



اَوْبُوْدِ سَيِّدِي تَيْكُو لُو كِيْن مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Filem, Teater
dan Animasi

SOCIAL MEDIA

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): BUSINESS MODEL CANVAS

FACULTY: FACULTY OF FILM, THEATRE AND ANIMATION (FITA)

PROGRAMME: CREATIVE INDUSTRY MANAGEMENT (HONS) FILM
PRODUCTION (FF2374A)

SEMESTER: 4

PROJECT TITLE: SOCIAL MEDIA (CAKE MAMASAB)

LECTURER NAME: NURHUDA BINTI HAJI NIZAR



NAME	MATRIKS NO.
SARIMA BINTI MOHD TAMRIN	2019468506

ACKNOWLEDGE ✓

Alhamdulillah, first of all we would like to thank God as finally we were able to finish our assignment that have been given by entrepreneurship's lecturer to us. This assignment had been done with all effort by the group members even though there was a little problem that occurs while finishing this assignment. Luckily all the problems can be solving quickly and we were able to adapt properly and wisely.

Besides that, big thanks we address to our lecturer, Madam Nurhuda because without her guide our project cannot be done properly. She always gives us support and teach us on how to do our assignment in purpose to produce a good outcome. Not only that, she also guides us to understand the things that we should know while studying the entrepreneurship subject and also in producing a good project work.

Finally, thanks to our beloved friends that always stick together and also work hard to produce a good assignment with all effort and responsibility. Hope that all the effort will give a lot of benefits to us and also to our group project. Million thanks also given towards our classmates because they also help us in doing the group assignment. They always give us ideas and comments on our project so that we can improve our project in many ways.

EXECUITVE SUMMARY



Bakery Mamasab is a business founded by Mrs. Siti Sabrina binti Sobri. Bakery of Mamasab erupted because she is known as mama Sabrina and Mamasab is an abbreviation of her title. Prior to that, he was a graduate radiography graduate student from the University of Malaya. At first, he only made this cake just for the people around him at an affordable price. However, due to many requests, he started this cake business under the name Sabrina Sdn Bhd. the business started in 2015. The company was registered with the Companies Commission of Malaysia (SSM) in 2016 as a private sole proprietorship. On 27 January 2017, we searched for a name for Sabrina Bakery Sdn. Bhd. Mamasab also sells other desserts and not just Nutella cheese cake. nowadays Nutella cheese is a craze of the people and has a high demand because it uses Nutella prior and it is a customer favorite.

The company has a family concept because Mrs. Sabrina is the mother of agents, dropship, and mamasab staff because she wants to be close to her employees. This is because he is successful due to his staff below who are always working hard. he is responsible for educating and guiding staff and agents as well as dropship so that they always get to reach the target. To release their vision is to go international Sabrina bakery has changed and become Mamasab international Sdn Bhd.


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GO- ECOMMERCE REGISTRATION



PERSONAL PROFILE BUSINESS PROFILE



SARIMA BINTI MOHD TAMRIN

Personal Information Edit

Name	: SARIMA BINTI MOHD TAMRIN	Phone/Mobile	:
New Identity Card No.	:	Home Address	:
Email Address	:	District	:
		Postcode	:
City	:	Personal Instagram	:
State	:	Race	: Bumiputra Sabah
Personal Facebook	:	Special Need Required	: No
Gender	: Female		
Marital Status	: Single		

Institution Information Add New

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
		Postcode	: 40150
District of Institution	: Petaling		
Level of Study	: Bachelor Degree	Study Status	: Full time Edit Delete
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	: 9
Related To Study Field	: Yes		

eCertificates

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

This is only available for users who:

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

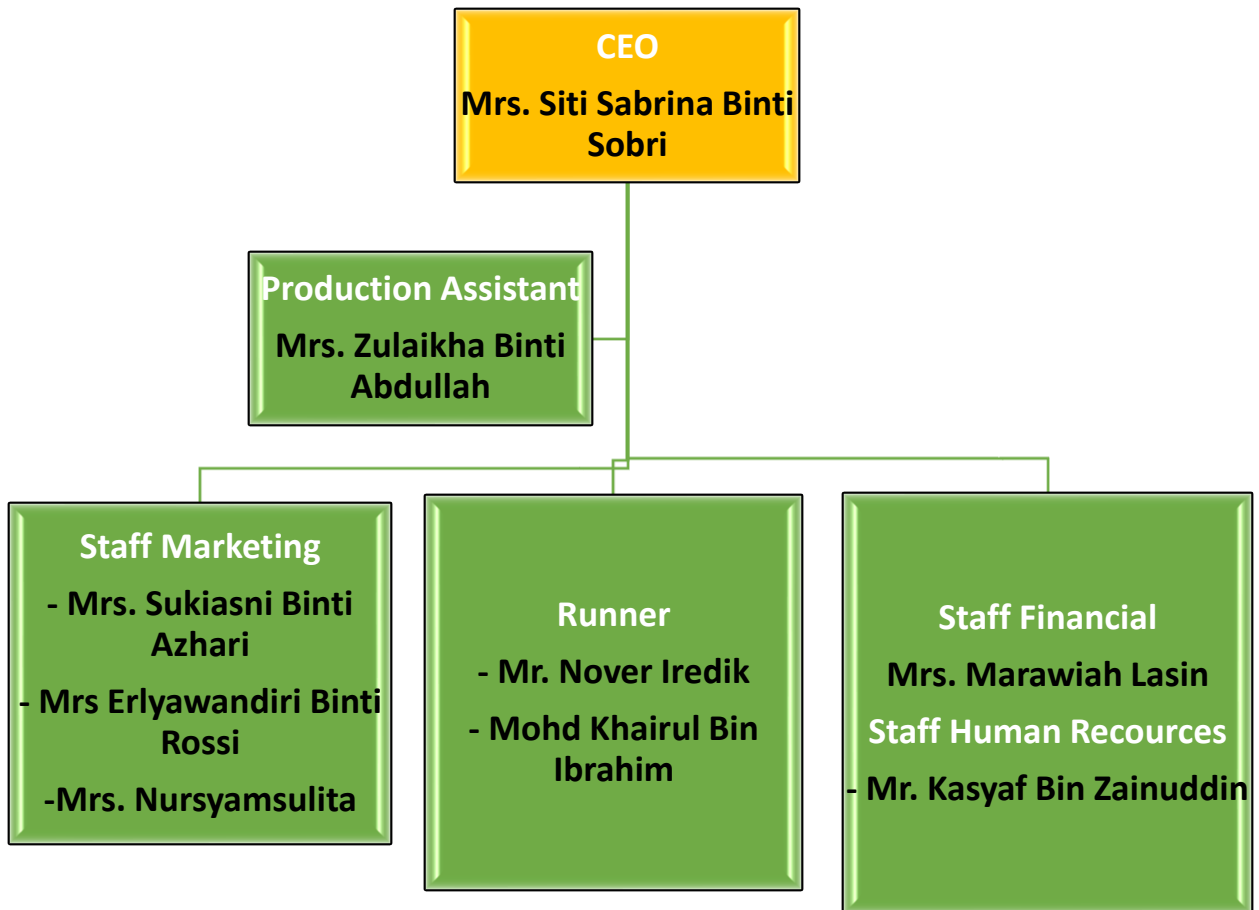
Completed Online Training

NAME AND ADDRESS BUSINESS ✓

Mamasab International Sdn Bhd (formerly Sabrina Bakery Sdn Bhd) is a company that sells bakery products and desserts that are in high demand, Nutella cheese cake. This cake is very popular in the community and almost every month there is a promotion for this cake because it uses the original Nutella. I am Sarima binti Mohd Tamrin just dropship to Mamasab International Sdn Bhd and run this business online only.

In addition, Mamasab International is located in Klang Selangor. At first, the branch was only there and after a few months, Mrs. Sabrina opened several more branches in Johor and Kuantan. Today, Mamasab international now has 12 branches throughout Malaysia, with sales revenue of 100 million for 2020. Now Mamasab has expanded its wings in the field of cosmetics, fashion and home furnishings and is targeting 35 branches by 2021.

ORGANIZATIONAL CHART ✓



MISSION AND VISSION ✓

1) MISSION

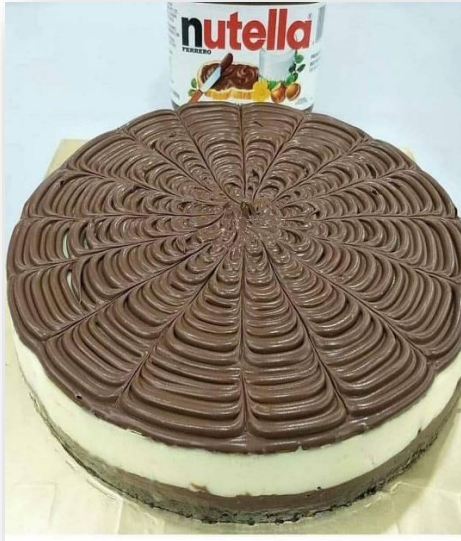
- ✚ Expand the business network throughout Malaysia through the Mamasab Warrior Distribution system.
- ✚ Provide more high-quality products and be in high demand in today's market.
- ✚ Provide training and guidance to distributors to ensure they are skilled and successful in growing the business.

2) VISSION

- ✚ Creating a "GOLD WORLD" by spreading love through the business we run.

PRICE LIST ✓

- ✚ Nutella Cheese Cake and Nutella Cheese With Oreo Only Rm 50



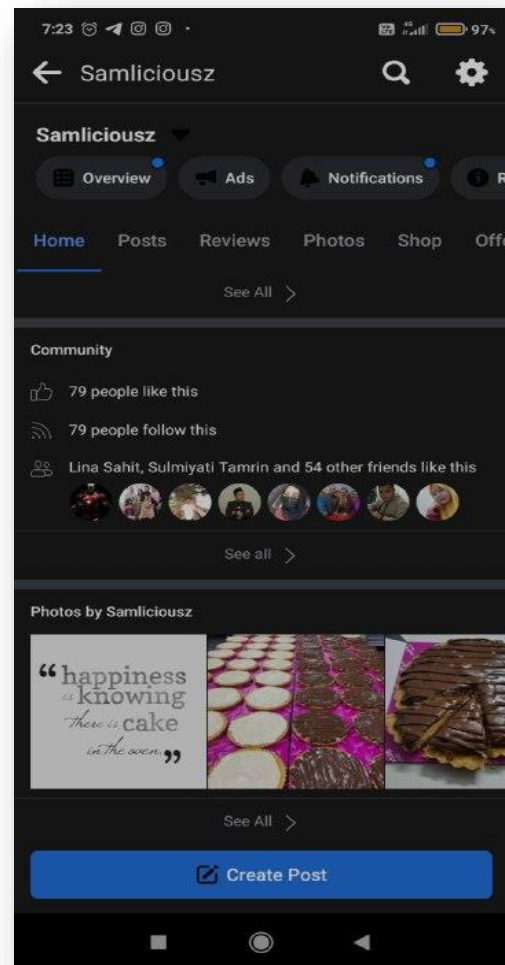
FACEBOOK PAGE

Owner: Sarima Binti Mohd Tamrin

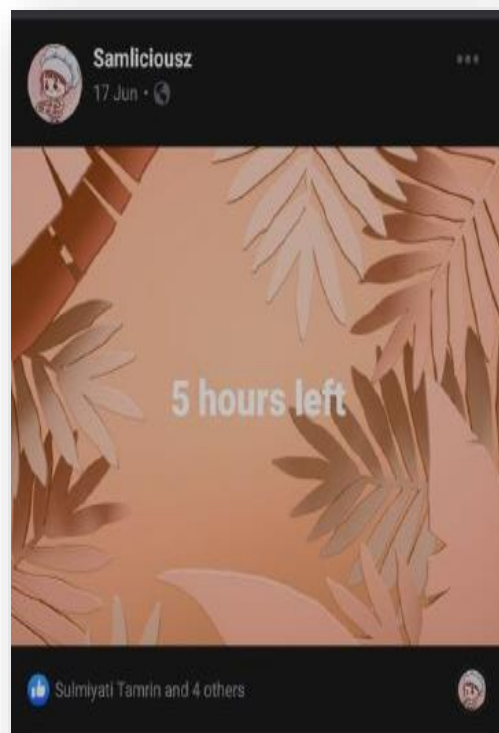
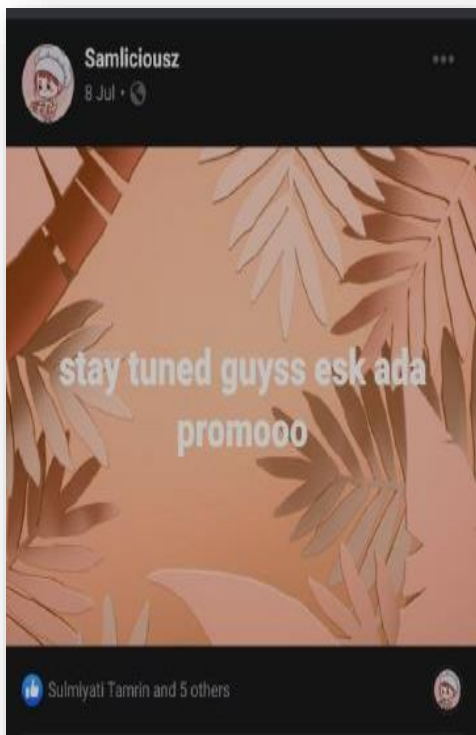
Name Page: Samliciousz ✓

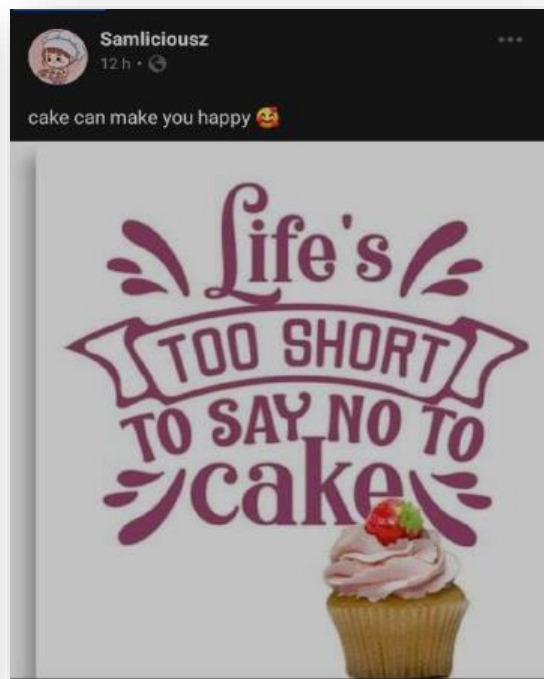
Like: 79

Link: <https://www.facebook.com/Samliciousz-104890395160067/>

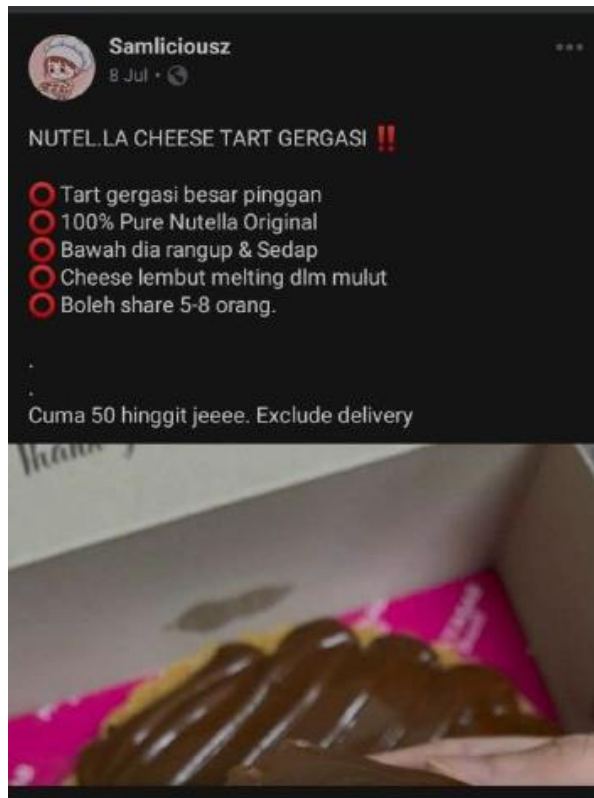


FACEBOOK TEASER





COPY WRITING SOFT SELL ✓





Samliciousz

Overview Ads Notifications

Home Posts Reviews Photos Shop Offer

Elok kejadian dia 😂😂

Inti cream cheese pun tebal.
Topping nutella dia pun tak nipis.

Pendek kata, berbaloi2 😂😂



Samliciousz
30 Jun · 🌐

Fun Facts NUTELLA CHEESE TART by Mamasab.

- ✓ Crust rapuh diadun dengan pure butter jenama Anchor
- ✓ Cream cheese yang sangat light campuran pure cheese Tatura, whipping cream dan sedikit gula 🍌
- ✓ Topped dengan Original Hazelnut Nutella.
- ✓ Makan sebiji tak cukup, mesti teringat2 nak beli lagi.

6

Like Comment Share



Samliciousz

Overview Ads Notifications

Home Posts Reviews Photos Shop Offer

NUTELLA CHEESE TART MURAH 5 RGGIT ! ! !

Yer kawan2... nutella cheese tart tgh murah skrg. Sebab kita love sgt dekat korang, kita buat promo nutella cheese tart sampai 1 Julai 2021 🍌🍌

Crust yg soft, dengan inti cream cheese dan topping nutella yg padu 🍌🍌 ikut pengalaman sy, memang makan sekali tak cukup 🍌🍌

Barang best tgh promo. Apa lagi? Klik wasap.my/60146142907/nak+nct+promo nanti sampai depan pintu 🍌



Create Post

Samliciousz
30 Jun · 🌐

NUTELLA CHEESE TART MURAH 5 RGGIT ! ! !

Yer kawan2... nutella cheese tart tgh murah skrg. Sebab kita love sgt dekat korang, kita buat promo nutella cheese tart sampai 1 Julai 2021 🍌🍌

Crust yg soft, dengan inti cream cheese dan topping nutella yg padu 🍌🍌 ikut pengalaman sy, memang makan sekali tak cukup 🍌🍌

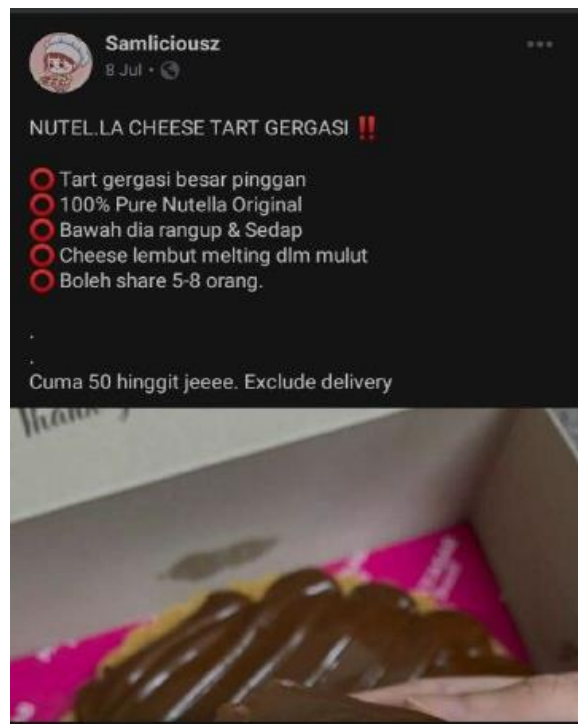
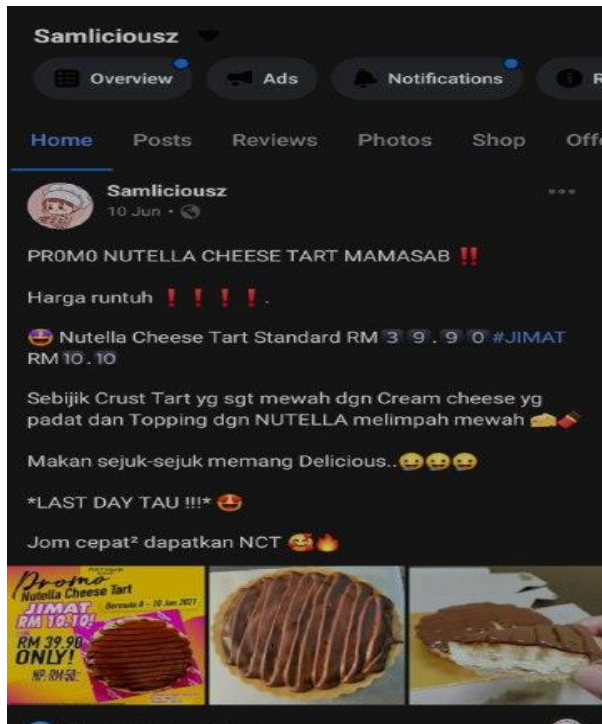
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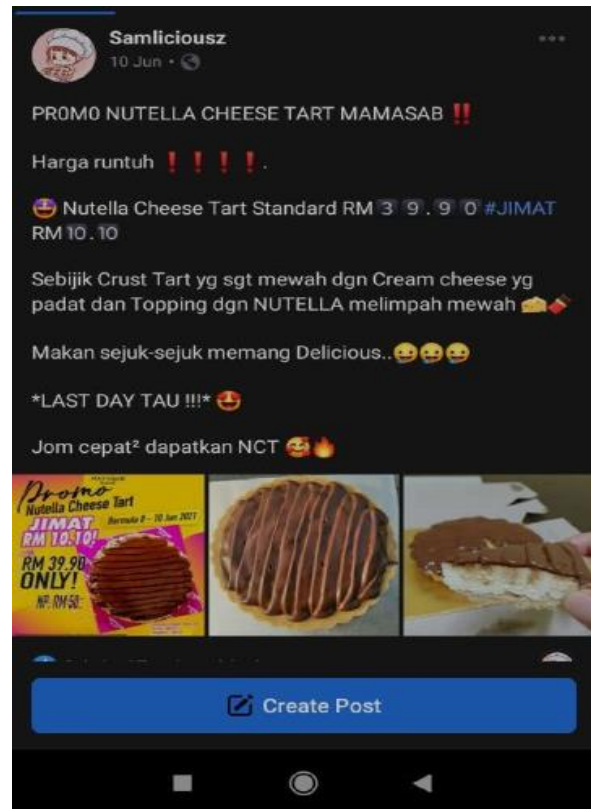
Like Comment Share





COPYWRITING HARD SELL ✓





Samliciousz
8 Jul · 🌐

Fun Facts NUTELLA CHEESE TART by Mamasab.

- ✓ Crust rapuh diadun dengan pure butter jenama Anchor ⚓
- ✓ Cream cheese yang sangat light campuran pure cheese Tatura, whipping cream dan sedikit gula 😊
- ✓ Topped dengan Hazelnut Nutella original.
- ✓ Product ini tidak mengandungi telur.
- ✓ Makan sebiji tak cukup, mesti teringat2 nak beli lagi.
- ✓ Meh la grab hanya RM50 jerr uolss 🤪



Samliciousz
7 Jul · 🌐

Fun Facts NUTELLA CHEESE TART by Mamasab.

- ✓ Crust rapuh diadun dengan pure butter jenama Anchor ⚓
- ✓ Cream cheese yang sangat light campuran pure cheese Tatura, whipping cream dan sedikit gula 😊
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- ✓ Meh la grab hanya RM50 jerr uolss 🤪

6


Like Comment Share



PRO.MO NUTELLA CHEESE TART GERGASI !!

- Tart gergasi besar pinggan
- 100% Pure Nutella Original
- Bawah dia rangup & Sedap
- Cheese lembut melting dlm mulut
- Boleh share 5-8 orang.

Cuma 50 hinggit jeeee. Exclude delivery.



Samliciousz
7 Jul · 🌐

PRO.MO NUTELLA CHEESE TART GERGASI !!

- Tart gergasi besar pinggan
- 100% Pure Nutella Original
- Bawah dia rangup & Sedap
- Cheese lembut melting dlm mulut
- Boleh share 5-8 orang.

Cuma 50 hinggit jeeee. Exclude delivery. Click link kalau nak order

wasap.my/601xxxxx/PromoNCT
wasap.my/601xxxxx/PromoNCT
wasap.my/601xxxxx/PromoNCT

6

Like Comment Share



VIRAL!!! NI LAH KEK PALING TERLIUR, NUTELLA CHEESE TART BY MAMASAB 🤤🤤

- ✓ Size 7" inci ramai boleh makan ni puas sangat
- ✓ Fully topping original nutella memanh marvelous
- ✓ Cheese penuh melimpah makan sejuk lagi umphhh

Harga RM50 boleh dihantar depan pintu terus. lelaju PM cepat



Sulmiyati Tamrin and 5 others

Samliciousz · Follow
30 Jun · 🌐


PRO.MO NUTELLA CHEESE TART GERGASI !!

- Tart gergasi besar pinggan
- 100% Pure Nutella Original
- Bawah dia rangup & Sedap
- Cheese lembut melting dlm mulut
- Boleh share 5-8 orang.

Cuma 45 hinggit jeeee. Exclude delivery. Click link kalau nak order

wasap.my/60146142907/PromoNCT
wasap.my/60146142907/PromoNCT
wasap.my/60146142907/PromoNCT

PROMO NUTELLA CHEESE TART RM 45 SAHAJAJAH 499.000-50



GRAPHICS ✓

MAMASAB BAKERY
COMBO TSUNAMI IS BACK!
18-19 Jun 2021 Sahaja!
RM45 Sahaja!

Sabah & Sarawak: RM 49
Singapore: 28 SGD
Brunei: 28 BND

Tertakluk pada terma & syarat | Harga tidak termasuk kos penghantaran

The advertisement features a purple background with yellow circles. It shows a round cake with a chocolate layer on top and a cream filling. The cake is cut in half, revealing the interior. The text is in a mix of white and pink fonts.





MAVASAB BAKERY

Promo Nutella Cheese Tart

Bermula 8 - 10 Jun 2021

JIMAT RM 10.10!

NOW RM 39.90 ONLY!

~~NP: RM 50~~



Sarawak & Sabah - RM 43.90
 Brunei - BND 25
 Singapore - SGD 25

Tertakluk pada terma & syarat | Harga tidak termasuk kos penghantaran



Promo Nutella Cheese Tart
 Bermula 8 - 10 Jun 2021
JIMAT RM 10.10!
RM 39.90 ONLY!
 NP: RM 50

0126784043
 Sya Niegacy

PharASAB MAVASAB Bakery

PURE NUTELLA

CRISPY TART SHELL

PREMIUM CREAM CHEESE



CONCLUSION



In conclusion, social media is great for starting a business. this is because social media is a rent-free store. many young people are now starting online businesses to generate income. Mamasab international Sdn Bhd is running an online business as marketing to get the public's attention. This is because social media is very close to the community no matter old or young. even children are savvier about social media nowadays.

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- Tentang Kami - Mamasab Bakery Lubuk Kek No.1 Malaysia.* Mamasab Bakery Lubuk Kek No.1 Malaysia. (2021). Retrieved 15 July 2021, from <https://www.mamasab.com/tentang-kami/>.
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