



اَوْنِبُوْ رَسِيْتِي تِيَكُوْ لُوْ كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF HOTEL AND MANAGEMENT  
BACHELOR OF SCIENCE (HONS.) TOURISM MANAGEMENT  
(HM241)**

**PRINCIPLES OF ENTREPRENEURSHIP (ENT 530)**



**SOCIAL MEDIA PORTFOLIO: BITTERSWEET BY NADS**

**PREPARED BY:**

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**DATE OF SUBMISSION:  
12 JULY 2022**

## **ACKNOWLEDGEMENT**

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Besides that, we would like to express our thankfulness to University Technology Mara (UITM) Campus Puncak Alam for this opportunity to conduct this writing report assignment. In addition, an honorable mention would be to our friends for the support and advice to help us out in completing this report. We would also like to thank our beloved customer who's willing to purchase our products and trust us. We will keep improving our business in order to have better outcome in the future.

## **EXECUTIVE SUMMARY**

Bittersweet by Nads provides desserts such as cookies for our customers. Our business offers affordable products as well as packages with different range of prices to our beloved customers. In addition, we also serve the Charge on Delivery (COD) service with an inexpensive fee. Our target customers are people who loves sweet desserts or in other words, people with sweet tooth who would love to try our special handmade cookies. Bittersweet also targeting people in the area of Shah Alam as we only provide COD service and not postage services for our products yet. We can deal with customer online for purchasing process as well as sharing more information about our cookies.

This business started in 2019 and since then we are so humbled by receiving great review from our beloved customers. Most of the comments are positive which includes that our cookies are their favourite as it is so delicious. Our cookies also liked by so many due to the affordable price. Hence, this product provides a good insight for the continuation of sale to our customers.

Since early of its opening, Bittersweet by Nads managed to receive more than 60 orders. Increasing demand for our products results into a good profitable sale revenue to our business project. Therefore, Bittersweet's desserts and cookies is a good marketable product of choice that can be further expended to many different areas as the business keeps on growing.

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## 1.0 BODY OF REPORT

### 1.1 Go-Ecommerce Registration



Figure 1.1: Nadia Syahira's Go-Ecommerce Registration

PERSONAL PROFILE

BUSINESS PROFILE



Amira Zalia binti Rahim

Personal Information

Name	: Amira Zalia binti Rahim	Phone/Mobile	:	<a href="#">Edit</a>
New Identity Card No.	:	Home Address	:	
Email Address	:	District	:	
City	:	Postcode	:	
State	:	Personal Instagram	:	
Personal Facebook	:	Race	:	Malay
Gender	: Female	Special Need	:	No
Marital Status	: Single	Required	:	

Institution Information


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UiTM Puncak Alam - NFGHM2413B

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	City	:	Puncak Alam
		Postcode	:	42300

Figure 1.2: Amira Zalia's Go-Ecommerce Registration

## 1.2 MyENT Certificate

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

**MASMED YOUNG ENTREPRENEUR  
(MyENT)**

**SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM**

No. Pelajar : 2022947275  
Nama : NADIA SYAHIRA BT MD NIZAM

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/Bittersweet-107910455252527/>  
Alamat Premis Perniagaan :  
Tarikh Mendaftar : 11 Jul 2022  
Tarikh Kemaskini :  
Tarikh Cetak : 11 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)

Figure 1.3: Nadia Syahira's MyENT Certificate



Figure 1.4: Amira Zalia's MyENT Certificate



### 1.3 SSM Registration (Sole Proprietorship or Partnership)

  
SURUHANJAYA SYARIKAT MALAYSIA  
COMPANIES COMMISSION OF MALAYSIA

BORANG D (KAEDAH 13)



**PERAKUAN PENDAFTARAN  
AKTA PENDAFTARAN PERNIAGAAN 1956**

Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama

**BITTERSWEET BAKERY**  
**NO. PENDAFTARAN: 202203172304 (003414159-A)**

telah didaftarkan dari hari ini sehingga **6 JULAI 2023** di bawah Akta Pendaftaran  
Perniagaan 1956, beralamat di

**Bil. Cawangan: TIADA**

Bertarikh di **SISTEM EZBIZ** pada **7 JULAI 2022**.

  
**DATUK NOR AZIMAH ABDUL AZIZ**  
Pendaftar Perniagaan  
Semenanjung Malaysia

UserID: EZBIZ, Date: Thu Jul 07 21:26:49 MYT 2022

Figure 1.5: Bittersweet's SSM Registration

## 2.0 INTRODUCTION OF BUSINESS

### 2.1 Name and Address of Business

Bittersweet by Nads is the business name of an existing home-based cookie business by me (Nadia Syahira). The small business is now partnered up with Amira Zalia in order for us to make the Social Media Portfolio task. The name “Bittersweet” is chosen as the business name because the signature cookies are made with bittersweet chocolate chips giving the product a balance taste of bitter and sweet. In order to promote the products, we have created a Facebook page where we share facts and promotion of Bittersweet by Nads. Due to the high number of people using Facebook, we believe that Facebook page is the most effective and friendly platform to do promotions.



Figure 2.1: Bittersweet's Logo

Since Bittersweet by Nads is a home-based small business in Denai Alam, they focus on selling the products in the Shah Alam area only. In addition, the business aims to maintain the quality of cookies to serve customers with freshly made cookies. Hence, Bittersweet by Nads have not decide to widen their order to other places outside Shah Alam city.

<b>Name of Business</b>	Bittersweet by Nads
<b>Business Address</b>	
<b>Corresponding address</b>	-
<b>Telephone Number</b>	
<b>Form of Business</b>	Partnership
<b>Main Activities</b>	Sell homemade cookies
<b>Date of Registration</b>	7 July 2022
<b>Name of Bank</b>	Maybank
<b>Bank Account Number</b>	

Table 2.1: Business Information

## 2.2 Organizational Chart

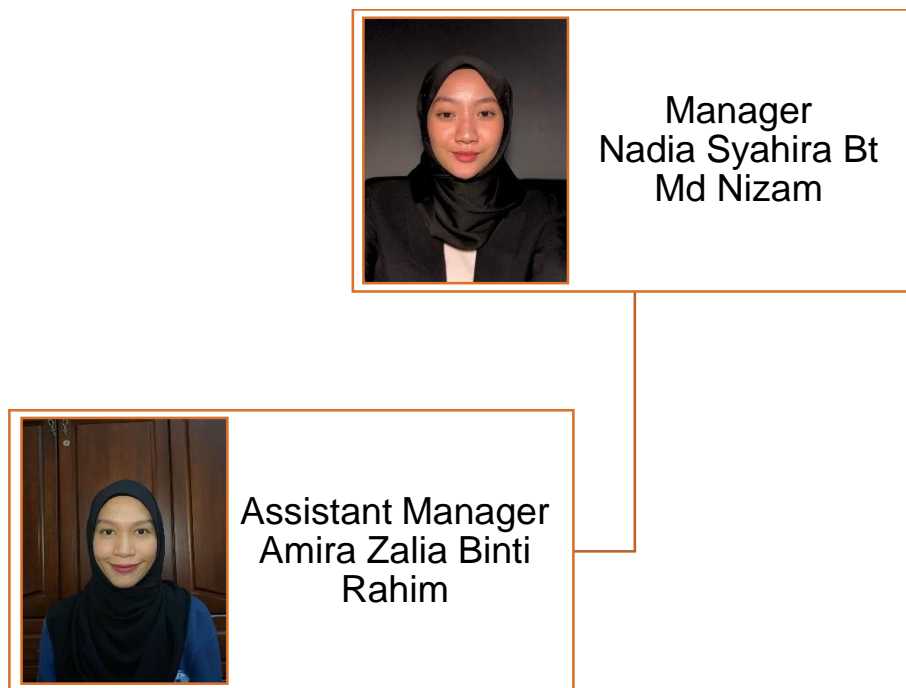


Figure 2.2: Bittersweet by Nads Organizational Chart

Figure 2.2 above shows the organizational chart of Bittersweet by Nads. The manager is the one who manages the small business by baking and delivering the cookies. On top of that, she decides the price of product based on the ingredients used and calculate the profits from selling the cookies. As for the assistant manager, she is in charge to create the contents, make some of the promotion along with giving more idea on how to promote the products sold in the small business.

## **2.3 Mission and Vision**

A company's business, aims, and strategy for achieving certain objectives are all described in the mission statement. On the other hand, vision statement is the desired future position of the organisation. These two statements are often combined to give the company purposes, goals and values.

### **2.3.1 Mission**

- I) To provide the best soft chocolate chip cookies in Shah Alam area.
- II) Able to produce variation flavours of cookies to satisfy more customers.
- III) Able to provide scrumptious cookies with affordable price.

### **2.3.2 Vision**





Bittersweet by Nads goals is to be able to open a small shop in any area within Shah Alam city in order to provide customer's experience in consuming freshly warm baked cookies.

## **2.4 Description of Product and Services**

Bittersweet by Nads is a small business that sells freshly baked homemade soft cookies with four variety of flavours which are Classic chocolate chip cookie, S'mores chocolate chip cookie, Confetti cookie with white chocolate drizzle and Matcha cookies. The four flavours are chosen based on general cookie flavours known by majority of people. By acknowledging customer's desire, we create an option of having four different flavours in one box allowing customers to try all cookies in a single receipt. Moreover, we offer affordable price with premium taste since one of our target markets is university students.

On the other hand, Bittersweet by Nads' service is providing good customer service through our social media and personal orders. In terms of payment, customers can make payment by online transfer and Charge on Delivery (COD) where we will do the delivery of cookies to their doorstep and they make payment by cash physically once received the item. Last but not least, we also allow customers do custom orders by request as a gift for their loved ones with certain charges if necessary.

## 2.5 Price List

Products	Name of Products and Price (RM)
	<p>Classic Chocolate Chip Cookies</p> <p>4 pieces – RM12 6 pieces – RM18 8 pieces – RM24</p>
	<p>S'mores Cookies</p> <p>4 pieces – RM16 6 pieces – RM24 8 pieces – RM32</p>
	<p>Confetti Cookies with White Chocolate Drizzle</p> <p>4 pieces – RM16 6 pieces – RM24 8 pieces – RM32</p>
	<p>Matcha Cookies with White Chocolate Chunks</p> <p>4 pieces – RM16 6 pieces – RM24 8 pieces – RM32</p>


Products	Name of Products and Price (RM)
	<p>Mix Cookies (Classic, S'mores, Confetti and Matcha Cookies)</p> <p>4 pieces – RM15  6 pieces – RM22  8 pieces – RM29</p>

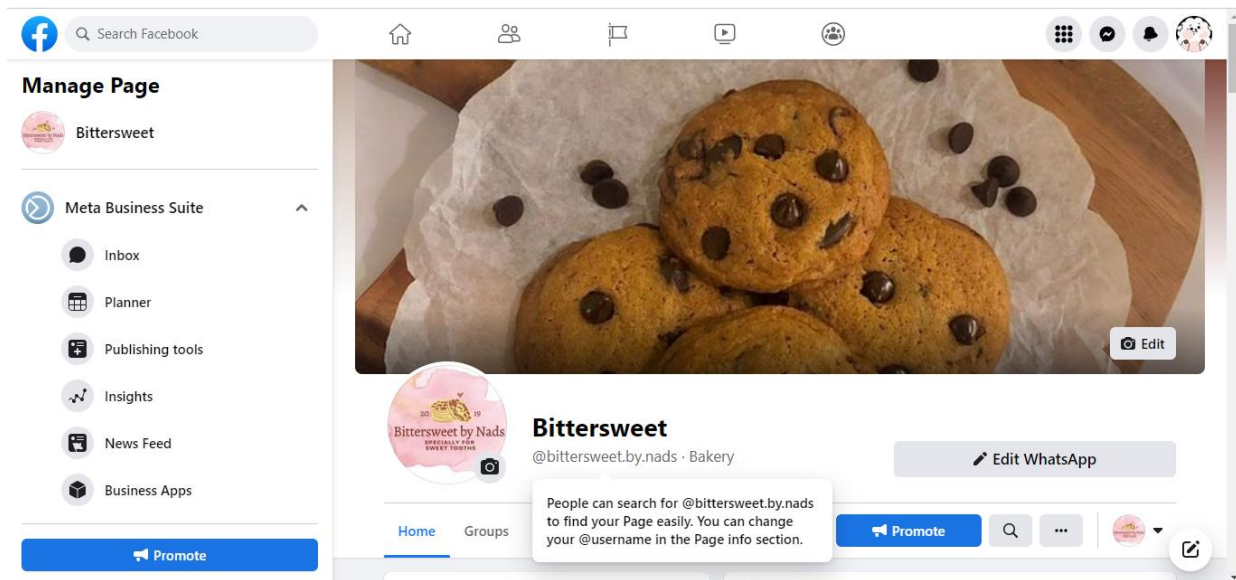
Table 2.3: Bittersweet by Nads' Products and Price List

### 3.0 FACEBOOK (FB)

#### 3.1 Creating Facebook (FB) Page

As we starting our business, we had created our own Facebook Page. We decided to sell desserts such as cookies with the goal to promote the products and services we provide. In addition, we also aim to gain more customers through Facebook page. As already stated above, the products that we sell are cookies in variety of types and the services we do is Charge On Delivery (COD). Moreover, we also taking orders for the cookies to be customized as a gift for the special ones or just someone else.

We also aware that people nowadays are more into social media where they can search and find information easily. Facebook page is a good platform for marketing as we can connect our business with our customer easily. We managed to gain 57 likes for our Facebook page. In addition, majority of people use social media in their daily lives especially Facebook nowadays. Therefore, we had created an interesting language style on our Facebook page through teaser, soft sell and hard sell which related with our business.





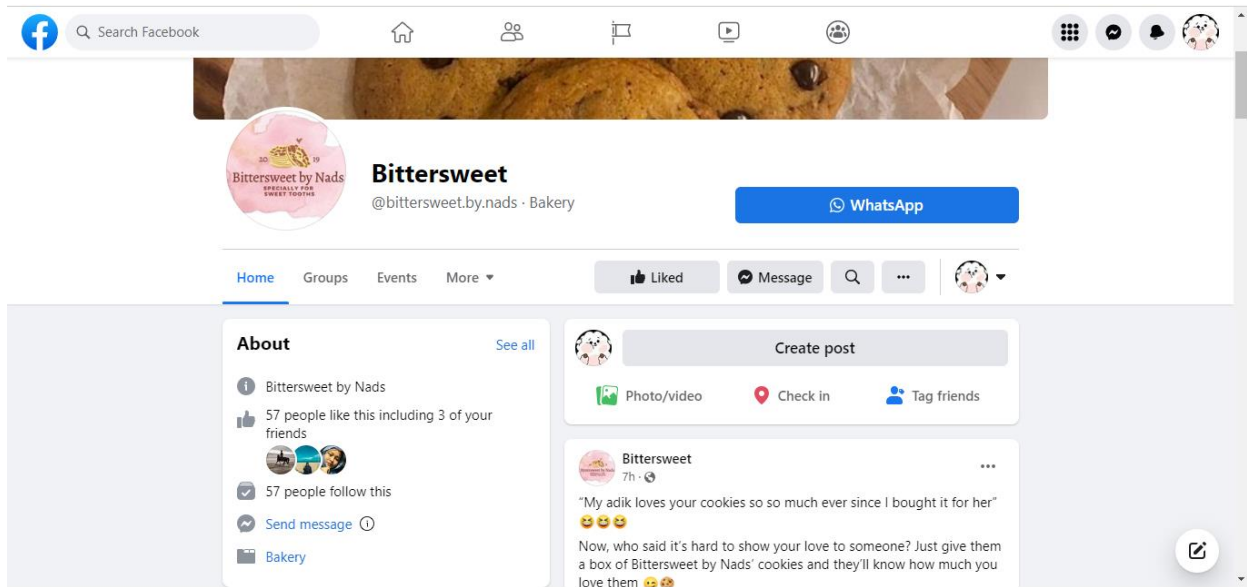


Figure 3.1: Bittersweet's Facebook page

### 3.2 Customizing URL Facebook (FB) Page

Bittersweet custom our Facebook (FB) page URL which the is web address of our profile page and can easily get access to it by clicking on the link. We provided our Facebook Page URL below:

<https://www.facebook.com/bittersweet.by.nads/>

### 3.3 Facebook (FB) Post – Teaser

Teaser post used by a company to give a sneak peek about their product or services. For our business, Bittersweet created teaser posts on Facebook Page to attract customers' attention and expectation for our business.

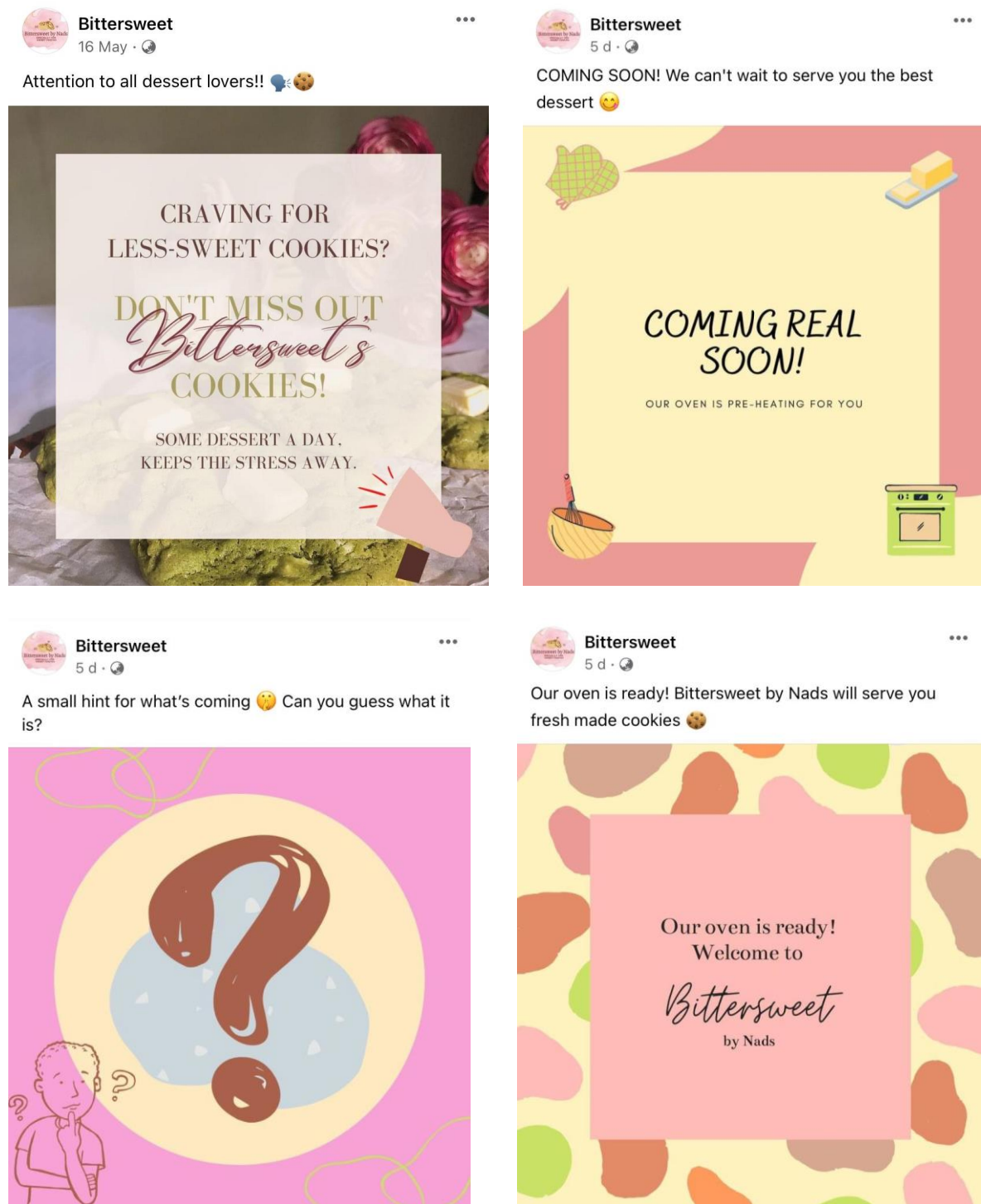


Figure 3.2: Bittersweet's Teaser posts

### 3.4 Facebook (FB) Post – Copywriting (Hard Sells)

Hard Sell post is an advertising approach that use direct message. Hard sell post potentially will make customers want to purchase the product or services. Bittersweet’s hard sell posts include the price of our products and feedbacks from our customers.

**Bittersweet**  
4 d · 🌐

"I love how the S'mores cookies are soooo stretchy 😊"

Not sure which flavour of cookies to choose? We suggest our customer's most beloved S'mores cookies!

If you love to tariikkk your naan cheese, we sure you will enjoy tariikkk this ooey goey S'mores cookie!!

What are you waiting for? Contact us and order yours now 🤗🤗



---

**Bittersweet**  
4 d · 🌐

"Eh how much cookies per box?" "Can I mix and match the flavours in one box?"

Voila! Here's the menu for our cookies per box ✨

Not only you can enjoy 4 pieces of cookies per box at an affordable price, but you may also mix and match the flavours! There are currently 3 flavours available which are;

- 🍪 Classic Chocolate Chip
- 🍪 S'mores Chocolate Chip
- 🍪 Confetti with White Chocolate Drizzle

Pssst you won't regret trying each of the flavours 😊  
Kindly contact or dm us to order.



CLASSIC CHOC CHIP	
Set 1 - 4 Pieces	RM12
Set 2 - 6 Pieces	RM18
Set 3 - 8 Pieces	RM24
ASSORTED FLAVOURS	
S'MORES CHOC CHIP/ CONFETTI COOKIE/ MATCHA COOKIE	
Set 1 - 4 Pieces	RM16
Set 2 - 6 Pieces	RM24
Set 3 - 8 Pieces	RM32
MIX	
(ASSORTED FLAVORS - S'MORES CHOC CHIP/ CONFETTI COOKIE/ MATCHA COOKIE)	
Set 1 - 1 Classic Choc Chip & 3 Assorted Flavours of Your Choice	RM15
Set 2 - 2 Classic Choc Chip & 4 Assorted Flavours of Your Choice	RM22
Set 3 - 3 Classic Choc Chip & 5 Assorted Flavours of Your Choice	RM29



**Bittersweet**

3 d · 🌐

"Sumpahh sedap gilaa, hehe ramai kata sedap"

Yesss coming from one of our customers who has repeatedly ordered along with her colleagues 😊

They ordered the mix box consisting of Classic Chocolate Chip cookies and S'mores Chocolate Chip cookies, both of our best-selling cookies! 🍪

Sharing is caring they say, but not for Bittersweet by Nads' cookies!! 😊

Dm or contact us to order yours ✨



**Bittersweet**

3 d · 🌐

OMG THERE'S SO MANY FLAVOURS, I CAN'T CHOOSE!!



This is why we create "mix box" for our customers 🙏

In one box you can get 3 different flavours that Bittersweet by Nads has to offer which are;

- 🍪 Classic Chocolate Chip
- 🍪 S'mores Chocolate Chip
- 🍪 Confetti with White Chocolate Drizzle

You can now enjoy a variety of scrumptious cookies in one order like a boss 😎



**Bittersweet**

2 d · 🌐

"If I were to compare with other cookies, I prefer yours because it's not dry! 😊"

One of the good feedbacks we received from our beloved customer 😊

But we can 100 guarantee our cookies are not dry nor tasteless because Bittersweet bakes your cookies upon order.

So the day we deliver your cookies, is the day we bake them! 🍪

Dry cookies? We don't know her 🙏



**Bittersweet** 2 d · 🌐

"Sisturr for me the cookie not too sweet tapi white chocolate tu enhance the sweetness 🙄👋"

Gituuu gais! The Confetti cookie with White Chocolate Drizzle may sound sweet but nah, we make sure that the flavour compliments each other. So later on you won't feel 'muak' eating them 🙄👋

Still haven't try our Confetti cookies? Don't be shy to hit us up to order yours now 😊

sisturr for me the cookie not too sweet tapi white chocolate tu enhance the sweetness like that.. soo just nice ✨✨🙄👋

macam sehati sejiwa if that make sense AHAHAHAHA

Double-tap to ❤️

**Bittersweet** 2 d · 🌐

"Omg i suka sangatt! Serious sedap" "I baru lepas moody + craving makanan manis 🙄"

Coming from our happy customer 🙄

See how we can boost your mood in just one bite of Bittersweet's cookies? We ain't lying about desserts can make your day!

A box filled with 4 cookies is like buying a box of happiness and it's only RM15!?

Hurry and grab yours now 🌈🍪

omg hi sis! i nak bagi feedback about your cookies=

omg i suka sangat!! 🙄 serious sedapp

i pulak baru lepas moody and nangis + tengah craving makanan manis

sis i definitely gonna repeat no cap!

🙄 🙄 🙄

**Bittersweet** 2 d · 🌐


What? Bittersweet have Matcha cookies tooo?!!

YES ! Calling out all Matcha 🍵 lovers out there to try our new tea-ish flavour ✨

The Matcha cookie is matched with white chocolate chunks to enhance the sweetness of the dessert.

The flavour is available while stock lasts, you don't want to miss out!

Dm us to order yours 😊



**Bittersweet** 1 d · 🌐

"I love the consistency of the marshmallows cuz they're super stretchy macam cheese! 🤤"

Well you can tell for yourself by looking at the customer's responses as well as the video below to see if we overclaim how stretchy the marshmallows are 🤪

It sure is satisfying when you 'tariikk' the toasted marshmallows ~

loveeee 🥰🥰🥰  
@bittersweetbynads

---

**Bittersweet** 7 h · 🌐

BUY 1 BOX OF COOKIES AND YOU'LL GET FREE 3 CUTE STICKERS 🤪

Yes you heard it right! With any purchase of cookies, you guys will get some free cute stickers depending on the sticker design available 🤪

This offer is also limited while stocks last so dm us to order yours now ✉️

---

**Bittersweet** 7 h · 🌐

"My adik loves your cookies so so much ever since I bought it for her" 🤔🤔🤔

Now, who said it's hard to show your love to someone? Just give them a box of Bittersweet by Nads' cookies and they'll know how much you love them 🤔🤔

Why do you have to give Bittersweet by Nads' cookies?

- \* You get 4 different flavours in a box ✅
- \* Less sweet cookies with full of flavour ✅
- \* Free cute stickers ✅
- \* Mood booster ✅

What are you waiting for? Show your love with Bittersweet by Nads ❤️

Figure 3.3: Bittersweet's Hard Sell Copywriting posts

### 3.5 Facebook (FB) Post - Copywriting (Soft Sells)

Soft Sell post is an advertising approach that used subliminal message in promoting the product or services. It also considered as a non-aggressive technique that might create brand loyalty and bond with potential customers. Bittersweet's soft sell post is to increase engagement with our customers and at the same time sharing more knowledge related to our products.

**Bittersweet** 2 d · 🌐

Believe it or not, everyone's favorite chocolate chip cookie is now over 80 years old! 🤯

The original recipe was created in the late 1930s by Ruth Wakefield who famously ran the Toll House restaurant in Whitman, Massachusetts.

Today, chocolate chip cookies are the most popular cookies globally! 🥰

Don't waste your time, get our best-seller chocolate chip cookies now! 🍪🍪

*Don't waste any more time!*

Get our best-seller, chocolate chip cookies now!

**Bittersweet** 2 d · 🌐

Tired of drinking just plain milk? 🥛👉

Did you know that milk and cookies taste so good together? Not even adults can deny this food fact that dunking cookies in milk is one of the best treats out there.

When you dunk a chocolate chip cookie, you change everything about it. The texture, the flavor, right down to the chemical composition.

So, what are you waiting for? Purchase cookies with Bittersweet by Nads now to try this delicious trick! 🥰🥛

*Did you know that milk and cookies taste so good together?*



**Bittersweet**

2 d · 🌐

"hmm what to give my gf for her birthday ah?" 🤔

Have no idea what to give your special ones for their special days? Worry not, Bittersweet can solve the problem!

You are welcome to inform us thru your order if it's for any special occasion. We can customize your order according to the occasion. 🥳🥳

Hurry! Get our delicious desserts for your special ones. I can guarantee they will be happy 😊

...



Out of idea on what to give your special ones for a special occasion?



**Bittersweet**

1 d · 🌐

"ahh she's merajuk, how do I pujuk dia" 😞

Oh no, you're having a hard time persuading your sulking partner? Don't worry we gotchu!!

Feel free to inform us thru your order if it's for any special reason, therefore we can add a little note or letter for your loved ones. 😊

So, what are you waiting for? Order our desserts for your special ones to make them happier. 🥰🥰

...



Oh no, your partner merajuk??



**Bittersweet**

1 d · 🌐

Hmm chocolate chip or white chocolate chip cookies? 🤔

A chocolate chip cookie is a cookie that features chocolate chip as its distinguishing ingredient.

Meanwhile, a white chocolate chip cookie is a cookie with small bits of white chocolate in them. White chocolate, unlike other types of chocolate, contains only cocoa butter. That's why it's so light in color and also tastes different.

Still confuse on which to choose? How about try both 😊  
Bittersweet by Nads serves the best cookies you can get.

...

Chocolate chip cookies or White chocolate chip cookies?







**Bittersweet**

1 d · 🌐

Are you a marshmallow lover? If you are, I'm sure you will love our S'mores cookies. 🍪💕

The original s'more is basically a sandwich of roasted marshmallow and chocolate between graham crackers.

However, Bittersweet by Nads modified the recipe and turned it into a special and delicious S'mores cookie.

Don't waste any more time, come try it out now. 🍪💕



**Bittersweet**

17 h · 🌐

"hmm what am I going to bring for the picnic tomorrow?" 🤔

Have no idea what to bring for the picnic? Worry not, Bittersweet can solve the problem! 😊

Cookies can be an alternative snack every day than other unhealthy snacks because it contain good nutrition to provide energy intake such as sugar and carbohydrates.

Cookies would be perfect for the picnic on a nice sunny day. DM us to place your order now. 🍪💕



**Bittersweet**

17 h · 🌐

Are you a matcha lover? If you are, I'm sure you will love our matcha cookie. 🌱

Matcha has skyrocketed in popularity lately, with matcha shots, lattes, teas, and even desserts appearing everywhere. Matcha is rich in catechins, a class of plant compounds in tea that act as natural antioxidants.

-and I have good news for you Matcha lovers! Matcha cookies are available at Bittersweet now!

So, what are you waiting for? Grab your favorite cookies now! 🍪💕





**Bittersweet**

1 h · 🌐



Have you heard of the Brown Butter method in baking?

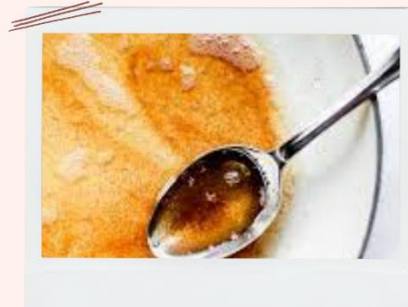


Brown butter is made by cooking unsalted butter long enough to turn the milk solids brown while cooking out any water present in the butter.

Why do we use brown butter? It's because brown butter adds a deeper caramelized flavor to dishes that regular butter can't achieve.

Now, you might be wondering where you can get cookies that use this method, well for our desserts, we use brown butter! Order and try our cookies now 🍪🍪

Have you heard of the Brown Butter method in Baking?



**Bittersweet**

56 m · 🌐



Did you know, that eating dessert can benefit you? 🍪

When it comes to dieting, dessert is likely the first thing you ditch. But, chowing down on that chocolate chip cookies can be guilt-free. Here are some health benefits of eating desserts:

- 🍪 Packed with nutrients
- 🍪 Make you happier...no, really!
- 🍪 Improve your weight control
- 🍪 Offers a convenient opportunity to incorporate more fruit into your diet
- 🍪 Remedy the negative side effects of dieting

And besides making you happier, desserts can also sometimes make you healthier. So, don't waste any more time! Place your order with Bittersweet by Nads now!



Health Benefits of Eating Desserts!



**Bittersweet**

55 m · 🌐



Are you a chocolate lover? 🍫🍫

If you are, you would know how many roles these sweet treats play in our life, and the best part is you don't really need an occasion to eat one.

Chocolates are made from cacao beans that are roasted, cracked and winnowed, and processed into these sweet delights.

Our bakery used premium and high-quality chocolate for our desserts as it can give richness to the taste. What are you waiting for? Order our cookies now 🍪🍪

Chocolates are known to be stress-busters, relaxants, and aphrodisiacs





**Bittersweet**

Just now · 🌐

Confetti, Confetti, Confetti! What is a party without confetti right? 🎉🎊

Through the idea of having fun at a party, Bittersweet by Nads created a recipe to form the fun in a cookie! 🍪

Introducing Confetti Cookies! This scrumptious cookie is perfected with White Chocolate Drizzle on top!

Don't waste any more time, place your order with us now! 🍪



**Bittersweet**

Just now · 🌐

"Hm what to eat during movie night tomorrow? Popcorn is too boring la" 🍿👎

Wondering what snacks to munch on during movie night? Worry not, Bittersweet can solve the problem.

We serve various types of cookies just perfect to munch on during movie night. Those types of cookies include:

- 🍪 Classic Chocolate Chip Cookies
- 🍪 S'mores Cookies
- 🍪 Confetti Cookies
- 🍪 Matcha Cookies

So, what are you waiting for? Slide into our DMs now. 🍪



**Bittersweet**

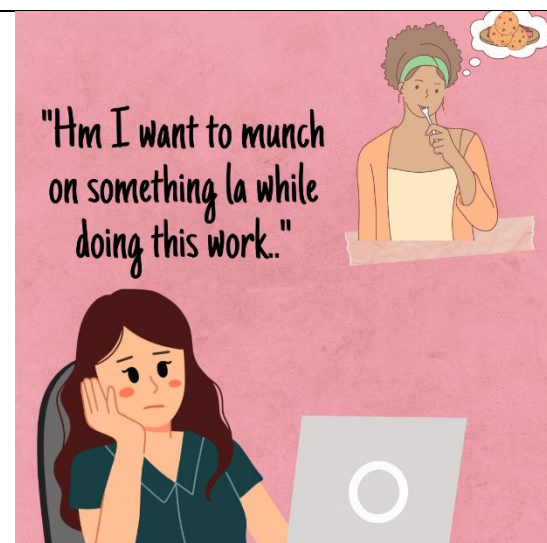
8 m · 🌐

"Hm I feel like I want to munch on something la while doing assignments" 😊

Most people tend to munch on something while doing work. Are you wondering what food to munch? Well, I have a great idea for you.

Bittersweet by Nads serves a variety of delicious cookies that is perfect for you to get rid of boredom.

So, what are you waiting for? Purchase our cookies now.




**Bittersweet**  
5 m · 🌐

"My best friend likes cookies, where do I get affordable and delicious one eh?"


Um did someone call us??👁️💡 It's kind of hard to find cheap desserts nowadays right? Worry not, we can solve the problem.

Bittersweet by Nads serves affordable cookies with the price starting RM12 for FOUR pieces! Isn't that such a catch OMG!😍

Feel free to inform us thru your order if it's for any special occasion, therefore we can add a little note or letter. Hurry! Get these delicious cookies for your friends. They will love it!😘👩🏻‍🍳



Perfect gift for a cookie lover!



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**Bittersweet**  
1 m · 🌐

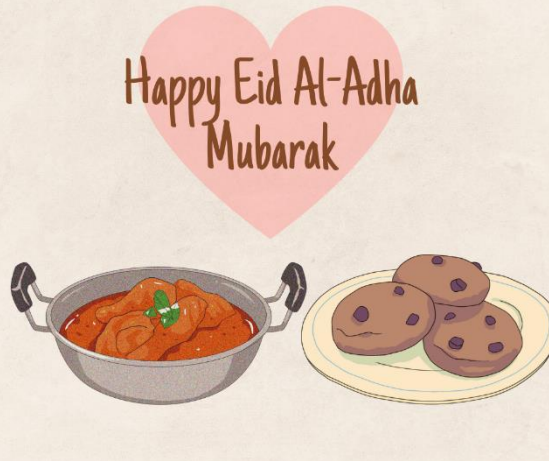
Happy Eid Al-Adha Mubarak!!🥰🐐

Wondering what desserts to complete the Raya Haji dishes? How about some delicious cookies?

We serve various types of cookies just perfect complete those dishes. The types of cookies include:

- 🍪 Classic Chocolate Chip Cookies
- 🍪 S'mores Cookies
- 🍪 Confetti Cookies
- 🍪 Matcha Cookies

So, what are you waiting for? Slide into our DMs now. 😊


























Happy Eid Al-Adha Mubarak

Figure 3.4: Bittersweet's Soft Sell Copywriting posts

### 3.6 Relevant Graphics to Each Post/Copywriting

Bittersweet by Nads currently have 33 posts. The total of hard sell posts are 11 and the total for soft sells posts are 16. Those posts are published between June until July. The figure below shows Bittersweet’s page of publishing tools in function view of our latest and previous posts.

All Posts Published <span style="float: right;">Create post</span>							
<span style="color: orange;">■</span> Reach: Organic / Paid <span style="color: blue;">■</span> Post Clicks <span style="color: purple;">■</span> Reactions, Comments & Shares <span style="float: right;">▼</span>							
Published	Post	Type	Targeting	Reach	Engagement	Promote	
07/10/2022 6:18 PM	 "My adik loves your cookies so so much ever since I bought it for her"	📄	🌐	9 <span style="color: orange;">■</span>	1 3 <span style="color: purple;">■</span>	<a href="#">Boost post</a>	
07/10/2022 6:17 PM	 BUY 1 BOX OF COOKIES AND YOU'LL GET FREE 3 CUTE	📄	🌐	9 <span style="color: orange;">■</span>	0 2 <span style="color: purple;">■</span>	<a href="#">Boost post</a>	
07/10/2022 4:56 AM	 Happy Eid Al-Adha Mubarak! 🌙🍪 Wondering what desserts to complete	📄	🌐	14 <span style="color: orange;">■</span>	0 3 <span style="color: purple;">■</span>	<a href="#">Boost post</a>	
07/10/2022 4:51 AM	 "My best friend likes cookies, where do I get affordable and delicious one	📄	🌐	12 <span style="color: orange;">■</span>	0 2 <span style="color: purple;">■</span>	<a href="#">Boost post</a>	
07/10/2022 4:48 AM	 "Hm I feel like I want to munch on something la while doing	📄	🌐	10 <span style="color: orange;">■</span>	0 2 <span style="color: purple;">■</span>	<a href="#">Boost post</a>	
07/09/2022 2:34 AM	 "Hm what to eat during movie night tomorrow? Popcorn is too boring la"	📄	🌐	11 <span style="color: orange;">■</span>	0 3 <span style="color: purple;">■</span>	<a href="#">Boost post</a>	
07/09/2022 2:27 AM	 Confetti, Confetti, Confetti! What is a party without confetti right? 🎉🍪	📄	🌐	14 <span style="color: orange;">■</span>	1 3 <span style="color: purple;">■</span>	<a href="#">Boost post</a>	
07/09/2022 1:33 AM	 Are you a chocolate lover? 🍫 If you are, you would know how many	📄	🌐	9 <span style="color: orange;">■</span>	0 3 <span style="color: purple;">■</span>	<a href="#">Boost post</a>	
07/09/2022 1:31 AM	 Did you know, that eating dessert can benefit you? 🍰 When it comes to	📄	🌐	13 <span style="color: orange;">■</span>	0 4 <span style="color: purple;">■</span>	<a href="#">Boost post</a>	
07/09/2022 1:26 AM	 Have you heard of the Brown Butter method in baking? 🧈 Brown butter is	📄	🌐	6 <span style="color: orange;">■</span>	1 2 <span style="color: purple;">■</span>	<a href="#">Boost post</a>	
07/08/2022 1:40 PM	 "I love the consistency of the marshmallows cuz they're super	📄	🌐	18 <span style="color: orange;">■</span>	6 5 <span style="color: purple;">■</span>	<a href="#">Boost post</a>	
07/07/2022 6:13 AM	 Are you a matcha lover? If you are, I'm sure you will love our matcha	📄	🌐	24 <span style="color: orange;">■</span>	1 7 <span style="color: purple;">■</span>	<a href="#">Boost post</a>	
07/07/2022 6:09 AM	 "hmm what am I going to bring for the picnic tomorrow? 🍪 Have no idea	📄	🌐	25 <span style="color: orange;">■</span>	2 5 <span style="color: purple;">■</span>	<a href="#">Boost post</a>	
07/06/2022 9:02 PM	 What? Bittersweet have Matcha cookies too?!! YES! Calling out all	📄	🌐	38 <span style="color: orange;">■</span>	3 10 <span style="color: purple;">■</span>	<a href="#">Boost post</a>	
07/06/2022 9:01 PM	 "Omg i suka sangatt! Serious sedap" "I baru lepas moody + craving	📄	🌐	22 <span style="color: orange;">■</span>	0 7 <span style="color: purple;">■</span>	<a href="#">Boost post</a>	
07/06/2022 9:00 PM	 "Sisturr for me the cookie not too sweet tapi white chocolate tu	📄	🌐	19 <span style="color: orange;">■</span>	0 6 <span style="color: purple;">■</span>	<a href="#">Boost post</a>	

07/06/2022 9:00 PM		"If I were to compare with other cookies, I prefer yours because it's			22		0 8		<a href="#">Boost post</a>
07/06/2022 8:57 PM		Are you a marshmallow lover? If you are, I'm sure you will love our			20		1 7		<a href="#">Boost post</a>
07/06/2022 8:55 PM		Hmm chocolate chip or white chocolate chip cookies? 🤔 A			18		0 5		<a href="#">Boost post</a>
07/06/2022 8:52 PM		"ahh she's merajuk, how do I pujuk dia" 😭 Oh no, you're having a hard			18		1 4		<a href="#">Boost post</a>
07/05/2022 11:16 PM		OMG THERE'S SO MANY FLAVOURS, I CAN'T CHOOSE!! 😱			21		0 8		<a href="#">Boost post</a>
07/05/2022 11:14 PM		"Sumpahh sedap gilaa, hehe ramai kata sedap" Yesss coming from one			26		0 6		<a href="#">Boost post</a>
07/05/2022 8:01 PM		"hmm what to give my gf for her birthday ah?" 😭 Have no idea what			16		2 5		<a href="#">Boost post</a>
07/05/2022 4:53 PM		Tired of drinking just plain milk? 🥛👉 Did you know that milk and cookies			13		1 6		<a href="#">Boost post</a>
07/05/2022 4:47 PM		Believe it or not, everyone's favorite chocolate chip cookie is now over 80			16		1 5		<a href="#">Boost post</a>

07/05/2022 1:11 AM		"Eh how much cookies per box?" "Can I mix and match the flavours in			28		2 6		<a href="#">Boost post</a>
07/05/2022 1:11 AM		"I love how the S'mores cookies are soooo stretchy 🤤" Not sure which			14		0 6		<a href="#">Boost post</a>
07/04/2022 10:08 AM		Our oven is ready! Bittersweet by Nads will serve you fresh made			30		1 13		<a href="#">Boost post</a>
07/04/2022 1:27 AM		A small hint for what's coming 🤔 Can you guess what it is?			23		1 8		<a href="#">Boost post</a>
07/04/2022 1:25 AM		COMING SOON! We can't wait to serve you the best dessert 🤤			21		0 8		<a href="#">Boost post</a>
05/16/2022 2:44 PM		Attention to all dessert lovers!! 🤩🤤			18		1 8		<a href="#">Boost post</a>
05/09/2022 8:53 PM					20		0 8		<a href="#">Boost post</a>
05/09/2022 8:47 PM		Bittersweet			0		0 7		<a href="#">Boost post</a>

Figure 3.5: Bittersweet's Relevant Graphics to Each Post

### 3.7 Sales Report

After few days of posting some teasers along with copywriting of soft sells and hard sells, we manage to get few orders of Bittersweet by Nads' cookies on the first week of July.

#### Go-eCommerce

Business Name	Date	Type	Marketplace(if any)	Others Marketplace (if any)	Total Sales (RM)	Expenses Category	Expenses Subcategory	Total Expenses (RM)	Descriptions	Created At
Bittersweet by Nads	05/07/2022	online	Social Media		119				Total sales of 5 customers.	07/07/2022
Bittersweet by Nads	04/07/2022	expenses				Goods	Raw material	95.6	Purchase of ingredient	07/07/2022
Bittersweet by Nads	07/07/2022	online	Social Media		95				Total sales of 4 customers.	07/07/2022

Figure 3.6: Bittersweet by Nads' Sales Report on July

Based on figure 3.6 above, we received and delivered two batches of orders which took place on the 5<sup>th</sup> July 2022 and 7<sup>th</sup> July 2022. In order to produce the cookies, raw materials were bought beforehand amounting RM95.60 which includes flour, chocolate chips, eggs, vanilla essence, sugars and more. As for the first batch, there were five customers who ordered the cookies that got us RM119 of total sales. While the second batch were ordered by four customers includes one of our regular customers, the total sales received were RM95. To sum up, the total customers we got during the first week of July 2022 were nine people and the total profit were RM118.40.

## 4.0 CONCLUSION

In conclusion, the subject ENT530 plays an important role for students to learn in creating real entrepreneurial business and organizing. Students are given a task to conduct a real online business by utilizing Facebook Page throughout the semester. This assignment showed that social media is a great platform for the business marketing.

Bittersweet by Nads is a business that sells desserts and variety of cookies through online method by creating Bittersweet Facebook Page. We can conclude that by conducting our business through Facebook Page, we are able to promote and market our products and services. In addition, we managed spread awareness of our existing business brand among Facebook users especially to those who are nearby our business area. We are also able to post the latest update of our business activity.

Last but not least, Facebook is very beneficial for us as we are able to follow and be updated with the business trends nowadays. We also able to gain and enhance knowledge and skills in IT. Not just that, we were also taught to create sales postings on Facebook Page that consist of teaser post, soft sells post and hard sell post. These posting techniques helps in gaining more engagement with the customers as well as helps in promoting our business.