



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

Fakulti  
Filem, Teater  
dan Animasi

**FACULTY OF FILM, THEATRE AND ANIMATION (FiTA)  
UNIVERSITI TEKNOLOGI MARA (UiTM)**

**COURSE CODE / NAME:**

ENT 530/ PRINCIPLES OF ENTREPRENEURSHIP

**LECTURER:**

DR.NURHUDA HAJI NIZAR

**TITLE OF ASSIGNMENT:**

SOCIAL MEDIA PORTFOLIO

**NAME:**

NURMAN HARITH AL-ZIKRY BIN BUSTAMAM@BUTAMAN

**STUDENT ID:**

2019814982

**PROGRAM :**

FF237

**DATE OF SUBMISSION:**

16 JULY 2021

## **ACKNOWLEDGEMENT**



First of all, Alhamdulillah thanks to Allah SWT give me the strength and his blessing to me to complete my assignment. I am really grateful because I managed to finish my Social Media Portfolio assignment within the time given by my lovely lecturer Madam Nurhuda Haji Nizar. This assignment would not complete without the helps form my lecturer, my friends and my family. I would like to thank my lecturer who teach me and my classmates in this subject Principles of Entrepreneurship (ENT 530) and also thank you for the time and efforts to guide and encourage me to complete this assignment. Last but not least, I would like to thanks my friends and classmates that helps me to complete my assignment. Thank you to my family for the supports and understanding since I did this assignment at home during this Movement Control Order (MCO). I sincerely want to thank to everyone that involved in this assignment. Thank you.

## **EXECUTIVE SUMMARY**



Hz Shop is an online shopping store that involves the sale of wet goods such as goat meat for which I have been an agent to sell it as my business for this subject. it is not an easy thing to do but it has given me education on business as a result of guidance from lecturers and people around. the item I've been selling is the "Pak Mat Western" marinated lamb which is definitely everyone's favorite. I chose this thing to be a business because it is already known and even has its own name on its brand. many products have been released by this company.

this business has started around April of 2021 which is appropriate the beginning things of this subject are studied. in addition, I have been taught by my sister in using social media such as facebook to start this business and managed to produce good results throughout this business.

## INTRODUCTION ABOUT COMPANY ✓

Service options: Dining at the restaurant · Takeaway · Delivery

Address: No. 6 Jalan Industri Tangkas 2 Taman Industri Tangkas Kampung Sekolah, Juru, 14000

Bukit Mertajam, Pulau Pinang

Menu: pakmatwestern.com

Telephone: 011-3615 2643

## DESCRIPTION PRODUCTS AND SERVICES ✓



I have sold this goat and chicken products from this company as an agent with the help of my sister who is one of the agents. I have learned a lot and have used the knowledge that has been given well and managed to sell a small number of products when this learning began.

## PRICE LIST



I has shown the prices for these two products that I sell. the following is a table for the prices of the products I trade:

No.	Type of products	Price(RM)
1	Pak Mat Westren's marinated goat	RM 35.00
2	Pak Mat Westren's marinated chicken	RM.35.00

The price of our product not over than RM50. There is no fee charged for those customers who wants self-pickup at our basement. We charged the delivery fee for those who wants us to send it to them within RM2 to RM5 depends on area. Meanwhile if by postage, the customers need to pay the postage fee RM8 for Semenanjung Malaysia and RM12 for Sabah and Sarawak

# GO-ECOMMERCE REGISTRATION ✓

Go-eCommerce  
BETA



PERSONAL PROFILE

BUSINESS PROFILE



NURMAN HARITH AL ZIKRY  
BIN

BUSTAMAM@BUTAMAN

## Personal Information

Name	: NURMAN HARITH AL ZIKRY BIN BUSTAMAM@BUTAMAN	Phone/Mobile	:		<a href="#">Edit</a>
New Identity Card No.	:	Home Address	:		
Email Address	:	District	:		
City	:	Postcode	:		
State	:	Personal Instagram	:	instagram.com/nrnmharith	
Personal Facebook	: facebook.com/az.zikry20	Race	:	Malay	
Gender	: Male	Special Need Required	:	No	
Marital Status	: Single				

## Institution Information

[Add New](#)

### UITM Puncak Perdana - NHN 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, Jln Pulau Angsa AU10/A, 40150 Shah Alam, Selangor	City	:	Puncak Perdana	
District of Institution	: Petaling	Postcode	:	40150	
Level of Study	: Bachelor Degree	Study Status	:	Full time	<a href="#">Edit</a> <a href="#">Delete</a>

Level of Study	: Bachelor Degree	Study Status	:	Full time	<a href="#">Edit</a> <a href="#">Delete</a>
Course Name	: NHN ENT530	Class Name	:	FF2374A	
Subject Name	: Principles of Entrepreneurship	Year Enrolling the subject	:	2021	
Month Enrolling the Subject	: 3	Lecturer Name	:	NURHUDA BINTI HAJI NIZAR	
Internship Enrollment	: No	Year Of Internship Enrollment	:		
Month of Internship Enrollment	:	Period of Internship Training	:		
Expected Year To Complete Study	: 2023	Expected Month To Complete Study	:	12	
Related To Study Field	: Yes				

## eCertificates

[Click here to download Programme eCertificate now](#)

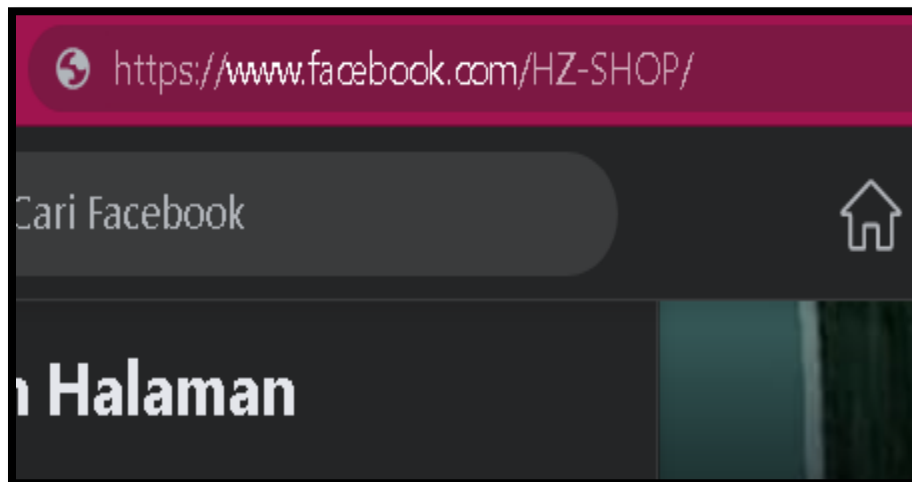
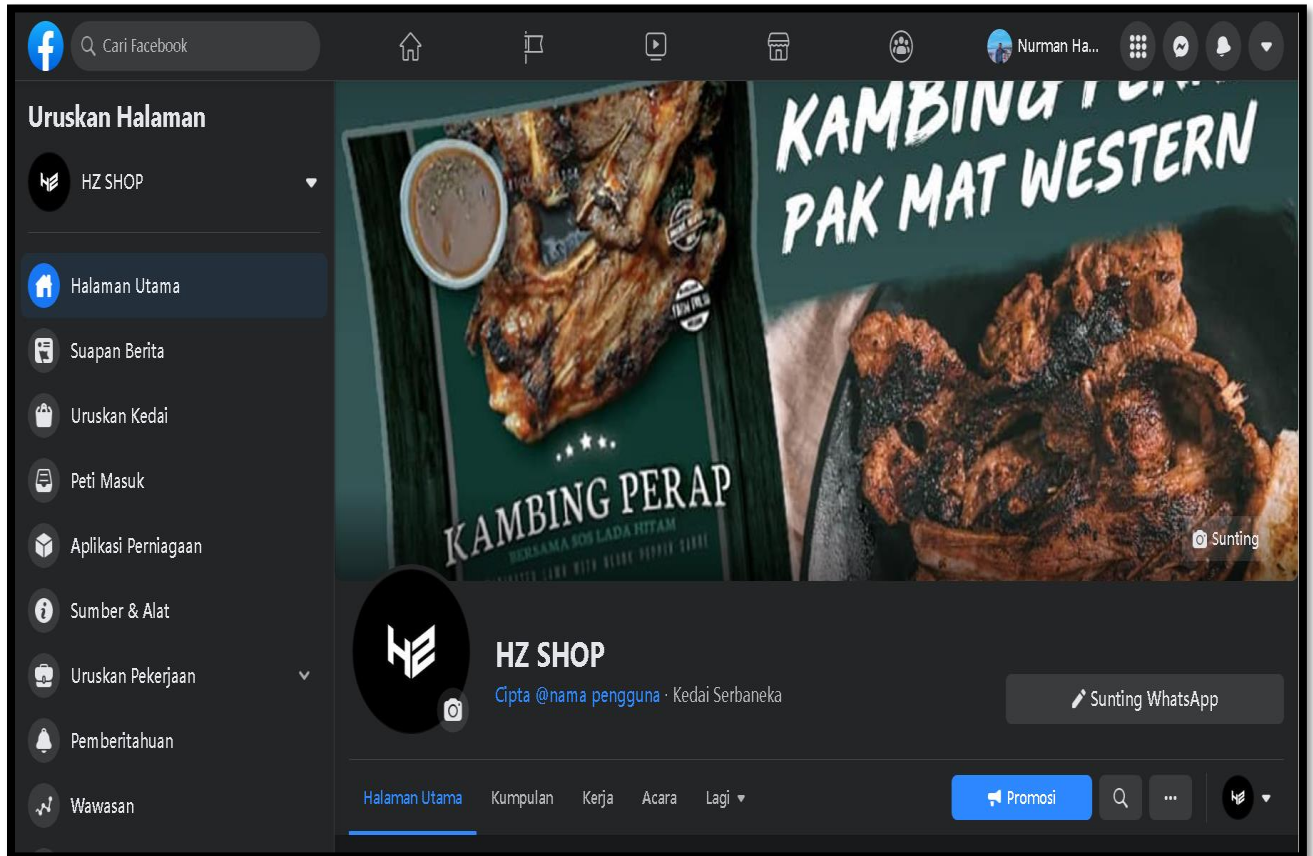
This is only available for users who:

- Have completed all 7 eUsahawan chapters on Malaysia Digital Academy before end of 2018
- Have completed a digital entrepreneurship course at a partnering tertiary institution

## Completed Online Training

## FACEBOOK (FB) ✓

- Creating Facebook (FB) page



## FACEBOOK (FB) POST – COPYWRITING (HARD SELL) ✓

**HZ SHOP**  
4 Julai jam 11:27 PTG · 🌐

🔥 CHICKEN GRILL PMW

💰 RM35.00  
📏 1.0KG  
🍗 5 Peha 🍗 tanpa tulang  
🌶️ blackpepper  
🕌 Produk Muslim  
🕒 Tahan 3Bulan

Apa yang HOT & VIRAL sangat tu??? 😂

- ✅ Daging kambing import HALAL dari sumber yang diperakui, lembut, nipis (jimat masa masak).
- ✅ Kuah sos blackpepper yang sangat lazat, ramuan turun temurun, xberubah. Sangat² sedap disukai dewasa & kanak². 🍴
- ✅ Ramuan perapan yang secukup rasa. Mantain Padul! Gerenti sedap.
- ✅ Daging kambing bahagian lamb yang tiada bau hamis dan tak boleh nak cakap sedap dia tu...fresh dan berjus.. SOOOOOO SEDAP!!
- ✅ Ayam bahagian peha dipotong bentuk chicken chop, tiada tulang. Bersaiz besar. ( 1pcs = 1orang)
- ✅ Peha ayam yang fresh, berjus & xperlu masak lama². Medium cook just nice! Sooooo yummy!!
- ✅ Ayam sesuai untuk menu diet bagi yang sedang diet.

Pakmat Western ni overall cara masaknya :  
Ringkas ~ Sedap ~ Sihat

\*Citarasa Hotel Harga Warong\*

\*Kenapa citarasa hotel?\*

Rasanya sedap seperti di hotel 5 ⭐⭐⭐⭐⭐ yang takkan dapat dengan harga rm35 sepinggan.

\*Kenapa harga warong?\*

Sebab harga rm35 tersangat murah nak dibandingkan dengan rasanya yang seperti LAMB CHOP dihotel 5 ⭐⭐⭐⭐⭐


Diperakui oleh ibu² 👩, suami² 👨, chef² 👨, artis² dan anak² 👶 🇲🇾 diseluruh Malaysia 🇲🇾.  
Semua mengakui PRODUK PAKMAT WESTERN bukan "indah khabar dari rupa"

Nak tunggu apa lagi?  
Whatsapp kami sekarang!!

📍 COD SELURUH TANAH MERAH DAN BERDEKATAN  
📞 KOS COD RM 3 - 5 SAHAJA  
🕒 COD JAM 9 AM - 7 PM

... \*WHATSAPP KAMI SEKARANG UNTUK TEMPAHAN.

#1pek tak cukup  
#wajibbadalalampetisejuk  
#pakmatwestempenang  
#viralsatuMalaya  
#TeamPaduPakmatKlate 🇲🇾  
#StokisKelantan





**HZ SHOP**  
4 Julai jam 11:34 PTG

**CHICKEN GRILL PMW**

RM35.00  
- 1.0KG  
5 Paha tanpa tulang  
black pepper  
Produk Muslim  
Tahan 3Bulan

Apa yang HOT & VIRAL sangat tu??? 😄

- ✓ Daging kambing import HALAL dari sumber yang diperakui, lembut, nipis (jimat masa masak).
- ✓ Kuah ses black pepper yang sangat lazat, ramuan turun temurun, xberubah. Sangat² sedap disukai dewasa & kanak². 🍴
- ✓ Ramuan perapan yang secukup rasa. Mantain Padul Gerenti sedap.
- ✓ Daging kambing bahagian lamb yang tiada bau harris dan tak boleh nak capak sedap dia tu...fresh dan berjus.. SOOOOOO SEDAP!!
- ✓ Ayam bahagian paha dipotong bentuk chicken chop, tiada tulang, Bersaiz besar. ( 1pcs = 1orang)
- ✓ Paha ayam yang fresh, berjus & xperlu masak lama². Medium cook just nice! Sooooo yummy!!
- ✓ Ayam sesuai untuk menu diet bagi yang sedang diet.

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Semua mengakui PRODUK PAKMAT WESTERN bukan "indah khabar dari rupa"

Nak tunggu apa lagi?  
Whatsapp kami sekarang!!

📍 COD SELURUH TANAH MERAH DAN BERDEKATAN  
📍 KOS COD RM 3 - 5 SAHAJA  
📍 COD JAM 9 AM - 7 PM

... WHATSAPP KAMI SEKARANG UNTUK TEMPAHAN.

BOLEH TEKAN LINK DIGAWAH 📌  
[www.wassap.my/+60199423905](http://www.wassap.my/+60199423905)

#1pektakcukup  
#wajibdalampejsejuk  
#pakmatwesternpenang  
#viralsatuMalaya  
#TeamPaduPakmatKlate  
#StokisKelantan

3 Orang Dicapai 7 Penglibatan Galakkan Staran





HZ SHOP  
23 Jun pada 6:05 PTG

🍗 CHICKEN GRILL PMW

🌿 RM35.00

⬇️ -1.0KG  
5 🍗 Paha tanpa tulang

🌿🌿 blackpepper

🍗🍗 Produk Muslim

🕒 Tahan 3Bulan

Apa yang HOT & VIRAL sangat tu??? 😊

✅ Daging kambing import HALAL dari sumber yang diperakui, lembut, nipis (jimat masa masak).

✅ Kuah sos blackpepper yang sangat lazat, ramuan turun temurun, xberubah. Sangat² sedap disukai dewasa & kanak² 🍴

✅ Ramuan perapan yang secukup rasa. Mantain Padul! Gerenti sedap.

✅ Daging kambing bahagian lamb yang tiada bau hamis dan tak boleh nak cakup sedap dia tu...fresh dan berjus.. SOOOOOO SEDAP!!

✅ Ayam bahagian paha dipotong bentuk chicken chop..tiada tulang. Bersaiz besar. ( 1pcs = 1orang)

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Diperakui oleh ibu² 🍴 suami² 🍴 chef² 🍴 artis² dan anak² 🍴 diseluruh Malaysia 🇲🇾.

Semua mengakui PRODUK PAKMAT WESTERN bukan "indah khabar dari rupa"

Nak tunggu apa lagi?

Whatsapp kami sekarang!!

📍 COD SELURUH MALAYSIA 🇲🇾

📍 COD SELURUH KELANTAN

📍 KOS COD RM 3 - 5 SAHAJA

📍 COD JAM 9 AM - 7 PM

📍 WALK IN 📍 TANAH MERAH, KELANTAN. 🇲🇾

📍 WHATSAPP KAMI SEKARANG UNTUK TEMPAHAN.

#1pektakcukup

#wajibbadalampetisejuk

#pakmatwestempenang

#viralsatuMalaya


#TeamPaduPokmatKlate 🍴

#AgentKelantan

# Satu jer? MANA CUKUP..



## FACEBOOK (FB) POST – COPYWRITING (SOFT SELL)

 HZ SHOP telah menambah 2 foto baru dari 25 Jun jam 12:25 PG.  
25 Jun pada 12:25 PAGI

5 KHASIAT DALAM DAGING KAMBING YANG RAMAI TAK TAHU !!

1) RENDAH KOLESTROL :

Kambing mengandungi paras kolestrol dan lemak tepu yang jauh lebih rendah berbanding daging-daging lain sekaligus menjadikan daging kambing sebagai pilihan makanan alternatif daging merah yang terbaik ..

RENDAH LEMAK

Dengan menggunakan potongan daging seberat tiga auns atau 85 gram , didapati daging kambing hanya mempunyai 2.6 gram kandungan lemak berbanding lembu yang mempunyai 7.9 gram lemak dan ayam 6.3 gram ..

RENDAH KALORI

Melihat dari segi kalori pulak , kambing mempunyai 122 kalori,berbanding lembu 179 kalori dan ayam 162 kalori .



LEMAK TIDAK TEPU

Kandungan lemak tidak tepu kambing lebih jauh lebih tinggi berbanding daging jenis lain . Ini adalah baik untuk pemakanan manusia memandangkan lemak tidak tepu membantu merendahkan resiko penyakit jantung dan strok .

ASID AMINO

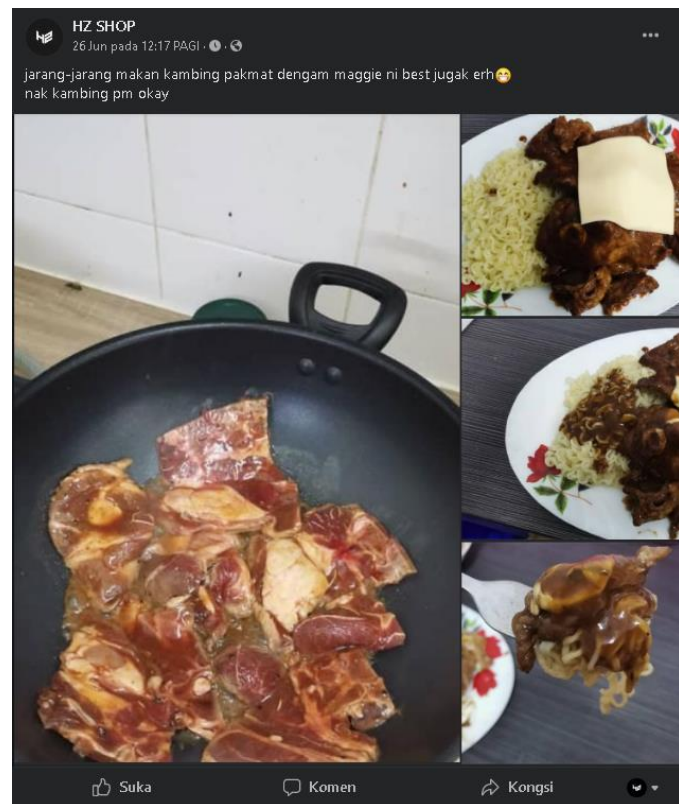
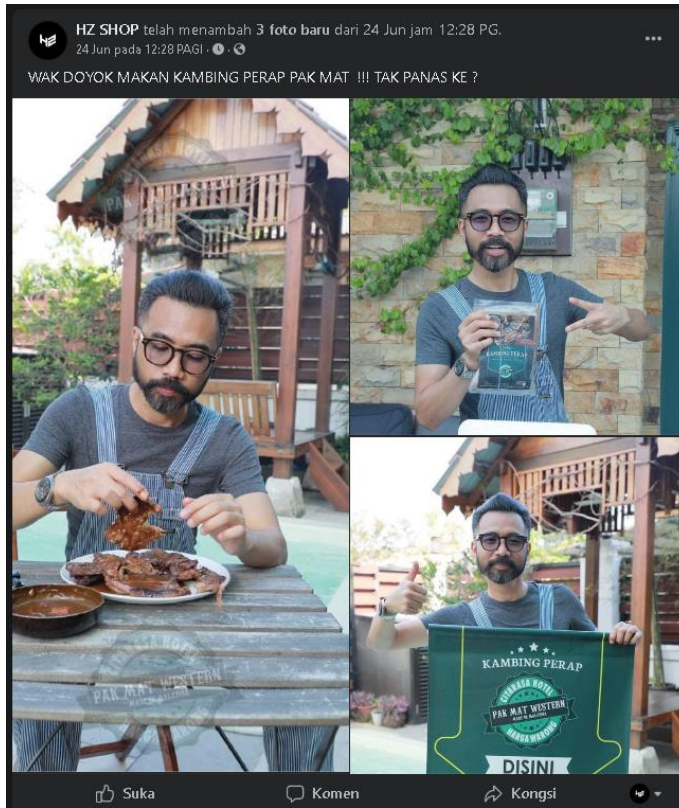
Asid amino adalah sumber protein yang ideal , daging kambing mengandungi semua jenis asid amino yang di perlukan untuk tubuh serta kandungan zat besi yang tinggi dan mampu membantu penghidap anemia .

kredit : maskulin.com.my




Suka Komen Kongsi





**HZ SHOP**  
29 Jun pada 12:21 PAGI · 🌐 · 📷

Aku Rasa Macam Nak Tumbuk je Owner Kedai Nie.. Awie Kenapa nie marah2.. Jgn gaduh2 k.. Nak Kambing dan Ayam Grill Pak Mat Western Roger kami ye.  
#pakmatwestern #pakmatwesternkelantan #lambgrill #chickengrill #ayambakar #chickenchop #kambingperap #citarasahotelhargawarung #westernfood #kambing #kambingbakar #lambchop




▶ 2:01 / 5:04

👍 Suka    💬 Komen    ➦ Kongsi

**HZ SHOP**  
30 Jun pada 6:55 PTG · 🌐 · 📷

🛒 \*PAK MAT WESTERN kambing perap\* 🍴🔥  
Assalamualaikum & Salam Sejahtera  
\*KAMBING PERAP PAKMAT WESTERN READY STOCK\*  
📏 berat daging 500g  
❄️ produk sejuk beku  
🍲 sedia untuk dimasak  
🐑 daging dibekal segar dari ladang  
🍽️ hidangan utk: seisi keluarga  
🍲 disediakan bersama sos lada hitam  
🔥 perapan resepi asli "Pak Mat Western"



👍 Suka    💬 Komen    ➦ Kongsi

🗨️ Komen sebagai HZ SHOP





**HZ SHOP** telah menambah 2 foto baru dari 30 Jun jam 6:53 PTG.

30 Jun pada 6:53 PTG · 🌐 · 📍



Sek demo hok Mengidam Kambing Perap & Chicken Grill Pak Mat Western tak perlu g jauh -jauh doh!!! , Stock Pak Mat Western ado doh di Kelate ni. 🤤 Nok Cod atau Take away bleh wasap direct.

Tempahan sudah bermula. Whatsapp no di bawah sekarang 🤗

🐏 **\*KAMBING PERAP\*** 🐏

📏 berat daging \*±500g\* setiap pack

🍖 terdapat \*3-5 slice\* mengikut size

🌶️ disertakan sos lada hitam \*±150g\*

🧊 produk sejuk beku (tahan 3 bulan)

🐔 **\*CHICKEN GRILL\*** 🐔

🍗 bahagian paha \*(5 Pcs)\* jenis chicken chop

🌶️ disertakan sos lada hitam \*±300g\*

🧊 produk sejuk beku(tahan 3bulan)





HZ SHOP

2 Julai pada 6:50 PTG · 🌐 · 🌐



\*PAK MAT WESTERN\*

🐏 \*KAMBING PERAP\* 🐏

⚖️ berat daging \*±500g\* setiap pack

🌶️ terdapat \*3-5 slice\* mengikut size

🌶️ disertakan sos lada hitam \*± 150g\*

🧊 produk sejuk beku (tahan 3 bulan)

🐔 \*CHICKEN GRILL\* 🐔

🍗 bahagian paha \*(5 Pcs)\* jenis chicken chop

🌶️ disertakan sos lada hitam \*± 150g\*

🧊 produk sejuk beku(tahan 3bulan)

**MANA SATU PILIHAN ANDA?**



👍 Suka

💬 Komen

🔗 Kongsi



Komen sebagai HZ SHOP





HZ SHOP

15 Julai pada 6:02 PTG

Dah hujung minggu ni rasanya dah boleh simpan stok siap-siap...maramungkin boleh tengok jer 🤔

rasa rak makan, just pm saya yer...sedap lah awak 🤔



Suka

Komen

Kongsi



## CONCLUSION

In the conclusion, I experienced and learnt a lot of things by finishing this Social Media Portfolio. I honestly love the experience I have been through in the processes. I learnt how to handle online business in social media and be able to gain the profit for my company. As we know, if we have knowledge about online business we can get more advantages in online marketing since nowadays we people tend to go online shopping rather than go for physical shopping. This is because, it is way much better and easier for the customer.

I really hope that my online business will be continue and going to thrive in the market because I need to achieve my goals and vision to be one of the famous food brands in Malaysian's food market. I will give my best and my best efforts in order to maintain the quality and price of my product to satisfy the customer needs and wants though to keep the customer loyal to my brand. Moreover, I hope that with the achievement that I will achieve in the future will help the unemployment rates decrease by offer them to work with my company.

Lastly, nowadays social media is the best platform to engage with the customer and it helps to flowery our business in this era. In this Social Media Portfolio assignment, I learnt how to handle my own business in real life, how to grab online user attention, how to promote my business, how to communicate with the customers. I have seen a lot of business tools features in Facebook which I think it is very helpful to handle the online business. As an entrepreneur I acknowledge the benefits of online businesses for today marketing and I also gained some profits while handle this assignment.

