



اَوْبُونِ سَيِّدِي تَيْكُونُ لَوْ كَيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT 530

PRINCIPLE OF ENTREPRENEURSHIP



SOCIAL MEDIA PORTFOLIO: SAMBAL HITAM MEK TOK

HM 2413B

PREPARED BY:

NAME	MATRIC CARD
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PREPARED FOR :

NORFAZLINA GHAZALI

DATE OF SUBMIT:

12 JULY 2022

TABLE OF CONTENT

Content	Pages
Acknowledgement	3
Executive Summary	4
1.0 Body of The Report	5
1.1 Go E-Commerce Registration	5
1.2 MyEnt Certificate	6 – 7
2.0 Introduction of Business	8
2.1 Name and Address of Business	8 – 9
2.2 Organization Chart	10
2.3 Mission and Vision	11
2.4 Description of Products and Services	12
2.5 Price List	13
3.0 Facebook (Fb)	14
3.1 Facebook Page	14 – 15
3.2 Customizing URL Facebook Page	15
3.3 Facebook (Fb) Post – Teaser	16
3.4 Facebook (FB) Post – Copywriting (Soft sell)	17 – 20
3.5 Facebook (FB) Post – Copywriting (Hard sell)	21 – 24
3.6 Relevant Graphics to Each Post/Copywriting	25 – 26
3.7 Sales Report	27 - 29
4.0 Conclusion	30

ACKNOWLEDGEMENT

We would like to express my gratitude toward our lecturer, Madam Norfazlina bt Ghazali for her guidance throughout this assessment. She was a very big help to us and thank her greatly for her patience and wisdom in guiding us.

To our classmates, we also wanted to thank them for being generous in sharing their knowledge on entrepreneurship in social media. During this semester of this subject , we have learnt a lot about doing business online and that it is not an easy journey to become a good and successful businessman and businesswomen. All downs in business can only be overcome with perseverance and the ups can be achieved through hard work.

Through these problems, we manage to become more organize and maturity in dealing with problems that occur during my business. This portfolio covers social media business using Facebook, creating soft sell, creating hard sell and create teaser to attract customer.

Last but not least, we once again show my gratitude to all parties who have directly and indirectly contributed to the successfulness of these social media project.

EXECUTIVE SUMMARY

Sambal Hitam Mek Tok offers sambal product food to give satisfaction to the customers by tasting a spiciness of sambal hitam itself. It is identifying the people who wants to eat spicy sambal as their side dish while eating their main course. It is affordable price product with a good quality. Thus, our product was targeting for the children, family, and students.

Sambal Hitam Mek Tok's marketing strategy is to emphasize the quality and price of product in large quantity. It offers the affordable price because many people especially students want to buy this product and the best thing is we do cover all Malaysia. Hence, we develop marketing strategy that gives attraction to buy our Sambal Hitam Mek Tok. The taste is delicious, the price is low, and the product is high quality.

Soft-sell and hard-sell copywriting are two types of copywriting that we create to attract our customers in our Facebook pages. By providing a teaser, we hope that it will get the attention of Facebook users who are interested in looking for our Sambal Hitam. These strategies are implemented in order to attract more customers and encourage them to purchase our goods.

Tokey is a person in charge of Sambal Hitam HQ's management. We created a Facebook page to help us grow our business through social media, and we learned how to write teaser posts, soft sells, and hard sells on Facebook. To avoid profit drops, we also need to increase revenue to at least RM61 and judicious expenditure for our goods. In Malaysia, we need to promote the goods using social media.

1.0 BODY OF THE REPORT

1.1 GO E-COMMERCE REGISTRATION

The screenshot shows the 'Go-eCommerce' registration page for Raja Nurul Izzah Raja Ismail. The page is divided into 'PERSONAL PROFILE' and 'BUSINESS PROFILE' tabs. The 'PERSONAL PROFILE' tab is active, displaying the user's personal information and institution details.

Personal Information

Name	: Raja Nurul Izzah Raja Ismail	Phone/Mobile	:		Edit
New Identity Card No.	:	Home Address	:		
Email Address	:	District	:		
City	:	Postcode	:		
State	:	Personal Instagram	:		
Personal Facebook	:	Race	:	Malay	
Gender	: Female	Special Need Required	:	No	
Marital Status	: Single				

Institution Information

UITM Puncak Alam - NFG ENT530 HM2413B

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	Edit Delete
Course Name	: NFG ENT530 HM2413B	Class Name	:	NFGHM2413B	
Subject Name	: NFGHM2413B	Year Enrolling the subject	:	2022	
Month Enrolling the Subject	: 3	Lecturer Name	:	Norfazlina Ghazali	
Internship Enrollment	: No	Year Of Internship Enrollment	:	0	
Month of Internship Enrollment	: -	Period of Internship Training	:		
Expected Year To Complete Study	: 2024	Expected Month To Complete Study	:	2	
Related To Study Field	: Yes				

Raja Nurul Izzah's Go E-Commerce Registration

The screenshot shows the 'Go-eCommerce' registration page for Hanisah Binti Zainol Abiddin. The page is divided into 'PERSONAL PROFILE' and 'BUSINESS PROFILE' tabs. The 'PERSONAL PROFILE' tab is active, displaying the user's personal information and institution details.

Personal Information

Name	: Hanisah Binti Zainol Abiddin	Phone/Mobile	:		Edit
New Identity Card No.	:	Home Address	:		
Email Address	:	District	:		
City	:	Postcode	:		
State	:	Personal Instagram	:		
Personal Facebook	:	Race	:	Malay	
Gender	: Female	Special Need Required	:	No	
Marital Status	: Single				

Institution Information

UITM Puncak Alam - NFG ENT530 HM2413B

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	Edit Delete
Course Name	: NFG ENT530 HM2413B	Class Name	:	NFGHM2413B	
Subject Name	: NFGHM2413B	Year Enrolling the subject	:	2022	
Month Enrolling the Subject	: 3	Lecturer Name	:	Norfazlina Ghazali	
Internship Enrollment	: No	Year Of Internship Enrollment	:		
Month of Internship Enrollment	: -	Period of Internship Training	:		
Expected Year To Complete Study	: 2024	Expected Month To Complete Study	:	2	
Related To Study Field	: No				

Hanisah's Go E-Commerce Registration

1.2 MY ENT CERTIFICATE

 UNIVERSITI
TEKNOLOGI
MARA

Akademi
Pembangunan PKS dan
Keusahawanan Malaysia
(MASMED)

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar : 2022745715
Nama : RAJA NURUL IZZAH BINTI RAJA ISMAIL

Program Pengajian : SARJANA MUDA SAINS (KEPUJIAN) PENGURUSAN PELANCONGAN
Fakulti : Faculty of Hotel & Tourism Management
Kampus : Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Online
Bidang Perniagaan yg
diceburi : Makanan
Tempoh Berniaga :
No. Pendaftaran Perniagaan :
URL Perniagaan : https://www.facebook.com/sambalhitamtektok/?notif_id=16569536980869¬if_t=page_fan&ref=notif

Alamat Premis Perniagaan :
Tarikh Mendaftar : 06 Jul 2022
Tarikh Kemaskini :
Tarikh Cetak : 06 Jul 2022

Sijil Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dijalankan oleh pelajar semasa tempoh pengajian di UITM. Sijil ini secara tidak langsung akan terbatal apabila penama menamatkan pengajian atau tidak lagi aktif dalam sistem universiti.

Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED) juga berhak membatalkan sijil ini tanpa sebarang notis. Penggunaan sijil ini hanya diterima untuk kegunaan urusan dalaman UITM sahaja. Urusan dan aktiviti perniagaan yang dijalankan oleh penama adalah risiko dan tanggungjawab sendiri tanpa melibatkan kepentingan dan nama Universiti.

SALINAN PENDAFTARAN INI DIPERAKUI OLEH
PENOLONG NAIB CANSOLOR KEUSAHAWANAN UITM

Malaysian Academy of SME & Entrepreneurship Development (MASMED)

Raja Nurul Izzah's My Ent Certificate



UNIVERSITI
TEKNOLOGI
MARA

Akademi
Pembangunan PKS dan
Keusahawanan Malaysia
(MASMED)

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar : 2022912963
Nama : HANISAH BINTI ZAINOL ABIDDIN
Program Pengajian : SARJANA MUDA SAINS (KEPUJIAN) PENGURUSAN PELANCONGAN
Fakulti : Faculty of Hotel & Tourism Management
Kampus : Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Online
Bidang Perniagaan yg
diceburi : Makanan
Tempoh Berniaga :
No. Pendaftaran Perniagaan :
URL Perniagaan : <https://www.facebook.com/sambalhitammektok>
Alamat Premis Perniagaan :
Tarikh Mendaftar : 07 Jul 2022
Tarikh Kemaskini :
Tarikh Cetak : 07 Jul 2022

Sijil Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dijalankan oleh pelajar semasa tempoh pengajian di UITM. Sijil ini secara tidak langsung akan terbatal apabila penama menamatkan pengajian atau tidak lagi aktif dalam sistem universiti.

Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED) juga berhak membatalkan sijil ini tanpa sebarang notis. Penggunaan sijil ini hanya diterima untuk kegunaan urusan dalaman UITM sahaja. Urusan dan aktiviti perniagaan yang dijalankan oleh penama adalah risiko dan tanggungjawab sendiri tanpa melibatkan kepentingan dan nama Universiti.

SALINAN PENDAFTARAN INI DIPERAKUI OLEH
PENOLONG NAIB CANSOLOR KEUSAHAWANAN UITM

Malaysian Academy of SME & Entrepreneurship Development (MASMED)

Hanisah's My ENT Certificate

2.0 INTRODUCTION OF BUSINESS

2.1 Name and Address of Business

Sambal Hitam Mek Tok is a business name that I, Hanisah have decided with my partner, Raja Nurul Izzah. People can enjoy 'sambal hitam' at any time, which is why we chose this product as we are also one of sambal lovers. For example, they can eat rice with 'sambal hitam' indirectly as an appetizer and 'sambal hitam' can also be enjoyed with hot rice only. If on that day you feel lazy to cook, you can enjoy 'sambal hitam' with rice and only fried eggs are enough to make you full and enjoy the food. The specialty of this 'black sambal' is that it is delicious and easy to carry anywhere because it's convenient packaging makes it easy to carry and store afterward.

Not only that but with the low price, it can also make everyone afford it. With premium quality and customer-friendly prices, it is the best 'sambal hitam' option for everyone to enjoy. Apart from that, this 'sambal hitam' also comes with two types of options which is spicy and less spicy. So, it is suitable for all ages. Consumers can make the choice to buy it without having to worry if their child is unable to enjoy this 'sambal hitam' as there are less spicy options that are suitable for children as well and for people who do not eat spicy.

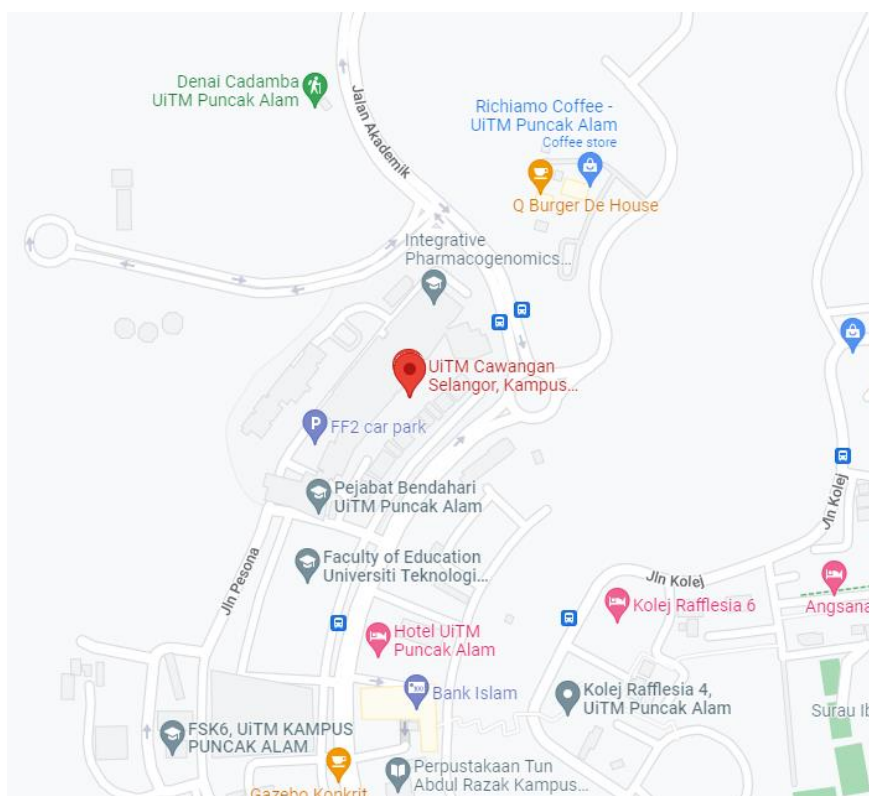
In addition, we decided to advertise 'sambal hitam' on our Facebook page as it is a very efficient and easy platform to get customers through the results of our posts and ads on the Facebook page, Facebook is the channel we choose to promote our goods.



Logo of Sambal Hitam Mek Tok

Name of business	SAMBAL HITAM MEKTOK
Business address	UiTM Cawangan Selangor Kampus Puncak Alam Bandar Puncak Alam, 43200 Puncak Alam, Selangor.
Corresponding address	
Telephone number	
Form of business	Agent
Main activities	Sell 'sambal hitam'
Date of registration	19 May 2022
Name of bank	Bank Islam
Bank account number	

Details of our business



Location of our business

2.2 Organizational Chart

Sambal Hitam Mek Tok is a partner business by being the product agent of Tokey Sambal Hitam. This is because we wish to leverage our tiny business to make a little more money by selling other people's goods. Because of this, our organizational chart serves to introduce the partners that founded the Tokey Sambal Hitam business.



MANAGER



ASSISTANT MANAGER

2.3 Mission and Vision

Each company has its own mission and vision. The objectives and methods used by a company to accomplish a goal are defined by its mission. The desired position of the company in the future is outlined in a vision. Often, the two statements serve to outline the company's objectives, goals, and accomplishments.

Mission:

- To bring joy, affordable price, and delicious 'sambal hitam' to everyone in the world.
- To ensure the greatest service to each customer.
- To offer clients a range of reasonably priced 'sambal hitam' that are edible.

Vision:

- To hold the top spot in each market where we compete.



2.4 Description of Products and Services

Sambal Hitam Mek Tok is a business that offers customers 'sambal hitam' as an additional dish in food and as an appetizer that can be eaten anywhere because of the convenient packaging and can be enjoyed with family or friends at an affordable price by maintaining the originality of the 'black sambal' is its own. The reason we sell this food is because we both love 'black sambal' and believe that this 'black sambal' is quite popular with its history originating from Pahang among everyone. From the research, we found that the fans of 'black sambal' are among adults and teenagers especially students.

This 'sambal hitam' can be eaten with the family or when you do not know what to eat and are tired of the existing food. You can enjoy 'sambal hitam' with hot rice and fried eggs. As a student, you must be tired of the dishes sold in the cafe because the dishes are the same every day, with this 'black sambal' you can feel the spicy and sour combination of 'black sambal' and can make you eat repeatedly.

For the service, Sambal Hitam Mek Tok offers free delivery to students from UiTM Puncak Alam who are at Dahlia College only. If you are in another college then you can do a self-pickup. We also do Charge Upon Delivery (COD) and do postage to customers who are not from among the students of UiTM Puncak Alam.

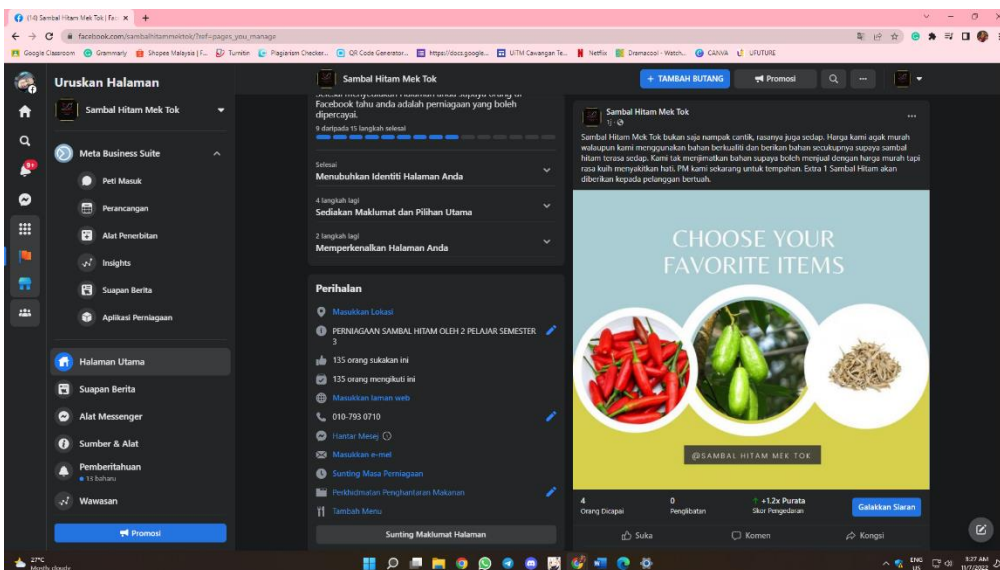
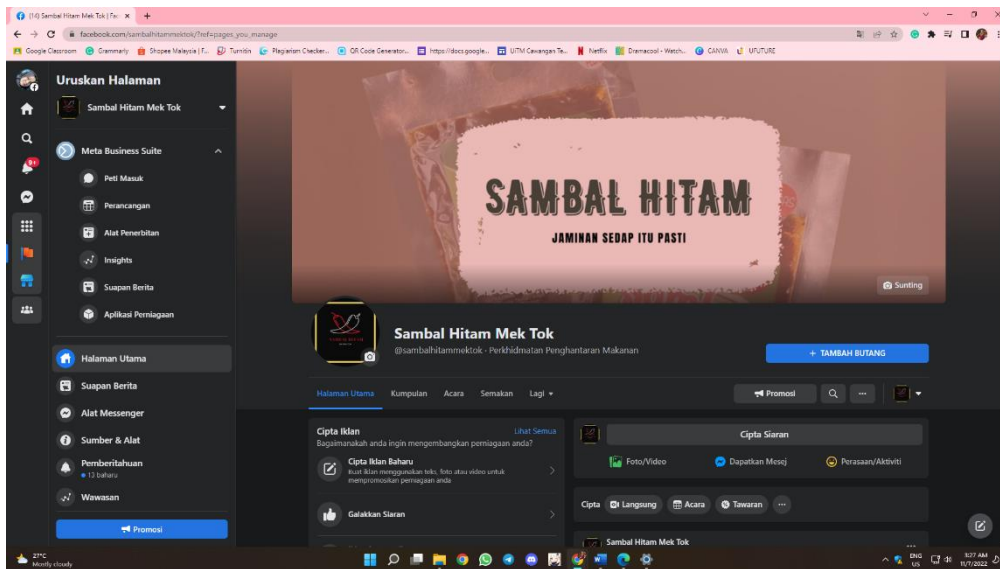
2.5 PRICE LIST

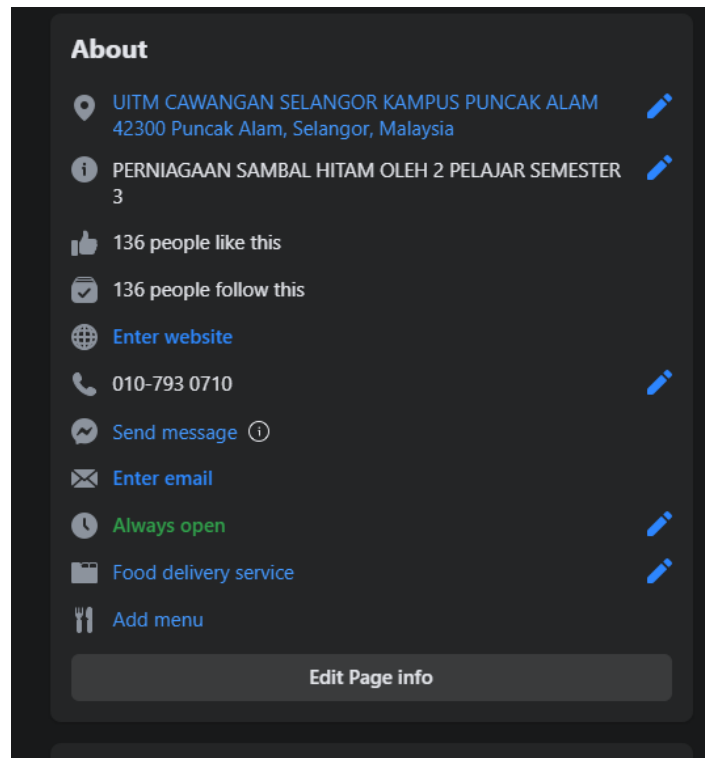
PRODUCT	NAME OF PRODUCT AND PRICE (RM)
	<p>NAME: SAMBAL HITAM PEDAS WEIGHT: 50 GRAM PRICE: RM 5</p>
	<p>NAME: SAMBAL HITAM KURANG PEDAS WEIGHT: 50 GRAM PRICE: RM 5</p>

3.0 FACEBOOK (FB)

3.1 Creating Facebook Page

We created a Facebook page as Sambal Hitam Mek Tok as a venue for selling the product when we first started the company. This is to advertise our Sambal Hitam Mek Tok product to Facebook users as well as the group. We are focusing on folks and students who reside in the immediate vicinity so that we may simply distribute to them. If some of our customers are too far away, we will mail the merchandise to them. People are increasingly using the online platform to purchase goods since they do not want to go out and instead prefer to relax at home. They can also uncover a wealth of knowledge directly related to the world. We also found that not only the boomers are using the Facebook but there are also children, parents and the other that use Facebook as their platform to do online shopping.





About Us

3.2 Customizing URL Facebook Page

SAMBAL HITAM MEK TOK Facebook Page URL.

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

3.3 Facebook (FB) Post – Teaser

Sambal Hitam Mek Tok
 Posted by RjNurul Izzah Raja Ismail
 4 h · 🌐

Psstt pssttt, apa ni? Perisa baru? 🤫🤫 Sambal Kentang? Haaaa, nantikan minggu hadapan 🙄



Like Comment Share

Sambal Hitam Mek Tok
 Posted by RjNurul Izzah Raja Ismail
 1 d · 🌐

A teaser for our new flavor! Stay tuned everyone 😊



You

Like Comment Share

Sambal Hitam Mek Tok
 Posted by RjNurul Izzah Raja Ismail
 4 h · 🌐


Eh? Ada lagi lah perisa baru 🤫🤫 Perisa apa pula ni? Cuba sambal hitam lovers mek tok teka 😊



Like Comment Share

Sambal Hitam Mek Tok
 Posted by RjNurul Izzah Raja Ismail
 4 Jul · 🌐

Coming soon! Our new product of Sambal Hitam Mektok <3



Like Comment Share

3.4 Facebook (FB) Post – Copywriting (Soft sell)

Sambal Hitam Mek Tok
Published by RjNurul Izzah Raja Ismail · July 5 at 1:07 AM · 🌐

"Akak suri rumah yang sibuk dengan anak2 sampai takde masa nak buat sambal hitam sendiri?"
Bestnya pekena sambal hitam dengan nasi putih bersama lauk-pauk pada waktu makan tengah hari Perghh! Baru sebut je dah terasa pedas-pedas sambal hitam kat dalam mulut memang terliur lah! Pedas dan masam pulak tu.

Tapi tahu tak yang kebanyakannya penjual sambal hitam ini dia tidak letak cili yang cukup atau letak cili apa-apa je janji ada. Cuba cari sambal hitam special yang diperbuat daripada cili yang ditanam sendiri, pasti sukar dijumpai.

Sambal hitam yang power, cilinya mestilah banyak, segar dan sedap. Mesti ada rasa varieti cili yang autentik dan tak guna perasa atau bahan sintetik. Bila makan sambal hitam ini rasanya memang membuatkan anak-anak tak tolak walaupun diaorang tak suka makan sambal. Biasa la budak-budak kan suka makanan yang manis. Bila makan dengan suami pulak terasa bahagia sangat bila tengok dia gaulkan nasi bersama sambal tersebut sambil tersenyum simpul. Seronok rasanya!

Tak rugi makan sambal hitam homemade ini. Pedas, segar dan bersesuaian untuk seisi keluarga. Bagi surirumah yang teringin nak tengok senyuman suami dan anak-anak yang gembira bila dijamu sambal hitam yang cukup, pedas dan sedap, silakan saja boleh dapatkan dari kami yang sentiasa bersedia melayani anda.



Sambal Hitam Mek Tok
Posted by RjNurul Izzah Raja Ismail
16 May · 🌐

Perut anda tiba tiba berasa lapar? Nak makan tapi tak tahu nak makan apa? Bosan dengan makanan sedia ada? Cuba lah sambal hitam mektok comei nak mapuh 🤤
dijamin sedap! Pasti bertambah nasi hingga 3 pinggan 🍴
👍 memey terbaik 👍👍👍



Sambal Hitam Mek Tok
Posted by Hanisah Zainol Abiddin
24 Jun · 🌐

Assalamualaikum semua! Belimbing buluh ada banyak khasiat tauuu. Kalau korang makan Sambal Hitam by Mek Tok ni secara tak langsung korang dapat khasiatnya.. Haaa terkejut tak?! 🤔🤔



Sambal Hitam Mek Tok
Posted by RjNurul Izzah Raja Ismail
1 d · 🌐

Sambal Hitam Mek Tok bukan saja nampak cantik, rasanya juga sedap. Harga kami agak murah walaupun kami menggunakan bahan berkualiti dan berikan bahan secukupnya supaya sambal hitam terasa sedap. Kami tak menjimatkan bahan supaya boleh menjual dengan harga murah tapi rasa kuih menyakitkan hati. PM kami sekarang untuk tempahan. Extra 1 Sambal Hitam akan diberikan kepada pelanggan bertuah.



Anak ada 5 orang. Setiap kali hari jadi mesti minta dibelikan sambal hitam. Kalau tak dibeli, merajuklah jawabnya. Harga sambal sekarang bukannya murah.

Kalau sambal yang mempunyai jenama tu, satu balang atau plastik boleh cecah berbelas ringgit. Kalau 5 kali beli dah jadi berpuluh-puluh ringgit. Aduh membazirnya. Kalau gaji besar takpe juga. Belanja sekolah masing-masing pun dah tinggi.

Tapi di kedai Mek Tok, anda boleh dapatkan Sambal Hitam dengan harga serendah RM5. Boleh pilih sama ada yang pedas atau kurang pedas. Sempena pembukaan jualan kami ini, kami akan berikan 10% potongan harga setiap pembelian 20 paket ke atas. Apa tunggu lagi? Boleh dapatkan sekarang di Facebook kami iaitu Sambal Hitam Mek Tok



SAMBAL HITAM TERBAIK ANDA DI SINI! 🤔

Dah penat tengah hari makan lemag, rendang, nasi impit kuah kacang pada hari Raya Haji? Nak lunch yang rare tapi sedap? 🤔

Sambal Hitam Mek Tok akan menyelesaikan masalah anda. Sambal hitam ini boleh menjadi salah satu menu istimewa untuk makan tengah hari tau bersama sup daging, singgang daging atau pelbagai lauk lagi. Cuba dulu, confirm anda tidak akan menyesal. Dengan harga yang murah iaitu RM5 bagi setiap perisa, anda boleh mendapatkan kesedapan yang tidak terjangkau. 🤔

Hubungi kami di whatsapp untuk penempahan ✨



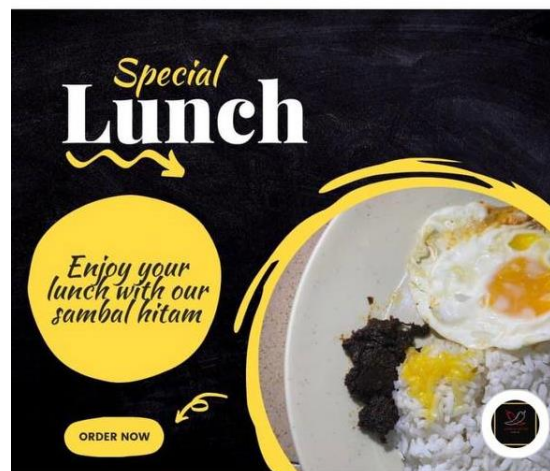
Sambal Hitam Mek Tok
Posted by RjNurul Izzah Raja Ismail
10 h · 🌐

"MAK MANA SAMBAL HITAM? ADIK NAK SAMBAL HITAM!"

Eh anak pun sudah pandai meminta sambal hitam 😂
Tanpa sambal hitam mektok, siapalah nasi dan lauk kan 😭

Kepada ibu ibu dan suri rumah di luar sana, tunggu apa lagi? Pastikan stok sambal hitam mektok sentiasa ada di rumah anda untuk pelengkap makanan setiap hari ✨

Hubungi kami di whatsapp 0107930710



Hi sambal lovers!! ✨ ✨ ✨

Kami bawakan sambal hitam yang just nice, tak over manis, tak over pedas, kuantiti banyak dan padat. 🤔

Ready stok! Yang nak buat hidangan sampingan bersama nasi putih atau digoreng bersama untuk dijadikan nasi goreng pun boleh.

Didatangkan 2 perisa, grab dedua rasa yang sangat berbaloi. Dah habis satu paket boleh beli lagi. 🤔🤔
Sesiapa yang nak grab boleh hubungi kami di whatsapp number di bawah ini 🤔

0107930710 untuk tempahan 🤔



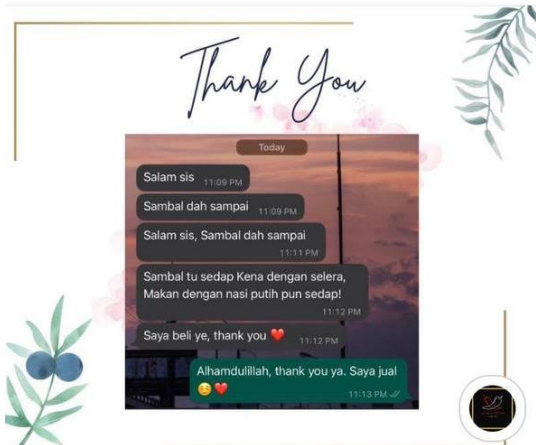
Salam Maghrib semua warga facebook! Alhamdulillah dapat feedback yang menarik daripada customer kami, kalau dah beli mesti akan repeat punya, sama seperti slogan kami, Jaminan Sedap Itu Pasti 🤗🤗

Cuba laa rasa SAMBAL HITAM MEKTOK dari kami berdua 🤗🤗

boleh pilih antara 2 perisa iaitu

1. Pedas
2. Kurang pedas

Apa tunggu lagi, whatsapp kami sekarang guys di 0107930710



Sambal Hitam Mek Tok ...

Posted by RjNurul Izzah Raja Ismail
12 h · 🌐

Sun will rise and we will try again. Do not ever GIVE UP in your life 🤗🤗

Stress out in daily life is normal. Let's release your stress with our Sambal Hitam by Mek Tok. For sure you will feel relief 🤗 with our spicy taste 🤗 eat with Nasi Putih + Telur mata and fried chicken, you will be hunted forever 🤗 you will forget your problem for a while when eating sambal hitam 🤗

Buy now at whatsapp 0107930710



Sambal Hitam Mek Tok ...

Posted by RjNurul Izzah Raja Ismail
11 h · 🌐

Risau sambal hitam tak tahan lama? Jangan risau, Sambal Hitam Mek Tok ini lain dari yang lain 🤗

Sambal hitam yang ditos lebih minyak bagi memastikan ia bertahan lama dalam tempoh yang tertentu.

Kini tidak perlu ragu ragu lagi untuk membeli Sambal Hitam by Mek Tok kerana dijamin boleh disimpan dalam jangka masa yang lama 🤗

Hubungi kami di whatsapp 0107930710 untuk membuat pembelian atau tempahan



Sambal Hitam Mek Tok ...

Posted by RjNurul Izzah Raja Ismail
11 h · 🌐

Risau sambal hitam tak tahu nak simpan di mana? Jangan risau, Sambal Hitam Mek Tok ada penyelesaiannya 🤗

Sambal hitam ini dibuat untuk disimpan di dalam paket sambal tersebut atau di dalam bekas lain pada suhu bilik begitu saja 🤗

Kini tidak perlu berfikir beribu kali lagi untuk membeli Sambal Hitam by Mek Tok kerana dijamin boleh disimpan di dalam mana mana bekas 🤗

Hubungi kami di whatsapp 0107930710 untuk membuat pembelian atau tempahan



Sambal Hitam Mek Tok
Posted by RjNurul Izzah Raja Ismail
10 h · 🌐

USAHA adalah TANGGA kejayaan!
Jangan pernah berhenti bersabar untuk mendapatkan sesuatu yang lebih baik 🥰
Begitu juga dengan Sambal Hitam Mektok.
Dari jualan satu perisa, kini kami menjual 2 perisa iaitu pedas dan kurang pedas 🥰 Kepada peminat Sambal Hitam Mektok, pastikan di rumah anda ada sekurang kurangnya satu paket sambal hitam mektok di dapur anda bagi menambahkan kelazatan makanan 😊

Apa tunggu lagi? Hubungi kami untuk membuat pembelian di whatsapp 0107930710



Sambal Hitam Mek Tok
Posted by RjNurul Izzah Raja Ismail
10 h · 🌐

Another day another feedback.

Tidak percaya lagi dengan kelazatan sambal hitam kami? 🥰 Ini adalah salah satu feedback yang diterima oleh pelanggan baru kami 🥰

Sambal hitam dimakan bersama sama dengan keluarga pasti dapat mengeratkan lagi hubungan ❤️

Pastikan sambal hitam mektok sentiasa berada di atas meja makan di rumah masing-masing.

Hubungi kami di whatsapp 0107930710 untuk pembelian



Sambal Hitam Mek Tok
Posted by RjNurul Izzah Raja Ismail
10 h · 🌐

Kepada pelanggan kesayangan kami, KEPUASAN anda terhadap sambal hitam mektok adalah KEBAHAGIAAN kami 🥰

Jika ada kekurangan terhadap sambal hitam atau servis kami, jangan segan dan silu untuk memberitahu pihak kami.

Kami akan sedaya upaya untuk memperbaiki servis dan quality sambal hitam mektok demi kepuasan anda semua 🥰

Sudah puas hati dengan sambal kami? Tunggu apa lagi, hubungi kami sekarang di whatsapp 0107930710 untuk repeat order 🥰



Sambal Hitam Mek Tok
Posted by RjNurul Izzah Raja Ismail
7 h · 🌐

HAVING A SAMBAL IS A MUST FOR SAMBAL LOVERS!!

One day without sambal hitam, your food will taste nothing 🥰

Where to get the best sambal hitam? Of course, you can purchase sambal hitam with us!

At a cheaper price, you can have a good quality sambal hitam 🥰!


What are you waiting for? Do WhatsApp us now at 0107930710 🥰



3.5 Facebook (FB) Post – Copywriting (Hard sell)

Sambal Hitam Mek Tok
Posted by Hanisah Zainol Abiddin
13 h · 🌐

We also got a less spicy version! Order now! 🍴



SAMBAL HITAM

PEDAS KURANG PEDAS

MORE INFO

ORDER NOW

@SAMBAL HITAM MEK TOK

Like Comment Share

Sambal Hitam Mek Tok
Posted by Hanisah Zainol Abiddin
13 h · 🌐

Original premium Sambal hitam only Rm5!



Original
SAMBAL HITAM

1 FOR RM5

@sambal hitam mek tok

Like Comment Share

Sambal Hitam Mek Tok
Posted by Hanisah Zainol Abiddin
13 h · 🌐

Sambal hitam promotion! Buy more pay less!



Sambal Hitam

SPECIAL PROMO

1 FOR RM5
3 FOR RM12

Like Comment Share

Sambal Hitam Mek Tok
Posted by Hanisah Zainol Abiddin
13 h · 🌐

Premium Sambal hitam in your town! Grab yours now lovelies 🍴



Spicy & Tasty
SAMBAL HITAM

ONLY RM 5

@sambal hitam mek tok

Like Comment Share



Sambal Hitam Mek Tok

Posted by Hanisah Zainol Abiddin
13 h · 🌐

Fresh homemade sambal hitam that you can grab from us. Only RM5! ❤️



👍 Like 💬 Comment ➦ Share



Sambal Hitam Mek Tok

Posted by Hanisah Zainol Abiddin
13 h · 🌐

It's Sambal time! 1 pack for only RM5 🍴🍴🍴



👍 Like 💬 Comment ➦ Share



Sambal Hitam Mek Tok

Posted by Hanisah Zainol Abiddin
13 h · 🌐

Sambal hitam is out now! Grab yours while stock last 😊



👍 Like 💬 Comment ➦ Share



Sambal Hitam Mek Tok

Posted by Hanisah Zainol Abiddin
18 h · 🌐

our premium sambal hitam is only for RM5!!! grab yours now 🍴



👍 You Like 💬 Comment ➦ Share

Sambal Hitam Mek Tok
 Posted by Hanisah Zainol Abiddin
 18 h · 🌐

Grab 3 for more discounts!!! 🤑

SALE

ORDER NOW!
 1 FOR RM5
 3 FOR RM12
 @sambal hitam mek tok

You
 Like Comment Share

Sambal Hitam Mek Tok
 Posted by Hanisah Zainol Abiddin
 18 h · 🌐

Sambal hitam kami mengandungi belimbing buluh, cili padi, ikan bilis dan bawang. Semua bahan bermutu dan pastinya anda berpuas hati 😊

BAHAN-BAHAN

BELIMBING BULUH CILI PADI
 BAWANG IKAN BILIS

You
 Like Comment Share

Sambal Hitam Mek Tok
 Posted by Hanisah Zainol Abiddin
 18 h · 🌐

1 for RM5
 Buy 3 for only RM12!!! 🤑

Sambal Hitam

SPECIAL OFFER

★★★★★
 1 for RM5
 Buy 3 for RM12

You
 Like Comment Share

Sambal Hitam Mek Tok
 Posted by RjNurul Izzah Raja Ismail
 6 d · 🌐

Bahan bahan yang berkualiti tetapi dijual dengan harga yang murah! 🤑
 Mana nak cari sambal hitam dengan har... See more

What Should You Know About Our Product?

We use quality ingredients for our sambal so that customers are satisfied with our product's quality.

You and 2 others
 Like Comment Share

Sambal Hitam Mek Tok
Posted by Hanisah Zainol Abiddin
1 d · 🌐

Bukan itu sahaja, untuk orang yang tidak makan atau tidak tahan pedas, anda boleh dapatkan sambal hitam versi kurang pedas juga 🥵 dengan hanya RM5 sahaja! Lurveee 🥰👏



You

Like Comment Share

Sambal Hitam Mek Tok
Posted by Hanisah Zainol Abiddin
1 d · 🌐

Grab your sambal hitam pedas with us for only RM5!!! 🥵



You

Like Comment Share

Sambal Hitam Mek Tok
Posted by RjNurul Izzah Raja Ismail
5 Jul · 🌐

Sambal hitam mek tok
1 for RM5 only
Grab yours now 🥰



4

Like Comment Share

Sambal Hitam Mek Tok
Posted by RjNurul Izzah Raja Ismail
16 May · 🌐

! ATTENTION !

🌿 SAMBAL HITAM IN THE HOUSE 🌿

Dapatkan sambal hitam sekarang cuma berharga RM5 anda sudah dapat nikmati kelazatan yang tidak akan anda sesali 🥰👍



2



3.6 Relevant Graphics to Each Post/Copywriting

Published	Post	Type	Targeting	Reach	Engagement	Promote
07-12-2022	HiT Ada lagi an cerita baru?? Perca ada pulak hiT Cuba sambal	Text	👤	4	0	Boost post
07-12-2022	Post jett, apa hiT Perca baru? Sambal Kembang? Haha, nantikan	Text	👤	3	0	Boost post
07-12-2022	HIVINDA SAMBAL IS A MUST FOR SAMBAL LOVERS! One day without	Text	👤	5	0	Boost post
07-12-2022	Another day another headache. Tiba peraya lagi dengan kebasakan	Text	👤	4	0	Boost post
07-12-2022	Merata penganan kesenangan sam, KEPURGAN anda terhadap	Text	👤	5	0	Boost post
07-12-2022	SIK SAMBA SAMBAL, HITKAT ADK SIK SAMBAL HITKAT Di arisan pun	Text	👤	4	0	Boost post
07-12-2022	USWAH adgan TINGGA kejaran dengan perca hantar kebasakan	Text	👤	3	0	Boost post
07-12-2022	Haha sambal hitam tak laku nak dipindah pang? Jangan risau	Text	👤	4	0	Boost post
07-12-2022	Rasa sambal hitam tak larian lama? Jangan risau, Sambal Hitam tak Top	Text	👤	5	0	Boost post
07-12-2022	Sun will rise and we will try again. Do not ever GIVE UP in your life :D:D	Text	👤	5	0	Boost post
07-11-2022	He also got a test spicy version! Order now!	Text	👤	4	0	Boost post
07-11-2022	Original premium Sambal hitam only!	Text	👤	4	0	Boost post
07-11-2022	Sambal Hitam promosi! Buy more, stay cool!	Text	👤	3	0	Boost post
07-11-2022	Premium Sambal Hitam in your basket! Grab yours now because!	Text	👤	4	0	Boost post
07-11-2022	Heah homemade sambal hitam that you can grab from us. Only RM8!	Text	👤	4	1	Boost post
07-11-2022	Es Sambal (small) 1 pack for only RM8 :D:D:D:D:D	Text	👤	3	0	Boost post
07-11-2022	Sambal Hitam is out now! Grab yours while stock last!	Text	👤	3	0	Boost post

07-11-2022	Capin NigraB! cembur wanga Beasacool! Arahkan dalam beasacool!	Text	👤	5	0	Boost post
07-11-2022	Hi Sambal Hitam? Kami Beasacool sambal hitam yang jadi!	Text	👤	5	0	Boost post
07-11-2022	Our premium sambal hitam is only for RM8! Grab yours now!	Text	👤	4	0	Boost post
07-11-2022	Grab 3 for more discounts!	Text	👤	7	0	Boost post
07-11-2022	Sambal Hitam kami mengandungi semesta buah-buahan, HiM Side!	Text	👤	3	0	Boost post
07-11-2022	1 for RM8 Buy 3 for only RM12!	Text	👤	4	0	Boost post
07-11-2022	Bukan itu sahaja, untuk orang yang tak mahu atau tidak mahu pedas!	Text	👤	4	0	Boost post
07-11-2022	Answer for our new flavor! Stay loved everyone!	Text	👤	4	0	Boost post
07-11-2022	Grab your sambal hitam packet with us for only RM8!	Text	👤	3	0	Boost post
07-11-2022	SAMBAL HITAM TERPAK-ANDIA DI SINI! Dapatkan tergan hari!	Text	👤	5	0	Boost post
07-11-2022	Kami ada 5 orang. Belajarlah hari jadi mahu mahu dibalik sambal!	Text	👤	5	0	Boost post
07-11-2022	Sambal Hitam Hitam Tak bukan saja nampak cantik, rasanya juga sedap!	Text	👤	4	0	Boost post
07-09-2022	Bahan-bahan yang berkualiti tempa kualiti dengan harga yang murah!	Text	👤	21	5	Boost post
07-09-2022	Sambal Hitam mesra sah! 1 for RM8 only! Grab yours now!	Text	👤	23	4	Boost post
07-08-2022	HiM Sun number yang sudah dengan amik! sampai lalede masa nak buat!	Text	👤	19	2	Boost post
07-04-2022	Sambal Hitam Hitam Tak updated their business hours.	Text	👤	15	2	Boost post
07-04-2022	Sambal Hitam Hitam Tak updated their website address.	Text	👤	10	2	Boost post
07-04-2022	Coming soon! Our new product of Sambal Hitam Beasacool-K!	Text	👤	15	14	Boost post
07-04-2022	HiT Nantikan waja baru kami, Sambal Hitam by MaK Tok!	Text	👤	0	0	Boost post
06-24-2022	Assalamualaikum semua! Belimbing buih ada banyak khasiat!	Text	👤	14	0	Boost post
05-16-2022	Perut anda tiba tiba berasa lapar? Nak makan tapi tak tahu nak makan!	Text	👤	15	0	Boost post
05-16-2022	ATTENTION! SAMBAL HITAM IN THE HOUSE! Dapatkan	Text	👤	11	5	Boost post

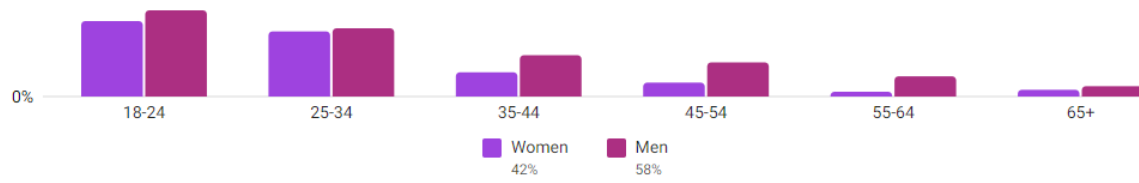
Each Posts' Insight

Audience ⓘ

Facebook Page likes ⓘ

136

Age & gender ⓘ



See audience report

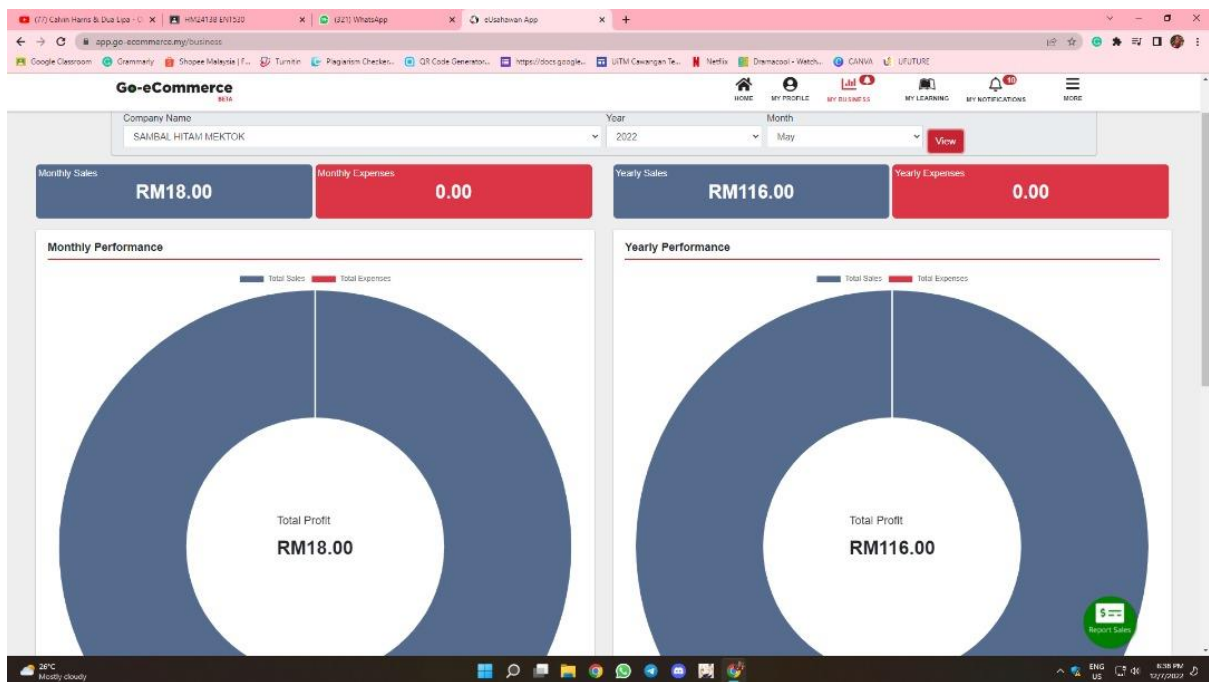
Audience Analysis

3.7 Sales Report

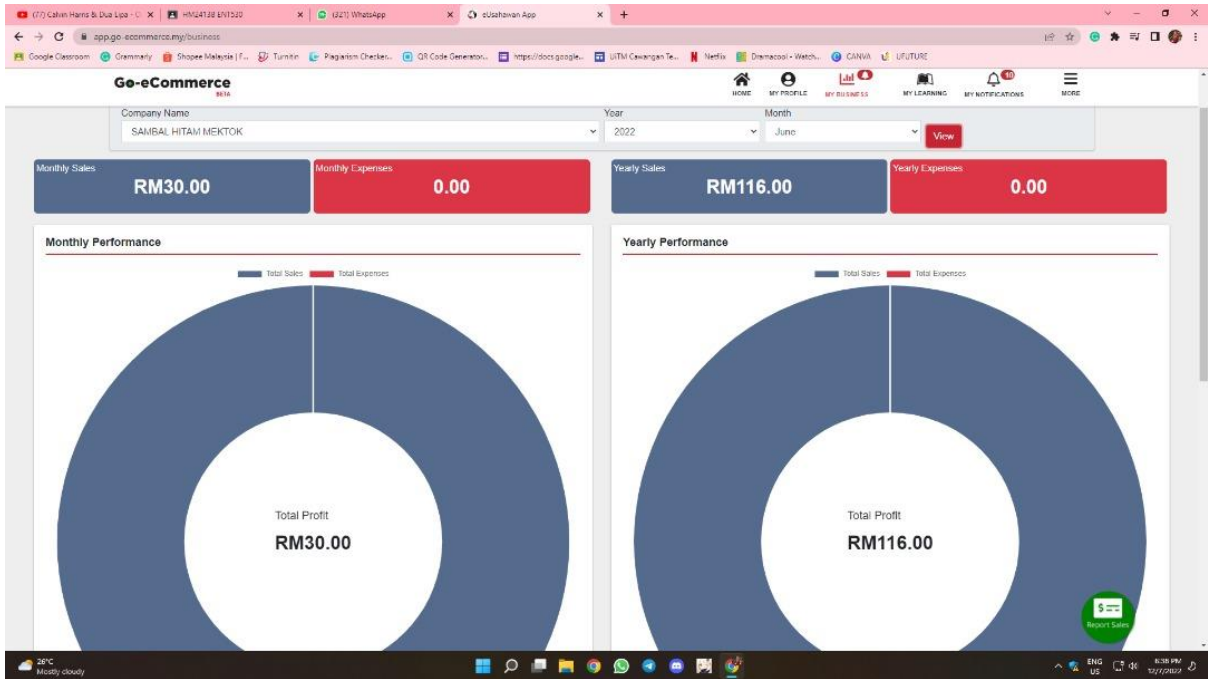
NAME	ADDRESS	ITEMS	DELIVERY METHOD
Muhammad Syafiuddin	Lot 69-B, Jalan Andalas Utama, Kampung Seri Andalas , Puchong, 47100, Selangor	1 SPICY 1 LESS SPICY	MY2235702800357
Muhammad Syafiq	Lot 8,Kampung Seri Andalas,Batu 13 Puchong, Puchong, 47150, Selangor	1 SPICY 1 LESS SPICY	MY2235702800357
Nur Syazana	48B-4-5 APARTMENT SRI IXORA JLN PERIMBUN 27/11,SEKSYEN 27 40400 SHAH ALAM SELANGOR, Shah Alam, 40400, Selangor	1 SPICY 1 LESS SPICY	620785005620
Farah Hafizi	UiTM Cawangan Selangor Kampus Puncak Alam	2 SPICY	CASH ON DELIVERY
Nadhirah	UiTM Cawangan Selangor Kampus Puncak Alam	2 SPICY	CASH ON DELIVERY
Najihah	UiTM Cawangan Selangor Kampus Puncak Alam	2 SPICY 1 LESS SPICY	CASH ON DELIVERY
Syifa	UiTM Cawangan Selangor Kampus Puncak Alam	2 LESS SPICY	CASH ON DELIVERY
Shafiqah Najwa	UiTM Cawangan Selangor Kampus Puncak Alam	1 SPICY	CASH ON DELIVERY

Soffiyatul Mardhiah	UiTM Cawangan Selangor Kampus Puncak Alam	2 SPICY	CASH ON DELIVERY
Raja Badrul Amin	Lot 3052 KG IKM Alor Lintang 22200 Besut Terengganu	2 SPICY 2 LESS SPICY	SPXMY023573820645
Siti Aisyah Binti Johari	No 12, Jalan 2, Taman Sri Sentua, 01000, Kangar, Perlis	2 SPICY 1 LESS SPICY	M13015VF8MAE

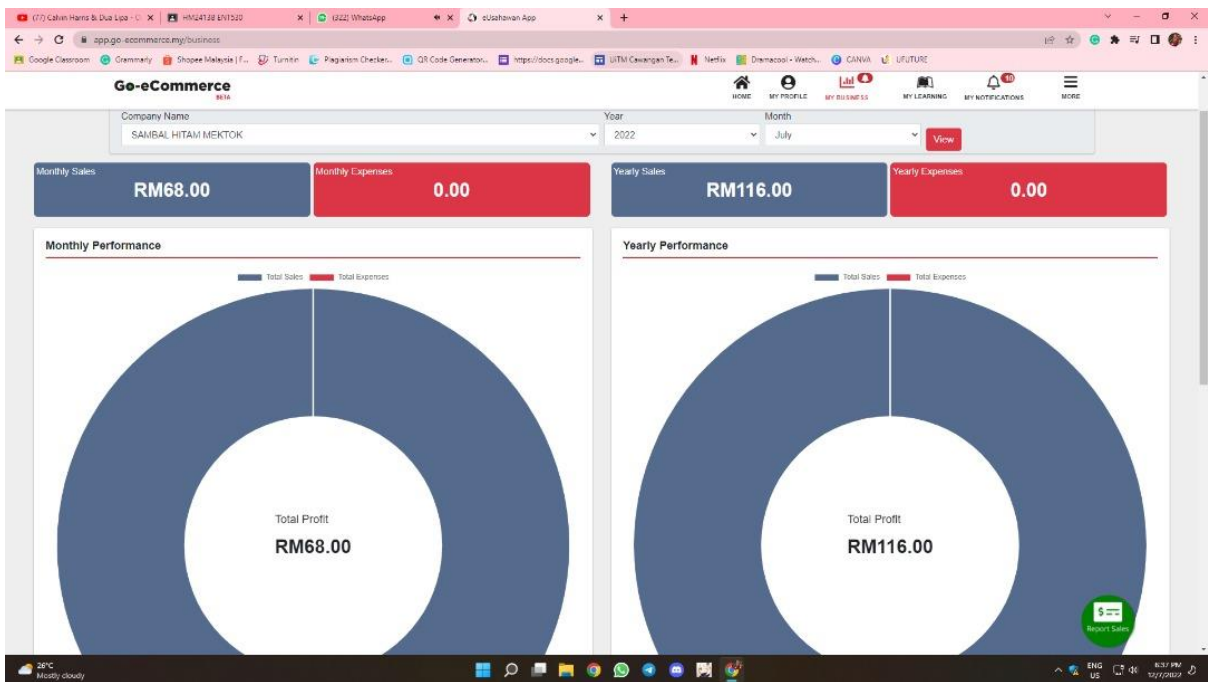
SALES REPORT IN GO E-COMMERCE OF SAMBAL HITAM MEK TOK



Sales Report in May 2020



Sales Report in June 2022



Sales Report in July 2022

4.0 CONCLUSION

Sambal Hitam Mek Tok is a two-partner small business in its entirety by 2 UiTM students. The company has been offering eatable side dishes made by Tokey Sambal Hitam that are appropriate for consumers of all ages. We have also advertised this Sambal Hitam product through our Facebook page platform which is Sambal Hitam Mek Tok. Sambal Hitam products were chosen since they continue to be well-liked by all demographics, particularly teenagers and students. Considering these benefits, particularly the product's high quality and affordable pricing, we decided to go with the Sambal Hitam by Tokey brand.

Starting a small business as an agent allows us to develop our entrepreneurship and communication skills as well as our ability to work hard and persistently pursue our goals in order to achieve our targeted sales. Next, we can learn and gain new knowledge about how to use and manage the Facebook page platform by running our own business since this is our first time promoting our product through Facebook. We have a lot of regular customers due to this platform as it can be used by all age. This is because we stated on our Facebook profile that we represent Sambal Hitam to the Puncak Alam community especially for UiTM Students. Additionally, most of our customers are from different states and students from UiTM Puncak Alam. Lastly, through our Facebook page also, we have so far seen good sales results even we start selling on May 2022.