



FACULTY OF BUSINESS AND MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION (HONS) OPERATIONS MANAGEMENT
(BA244)

PRINCIPLE OF ENTREPRENEURSHIP (ENT530)

INDIVIDUAL ASSIGNMENT

ASSIGNMENT TITLE: SOCIAL MEDIA PORTFOLIO

CLASS: ENT530 – L

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ACKNOWLEDGEMENT

First and foremost, I am praise to Allah, the Almighty for giving me opportunity and guidance to make this assignment project which is Social Media Portfolio. I am are most grateful that I able to complete this assignment for the subject ENT530.

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Finally, I am forever will be indebted to my parents and family for supporting us to complete this case study by giving me motivational support and dedication to myself. Moreover, this assignment project had been prepared by the cooperation and support from many people especially to my neighbour which is Puan Aminah that willing to help me to run this business. We hope that this assignment can give benefit to others that will refer to my assignment in the future.

EXECUTIVE SUMMARY

I have chosen to run a small food business which is my brand name is At Least Curry Puff. My main business activity is selling frozen curry puff which is been produce by me and also contributed by my mother and my neighbours. I am offer two types of curry puff filling which is potato and sardines. The production process is located at my family home and the food ingredient are been bought from the shop near my house.

I have chosen this type of business as my educational purposes for the subject of Principle of Entrepreneurship (ENT530) because I am interested in food business and at the same time curry puff is my favourite snack food. I want to share to people my lovely mother and my neighbours curry puff recipes through this business.

This individual assignment instructs the student to implement social media which is Facebook to run the business. This is the new challenge but also it is interesting in today's business. I am also registered my business at Go-Ecommerce which is under the Malaysia Digital Economy Corporation (MDEC). With this registration, I can key-in my business revenue, gross profit, loss, and other information and data which is it is make me easily track my business flow. This is good initiative that produce my MDEC in order to help the businesses improvement of quality and to be more efficient and effective.

There are certain difficulties in order for me to run this business because I am the first timer to run a business and also lack of experience in selling and promoting skill of the product. Another barrier for me is the Movement Control Order (MCO) that instructed by government which is affect my business. The Standard Operating Procedure (SOP) during this MCO is restrict us from go outside from the house not more than 10KM have affecting my product delivery process since I am using Cash on Delivery (COD) method which delivered by myself to customer by using my own motorcycle.

Last but not least, even this is for educational purposes only, I am felt very exciting to run this business after this because I take this subject as my adding value to find my skill and knowledge of selling, promoting, and manage the business.

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INTRODUCTION OF THE BUSINESS

Name and address of the business

The business name is At Least Curry Puff which the business operation located at Kapar, Klang in Selangor. The address of the business location is stated at the below:

NO2, LORONG SERI SEMENTA 12B,

TAMAN SERI SEMENTA, BATU 7

JALAN KAPAR

42100 KLANG

SELANGOR DARUL EHSAN

Organizational chart



Mission

Our mission is to share our uniqueness taste of curry puff recipes to people through the business using the social media platform which is Facebook.

Vision

Our vision is to expand our business to more places in Selangor state and after that to all state in Malaysia in the future.

Description of products

At Least Curry Puff offer two types of frozen curry puff fillings which is potato and sardines. Frozen curry puff will ease people daily life which is they do not need to go find the food stall to buy the curry puff when they just fry it by themselves at home.

The uniqueness of our curry puff product is the potato fillings are produced by Puan Aminah which is our neighbour and the sardine fillings are produce by my mother which is Puan Norhayati.

We use fresh potato and sardine fillings that been bought at the supermarket near our home. The other method that we use to keep the quality and freshness of our product is we implement the Just in Time (JIT) method in our business production process. JIT mean produce the product when the ordered have been received only. That is mean when customer order to us some of frozen curry puff, after that we will buy the ingredients like potato and sardine. It is also can save our cost and time and also can improve the quality of our works.

We also focus on our curry puff sizing, thickness, and shape in order to maintain the quality from the aspect of taste and the crunchiness.

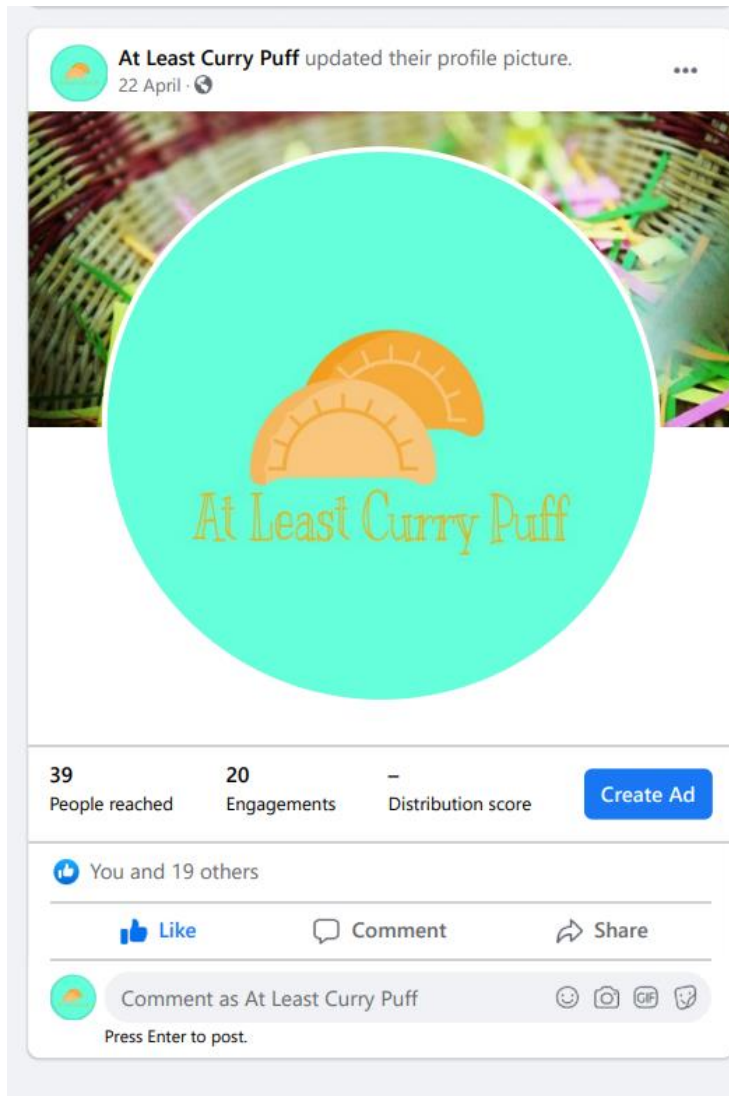
Price list

Curry puff with potato fillings (10 pieces per packet): RM5.00

Curry puff with sardine fillings (10 pieces per packet): RM6.00

FACEBOOK

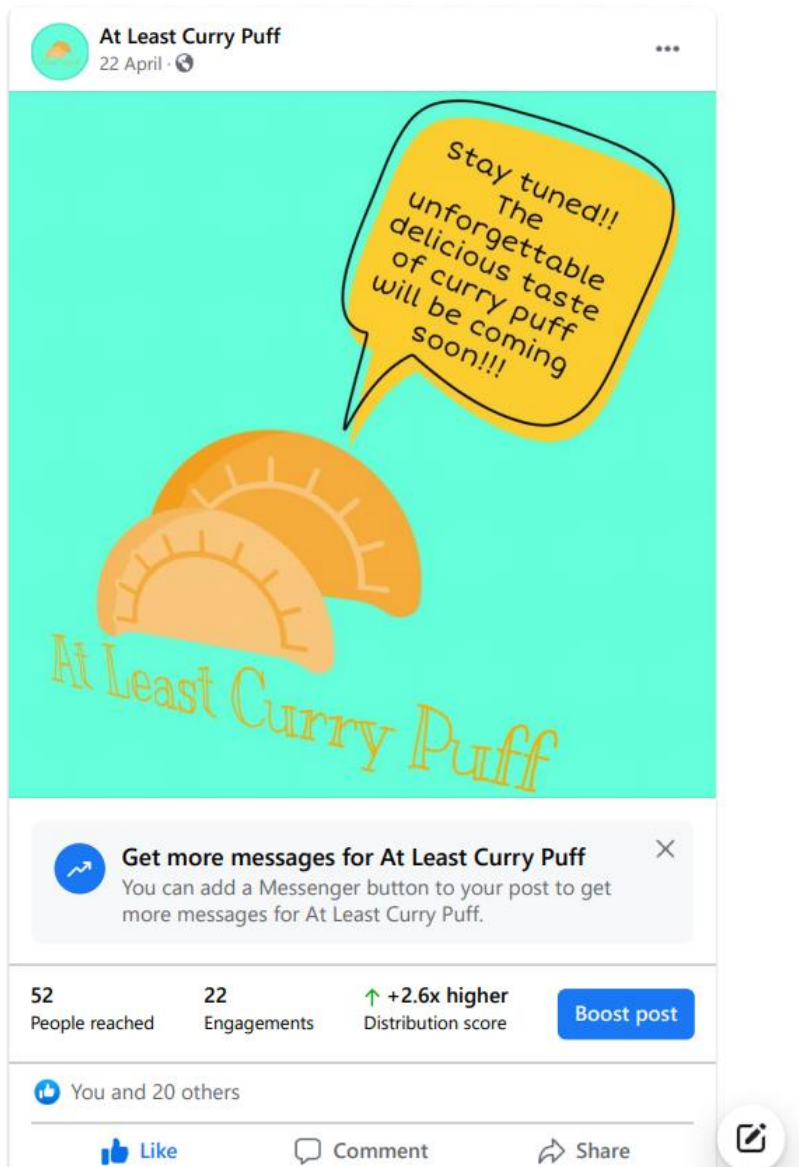
Creating Facebook Page



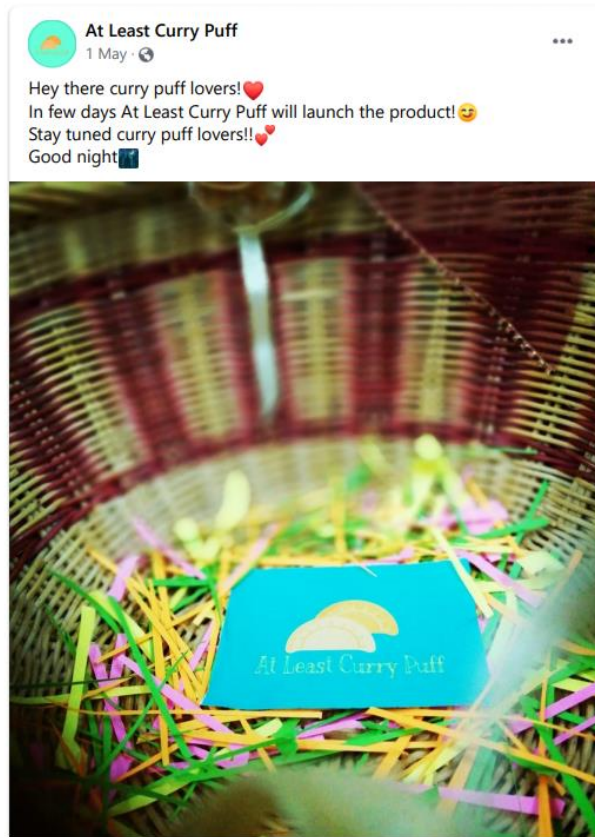
Customing URL Facebook Page

<https://www.facebook.com/At-Least-Curry-Puff-100631432178642>

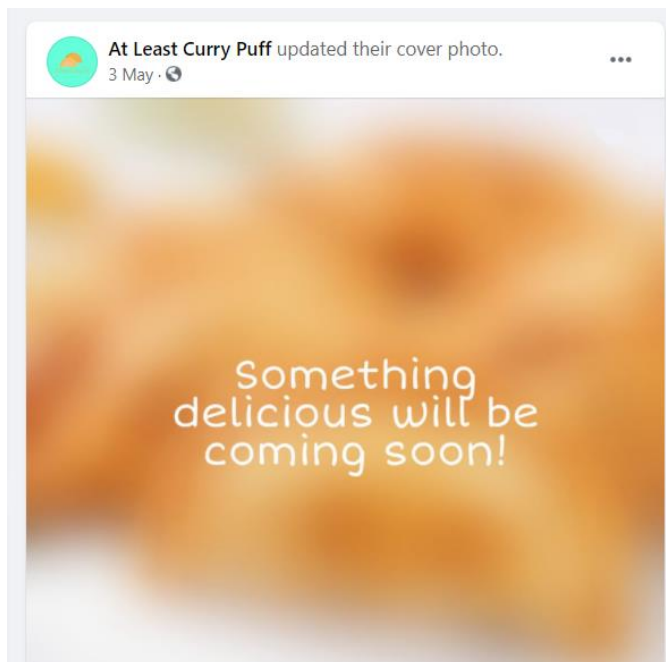
Facebook Post - Teaser



First Teaser



Second Teaser



Third Teaser

Facebook post – Copywriting (Hard Sell)

At Least Curry Puff
3 May · 🌐

Good Morning curry puff lovers! ❤️
We are At Least Curry Puff want to introduce to you our first product which is the frozen curry puff!! 😊
Here we offer 2 different flavours which is potato 🥔 and sardines 🐟

How to reach us for order? 📞
You can message us through facebook messenger or contact us through whatsapp (011-61627696)

Currently for now, we are sorry to say that we can deliver only for Kapar area in Klang, Selangor. But we are try to deliver to more location in the future.

Thank you 😊
Stay safe guys 😊

10 pieces in one packet

Potato Curry Puff
RM 5.00

Sardines Curry Puff
RM 6.00

First Hard Sell


At Least Curry Puff
 10 May · 🌐

Good morning curry puff lovers👋
 How are you this monday morning? Feel energetic or still sleepy?? Hihi👋

Hari Raya Aidilfitri is around the corner🎉🎊
 Lets grab your frozen At Least Curry Puff now for to be serve in the morning of Hari Raya Aidilfitri!!

For your information, we will stop taking the order on tomorrow which is Tuesday👋 and we will continue the business as usual on Monday in next week👋.

How to order?
 You can do personal messaging to our facebook pages and we will serve you as soon as possible or you can contact us through WhatsApp📞 at 011-61627696.👋

Friendly reminder, we are apologies because we just taking the order and do delivery for Kapar area in Selangor only.

Thank you curry puff lovers👋
 Stay cool👋 and stay safe guys👋

#ForEducationalPurposes #ENT530



10 pieces frozen
 curry puff in a packet
 with only
 Potato - RM5.00
 Sardines- RM6.00

Grab your frozen
 curry puff now!!
 We have potato
 and sardines
 flavour👋👋👋


Get more messages for At Least Curry Puff ✕
 You can boost this post to reach potential customers who may want to contact At Least Curry Puff on Messenger.

48
 People reached

10
 Engagements

↑ +1.8x higher
 Distribution score

Boost Unavailable

 7

Second Hard Sell

Facebook post – Copywriting (Soft Sell)

First Soft Sell

**At Least Curry Puff**
30 May · 🌐

Good evening curry puff lovers❤️
Here we share a video of the steps to fry frozen curry puff!
Curry puff with a hot coffee☕ is perfect match when having evening meal😋
Enjoy the video!
[#ent530](#) [#learningpurposesonly](#) [#share](#) [#like](#)



**STEPS
TO
FRY
FROZEN CURRY PUFF**

REC

1.0x

**Get more messages for At Least Curry Puff**
You can add a Messenger button to your post to get more messages for At Least Curry Puff. ✕

Second Soft Sell (Video)

Graphics

Graphic: Image 1



Graphic: Image 2



At Least Curry Puff

16 May · 🌐

...

Happy Teacher's Day to all lovely teacher that have struggled to deliver the knowledge while facing many barriers nowadays. Being a school teacher and university lecturer is not easy job to do excellently.

We as student really respect, appreciated and thankful to our lecturers intensity, dedication and sincerity while teaching us.

Thank you teacher 🙏🙏

#happyteachersday2021

#HappyTeachersDay

#thankyou

#Respect



All the efforts and hard works your invested to bring out the best in us can never be repaid in mere words. We can only feel grateful for having a teacher like you! Thank you teacher.

Graphic: Image 3



Graphic: Image 4

CONCLUSION

The conclusion is using Facebook as the platform to run a business is the good ways because there are many features that we can use with our creativity and strategy gain the profit.

Implementing the hard sell and soft should be plan very well which is it should be perfect timing in order to get people engagement to our product or service promotion. We also should be creative in creating the content such as sharing feeds to people graphically and attractive.

Critically identifying the current situation of the country such as global issues like pandemic of COVID-19 could help us to share our thought about it to people by sharing feeds with videos, live video, image, and anything according to Facebook features. With that way, we are looks not only sharing our thought about that issue but at the same time we have show ourself as the product or service seller that alert with the current situation and with this way we impliedly persuade people to engage to our product or services.