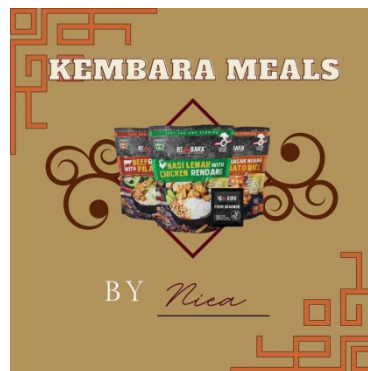




FACULTY OF TOURISM AND HOTEL MANAGEMENT

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530)**



SOCIAL MEDIA PORTFOLIO

80

**CLASS:**

HM24048 (Semester 4)

**PREPARED BY:**

IZZAH DANIA BINTI JASRIE (2019627358)

**LECTURE:**

DR NOR ZAWANI BINTI MAMAT@IBRAHIM

## **ACKNOWLEDGEMENT**

Bismillahirrahmanirrahim

Alhamdulillah, first of all, thanks to Allah S.W.T for his mercy and guidance in giving giving me the opportunity to carry out this assignment smoothly. Without His permission, surely I do not have the spirit as well as the strength to carry out this assignment.

Finally, I am able to finish the project paper ENT530 that our lecturer had assigned to me. I really pleased with the outcome of this project individual. This project allow me to practice ourselves skills and interests. In other words, it may be used as a guideline to inspire anyone who want to start a new business or become entrepreneurs.

Apart from that, I would want to express our gratitude to our lecturer, Dr. Nor Zawani Mamat@Ibrahim, for providing me with a decent guideline and supporting me in completing our assignment in order to generate good results; without her, my project would not have been completed correctly.

Thank you.

IZZAH DANIA JASRIE

25 JULY 2021

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## **EXECUTIVE SUMMARY**

The goal of Principles Of Entrepreneurship (ENT530) course is to instil a fundamental understanding of entrepreneurship from the perspective of a single entrepreneur. A portfolio is a collection of creative works meant to show a potential employer a person's abilities. This is because social media is such a creative profession, a portfolio may be quite useful in showcasing someones abilities. This report is required as part of the course Principles Of Entrepreneurship (ENT530). The goal of this assignment is to do the describe and explain about my social media portfolio for my business that is Kembara Meal by Niea.


KEMBARA is a premium Malaysian brand of outdoor and backpacker cuisine. It is a modern outdoor food company looking to revitalise the food business by providing nutritious, shelf-stable, self-heating, ready-to-eat, anytime, anyplace meals with no preservatives, packaged for on-the-go adventurers. Introduced in 2017, kembara meal designed specifically for outdoor enthusiasts who value good cuisine and outdoor activities. From the ocean's depths to the summit of Everest,

Kembara Meal by Niea is my first e-commerce business. Before this, I never have been started my business in my life. This is because, I do not have any interested in starting a business and I do not have any courage. When the time goes by, after my thought me about business, I realize that business is something that can gain confidence. Using Facebook as my platform, I make a little step to join a business community or entrepreneur. I have started my business in early 2021. I choose Food and beverage as my business category. Thus, I discover this company. My business role is agent. I choose agent because it is accessible and simple for full time student like me as well as easy to get started.

In this report, it will describe my business profile consist of background of the business, mission and vision, description of the product and etc. Besides that, it also will describe my business proposal consist of Facebook post, Copywritting, teaser and etc.

# GO-COMMERCE REGISTRATION

## I. Personal Information

| PERSONAL PROFILE   | BUSINESS PROFILE  |                    |                               |                      |   |                      |                       |   |              |   |  |               |   |          |   |  |      |   |          |   |  |       |   |                    |   |  |                   |   |      |   |                 |        |          |              |   |    |                |          |          |   |  |
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|  <p><b>IZZAH DANIA BINTI<br/>JASRIE</b></p> | <h3>Personal Information</h3> <table><tr><td>Name</td><td>: IZZAH DANIA BINTI<br/>JASRIE</td><td>Phone/Mobile</td><td>:</td><td><a href="#">Edit</a></td></tr><tr><td>New Identity Card No.</td><td>:</td><td>Home Address</td><td>:</td><td></td></tr><tr><td>Email Address</td><td>:</td><td>District</td><td>:</td><td></td></tr><tr><td>City</td><td>:</td><td>Postcode</td><td>:</td><td></td></tr><tr><td>State</td><td>:</td><td>Personal Instagram</td><td>:</td><td></td></tr><tr><td>Personal Facebook</td><td>:</td><td>Race</td><td>:</td><td>Bumiputra Sabah</td></tr><tr><td>Gender</td><td>: Female</td><td>Special Need</td><td>:</td><td>No</td></tr><tr><td>Marital Status</td><td>: Single</td><td>Required</td><td>:</td><td></td></tr></table> | Name               | : IZZAH DANIA BINTI<br>JASRIE | Phone/Mobile         | : | <a href="#">Edit</a> | New Identity Card No. | : | Home Address | : |  | Email Address | : | District | : |  | City | : | Postcode | : |  | State | : | Personal Instagram | : |  | Personal Facebook | : | Race | : | Bumiputra Sabah | Gender | : Female | Special Need | : | No | Marital Status | : Single | Required | : |  |
| Name   | : IZZAH DANIA BINTI<br>JASRIE   | Phone/Mobile       | :                             | <a href="#">Edit</a> |   |                      |                       |   |              |   |  |               |   |          |   |  |      |   |          |   |  |       |   |                    |   |  |                   |   |      |   |                 |        |          |              |   |    |                |          |          |   |  |
| New Identity Card No.  | :   | Home Address       | :                             |                      |   |                      |                       |   |              |   |  |               |   |          |   |  |      |   |          |   |  |       |   |                    |   |  |                   |   |      |   |                 |        |          |              |   |    |                |          |          |   |  |
| Email Address  | :   | District           | :                             |                      |   |                      |                       |   |              |   |  |               |   |          |   |  |      |   |          |   |  |       |   |                    |   |  |                   |   |      |   |                 |        |          |              |   |    |                |          |          |   |  |
| City   | :   | Postcode           | :                             |                      |   |                      |                       |   |              |   |  |               |   |          |   |  |      |   |          |   |  |       |   |                    |   |  |                   |   |      |   |                 |        |          |              |   |    |                |          |          |   |  |
| State  | :   | Personal Instagram | :                             |                      |   |                      |                       |   |              |   |  |               |   |          |   |  |      |   |          |   |  |       |   |                    |   |  |                   |   |      |   |                 |        |          |              |   |    |                |          |          |   |  |
| Personal Facebook  | :   | Race               | :                             | Bumiputra Sabah      |   |                      |                       |   |              |   |  |               |   |          |   |  |      |   |          |   |  |       |   |                    |   |  |                   |   |      |   |                 |        |          |              |   |    |                |          |          |   |  |
| Gender   | : Female  | Special Need       | :                             | No                   |   |                      |                       |   |              |   |  |               |   |          |   |  |      |   |          |   |  |       |   |                    |   |  |                   |   |      |   |                 |        |          |              |   |    |                |          |          |   |  |
| Marital Status   | : Single  | Required           | :                             |                      |   |                      |                       |   |              |   |  |               |   |          |   |  |      |   |          |   |  |       |   |                    |   |  |                   |   |      |   |                 |        |          |              |   |    |                |          |          |   |  |

## II. Institution Information

| Institution Information              |  |                                  |   | <a href="#">Add New</a>                               |
|--------------------------------------|--|----------------------------------|---|---|
| <b>UiTM Puncak Alam - NZI ENT530</b> |  |                                  |   |   |
| 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<br>Cawangan Selangor Kampus<br>Puncak Alam, 42300 Bandar<br>Puncak Alam, Selangor, . | City                             | : | Puncak Alam   |
| District of Institution              | : Kuala Selangor   | Postcode                         | : | 42300   |
| Level of Study                       | : Bachelor Degree  | Study Status                     | : | Full time <a href="#">Edit</a> <a href="#">Delete</a> |
| Course Name                          | : NZI ENT530   | Class Name                       | : | NZI ENT 530   |
| Subject Name                         | : PRINCIPLE OF<br>ENTREPREEURSHIP  | Year Enrolling the subject       | : | 2021  |
| Month Enrolling the Subject          | : 3  | Lecturer Name                    | : | NOR ZAWANI BT<br>MAMAT@IBRAHIM                        |
| Internship Enrollment                | : No   | Year Of Internship Enrollment    | : |   |
| Month of Internship Enrollment       | :  | Period of Internship Training    | : |   |
| Expected Year To Complete Study      | : 2023   | Expected Month To Complete Study | : | 7   |
| Related To Study Field               | : Yes  |                                  |   |   |

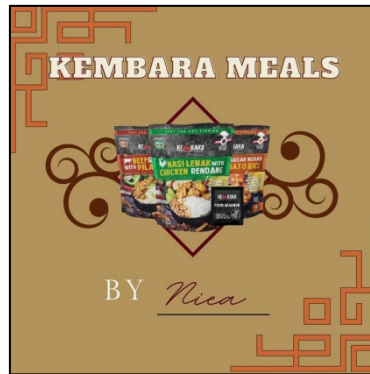
### III. E-certificate



## 1.0 INTRODUCTION

### 1.1 Name and Address of Business

In this part, I will describe about my business background.



**Figure 1: Business Logo**

|                          |   |  |
|--------------------------|---|--|
| <b>Name of company</b>   | : | Kembara Meal Sdn. Bhd.   |
| <b>Business Name</b>     | : | Kembara Meal By Nica   |
| <b>Business Role</b>     | : | Agent  |
| <b>Industry Profile</b>  | : | Self-Heating Food Technology/ Ready-To-Eat   |
| <b>Product Category</b>  | : | Food and Beverage  |
| <b>Headquarters</b>      | : | No CS 23A, Jalan Puteri 2A/6, Bandar Puteri Bangi, 43000 Kajang, Selangor, Malaysia      |
| <b>Location (Agent)</b>  | : | No. 2, Jalan Indah, Kampung Dumpil, 88200 Kota Kinabalu, Sabah                           |
| <b>Date Registration</b> | : | 23 <sup>rd</sup> April, 2021   |
| <b>Contact Number</b>    | : |  |
| <b>Email</b>             | : | <a href="mailto:Kembarabynica@kembarameals.com.my">Kembarabynica@kembarameals.com.my</a> |

**Description:**

Kembara Meal By Niew is the name of my business. The name 'Niew' in Kembara Meals by Niew is taken from my 3 last words from my second name, Izzah Dania Binti Jasrie. My purpose of choosing this name is this will make customer easy to remember and make it look authentic and human identities. This product is introduced due to the difficulty of getting halal and affordable food while abroad and this product get a positive response from consumers and make this a best-selling business. Thus, I took the opportunity to join this business and make customer living a simple life with provide them this product.

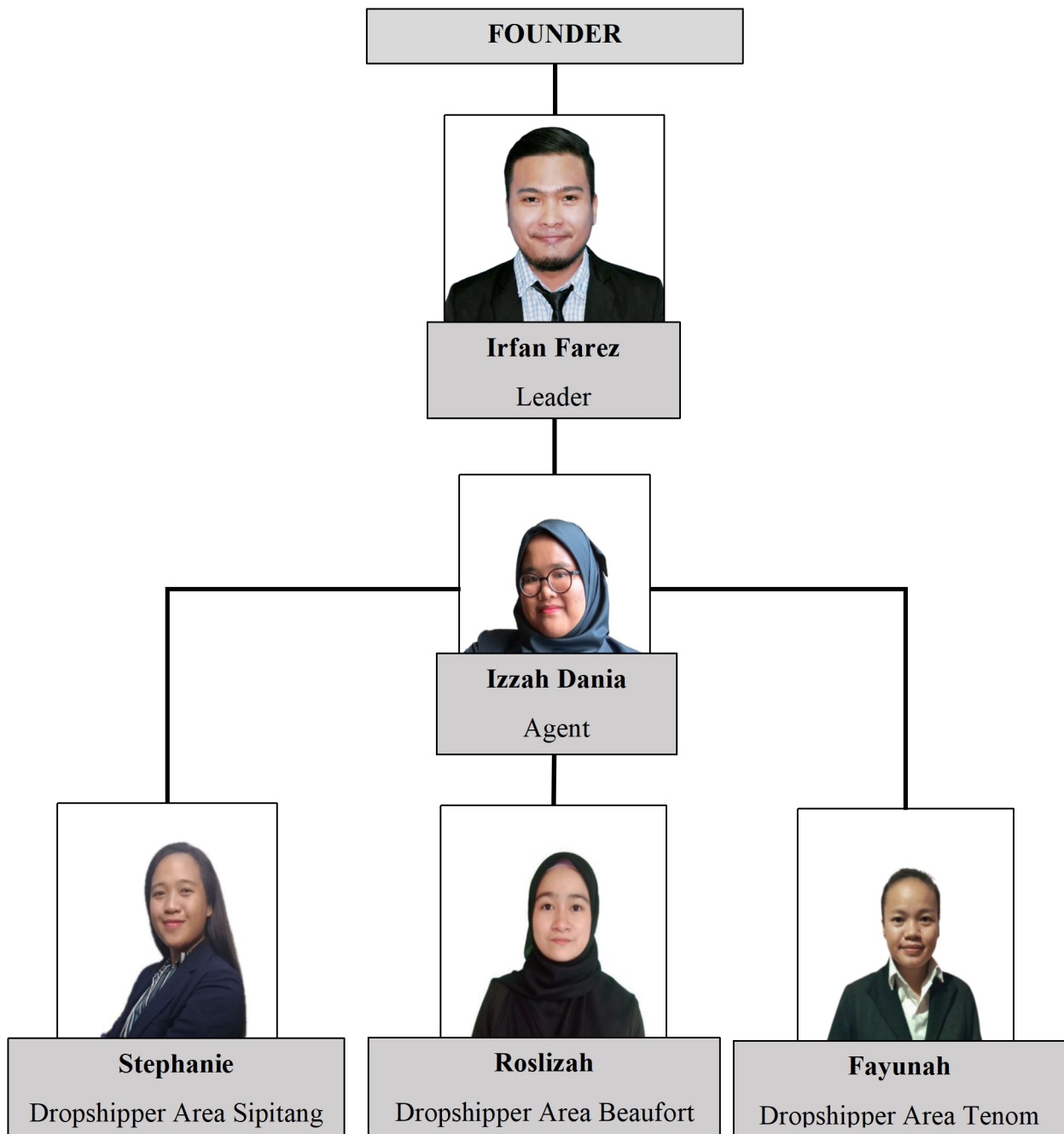
Kembara Meal was established on 2017 and the headquarters are located at No CS 23A, Jalan Puteri 2A/6, Bandar Puteri Bangi, 43000 Kajang, Selangor, Malaysia, and I am an agent from Kota Kinabalu, Sabah with address No. 2, Jalan Indah, Kampung Dumpil, 88200 Kota Kinabalu, Sabah. This company's main activities is to provide Ready-To-Eat (RTE) meal with various of flavors that suite with Malaysian taste and using a self-heating technology as it is easy for travellers to eat it anywhere, any time.

Kembara Meals are Designed specifically for outdoor enthusiasts, tourists, backpackers, and anybody who appreciates delicious cuisine and outdoor activities, as well as customers who anxious about new things. This is because, kembara meals is the first ready-to-eat food that using self heating technology in Malaysia. This product also have halal certificated so that customers do not have any doubt about it.



## 1.1 Organizational Chart

An organisational structure specifies how activities like allocation of tasks, coordination, and supervision are oriented toward achieving organisational goals. My business role is an agent of Kembara Meals. A business agent is someone who administers the business affairs of another person, corporation, or organisation. Their responsibilities will be determined by the sort of contract they have with their customer.



**Figure 2: Business Organization Chart**

### 1.3 Mission and Vision

#### **AIM**

”to make high quality and proper meal that can be served anywhere anytime”

#### **VISION**

1. Import and introduce this product worldwide.
2. To contribute in every adventure activity sponsorship in Malaysia.
3. Selling the product as the daily food to Malaysia people .

#### **MISSION**




1. Serving and prepare the quality and healthy adventure food.
2. Achieve the target as the 1st adventure product in Malaysia people choice.
3. Selling product by open at least one shop in every state in Malaysia.

#### **OBJECTIVES**

“To revitalise the food business by providing nutritious, shelf stable, self-heating, ready-to-eat, anytime, anyplace meals that include no preservatives and are packaged for on-the-go adventurers.”

## 1.4 Description of Products

Kembara Meals is a ready-to eat (RTE) food with self-heating technology. They have a variety of flavors that suitable for Malaysian people's taste. In this part, it will describe a product that kembara meal have provide. The figure below is the most popular product of kembara meals.

| No. | PRODUCT  | DESCRIPTION  |
|-----|--|--|
| 1.  | <b>Beef Rendang With Pilaf Rice</b><br>           | <b>Temper caramelized beef braised in a flavor and aromatic mix of spices and coconut milk</b>   |
| 2.  | <b>Chicken Masak Merah With Tomato Rice</b><br> | <b>Temper and juicy peep fried chicken breast slowly praised in a spicy pried chillies paste and serve with fragrant tomato rice</b>                 |
| 3.  | <b>Nasi Lemak With Chicken Rendang</b><br>      | <b>Creamy and fragrant basmati rice infused with coconut milk with a hint of pandan leaves and served with aromatic chicken rendang</b>              |
| 4.  | <b>Lamb Kuzi With Hujan Panas Rice</b><br>      | <b>Show cooked boneless Australian lamb shank braised in a rich and flavorful mix of with Malaysian spices and served signature hujan panas rice</b> |

**Figure 3: Kembara Meal's Product Description**

### 1.5 Price List

In this part, it will describe the price list of kembara meals. Kembara meal by Nica offers the price following the retail price that have been given by the headquarters.

| <b>No</b> | <b>Name of Product</b>               | <b>Price</b> |
|-----------|--------------------------------------|--------------|
| <b>1</b>  | Beef Rendang With Pilaf Rice         | RM 18.90     |
| <b>2</b>  | Chicken Masak Merah With Tomato Rice | RM 18.90     |
| <b>3</b>  | Nasi Lemak With Chicken Rendang      | RM 18.90     |
| <b>4</b>  | Lamb Kuzi With Hujan Panas Rice      | RM 21.90     |

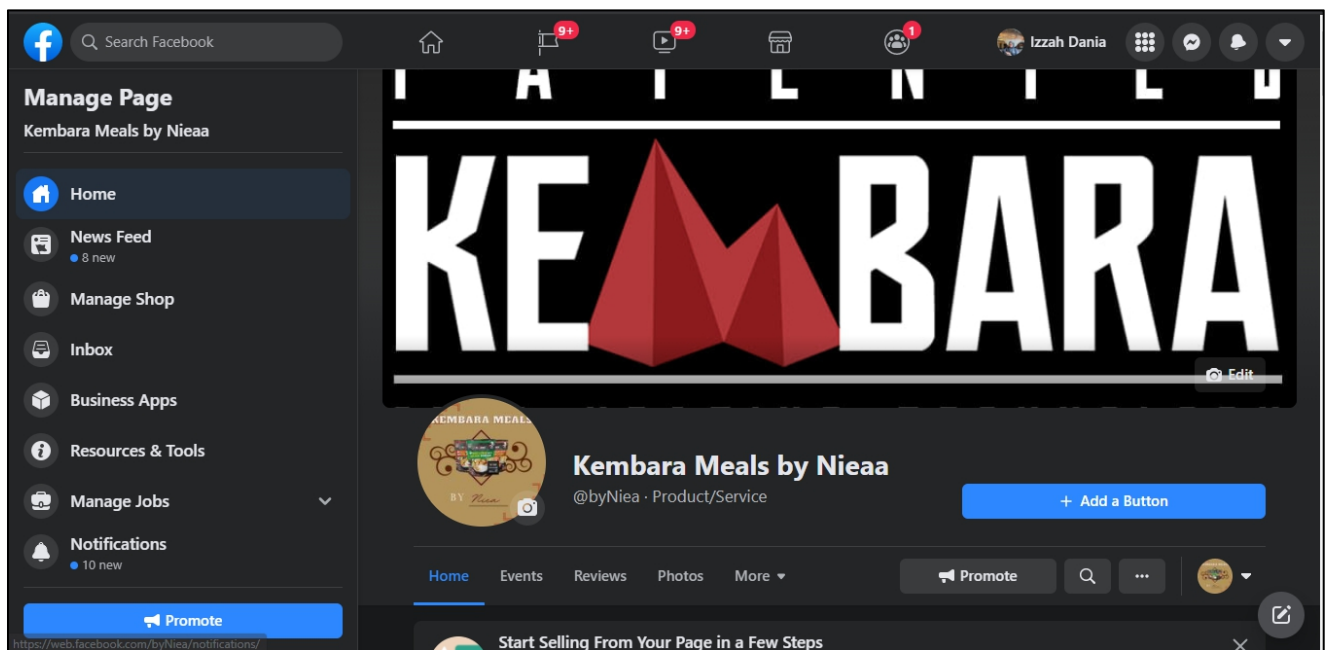
**Figure 3: Kembara Meal's Product Description**

According to the list, The price of kembara meal's product is affordable with below RM50. Furthermore, kembara meals also give a combo price thus the customer can save their money. For example, combination of 10 pack can get for RM180. kembara meals also provide two ways of purchasing for customers pleasure that is either walk in, purchase with selected agent and delivery service.

## 2.0 BUSINESS PROPOSAL

In this part, it will describe my Facebook business proposal consist of Creating Facebook page, Customing URL Facebook page, Facebook post – Teaser, Facebook – Copywriting (Hard sell), Facebook post Copywriting (Soft sell) and Frequency of posting.

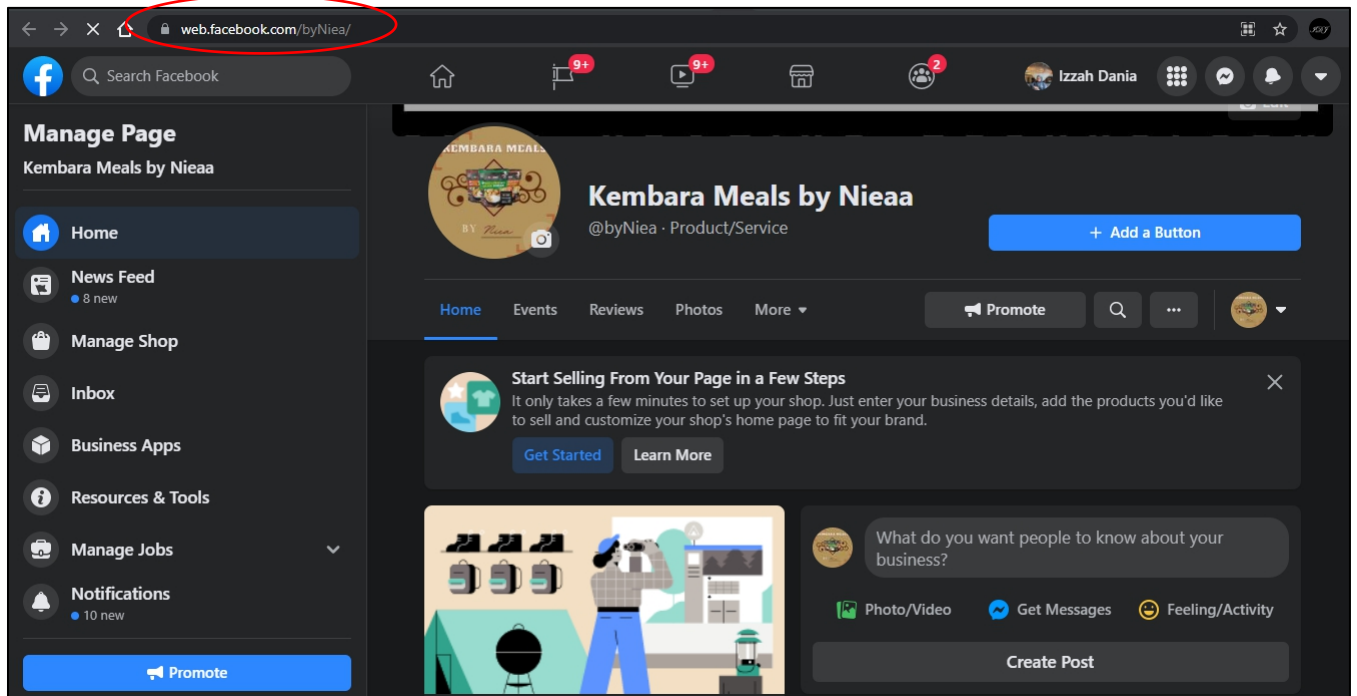
### 2.1 Creating Facebook (FB) page



**Figure 4: My Business Facebook Page**

On May 3, 2021, Kembara Meals by Nieaa Facebook page was launched. In this Facebook page, all about my business information will be provided. In this I have provided the business, products, disclaimer and etc. In order for customer to purchase my product, customers can either chat me at the direct message or contact me personal using the number provided. For the design, I create a simple design for my FB page with my business logo as my profile and Kembara Meal logo for my background picture.

## 2.2 Customizing URL Facebook page

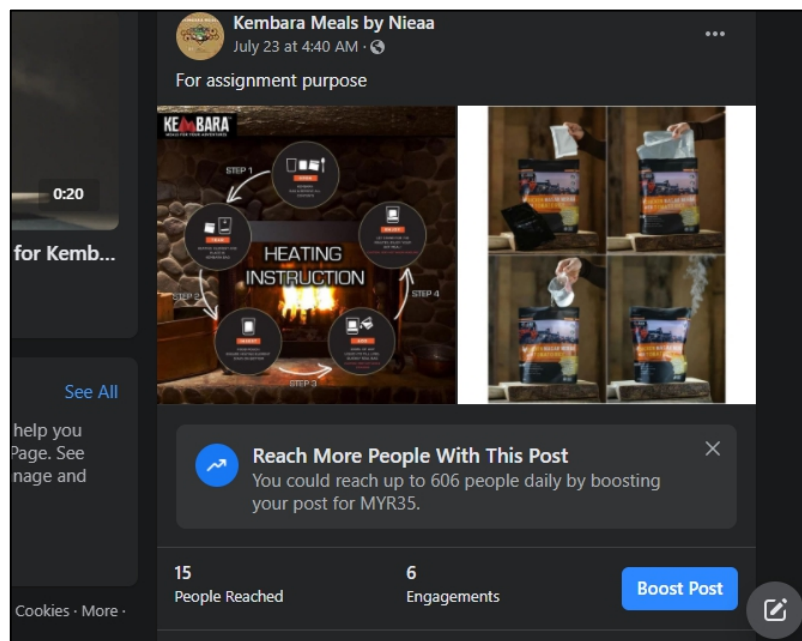
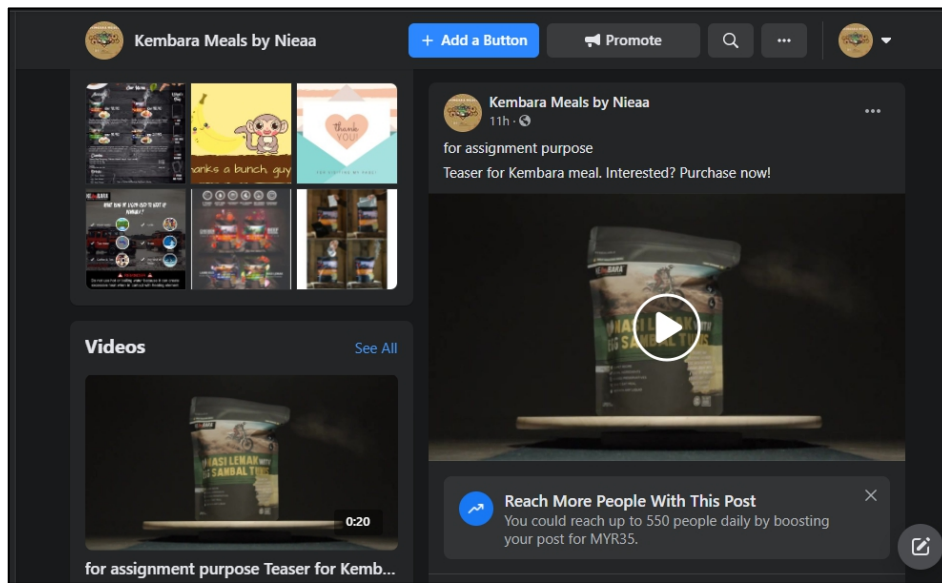


**Figure 5: My Facebook Page Link**

In this part, it describe my customize Facebook page link. The function of this link is, customer can easily find my page and to avoid a scammers. This link also can be used as my marketing strategies. The link are provided below:

<https://www.facebook.com/Kembara-Meals-by-Nieaa-102429348681131/>

## 2.3 Facebook post – Teaser



**Figure 6: My Facebook Page Teasers**

In this part, it describe my business teaser. The function of this teaser is it can make a customer amazed with my product and eventually they will buy it.

## 2.4 Facebook Copywriting (Hard sell)

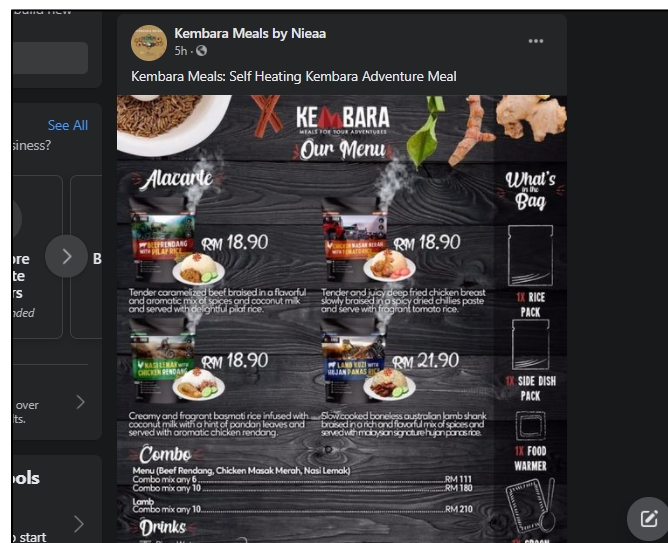
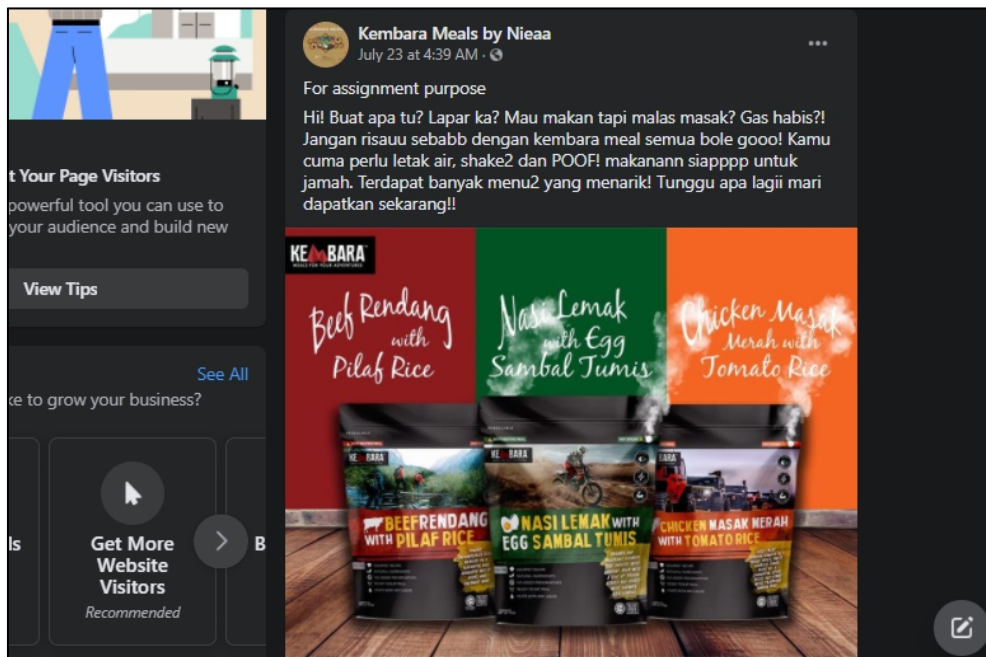


Figure 7: My Hard Sell

In this part, are the examples of my hard sell. In this sells, I convinced my customer using a scenario. Besides, I also provide my customers the price of my product.



## 2.5 Facebook Post – Copywriting (Soft sell)

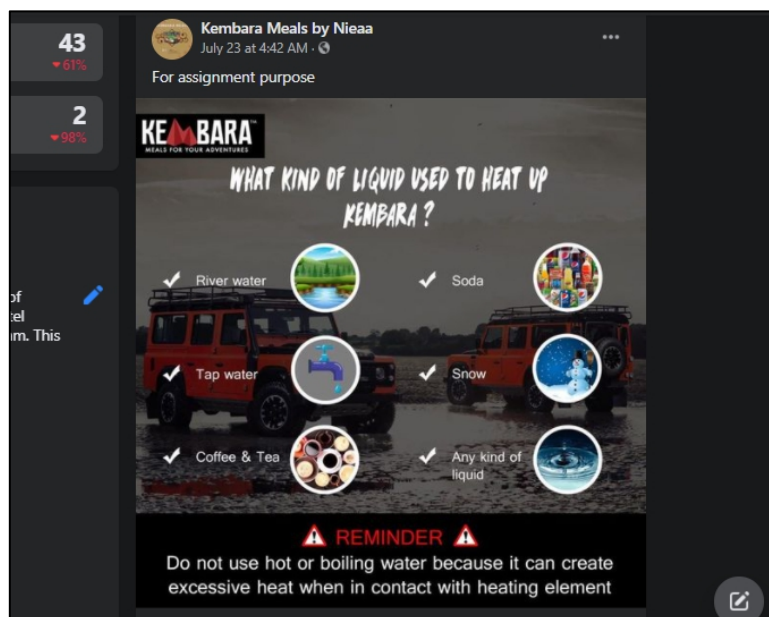
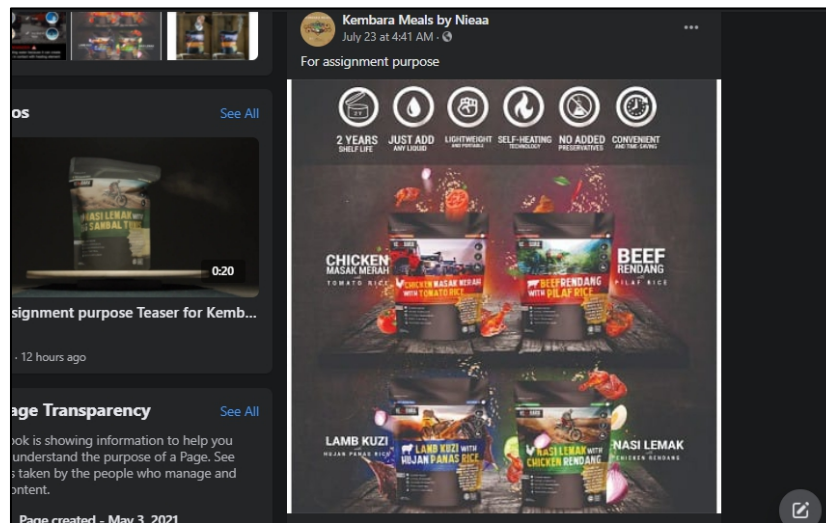
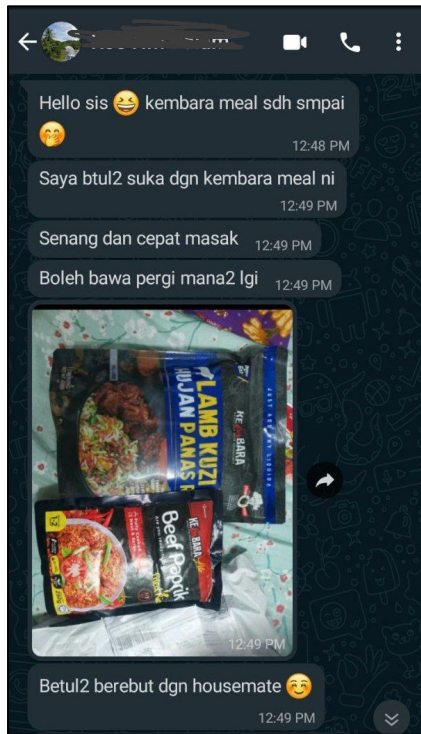


Figure 8.1: My Soft Sell

In this part, are example of my soft sells. For this sell, I using a little bit of psychological approach by give my customers the benefits of my product, facts and etc.

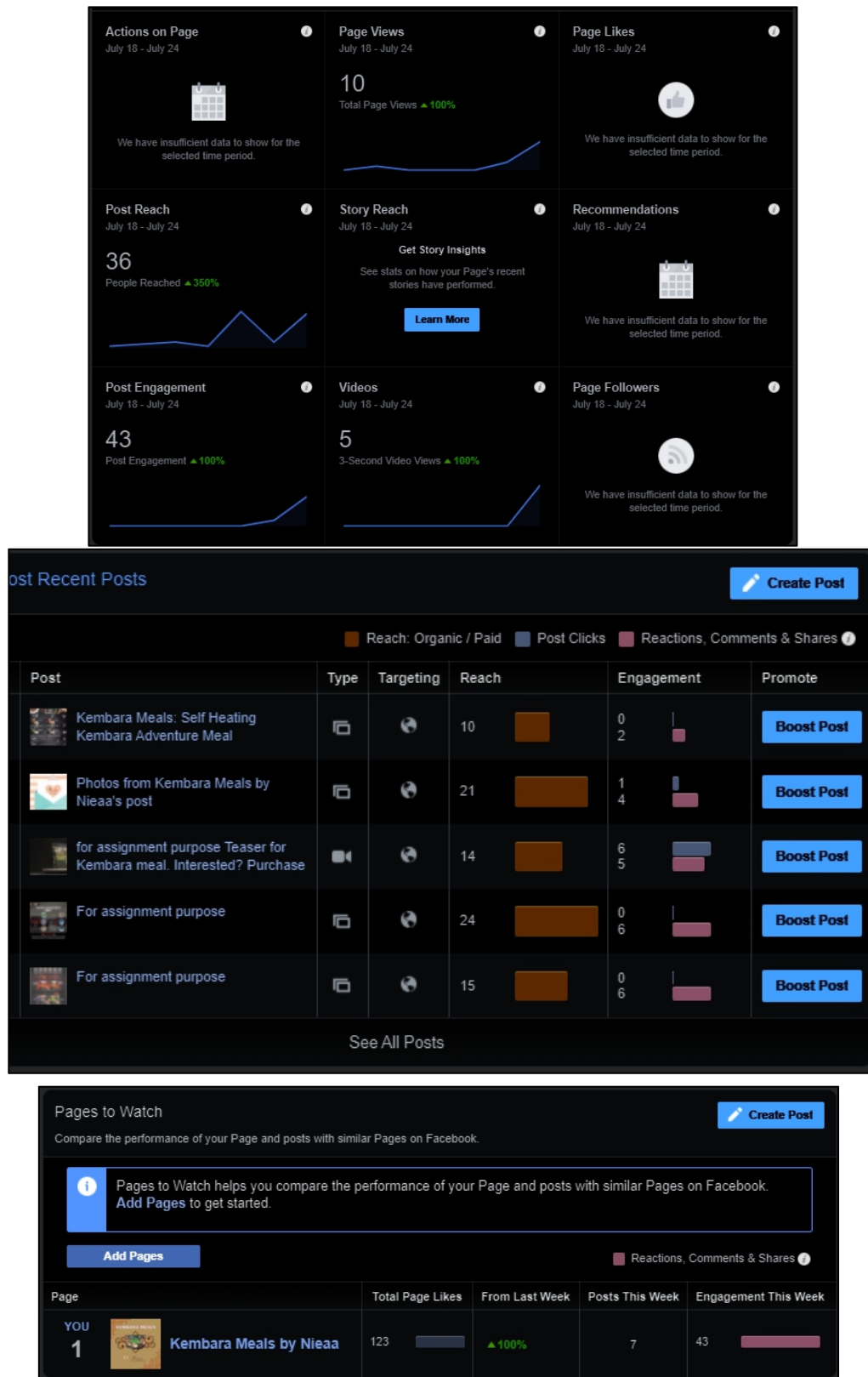


**Figure 8.2: My Customer's Feedback**

In this part are my beloved customer's feedback. Overall all my customers are satisfied with my product and services.

## 2.6 Frequency of posting

This part will shows my Facebook page's graphic of frequency.



**Figure 9: My Facebook Page's Performance**

### **3.0 CONCLUSION**

Principles of Entrepreneurship are an essential part of what students study at university. This is because this subject showed us all how to start a genuine business and organise the structure on our own. Throughout the semester, students are assigned the task of running an actual online company using the Facebook page. In my social media portfolio, I showed how social media can assist online businesses in connecting with customers, improving product/service awareness, and increasing revenues. This project indicated that social media is a wide - open for everyone who wants to begin performing business marketing. Entrepreneurship subject also encourage students to gain experience as entrepreneur by creating their own small business at the young age.

What I get from this business is not only I gain profit, but also I can gain a best experience that can be benefit me for the future. Besides, managing an online business have make my communication skills better than before. This is because, I need to interact with my customer so that they can get a best experience since experience is an intangible item. I feel confident in my ability to satisfy the needs and desires of my customers. This initiative will be extremely useful to students who want to learn more about entrepreneurship. It can also assist pupils in honing their critical thinking abilities in order to discover any answer to an issue. In addition, the completion of this research gives me joy.

## 4.0 REFERENCES

### **BOOK**

1. Ariffin, S., Wahab, I. A., Hambali, Z. (2013). *Fundamentals of Entrepreneurship*. Shah Alam, Selangor: Oxford Fajar Sdn. Bhd.

### **SLIDES**

1. Mamat@Ibrahim, N. Z. (2021). *Principle Of Entrepreneurship* [PowerPoint slides]. Faculty Of Business, Universiti Teknologi Mara.

### **WEBSITES**

1. Kembara Meals. (n.d.). *Kembara Meals – NO 1 SELF HEATING MEALS IN MALAYSIA*. Retrieved June 25, 2021, from <https://www.kembarameals.com/>
2. Market Business News. (2019, July 7). *Business agent - definition and meaning*. <https://marketbusinessnews.com/financial-glossary/business-agent/>

## 5.0 APPENDICES

### Turnitin Report

ENT530\_SOCIAL MEDIA PORTFOLIO\_KEMBARA MEAL\_IZZAH  
DANIA JASRIE

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ORIGINALITY REPORT

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|                                |                               |                           |                              |
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