



اَوْبُو سَيِّدِي تَيْكُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF BUSINESS OF MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS PUNCAK ALAM**

**OPERATIONS MANAGEMENT
PRINCIPLES OF ENTREPRENEURSHIP (ENT 530) INDIVIDUAL
ASSIGNMENT 1
(SOCIAL MEDIA PORTFOLIO)**

**PREPARED FOR:
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BA2444A**

ACKNOWLEDGEMENT

Alhamdulillah, all praises to Allah S.W.T. for His blessings and strength that he give to me in completing this social media portfolio. For these few months and weeks, I have did my best to complete this individual assignment. In completing this assignment, there would not been been possible without valuable guidance, contribution, help and support from several people during the preparation and completion stages of this portfolio.

My gratitude goes to my ENT530 lecturer, Dr Nor Zawani Mamat@Ibrahim for her guidance, advice, encouragement, and support in the progress to complete the task, from start until the end. With her guidance, I am able to gain some knowledge and information about portfolio that I need to be submitted. Besides that, I would like to thank all my classmates and UiTMs' students as well for supporting me throughout the process of making this portfolio wether in campus or in their hometown. They also have given me a lot of advice and wisdom to go through this task in the midst of this pandemic. On top of that, I would like to give to my family who always understands my situation especially on Online Distance Learning (ODL). Without their understanding and moral support, I might not be able to complete this task successfully.

EXECUTIVE SUMMARY

This business is registered under my partner's name Nur Syarah binti Syazyan and I am her business partnership during this business is operating. It was started in early month of February 2021. This business known as Chewy Brokiees. This is Food and beverages business category, desert product which is chewy cookie. Chewy Brookies is a cookies product with chew and moist structure of a cookie with chocolate taste is an interesting product that rarely known by consumers since people only know cookies is only crunchy food. This is home made produt operation located in Kempas Denai, Johor Bahru, Johor.

The owner Nur Syarah has experience in baking brownies product in year of 2017. She gained the experience of baking from her family since her mother baked the bread, brownies, custard, layer cakes and others. Since she is a UiTM students and to fill up free time she decided to make this business come true before started this new semester. We chose to collaborate in producing the chewy brookies in home made operation. We believe that during this new norms of Covid-19 outbreak, many people have the eager of making other things accomplished for example being salesperson of the business product, producing home made product gaining sales in domestic locations and restricted area, and others. Plus, in making the innovation of the product itself, we want to produce the different products than any other entrepreneur has done in producing the cookie products. This business known as desert shop and started in home-made operation during Covid-19 pandemic. Furthermore, I am hoping that with selling our products to customers, it would make me a great entrepreneur one day and always make my customers satisfy with our products and services.

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1.0 E-COMMERCE REGISTRATION

1.1 Go eCommerce Registration

Go-eCommerce BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

PERSONAL PROFILE BUSINESS PROFILE



AHMAD NAQUIDDIN BIN MUSTAFA

Personal Information

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

Institution Information [Add New](#)

UITM Puncak Alam - NZI ENT530

Type of Institution	:	IHL	Institution List	:	Universiti Teknologi MARA	
State of Institution	:	Selangor	Name of Institution	:	UITM Puncak Alam	
Address of Institution	:	Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, .	City	:	Puncak Alam	
			Postcode	:	42300	
District of Institution	:	Kuala Selangor				
Level of Study	:	Bachelor Degree	Study Status	:	Full time	Edit Delete
Course Name	:	NZI ENT530	Class Name	:	NZI ENT 530	
Subject Name	:	PRINCIPLE OF	Year Enrolling the subject	:	2021	

1.2 Go eCommerce Certificate



1.3 MyEnt Certificate

 **UNIVERSITI TEKNOLOGI MARA** | Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar : 2019219122
Nama : AHMAD NAQUIDDIN BIN MUSTAFA
Program Pengajian : SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN) PENGURUSAN OPERASI
Fakulti : Faculty of Business & Management
Kampus : Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Online
Bidang Perniagaan yg diceburi : Makanan
Tempoh Berniaga : -
No. Pendaftaran Perniagaan : -
URL Perniagaan : <https://www.facebook.com/syarookies>
Alamat Premis Perniagaan : -
Tarikh Mendaftar : 25 May 2021
Tarikh Cetak : 25 Jul 2021

Sijil Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dijalankan oleh pelajar semasa tempoh pengajian di UITM. Sijil ini secara automatik langsung akan terbahal apabila penama mendaftarkan pengajian atau tidak lagi aktif dalam sistem universiti.

Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED) juga berhak membatalkan sijil ini tanpa sebarang notis. Penggunaan sijil ini hanya dibenarkan untuk kegunaan urusan dalaman UITM sahaja. Urusan dan aktiviti perniagaan yang dijalankan oleh penama adalah risiko dan tanggungjawab sendiri tanpa melibatkan kepentingan dan nama Universiti.

SALINAN PENDAFTARAN INI DIPERANJE OLEH
PENOLONG NAIB CANSOLOR KEUSAHAWANAN UITM

Malaysian Academy of SME & Entrepreneurship Development (MASMED)

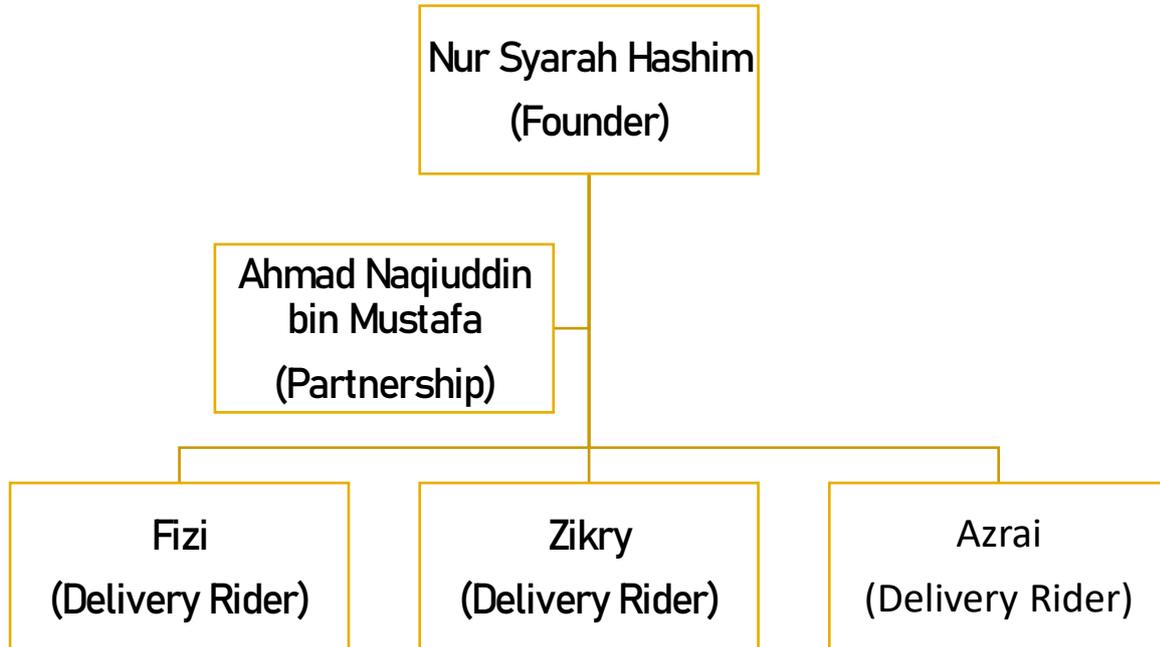
2.0 INTRODUCTION OF THE BUSINESS

2.1 BUSINESS BACKGROUND



Chewy Brookies is has started its operation since February 2021 at Kempas, Denai Johor Bahru, Johor. The reason this product named Brookies is because the owner Nur Syarah Hashim has experience in making brownies cake decided to make cookies with brownies design. This Brookies product also is a product that have chewy structure with chocolate taste as a main flavour. I chose to collaborate in her business because I can see the uniqueness of this product with other cookies that frequently other entrepreneur have sell their products in my hometown. We believe that we are selling products are rarely sold in any places because our structure of the product is chewy and not chruncy. Based on our observation, chewy cookies are only been sell in profesional baked stores. We are also focusing on certain raw materials of this product that are rarely sell in baking stores by making comparison between baking stores in our locations.

2.2 ORGANIZATIONAL CHART



2.3 MISSION AND VISION

MISSION

1. Getting side income as students while being university students and learning at home (Online Distance Learning).
2. Gain the experience in produce and sell the cookies with different characteristic in the desert market
3. To help fullfil people's cravingness on baking desert.

VISSION

- 1) To be the first choice of Malaysian citizen in getting chewy cookies products that rarely sell in other markets

2.4 DESCRIPTION OF THE PRODUCTS

There are many types of Chewy Brookies that we produce for example, standard chewy brookies, large size of chewy brookies and Raya Chewy Brookies (during Hari Raya). Standard size of chewy brookies is standard product that we sell to the customer since this business is operated. This standard size of chewy brookies is a benchmark of other product if we wanted to make other innovation on chewy brookies product. The price of this product that we tagged is RM15 only. Plus, we provide the promotion price to those are willing to buy 3 products of standard chewy brookies with the price RM40 only. So, the customers can save up RM5 of original price.

Large size of Chewy Brookies is product that we produce with extra size of chewy brookies compare to the standard product that we have sell. This product consume with extra chocolate and extra chips. Some times we put extra flavour on this product which is mint flavour to those who demanded on this flavour. The price of this large size of chewy brookies is RM20.

We make innovation on this chewy brookies which is Raya Chewy Brookies during Hari Raya Aidilfitri. The details of this product is the size of this product getting smaller that can be assume as mini size. Even in mini sizes of this Raya Chewy Brookies, we tried to produce as many as can be put it in a jar. The price of this Raya Chewy Brookies is RM35.

Based on the raw materials of the products, we focus on raw products in making cookies and certain products that less likely to be sell at the retail store such as Molases Sugar. For chocolate products at first we were experiment on some stores that provide chocolate products. But for now we are focusing on Beryl's chocolate as the main ingredient in Chewy Brookies. Other products such as Anchor Butter, flour and others also we are consistently buy these items in making Chewy Brookies.

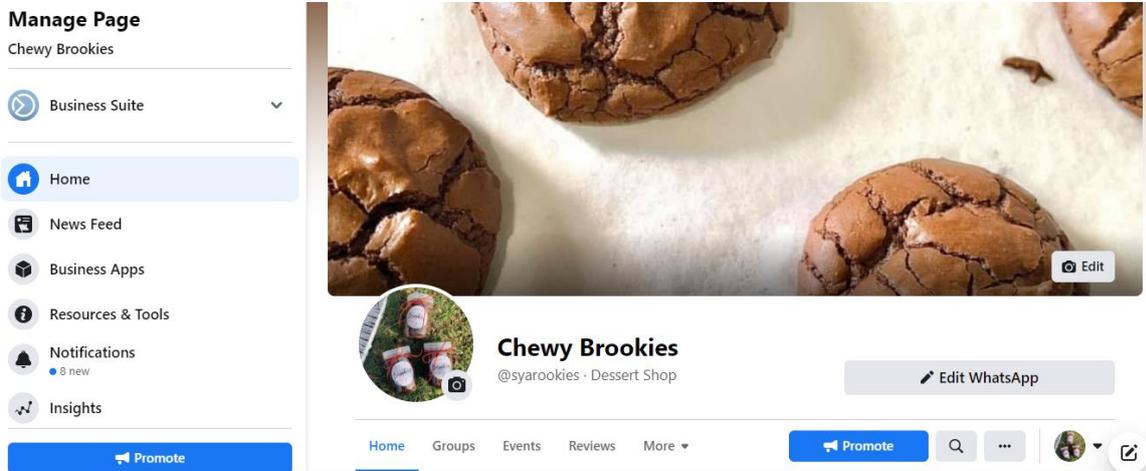
For packaging, we are focusing on buy standard size of jars with the size of 350ml. This is because it is very suitable with the products itself and to avoid the product to be cracked and deducted. We provide the service delivery if they wanted with including delivery charges. Customer also have options to claim the product.

2.5 PRICE LIST

ITEMS	PRICE	NOTES
	RM15	- Standard size of the product is the main product that we sell
	RM20	- Extra size of Chewy Brookies will be placed in semi large size of jars
	RM35	- Sell during Hari Raya only
 <p>DELIVERY ORDER</p>	RM3 and above	- The price of delivery will be add based on range of the destination

3.0 FACEBOOK

3.1 CREATING FACEBOOK (FB) PAGE



Total Page Likes: 79



3.2 CUSTOMIZING URL FACEBOOK (FB) PAGE

<https://www.facebook.com/syarookies>

3.3 FACEBOOK (FB) POST – TEASER

COMING SOON IN AUGUST

Chewy Brookies akan dibuka semula pada bulan Ogos nanti

🌟 Stay Tuned with us!

🍪 Chewy Brookies



3.4 FACEBOOK (FB) POST – COPYWRITING HARD SELL



🌟 Harga Promosi Chewy Brookies 🌟

Korang dah rasa ke belum Chewy Brookies kami? Kalau yang belum rasa lagi, cubalah beli satu je!

Harga pun berbaloi, RM15 je satu balang. Kalau awak beli 3 balang, kami akan jual dengan harga RM40 je.

Jimat RM5 je!
Jimat tak jimat?





Chewy Brookies

Published by Syarah Hashim · April 29 · 🌐



Hi, assalamualaikum 😊 introducing our jar of chewy brookies! A jar contains at most 18pcs for rm15 and 3 jars for rm40! ❤️



3.5 FACEBOOK (FB) POST – COPYWRITING SOFT SELL



Chewy Brookies

Published by Naquiuddin Mustafa · July 23 at 1:24 AM · 🌐

Treat you tummy with our Brookies

“Today me will live in the moment, unless it’s unpleasant, in which case me will eat a cookie.”

– Cookie Monster

🍪 We believe that many people are craving to get some brownies cookies. Eating chocolate snacks can make you happy. Our delightful brookies taste is different from our competitor as it has a more chewy approach. Our raw materials on this product can be said, will give you mood enhancing-effect.

🍪 We are trying to fulfill your demand in getting chewy brookies especially during Movement Control Order (MCO). Don't let your curiosity on our product turn into dust.

🍪 We do offer you different size of brookies such as large, standard and small cookies. We offer you promotion price if you buy brookies in bulk.

🍪 To taste this chewy brookies as the best dessert, you may contact us right here : mywa.link/mvg2q5xt or mywa.link/sjb7jlzq



bulk.

🍪 To taste this chewy brookies as the best dessert, you may contact us right here : mywa.link/mvg2q5xt or mywa.link/sjb7jlzq





Chewy Brookies

Published by Naquiuddin Mustafa · July 21 at 2:17 AM · 🌐



👉 HAVE YOU HEARD ABOUT BROWNIES BUT IN A FORM OF COOKIES? Plus with a chewy structure? Do you want to know how does it taste when it's baked with extra chocolate? With sugar that are rarely sold in retail stores?

👉 Let me introduce you to home-made Chewy Brookies. Based on observation, there are people who less enjoy cookies. But once they get the first bite of our product, they immediately become our regular customer until now.

👉 Enjoy the moment when you taste these chewy brookies where you only can taste them at luxurious bakeries.

👉 To taste this chewy brookies as the best dessert, you may contact us right here : mywa.link/mvg2q5xt or mywa.link/sjb7jlzq



👉 Enjoy the moment when you taste these chewy brookies where you only can taste them at luxurious bakeries.

👉 To taste this chewy brookies as the best dessert, you may contact us right here : mywa.link/mvg2q5xt or mywa.link/sjb7jlzq



SALES REPORT

Go-eCommerce

Business Name	Date	Type	Marketplace(if any)	Others Marketplace (if any)	Total Sales (RM)	Expenses Category	Expenses Subcategory	Total Expenses (RM)	Descriptions	Created At
CHEWY BROOKIES	22/02/2021	online	Social Media		165				Including standard size Brookies (1 for RM15)	21/07/2021
CHEWY BROOKIES	17/02/2021	expenses				Goods	Raw material	131.74	Eggs, Flour, Jars, Beryl's chocolate, Anchor butter, Baking powder	21/07/2021
CHEWY BROOKIES	26/02/2021	online			235				14 customers bought brookies product and one of them bought three jars which costs RM40	22/07/2021
CHEWY BROOKIES	23/02/2021	expenses				Goods	Raw material	134.1	Anchor butter, container, Beryl's chocolate, flour, molasses sugar.	22/07/2021
CHEWY BROOKIES	02/03/2021	offline	None		360				Six customers bought brookies in promotional price.	22/07/2021
CHEWY BROOKIES	28/02/2021	expenses				Goods	Raw material	199.4	Bought raw materials in bulk. 1.8kg Molasses sugar, 84 units of jars, 1kg of Beryl's chocolate	22/07/2021
CHEWY BROOKIES	20/03/2021	offline			420				The first month of doing postage for product.	22/07/2021
CHEWY BROOKIES	17/03/2021	expenses				Goods	Raw material	140.25	Started buying raw materials for postage such as bubble wrap, boxes, plastic and other raw materials for the product	22/07/2021
CHEWY BROOKIES	13/03/2021	offline			195				Customers are starting to repeat on this product	22/07/2021
CHEWY BROOKIES	17/03/2021	expenses				Goods	Raw material	270.05	The highest expensive between month before	22/07/2021
CHEWY BROOKIES	05/04/2021	offline			465					22/07/2021

Business Name	Date	Type	Marketplace(if any)	Others Marketplace (if any)	Total Sales (RM)	Expenses Category	Expenses Subcategory	Total Expenses (RM)	Descriptions	Created At
CHEWY BROOKIES	29/03/2021	offline			380				Got the highest sales at the end of March	22/07/2021
CHEWY BROOKIES	30/04/2021	online	Social Media		275					25/07/2021
CHEWY BROOKIES	05/05/2021	online	Social Media		280					25/07/2021
CHEWY BROOKIES	06/05/2021	online	Social Media		226					25/07/2021
CHEWY BROOKIES	10/05/2021	online	Social Media		300					25/07/2021
CHEWY BROOKIES	15/05/2021	online	Social Media		340					25/07/2021
CHEWY BROOKIES	15/05/2021	online	Social Media		310					25/07/2021
CHEWY BROOKIES	17/05/2021	online	Social Media		310					25/07/2021
CHEWY BROOKIES	27/05/2021	online	Social Media		655					25/07/2021
CHEWY BROOKIES	02/05/2021	expenses				Goods	Raw material	93.25		25/07/2021
CHEWY BROOKIES	16/05/2021	expenses				Goods	Raw material	197.5	Consistently buying raw products in bulk during Hari Raya Aidilfitri	25/07/2021

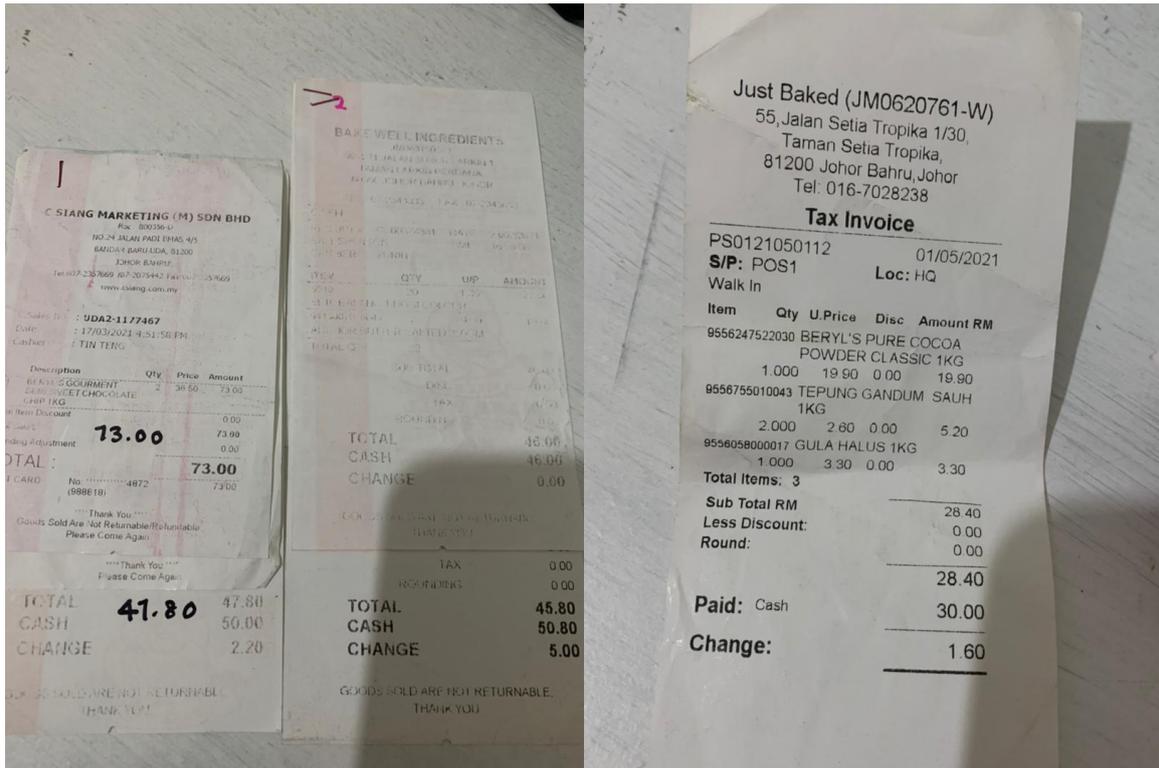
Business Name	Date	Type	Marketplace (if any)	Others Marketplace (if any)	Total Sales (RM)	Expenses Category	Expenses Subcategory	Total Expenses (RM)	Descriptions	Created At
CHEWY BROOKIES	23/05/2021	expenses				Goods	Raw material	111.4		25/07/2021

CONCLUSION

In conclusion Chewy Brookies is a partnership business that contains two or more people to own the business together. Chewy Business has operated during Covid19 outbreak in social media platform. I can conclude that by conducting the business in social media such as facebook can help us in gaining sales. Through social media platform, it is easy to conduct a business by make postings, blasting, getting feedback and others to our target market in Malaysia. Those teaser, hard sell and soft sell that I have posted can be reason why there is always customers that have eager to try on our product. Social media also can be classify as important tools to attract customers nowadays. I am able to gain knowledge in monitoring online market platform on what is trending issues in food and beverages today, what are customers demanding on dessert food, what are the best ingredients in operating desrert food.

My personal opinion, the best memory that I have during operating the business through digital platform is I can see the potential growth of a business by getting any feedback from customers after they get their first bite of our product. At the same time, we have to make sure that we must give satisfaction of our product that have been produced to customers.

APPENDICES



Receipts of raw materials