, menjadi hari yang lebih baik daripada semalam ya 😂 Love. TheLuckyDessert Morning 0 1 23rd JUNE 2021, 10:25 PM < Q. The Lucky Dessert Jobs Events Posts Shop Videos selamat malam semua, semoga hari esok menjadi yang lebih nglish nalam semua, semoga har b baik darioada barioi baik daripada harini. a pun jangan lupa on notifications, untuk latest update daripada The Lucky Dessert apa-apa pun jangan lupa on ght everyone, may tomorrow be bette notifications, untuk tengok latest update daripada The Lucky Dessert ya 🎒 ٥ 8 F 🤔





	5 <sup>th</sup> JULY 2021, 8:21 PM
al MY MAXIS 46 2:17 PM ● 37% ■ <b>〈</b> Q. The Lucky Dessert	Jangan pernah mengeluh dengan situasi yang sudah
Nome         Oroups         Jobs         Events         Posts         Sint           The Lacky Dessert         **	terjadi sekarang, melalui masa Covid-19 inilah, kita haruslah terus berpikir positif dan memotivasi diri sendiri. Selalu berfikir bahawa pandemik ini akan berakhir dan kehidupan
YOU ARE NOT STUCK AT HOME. YOU AR ♢ ☆ ♡ ⑧ ₱ ♀ ☰	akan kembali normal. Amin. jangan lupa untuk selalu berada di rumah, kita jaga kita. #KITAJAGAKITA #DUDUKDIRUMAH



6<sup>4</sup> JULY 2021, 8:21 PM sekurang-kurangnya yang dapat kita lakukan adalah bersyukur cari jalan untuk menunjukkan rasa syukur pada waktu pagi, kerana itu benar-benar cukup untuk menempatkan diri kita dalam kerangka pemikiran yang jauh lebih baik sepanjang hari.

mulakan hari anda bersama senyuman yang manis diiringi bersama cheese-tart daripada kami 😨 🗢 Love, The Lucky Dessert

 $\checkmark$ 



#### 8th JULY 2021, 3:20 PM all MY MAXIS 🗢 2:36 AM @ 8 41% 4 C The Lucky Dessert ð ne Groups Jobs Events Posts another new day, another .... The Lucky Dessert ther new day, another chance for you to port small businesses out there! A little support ins everything to us. chance for you to support small businesses out there! A this is how you support our local business, thank you in advance for all the support little support means everything to us. this is how you support our local business, thank you in advance for all the support ٥ $\heartsuit$ 0 Ξ





#### 11th JULY 2021, 1:48 PM

selamat tengahari, semua. nak share satu quotes harini hehe, hopefully dapat membantu semua! 'satu-satunya cara untuk kita melakukan pekerjaan yang hebat adalah dengan mencintai apa yang kita lakukan'. dan alhamdulillah, i am so happy and grateful to be doing what i love now 😂

The Lucky Dessert



#### 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:



24th JUN 2021, 4:44 PM selamat petang semua, tengah buat apa tu? tengah nak hi-tea ke bersama keluarga ke? hehe. baru habis buat delivery ni, memang target nak hantar sebelum diorang minum petang ni. baru dapat feeling gitew minum petang dengan cheese tart daripada The Lucky Dessert kan 😇 kita masih open order untuk esok ya 🖄 DISCLAIMER: FOR EDUCATION PURPOSE #BiscoffCheesetart #BiscoffLotus #BiscoffMurah #BiscoffKualaLumpur #BiscoffDamansara #BiscoffTamanTun



## 3.7 GRAPHIC PICTURE OR VIDEO POST BY THE LUCKY DESSERT

## **3.7.1 TEASER POST**





## 3.7.2 HARD SELL POST





 $\checkmark$ 



















 $\checkmark$ 

Pictures only?

#### 3.7.3 SOFT SELL POST



good morning





SLEEP 1	HEALTH	nov
Time to Goodnig	0.500	
	Sweet dream	s
	THELUCKYDESS	ERT
		1







THELUCKYDESSERT

MOTIVATION OF THE DAY



27





FIVE UPS OF LIFE: BUCKLE UP START UP KEEP IT UP DON'T GIVE UP CHEER UP

VIKRMN



Staying home saves lives.



#### 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.