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UNIVERSITI
TEKNOLOGI
MARA

94

FACULTY OF BUSINESS MANAGEMENT SEMESTER MAC – AUG 2021

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

SOCIAL MEDIA PORTFOLIO: FRUTISMOCHI



PREPARED BY:

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PREPARED FOR LECTURER:

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GROUP	BA2473A
PROGRAM	BACHELOR OF BUSINESS ADMINISTRATION (HONS.) TRANSPORT
SUBMISSION DATE	25 th JULY 2021

ACKNOWLEDGEMENT

It is a great pleasure for me to undertake this project. I feel tremendous joy throughout the process of completing this project and alhamdulillah, thanks to Allah for the ease journey I managed to finish my project assigned by our lecturer in Principles of Entrepreneurship. This assignment was carried out successfully during Online Distance Learning, which depends only on the internet to finish and submit my project.

I am grateful to have my lecturer Dr. Nor Zawani Binti Mamat@Ibrahim for guiding me in this project and provide all the information that I need to make this a great report. Despite that, I learned so many new things especially started my own business which was a wonderful experience for me.

This project would not have completed without their enormous help and worthy experience by my family, friends, classmates, and others that helped me a lot to gather information, support my business and guide me occasionally in making this project a success. Whenever I was in need, they were there behind me.

Moreover, in the midst of our current state, pandemic and Movement Control Order, I am tremendously thankful to my parents for their prayers, love, care and sacrifices to provide my needs for my studies. Although, this report has been prepared with utmost care and deep routed interest. Even then I accept respondent and imperfection.

EXECUTIVE SUMMARY

Frutismochi is a local product inspired by Japanese dessert that offers a variety types and flavors of mochi that can bring joys to their customer once they tasted. Our rice cake or known as mochi is made of premium quality ingredients such as organic Japanese glutinous rice flour, organic sugar, and all kinds of high-quality fillings which some of them were imported. We offered affordable price range from RM15-RM28 which consist of two type of packs, 10 pieces per pack and 4 pieces per pack.

The mochi is manufactured in Malaysia and the mochis are readily packed into those two types of packs. Our mochis consist of 21 flavors in total with three types of mochi to be served. This could give our customer choices to buy their preferable flavors. We are based at Melaka thus we provide self-delivery or Cash on Delivery (COD) also self-pickup to our customers; however, we do provide postage for our customers within West Malaysia only. Nevertheless, our business already registered and approved under Suruhanjaya Syarikat Malaysia (SSM) and Go-eCommerce.

Our target audience is food and mochi lovers seeking for soft, chewy, and full of fillings with claimed as gluten free and suitable for vegan. Frutismochi targets all range of ages that is suitable for the whole family to enjoy the mochis altogether. The mochi is ready to eat, can be kept in the chiller for 3 to 4 weeks and in the freezer up to 6 months according to their expiry date in the packaging. Some of the mochi can be kept under room temperature for 10 days.

The marketing strategy that Frutismochi has placed is creating attraction with customers which by making eating videos, sharing benefits with facts and close-up views of mochi. Therefore, customers will feel less pressure and increase our brand awareness. This approach will get consumer attention since we respect the requirements and desires of customers.

Frutismochi currently owns and works solely by Raudhahtul Husna Binti Ismail and as a stockist agent for Royale Mochi. Facebook page becomes our main platform to promote and attract all the customers online including spread brand awareness and generate our sales all at once. Nevertheless, our sale postings for Frutismochi are by making teaser post, soft sell, and hard sell to promote our delicious mochi.

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1.0 GO-ECOMMERCE REGISTRATION

Go-eCommerce
BETA
HOME
MY PROFILE
MY BUSINESS
MY LEARNING
MY NOTIFICATIONS
MORE

PERSONAL PROFILE
BUSINESS PROFILE

RAUDHAHTUL HUSNA
BINTI ISMAIL

Personal Information

Name	: RAUDHAHTUL HUSNA BINTI ISMAIL	Phone/Mobile	:		Edit
New Identity Card No.	:	Home Address	:		
Email Address	:	District	:		
City	:	Postcode	:		
State	:	Personal Instagram	:	null	
Personal Facebook	:	Race	:	Malay	
Gender	: Female	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	Study Status	:	Full time	Edit Delete
Level of Study	: Bachelor Degree	Class Name	:	NZI ENT 530	
Course Name	: NZI ENT530	Year Enrolling the subject	:	2021	
Subject Name	: PRINCIPLE OF ENTREPREEURSHIP	Lecturer Name	:	NOR ZAWANI BT MAMAT@IBRAHIM	
Month Enrolling the Subject	: 3	Year Of Internship Enrollment	:		
Internship Enrollment	: No	Period of Internship Training	:		
Month of Internship Enrollment	:	Expected Month To Complete Study	:	7	
Expected Year To Complete Study	: 2022				
Related To Study Field	: Yes				

Figure 1 My Go-Ecommerce Personal Profile

PERSONAL PROFILE
BUSINESS PROFILE

RAUDHAHTUL HUSNA
BINTI ISMAIL

Company Name	: RA TRADING	Company Registration No.	:	202003308714 (003187646-K)	Edit
Type Of Business	: Enterprise	Business Role	:	Stockist/ Wholesaler	
Facebook Page	: Frutismochi	Business Category/Business	:	Food & Beverages / Food & Beverages	
Wechat for Business	:	Sub-Category	:		
Marketplace	: Others	Business Instagram Page	:	frutismochi	
Business Related to Your Study Field	: No	Business Website	:		
		Type Of Website	:		
		Experience in International Export	:	No	

Figure 2 My Go-Ecommerce Business Profile



Certificate of Completion

This acknowledges that

RAUDHAHTUL HUSNA BINTI ISMAIL

has successfully completed

eUsahawan Course Level 1 – Go Digital

organised by



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

Figure 3 Go-Ecommerce E-Certificate

2.0 INTRODUCTION OF BUSINESS

2.1 Name and Address of Business



Figure 4 Frutismochi's Logo

Frutismochi is the official name for my business that combines two words which is Frutis and Mochi. Tend to create a shorter letter and a unique name called by originally spelled of the word fruity. Frutis shows the symbolic of variety of flavours to choose from and to attract fruits lovers with our mochi. Mostly fruit based flavour have a good perspective in making any food tastier, especially in desserts. In the combination of the name mochi, customers will know that the mochi has variety of flavours for the fillings because some mochi does not have any fillings.

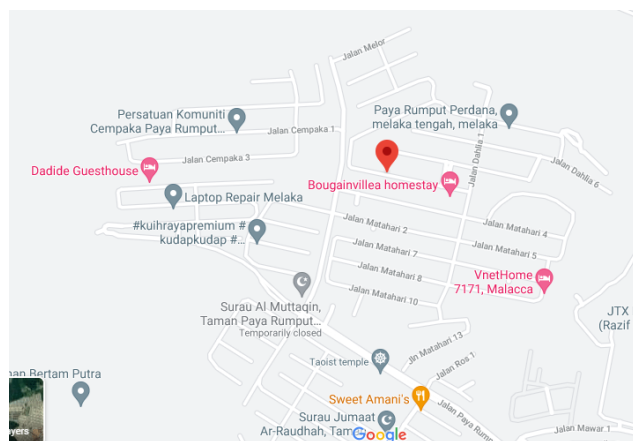


Figure 5 Frutismochi Home-Based Location

Frutismochi is a home-based operation located at No 27, Jalan Dahlia 2, Taman Paya Rumput Perdana 76450 Melaka Tengah, Melaka. The image above shows the location by Google Maps as the pin location in red is my location based on the address. Customers can easily find my location by following through Waze or Google Maps and even Maps for a self-pickup. Even though it is a home-based I can easily store and monitored my products in the freezer for 18 degrees Celsius.

2.2 Organizational Chart

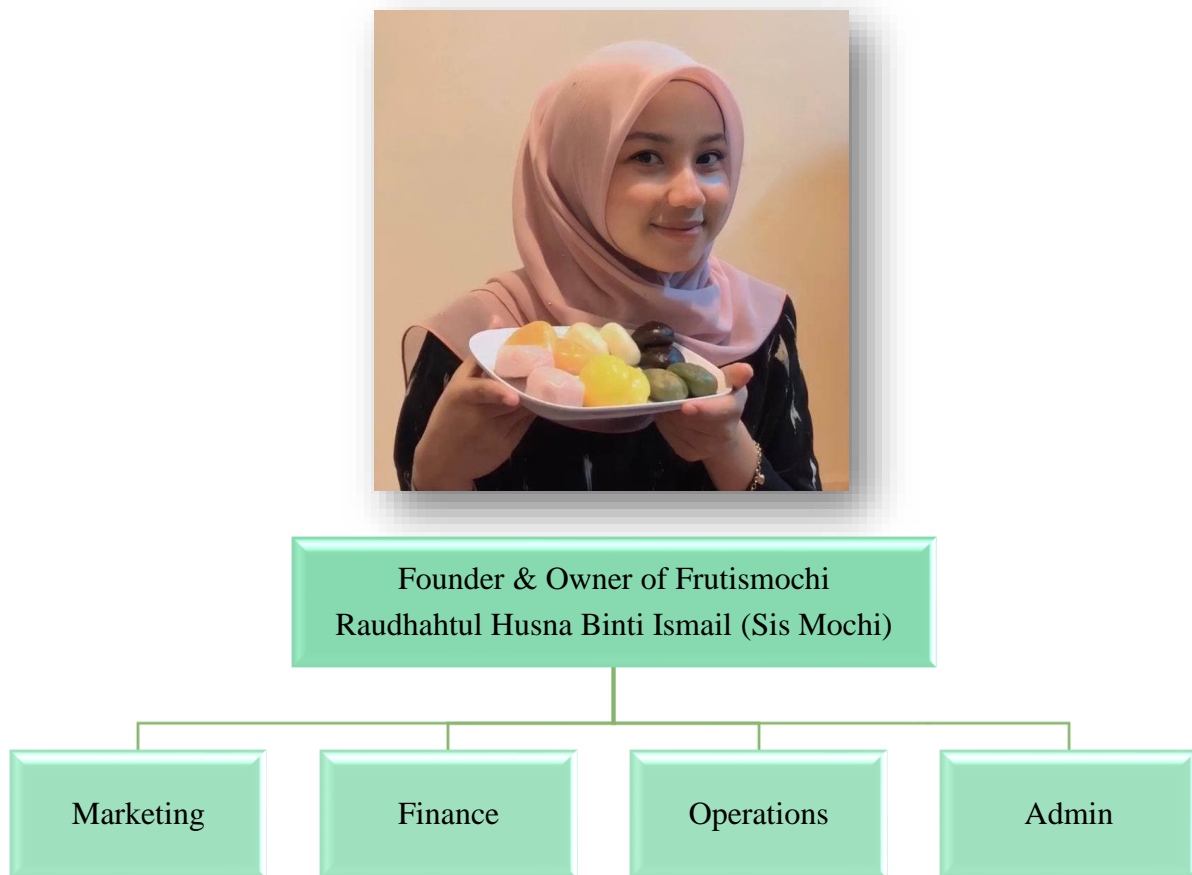


Figure 6 Frutismochi Organizational Chart

Raudhahtul Husna Binti Ismail is the founder and owner of Frutismochi also known as Sis Mochi in social media which easier for them to remember and create a self brand. Frutismochi is a sole proprietorship business form by creating our own marketing, reply and close sales to customers, makes all the delivery to customers, manage my business finances and organize all the documents needed for the business.

2.3 Mission / Vision

❖ MISSION

To serve a quality, flavourful, fluffiest mochi made from the finest Japanese ingredients that is chosen based on certified halal.

❖ VISION

To be the local's favourite mochi that is nourishing, affordable and accessible response to hunger's call.

2.4 Description of Products



Figure 7 Mochis from Frutismochi

Our mochi is a Japanese dessert made from the finest ingredients which are gluten free, vegan friendly and certified Halal. Our mochi is locally made in Malaysia with the basic ingredients which are organic Japanese glutinous rice flour, organic sugar, corn starch and variety of fillings you can choose from. Our mochi is soft, chewy, and full of fillings that makes us special then others mochi brand whereby many customers have repeated to buy from us.

Besides that, we have about 21 flavours altogether and can be class into four categories of mochi which are classic mochi, ice cream mochi, fruity series mochi and premium mochi. Classic mochi consist of the regular flavours of mochi as one of the original Japanese based filling is red bean. Other than that, in classic mochi the flavours are matcha azuki, black sesame, peanut butter, and pandan. Meanwhile, ice cream mochi is the texture of fillings as ice cream which one of our best sellers including classic mochi. Ice cream mochi have 6 flavours and the unique part about ice cream mochi is some flavours which is mango peach, berries and matcha red bean has its bit of chunks in their filling such as mango peach have mango chunks in it.

Furthermore, fruity series mochi consist of 6 flavours and three of them is jam texture which is for strawberry, mango, and blueberry mochi. While the other three flavours are a mousse creamy texture which is sweet corn, yam, and coconut. However, coconut have its small chunks in the filling makes it tastier. Lastly about premium mochi we have 4 flavours in this category which are durian D24, belgian chocolate, kinako pandan caramel and tsubaki adzuki. The reason why it is premium because it used a high-quality ingredient and some of those fillings are imported. By offering many of flavours this could attract more customers and freely choose their favourites.

Categories	Flavours
<p>Classic Mochi</p> 	<p>Red Bean, Matcha Azuki, Black Sesame, Pandan, Peanut Butter</p>
<p>Ice Cream Mochi</p> 	<p>Musang King, Dark Chocolate, Hanjuku Cheese Sofuto, Berries, Matcha Red Bean, Mango Peach</p>
<p>Fruity Series Mochi</p> 	<p>Mango, Strawberry, Blueberry, Yam, Sweet Corn, Coconut</p>
<p>Premium Mochi</p> 	<p>Durian D24, Belgian Chocolate, Kinako Pandan Caramel, Tsubaki Adzuki</p>

Table 1 Categories of Mochi

Our mochi should be kept in the freezer to keep their freshness longer up to 6 months and each packaging have stated their expiry date. They can also be kept in the chiller about 4 weeks and under room temperature about 10 days for certain flavours only such as flavours in the classic mochi with belgian chocolate. For the flavours that can withstand under room temperature they can be postage except to east malaysia due to longer transit time to reach. Moreover, we do provide gift box for customers to add on as a present to their loved ones which available for delivery in Melaka and postage.

2.5 Price List



FRUTISMOCHI PRICE LIST	
CLASSIC	(10 PCS)
Red Bean	RM 15
Black Sesame	RM 15
Pandan	RM 15
Peanut Butter	RM 15
Matcha Azuki	RM 16
Assorted Mix (Red bean, Black Sesame, Pandan, Peanut, Matcha Azuki)	RM 18
ICE CREAM MOCHI	(4 PCS)
Musang King	RM 15
Mango Peach	RM 15
Berries	RM 15
Hanjuku Cheese Sofuto	RM 15
Dark Chocolate	RM 15
Matcha Red Bean	RM 15
FRUITY SERIES	(10 PCS)
Strawberry	RM 24
Blueberry	RM 24
Mango	RM 24
Coconut	RM 24
Yam	RM 25
Sweet Corn	RM 25
Fruity Mixed (Strawberry, Blueberry, Mango, Yam, Sweet Corn)	RM 28
PREMIUM	(10 PCS)
Durian D24	RM 28
Belgian Chocolate	RM 24
Tsubaki Adzuki	RM 22
Kinako Pandan Caramel	RM 20

Figure 8 Frutismochi Price List

The mochi already packed into two types of packs that is 10 pieces and 4 pieces per pack. The only 4 pieces per pack available is for ice cream mochi while the others flavour will be in 10 pieces pack. Our price range will only between RM 15 to RM28. Nevertheless, the best seller in our shop is Assorted Mix, Fruity Mixed which customers could taste 5 flavours in one pack for them to know their favourite afterwards and including ice cream mochi followed by premium mochi.

3.0 FACEBOOK (FB)

Nowadays, social media is one of the platforms for us to promote and generate sales from our customers online especially during this pandemic. Facebook is a good platform to create an awareness for our mochi with the features provided we can utilise it for a pleasant page for our customers to see. Our Facebook page can be search by our username (@frutismochimelaka) in the search column of Facebook. Teaser, hard sell, and soft sell have been used for Facebook post with the contents of our mochi.

3.1 Facebook (FB) Page

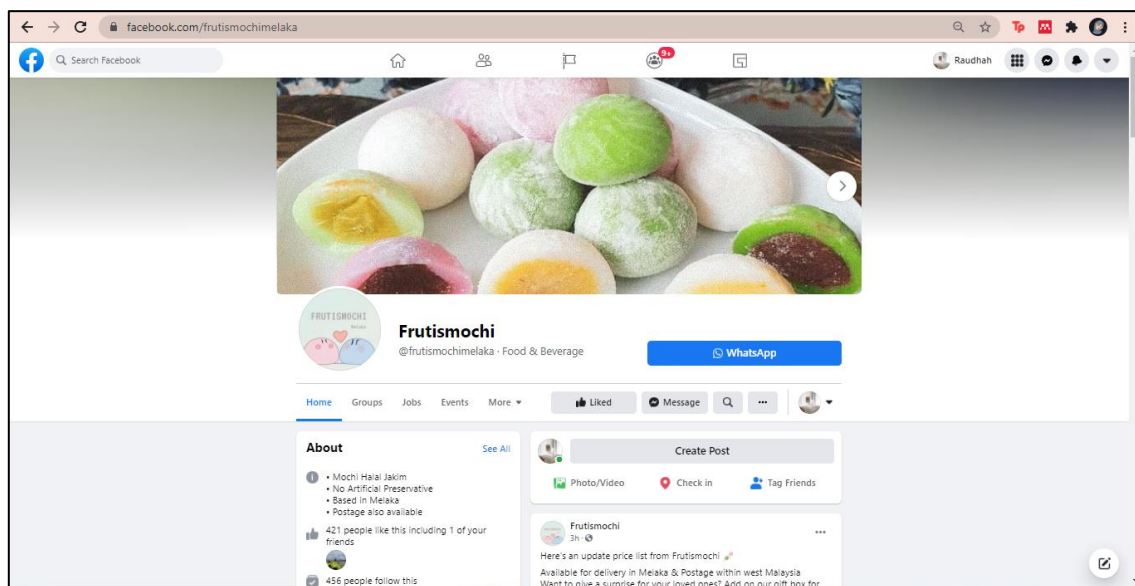


Figure 9 Frutismochi Official Facebook Page

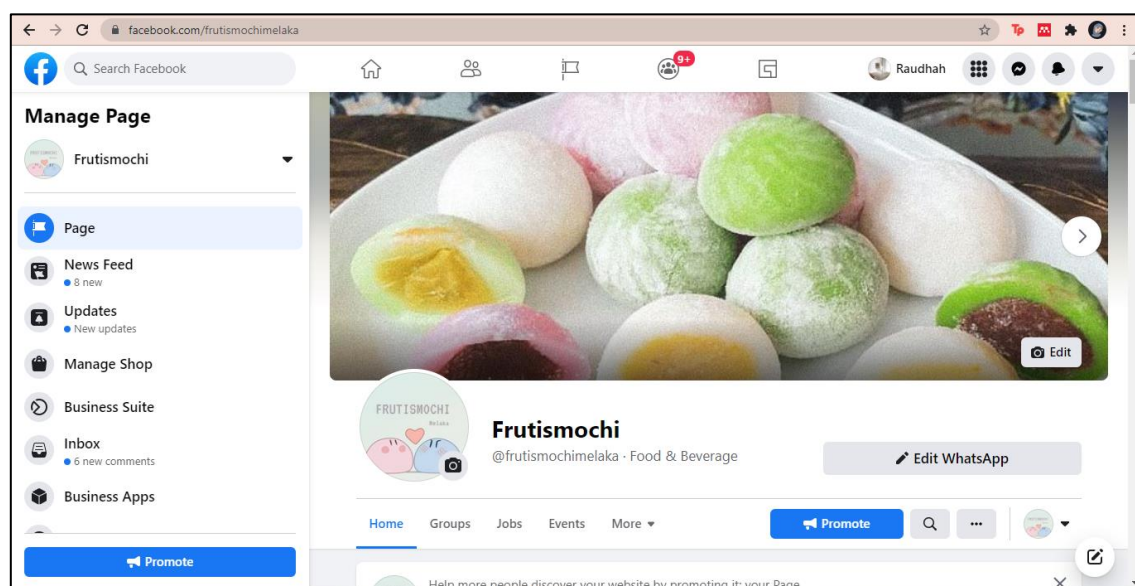


Figure 10 Admin View Main Page

3.2 Custom URL Facebook (FB) Page

Facebook (FB) page URL: <https://www.facebook.com/frutismochimelaka/>

With the link above customer can simply click the link and directly to our Facebook page. Frutismochi manage to gain 421 likes and 456 people follow our page within a year latest by July 2021. Below shows the details provided at Frutismochi's Facebook page as it is an important information for our customers to further contact us for an order or any inquiries.

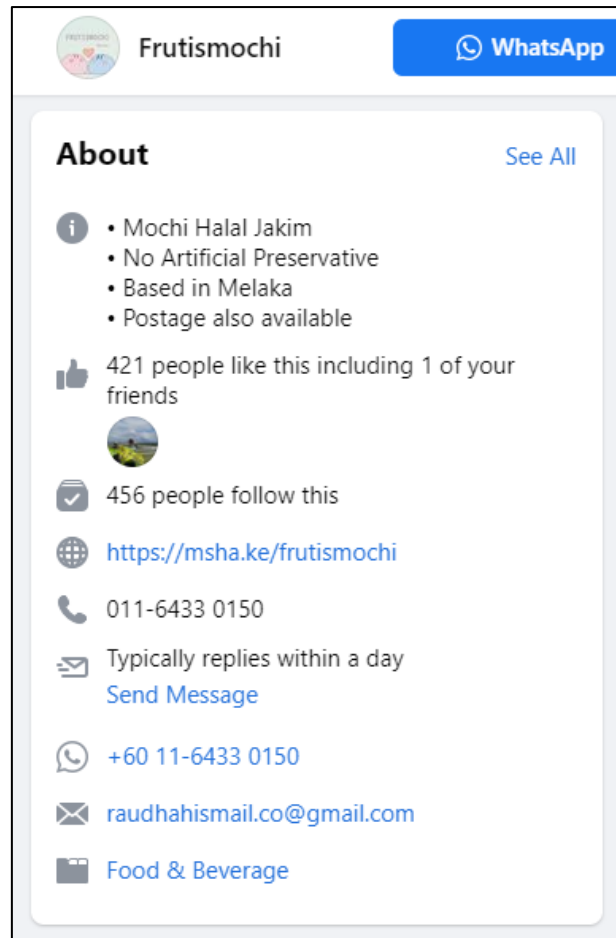


Figure 11 Information on Frutismochi Facebook Page

3.3 Facebook (FB) Post – Teaser

Teaser post is an important part of every product introduction. Teaser posts are intended to provide a glimpse about the products and information that will act as hints to stimulate curiosity and excitement precede to the launch. As a result, once the day of the launch arrives, people will be enthusiastic about our products and eager to share or purchase it. These are the teaser posts that Frutismochi have posted at the Facebook page.

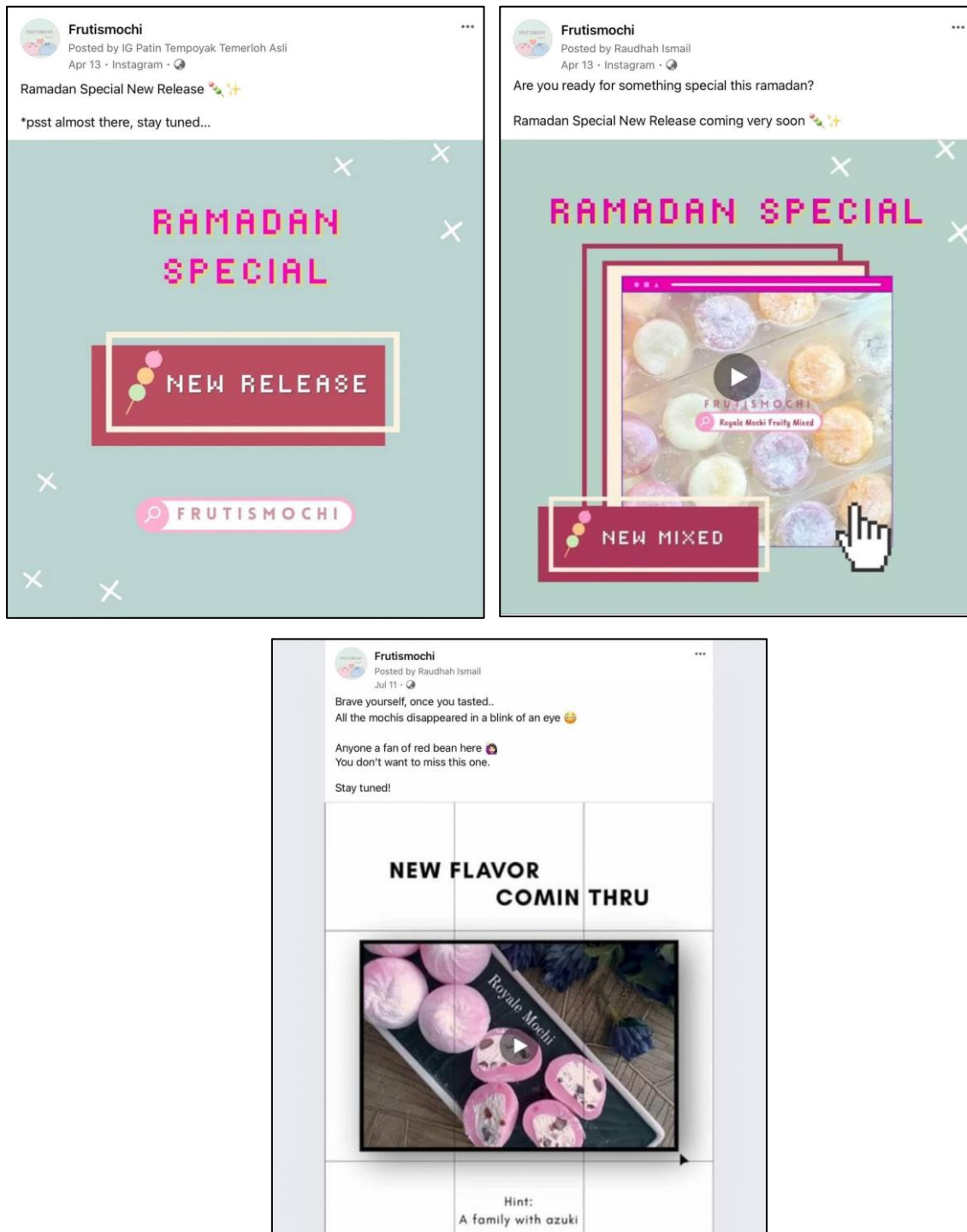
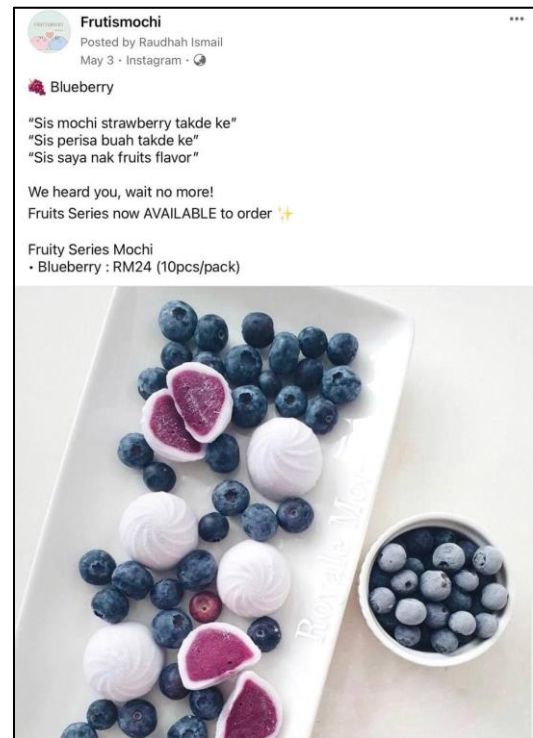


Figure 12 Frutismochi Teaser Posts

3.4 Facebook (FB) – Copywriting (Hard Sell)

In advertising or sales, a hard sell refers to a strategy that is direct, aggressive, and focused at convincing prospective customers to make an instant purchase decision. To capture the audience's attention and keep it until a message is delivered, there is typically a certain level of aggressiveness. Often delivered with an excessive amount of passion, hard sell advertisements depend on facts and appeal to the audience's reason.



Ramadan Special Release: Fruity Mixed 🌟

Fixed 5 flavors per pack as below (each flavor 2 pcs)

- Blueberry
- Mango
- Yam
- Sweet Corn
- Strawberry

PRICE: RM28/pack
*Only for delivery in Melaka

Frutismochi
Posted by Raudhah Ismail
20h · 🌐

NEW - Tsubaki Adzuki Cream Mochi 🌸

Red bean lovers, you don't wanna miss this. Bigger size of red beans with creamy filling will made your day.

PRICE : RM22 (10pcs per pack)
Available only for delivery in Melaka

#mochi #mochimelaka #mochimochi #mochireadytoeat #codmelaka #mochihalal #mochihalalmalaysia #mochiviral #fooddeliverymelaka #mochilovers #mochimelakatengah #adzukimochi #redbeanmochi #frutismochi

Frutismochi
Posted by Raudhah Ismail
17h · 🌐

Here's an update price list from Frutismochi 🌟

Available for delivery in Melaka & Postage within west Malaysia
Want to give a surprise for your loved ones? Add on our gift box for RM4 only or FREE gift box for postage!

Click the link below to order now!
<https://tinyurl.com/frutismochii>
<https://tinyurl.com/frutismochii>

FRUTISMOCHI PRICE LIST	
CLASSIC (10 PCS)	
Red Bean	RM 15
Black Sesame	RM 15
Pandan	RM 15
Peanut Butter	RM 15
Matcha Azuki	RM 16
Assorted Mix (Red bean, Black Sesame, Pandan, Peanut, Matcha Azuki)	RM 18
ICE CREAM MOCHI (4 PCS)	
Musang King	RM 15
Mango Peach	RM 15
Berries	RM 15
Hanjuku Cheese Sofuto	RM 15
Dark Chocolate	RM 15
Matcha Red Bean	RM 15

Frutismochi
Posted by Raudhah Ismail
Just now · 🌐

Thank you @allynaaw for your honest feedback! 🌟

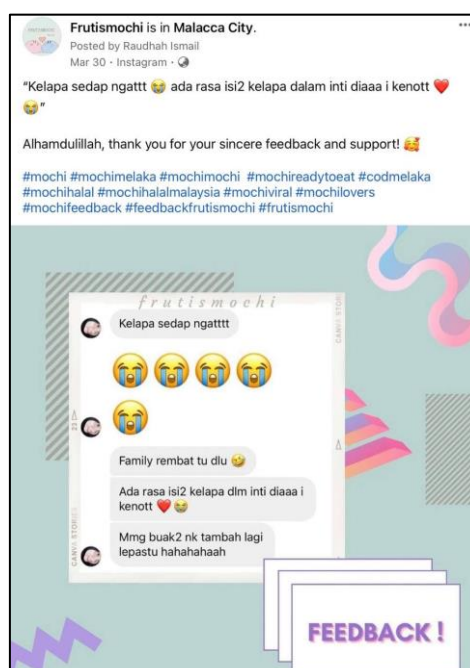
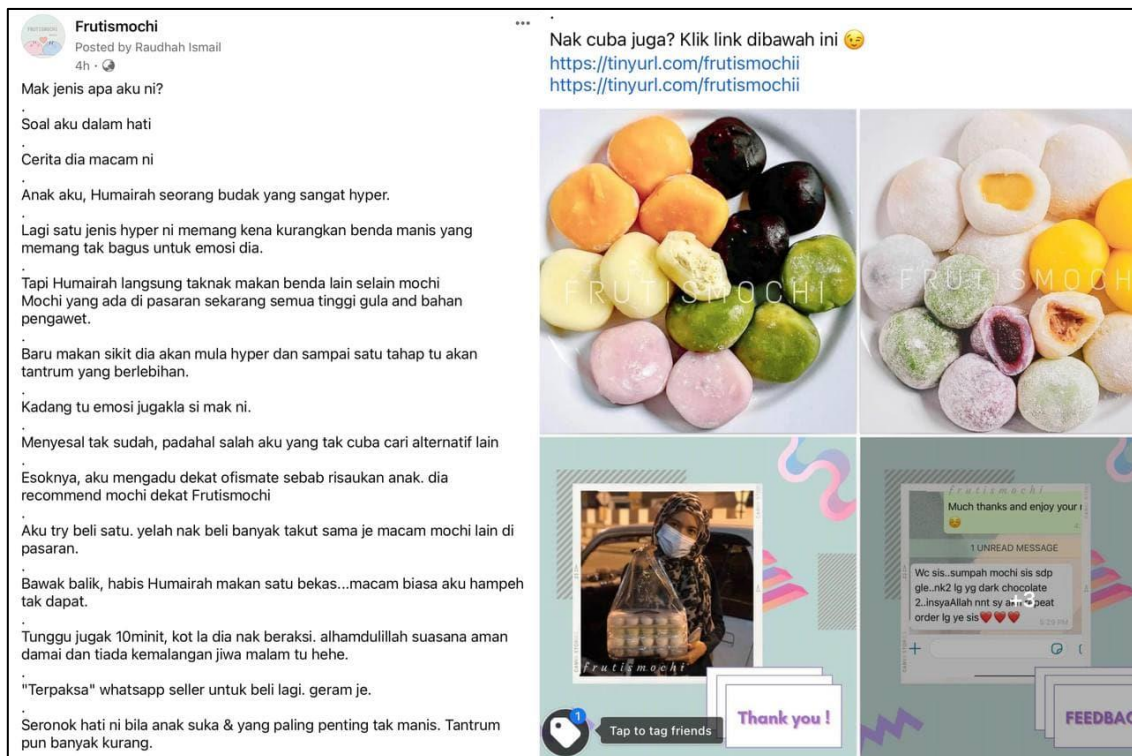
"Get the traditional mix pack it's so worth it. I am definitely be repurchasing it!"

Video credit to @allynaaw in her youtube channel : Allyna Wong

Figure 13 Frutismochi Hard Sell Posts

3.5 Facebook (FB) – Copywriting (Soft Sell)

In contrast with hard sell, soft sell relies on subtle, persuasion and perseverance to offer a low-pressure sales experience to achieve success. In fact, some soft sell advertisements are so indirect that they do not even try to convince the customer to make a purchase. Hard sell implementation involves more effort and preparation for us, as well as longer lead times. The softer approach demands high quality customer support, which in turn requires excellent content from the business. Therefore, these are the soft sell postings in our Facebook page.



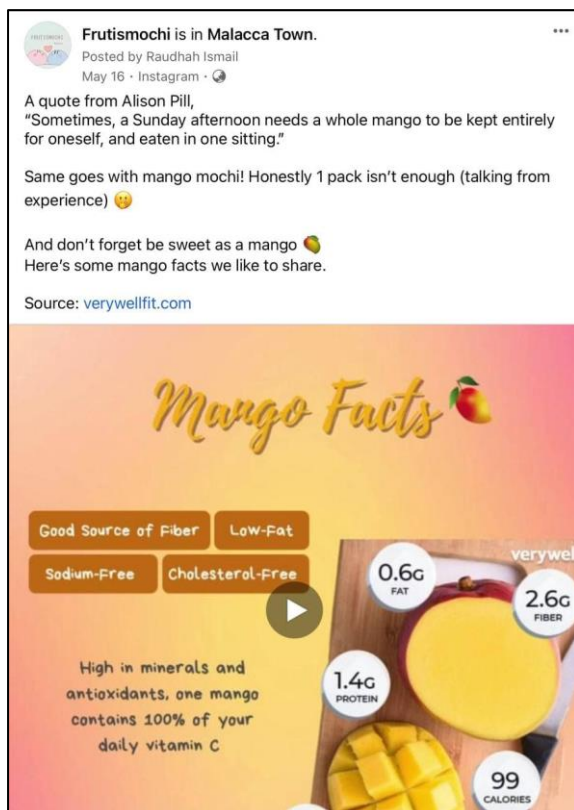
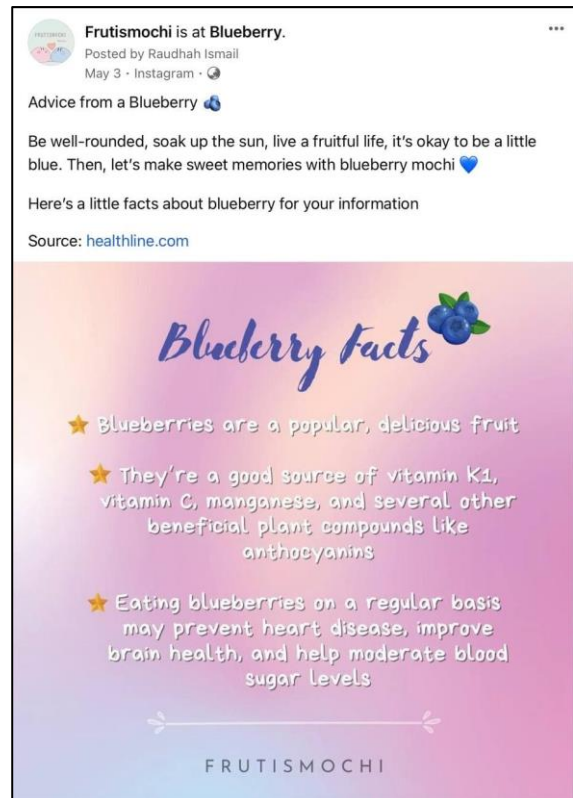


Figure 14 Frutismochi Soft Sell Posts

3.6 Graphics

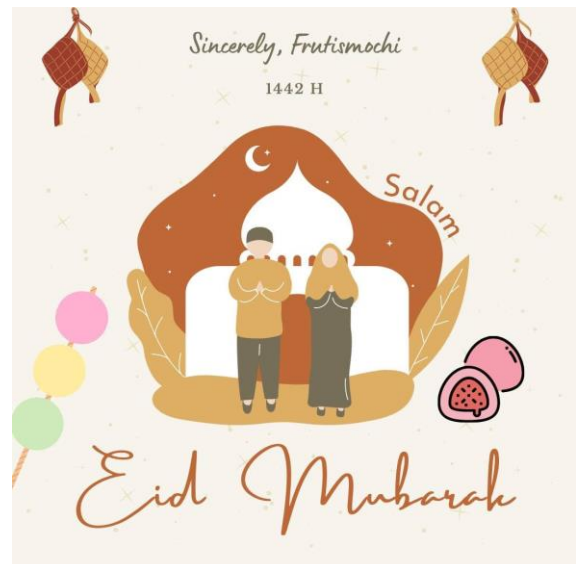






Figure 15 Graphics by Frutismochi

4.0 CONCLUSION

In a nutshell, Frutismochi is a business that offers a range of flavoured mochi that is suit to the taste of our culture which can be promoted online through our Frutismochi's Facebook page that have been created. This means we are able to advertise and sell our mochis through Facebook page, particularly reach those who are in close proximity to our business region, as well as raise brand awareness of our mochi among Facebook users. Thus, it allows us to publish the latest updates of our business activity while promoting on a social networking site with the use of the three techniques which are teaser, hard sell, and soft sell.

This assignment gives us an opportunity to gain more knowledge on conducting online business and engage with customers with my product. Moreover, I did generate sales throughout this online business in Facebook by delivery in Melaka and postage. With my own business I can create graphics and videos by my own creativity that could attract more customers with an eye-catching design.

Hence, as a result from this course, students learned how to run their own business and developed the skills and information necessary to come up with their own original business concepts. It also encourages students to start their own small company at an early age, with gaining experience as an entrepreneur.