



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

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

NAME OF BUSINESS

PN.BYTES (MINI-CHEESECAKE)



GROUP MEMBERS

NURUL NASHWA BINTI HYREE	2022987559
PUTRI EZZATI FITRISHA BINTI AHMAD FAUZI	2022900953

PREPARED FOR

MADAM NORFAZLINA BINTI GHAZALI

DATE OF SUBMISSION

12th July 2022

ACKNOWLEDGEMENT

To be truthful, we owe Allah SWT a huge debt of gratitude for providing us with the strength and ability to complete the task given. First and foremost, we consider ourselves fortunate enough that each of us is actively participating and working together to ensure the success of this project. Thanks to both of us as well because we are very wisely in allocating assignments to each of us and always keeps us on track so that we don't execute the task incorrectly.

Furthermore, having an understandable lecturer in University's life is such a blessing like our most encouraging lecturer, Madam Norfazlina binti Ghazali, who is constantly detailed in explaining and providing guidelines for us all so that the work we produce is accurate as well as being the one that is always approachable to her students whenever her students have any questions regarding the project. Thus, she will always keep us in check just in case we forgotten what has been explained. We would like to express our most sincere appreciation and thanks to Madam Norfazlina binti Ghazali for her assistance and encouragement to us in completing this project.

We would also like to express our deepest gratitude to the most wonderful classmates who work together and are always mindful about each other. Overall, we gained a lot of knowledge about business plans that will be useful to us all in the future when we want to run a business. Learning principles of entrepreneurship is also interesting and enjoyable because it allows us to think creatively and critically. Hopefully, we will be able to put this knowledge to good use at some point in the future. Amin.

EXECUTIVE SUMMARY

For the subject ENT 530, Principles of Entrepreneurship, the task that been given to us which is Social Media Report where students need to choose a product to sale or promote in the social media platform such as Facebook. As we know, social media is one of the most success key factor to produce an amazing online business where it is easily connected with consumer.

For this task, we have decided to start a small business that is founded by determined and dedicated two individuals which are Putri Ezzati Fitrisha and Nurul Nashwa to sell and promote a product named PN.BYTES. The inspiration of PN.BYTES came from our initial name of P and N. PN.BYTES first started on 16 May 2022 that sells mini cheesecake with 3 different flavours such as original cheesecake, lemon cheesecake, chocolate cheesecake and mix and match of these 3 flavours. Besides that, PN.BYTES has a secret menu or ingredients that contain Vegan and Plant-Based cheese for customers to choose from. PN.BYTES cheesecake is a pure and 100% natural based ingredients with no added flavour.

PN.BYTES major goal is to provide with the greatest premium flavour of mini cheesecake with affordable price compared to the market price. There are two types of copywriting strategies that may be used to sell our online business or products.

One is hard sell that's an immediate and insistent language of advertising. It is taken into consideration as a high-stress and competitive method to influence customers in the quick-term. The second is soft sell which capabilities greater appropriate language, consultative tone, and a non-competitive method.


These strategies are used to draw more customers and convince them to buy our product, additionally to create consciousness and offer updates about the product. Thus, for our report, Facebook is used as our channel to sell or promote our product to the general public using the copywriting strategies discovered in the subject. Facebook is one of the excellent systems of social media to sell an internet business because it turned into the maximum top user account around the world that used this social media. Therefore, it is able to assist online businesses to attain their product to the public as a good deal as they could.

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1.0 GO-ECOMMERCE REGISTRATION

➤ Nurul Nashwa's Profile

PERSONAL PROFILE	BUSINESS PROFILE																																													
 <p>NURUL NASHWA BINTI HYREE</p>	Personal Information <table border="0"><tr><td>Name</td><td>: NURUL NASHWA BINTI HYREE</td><td>Phone/Mobile</td><td>:</td><td>Edit</td></tr><tr><td>New Identity Card No.</td><td>:</td><td>Home Address</td><td>:</td><td></td></tr><tr><td>Email Address</td><td>:</td><td>District</td><td>:</td><td></td></tr><tr><td></td><td></td><td>Postcode</td><td>:</td><td>41100</td></tr><tr><td>City</td><td>:</td><td>Personal Instagram</td><td>:</td><td></td></tr><tr><td>State</td><td>:</td><td>Race</td><td>:</td><td></td></tr><tr><td>Personal Facebook</td><td>:</td><td>Special Need Required</td><td>:</td><td></td></tr><tr><td>Gender</td><td>:</td><td></td><td></td><td></td></tr><tr><td>Marital Status</td><td>:</td><td></td><td></td><td></td></tr></table>	Name	: NURUL NASHWA BINTI HYREE	Phone/Mobile	:	Edit	New Identity Card No.	:	Home Address	:		Email Address	:	District	:				Postcode	:	41100	City	:	Personal Instagram	:		State	:	Race	:		Personal Facebook	:	Special Need Required	:		Gender	:				Marital Status	:			
Name	: NURUL NASHWA BINTI HYREE	Phone/Mobile	:	Edit																																										
New Identity Card No.	:	Home Address	:																																											
Email Address	:	District	:																																											
		Postcode	:	41100																																										
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State	:	Race	:																																											
Personal Facebook	:	Special Need Required	:																																											
Gender	:																																													
Marital Status	:																																													

Institution Information		Add New	
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
District of Institution	: Kuala Selangor	Postcode	: 42300
Level of Study	: Bachelor Degree	Study Status	: Full time Edit Delete
Course Name	: NFG ENT530 HM2413B	Class Name	: HM2413B
Subject Name	: Principles of Entrepreneurship HM2413B	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	: 1
Related To Study Field	: Yes		

➤ Putri Ezzati Fitrisha's Profile

PERSONAL PROFILE	BUSINESS PROFILE			
 <p>Putri Ezzati Fitrisha Binti Ahmad Fauzi</p>				
Personal Information				
Name	: Putri Ezzati Fitrisha Binti Ahmad Fauzi	Phone/Mobile	:	Edit
New Identity Card No.	:	Home Address	:	
Email Address	:	District	:	
City	:	Postcode	:	31350
State	:	Personal Instagram	:	
Personal Facebook	:	Race	:	
Gender	:	Special Need Required	:	
Marital Status	:			
Institution Information		Add New		

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	Study Status	:	Full time Edit Delete
Level of Study	: Bachelor Degree	Class Name	:	HM2413B
Course Name	: NFG ENT530 HM2413B	Year Enrolling the subject	:	2022
Subject Name	: Principles of Entrepreneurship HM2413B	Lecturer Name	:	Norfazlina Ghazali
Month Enrolling the Subject	: 3	Year Of Internship Enrollment	:	
Internship Enrollment	: No	Period of Internship Training	:	
Month of Internship Enrollment	:	Expected Month To Complete Study	:	1
Expected Year To Complete Study	: 2024			
Related To Study Field	: Yes			

Figure 1.1 PN.Bytes Go-Ecommerce Registration

2.0 MYENT CERTIFICATE

- Nurul Nashwa's Certificate



➤ Putri Ezzati Fitrisha's Certificate



Figure 1.2 PN.Bytes MyENT Certificate

3.0 SSM REGISTRATION



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

PN BAKERI

NO. PENDAFTARAN: 202203167151 (003412766-A)

telah didaftarkan dari hari ini sehingga **3 JULAI 2023** di bawah Akta Pendaftaran
Perniagaan 1956, beralamat di

Bil. Cawangan: TIADA

Bertarikh di **SISTEM EZBIZ** pada **4 JULAI 2022**.



DATUK NOR AZIMAH ABDUL AZIZ
Pendaftar Perniagaan
Semenanjung Malaysia

UserID: EZBIZ Date: Mon Jul 04 11:06:07 MYT 2022

Figure 1.3 PN.Bytes SSM Registration

4.0 INTRODUCTION OF BUSINESS

4.1 Name and Address of Business

PN.BYTES

4.2 Organizational Chart

PN.BYTES CHART ORGANISATION



Figure 1.4 PN.Bytes Organizational Chart

4.3 Mission/Vision

Mission

- To ensure PN.BYTES achieve customers' satisfaction.
- To serve customers with the best and high premium quality mini cheesecake.
- To be the people's favorite mini cheesecake in the market.

Vision

- PN.BYTES vision is to become the best and the most outstanding mini cheesecake in Malaysia with diversify flavour that suit everyone's taste. We intend to grow bigger in the food industry with our mini cheesecake.

4.4 Descriptions of Products



Figure 1.5 PN.Bytes products

PN.Bytes is a name taken from both of our names which P is stands for Putri while N stands for Nashwa and we chose Bytes as similar as the word 'bites'. The reason why we decided to sell Mini Cheesecake because it is easy to make and the costs to buy the ingredients are not more than our budget. Mostly, we target for young generation who are a fan of Cheesecake. This is due to the fact that some of them disliked it because it was too sweet for them, particularly for baby boomers and some of them are unwilling to eating anything containing cheese.

Next, we will be selling the product online which is through social media, for instance, Facebook. Also, we decided to post an advertisement when there is an open order only. For example, we will post many photos of Mini Cheesecake with different flavour and affordable price. For those who wanted to buy it, they can direct message or WhatsApp both of us to order.

4.5 Price List

PN.Bytes will be selling a mini-cheesecake and there are about 3 flavours which is Original flavour, Chocolate flavour and Lemon flavour. The prices are all the same for every flavour including mix and match. We will arrange the mini-cheesecake inside a window box nicely.

For per box, it will cost about RM 50.00 and it will consist around 25 pieces only. Lastly, about delivery services, we plan to use Lalamove and Grab, the charge will be determined by the rate of distance from the place unless if their place is near to our place which is area Putrajaya, then we will give them a free delivery.

PRODUCT	NAME OF PRODUCTS AND PRICE
	<ul style="list-style-type: none"><li data-bbox="858 1048 1066 1137">▪ ORIGINAL RM 50.00
	<ul style="list-style-type: none"><li data-bbox="858 1536 1114 1626">▪ CHOCOLATE RM 50.00



- **LEMON**
RM 50.00



- **MIX AND MATCH**
RM 50.00

Table 1.1 PN.Bytes Price List and Products

5.0 FACEBOOK MATERIALS

As we're starting our enterprise, we had created our very own Facebook Page. We are decided to do an enterprise about baking that is selling a mini-cheesecake. Our aim in developing a FB web page is also to sell the goods and services we provide.

As we have mentioned above, the products we sell are mini-cheesecake products and the services we do are including Charge on Delivery (COD), delivery of this product through postage out of our location, and we also taking orders of our mini-cheesecake to be used as a present to a partner or someone else. So, thru this Facebook Page, we are able to easily get a few customers.

We additionally observed that developing a Facebook Page is a superb platform or medium to attach our business with our customers online. Moreover, these days the majority of people use social media in their everyday lives. So, we created an interesting language style on our FB web page thru teasers, soft sell and hard sell that are associated with our business information.

5.1 Creating Facebook (FB) page

PN.Bytes have used Facebook as the main advertising web page for business purposes. It is constructed from the first day the mini-cheesecake was about to be sold. From this platform, common updates on products price, video making, and associated information are being posted. By the mid of June 2022, PN.Bytes have acquired pretty a number of supports from the customer.



Figure 1.6 PN.Bytes Facebook Official Facebook Page

5.2 Customizing URL Facebook (FB) page

First thing first, the meaning of URL is an acronym for Uniform Resource Locator and is a reference (an address) to a useful resource on the Internet. A URL has fundamental components which is protocol identifier and also a resource name. PN.Bytes managed to personalize our own Facebook (FB) web page URL. This will assist potential customers get an easier deal with the web page and be able to see our published content frequently. Given URL to our Facebook (FB) web page.

<https://www.facebook.com/pn.bytes/>

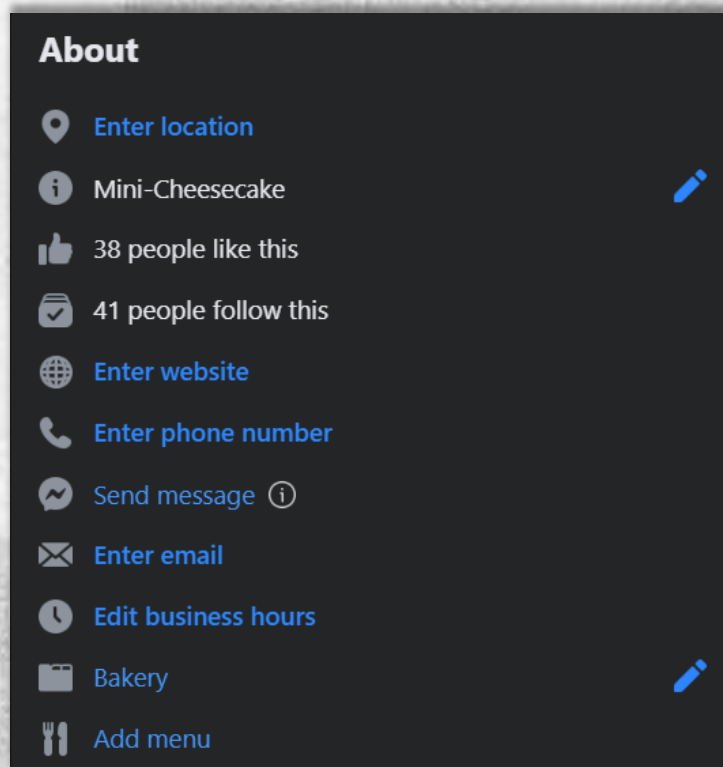
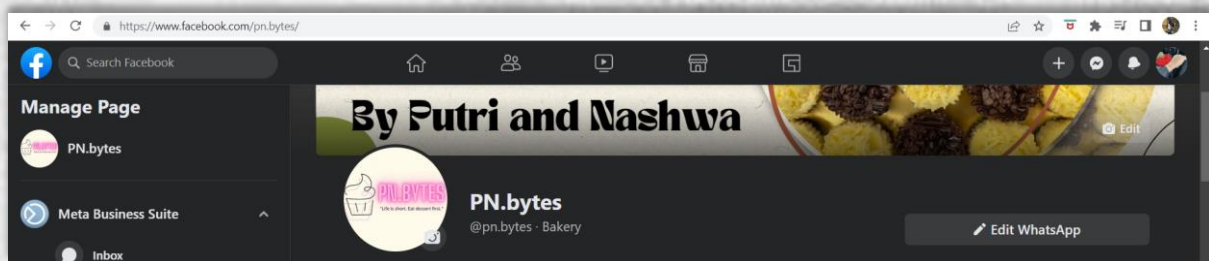


Figure 1.7 PN.Bytes URL Facebook Page

5.3 Facebook (FB) post – Teaser

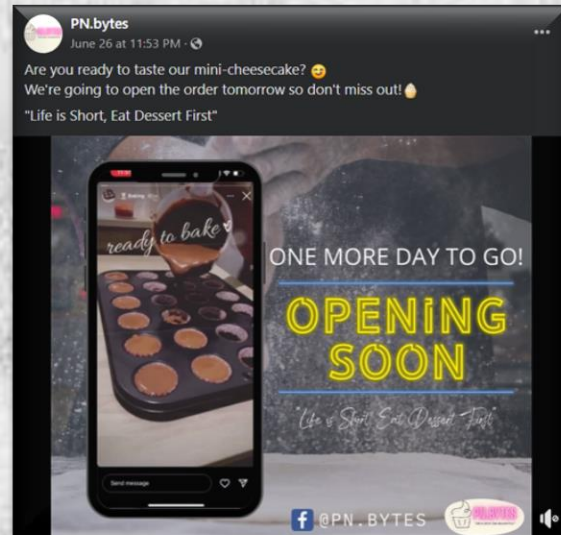
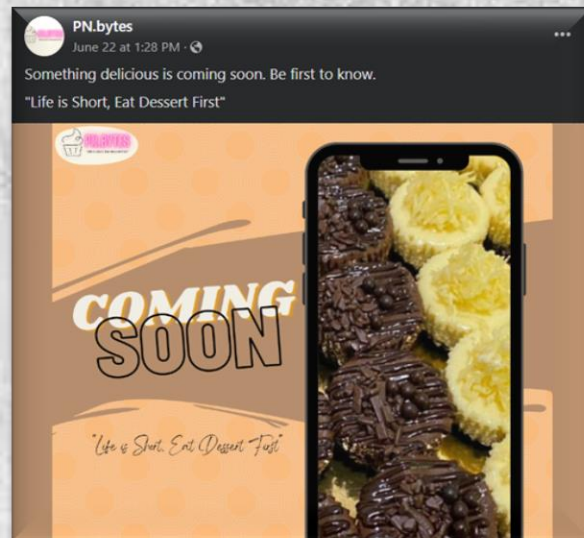
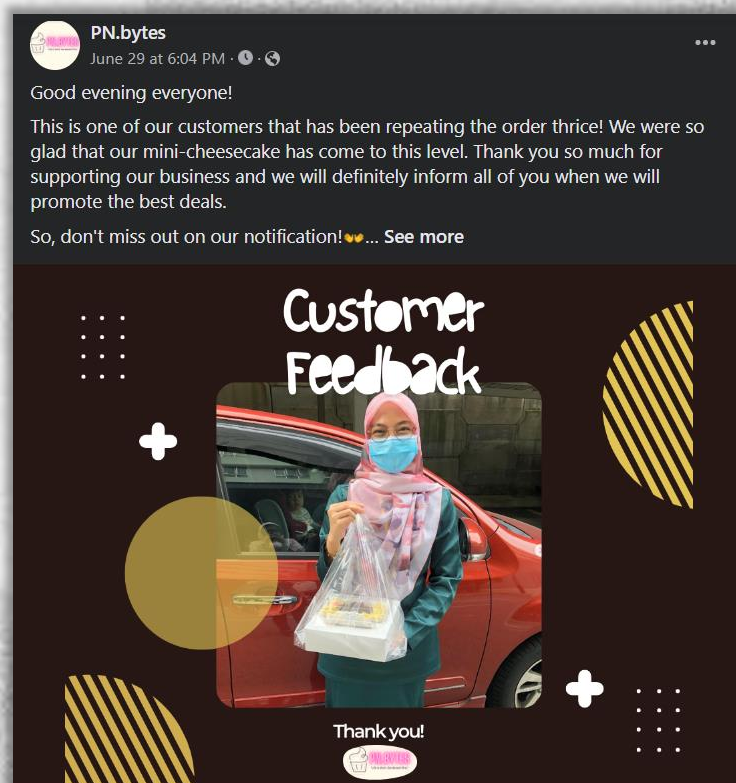
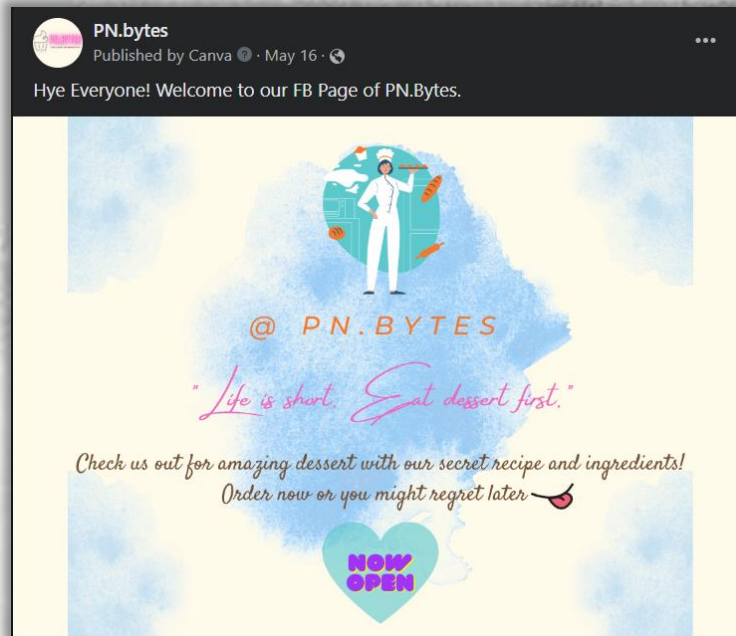


Figure 1.8 PN.Bytes Teaser's Post


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

Hard Sell 1



PN.bytes
July 3 at 5:13 PM · 🌐


Thank you for purchasing with us! Hope you like the taste of our mini-cheesecake 🍪
So what are you guys waiting for? Get yours now!
"Life is Short, Eat Dessert First"



Customer Feedback Time!

PN.bytes
6d · 🌐

Morning Everyone! We really appreciate those who love the taste of our mini-cheesecake and are willing to repeat the order 🍪
If you want to order, you can WhatsApp us, and don't forget
"Life is Short, Eat Dessert First"



Customer Review

Ginii

Wehh 22:05

Kita baru rasa ni 22:05

Dap gilaaaa 🥰🥰 22:05

Sedap knnnn 22:07

Hahah 22:07

Rasa mcm di awangan bila masuk mulut

PN.bytes
5d · 🌐

Alhamdulillah, thanks to this customer for giving us 5 Stars for our mini-cheesecake!
This proves that our mini-cheesecake is loved by all generations.
So, order now!
"Life is Short, Eat Dessert First"



★★★★★

Customer Review

“
Every time I'm in a bad mood, I will order their mini-cheesecake because it will calm my mood.
”



PN.bytes
4d · 🌐

Hello everyone! 🙌

We feel so happy to share one of our customer feedback.
Thank you for purchasing with us 🙌

“... See more



Customer Review

★★★★★

"This is one of the best mini-cheesecake I have ever bought! Love the taste and I'm going to repeat order it for sure."



PN.bytes
2d · 🌐

Alhamdulillah, thank you so much for purchasing with us!
This proves that our mini-cheesecake can be eaten while you have a stressful day at the office.

So, what are you waiting for? Get it now!
"Life is Short, Eat Dessert First"

“
Their mini-cheesecake is not disappointing at all, will repeat the order again!

@pn.bytes

PN.bytes
1d · 🌐

Thanks for willingly giving us 5 stars, aunty. 🌟

"Life is Short, Eat Dessert First"

Customer Feedback

★★★★★
Love it, the mini-cheesecake texture is so moist and the sweetness is so good!

@pn.bytes

"Life is Short, Eat Dessert First"

PN.bytes
1d · 🌐

Thank you sir for giving a good impression of our mini-cheesecake 🥰 So guys, as you can see many people like to buy our mini-cheesecake, what are you waiting for? You can WhatsApp us to order

"Life is Short, Eat Dessert First"

WE LOVE OUR CUSTOMERS!

"PN.Bytes is really a great bakers. I would order again without hesitation."
"Life is Short, Eat Dessert First"

WWW.FACEBOOK.COM/PN.BYTES/

PN.bytes
1d · 🌐

Look what we receive feedback from one of our customers. Really glad that all the kids love it. Thank you so much for purchasing with us. 🥰

So guys, if you have an event or a birthday party but you don't have an idea what kind of dessert to serve to your guests, don't be shy to order from us because we are kindly to accept it 🥰

"Life is Short, Eat Dessert First"

www.facebook.com/pn.bytes/

CUSTOMER FEEDBACK

"No more worrying about searching desserts, now just order here, it's delicious!"

"Life is Short, Eat Dessert First"

PN.bytes
1d · 🌐

Awww we are so glad that you like it. 😊
Come and grab your mini-cheesecake now!
"Life is Short, Eat Dessert First"



CUSTOMER FEEDBACK

The most appetizing dessert is their mini-cheesecake in addition to the premium ingredients which makes it tastier.

"Life is Short, Eat Dessert First"



PN.bytes
1d · 🌐

Just like our customer feedback, once you eat our mini-cheesecake, you be addicted to it! 😊
See, we will not disappoint our customers with our premium mini-cheesecake.
Order yours now!
"Life is Short, Eat Dessert First"



"Life is Short, Eat Dessert First"

"Good taste, soft, addicting, you can't stop if you eat their mini-cheesecake, I recommend"

★★★★★

Customer feedback

@pn.bytes

PN.bytes
1d · 🌐

Thank you for ordering with us!
"Life is Short, Eat Dessert First"

Customer Feedback

I like their mini-cheesecake, it's so good!

★★★★★

@pn.bytes

"Life is Short, Eat Dessert First"

PN.bytes
1d · 🌐

"Life is Short, Eat Dessert First"
High-quality ingredients produce tasty mini-cheesecake ✨
PN.Bytes uses premium ingredients to make sure customers are happy & satisfied
The Desserts We All Love! 😍

Customer Review

★★★★★

Not much to comment on, their mini-cheesecake is a very high premium to those who taste it.

"Life is Short, Eat Dessert First"

PN.bytes
1d · 🌐

Thanks for the order!
Now, it is time to get some dessert.
We will guarantee you all that this is the BEST mini-cheesecake you will ever have.
We come in three different toppings: ... [See more](#)

"Life is Short. Eat Dessert First"

Customer Review

★★★★★

"These cheesecakes are well-made. No wonder many of my friends recommend it to me."

@p.n.bytes

PN.bytes
1d · 🌐

Thank you and hope you enjoy eating it with your family! 🥰
Order yours now!
"Life is Short, Eat Dessert First"

Feedback


I am really happy that I order their mini-cheesecake and I would like to recommend this to others.

★★★★★

"Life is Short. Eat Dessert First"


Figure 1.9 PN.Bytes Hard Sell's

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

 **PN.bytes**
June 21 at 10:42 PM · 🌐

So what's not to love about cheesecake? It can be eaten each time of the day or night, it is easy to make or even easier to buy, it tastes divine, and on top of all this, it creates a sense of nicely-being that only comes from being good to yourself. So move ahead, eat and be jolly! Then you may realize why people love cheesecake! 🍷

"Life is Short, Eat Dessert First"




DO YOU EVER FEEL FRIGHTENED BY EATING CHEESECAKE BECAUSE OF THE HIGH-FAT RISK?

Obviously, you can't keep away from yourself by not enjoying the dessert that is tempting to look at or even taste it.

PN.Bytes

*has a SECRET MENU or ingredients that contain **Vegan** and **Plant-Based** cheese.*

However, you may customize or request any form of cheesecake primarily based on your ideal type!



 **PN.bytes**
June 28 at 12:10 AM · 🌐

Our delicious mini-cheesecake is in the town!
There are 3 toppings:

1. Original
2. Lemon
3. Chocolate... [See more](#)



Sweet & Delicious

MINI-CHEESECAKE

50% OFF
FOR ALL CUSTOMERS ONLY ON 30TH JUN-1ST JULY

 **DELIVERY**
019-443 3609/013-3898584



PN.bytes

June 28 at 11:16 PM · 🌐 📍

Shout out to Dessert Lovers out there! 🗣️

Your Favourite Mini-Cheesecake is here, you can order with us thru Whatsapp. We provide FREE delivery for the Putrajaya area only! You can order either one topping or you can choose to mix and match all toppings. It will be RM 50 for 25 pieces. We would recommend sharing it with your family and friends 😊

"Life is Short, Eat Dessert First"

Mini-Cheesecake VARIOUS TOPPINGS

RM 50 for 25 PCS



FREE DELIVERY FOR PUTRAJAYA AREA ONLY
019-443 3609/013-3898584



PN.bytes

June 28 at 11:42 PM · 🌐 📍

There's something we want to share with all of you 😊

"Life is Short, Eat Dessert First"

DID YOU KNOW?



The good thing about cheesecake is it takes only a few ingredients and is pretty straightforward to make, especially a UK style one, which can be made just by cooling it in the fridge!



PN.bytes
 July 2 at 2:11 PM · 🌐

Happy Weekend everyone!
 Don't forget to order with us or you might feel regretful later 😊
 Share it with your family and friends or maybe with your crush 🥰
 "Life is Short, Eat Dessert First"

RM150 for 25 pcs

Toppings:
 • Original
 • Lemon
 • Chocolate
 • Mix and Match

MINI CHEESECAKE

"LIFE IS SHORT, EAT DESSERT FIRST"

FREE DELIVERY FOR PUTRAJAYA AREA ONLY
 019-443 3609/013-3898584

PN.bytes

PN.bytes
 July 3 at 4:56 PM · 🌐

Premium ingredients are always the best right?
 If you are curious about our secret recipe then you need to order first our delicious mini-cheesecake! 😊
 "Life is Short, Eat Dessert First"

Good Evening!

do you want a bite of our mini-cheesecake?
"Life is Short, Eat Dessert First"

PN.bytes

PN.bytes
2d · 🌐

Hello Everyone~
Now, it is time to get some dessert.
PN.Bytes guarantee you all that this is the BEST mini-cheesecake you will ever have.
We come in three different toppings: Original, Chocolate, and Lemon
Get yours now!... [See more](#)



PN.bytes
2d · 🌐

The final exam is just around the corner and we wish you all the best!
"Life is Short, Eat Dessert First"





PN.bytes

2d · 🌐



STOP SCROLLING!

We have an announcement for you.

ATTENTION TO ALL PUTRAJAYA AREA!

With starting price of only RM 50 per box, you can taste the premium cheesecake to share!

FREE DELIVERY FOR PUTRAJAYA AREA ONLY
019-443 3609 / 013-3898584

PN.BYTES
We love to bake!



PN.bytes

2d · 🌐



Every food in the world has its own history.

I think we need to find out about the history of National Cheese Day.

Isn't it interesting?

Now that you know, it is time to take a bite of our mini-cheesecake! ... [See more](#)

History of National Cheese Day!

National Cheese Day is all about learning more about cheese, celebrating cheese, eating cheese—and not feeling guilty about it! In addition, National Cheese Day is all about embracing this culinary delight, getting well educated about all things related to cheese, and trying out different recipes that incorporate this amazing ingredient.

PN.BYTES
We love to bake!

PN.bytes
1d · 🌐

Hye, everyone! 🥳

As for those who are still new to our page, this is one of the options that you can choose for our mini-cheesecake! Get yours now or you might regret it later! 😊

"Life is Short, Eat Dessert First"

MIX AND MATCH

RM 50 for per box

CHOCOLATE **LEMON**

ORIGINAL *"Life is Short, Eat Dessert First"*

MINI-CHEESECAKE

PN.bytes
1d · 🌐

We would like to share with all of you one of the amazing facts that we found out recently! 😊

"Life is Short, Eat Dessert First"

amazing facts about Cheesecakes

Cheesecake is possibly one of the most distinct desserts on earth. Several other sweet treats have quite so many distinctive variations and descriptions across the globe. Hence, what you may consider the ultimate cheesecake might not be identical for someone else on the other side of the world.

PN.BYTES
"Life is Short, Eat Dessert First"

PN.bytes
1d · 🌐

"Life is Short, Eat Dessert First"

With only RM50.00 per box of our mini-cheesecake, It's the perfect price for a dessert to share!
Love is sharing your dessert.... [See more](#)

BEST DEAL

MINI-CHEESECAKE
EVERYONE'S FAVORITE DESSERT EVER!
With starting price of only RM 50 for per box, you can taste the premium cheesecake to share!
"Life is Short, Eat Dessert First"

FREE DELIVERY FOR PUTRAJAYA AREA ONLY
019-443 3609/013-3898584

PN.bytes
1d · 🌐

If you craving something, don't wait no more. Just order it and we can guarantee that u will not regret it because
"Life is Short, Eat Dessert First"

"Life is Short, Eat Dessert First"

craving for dessert?

FREE DELIVERY FOR PUTRAJAYA AREA ONLY
019-443 3609/013-3898584

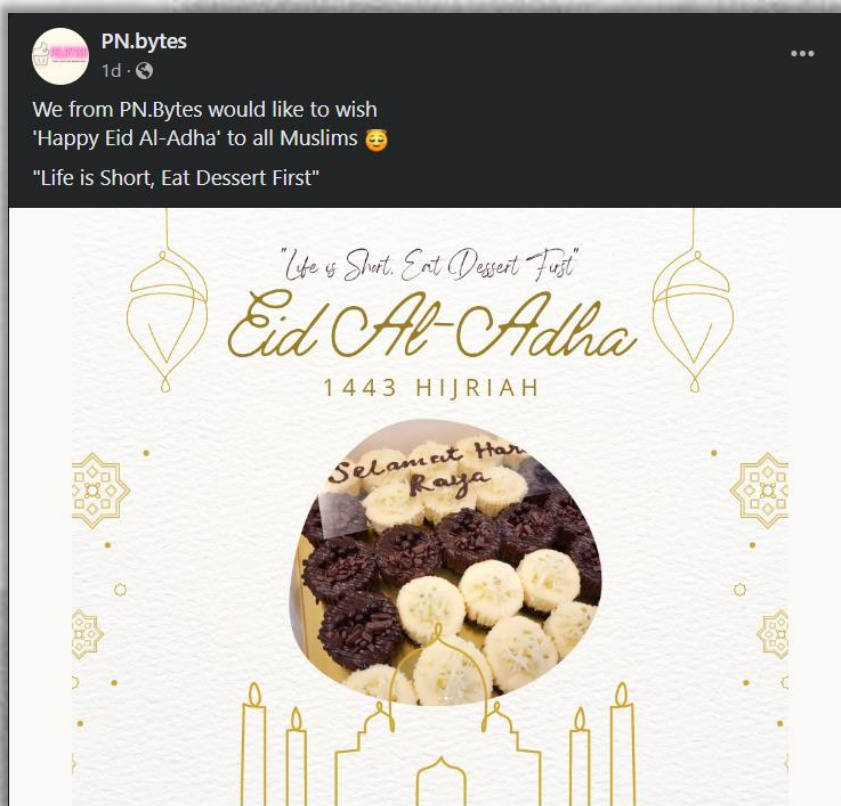
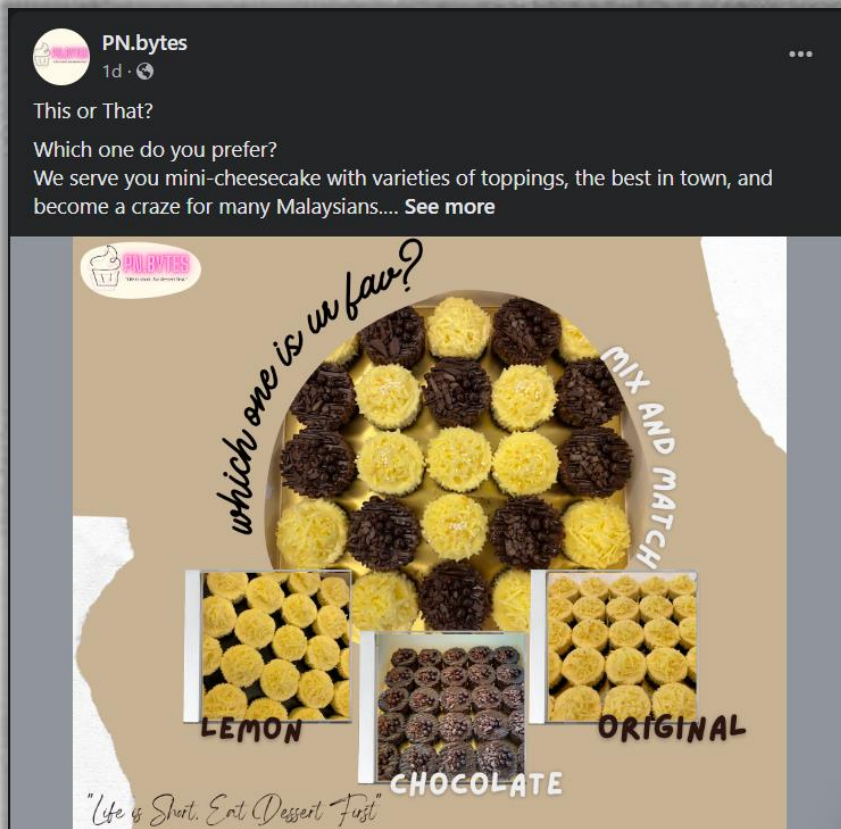


































































































Figure 2.0 PN.Bytes Soft Sell's

5.6 Relevant graphics to each post

PN.Bytes currently have 46 posts and there is a publication that is ongoing. The total post of soft sell and hard sell are 32 posts from May till July. The figure below indicates PN.Bytes web page of publishing tools within side the function views from our latest and previous posts.

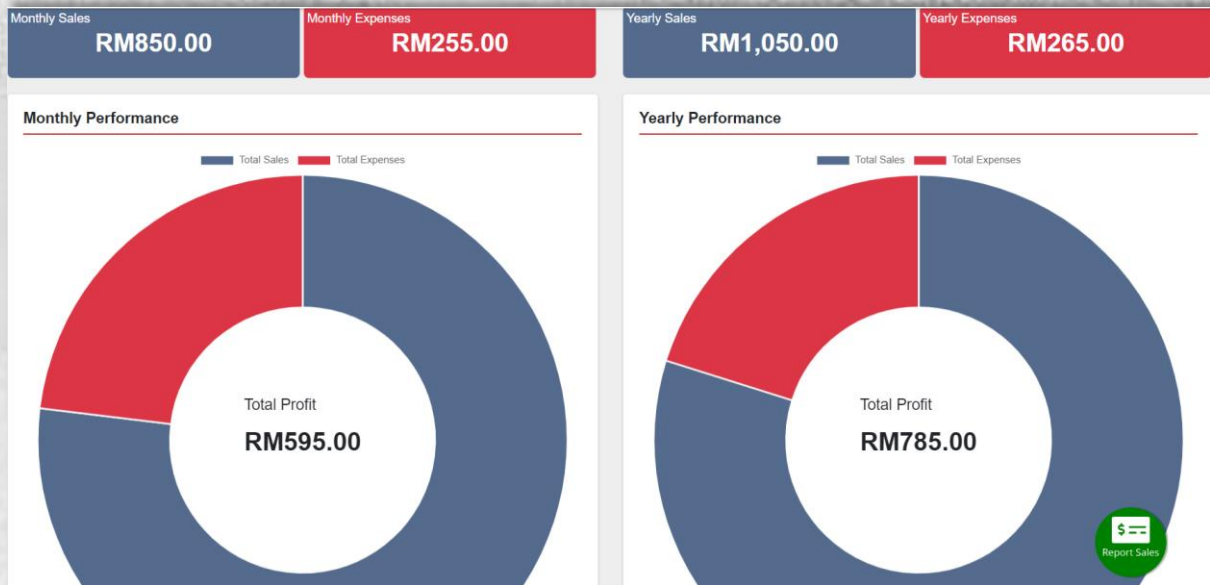
Post	Post status	Date	Details	Distribution	Impressions	People reached	Engage
 So what's not to love about cheesecake... PN.bytes	Published	06/21/2022 10:42 PM Nurul Nashwa	 	Average	17	13	10
 Pasti anda sudah lama menunggu po... PN.bytes	Published	06/21/2022 10:21 PM Nurul Nashwa	 	+1.3x Average	17	13	10
 Hye Everyone! Welcome to our FB Pa... PN.bytes	Published	05/16/2022 4:42 PM Nurul Nashwa	 	+1.4x Higher	19	14	11
 Are you ready to taste our mini-chees... PN.bytes	Published	06/26/2022 11:53 PM Nurul Nashwa	     		19	12	8
 Stay Tuned to our mini-cheesecake w... PN.bytes	Published	06/23/2022 11:27 PM Nurul Nashwa	 	+1.4x Higher	18	12	9
 Something delicious is coming soon. ... PN.bytes	Published	06/22/2022 1:28 PM Nurul Nashwa	 	+1.3x Average	17	12	8
 There's something we want to share ... PN.bytes	Published	06/28/2022 11:42 PM Nurul Nashwa	     		18	13	8
 Shout out to Dessert Lovers out there... PN.bytes	Published	06/28/2022 11:16 PM Nurul Nashwa	 	+1.0x Average	13	8	9
 Our delicious mini-cheesecake is in t... PN.bytes	Published	06/28/2022 12:10 AM Nurul Nashwa	 	+1.4x Higher	18	12	9
 Thank you for purchasing with us! Ho... PN.bytes	Published	07/03/2022 5:13 PM Nurul Nashwa	 	Higher	17	13	7
 Premium ingredients are always the b... PN.bytes	Published	07/03/2022 4:56 PM Nurul Nashwa	 	+1.4x Higher	16	12	7
 Happy Weekend everyone! Don't forge... PN.bytes	Published	07/02/2022 2:11 PM Nurul Nashwa	 	+1.4x Higher	16	12	7

		Hello everyone! 🌟 We feel so happy ... PN.bytes	● Published	07/06/2022 10:28 PM Nurul Nashwa	 	+1.4x Higher	14	12	5
		Alhamdulillah, thanks to this custome... PN.bytes	● Published	07/06/2022 12:55 AM Nurul Nashwa	 	+1.4x Higher	14	12	8
		Morning Everyone! We really apprecia... PN.bytes	● Published	07/04/2022 10:33 AM Nurul Nashwa	 	+1.7x Higher	19	14	8
		Alhamdulillah, thank you so much for ... PN.bytes	● Published	07/08/2022 2:32 PM Nurul Nashwa	 	+1.3x Average	12	11	5
		The final exam is just around the corn... PN.bytes	● Published	07/08/2022 2:28 PM Nurul Nashwa	 	+1.1x Average	10	9	6
		Hello Everyone~ Now, it is time to get ... PN.bytes	● Published	07/08/2022 2:24 PM Nurul Nashwa	 	+1.2x Average	11	10	6
		Good evening everyone! This is one o... PN.bytes	● Published	07/09/2022 6:04 PM Nurul Nashwa	 	-1.6x Lower	5	5	4
		Every food in the world has its own hi... PN.bytes	● Published	07/08/2022 2:41 PM Nurul Nashwa	 	+1.2x Average	11	11	7
		STOP SCROLLING! We have an annou... PN.bytes	● Published	07/08/2022 2:36 PM Nurul Nashwa	   	--	11	10	7
		"Life is Short, Eat Dessert First" With ... PN.bytes	● Published	07/09/2022 10:10 PM Nurul Nashwa	   		10	10	7
		We would like to share with all of you ... PN.bytes	● Published	07/09/2022 6:19 PM Nurul Nashwa	 	+1.3x Average	10	10	7
		Hye, everyone! 🍷 As for those who a... PN.bytes	● Published	07/09/2022 6:07 PM Nurul Nashwa	 	+1.4x Higher	11	11	7

	If you craving something, don't wait n... PN.bytes	Published	07/09/2022 10:25 PM Nurul Nashwa		+6.6x Higher	54	52	11
	Thank you sir for giving a good impre... PN.bytes	Published	07/09/2022 10:17 PM Nurul Nashwa		+1.4x Higher	11	11	7
	Thanks for willingly giving us 5 stars, ... PN.bytes	Published	07/09/2022 10:13 PM Nurul Nashwa		+1.1x Average	9	9	7
	Just like our customer feedback, onc... PN.bytes	Published	07/09/2022 10:36 PM Nurul Nashwa		+1.0x Average	8	8	7
	Awww we are so glad that you like it. ... PN.bytes	Published	07/09/2022 10:34 PM Nurul Nashwa		+1.1x Average	9	9	7
	Look what we receive feedback from ... PN.bytes	Published	07/09/2022 10:28 PM Nurul Nashwa		+1.1x Average	9	9	7
	This or That? Which one do you... ... PN.bytes	Published	07/09/2022 10:46 PM Nurul Nashwa		+1.1x Average	9	9	8
	"Life is Short, Eat Dessert First" High... PN.bytes	Published	07/09/2022 10:44 PM Nurul Nashwa		+1.1x Average	9	9	8
	Thank you for ordering with us! "Life i... PN.bytes	Published	07/09/2022 10:38 PM Nurul Nashwa		+1.0x Average	8	8	8
	Thank you and hope you enjoy eating ... PN.bytes	Published	07/09/2022 10:56 PM Nurul Nashwa		+1.4x Higher	11	10	9
	We from PN.Bytes would like to wish '... PN.bytes	Published	07/09/2022 10:54 PM Nurul Nashwa		+1.4x Higher	12	11	9
	Thanks for the order! Now, it is time L... PN.bytes	Published	07/09/2022 10:51 PM Nurul Nashwa		+1.0x Average	8	8	8

Figure 2.1 PN.Bytes relevant graphics

5.7 Sales Report



Go-eCommerce									
Business Name	Date	Type	Marketplace(if any)	Others Marketplace (if any)	Total Sales (RM)	Expenses Category	Expenses Subcategory	Total Expenses (RM)	Descriptions
PN.BYTES	29/06/2022	online	Social Media		100				Mini Cheesecake
PN.BYTES	03/07/2022	online	Social Media		100				Mini cheesecake
PN.BYTES	01/05/2022	expenses				Marketing	FB & Instagram Ads	10	
PN.BYTES	06/07/2022	online	Social Media		100				mini-cheesecake
PN.BYTES	02/07/2022	expenses				Marketing	FB & Instagram Ads	150	mini-cheesecake
PN.BYTES	03/07/2022	expenses				Marketing	FB & Instagram Ads	45	mini-cheesecake
PN.BYTES	08/07/2022	online	Social Media		200				mini-cheesecake
PN.BYTES	09/07/2022	online	Social Media		300				null
PN.BYTES	11/07/2022	expenses				Marketing	FB & Instagram Ads	60	
PN.BYTES	11/07/2022	online	Social Media		250				

Figure 2.2 PN.Bytes Sales Report

6.0 CONCLUSION

Finally, we would like to express how glad we are able to complete this social media portfolio. All of the tasks were clear and provided the student with the opportunity to comprehend and learn more about entrepreneurship. It was a good idea to be aware of teasers, hard-selling copywriting, and soft-selling while starting a firm. It teaches us as students how to be more disciplined as entrepreneurs, as well as how to get experience before beginning a business. Furthermore, after finishing this task, we have learnt a great deal about the modern world of business. If we intend to manage our own business in the future, we will be more driven and informed.

We must be prepared for any future obstacles by implementing a new strategy of marketing the goods via social media. In order to build the business, we had to learn how to be effective entrepreneurs by learning about the strategy for conducting social media in order to grab the customer's attention and get them to buy the goods. Before marketing the products to the user, we must guarantee that it is of high quality and at a reasonable price. With mutual cooperation, the notion of doing this social media evaluation might assist students directly and indirectly grow their business from time to time. Lastly, while developing this social media portfolio, we got a great deal of knowledge and experience.

We believe we have a great chance of success in our business if we work hard and know how to brand the product based on our marketing plan strengths. Despite the fact that there will be many challenges in running the business and many rivals, we believe that with a strong start as an entrepreneur industrious and marketing the product via social media may go farther in the future and entice many people to try the Asian appetizers.