



اَوْنِبُوْ سَيِّتِيْ تَيَكُوْ لُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

BACHELOR OF SCIENCE (HONS.) TOURISM MANAGEMENT

ENT530

PRINCIPLES OF ENTREPRENEURSHIP



SOCIAL MEDIA PORTFOLIO:

MARGO KAMBING PERAP

PREPARED BY:

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GROUP:

HM2413B

PREPARED FOR:

MADAM NORFAZLINA BINTI GHAZALI

DATE OF SUBMIT:

12 JULY 2022

ACKNOWLEDGEMENT

Allahamdulillah, first and foremost I would like to thank Allah SWT for letting us finish our assignment that was given to by our ENT530 (Principles of Entrepreneurship) lecturer Madam Norfazlina Binti Ghazali. This is assignment was done with the effort from me and my partner. Even when things went south, we have managed it properly.

We would also like to give thanks to our lecturer. For guiding us with this assignment without her guidance we would probably be lost and could not finish the assignment on time. Furthermore, her endless support on finishing the assignments by giving us time and very understanding about the student's situation.

Lastly, I would like to thank our family and friends that has helped us to do this assignment by sending us your prayers and help us to understand this assignment. I hope that I hope that all the opportunities will be very beneficial to us and our group project. Many thanks are also extended to all our classmates, who support our group efforts. They constantly offer suggestions and criticism so that we can enhance our work in various ways.

EXECUTIVE SUMMARY

Subject Principles of Entrepreneurship, ENT530 is about entrepreneurship which we have been students throughout this semester. We also learned about Copywriting strategy. So, while studying this subject and this sub topic, there is one task that we have to do to complete our final assignment which is Social Media Report. We had to find a product to sell and market on social media sites and we chose Facebook as our sales platform. We know that this Facebook platform is a large and easily accessible platform for the public and will be a useful platform for selling goods.

For this task, we have chosen to sell frozen food which is marinated goat. The brand name of the product is Kambing Perap Margo. We chose this product is due to the relatively high demand and increasingly famous in the country, especially in the state of Terengganu. This Kambing Perap Margo is a roasted lamb marinated with various spices that will make this marinade even tastier. In addition, this meat also uses very high quality and healthy meat. What is special about our marinated lamb is that every purchase will get a special black pepper sauce that is spicy and sweet.

There are two ways of copywriting that we use in selling our product, namely soft-sell and hard-sell. This method is the method we have learned in ENT530 and will be adapted in our sales strategy. Thus, our report also will use Facebook as our main platform to promote our products and business.

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1.0 BODY OF REPORT

1.1 Go – Ecommerce Registration

The screenshot shows the 'Go-eCommerce BETA' user profile page for SYAHIRAH SURAYA BINTI OMAR. The page has a navigation bar with icons for HOME, MY PROFILE, MY BUSINESS, MY LEARNING, MY NOTIFICATIONS (with a '9' badge), and MORE. Below the navigation bar, there are two tabs: 'PERSONAL PROFILE' (active) and 'BUSINESS PROFILE'. The profile information is displayed in a table format. On the left, there is a profile picture placeholder and the name 'SYAHIRAH SURAYA BINTI OMAR'. The 'Personal Information' section includes fields for Name, Phone/Mobile, Home Address, New Identity Card No., Email Address, City, State, Personal Facebook, Gender (Female), and Marital Status (Single). The 'Institution Information' section includes fields for District, Postcode, Personal Instagram (null), Race (Malay), and Special Need Required (No). An 'Edit' button is located at the bottom right of the personal information section, and an 'Add New' button is at the bottom right of the institution information section.

Personal Information	
Name	SYAHIRAH SURAYA BINTI OMAR
Phone/Mobile	
Home Address	
New Identity Card No.	
Email Address	
City	
State	
Personal Facebook	
Gender	Female
Marital Status	Single
District	
Postcode	
Personal Instagram	null
Race	Malay
Special Need Required	No

Institution Information

Institution Information	
UiTM Puncak Alam - NFGHM2413B	
Type of Institution	IHL
State of Institution	Selangor
Address of Institution	Universiti Teknologi
Institution List	Universiti Teknologi MARA
Name of Institution	UiTM Puncak Alam

1.2 MyENT certificate

 UNIVERSITI
TEKNOLOGI
MARA | Akademi
Pembangunan PKS dan
Keusahawanan Malaysia
(MASMED)

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UTM

No. Pelajar : 2022782845
Nama : SYAHIRAH SURAYA OMAR

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

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Online
Bidang Perniagaan yg
dibeibni : Makanan
Tempoh Bemiaga : 5
No. Pendaftaran Perniagaan :
URL Perniagaan : <https://www.facebook.com/tasstiee>
Alamat Premis Perniagaan :
Tarikh Mendaftar : 26 Apr 2022
Tarikh Kemaskini : 07 Jul 2022
Tarikh Cetak : 07 Jul 2022

Sijil Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dijalankan oleh pelajar semasa tempoh pengajian di UTM.
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 UTM 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 UTM

Malaysian Academy of SME & Entrepreneurship Development (MASMED)



Akademi
Pembangunan PKS dan
Keusahawanan Malaysia
(MASMED)

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar : 2022970753
Nama : Mohamad Shafizal bin Shilan
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/tasstiee/>
Alamat Premis Perniagaan :
Tarikh Mendaftar : 26 Apr 2022
Tarikh Kemaskini : 05 Jul 2022
Tarikh Cetak : 05 Jul 2022

Sijil Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dijalankan oleh pelajar semasa tempoh pengajian di UITM. Sijil ini secara fizikal langsung akan teraotat 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 kesertingan dan nama Universiti.

SALINAN PENDAFTARAN INI DIPERAKUI OLEH
PENOLONG NAIB CANSOLOR KEUSAHAWANAN UITM

Malaysian Academy of SME & Entrepreneurship Development (MASMED)

1.3 Go-Ecommerce certificate



2.0 Introduction of business

2.1 Name and address of business



Figure 1.3: Margo Kambing Perap Logo

Tasstiee Margo was decided by me (Syahirah Suraya) and my partner Mohamad Shafizal. The reason we named it like that is because the product, which is marinated goat tasted so delicious, so we played on with the words and came up with Tasstiee with double s and double e because we want to exaggerate it. Plus, we added the word Margo so that people know that we are the official agent for Kambing Perap Margo. Kambing Perap Margo is a small business that is owned by Nik Zakaria bin Nik Mustopha and is based in Terengganu. We were interested into being their agent, so we decided to contact them to tell them that we like to sell their product for our assignment. With delightful respond, they have agreed. Furthermore, we have chosen the platform facebook page to promote the product is because on facebook page it has a lot of benefits for people who wants to sell there. To add at facebook page, it is also a lot easier to handle the platform than any other platform. We have managed to collect orders and made sure that we inform their headquarters so that they can post their product to the customers.

NAME OF BUSINESS	TASSTIEE MARGO
BUSINESS ADDRESS	
CORRESPONDING ADDRESS	https://www.facebook.com/tasstiee
FORM OF BUSINESS	AGENT
MAIN ACTIVITIES	SELLING FROZEN MARINAED GOAT ONLINE
DATE OF REGISTRATION	24 APRIL 2022
NAME OF BANK AND BANK ACCOUNT NUMBER.	- BANK ISLAM

Table 1.1: Tasstiee Margo business information

2.2 Organizational Chart

For Tasstiee Margo organizational chart, we currently have two workers because we are an agent for Kambing Perap Margo. This is easy for us as this is only for our side income and to gain experience on selling online through our small business by using facebook page.



SYAHIRAH SURAYA OMAR
MANAGER



MOHAMAD SHAFIZAL BIN SHILAN
ASSISTANT MANAGER

Figure 1.4 Kambing Perap Margo Organizational Chart

Each people have their own roles for the manager that is Syahirah Suraya. She will check the orders and inform the headquarters of Kambing Perap Margo. The manager will also do the communication with the Headquarters to make sure the customers complaint or review is being told to them or when headquarters has any news about the product such as price raise, change of promotion and many more they will inform the manager directly and as for the assistant manager which is Mohammad Shafizal, he will manage the facebook page and make sure that it has a lot of interaction so that people can see more of the product, he will also will be collection the orders receive the reviews then he will report it to the manager.

2.3 Mission and Vision

For all business, individual, and organization they must have their own mission and vision for them to keep going and make sure they reach their goals. Even if it is a one-person operation it needs to have a mission and vision because both is used to define goals and operational strategy. Both mission and vision are refer to two aspect of the company. Therefore, Tasstiee Margo has created their mission and vision based on our goals and our operating system.

2.3.1 Mission

- I.** Make people have the chance to taste the high quality frozen marinated goat
- II.** Making sure that people can get the frozen marinated goat with affordable price
- III.** Making sure that all orders have been received and give them the best service that we can offer

2.3.2 Vision


- To become the most successful shop on selling frozen marinated goat

2.4 Description of product and services

For our business Tasstiee Margo, we are currently selling one product because Kambing Perap Margo currently has one product but is thinking on releasing on a new flavour in the future. But we have made promotion on the product for the real price it is RM35 per pack but is customers buys 3 we will sell it for RM100. The product also gives a free black pepper sauce which can attract more customers because of the free stuff that comes with the product. Also, for this product the target market is among employees and people who have families and after observing closely we also realize that teenagers also love to buy the marinated goat to use it for their activities.

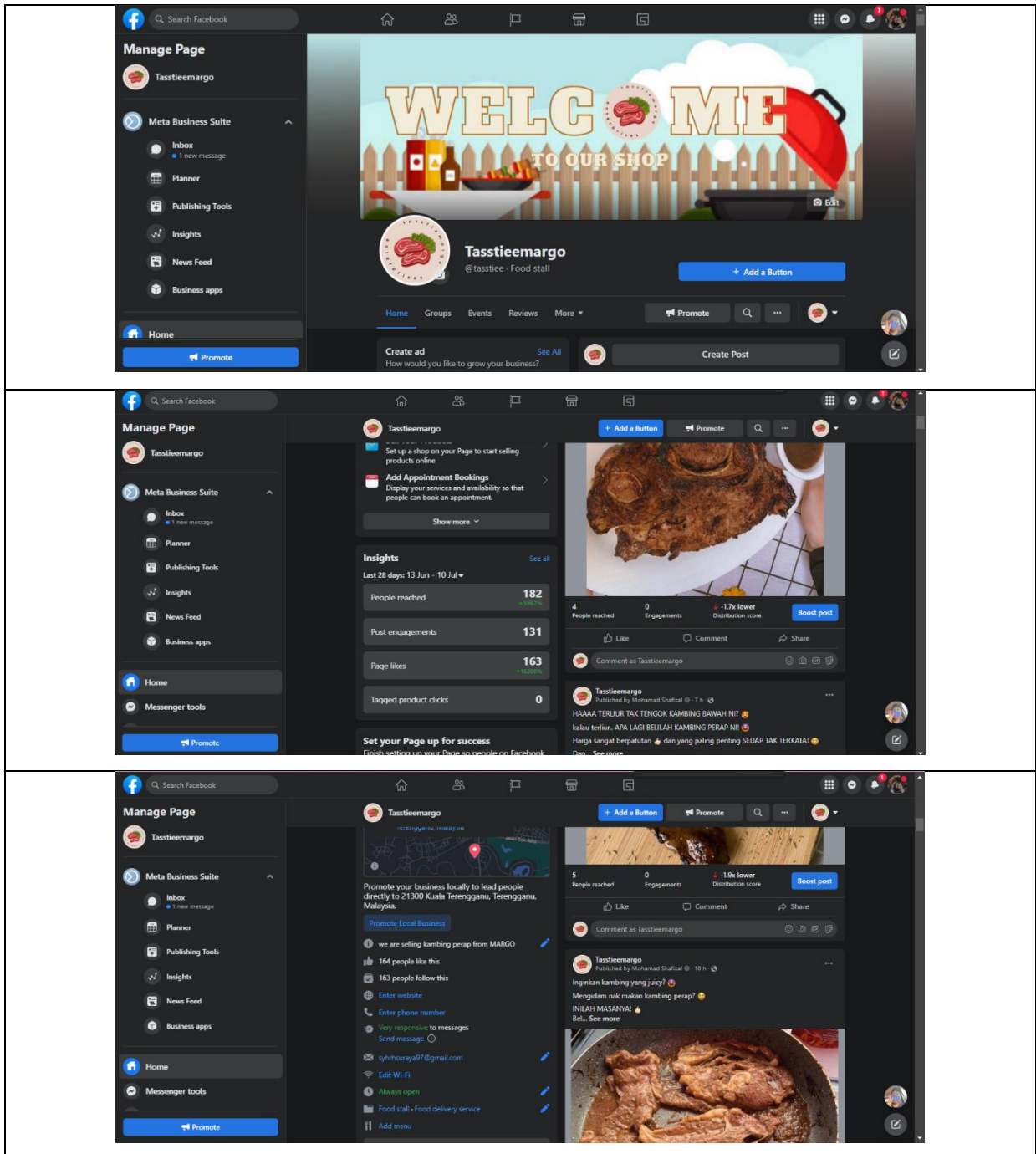
Moreover, for our service, since we do not have physical stores, we aim to make sure when communicating with our customers online they can sense that we are communicating with them with a smile. Not only that, but we have also made sure that all their questions are answered with elaboration that makes them satisfied. We also have ensured them that their ordered will arrive withing the wee of the ordering and apologize if there was any delay that happens.

2.5 Price list

PRODUCT	NAME OF PRODUCT AND PRICE (RM)
	<p>Margo Kambing Perap</p> <p>RM35</p> <p>Buy 3 can get it RM100</p>

3.0 Facebook

3.1 Facebook page

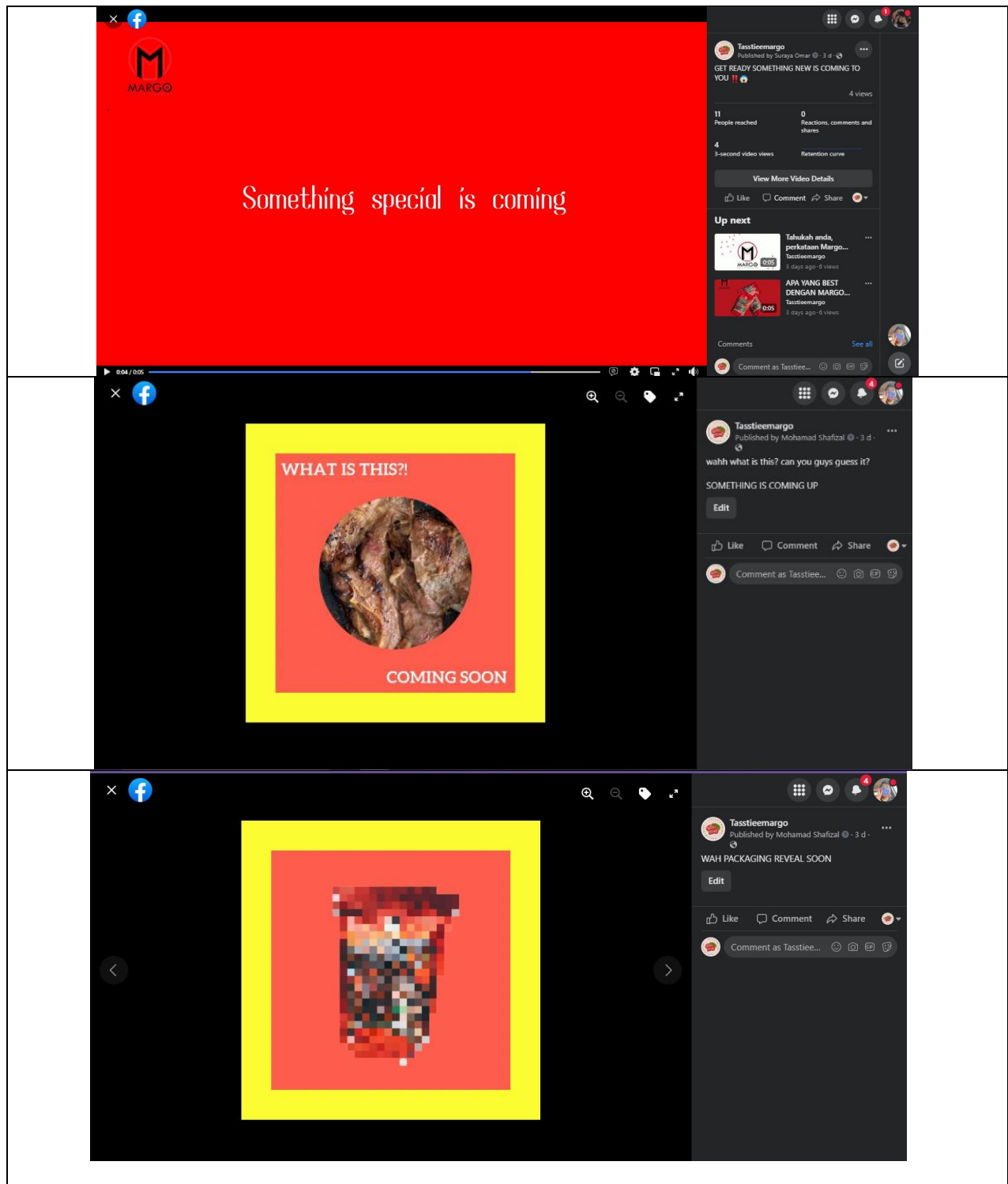


3.2 Custom URL Facebook Page

This custom URL typically serves as the Web address of our profile page and can be shared and bookmark by other users. So below we are provided our Facebook Pages URL:

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

3.3 Facebook Teaser



A screenshot of a Facebook post from the user 'Tasstieemargo'. The post features a central image of a product bag with the text 'KAMBING PERAP' and 'Kacang Gajus Biskuit MARGO'. The bag is set against a red background, which is itself centered within a yellow border. The Facebook interface shows the user's profile, the post text, and interaction options like 'Like', 'Comment', and 'Share'.

Tasstieemargo
Published by Mohamad Shafzal · 3 d ·

HERE OUR PACKAGING FOR KAMBING PERAP MARGO!

DO DM US IF INTERESTED TO BUY!
JANGAN LEPASKAN PELUANG INI!

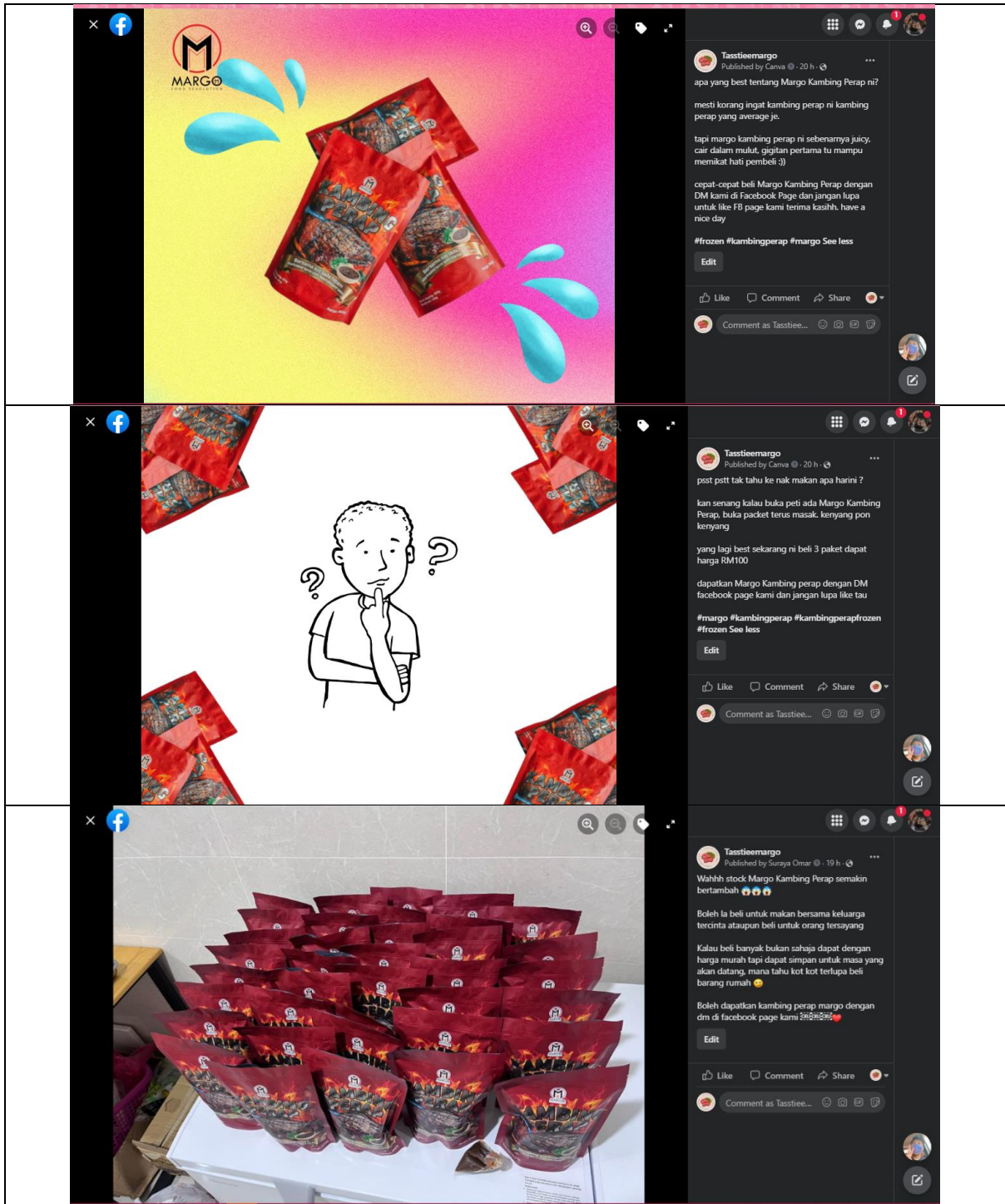
Edit

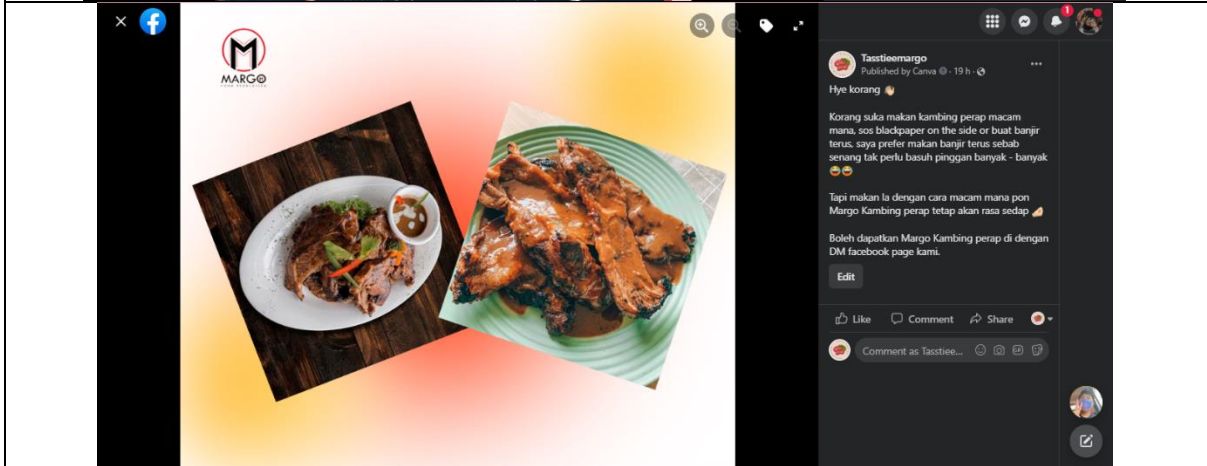
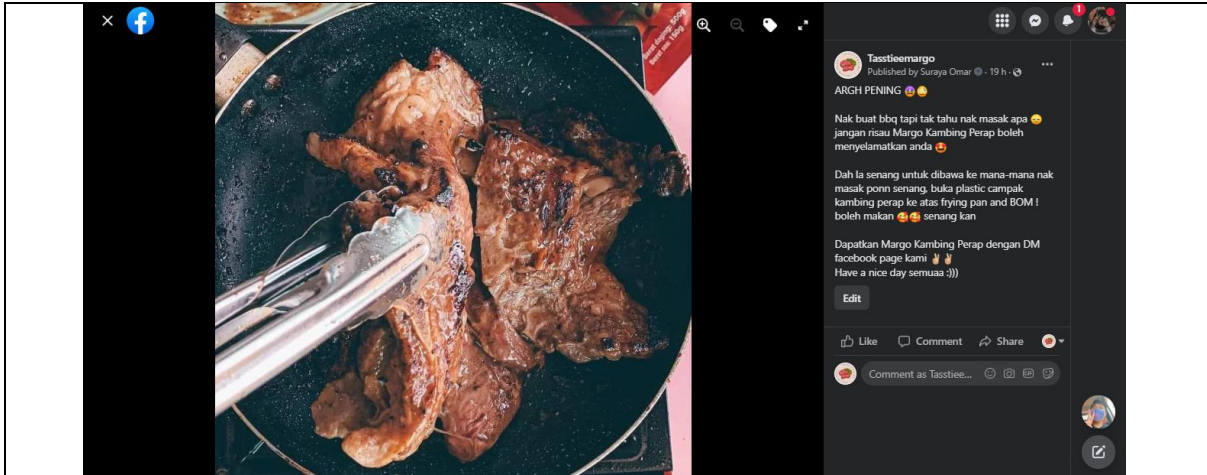
Like Comment Share

Comment as Tasstiee...

3.3 Facebook Copywriting – Soft Sells

	<p>Tasstieemargo Published by Carva · 3 d ·</p> <p>WAH!!!! BANYAKNYA INTI MARGO KAMBING PERAP</p> <p>KAMBING 500G???? SOS BLACKPAPER FREE ?? Bestnya Margo Kambing Perap ni dah la sedap, inti banyak, harga pon murah</p> <p>jom order sekarang di facebook dm kami dan jangan lupa like facebook page kami <tasstiee> #margo #margokambingperap #kambingperapterengganu #terengganu</p> <p>Edit</p> <p>Like Comment Share</p> <p>Comment as Tasstiee...</p>
	<p>Tasstieemargo Published by Carva · 3 d ·</p> <p>hai penggemar kambing, nak tahu tak apa yang ada dalam packet Margo Kambing perap ni? haah jom kita lihat</p> <p>dalam satu Paket kambing perap ni terdapat satu packet daging kambing yang telah diperap sebanyak 500g dan terdapat juga sos blackpaper FREE yang wajib dimakan bersama kambing perap untuk dapatkan rasa yang lebih KAW !</p> <p>sekali rasa pasti nak lagi 🤤</p> <p>dapatkan sekarang dengan message kami melalui facebook DM kami dan jangan lupa untuk like facebook page kami <tassti... See more</p> <p>Edit</p> <p>Like Comment Share</p> <p>Comment as Tasstiee...</p>
	<p>Tasstieemargo Published by Carva · 3 d ·</p> <p>Wah!</p> <p>Margo kambing perap bakal jadi tunamill! rugi korang tak beli Margo Kambing perap ni dah la sedap kuantiti dekat dalam paket pon banyak</p> <p>Dapatkan Margo Kambing Perap di facebook DM kami dan jangan lupa like facebook Page kami <tasstiee></p> <p>#margo #kambingperap #frozen</p> <p>Edit</p> <p>Like Comment Share</p> <p>Comment as Tasstiee...</p>





Tasstieemargo
Published by Mohamad Shafizal @ · 1h ·

KENAPA PERLU BELI KAMBING PERAP MARGO?

- ✓ MUDAH DIBAWA KE MANA SAJA
- ✓ DAGING BERKUALITI
- ✓ REMPAH PERAPAN YANG SEDAP
- ✓ PERCUMA SOS LADA HITAM
- ✓ HARGA BERPATUTAN

JADI JANGAN LEPASKAN PELUANG 🍷
MARILAH BELI KAMBING PERAP MARGO 🍷

DM KAMI UNTUK MEMBELI 🍷 See less

Edit

Like Comment Share

Comment as Tasstiee...

Tasstieemargo
Published by Mohamad Shafizal @ · 58m ·

Selamat Pagi Semual 🍷

Dah beli Kambing Perap Margo? BELUM? 🍷

BELILAH SEKARANG! 🍷

- ◆ Harga RM35
- ◆ Boleh COD di sekitar Kuala Terengganu
- ◆ Percuma SOS LADA HITAM 🍷

DM KAMI SEKARANG UNTUK MEMBELI ! 🍷 See less

Edit

Like Comment Share

Comment as Tasstiee...

Tasstieemargo
Published by Mohamad Shafizal @ · 56m ·

SEDAP NYA KAMBING PERAP MARGO NI 🍷

KENAPA PERLU BELI KAMBING PERAP MARGO?

- ✓ HARGA YANG MURAH
- ✓ DAGING YANG BERKUALITI
- ✓ DAGING YANG JUICY
- ✓ PERAPAN YANG SEDAP
- ✓ SOS LADA HITAM PERCUMA! 🍷

JADI? APA TUNGGU LAGI? 🍷
DM KAMI UNTUK MEMBELI 🍷 See less

Edit

Like Comment Share

Comment as Tasstiee...

Tasstieemargo
Published by Mohamad Shafizal · 26 m

MASIH MENCARI DAGING KAMBING YANG...

SEDAP? 🤤
JUICY? 🍷
MURAH? 💰

BELILAH KAMBING PERAP MARGO! 🏃
DUJAMIN SEKALI RASA PASTI NAK LAGI 🤤

PERCUMA SOS LADA HITAM ✅

APA LAGI YANG ANDA TUNGGU? 🏃
DM KAMI UNTUK MEMBELI 🛒 See less

Edit

Like Comment Share

Comment as Tasstiee...

Tasstieemargo
Published by Mohamad Shafizal · 23 m

DI TERENGGANU TIADA KAMBING PERAP?
BIAR BETUL? 🤔

AIK KAMBING PERAP MARGO KAN ADA! 🤗

- ✅ MURAH
- ✅ BERKUALITI
- ✅ SEDAP
- ✅ MUDAH
- ✅ KENYANG

DENGAN HARGA RM35 SAJA ANDA AKAN
DAPAT MERASAI KAMBING PERAP YANG
SANGAT SEDAP DAN JUICY! 🤤

PERCUMA SOS LADA HITAM 🍷🏃

JANGAN LEPASKAN PELUANG INI 🏃
DM KAMI SEKARANG UNTUK MEMBELI 🛒 See less

Edit

Comment as Tasstiee...

Tasstieemargo
Published by Mohamad Shafizal · 18 m

MASIH TERFIKIR NAK MASAK APA UNTUK
MAKAN TENGAH HARI? 🤔

JANGAN RISAU, KAMBING PERAP MARGO IALAH
JALAN PENYELESAIAN 🤗

- 🏃 MASAK DENGAN CARA APAPUN DAGING
TETAP DAPAT RASAKAN PERAPAN KHAS ITU 🤤
- 🏃 BOLEH DIGRILL, DIBAKAR, DIGORENG PUN!
🤤

Dengan RM35 sahaja boleh jadi sebagai
makanan harian anda!

APA LAGI YANG ANDA TUNGGU?!
DM KAMI SEKARANG UNTUK MEMBELI 🛒 See less

Edit

Like Comment Share

Comment as Tasstiee...

Facebook post from **Tasstieemargo**, published by Mohamad Shafizal 10 minutes ago. The post features two images: the top one shows a close-up of a lamb chop being held by metal tongs, and the bottom one shows a red bag of 'KAMBING PERAP MARGO' seasoning next to a plate of cooked lamb chops garnished with fresh herbs. The text of the post is as follows:

PERLUKAN KAMBING PERAP YANG SEDAP? 😋
MALAS NAK KELUAR RUMAH? 🏠
JANGAN RISAU! KAMI HANTAR SAMPAI KE DEPAN RUMAH 📦
DENGAN TIADA CAS PENGHANTARAN COD 🚚
✓ PERCUMA SOS LADA HITAM ✓

INILAH MASANYA!
MARI BELI KAMBING PERAP MARGO 🛒

- ✓ SEDAP
- ✓ BERKUALITI TINGGI
- ✓ PERAPAN KHAS
- ✓ MUDAH DIMASAK

HARGA RM35 SAHAJA !!
BELI SEKARANG 🛒
DIJAMIN SEKALI RASA PASTI NAK LAGI 🛒

DM KAMI SEKARANG UNTUK MEMBELI 🛒 See

Comment as Tasstiee...

3.5 Facebook Copywriting – Hard Sell

Facebook Post 1 (May 14):

Tasstieemargo
Published by Suraya Omar @ · 14 May ·

TERINGIN NAK MAKAN KAMBING PERAP YANG JUICY DAN MURAH ???

Jom beli dari kami !
Kambing Perap Margo sedang mengadakan promosi KAW KAW !
iaitu dengan membeli 3 packet anda akan mendapat dengan harga RM100 🤩🤩

Tunggu apa lagi ??? jom order sekarang !

boleh menghubungi kami di Facebook message dan jangan lupa like facebook page <tasstiee> kami 🤩🤩

#kambingperap #juicy #frozenfood See less

10 Likes

Like Comment Share

Comment as Tasstiee...

Facebook Post 2 (July 4):

Tasstieemargo
Published by Suraya Omar @ · 4 July at 08:27 ·

ASSALAMUALAIKUM DAN SELAMAT PAGI 🙏

dah penat fikir nak masak apa harini??

Jom la kita masak kambing perap dari Kambing Perap Margo yang berharga RM35 SAHAJA!!

order sekarang !!

boleh hubungi kami di Facebook message dan jangan lupa like facebook page kami <tasstiee> 🤩🤩

#kambingperap #margo #frozenfood See less

15 Likes

Like Comment Share

Comment as Tasstiee...

Facebook Post 3 (July 4):

Tasstieemargo
Published by Suraya Omar @ · 4 July at 08:35 ·

BELI 1 PASTI TAK CUKUP 🤩🤩

KENAPA BELI 1 SEDANGKAN BELI 3 DAPAT DENGAN HARGA YANG MUR MURRRR !!

JOM ORDER KAMBING PERAP MARGO !! SEKARANG !!

Boleh hubungin kami di Facebook Messenger dan jangan lupa like Facebook kami <tasstiee>

#frozenfood #kambingperap #localproduct #margo

17 Likes

Like Comment Share

Comment as Tasstiee...

KAMBING PERAP MARGO
RM 35 PER PACK

MARGO KAMBING PERAP
RM 35
Order Now

MARGO
KAMBING PERAP

Tasstieemargo
Published by Suraya Omar · 4 July at 08:44 · 🌐

Tak bosan ke hari-hari fikir nak masak apa untuk si suami & family? 🤔

JANGAN RISAU 🙄

dengan Kambing Perap Margo anda tak perlu fikir hanya perlu buka freezer dan masak dan MAKAN 🤤🤤

boleh order Kambing Perap Margo yang berharga RM35 🤔🤔 dengan kami di Facebook messenger jangan lupa like facebook page kami <tasstiee> 🤔🤔🤔

#kambingperap #local #product #terengganu #frozen #food #frozenfood See less

Edit

16

Like Comment Share

Comment as Tasstiee...

Tasstieemargo
Published by Suraya Omar · 4 July at 08:52 · 🌐

BEKK BEKK 🤔

KAMBING PERAP MARGO DAH PANGGIL 🤔🤔

MARI BELI SEKARANG DENGAN KAMI HARGA RM35 PER PACK DAN RM100 UNTUK 3 PACK

NAK TUNGGU APA LAGI ? JOM ORDER SEKARANG DENGAN KAMI DI FACEBOOK MESSENGER DAN JANGAN LUPA LIKE FACEBOOK PAGE <tasstiee> KAMI

#margo #kambingperap #frozenfood #terengganu #localproduct #kambing See less

Edit

15

Like Comment Share

Comment as Tasstiee...

Tasstieemargo
Published by Canva · 3 d · 🌐

WAAH!!! BANYAKNYA INTI MARGO KAMBING PERAP

KAMBING 500G????
SOS BLACKPAPER FREE ??

Bestnya Margo Kambing Perap ni dah la sedap, inti banyak, harga pon murah

jom order sekarang di facebook dm kami dan jangan lupa like facebook page kami <tasstiee>

#margo #margokambingperap #kambingperapterengganu #terengganu

Edit

Like Comment Share

Comment as Tasstiee...

Tasstieemargo
Published by Canva · 3 d ·

Wah!
Margo kambing perap bakal jadi tsunami! rugi korang tak beli Margo Kambing perap ni dah la sedap kuantiti dekat dalam paket pon banyak

Dapatkan Margo Kambing Perap di facebook DM kami dan jangan lupa like facebook Page kami <tasstiee>

#margo #kambingperap #frozen

Like Comment Share

Comment as Tasstiee...

Tasstieemargo
Published by Canva · 3 d ·

Tahukah anda, perkataan Margo adalah gabungan daripada perkataan Marinated dan Goat 🍗
jom order Marinated Goat Margo harini :]
jangan lupa like facebook page kami <tasstiee>
#frozen #kambingperap #margo #local

6 views

6 People reached 1 Reactions, comments and shares

6 3-second video views Retention curve

View More Video Details

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Tasstieemargo
Published by Mohamad Shafzal · 2 d ·

ESOK RAYA HAJI!
DAH BELI DAGING UNTUK JUADAH RAYA? BELUM?!

MARILAH BELI KAMBING PERAP MARGO NI! SUMPAAH LAYANNNN

MARILAH BELI DENGAN KAMI DENGAN HARGA MURAH, DM KAMI DI FACEBOOK MESSENGER DAN JANGAN LEPASKAN PELUANG INI!

#kambingperap #frozenfood See less

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Tasstieemargo
Published by Mohamad Shafizal · 2 d ·

Kambing perap margo? 🤔
Buatan Malaysia? 🇲🇾
JENAMA BARU! 🎉

Meh sini DM kami untuk dapatkan kambing perap terhangat di pasaran! 🤔

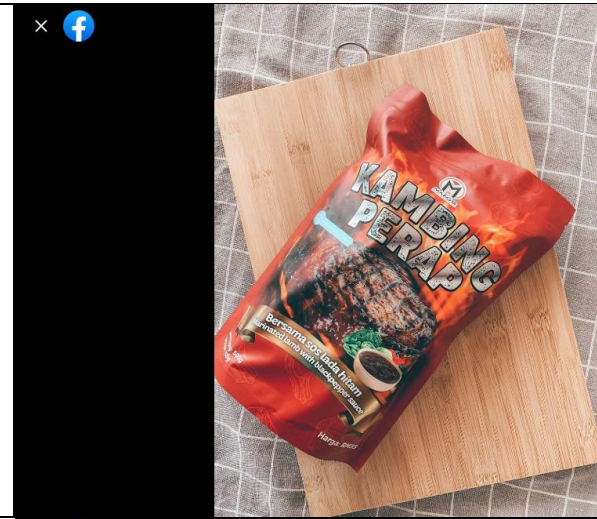
Harga sangat berpatutan 🙌
Rasa yang sangat juicy dan lembut ❤️

Apa lagi yang anda tunggu?! DAPATKAN SEGERA 🏃
See less

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Tasstieemargo
Published by Mohamad Shafizal · 2 d ·

Dah bosan makan ayam? 🤔
Asyik makan ikan? 🐟

CUBA KALI NI MAKAN KAMBING! 🍖
Kambing Perap Margo terhangat di pasaran 🏃

Harga yang berpatutan & yang paling penting SEDAP SEHINGGA MENJILAT JARI 🤤

Apa Igi? DM kami sekarang untuk membeli 🏃

#frozenfood #kambingperap See less

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2

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Tasstieemargo
Published by Mohamad Shafizal · 1 d ·

SELAMAT HARI RAYA AIDILADHA

Kambing dekat rumah cukup ke? 🤔
Perlukan kambing EXTRA yang SEDAP? JUICY? LEMBUT? 🤤


marilah beli Kambing Perap kami! 🍖
Dengan harga yang murah dan berpatutan, confirm nak repeat order lagi 🤤

DM KAMI SEKARANG See less

Edit

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Tasstieemargo
Published by Mohamad Shafizal · 15 h · 3

KENAPA PERLU BELI KAMBING PERAP KAMI? 🤔

- 👉 KAMBING SEGAR
- 👉 BERKUALITI TINGGI
- 👉 HARGA BERPATUTAN
- 👉 SOS LADA HITAM YANG SEDAP
- 👉 DAGING YANG LEMBUT JUICY

dan yang paling penting
SEDAP HINGGA MENJILAT JARI! ✅


Apa tunggu lagi? JANGAN LEPASKAN PELUANG INI!

DM KAMI SEKARANG UNTUK MEMBELI 🔥 See less

Edit

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Comment as Tasstiee...



Tasstieemargo
Published by Mohamad Shafizal · 13 h · 3

Inginkan kambing yang juicy? 🤤

Mengidam nak makan kambing perap? 🤔

INILAH MASANYA! 🙌
Belilah Kambing Perap Margo dari kami!


Dijamin sedap 🤤 hingga menjilat jari 🤤

DM KAMI SEKARANG 🔥 See less

Edit

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Comment as Tasstiee...



Tasstieemargo
Published by Mohamad Shafizal · 11 h · 4

HAAAA TERLIUR TAK TENGOK KAMBING BAWAH NI? 🤤

kalau terliur... APA LAGI BELILAH KAMBING PERAP NI! 🤤

Harga sangat berpatutan 🙌 dan yang paling penting SEDAP TAK TERKATA! 🤤

Dapat percuma sos lada hitam! ✅

DM KAMI UNTUK MEMBELI See less

Edit

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Comment as Tasstiee...



3.6 Relevant Graphic to Each Post/Copywriting

Kambing Perap Margo currently has about 42 posts and the post is still on going. The total posting of hard-sell posts for now is about 16 and soft-sell is 16 posts also between May-July 2022. Figure below shows Kambing Perap Margo page of publishing tools in insights view our latest and previous post.

The figure consists of three screenshots of the Facebook Insights interface, showing a list of posts published between May and July 2022. Each screenshot displays a table with columns for Published, Post, Type, Targeting, Reach, Engagement, and Promote. The posts are categorized as 'Boost post'.










Published	Post	Type	Targeting	Reach	Engagement	Promote
12/07/2022 10:20	PERLUKAN KAMBING PERAP YANG SEDAP? 😊 MALAS NAK	📺	🌐	0	0	Boost post
12/07/2022 10:13	MASIH TERFIKIR NAK MASAK APA UNTUK MAKAN TENGAH HARI? 😊	📺	🌐	0	0	Boost post
12/07/2022 10:06	DI TERENGGANU TIADA KAMBING PERAP? BIAR BETUL? 😊 AIK	📺	🌐	0	0	Boost post
12/07/2022 10:03	MASIH MENCARI DAGING KAMBING YANG.. SEDAP? 😊	📺	🌐	1	0	Boost post
12/07/2022 09:32	SEDAP NYA KAMBING PERAP MARGO NI 😊 KENAPA PERLU	📺	🌐	2	0	Boost post
12/07/2022 09:30	Selamat Pagi Semual 😊 Dah beli Kambing Perap Margo? BELUM? 😊	📺	🌐	2	0	Boost post
12/07/2022 09:27	KENAPA PERLU BELI KAMBING PERAP MARGO? 📺 MUDAH	📺	🌐	3	0	Boost post
11/07/2022 17:56	SEKALI RASA PASTI NAK LAGI! Inilah Margo Kambing Perap 📺	📺	🌐	9	0	Boost post
11/07/2022 14:04	HAAAA TERLIUR TAK TENGOK KAMBING BAWAH NI? 📺 kalau	📺	🌐	8	0	Boost post
11/07/2022 11:18	Inginkan kambing yang juicy? 😊 Mengidam nak makan kambing	📺	🌐	6	0	Boost post
11/07/2022 11:15	"boleh repeat order lagi ni" KAMI MENGALU-ALUKAN REPEAT	📺	🌐	6	0	Boost post
11/07/2022 10:04	KENAPA PERLU BELI KAMBING PERAP KAMI? 📺 KAMBING	📺	🌐	6	0	Boost post
11/07/2022	"SEDAP TAK TERKATA" itu lah yang	📺	🌐	0	0	Boost post
11/07/2022 09:58	"SEDAP TAK TERKATA" itu lah yang pelanggan kami selalu cakapkan	📺	🌐	8	0	Boost post
11/07/2022 02:16	Woww macam model 😊 Pandai Margo Kambing Perap ni posing	📺	🌐	11	0	Boost post
11/07/2022 02:09	Hye korang 📺 Korang suka makan kambing perap macam mana, sos	📺	🌐	5	1	Boost post
11/07/2022 01:56	ARGH PENING 😊 Nak buat bbq tapi tak tahu nak masak apa 😊	📺	🌐	9	0	Boost post
11/07/2022 01:49	Wahhh stock Margo Kambing Perap semakin bertambah 📺 Boleh	📺	🌐	6	1	Boost post
11/07/2022 01:23	psst psst tak tahu ke nak makan apa harini ? kan senang kalau buka peti	📺	🌐	4	1	Boost post
11/07/2022 01:09	apa yang best tentang Margo Kambing Perap ni? mesti korang	📺	🌐	5	1	Boost post
10/07/2022 14:38	SELAMAT HARI RAYA AIDILADHA 📺	📺	🌐	7	0	Boost post

Meta ...	Page	Resou...	Notifications 6	Insights	More ▾	Edit Page Info 1	Settings 2	Help ▾
	10/07/2022 14:25	 SELAMAT HARI RAYA AIDILADHA Kambing dekat rumah cukup ke? 🤔				7	0 0	Boost post
	09/07/2022 11:46	 Dah bosan makan ayam? 🐔 Asyik makan ikan? 🐟 CUBA KALI NI				31	0 2	Boost post
	09/07/2022 09:26	 Kambing perap margo? 🐐 Buat Malaysia? my JENAMA BARUI 🤩				15	0 0	Boost post
	09/07/2022 09:23	 ESOK RAYA HAJI? DAH BELI DAGING UNTUK JUADAH RAYA?				11	0 0	Boost post
	08/07/2022 20:58	 hai penggemar kambing, nak tahu tak apa yang ada dalam packet Margo				11	2 0	Boost post
	08/07/2022 20:51	 Wah! Margo kambing perap bakal jadi tsunami! rugi korang tak beli Margo				9	1 0	Boost post
	08/07/2022 20:24	 Tahukah anda, perkataan Margo adalah gabungan daripada perkataan				6	0 1	Boost post
	08/07/2022	 HERE OUR PACKAGING FOR				40	0	Boost post

Meta ...	Page	Resou...	Notifications 6	Insights	More ▾	Edit Page Info 1	Settings 2	Help ▾
	08/07/2022 16:30	 HERE OUR PACKAGING FOR KAMBING PERAP MARGO! DO DM				18	0 0	Boost post
	08/07/2022 16:29	 WAH PACKAGING REVEAL SOON				15	1 0	Boost post
	08/07/2022 16:27	 wahh what is this? can you guys guess it? SOMETHING IS COMING				7	1 0	Boost post
	08/07/2022 16:16	 WAH!!!! BANYAKNYA INTI MARGO KAMBING PERAP KAMBING				7	1 0	Boost post
	08/07/2022 15:52	 Tasstieemargo updated their business hours.				7	0 0	Boost post
	08/07/2022 15:51	 APA YANG BEST DENGAN MARGO KAMBING PERAP NI? Margo				7	1 0	Boost post
	08/07/2022 15:28	 GET READY SOMETHING NEW IS COMING TO YOU !! 🤩				11	4 0	Boost post
	05/07/2022 06:22	 Tasstieemargo updated their website				28	0 0	Boost post

Meta ...	Page	Resou...	Notifications 6	Insights	More ▾	Edit Page Info 1	Settings 2	Help ▾
	04/07/2022 08:52	 BEKK BEKK 🐐 KAMBING PERAP MARGO DAH PANGGIL 🤩🤩 MARI				64	11 16	Boost post
	04/07/2022 08:44	 Tak bosan ke hari-hari fikir nak masak apa untuk si suami & family ? 🙄				51	0 16	Boost post
	04/07/2022 08:35	 BELI 1 PASTI TAK CUKUP 🤔🤔 KENAPA BELI 1 SEDANGKAN BELI				60	2 17	Boost post
	04/07/2022 08:27	 ASSALAMUALAIKUM DAN SELAMAT PAGI 🌞 dah penat fikir				37	2 15	Boost post
	14/05/2022 00:06	 KAMBING PERAP SEKALI MAKAN PASTI NAK LAGI?! BERTAMBAH				32	0 13	Boost post
	14/05/2022 00:05	 TERINGIN NAK MAKAN KAMBING PERAP YANG JUICY DAN MURAH				31	2 10	Boost post
	27/04/2022 13:33	 Tasstieemargo				0	0 7	Boost post
	27/04/2022	 This content isn't available at the				24	0	Boost post

3.6.1 Customer Feedback

<p>kambing ni sedap sangat kak boleh repeat order lagi ni thank you</p> <p>yeayy repeat la lagi thank you saya jual</p> <p>saya beli</p> <p>ni gambar tadi yee</p>  <p>Aa</p>	 <p>CUSTOMER FEEDBACK</p>  <p>DM KAMI UNTUK MEMBELI</p> 	<p>Name: Mahdi Salim Phone no.: +60 17-935 7337 Address: No. 6 Taman Desa Murni, 21300, Kuala Nerus, Terengganu Purchase: 1x pack</p>
<p>sis, sedap sangat kambing perap ni suami bertambah nasi terima kasih 🍷</p> <p>thankyouu <33 ni gambar tadi hihikss</p>  <p>Aa</p> 	 <p>CUSTOMER FEEDBACK</p>  <p>DM KAMI UNTUK MEMBELI</p> 	<p>Name: Nor Watina Phone no.: +60 19-983 1885 Address: No. 1 Taman Desa Permai Gong Badak, 21300, Kuala Nerus Terengganu Purchase: 1x pack</p>

4.0 Conclusion

In conclusion, this small business runs with 2 partners. The business has also sold frozen food -based products, namely Kambing Perap Margo. This product has also been marketed through a large platform that is Facebook. This product has also received some attention from the public. We chose to sell marinated goat because we are confident and certain that the demand for marinated goat lately is in high demand as the market trend is increasing.

Starting a small business helps us to be more skilled in the field of entrepreneurship. We can familiarize ourselves with the field of business more for online business. Because we know that social media platforms such as Facebook are very beneficial in the business world because of a lot of public engagement. Next, we can also adapt everything that has been learned in this subject when we start a business. It is very helpful in training students to start a business. As long as we do business on this Facebook platform, we get a lot of customers, so there are regular customers as well. For now, our sales are also increasing and getting good response among customers.