



اُونِيُوَرَسِيْتِي تِي كُونُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF HOTEL AND TOURISM  
MANAGEMENT**

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530)**

**SOCIAL MEDIA PORTFOLIO**

**“ODEEN VIRAL KOTA BELUD”**

**PREPARED FOR:**

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**(2020952721)**

**HM2453B2**

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I would like to express my deep and sincere gratitude to my lecturer, Dr. Nor Zawani Mamat@Ibrahim who gave me the golden opportunity to do this knowledgeable yet challenging assignment, which also enabled me to conduct extensive research and learn about many new things for which I am really grateful.

Secondly, I would also like to thank my parents and friends who helped me a lot in finalizing this case study within the limited time frame.

I am overwhelmed in all humbleness and gratefulness to acknowledge my depth to all those who have helped me to put these ideas, well above the level of simplicity and into something concrete.

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## EXECUTIVE SUMMARY

Based on the particular individual assignment that has been given, I had been assigned to find a product and utilize Facebook for an online marketing campaign. In this regard, I have chosen Odeen Viral by Cekyana as my sales product. Besides, Odeen Viral Kota Belud is the name I have chosen as the name for my Facebook page. This is because the product I have selected to sell is Odeen Viral and my target customers are people in my Kota Belud area of town. Oden is one of the foods that has become a phenomenon and is extremely popular among Malaysians. Because this dish is so popular among Malaysians, the Odeen Viral is produced by Cek Yana. The taste of Odeen Viral has been processed in accordance with the tastes of the Malay community that loves sour, salty, and sweet foods.

This Business Portfolio aims mainly at compiling and reporting all business progress and operations. This report clearly describes and presents the whole marketing, sales, insight and awareness of the audience via the use of social media feed printed screen photos. The marketing technique applied for the overall advertising efforts is hard selling copywriting. Another copywriting technique used is soft selling, which focuses on creating emotion or building a personal relationship between the customer and the business itself via the use of a storytelling idea. The above is done in order to ensure that the customer and the business have a long-term relationship.

Throughout the journey of this business, I was able to sell 20 packs of the first batch in a matter of weeks and restocked another 20 packs for the second batch. As of pretty recently, 10 packs of the second batch have been sold, for a total of 30 packs of Oden Viral sold. Even once the assignments are completed, the balance of another 10 packages will continue to be sold. Therefore, the business is already on the right track and might even achieve higher sales with the consistent posting and willingness to provide faster and better service to the customer. The business is also an accomplishment since in recent weeks it has been able to pay the investments back and gain profit from the sale of the Oden Viral.


# GO-ECOMMERCE REGISTRATION

**Go-eCommerce**  
BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

Have you updated your sales today? Update your sales regularly to collect more points!

**PERSONAL PROFILE** **BUSINESS PROFILE**

  
**Intan Rasyidah Binti Mohd Jamrin**

Company Name	: Odeen Viral Kota Belud	Company Registration No.	:		<a href="#">Edit</a>
Type Of Business	: Sdn. Bhd	Business Role	:	Agent	
Facebook Page	: Odeen Viral Kota Belud	Business Category/Business Sub-Category	:	Food & Beverages / Food & Beverages	
Wechat for Business	:	Business Instagram Page	:		
Marketplace	:	Business Website	:	https://www.facebook.com/OdeenviraIbyIntanr	
Business Related to Your Study Field	: Yes	Type Of Website	:		
		Experience in International Export	:	No	

## SSM CERTIFICATE



# *Certificate of Completion*

This acknowledges that

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has successfully completed

## **eUsahawan Course Level 1 – Go Digital**

organised by



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

# INTRODUCTION OF BUSINESS

**Name of Business :**

ODEEN VIRAL KOTA BELUD

**Address of business :**

Odeen Viral Kota Belud



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

## Organizational Chart



In this regard, I have chosen Odeen Viral by Cekyana for my sales product as an agent. Besides, Odeen Viral Kota Belud is the name I have chosen as the name for my Facebook page. This is because the product I have selected to sell is Odeen Viral and my target customers are people in my Kota Belud area of town. Furthermore, for the organizational chart, since I am an agent for this product so in the highest place is the founder of Odeen Viral by Cekyana, then followed with the stockist, lastly the agent.

### **Mission / vision**

To achieve a sale of at least RM 300 throughout the business operation which comprises of at least 30 packs sold.

### **Description of products / services**

We are selling a perfect taste of odeen paste :-

Odeen Viral by Masak Masak Cekyana



50 gram/ pack



Suitable for 2-4 pax / pack



Muslim Product / Jakim



Halal



Expired in 2 years



Without any MSG



Suitable for oden/steamboat

### **Price list**

Original / Spicy  
**RM 15** per pack

The mission or vision throughout this business is to achieve a sale of at least RM300 throughout the business operation which comprises at least 30 packs sold. Besides, Oden Viral by Cekyana contains 50 grams per pack which is suitable for a steamboat for two to three people. It is also Muslim product, halal and do not contain any MSG. This product has two flavors that are original and spicy which cost RM15 per pack.



# FACEBOOK (FB PAGE) REPORT

## Creating Facebook (FB) page



Facebook page profile picture.



Facebook page cover photo.

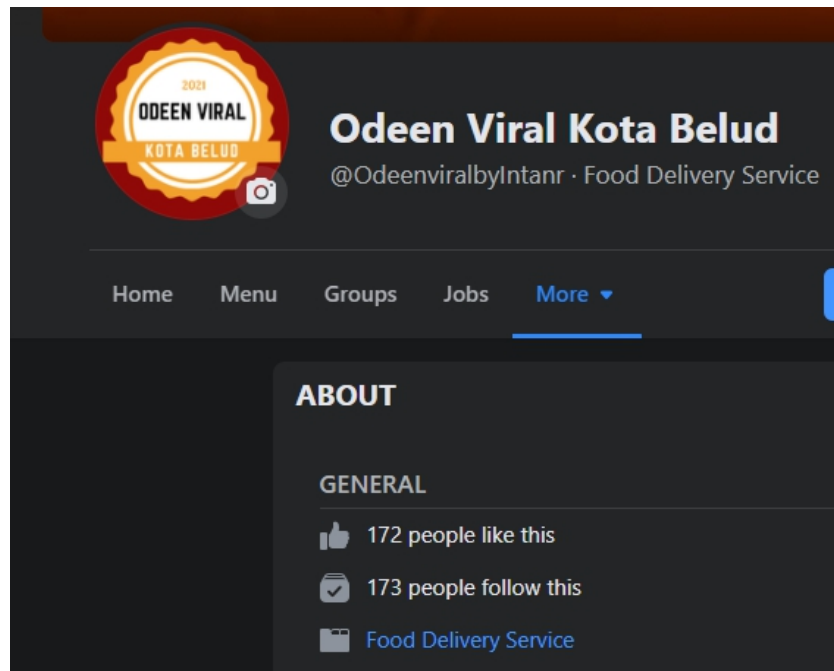


Facebook page.

## Customizing URL Facebook (FB) page

facebook.com/OdeenviralbyIntanr

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




**Gained 172 likes.**

## Facebook (FB) post – Teaser

**Odeen Viral Kota Belud**  
June 4 · 🌐

Assalamualaikum and Salam Jumaat everyone! ✨

#teaser  
#comingsoon  
#odeenviralbycekyana  
#odeenviralkotabelud



61 People Reached      9 Engagements      [Boost Post](#)

👍 8

👍 Like      💬 Comment      ➦ Share

Comment as Odeen Viral Kota Belud

**Odeen Viral Kota Belud**  
June 6 · 🌐

Selalu lapar masa lockdown? Tak tahu nak masak apa? Jangan risau..  
Odeen Viral Cekyana ni pilihan yg sangat sesuai untuk semua 🤗🤗  
confirm sedap & puas hati!



22 People Reached      2 Engagements      [Boost Post](#)

👍 2

👍 Like      💬 Comment      ➦ Share

## Facebook (FB) post – Copywriting (Hard sell)

**Odeen Viral Kota Belud**  
July 1 at 3:02 PM · 🌐

Makan selagi boleh. Sebab apa? Sebab makan oden Celyana yang bila makan tak ingat apa.  
Layan jerr. Sedar tak sedar dah dua tiga mangkuk.  
Sekali try pasti repeat. Ramai yang dah cuba anda bila lagi?  
Pm untuk dapatkan harga promo pkp 🙏  
#odencelyana #ingatodeningatcelyana  
#odenmudahdasedap



Odeen Viral Kota Belud

Send Message

18 People Reached 0 Engagements - Distribution Score [Boost Post](#)

Like Comment Share

**Odeen Viral Kota Belud**  
July 1 at 2:58 PM · 🌐

Oden viral celyana ni memang seriuss sedapp 😋😋  
Tak percaya, cuba dulu siss 🙏  
Masak pun senang ja. Panaskan air, lepas tu campur ja rempah Oden viral, siapp!  
Kalau sudah rasa Kuah Steamboat oden viral Celyana ni, konfem kamu x hairan sudah mau makan steamboat di luar. Percayalah 🙏  
1 pek RM15 ja boleh buat 4-5 hidangan. Sangat jimat berbanding makan di luar. 🙏  
[wasap.my/60136043105/nakoden](https://wasap.my/60136043105/nakoden)



Odeen Viral Kota Belud  
Food Delivery Service

WhatsApp

10 People Reached 0 Engagements - Distribution Score [Boost Post](#)


Like Comment Share



## Facebook (FB) post – Copywriting (Soft sell)

**Odeen Viral Kota Belud**  
June 18 at 11:15 AM · 🌐

Hii semua! harini nak share sikit 😊  
Kalau x sempat masak pes ikan bakar utk bakar ikan, ayam, kambing,  
Guna ja rempah oden cekyana ni, bila-bila masa boleh buat!  
Senang kan, yang penting cepat dan sedap 😊



27  
People Reached    1  
Engagement    –  
Distribution Score    [Boost Post](#)

👍 1

👍 Like    💬 Comment    ➦ Share

**Odeen Viral Kota Belud**  
June 10 · 🌐

Odeen Viral ni bukan rasa macam tomyam bukan rasa macam asam pedas . TAPI MEMANG LEBIH SEDAP DARI KUAH STEAMBOAT yang kamu makan dekat restoran 😊😊



31  
People Reached    2  
Engagements    –  
Distribution Score    [Boost Post](#)

👍 2

👍 Like    💬 Comment    ➦ Share

Facebook (FB) post – Copywriting (Soft sell)



Facebook (FB) post – Copywriting (Soft sell)

**Odeen Viral Kota Belud**  
33m

Rempah oden viral celyana ni, memang terbaik 🍷  
Boleh guna untuk pelbagai resepi masakan. Paling mudah & confirm sedap! 😋😋



**RESEPI JomMasak!**


**UPAH KAMHEDING OPEN VIRAL CELYANA**

- 3-4 biji bug putih
- Sedikit daun kari
- 5-6 biji laring
- Kicap manis
- Rempah oden sploy
- Sos tiram
- Tambah air
- Lima nipis

Instagram: @jommasakcelyana | Facebook: JomMasak Celyana

**Odeen Viral Kota Belud**  
39m

Apa menu kamu hari ni???  
Kami main masak² steamboat ja di rumah 🍷  
Paling senang, tidak payah lagi masu berjam² di dapur. Quality time untuk keluarga 😊

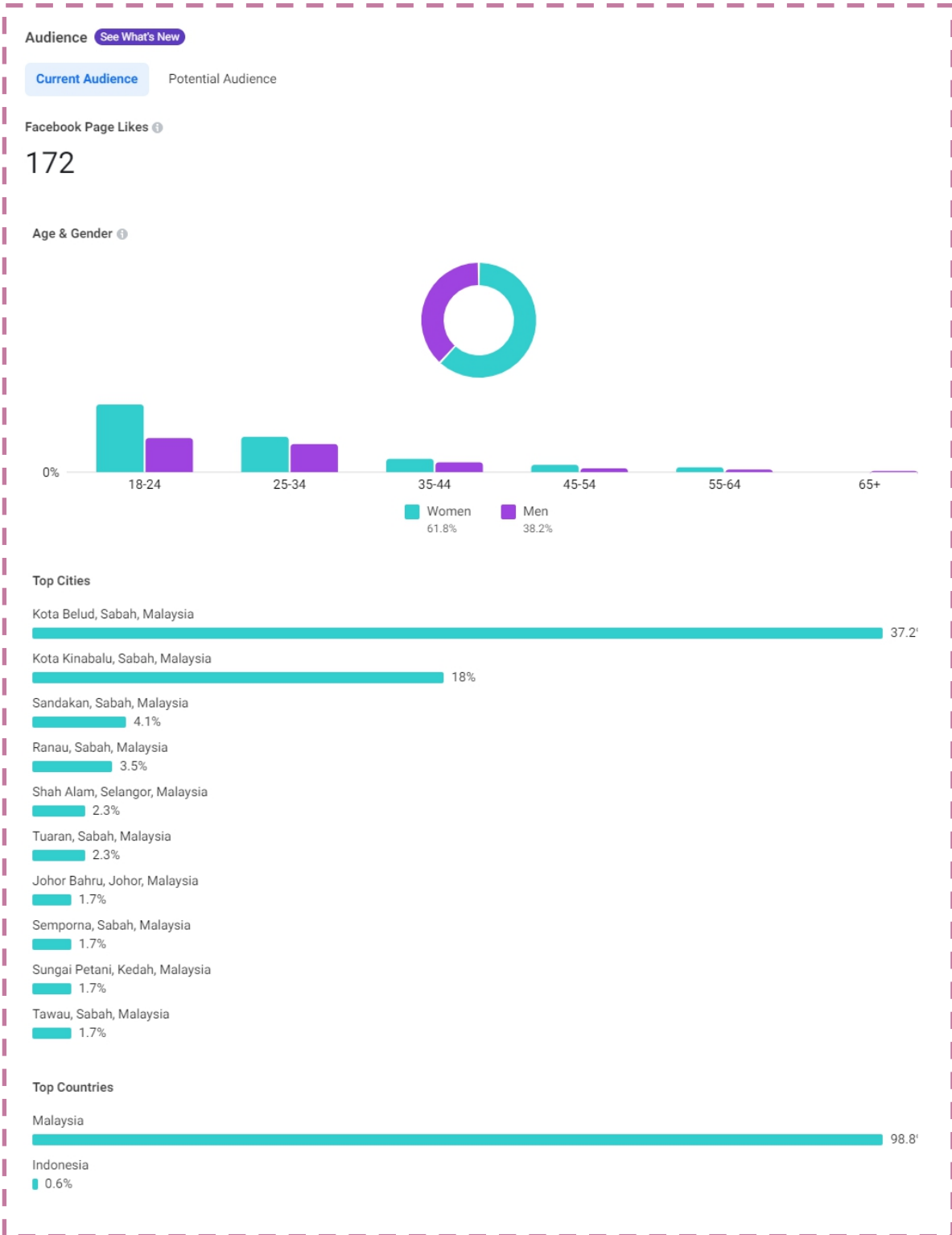


Instagram: @jommasakcelyana | Facebook: JomMasak Celyana

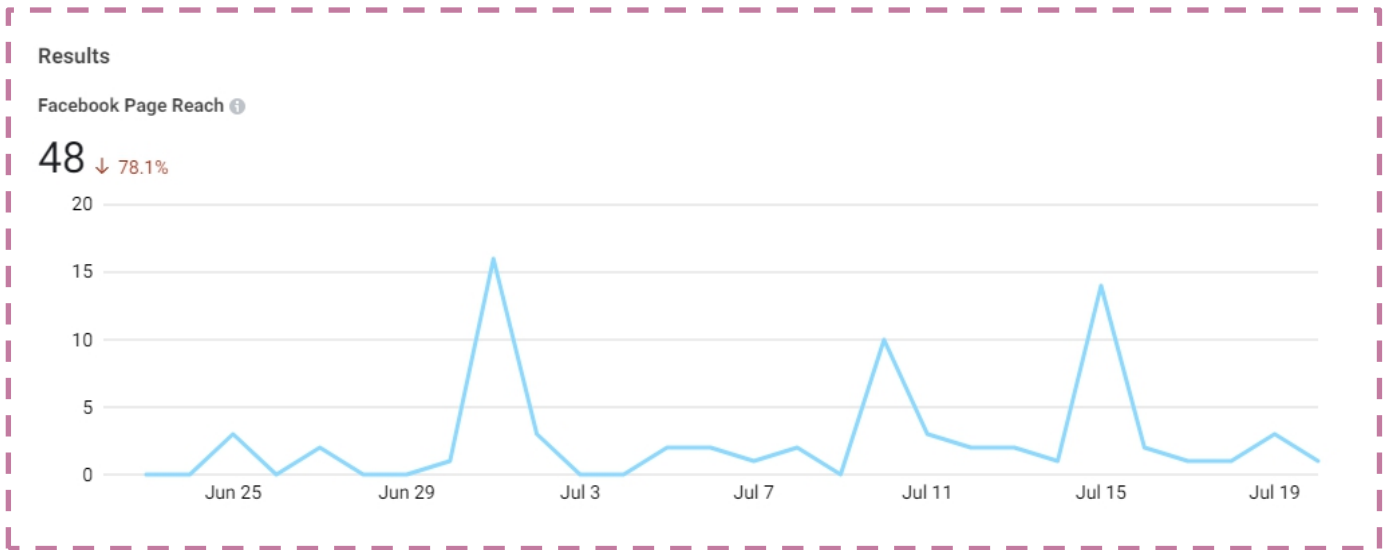


# Graphics

## Current Audience



## Facebook Page Reach



## CONCLUSION

Overall, I learned how to get and attract more customers, how to create excellent copy writing, how to maintain strong connections with customers and the audience at the same time, and how to convince customers to buy our product from the business. We should be able to persuade customers to buy something like this as a successful seller. A skilled seller should also be knowledgeable about the product so that more people are attracted to the product and may experience it.

Beside that, this entrepreneurial activity also shows that, despite its 'unofficial' status as a student, full-time workers, and even housewives, everyone may run a business. However, to succeed in business requires a strong inner passion. Everything seems possible with an undivided will. On the other hand, the word 'goal' is an important component that may motivate business owners to work toward the company's mission.

In addition, I am introduced and taught to the functions of Suruhanjaya Syarikat Malaysia (SSM) in business practise. In order to be recognized as a small medium enterprise (SME) , a business shall be registered under SSM. Having the opportunity to participate in an impactful entrepreneurship activity was a great learning experience. This opportunity provides me with a platform to strengthen my communication, self-confidence, and entrepreneurial skills. I am definitely looking forward to growing the company in the future. The most important aspect of becoming a great entrepreneur is having the courage to start, and everything else will fall into place over time.

## TURNITIN RESULTS

### SOCIAL MEDIA PORTFOLIO T.

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#### ORIGINALITY REPORT

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**5%**

SIMILARITY INDEX

**5%**

INTERNET SOURCES

**0%**

PUBLICATIONS

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STUDENT PAPERS

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#### PRIMARY SOURCES

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**1**

**Submitted to Universiti Teknologi MARA**  
Student Paper

**5%**

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