



اَوْبُوْ سَيِّدِيْ تَيْكُوْ لُوْ كِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY : FACULTY OF ACCOUNTANCY UNIVERSITI TEKNOLOGI MARA  
KAMPUS PUNCAK ALAM**

**PROGRAM : BACHELOR OF ACCOUNTANCY (HONORS)**

**ENT 530 - PRINCIPLES OF ENTREPRENEURSHIP**

**SEMESTER & GROUP : MAR 2022 - JULY 2022 (AC220B4A)**

**PROJECT TITLE : SOCIAL MEDIA REPORT (MH CRUNCHY)**

**NAME : 1. MUHAMMAD HARITH IRFAN BIN MAZLAN (2020601814)  
2. MUHAMMAD HAIMAN BIN HASHIM (2020615274)**

**LECTURER : NUR NAJDAH ABD RAHIM**

**TOTAL MARKS = 65%**

**NO SSM  
NO SALES REPORT  
Lacking description of products**


## Acknowledgment



First and foremost, we would like to praise and thank Allah SWT for giving us the strength and because of His blessing, we finally managed to accomplish this assignment. Without His blessing, we wouldn't have gone this far. This assignment cannot complete without effort and co-operation from Muhammad Harith Irfan bin Mazlan and Muhammad Haiman bin Hashim. We always work hard to produce a good assignment with our full commitment and responsibility.

Therefore, we would like to acknowledge with thanks to our lecturer Miss Nur Najjah binti Abd Rahim because without her guidance our assignment cannot be done properly like this. She always gives us support and guidance on how to do our assignment in order to produce a good outcome. She inspired us greatly to work on this project. We also like to thank her for teaching us in this course.

Last but not least, we would like to express our thankfulness to University Technology Mara (UiTM) campus Puncak Alam for giving us the opportunity to conduct this social media report assignment. Finally, an honorable mention goes to our friends and family for their support and willingness to spend some time to like the facebook page.



## Executive Summary

MH Crunchy is a partnership of a Small Medium Enterprise (SME) company which is owned by two partners consisting of Mr. Haiman and Mr. Harith Irfan. Our company is an online business which sells our popcorn through a facebook page named “MH Crunchy Enterprise”. The goal of creating this popcorn is to give the satisfaction of customers when they are doing their daily activities. MH Crunchy's main target market is young adults aged 18 to 40, this is because we target the students who can enjoy our popcorn while doing the assignment and the people who like to watch movies at home.

We created the Facebook page to expand our business through social media and learn how to promote using Facebook posts for business products which are teaser posts, soft sell and hard sell. We also must raise the revenue at least RM61 and above and prudent spending for my product to avoid profit falls. We also learned how to use eUsahawan Portal to record the sales through eUsahawan Portal.



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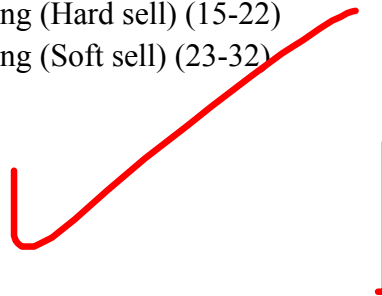
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## Go- Ecommerce registration

PERSONAL PROFILE	BUSINESS PROFILE																																																
 <b>MUHAMMAD HARITH IRFAN BIN MAZLAN</b>	<p><b>Personal Information</b></p> <table border="0"> <tr> <td>Name</td> <td>: MUHAMMAD HARITH IRFAN BIN MAZLAN</td> <td>Phone/Mobile</td> <td>:</td> <td></td> <td><a href="#">Edit</a></td> </tr> <tr> <td>New Identity Card No.</td> <td>:</td> <td>Home Address</td> <td>:</td> <td></td> <td></td> </tr> <tr> <td>Email Address</td> <td>:</td> <td>District</td> <td>:</td> <td></td> <td></td> </tr> <tr> <td>City</td> <td>:</td> <td>Postcode</td> <td>:</td> <td></td> <td></td> </tr> <tr> <td>State</td> <td>:</td> <td>Personal Instagram</td> <td>:</td> <td></td> <td></td> </tr> <tr> <td>Personal Facebook</td> <td>:</td> <td>Race</td> <td>:</td> <td></td> <td></td> </tr> <tr> <td>Gender</td> <td>:</td> <td>Special Need Required</td> <td>:</td> <td></td> <td></td> </tr> <tr> <td>Marital Status</td> <td>:</td> <td></td> <td></td> <td></td> <td></td> </tr> </table>	Name	: MUHAMMAD HARITH IRFAN BIN MAZLAN	Phone/Mobile	:		<a href="#">Edit</a>	New Identity Card No.	:	Home Address	:			Email Address	:	District	:			City	:	Postcode	:			State	:	Personal Instagram	:			Personal Facebook	:	Race	:			Gender	:	Special Need Required	:			Marital Status	:				
Name	: MUHAMMAD HARITH IRFAN BIN MAZLAN	Phone/Mobile	:		<a href="#">Edit</a>																																												
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Institution Information	<a href="#">Add New</a>				
UiTM Puncak Alam - ENT530 : PRINCIPLES OF ENTREPRENEURSHIP (AC220B4A) - MAC 2022					
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	<a href="#">Edit</a> <a href="#">Delete</a>
Course Name	: ENT530 : PRINCIPLES OF ENTREPRENEURSHIP (AC220B4A) - MAC 2022	Class Name	:	ENT530 AC220B4A	
Subject Name	: ENT530 AC220B4A	Year Enrolling the subject	:	2022	
Month Enrolling the Subject	: 3	Lecturer Name	:	Nur Najjah binti Abd Rahim	
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	:	8	
Related To Study Field	: Yes				

9:58  
WhatsApp  
app.go-ecommerce.my



**MUHAMMAD HAIMAN BIN HASHIM**

**Personal Information**

Name : MUHAMMAD HAIMAN BIN HASHIM

New Identity Card No. :

Email Address :

City :

State :

Personal Facebook :

Gender :

Marital Status :

Phone/Mobile :

Home Address :

District :

Postcode : 81300

Personal Instagram :

Race :

Special Need Required :

[Edit](#)

9:58  
WhatsApp  
app.go-ecommerce.my

UiTM Puncak Alam - ENT530 :  
PRINCIPLES OF  
ENTREPRENEURSHIP (AC220B4A)  
- MAC 2022

Type of Institution : IHL

State of Institution : Selangor

Address of Institution : Universiti Teknologi MARA  
Cawangan Selangor  
Kampus Puncak Alam,  
42300 Bandar Puncak Alam,  
Selangor, .

District of Institution : Kuala Selangor

Institution List : Universiti Teknologi MARA

Name of Institution : UiTM Puncak Alam

City : Puncak Alam

Postcode : 42300

Level of Study : Bachelor Degree

Course Name : ENT530 : PRINCIPLES OF ENTREPREN

9:58  
WhatsApp  
app.go-ecommerce.my

Enrolling the subject

Subject

Internship Enrollment : No

Month of Internship Enrollment

Expected Year To Complete Study : 2024

Related To Study Field : Yes

Study Status : Full time

Class Name : ENT530  
AC220B4A

Year Enrolling the subject : 2022

Lecturer Name : Nur Najjah binti Abd Rahim

Year Of Internship Enrollment

Period of Internship Training


Expected Month To Complete Study : 8

[Edit](#) [Delete](#)

eCertificates

5

## MyENT certificate



UNIVERSITI  
TEKNOLOGI  
MARA

Akademi  
Pembangunan PKS dan  
Keusahawanan Malaysia  
(MASMED)

### MASMED YOUNG ENTREPRENEUR (MyENT)

#### SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar	: 2020601814
Nama	: <u>MUHAMMAD HARITH IRFAN BIN MAZLAN</u>
Program Pengajian	: SARJANA MUDA PERAKAUNAN (KEPUJIAN)
Fakulti	: Faculty of Accountancy
Kampus	: Selangor

#### MAKLUMAT PERNIAGAAN

Mod Perniagaan	: Online
Bidang Perniagaan yg diceburi	: Makanan
Tempoh Berniaga	:
No. Pendaftaran Perniagaan	:
URL Perniagaan	: <a href="https://www.facebook.com/mhcrunchy">https://www.facebook.com/mhcrunchy</a>
Alamat Premis Perniagaan	:
Tarikh Mendaftar	: 13 Jun 2022
Tarikh Kemaskini	:
Tarikh Cetak	: 13 Jun 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)



UNIVERSITI  
TEKNOLOGI  
MARA

Akademi  
Pembangunan PKS dan  
Keusahawanan Malaysia  
(MASMED)

## MASMED YOUNG ENTREPRENEUR (MyENT)

### SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar : 2020615274  
Nama : MUHAMMAD HAIMAN BIN HASHIM  
Program Pengajian : ~~SARJANA MUDA PERAKAONAN (KERUJIAN)~~  
Fakulti : Faculty of Accountancy  
Kampus : Selangor

### MAKLUMAT PERNIAGAAN

Mod Perniagaan : Online  
Bidang Perniagaan yg  
diceburi : Makanan  
Tempoh Berniaga :  
No. Pendaftaran Perniagaan :  
URL Perniagaan : <https://www.facebook.com/mhcrunchy>  
Alamat Premis Perniagaan :  
Tarikh Mendaftar : 13 Jun 2022  
Tarikh Kemaskini :  
Tarikh Cetak : 13 Jun 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.

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SALINAN PENDAFTARAN INI DIPERAKUI OLEH  
**PENOLONG NAIB CANSOLOR KEUSAHAWANAN UITM**

Malaysian Academy of SME & Entrepreneurship Development (MASMED)

✓  
5

SSM?

## Introduction of business

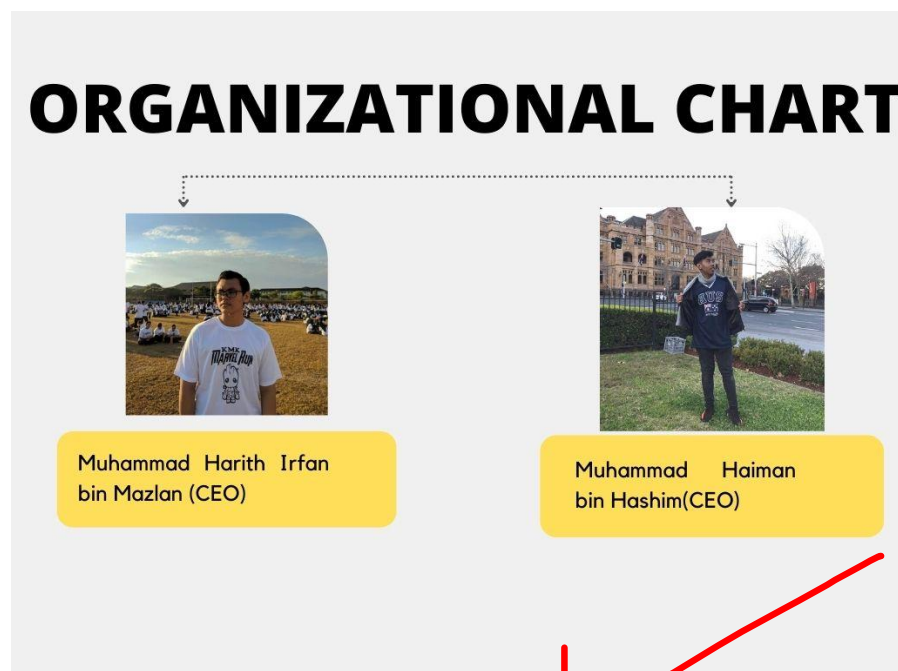
### Name and address of business

The name MH Crunchy Enterprise refers to the partnership of 'Muhd Harith and' Muhd Haiman. I choose 'MH' to show my appreciation for our partnership. The reason for selecting 'Crunchy' was to emphasise that my company sells something crunchy, such as popcorn, to my clients. We are usually the Eng Popcorn company's agent. Eng's Popcorn is a local Malaysian brand with the motto "Popping in your heart." The name "ENG'S" is a tribute to the owner's late father's nickname. It is entirely Bumiputra and Muslim made.

The address of MH Crunchy Enterprise is

My company normally operates through social media platforms such as Facebook. This type of business allows me to work from home and at any time and from any location. This is why I decided to launch my business from the comfort of my own home.

### Organizational chart





## MISSION

To provide the customers enjoy eating caramel popcorn and popping in customers heart.

## VISION

To ensure the best quality of the popcorn product in Malaysia and spread the business wider.

## Descriptions of products



Popcorn, sugar, oil, salt, and instant caramel are the ingredients. The packaging comes in 300g and 500g bottles, as well as 1kg bags. It can go wherever clients want it to go. Customers are free to travel wherever they like. It can be kept at room temperature. The agent can offer direct delivery to customers and as well as self-pickup by customers and shipping.

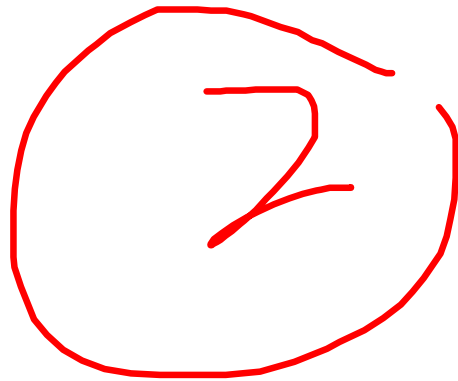
## Price list

Eng's Caramel Popcorn is reasonably priced based on the size of the popcorn. The price of 300g is RM18, while 500g costs RM25. The popcorn delivery service is free inside Skudai. Peninsular Malaysia postage is RM8.



# Facebook (FB)

## Creating Facebook (FB) page



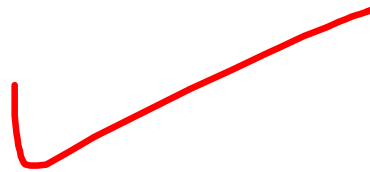


## Customizing URL Facebook (FB) page



URL Facebook (FB) page : <https://www.facebook.com/mhcrunchy>

3



FB LIKES TOTAL = 50 LIKES

2

Facebook (FB) post - Teaser



Teaser 1



Teaser 2



Teaser 3



Teaser 4

4

# Facebook (FB) post - Copywriting (Hard sell)

MH Crunchy Enterprise  
Published by Harth Irfan · June 27 at 10:56 PM ·

Jom Dapatkan Popcorn daripada MH Crunchy  
Diyakini Rangup dan Manis  
RM18 SAHAJA  
Kalau makan time tengok movie confirm lagi layan tau  
Dapatkan sekarang!! Rasa Sekali Pasti Mahu Lagi  
Mesej Kami Sekarang untuk order!  
<https://wa.me/601131222186>  
See Translation

Eng's  
Dropping in your heart

Labels: Attention, Interest, Desire, Convince, Action, Graphic

Hard Sell 1

MH Crunchy Enterprise  
Published by Harth Irfan · June 27 at 11:08 PM ·

FULLY COATED CARAMEL POPCORN HERE GUYS  
POPCORN JENIS MUSHROOM YANG DISALUTI CARAMEL  
Dengan hanya harga RM 18 sahaja  
Sangat sesuai untuk dijadikan kudapan ketika lapar pada waktu malam  
Dapatkan popcorn anda ketika stok masih ada  
Mesej Kami Sekarang untuk order!  
<https://wa.me/601131222186>  
See Translation

Eng's  
FULLY COATED  
Caramel

Labels: Attention, Interest, Desire, Convince, Action, Graphic

Hard sell 2

**MH Crunchy Enterprise**  
Published by Harith Irfan @ · June 27 at 11:29 PM · 🌐

BERITA BAIK UNTUK SESIAPA YANG SUKA MENONTON BOLA SEPAK 🏆

Mari dapatkan popcorn kami yang fully coated caramel dijamin halal lagi bersih


Dengan hanya RM18, Anda boleh menonton bola sepak dan menyokong pasukan kegemaran anda sambil menikmati popcorn daripada MH Crunchy 🍿

Tunggu apa lagi mari dapatkan sebelum perlawanan bola sepak kegemaran anda bermula!!

Mesej Kami Sekarang untuk order! 📩

<https://wa.me/601131222186>

See Translation



Labels on the right side of the image:

- Attention
- Interest
- Desire
- Convince
- Action
- Graphic

### Hard sell 3

**MH Crunchy Enterprise**  
28 June at 00:45 · 🌐

KRIUK..KRIUK.. ITULAH BUNYI APABILA ANDA MAKAN POPCORN KAMI 🍿

- ✅ Fully Coated Caramel
- ✅ Popcorn Bulat & Size Lebih Besar & Crunchy
- ✅ Packaging Premium - Tak Senang Lemau
- ✅ Rasa Manis2 Lemak
- ✅ 3 Pilihan Size - 300gm / 650gm / 1kg
- ✅ Produk BMF Melayu Bumiputera & Halal
- ✅ Rasa International, Harga Lokal


Sesuai untuk makan bersama keluarga ketika menonton televisyen..

Pasti anak-anak anda sukakannya!!

Anak-anak mintak popcorn je takkan tak mampu belikan 🍿🍿

Mesej Kami Sekarang untuk order! 📩

<https://wa.me/601131222186>



Labels on the right side of the image:

- Attention
- Interest
- Desire
- Convince
- Action
- Graphic

### Hard sell 4



**MH Crunchy Enterprise**  
28 June at 20:35 · 🌐

PERUT ANDA LAPAR KETIKA WAKTU MALAM? TAPI BUKAN NAK MAKAN NASI? ← Attention

Memperkenalkan popcorn kami : ← Interest


1. Rangup, sedap & lazat
2. Menepati cita rasa orang ramai
3. 100% keluaran bumiputra dan orang melayu
4. Dijamin halal

Sangat sesuai bagi anda yang ingin mengunyah sesuatu pada waktu malam ← Desire

Kenapa perlu berlajar? Order saja popcorn kami. ← Convince

Mesej Kami Sekarang untuk order! 📩📩 ← Action

<https://wa.me/601131222186>



← Graphic

## Hard sell 5

**MH Crunchy Enterprise**  
28 June at 21:16 · 🌐

SIAPA KATA POPCORN NI MAKAN BILA TENGOK MOVIE JE? POPCORN JUGA BOLEH JADI PENEMAN UNTUK STUDENT BUAT ASSIGNMENT JUGA TAU 🤪 ← Attention

Popcorn warna keemasan disaluti dengan karamel yang penuh membuatkan sekali makan pasti nak lagi. Semangkuk pun tak cukup!! ← Interest

Sambil buat assignment yang banyak tu.. Nikmati keenakkan sepanjang masa dan kongsi kerian anda. ← Desire

Wasap kami segera untuk dapatkan anda punya bijiran keemasan 🤪 ← Convince

Mesej Kami Sekarang untuk order! 📩📩 ← Action

<https://wa.me/601131222186>



← Graphic

## Hard sell 6

**MH Crunchy Enterprise**  
28 June at 21:23

SEBAB KENAPA ANDA PERLU TRY PRODUK ENG'S POPCORN ?

🔥🔥🔥🔥🔥🔥🔥🔥🔥🔥🔥🔥🔥🔥🔥🔥

1. Bertih Jagung yang disalut penuh karamel dan rasa premium bila kunyah ✓
2. 100% Produk Bumiputera Muslim ✓
3. Harga yang sangat berpatutan ✓
4. Truthly worth it ✓

Popcorn Eng's sesuai untuk anda apabila :  
 >> FAMILY TIME - Duduk depan tv sambil tgk movie ✓  
 >> BERSAMA RAKAN - Tengok bola ramai-ramai ✓  
 >> DIPEJABAT - Buat kerja sambil menikmati Eng's Popcorn ✓

Atau dimana dan bila-bila masa untuk anda nikmatinya.

WHATSAPP SEKARANG!! Stok selalu TAK CUKUP jadi kena cepat!!

Mesej Kami Sekarang untuk order! 🌟🌟  
<https://wa.me/601131222186>



### Hard sell 7

**MH Crunchy Enterprise**  
28 June at 21:30


NAK TAHU TAK? ANDA BOLEH JADIKAN ENG'S POPCORN SEBAGAI HADIAH BUAT YANG TERSAYANG 🍷❤️🍷🍷🍷

Padat dan disaluti caramel penuh yang sangat enak. Sekali makan memang tidak pernah jemu untuk makan lagi.

Tak kira tua atau muda, Eng's Popcorn pasti menjadi kegemaran sesiapa pun. Ia sesuai untuk dijadikan kudapan pada bila-bila masa. 😊😄

Jom order sekarang sementara stok masih ada!!

Mesej Kami Sekarang untuk order! 🌟🌟  
<https://wa.me/601131222186>



### Hard sell 8

**MH Crunchy Enterprise**  
29 June at 21:51 · 🌐

🔥 **ENG'S CARAMEL POPCORN**


Rasai sesuatu yang menyelerakan dan anda tak boleh lupa. Eng's popcorn dihasilkan daripada bertih jagung premium yang terpilih dan segar.. Kesedapannya sehingga menjilat jari !

Baru best layan movie sambil makan popcorn 🍿

Jom dapatkan Eng's popcorn segera !

Mesej Kami Sekarang untuk order! 📩👉

<https://wa.me/601131222186>



Attention

Interest

Desire

Convince

Action

Graphic

### Hard sell 9

**MH Crunchy Enterprise**  
29 June at 21:56 · 🌐

😍😍 YEAY SO POPCORN NI LA YANG DINANTI-NANTIKAN 🍿🍿


Keenakan dan kerangupan popcorn yang mampu membuat si pembeli jatuh hati ❤️

Dengan rasa yang sangat premium semestinya sebalang tak cukup tau

DAPATKAN SEKARANG SEBELUM TERLAMBAT STOCK TERHAD TAU 🙏

Mesej Kami Sekarang untuk order! 📩👉

<https://wa.me/601131222186>



Attention

Interest

Desire

Convince

Action

Graphic

### Hard sell 10



**MH Crunchy Enterprise**  
29 June at 22:04 · 🌐


**POPCORN CARAMEL** 🤩 🍿  
🌟🌟🌟🌟🌟🌟

Name : NEWBORN  
Size : Medium  
Weight : 300g  
Price : RM18.00

Unique Features : The Right Size Just For You! Share your happiness with your love one with Newborn 🥰❤️

**GRAB YOURS NOW !!**

Mesej Kami Sekarang untuk order! 📩👉  
<https://wa.me/601131222186>



Labels: Attention, Interest, Desire, Convince, Action, Graphic

### Hard sell 11

**MH Crunchy Enterprise**  
29 June at 22:08 · 🌐

**CRAVING... CRAVING...** 😋😋😋

ENG'S POPCORN SPECIALS !? ❤️

- 🍿 Crunch is incredible
- 🍿 The taste of premium
- 🍿 Fully Coated Caramel
- 🍿 Muslim Product 100
- 🍿 Exclusive Packaging

hujan je mesti perut rasa lapar, takkan nak biar perut kosong betul tak?? Mesti kena grab Eng's Popcorn buat stok 🤩

Jom dapatkan Eng's popcorn segera !

Mesej Kami Sekarang untuk order! 📩👉  
<https://wa.me/601131222186>



Labels: Attention, Interest, Desire, Convince, Action, Graphic

### Hard sell 12

**MH Crunchy Enterprise**  
30 June at 21:11 · 🌐

**FIRST CHOICE MOVIE PARTNER** 🎬


Popcorn yang tidak menggunakan bahan pengawet atau pewarna tiruan didalam popcorn yang dihasilkan. Kalau anda nampak warna kuning keemasan tu, ianya adalah hasil dari caramel yang asli.

Get Eng's Popcorn and start watching movie with family!

Jom dapatkan Eng's popcorn segera!!

Mesej Kami Sekarang untuk order! 📩👉

<https://wa.me/601131222186>



Labels: Attention, Interest, Desire, Convince, Action, Graphic

### Hard sell 13

**MH Crunchy Enterprise**  
30 June at 21:17 · 🌐

**"NEWBORN" THE ULTIMATE HAPPINESS** ✨


Popcorn kami rangup, manis dan menarik, warnanya sahaja menarik minat anda dan keluarga. 🍿

Memang sedap rasanya, kalau makan sebiji memang tak cukup. 😊

Jangan berlengah lagi, dapatkan popcorn anda sekarang!

Mesej Kami Sekarang untuk order! 📩👉

<https://wa.me/601131222186>



Labels: Attention, Interest, Desire, Convince, Action, Graphic

### Hard sell 14

**MH Crunchy Enterprise**  
30 June at 21:33

RASA MACAM TAK KENA BILA TENGOK MOVIE TANPA POPCORN, BETUL TAK?

Eng's popcorn ni di buat daripada bijirin jagung yang segar dari ladang dan di saluti caramel yang luar biasa.

Lagi best kalau korang share popcorn ni dgn keluarga atau kawan kawan korang sambil lepak santai di mana sahaja tempat best yang korang nk pergi.

Memang berbaloi sebab sangat sedap, Korang kena cuba tau!

Mesej Kami Sekarang untuk order! 🌟🌟  
<https://wa.me/601131222186>



Attention

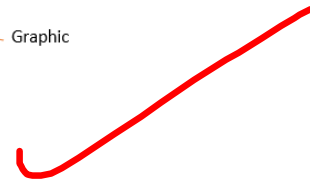
Interest

Desire

Convince

Action

Graphic



### Hard sell 15

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**MH Crunchy Enterprise**  
30 June at 21:39

MELETOP-LETOP 🌟🌟 FULLY COATED CARMEL

POPCORN PREMIUM ni, Memang Besar-besar

Popcorn Eng's sesuai untuk anda apabila bersama family duduk depan tv sambil tgk movie, bersama rakan-rakan tengok bola ramai-ramai dan di pejabat sambil buat kerja.

Jom contact kami sekarang !!

Mesej Kami Sekarang untuk order! 🌟🌟  
<https://wa.me/601131222186>



Attention

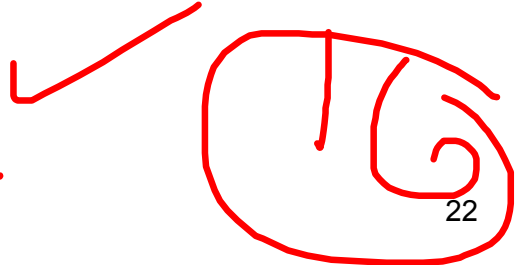
Interest

Desire

Convince

Action

Graphic



### Hard sell 16

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**Facebook (FB) post - Copywriting (Soft sell)**

MH Crunchy Enterprise  
Posted by Haiman Hashim  
30 Jun · 🕒 · 🌐

Hi everyone.

#engspopcornhq  
#engspopcornlover  
#entrepreneurlife  
#poppinginyourheart

INTRODUCTION

What's your favourite flavour?

Like Comment Share



Keistimewaan Eng's Popcorn 🔥  
Selain dari Fully Coated Caramel, korang rasa apa lagi  
istimewanya Eng's Popcorn ni ?  
[#engpopcornhq](#)  
[#engpopcornlover](#)  
[#entrepreneurlife](#)  
[#poppinginyourheart](#)  
See Translation



NETFLIX AND CHILL 🤔

"Petang-petang ni seronok kan dapat spend time dengan family dekat rumah ? Haaa korang bukak je netflix sambil layan kopi panas" 😊

"Tapi jangan lupa bawak Eng's Popcorn sekali tau. Takde

Eng's Popcorn tak seronok lah layan netflix tu" 😘

#engspopcornhq

#engspopcornlover

#poppinginyourheart

#entrepreneurlife

See Translation



TITLE

INTRODUCTION



**MH Crunchy Enterprise**

Posted by Haiman Hashim

15 Jun · 🕒 · 🌐

We sell Eng's Popcorn is a local homemade product of a Malaysian brand used the slogan "Popping in your heart". The name "ENG'S" is a tribute to the nickname of the owner's late father. It is a 100% Bumiputra and Muslim product



**Everyone knows  
our company  
for popcorn**

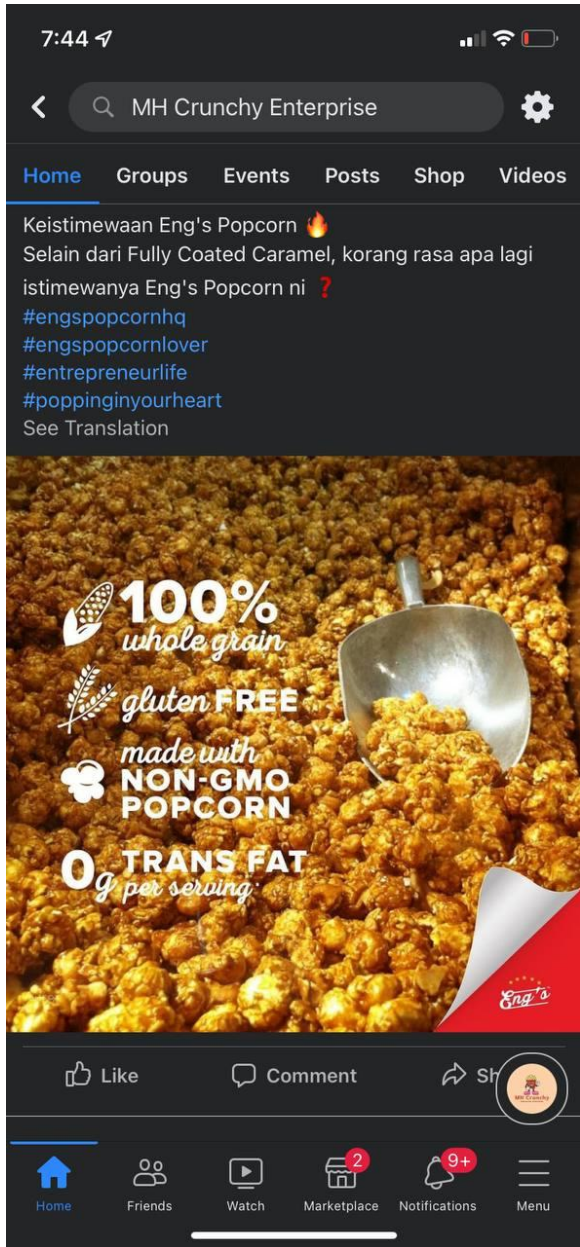


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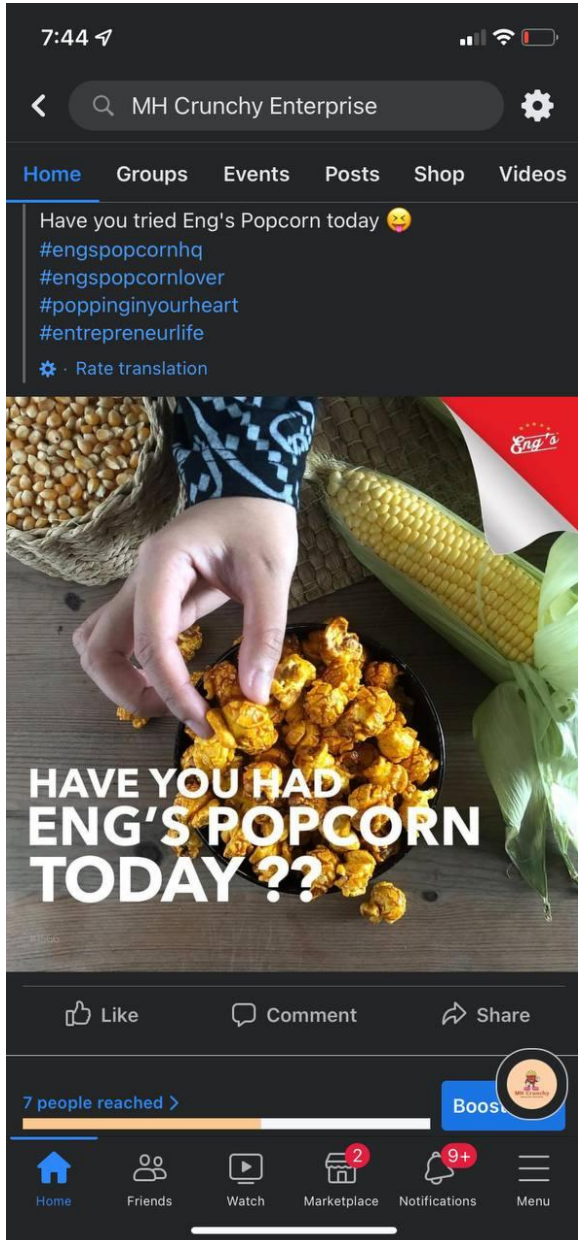


**INTRODUCTION**









7:43

MH Crunchy Enterprise


Home Groups Events Posts Shop Videos

Like Comment Share

9 people reached > Boost post

MH Crunchy Enterprise added 3 new photos from 27 June at 14:14.  
Posted by Haiman Hashim  
28 Jun · 🌐

Thank you to #engpopcornlover for always supporting us.



Like Comment Share

3 people reached > Boost post

MH Crunchy Enterprise  
Posted by Harith Irfan  
28 Jun · 🌐

KRIUK..KRIUK.. ITULAH BUNYI APABILA ANDA MAKAN

Home Friends Watch Marketplace Notifications Menu

7:42

MH Crunchy Enterprise

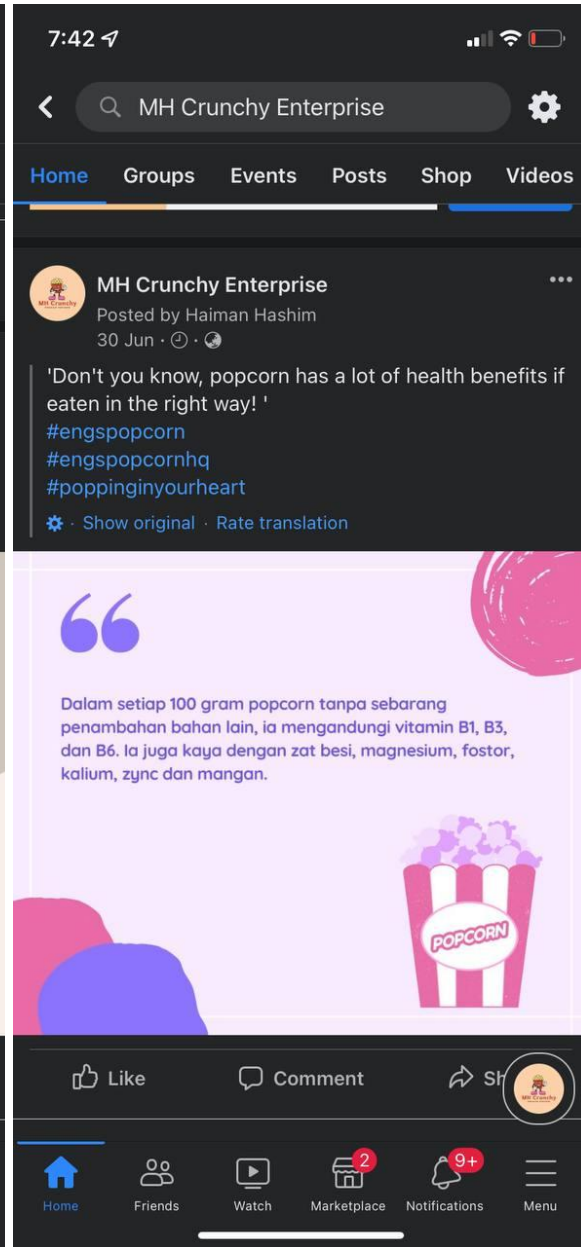
Home Groups Events Posts Shop Videos

HALAL ?  
Yes, Eng's Popcorn is a certified HALAL food 🥰  
#engpopcornhq  
#engpopcornlover  
#poppinginyourheart  
#entrepreneurlife  
#dijaminhalal



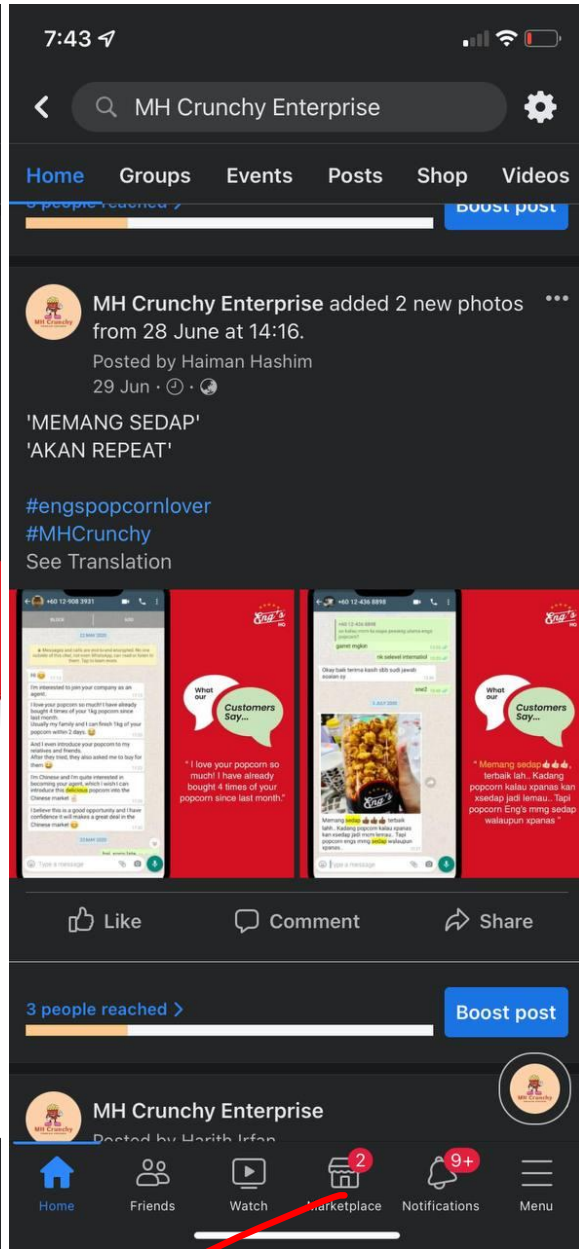
Like Comment Share

Home Friends Watch Marketplace Notifications Menu







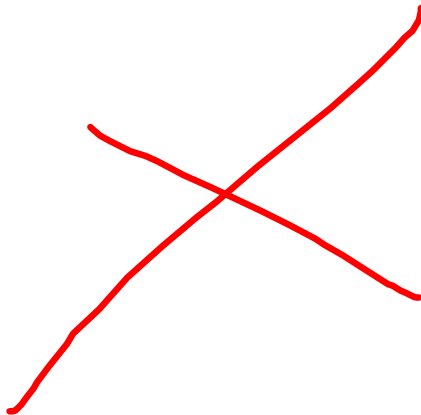
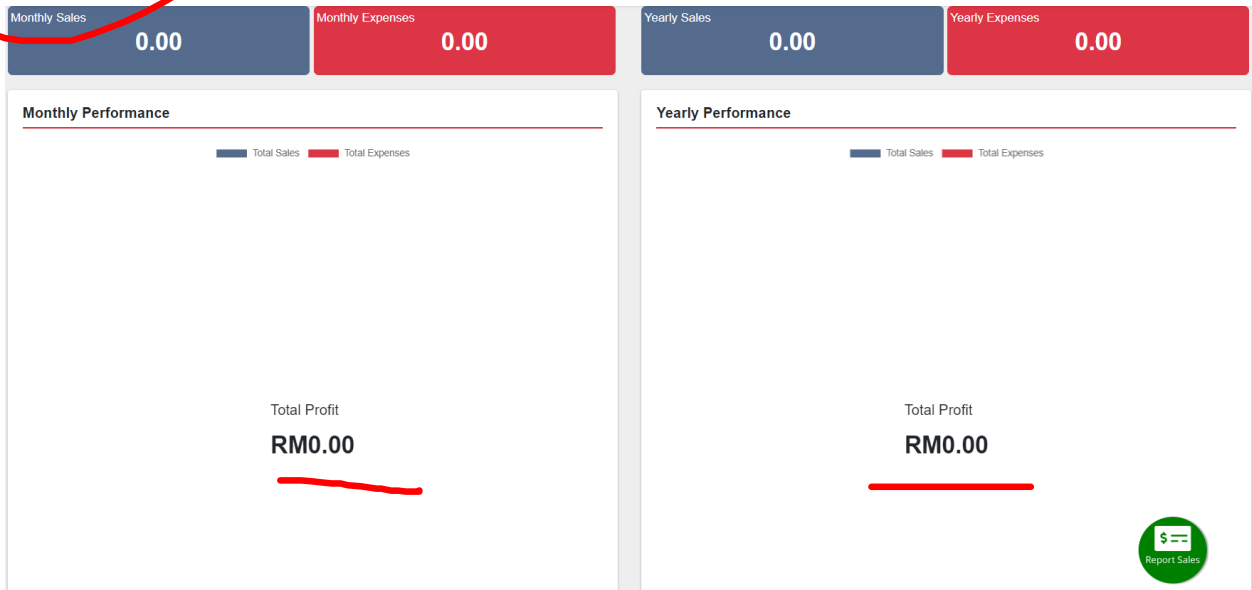


graphics = 03

14

Where is your descriptions of soft sell?

# Sales report



## Conclusion

To summarise, social media is a powerful platform for businesses of all sizes to reach their customers. Through these social media postings, we can not only advertise our product, but also develop two-way communication with the public. I believe Facebook is one of the best social media platforms for businesses;

However, I recognise that in order to use this platform effectively, we must have a good marketing strategy. Using the right social media promotion technique can bring our company a lot of success, raise brand awareness, and generate a lot of sales. This subject, Principle of Entrepreneurship (ENT530), assisted me in improving both my entrepreneurial and communication skills. I am grateful for the opportunity to learn about copywriting. It will undoubtedly be useful if I ever start an online business in the future.

By completing this report, I hope to improve my ability to be more innovative, problem solve, think critically, conduct research, and manage effectively. In the future, we hope that our company's empire will grow and that it will be recognised by a large number of people.

Lastly, using Facebook as a social media platform can help our business reach out to new potential customers more effectively by using Facebook advertisements and boosted posts. Creating Facebook pages is a fantastic way to centralise data and engage with customers one-on-one. Aside from that, Facebook allows us to create a longer-term interactive platform where we can truly engage our business with our customer base.

writing style=03