



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

PREPARED BY:  
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PREPARED FOR:  
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SUBMISSION DATE:  
25<sup>TH</sup> JULY 2021

## 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.

Secondly, my sincere appreciation goes to my lecturer Dr. Norzawani binti Mamat @ Ibrahim that guide and teach me how to make this report. Her time and efficient contribution helped me shape this report into its final form and I am express my sincere appreciation for her assistance in any way that I may asked question throughout the journey and the problem that have occurred during solving my report.

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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## GO-ECOMMERCE REGISTRATION

PERSONAL PROFILE
BUSINESS PROFILE



**MOHAMAD AZIM  
BIN JAHYA**

### Personal Information

Name	Phone/Mobile		<a href="#" style="color: red; font-weight: bold;">Edit</a>
	Home Address		
New Identity Card No.			
Email Address			
City			
State			
Personal Facebook	District		
Gender : Male	Postcode		
Marital Status : Single	Personal Instagram	: null	
	Race	: Malay	
	Special Need Required	: No	

## Personal Information

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
Course Name	NZI ENT530	Class Name	NZI ENT 530
Subject Name	PRINCIPLE OF ENTREPREEU RSHIP	Year Enrolling the subject	2021
Month Enrolling the Subject	3	Lecturer Name	NOR ZAWANI BT MAMAT@IBRA HIM
		Year Of	

p.go-ecommerce.my/profile

Internship Enrollment	No	eUsahawan App Internship Enrollment	
Month of Internship Enrollment		Period of Internship Training	
Expected Year To Complete Study	2021	Expected Month To Complete Study	7
Related To Study Field	Yes		

## Institution Information

## 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.

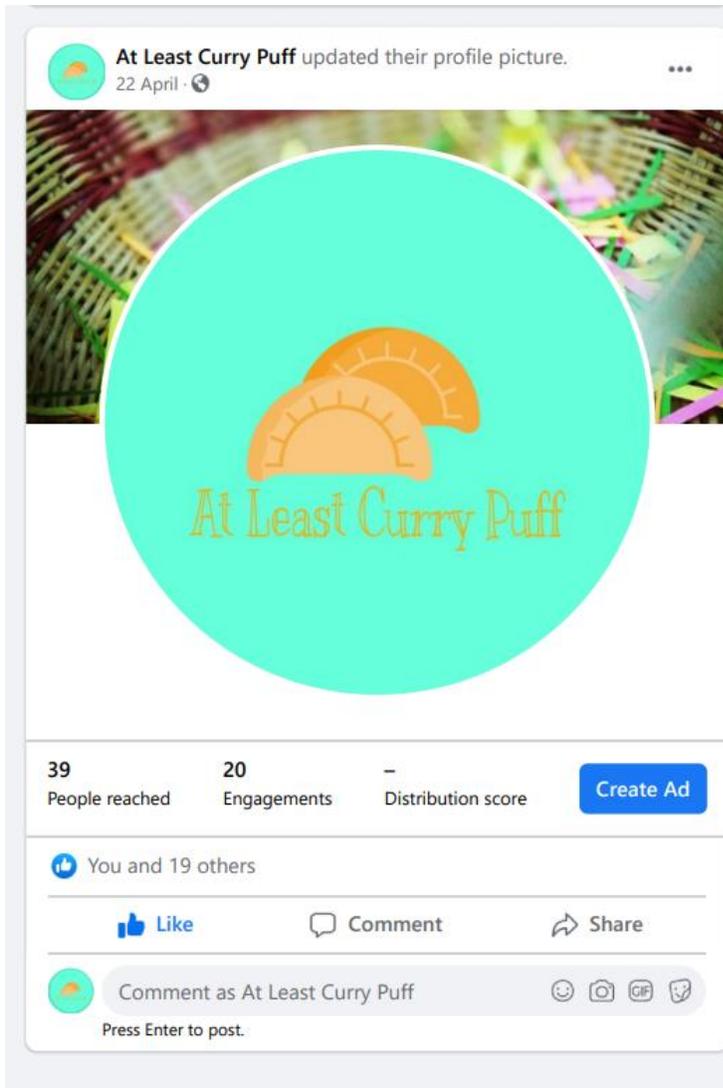
### Price list

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

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

## FACEBOOK

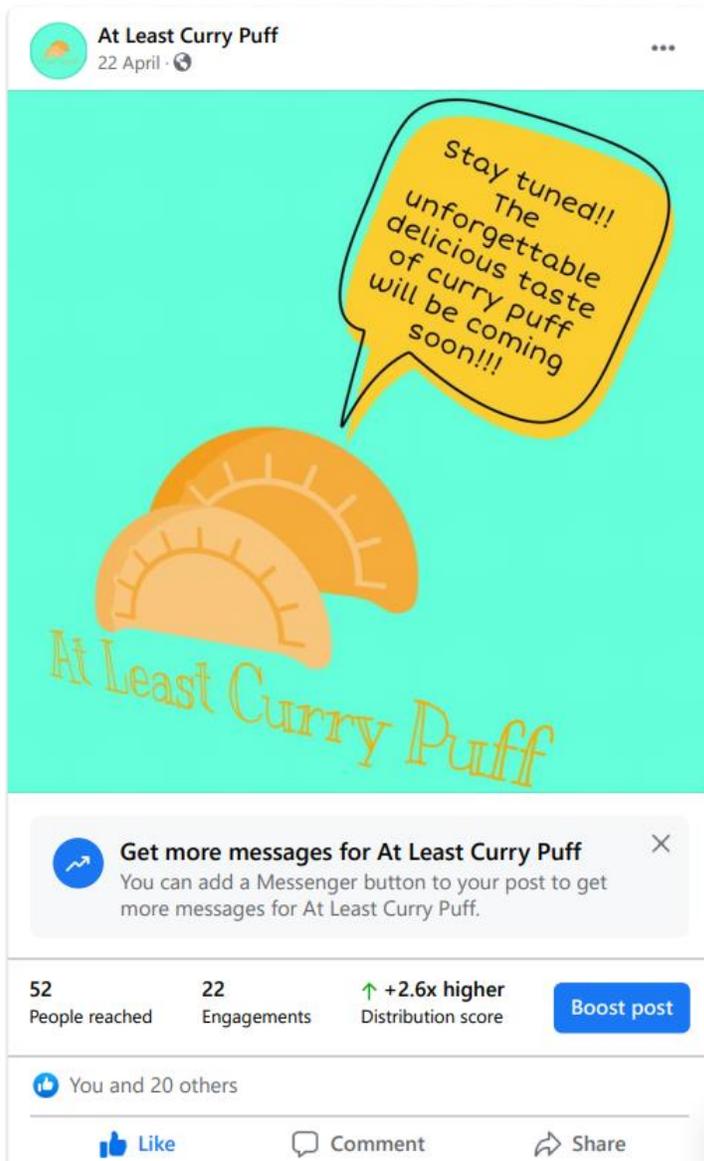
### Creating Facebook Page



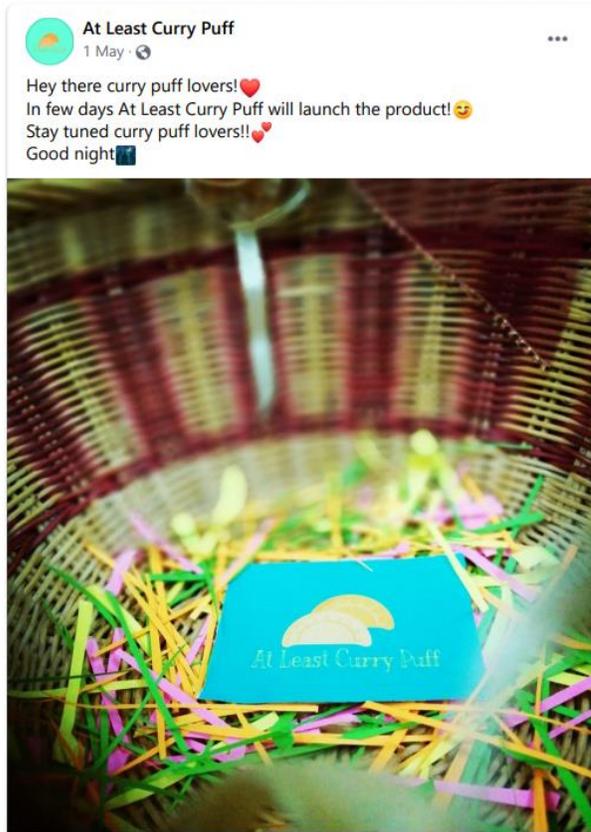
### Customing URL Facebook Page

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

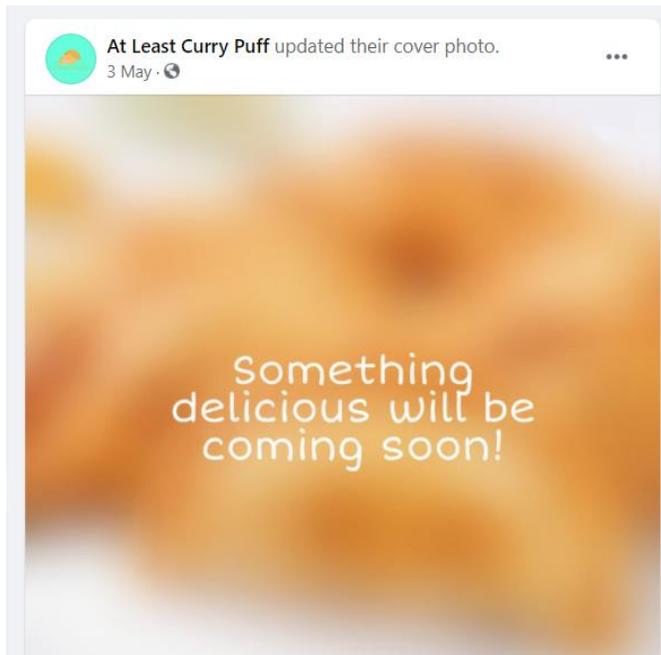
Facebook Post - Teaser



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



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)

**At Least Curry Puff**  
11 May · 🌐

Good Morning Curry Puff Lovers 🍷

Want to know more about curry puff history? 😊

Check out the link below:  
"Karipap (Curry Puff) - Traditional Malay Recipe | 196 flavors"  
<https://www.196flavors.com/malaysia-karipap-curry-puff/>

**What is Karipap?**  
A crispy Malaysian snack which is golden on the outside and fill by spicy savory potato

**DID YOU KNOW KARIPAP WAS INVENTED BY MALAYS ETHNIC AND ACCEPTED BY OUTSIDE COUNTRY BECAUSE ITS SIMPLICITY AND UNIVERSAL APPEAL**

**Did you know Cornish pasty is the meal that looks like Karipap!**

The collage features three cards on a wooden background with yellow flowers. The bottom corners of the collage have teal panels with illustrations of two golden-brown Karipap pastries.

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

The image shows a Facebook post from the user 'At Least Curry Puff' dated '11 May'. The post content is: 'Salam Zohor teman-teman Facebook sekalian. #ramadhan2021'. Below the text is a large graphic with a sunset background and a sailboat. The graphic contains the text: 'RAMADAN ADALAH SEPERTI SEORANG SAHABAT YANG KITA UCAPKAN SELAMAT TINGGAL. KITA TIDAK TAHU APAKAH KITA AKAN BERTEMU LAGI, TAPI KITA MENGHARAPKAN HAL TERSEBUT.' A speech bubble with the word 'Ramadan' is positioned near the sailboat. At the bottom of the graphic are the logos for 'get.muslimpro.com' and '#muslimpro'. Below the graphic is a Facebook notification bar that says 'Get more messages for At Least Curry Puff' with a close button.

Graphic: Image 1

 **At Least Curry Puff**  
13 May · 🌐

Assalamualaikum and Good Morning guys 😊  
We are At Least Curry Puff want to wish Selamat Hari Raya Aidilfitri. 🏠  
👤  
Maaf Zahir dan Batin. 🙏🥰

See translation



Graphic: Image 2



Graphic: Image 3

 **At Least Curry Puff**  
31 May · 🌐

Hello everyone! ❤️  
Today date is 31th of May 2021 and the world are celebrating World No Tobacco Day! 🚭  
Stay away ourself from unhealthy habits like smoking cigarettes because smoking will not only harmful to ourself but also to our loves one like family and friends 😞 😞

If you are the one that currently a heavy smoker category and you really want to stop but do not know how to start or you need friendly assistant, here we share the links <https://jomquit.com/>

Check out that link as the initial progress of yourself to stop smoking!  
👏👏👏

You can do this! 😊 😊 😊

#worldwithouttobacoday #saynotosmoking #healthylifestyle #changeisgood #bebetterthanyesterday #youcandoit



**STOP SMOKING!**  
World No Tobacco Day

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.