



اَبُو سَيِّدِي تِكْنُوْلُوجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF BUSINESS
MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
CAWANGAN SELANGOR
KAMPUS PUNCAK ALAM
43200 BANDAR PUNCAK ALAM**

SOCIAL MEDIA PORTFOLIO

89



BUSINESS NAME: BYDOUBLE'S

COURSE DETAILS

Course	ENT530 – PRINCIPLES OF ENTREPRENEURSHIP
Group	BA2473A
Lecturer's Name	DR NOR ZAWANI MAMAT @ IBRAHIM

STUDENT'S DETAIL

NO.	NAME	STUDENT ID NO
1.	AFIQAH BT TASNIMUDDIN	2020988147

ACKNOWLEDGEMENT

First of all, alhamdulillah and I am grateful to Allah for providing me the strength, spirit, and patience to do this project successfully within the time frame set by my lecturer. Completing this task has been such a rewarding and fulfilling experience. The truth is that if Allah does not allow it, I will learn nothing from this assignment.

Second, I'd want to thank my Doctor, Dr Nor Hazawani, for leading me through this assignment from beginning to end, explaining the details of the assignment, correcting my faults, and so on. This assignment taught me a lot, including how to manage our time while operating a company and studying at the same time.

Next, my parents without a doubt, the most significant people in my life. I'd want to express my gratitude to my parents for constantly encouraging me to complete this assignments. My parents have always supported me in everything I've done since I was a child as long as it benefits me and my future. Following that, my family are also making me proud to be one of the members of this family.

Finally, I'd want to express my gratitude to all of my friends, classmates, and group members who assisted me and helping in completing this assignment. Even if many of my friends are assisting in an indirect manner, it is really appreciated because it has an influence on my assignment

EXECUTIVE SUMMARY

ByDouble'S is business organization that selling combination of spring roll pastry with dried seaweed that suitable for all people with reasonable and affordable prices. We have for type of flavours that surely will make everyone fall in love into it. We are based through online in Klang Selangor Darul Ehsan and run by a family. Our products or foods is consisting of original, sesame seed, cheese spicy and salted egg. All these flavours are suitable for all type of people with any ages. The reason is we are not just providing spicy flavour but also original taste for people who can't stand with the spiciness. ByDouble'S is a new company that has only been in operation for a few months. Despite the fact that we are new to the market, the support and response we have received has been overwhelmingly favourable. Our appreciation goes out to all of our customers.

Since online business already have a great opportunity nowadays with many platforms that can be used but for now, we market our business through Facebook page. Based on statistics stated that, the most active social media is Facebook. It is slightly challenging to run our business because there are many competitors. Mostly, our competitors are a huge company that have operate more than a year and more. ByDouble'S is not a huge company since it just established a few months ago. So, the size of management and staff are also not as expected. Management members is myself Afiqah binti Tasnimuddin (Owner) and Anis Aqilah which is my sister as my assistant. Anis Aqilah is a student of Business Management in UiTM Raub. It gives us an advantage to us as Business's students. We can exercise and utilize all our knowledge in business and managing something while solidify our skills in business. So, all activities worked by ByDouble'S are well and run smoothly.

TABLE OF CONTENT

ACKNOWLEDGEMENT	i
EXECUTIVE SUMMARY	ii
TABLE OF CONTENT	iii
1.0 GO E-COMMERCE REGISTRATION	1
1.1 Personal Profile Information	1
1.2 Business Profile Infromation	1
2.0 INTRODUCTION OF BUSINESS	2
2.1 Name and address of business	2
2.2 Organization chart	3
2.3 Mission and Vision	3
2.4 Description of products	4
2.5 Price list	5
3.0 FACEBOOK (FB)	6
3.1 Creating Facebook (FB) page	6
3.2 Customing URL Facebook (FB) page	6
3.3 Facebook Post	7
i. Teaser	7
ii. Copywriting (Hardsell)	9
iii. Copywriting (Soft sell)	12
3.4 Graphics	15
CONCLUSION	19

1.0 GO E-COMMERCE REGISTRATION

1.1 Personal Profile Information

PERSONAL PROFILE	BUSINESS PROFILE
------------------	------------------



**AFIQAH BT
TASNIMUDDIN**

Personal Information

Name	: AFIQAH BT TASNIMUDDIN	Phone/Mobile	:		Edit
New Identity Card No.	:	Home Address	:		
Email Address	:	District	:		
City	:	Postcode	:		
State	:	Personal Instagram	:		
Personal Facebook	:	Race	:	Malay	
Gender	: Female	Special Need Required	:	No	
Marital Status	: Single				

1.2 Business Profile Information

PERSONAL PROFILE	BUSINESS PROFILE
------------------	------------------



**AFIQAH BT
TASNIMUDDIN**

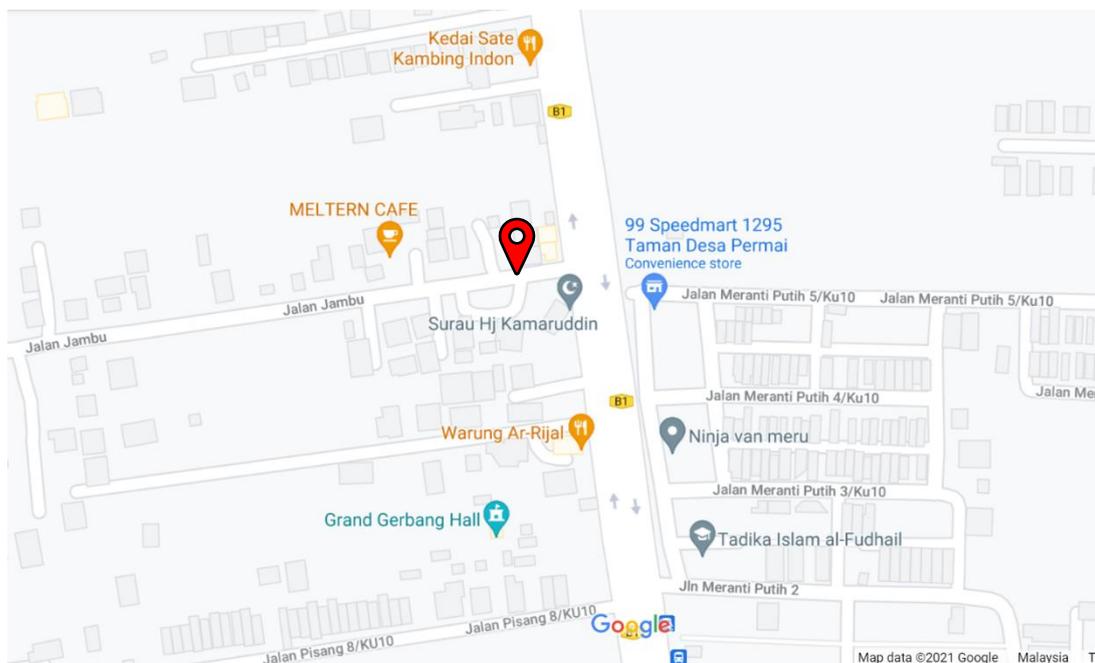
Company Name	: BydoubleS	Company Registration No.	:	
Type Of Business	: Enterprise	Business Role	:	Product Owner
Facebook Page	: https://www.facebook.com/By-double-S-102733978572211	Business Category/Business Sub-Category	:	Food & Beverages / Food & Beverages
Wechat for Business	:	Business Instagram Page	:	
Marketplace	: Others	Business Website	:	
Business Related to Your Study Field	: Yes	Type Of Website	:	
		Experience in International Export	:	No

2.0 INTRODUCTION OF BUSINESS

2.1 Name and address of business

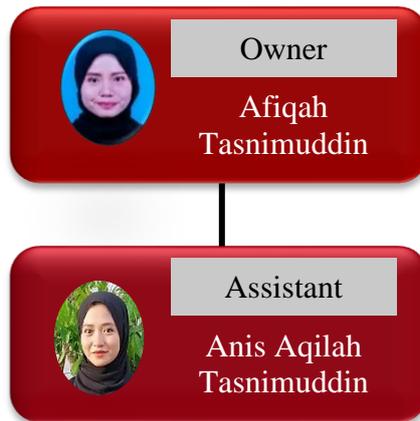
Bydouble's is the name of our grandmother from both side of our mother and father which is Saniah and Satimah. We choose based on their name because they are strong women who manage to support their families through businesses. Even though their businesses are different but we want to carry their name everywhere and get their spirit on us.

We sell products that different from nowadays which is dried seaweed with spring roll pastry also known as '*popia*'. From that combination, we named our product as 'Pieweed'. 'Pi' was from '*popia*' but we add alphabet 'e' to make it aesthetic. While 'weed' is from sea-weed. We make it from the beginning of the process until the end of the products. This business we manage through online which is Facebook platform at our house. Our house located at No 37, Lot 1843, Batu 7 ½, Jalan Jambu, Kampung Meru, 41050, Klang, Selangor.



2.2 Organization chart

ByDouble'S is worked by the Owner, Afiqah Tasnimuddin while assisted by Anis Aqilah Tasnimuddin. Since we were a Small Medium Enterprise (SME), the size of organizational chart is not big, just both of us.



2.3 Mission and Vision

Mission

To be part of people's taste by offering and creating more flavours with high quality, innovative and at affordable prices.

Vision

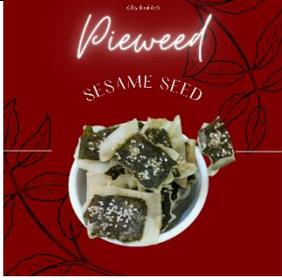
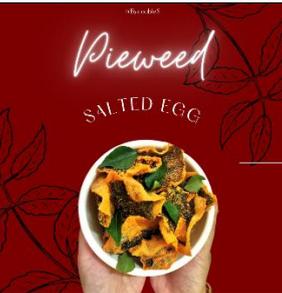
Maintaining relationships with our customers, employees with good quality of our products be the most wanted for customer's daily chips.

2.4 Description of products



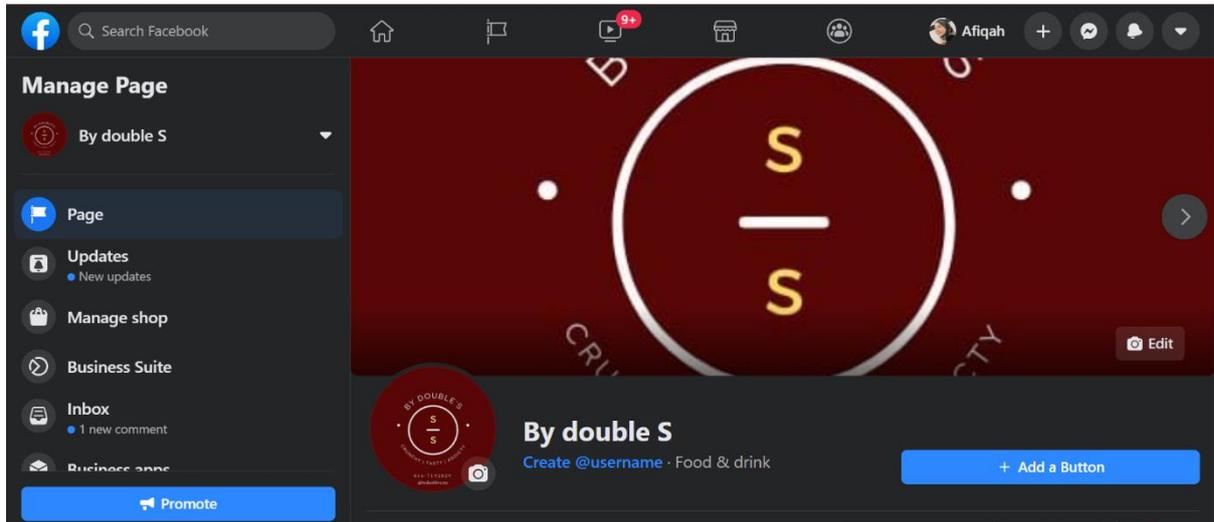
As previously said, ByDouble'S are small business organisations that provide a wonderful and premium flavour quality of *poppia* seaweed combination. As the list on the next page shows, we provide four flavours with current consumer tastes. People want snack that have something crunchiness, flavourful, and hot. Only four flavours are available for the time being, but many more flavours will be available soon. Alhamdulillah, the hottest flavours are Spicy Cheese and Salted egg.

2.5 Price list

Product	Name	Price
 The image shows a white bowl filled with dark, irregularly shaped pieces of seaweed. The background is a dark red with a subtle floral pattern. The text 'Pieweed ORIGINAL' is written in white at the top.	Pieweed Original	RM18.00 / bottle
 The image shows a white bowl filled with seaweed pieces coated in a dark sauce and topped with white sesame seeds. The background is a dark red with a subtle floral pattern. The text 'Pieweed SESAME SEED' is written in white at the top.	Pieweed Sesame Seed	RM18.00 / bottle
 The image shows a white bowl filled with seaweed pieces coated in a yellow-orange sauce. The background is a dark red with a subtle floral pattern. The text 'Pieweed CHEESE SPICY' is written in white at the top.	Pieweed Cheese Spicy	RM18.00 / bottle
 The image shows a white bowl filled with seaweed pieces coated in a yellow-orange sauce, held by two hands. The background is a dark red with a subtle floral pattern. The text 'Pieweed SALTED EGG' is written in white at the top.	Pieweed Salted Egg	RM18.00 / bottle

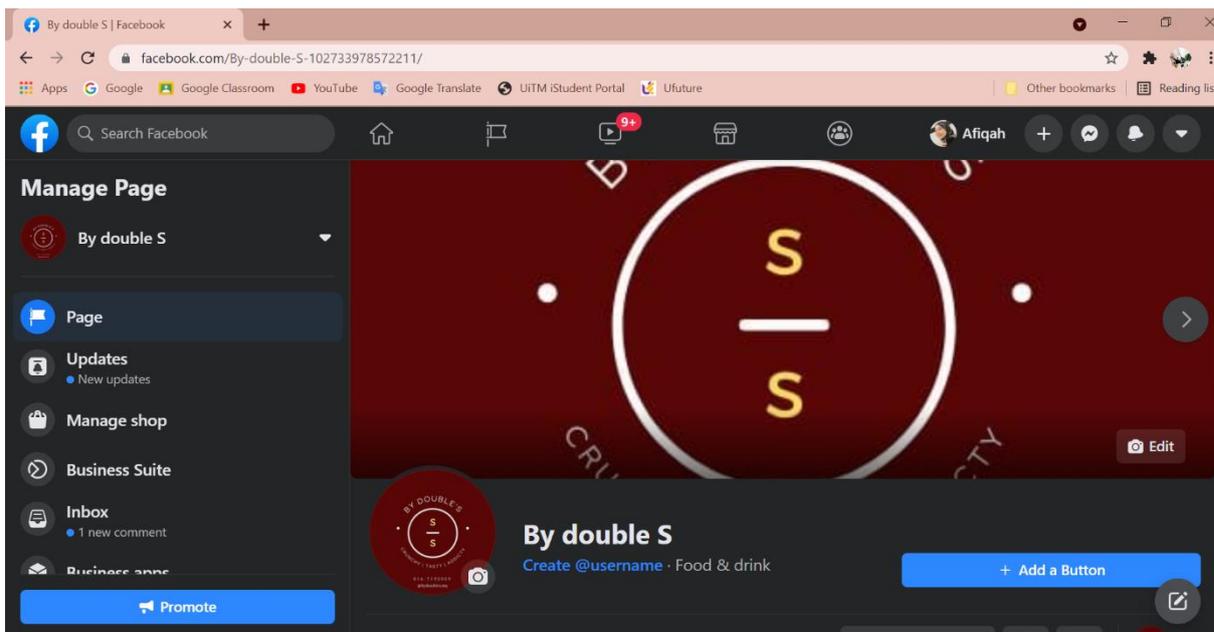
3.0 FACEBOOK (FB)

3.1 Creating Facebook (FB) page



3.2 Customing URL Facebook (FB) page

FB URL page: <https://www.facebook.com/By-double-S-102733978572211/>



The image shows a Facebook post from the user 'By double S'. The main content is a red-themed graphic with a white timer. The timer displays '1' for hours, '0' for minutes, and '0' for seconds. The text 'Product Launch' is written in a white cursive font above the timer. Below the timer, the words 'Hour', 'Minutes', and 'Seconds' are written in a smaller white font. The handle '@BydoubleS' is visible at the bottom of the graphic. The Facebook interface includes a search bar, a notification bell with a red '1', and a post from 'By double S' published on June 28 at 11:00. The post text reads: 'BydoubleS dearies!! 1 HOUR LEFT!!! 1 HOUR LEFT!!! 1 HOUR LEFT!!! 1 HOUR LEFT!!! Our products will be suitable for your day!! -ATTENTION- Please always refresh your Facebook to get the new update as soon as possible 😞😞'. Below the post, there are options to 'Like', 'Comment', and 'Share', and a comment input field with the text 'Comment as By double S' and a 'Press Enter to post.' prompt.

Product Launch

1 Hour 0 Minutes 0 Seconds

@BydoubleS

By double S
Published by Afiqah Tasni ·
28 June at 11:00

BydoubleS dearies!!
1 HOUR LEFT!!! 1 HOUR LEFT!!!
1 HOUR LEFT!!! 1 HOUR LEFT!!!
Our products will be suitable for your day!!

-ATTENTION-
Please always refresh your Facebook to get the
new update as soon as possible 😞😞

Edit

1

Like Comment Share

Comment as By double S
Press Enter to post.

ii. Copywriting (Hardsell)

By double S
Published by Afiqah Tasni · 28 June at 12:00 · 🌐

CRUNCY PIEWEED KRUPP KRAPP KRUP KRAPP 🍷🍷🍷🍷🍷

The combination of crunchiness and flavor for your daily snack with affordable price!

We introduce you, our delicious products 🍷🍷🍷🍷🍷

There are 4 flavors for your choices!!

- Original
- Sesame Seed
- Salted Egg 🍷
- Cheese Spicy 🍷🍷

RM18/bottle
RM18/bottle
RM18/bottle

INTERESTED? WS US NOW! 🍷🍷🍷

Be our first customer and get the best price!

<http://www.wasap.my/+0167192029/HinakbelliPieweed> ✅

<http://www.wasap.my/+0167192029/HinakbelliPieweed> ✅

<http://www.wasap.my/+0167192029/HinakbelliPieweed> ✅

Original

Salted Egg

Sesame Seed

Cheese Spicy

@BydoubleS

Original

Cheese Spicy

Sesame Seed

Salted Egg

FOUR FLAVOURS PIEWEED

@BydoubleS

By double S
Published by Afiqah Tasni · 30 June at 12:00 · 🌐

Good afternoon bydoubles dearies!
Let's try something different!
Some crunchy, delicious, flavors, sweets, hot and tasty!
All this you can get in our product 🍷🍷🍷
This can be your chance to try our product!

Let's have some snack on your house!
It is suitable for students and people who work from home to make sure you did not hungry while to the task!
WE WILL GUARANTEE YOU!
You will not regret with our **PIWEED!**
4 flavors for your favorite choice! 🍷🍷🍷

ONLY RM18/bottle! ONLY RM18/bottle! ONLY RM18/bottle!

Contact us right now!
<http://www.wasap.my/+0167192029/HinakbelliPieweed>

Contact us right now!
<http://www.wasap.my/+0167192029/HinakbelliPieweed>

Contact us right now!
<http://www.wasap.my/+0167192029/HinakbelliPieweed> See less

Edit

Comment as By double S 🍷🍷🍷

Press Enter to post.

By double S

Pieweed

SALTED EGG

By double S
Published by Afiqah Tasni · 5 July at 17:00 · 🌐

Good evening bydoubles dearies!
Did u miss us? Have some taste on this salted egg flavor for your amazing day!

Our TOP 1 flavor which contain spice and tasty for your snack 🍷🍷🍷
🍷🍷🍷🍷🍷🍷🍷🍷🍷🍷🍷🍷
🍷🍷🍷🍷🍷🍷🍷🍷🍷🍷🍷🍷

Most of our customers love this flavor which contain some curry taste.
If you love eat chicken curry, this is for you! 🍷🍷
You definitely will repeat this flavor!

RM18/bottle
RM18/bottle
RM18/bottle

DM or whatsapp us now!
<http://www.wasap.my/+0167192029/HinakbelliPieweed>

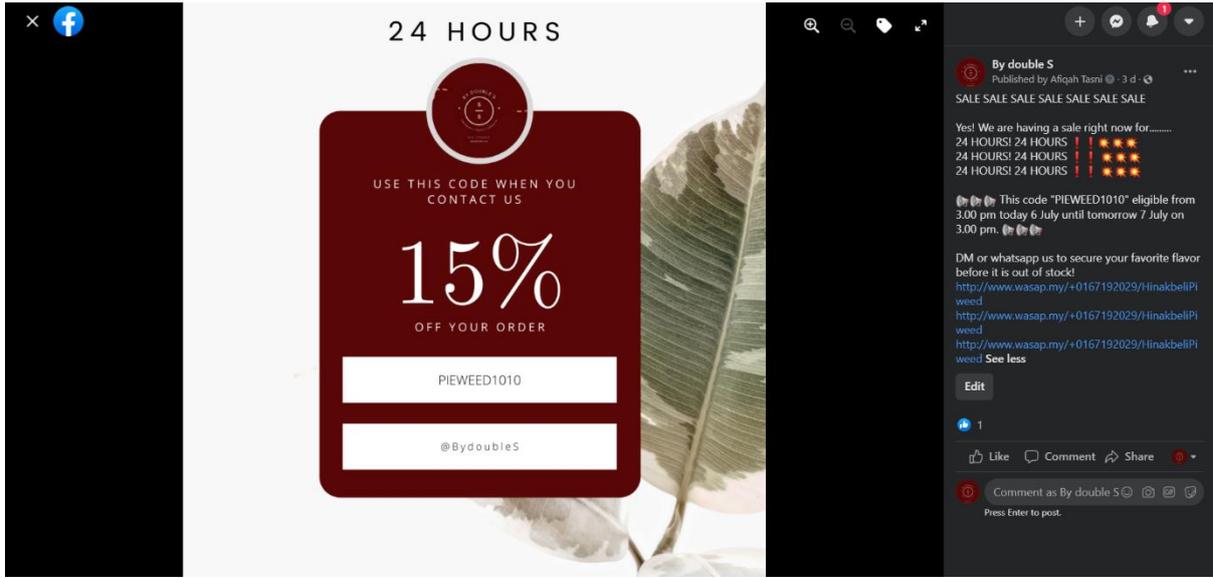
DM or whatsapp us now!
<http://www.wasap.my/+0167192029/HinakbelliPieweed>

DM or whatsapp us now!
<http://www.wasap.my/+0167192029/HinakbelliPieweed> See less

Edit

Comment as By double S 🍷🍷🍷

Press Enter to post.



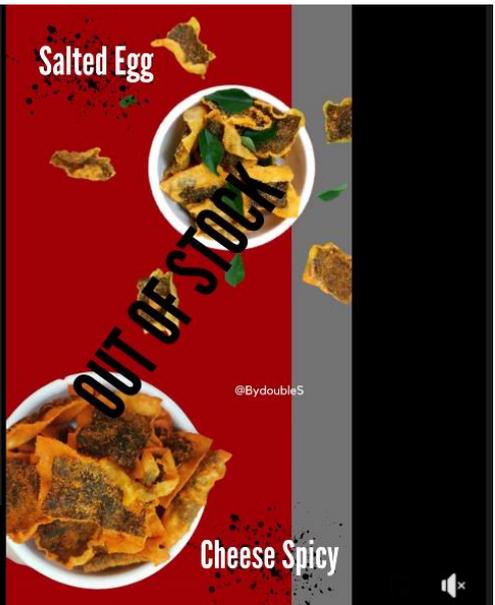
By double S
 Published by Afiqah Tasni · 7 July at 19:01 · 🌐

Sorry dearies 😞😞😞😞.....
 They are some of our customers looking for Cheese spicy and Salted egg but we are so sorry. They are out of stock. We will try to restock as soon as possible for you!

!!!🚫🚫🚫 OUT OF STOCK !!!🚫🚫🚫
 - Cheese Spicy
 - Salted Egg

Don't worry, we will update as soon as possible 😞😞😞
 Make sure always turn on notification!

To purchase other flavors, WS or DM us right now
<http://www.wasap.my/+0167192029/HinakbeliPiweed> ✓
<http://www.wasap.my/+0167192029/HinakbeliPiweed> ✓
<http://www.wasap.my/+0167192029/HinakbeliPiweed> ✓



By double S
 Published by Afiqah Tasni · 7 July at 11:00 · 🌐

Our cheese spicy are OUT OF STOCK!
 Still in stock are our original, salted egg flavor and sesame seed!

SALE STILL ONGOING UNTIL 3.00 pm TODAY !!!
 4 hours to go until the sales end!

UPDATE !!! UPDATE !!! UPDATE !!!
 Original - 8 bottles
 Sesame seed - 10 bottles
 Salted egg - 5 bottles

👉👉👉 Use his code "PIEWEED1010" to get discount price. This code eligible from 3.00 pm 6 July until 7 July on 3.00 pm. 👉👉👉

DM OR WS us right now ✨!
<http://www.wasap.my/+0167192029/HinakbeliPiweed> ✓
<http://www.wasap.my/+0167192029/HinakbeliPiweed> ✓
<http://www.wasap.my/+0167192029/HinakbeliPiweed> ✓



By double S
 Published by Afiqah Tasni · 2 d · 🌐

END OF SALE! END OF SALE!
 Thanks you so much bydoubles dearies!
 Our salted egg and cheese spicy are OUT OF STOCK!
 But u still can buy our original and sesame seed but both of this flavor are just less than 5 bottles!

WE LOVE YOU 🍷
WE LOVE YOU 🍷
WE LOVE YOU 🍷

You still can purchase our Pieweed with only
 RM18 / bottle
 RM18 / bottle
 RM18 / bottle

✓✓✓ IN STOCK ✓✓✓
 - Original
 - Sesame seed

<http://www.wasap.my/+0167192029/HinakbeliPiweed>
<http://www.wasap.my/+0167192029/HinakbeliPiweed>
<http://www.wasap.my/+0167192029/HinakbeliPiweed>
<http://www.wasap.my/+0167192029/HinakbeliPiweed> See less

Edit

👍 Like 💬 Comment ➦ Share

Comment as By double S 🌐 📧 📧 📧
 Press Enter to post.

iii. Copywriting (Soft sell)

Kelebihan Rumpai Laut Kering

- NATRIUM TINGGI**
Rumpai laut kering mengandungi 312 mg natrium setiap hidangan.
- MINERAL YANG TINGGI**
Antaranya ialah kalsium, kalium, zat besi, magnesium, iodine, dan zinc.
- PELBAGAI NUTRIEN**
Rumpai laut kering mengandungi bekalan vitamin B-6 yang baik
- BERSIFAT ANTI-MUTAGEN**
merendahkan kadar kolestrol dan mencegah kedatangan penyakit seperti kanser dan penyakit jantung.
- MEMPUNYAI ANTIOKSIDAN**
Antioksidan melindungi setiap sel dalam tubuh anda daripada kerosakan yang disebabkan oleh radikal bebas

@BydoubleS

30 June at 17:55

The advantages of "Dried Seaweed"

- High sodium. Dried seaweed contains 312 mg of sodium per serving.
- Various nutrients. Dried seaweed contains a good supply of vitamin B-6.
- Has antioxidants.
- High minerals. Such as calcium, potassium, iron, magnesium, iodine and zinc.
- Anti-mutagenic. Lowers cholesterol levels and prevents the onset of diseases such as cancer and heart disease.

There are many advantages for dried seaweed but if you had serious disease/problem on your health, u are requires to go to the Doctor for consultation.

To buy Pieweed, u can DM or WS us to purchase. Contact us right now!
<http://www.wasap.my/+0167192029/HinakbellPieweed>
 Contact us right now!
<http://www.wasap.my/+0167192029/HinakbellPieweed>

Comment as By double S

Pieweed

CRUCHY WITH SOME TASTE

@BydoubleS

By double S
Published by Alifah Tasni · 30 June at 21:00

PIEWEED.
Why pieweed?
Why not crunchy seaweed? 🍷
Spice seaweed? 🍷
Seaweed? 🍷

The combination of dried seaweed with spring roll pastry also known as 'popia'. We named our product as 'Pieweed'. 'Pi' was from 'popia' but we add alphabet 'e' to make it cute. While 'weed' is from sea weed 🌿🌿🌿

PIEWEED PIEWEED PIEWEED PIEWEED PIEWEED
PIEWEED PIEWEED PIEWEED PIEWEED PIEWEED
PIEWEED PIEWEED PIEWEED PIEWEED PIEWEED

CONTACT US to buy
<http://www.wasap.my/+0167192029/HinakbellPieweed>
<http://www.wasap.my/+0167192029/HinakbellPieweed>
 See less

Edit

Like Comment Share

Comment as By double S

YAY, IT'S SALE!

???

@BydoubleS

By double S
Published by Alifah Tasni · 4 d ·

Someone DM us, we forgot about the post on the other day.
OF COURSE WE REMEMBER! 🍷🍷🍷

IT IS SALE FOR OUR PRODUCTS! 🍷🍷🍷
 IT IS SALE FOR OUR PRODUCTS! 🍷🍷🍷
 IT IS SALE FOR OUR PRODUCTS! 🍷🍷🍷

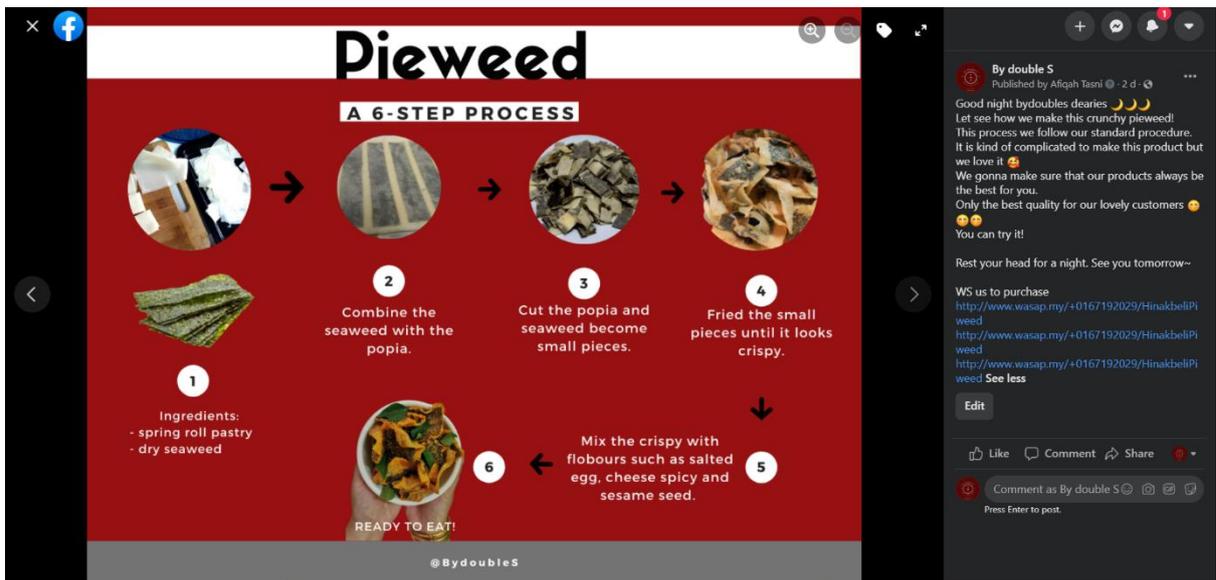
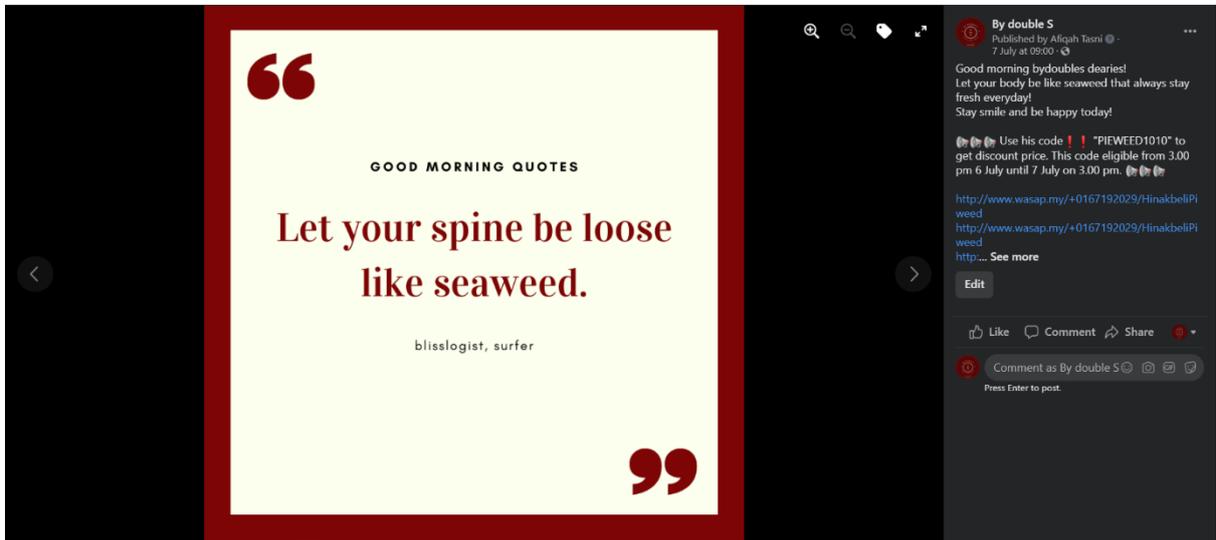
Can you guess how much the sale????
 We will let you guess first!
 One of the comment, we will make it!
 🍷🍷🍷

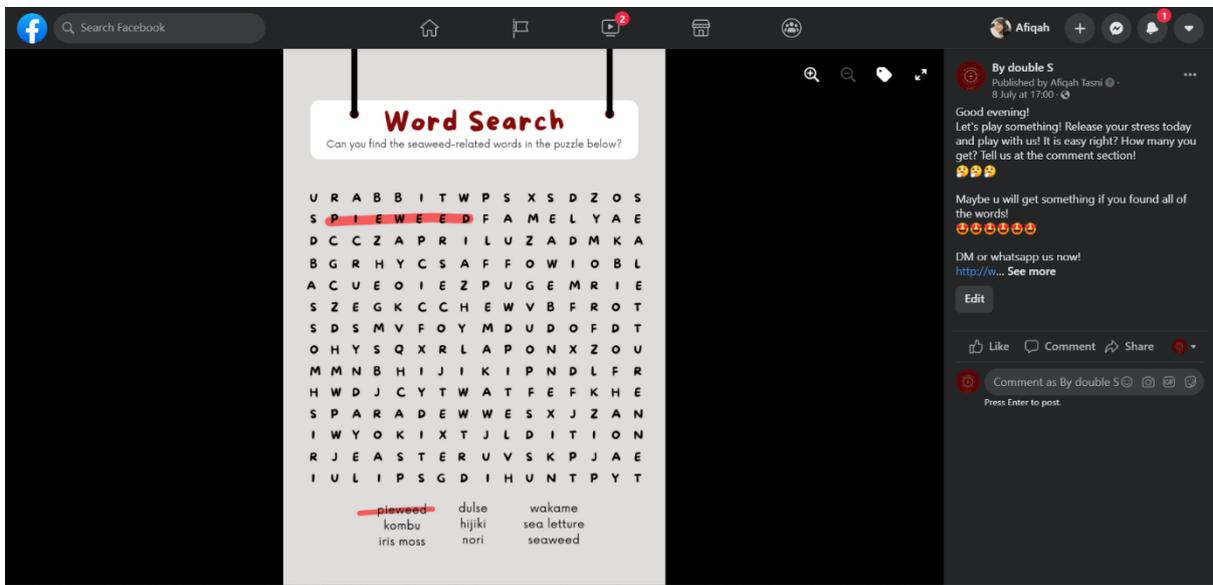
You can DM us or WS us for fast respond!
<http://www.wasap.my/+0167192029/HinakbellPieweed>
<http://www.wasap.my/+0167192029/HinakbellPieweed>
 See less

Edit

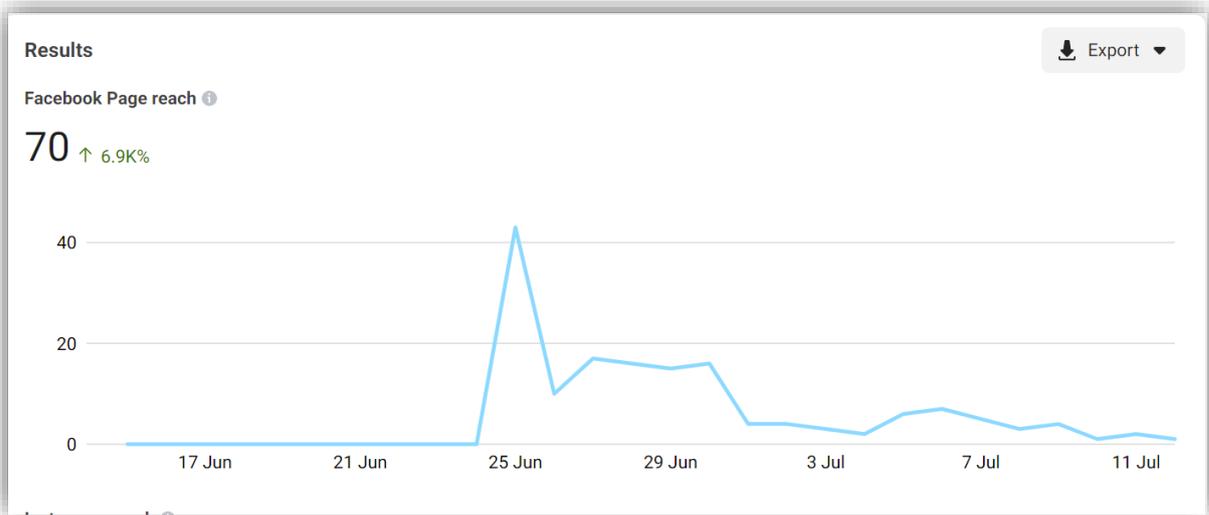
Like Comment Share

Comment as By double S





3.4 Graphics



Audience ⓘ

<p>Facebook Page likes ⓘ</p> <p>66</p> <p>Age & gender ⓘ</p>  <p>Demographic data isn't available</p>	<p>Instagram followers ⓘ</p> <p>52</p> <p>Age & gender ⓘ</p>  <p>Demographic data isn't available</p>
---	---

Recent content ↕	Type	↓ Reach ↕	LIKES and ↕	↑ Comments	↑ Shares	↑ Results	↑ Cost per result	↑ Link clicks
 CRUNCY PL... 27 June 21:00	f	24	4	0	0	--	--	1
 Get ready f... 27 June 06:49	f	19	2	1	0	--	--	1
 Good morni... 30 June 18:00	f	12	0	1	0	--	--	2
 Good aftern... 29 June 21:00	f	12	1	0	0	--	--	0
 Good Morni... 27 June 16:00	f	9	1	0	0	--	--	0
 3 HOURS T... 27 June 18:00	f	8	1	0	0	--	--	0
 PIEWEEED. ... 30 June 06:00	f	7	0	0	0	--	--	0
 The advant... 30 June 02:55	f	7	0	0	0	--	--	0
 Bydoubles ... 27 June 20:00	f	7	1	0	0	--	--	0
 Our cheese ... 6 July 20:00	f	6	0	0	0	--	--	0
 Good night ... 7 July 06:30	f	5	0	0	0	--	--	0
 Have a rest ... 6 July 06:30	f	5	0	0	0	--	--	0
 We want to ... 6 July 04:01	f	5	0	0	0	--	--	0
 Good eveni... 8 July 02:00	f	4	0	0	0	--	--	0
 Sorry dearie... 7 July 04:01	f	4	0	0	0	--	--	0

Recent content ↕	Type	↘ Reach ↗	↕	LIKES and	↕ Comments ↗	↕ Shares ↗	↕ Results ↗	↕ Cost per result ↗	↕ Link clicks ↗
 END OF SA... 7 July 00:00		4		0	0	0	--	--	0
 SALE SALE ... 6 July 00:00		4		1	0	0	--	--	1
 Good morni... 5 July 20:00		4		1	0	0	--	--	0
 Good eveni... 5 July 02:00		4		1	0	0	--	--	0
 Someone D... 5 July 01:13		4		1	0	0	--	--	0
 Hi Bydouble... 8 July 06:00		3		0	0	0	--	--	0
 Good morni... 7 July 18:33		3		0	0	0	--	--	0
 Good morni... 6 July 18:00		3		0	0	0	--	--	0



Certificate of Completion

This acknowledges that

AFIQAH BT TASNIMUDDIN

has successfully completed

eUsahawan Course

Level 1 – Go Digital

organised by



This is a digital-generated certificate. No signature is required.

CONCLUSION

ByDouble'S utilises social media to promote high-end, high-priced foods and beverages. Finding customers, linking, connecting, and networking are all examples of how to use social media for business. While there are certain disadvantages to doing business online, there are also some advantages.

ByDouble'S is committed to their satisfaction for our clients in a long-term. The remarks and responses of our customers have always been positive. As the owner of ByDouble'S, I will continue to refine our strategy in order to make our firm the best and most successful in the industry. I'll put all of my skills to use and look for new information or statistics about the customer's current trend. Customers may place orders by posting a comment, sending a direct message, using Facebook Messenger, or WhatsApp. ByDouble'S has an outstanding and user-friendly delivery system. By utilising a variety of media, we may be able to reach a large range of clients.

Finally, online business is quite advantageous, especially for SME's who are just starting started or have recently opened their doors. E-Market, often known as E-Commercial, provides a diverse variety of services. In order for society to prosper in the market and enhance or maintain profit margins, all of these sources of advantage must be utilised. In a roundabout sense, the present world forces us to use modern means and media.