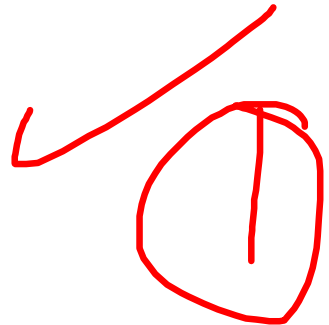




اَوْنَبُوْ سَيِّتِيْ تَيَكْنُوْلُوْجِيْ مَآرَا
UNIVERSITI
TEKNOLOGI
MARA

**UNIVERSITI TEKNOLOGI MARA
FACULTY OF ACCOUNTANCY**

**ENT 530
PRINCIPLES OF ENTREPRENEURSHIP**



SOCIAL MEDIA PORTFOLIO : PRO BATIQUE (KEK BATIK)

PREPARED BY:

NOOR SYAZANA NADJWA BINTI MD.NOORHASNAN

(2020828258)

WAIRA IRNA SOFIYA BINTI AZMAN

(2020878464)

PREPARED FOR:

MISS NUR NAJJAH ABD RAHIM

TOTAL = 82%

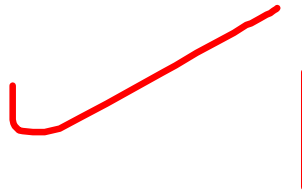
ACKNOWLEDGEMENT

In the name of Allah, the Most Gracious and the Most Merciful, to begin with, we want to thank Allah SWT for giving us this chance to work and finish this Social Media Report. We prepared this report for the subject Principles of Entrepreneurship (ENT530) with guidelines provided by our lecture. Thus, we would like to take this opportunity to express our gratitude to our beloved lecturer, Miss Nur Najjah binti Abd Rahim for her assistance, advice and constructive motivation throughout this period to complete the business plan.

In addition, a big thank you to our partners for spending time and working together to successfully complete this business plan. Through all the challenges in the process, we still manage to finish this report as a whole group with their help and understanding.

Last but not least, we are incredibly thankful to those who assisted and encouraged us to work on this report, especially to our parents, family and friends. They have provided us with the best support by continuing to encourage us through the period to finish this business plan. Finally, let us pray to Allah SWT for His blessing.

Thank you.



EXECUTIVE SUMMARY

Pro Batique is a business where we sell a chocolate dessert called Kek Batik. Our main objective for the business is to offer homemade classic and nostalgic Malaysian dessert, Kek Batik, to our customers using high quality ingredients at an affordable price.

Our business, Pro Batique, was started on 20th June 2022. Pro Batique is currently selling only one product which is Kek Batik. Our customers have given our product various positive feedback as they said that our Kek Batik is delicious, made with high quality ingredients like Milo and within a reasonable price.

We have sold 24 boxes of Kek Batik since the opening of our business and gained more demand from customers for the Kek Batik. We have been using social media such as the Facebook page to promote and spread words about our business easily. By using the Facebook page, we have also learned how to do posting for our product through teaser, hard sell and soft sell.

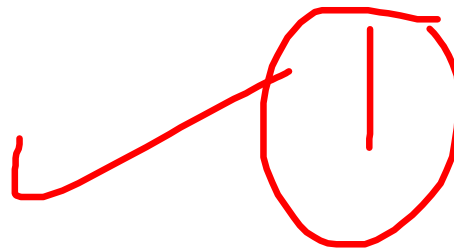
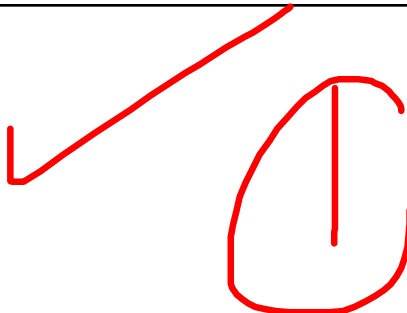


TABLE OF CONTENTS

NO	TABLE OF CONTENT	PAGES
	ACKNOWLEDGMENT	2
	EXECUTIVE SUMMARY	3
1.0	BUSINESS REGISTRATION	
	1.1 GO E-COMMERCE REGISTRATION	5-6
	1.2 MYENT CERTIFICATE	7
2.0	INTRODUCTION OF BUSINESS	
	2.1 NAME AND ADDRESS OF BUSINESS	8
	2.2 ORGANIZATIONAL CHART	9
	2.3 MISSION AND VISION	10
	2.4 DESCRIPTION OF PRODUCTS	11
	2.5 PRICE LIST	12
3.0	FACEBOOK	
	3.1 CREATING FACEBOOK PAGE	13
	3.2 CUSTOMING URL FACEBOOK PAGE	13
	3.3 FACEBOOK POST - TEASER	14-15
	3.4 FACEBOOK POST – COPYWRITING (HARD SELL)	16-18
	3.5 FACEBOOK POST – COPYWRITING (SOFT SELL)	19-21
4.0	SALES REPORT	22-24
5.0	CONCLUSION	25



1.0 BUSINESS REGISTRATION

1.1 GO E-COMMERCE

PERSONAL PROFILE

BUSINESS PROFILE



NOOR SYAZANA NADJWA BINTI
MD.NOORHASNAN

Personal Information

Name	:	NOOR SYAZANA NADJWA BINTI MD.NOORHASNAN	Phone/Mobile	:		Edit
New Identity Card No.	:		Home Address	:		
Email Address	:		District	:		
City	:		Postcode	:		
State	:		Personal Instagram	:	null	
Personal Facebook	:		Race	:	Malay	
Gender	:	Female	Special Need Required	:	No	
Marital Status	:	Single				

Figure 1: Go-eCommerce Personal Information (Syazana)

Institution Information

Add New

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	
			Postcode	:	42300	
District of Institution	:	Kuala Selangor	Study Status	:	Full time	Edit Delete
Level of Study	:	Bachelor Degree	Class Name	:	ENT530 AC220B4A	
Course Name	:	ENT530 : PRINCIPLES OF ENTREPRENEURSHIP (AC220B4A) - MAC 2022	Year Enrolling the subject	:	2022	
Subject Name	:	ENT530 AC220B4A	Lecturer Name	:	Nur Najjah binti Abd Rahim	
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	:	8	
Expected Year To Complete Study	:	2024				
Related To Study Field	:	No				

Figure 2: Go-eCommerce Institution Information (Syazana)

1.2 MYENT CERTIFICATE

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UTM

No. Pelajar : 2020828258
Nama : NOOR SYAZANA NADJWA BINTI MD. NOORHASNAN
Program Pengajian : SARJANA MUDA PERAKAUNAN (KEPUJIAN)
Fakulti : Faculty of Accountancy
Kampus : Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Hybrid
Bidang Perniagaan yg diceburi : Makanan
Tempoh Berniaga :
No. Pendaftaran Perniagaan :
URL Perniagaan : <https://www.facebook.com/ProBatique>
Alamat Premis Perniagaan :
Tarikh Mendaftar : 04 Jun 2022
Tarikh Kemaskini : 11 Jul 2022
Tarikh Cetak : 11 Jul 2022

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

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

SALINAN PENDAFTARAN INI DIPERAKUI OLEH
PENOLONG NAIB CANSOLOR KEUSAHAWANAN UTM
Malaysian Academy of SME & Entrepreneurship Development (MASMED)

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UTM

No. Pelajar : 2020878464
Nama : WAIRA IRNA SOFIYA BINTI AZMAN
Program Pengajian : SARJANA MUDA PERAKAUNAN (KEPUJIAN)
Fakulti : Faculty of Accountancy
Kampus : Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Hybrid
Bidang Perniagaan yg diceburi : Makanan
Tempoh Berniaga :
No. Pendaftaran Perniagaan :
URL Perniagaan : <https://www.facebook.com/ProBatique>
Alamat Premis Perniagaan :
Tarikh Mendaftar : 03 Jun 2022
Tarikh Kemaskini : 03 Jun 2022
Tarikh Cetak : 03 Jun 2022

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

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

SALINAN PENDAFTARAN INI DIPERAKUI OLEH
PENOLONG NAIB CANSOLOR KEUSAHAWANAN UTM
Malaysian Academy of SME & Entrepreneurship Development (MASMED)

Figure 6: MASMED Young Entrepreneur (MyENT) certificates

5

2.0 INTRODUCTION OF BUSINESS

2.1 NAME AND ADDRESS OF BUSINESS



Figure 7: Pro Batique's Logo

The name of our business, Pro Batique, comes from the phrases 'Professional in Kek Batik' which means that we are competent and skilled in making Kek Batik. We decided to do business in selling Kek Batik because we found out that most people like to eat Kek Batik but they do not have the time and effort to make it themselves. So, that is why we make things easier for them. By buying our Kek Batik, they can enjoy it without any hustle.

Pro Batique is actually an agent of a company called "Kek Batik Klasik". We bought the Kek Batik from them and sold it as a small business. For the selling method, we sold this Kek Batik through online and offline methods. For anyone staying inside UiTM Puncak Alam, we will deliver the Kek Batik to them and give it by hand. For anyone outside of UiTM Puncak Alam, we will deliver the Kek Batik by postage from the courier service which is J&T Express.

For anyone interested in buying our Kek Batik, they can reach us through the Whatsapp numbers of 011-23511901 (Waira) and 011-11803304 (Chana). They can also contact us from our Facebook page (@ProBatique).

Name of Business	Pro Batique
Business Address	UiTM Cawangan Selangor Kampus Puncak Alam Bandar Puncak Alam, 42300 Puncak Alam, Selangor
Telephone Number	
Form of Business	Partnership
Main Activities	Retail sale of food product

Table 1: Business Information of Pro Batique

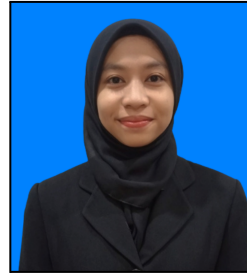
2.2 ORGANIZATION CHART

Pro Batique is a partnership business structure. This is because we are a small business that is just starting out and pool our resources to fund it. Consequently, our organisational structure consists of two people, each of whom is an owner of Pro Batique.



OWNER

WAIRA IRNA SOFIYA BINTI
AZMAN



OWNER

NOOR SYAZANA NADJWA BINTI
MD.NOORHASNAN

Figure 8: Organization Chart of Pro Batique



2.3 MISSION AND VISION

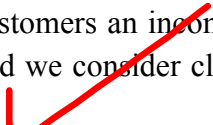
We are aware that every company has a distinct mission and vision in order to operate in accordance with its desired goals. Consequently, we created our own mission and vision for our company, so that we are aware of our short- and long-term goals. Here is our mission and vision of Pro Batique.

Mission

The mission of Pro Batique is Pure, Simple and Affordable. We deliver superior products and a superior customer experience while using high-quality ingredients.

Vision

Pro Batique's vision is to offer each and every one of our customers an incomparable product and experience. We consistently deliver great customer service, and we consider client satisfaction to be our ultimate goal.



2.4 DESCRIPTION OF PRODUCT AND SERVICES



Figure 9: Product of Pro Batique

Pro Batique is a small business that provides its customers with the most well-known and chocolatey Kek Batik at a good price and with high-quality Kek Batik. We were engaged as an affiliate for another company called "Kek Batik Klasik." We choose them because the quality of their product is very excellent and they provide small capital for small businesses. It is perfect for a startup company.

Regarding our product, the coating for the biscuit is prepared from the original milo product. Beside, milo is sprinkled on top of the kek. Additionally, our kek batik does not include any cooking chocolate or water. It is because we wish to preserve the milo's unique flavour. This kek batik also is cut into 15 bite-sized pieces for the convenience of our customers. Our product is suitable for chocolate lovers as this Kek Batik is full of chocolate.

In addition, we use both online and offline services in terms of the products. We use J&T Express to send our Kek Batik via post services. In UiTM Puncak Alam, Pro Batique additionally provides self-pickup and delivery service. Nevertheless, the customer will pay based on the location.

2.5 PRICE LIST

For the cost of our product, we chose to charge RM15 per box. Since we only have one type of product, we ran a promotion during the early launch of our product called "Early Bird Customer," where we set the price per box at RM13 for the first ten customers only. We continue to sell our product at the original price once we have sold it to 10 customers. We do this so that we can encourage new customers to get their hands on our Kek Batik more quickly.

Price List

Early Bird Customer Price	RM13
Original Price	RM15

Table 2: Price List of Kek Batik

A handwritten red number '5' is circled in red. A red bracket originates from the right side of the table, specifically pointing towards the 'Original Price' row, and extends downwards and to the right towards the circled number.

3.0 FACEBOOK

3.1 CREATING FACEBOOK PAGE

We have created a Facebook page as we are starting our business. The reason for creating this Facebook page is to promote our product by sharing information, pictures and promotions about our product to the users of Facebook. As we know, nowadays, people spend more time on their social media. So, by utilising the Facebook page, people can get to know about Pro Batique and our product easily. This concludes that creating a Facebook page is a good idea to connect our business with the customers. In the Pro Batique Facebook page, we have created Facebook posts such as teaser, hard sell and soft sell of the business.

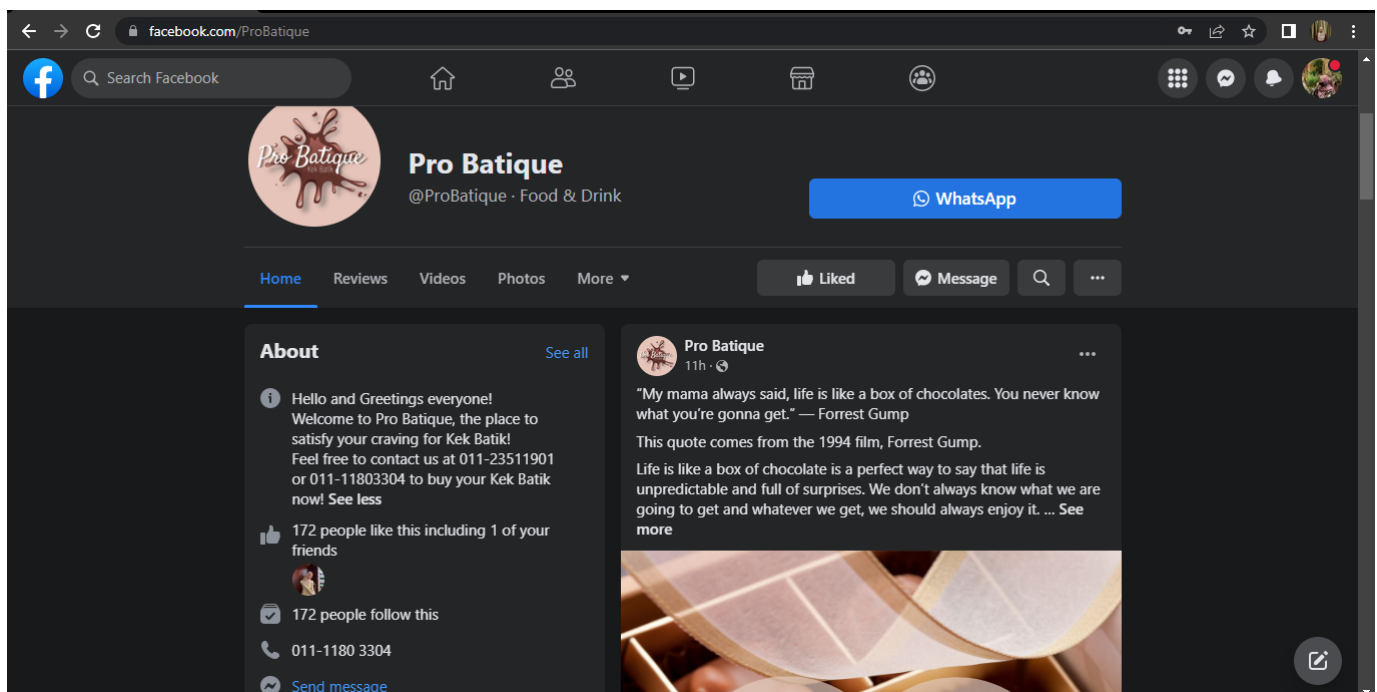


Figure 10: Facebook Page of Pro Batique

3.2 COSTUMING URL FACEBOOK PAGE

Pro Batique's Facebook Page URL is <https://www.facebook.com/ProBatique>

172 LIKES = 04 marks

3.3 FACEBOOK (FB) POST - TEASER

Teaser post is a style of advertising intended to provide just enough details about an occasion, a new product launch, or some other type of business news to catch the interest of the audience.



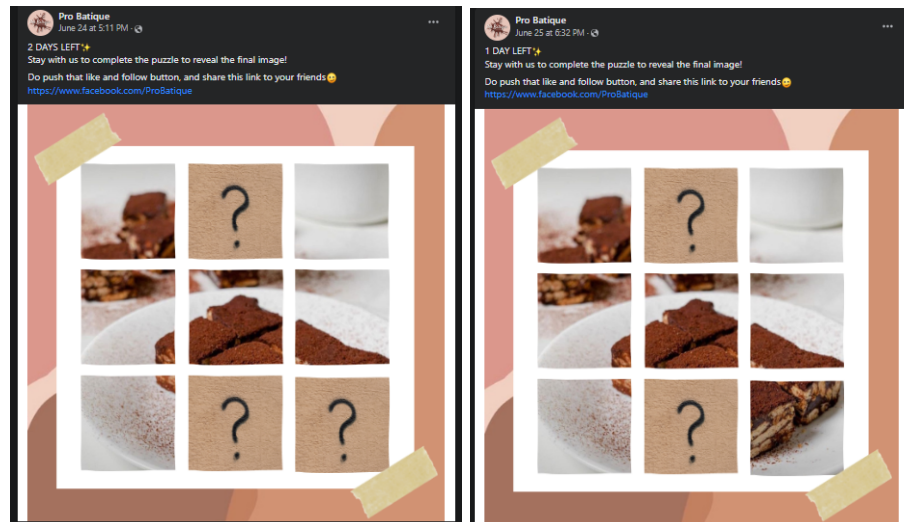
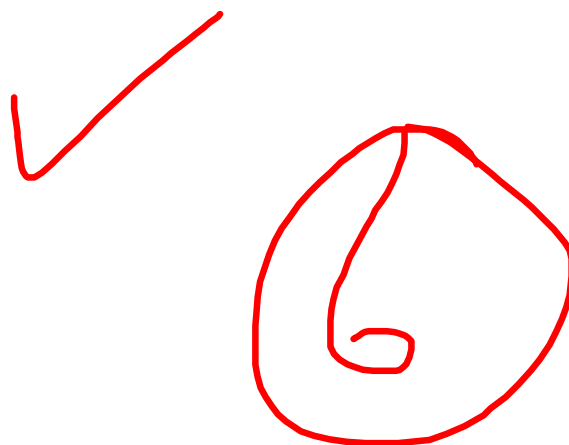
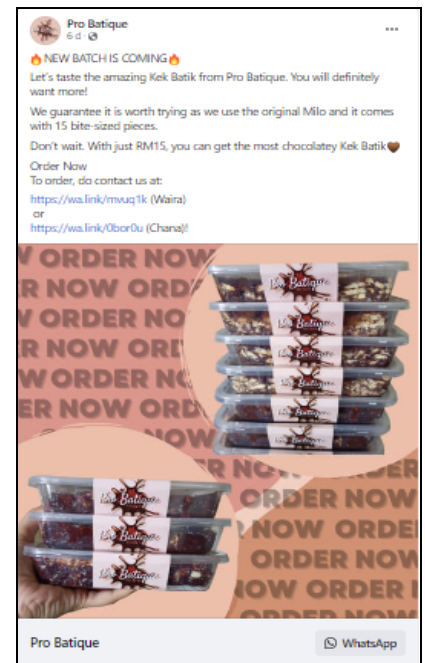
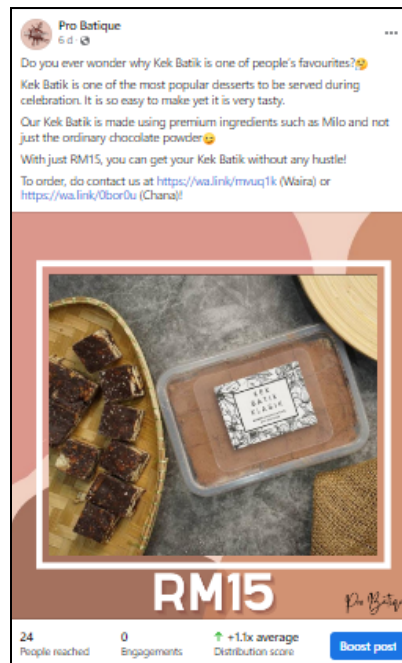
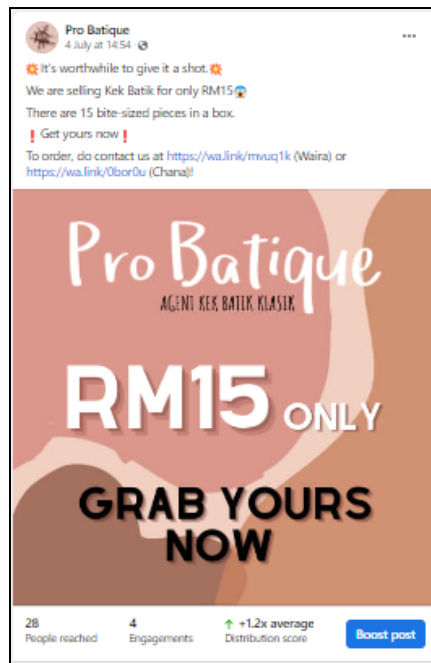
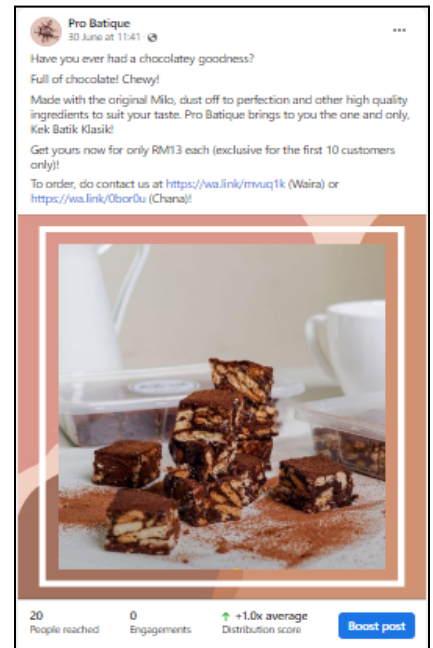
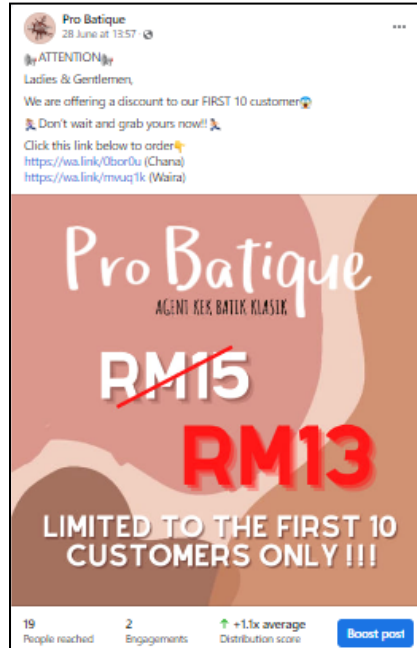
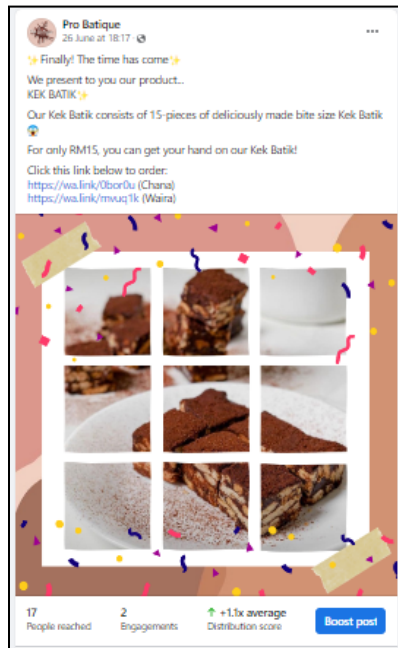


Figure 11: Teaser Posts



3.4 FACEBOOK (FB) POST - COPYWRITING (HARDELL)

A harsell post is a marketing strategy that uses direct messages to advertise products. Pro Batique created 16 posts using the harsell technique which is the AIDCA formula.



Pro Batique
4 d · 🌐

! PROMO, PROMO, PROMO !

We have good news for our Kek Batik lovers.

Today we will have a promotion where you can get 2 Kek Batik for only RM28. This promotion will only be available for a limited time.

Don't waste your time. Order now!

To order, do contact us at <https://wa.link/mvuq1k> (Waira) or <https://wa.link/0bor0u> (Chana)!

BEST OFFER
1 FOR **RM15**
2 FOR **RM28**

Pro Batique WhatsApp

Pro Batique
4 d · 🌐

🍫 CHOCOLATEY KEK BATIK 🍫

Let's try the incredible Kek Batik from Pro Batique. You will undoubtedly want more!

We promise it's worth a shot because it's made with the original Milo and comes in 15 bite-sized pieces.

🔥 Don't wait! Get yours now for only RM15 each 🔥

To order, do contact us at <https://wa.link/mvuq1k> (Waira) or <https://wa.link/0bor0u> (Chana)!

RM15

Pro Batique WhatsApp

21 People reached 6 Engagements +1.0x average Distribution score Boost post

Pro Batique
23 h · 🌐

RELAXING WITH KEK BATIK, HAVE A GOOD DAY!

Hello there, Geng! What exactly are you doing right now? Working on a project? Yeah, being a student isn't straightforward or simple. We also have a lot of obligations to do.

Friends, chill out a bit. Don't push yourself. We completely understand if you are fatigued or unhappy at times.

Wait! Why don't you relax with our kek batik? Sweet, Creamy, and Chocolatey wow! What an interesting combo.

Tired? NO.NO. Try this Kek Batik first.

To order, do contact us at <https://wa.link/mvuq1k> (Waira) or <https://wa.link/0bor0u> (Chana)!

Chilling with Kek Batik

Pro Batique
3 d · 🌐

! DUE TO HIGH DEMAND, WE HAVE EXTENDED OUR PROMO !

Many have been messaging us saying that they could not grab our promotion yesterday.

Lucky for you, we heard them! We have extended our promotion of buying 2 Kek Batik for RM28.

So what are you waiting for? This promotion will end today. Don't wait and contact us now to grab this promotion!

To order, do contact us at <https://wa.link/mvuq1k> (Waira) or <https://wa.link/0bor0u> (Chana)!

PROMO EXTENDED!
1 FOR **RM15**
2 FOR **RM28**

Pro Batique WhatsApp

Pro Batique
2 d · 🌐

🕒 IT IS ENDING SOON !

The time is running and so is our promo!

Do you know that there is only a few hours left till our promotion ends? Then what are you waiting for? Order now!

To order, do contact us at <https://wa.link/mvuq1k> (Waira) or <https://wa.link/0bor0u> (Chana)!

ENDING SOON!
1 FOR **RM15**
2 FOR **RM28**

Pro Batique WhatsApp

15 People reached 2 Engagements -1.4x lower Distribution score Boost post

Pro Batique
2 d · 🌐

GET YOURS NOW BEFORE IT'S TOO LATE

As we all know, this Sunday, Muslim will be celebrating Eid al-Adha. Other than your typical eid dishes, you need to have a dessert too!

Come grab our Kek Batik before the celebration of Eid al-Adha to enjoy them together with your family! One for RM15.

To order, do contact us at <https://wa.link/mvuq1k> (Waira) or <https://wa.link/0bor0u> (Chana)!

RM15

Pro Batique WhatsApp

15 People reached 3 Engagements -1.3x lower Distribution score Boost post




Pro Batique
8 h

GET TO KNOW OUR PRODUCT

Do you know that Pro Batique only sells one thing?
Yes! It is our one and only, KEK BATIK!

All of our customers have given positive feedback for our Kek Batik. And now it is your turn! Get it for only RM15!

To order, do contact us at <https://wa.link/mvuq1k> (Waira) or <https://wa.link/0bor0u> (Chana)!



8 People reached 2 Engagements -1.2x average Distribution score [Boost post](#)

Pro Batique
4 h


YOU KNOW YOU DESERVE IT

I know it has been hard and you have done your best. So, why not get something for yourself?

Something sweet, chocolatey and tasty. The perfect gift for yourself!

Our Kek Batik! A gift you deserve to have! Come and buy one, you won't regret it! For RM15 each.

To order, do contact us at <https://wa.link/mvuq1k> (Waira) or <https://wa.link/0bor0u> (Chana)!



6 People reached 2 Engagements -1.1x average Distribution score [Boost post](#)

Pro Batique
1 d


KEK BATIK: A GIFT TO REMEMBER

Have you ever thought about what would be the best gift to give to a friend or loved one? Yes, our Kek batik is what you should give them.

With only RM15, you can always give them the most popular cake, Kek Batik. We guaranteed it would be the A Gift to Remember for them.

There is no need to wait! Simply click this link to place your order, and we will send it to your loved one as soon as possible.

To order, do contact us at <https://wa.link/mvuq1k> (Waira) or <https://wa.link/0bor0u> (Chana)!



Pro Batique [WhatsApp](#)

Pro Batique
3 July at 14:05


Have you ever wondered how, where and when did Kek Batik exist in Malaysia?

Kek Batik is actually inspired by the British dessert, Tiffin, that was brought during the colonial era. However, Kek Batik has been adapted to make it easily made using Malaysian ingredients.

Kek Batik Klasik is specially made with love using great quality ingredients for an affordable price.

Pro Batique sells a 15-piece Kek Batik for only RM15!

To order, do contact us at <https://wa.link/mvuq1k> (Waira) or <https://wa.link/0bor0u> (Chana)!



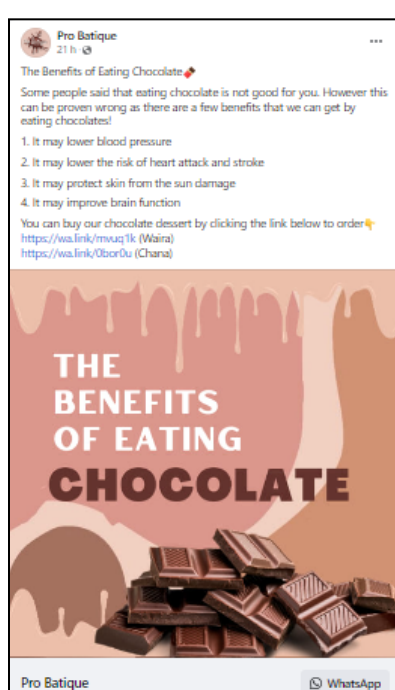
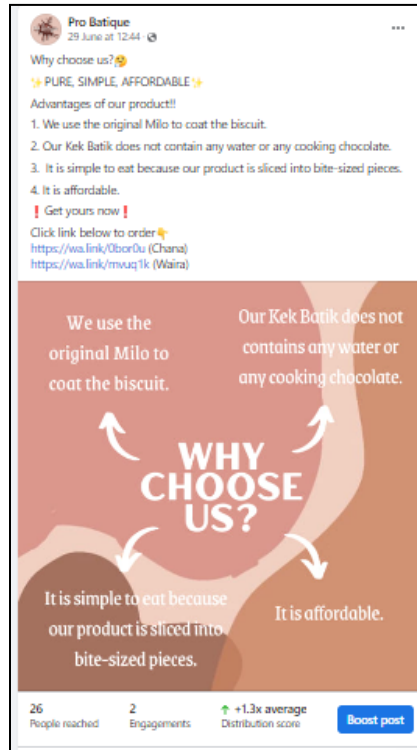
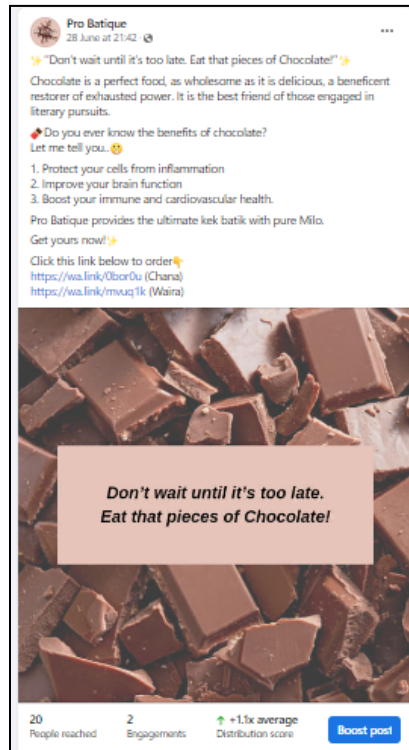
78 People reached 3 Engagements +3.2x higher Distribution score [Boost post](#)

17

Figure 12: Hard Sell Posts

3.5 FACEBOOK (FB) POST - COPYWRITING (SOFTSELL)

A softsell post is a marketing strategy that uses subtle ways worded messages to advertise products to the consumer. It is typically information that provides customers with knowledge while also making them aware.



Pro Batique
5 d


Do you ever wonder how Chocolate originally eaten?

Well, a cup of hot chocolate before bed may not seem that unusual these days, it hasn't always been like that. When the Spanish introduced cocoa to Europe from the Americas, it generated a lot of discussion and interest. Above all, the aristocracy and other privileged classes of society took a huge interest in it.

Little did you know chocolate is originally prepared only as a drink, chocolate was served as a bitter liquid, mixed with spices or corn puree. It was believed to be an aphrodisiac and to give the drinker strength.

Now, come and click this link below to order the most chocolatey Kek Batik from us

<https://wa.link/muug1k> (Waira)
<https://wa.link/Obor0u> (Chana)



HOW CHOCOLATE ORIGINALLY EATEN?

Pro Batique

WhatsApp

Pro Batique
4 d

THE ORIGIN OF CHOCOLATE

Do you know where chocolate comes from?

Chocolate's 4,000-year history began in ancient Mesoamerica, present day Mexico. It's here that the first cacao plants were found. The Olmec, one of the earliest civilizations in Latin America, were the first to turn the cacao plant into chocolate. They drank their chocolate during rituals and used it as medicine.

Do like, share and comment



THE ORIGIN OF CHOCOLATE

Pro Batique

WhatsApp

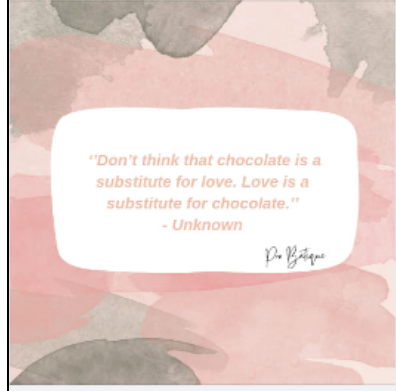
Pro Batique
1 d

"Don't think that chocolate is a substitute for love. Love is a substitute for chocolate."

As we associate chocolate with comfort, reward, and celebration, our feelings about it tend to dictate our behaviour.

The old saying "love is sweet" is true because our feelings for love are linked with a desire to consume sweets, specifically chocolates. People who are in love tend to perceive food as sweeter, implying that love can actually sweeten our taste buds!

Interesting? Do like, share and comment.



"Don't think that chocolate is a substitute for love. Love is a substitute for chocolate."
- Unknown

Pro Batique

WhatsApp

7 People reached 2 Engagements -2.2x lower Distribution score

Boost post


Pro Batique
2 d

The Evolving of Kek Batik

In the beginning, Kek Batik is only made as simple as possible. If you think of Kek Batik, then you will only think of the cake that is made of layered chocolate-covered cake.

However, as life goes on, Kek Batik has been evolving and so many varieties of Kek Batik have been created. Nowadays, we can see Kek Batik with Chocolate Ganache topping, Kek Batik Cadbury, and Kek Batik Indulgence.

Post if you want the original and classic Kek Batik, you can always contact us at <https://wa.link/muug1k> (Waira) or <https://wa.link/Obor0u> (Chana)!



THE EVOLVING OF KEK BATIK

16 People reached 3 Engagements -1.2x average Distribution score

Boost post

Pro Batique
5 d

"Dream as if you'll live forever, eat Chocolate as if you'll die today." - Unknown Author

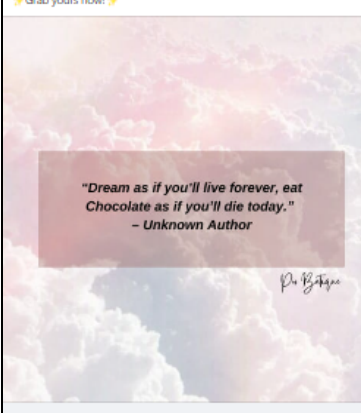
Cakes with names like "death by chocolate" or "devil's food" appear to promote the notion that chocolate is sinful and harmful to one's health. But, if you look into what happens to your body when you eat chocolate, you'll find that it's not all that bad.

During rough times, eat a lot of chocolate. When the times are splendid, eat even more chocolate.

Click this link below to order

<https://wa.link/muug1k> (Waira)
<https://wa.link/Obor0u> (Chana)

Grab yours now!



"Dream as if you'll live forever, eat Chocolate as if you'll die today."
- Unknown Author

Pro Batique

WhatsApp

Pro Batique
1 h

CUSTOMER'S FEEDBACK

Look! Seems like we are getting positive feedback from our Kek Batik's lover

Yes! Absolutely! We are fully using Milo for our Kek Batik. We know once people get connected to real food, they never change back!

Click one of these link to order:

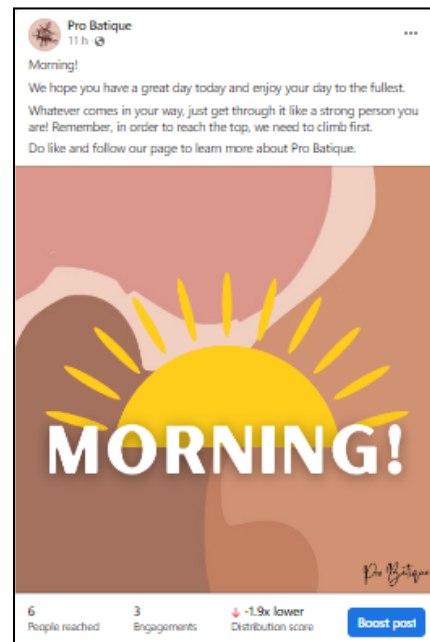
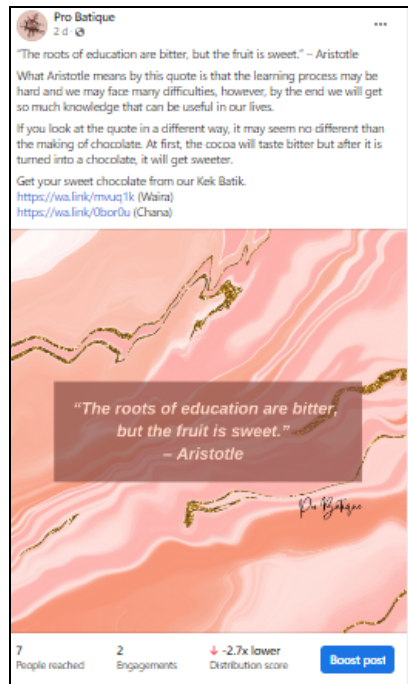
<https://wa.link/muug1k> (Waira)
<https://wa.link/Obor0u> (Chana)



CUSTOMER'S FEEDBACK

6 People reached 2 Engagements +1.6x higher Distribution score

Boost post



16

Figure 13: Soft Sell Posts



4.0 SALES REPORT

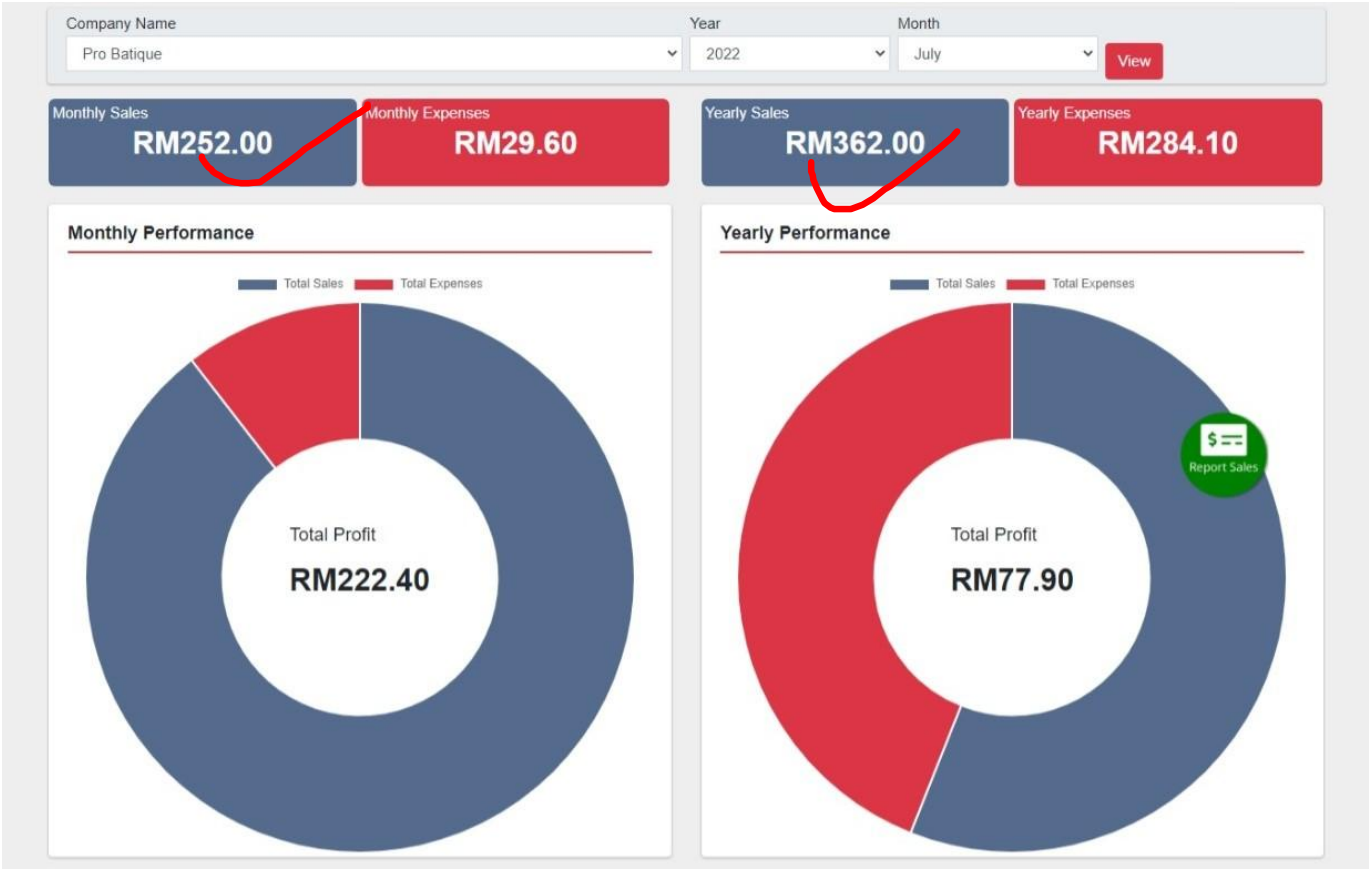
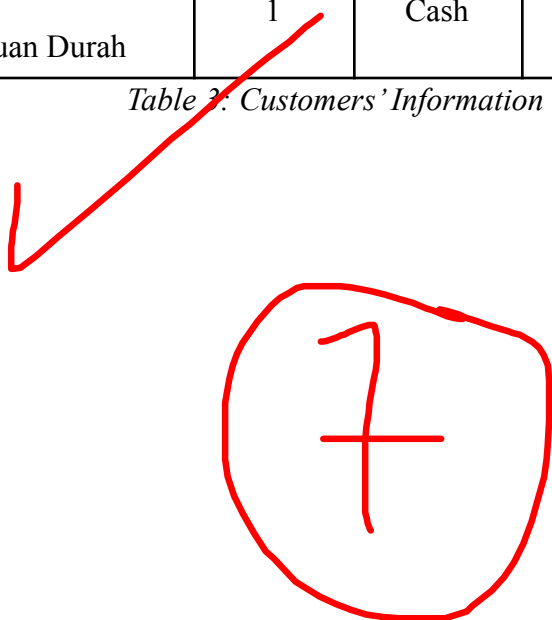


Figure 14: Sales Report of Pro Batique

No.	Name and Address	Quantity	Payment Method	Delivery Method	Total Price (RM)
1	Sarrah Dayana No 10 Jalan Qamari U5/111 Taman Nusa Subang 40150 Shah Alam Selangor	1	Transfer	Postage Tracking no: 650344901330	21
2	Rozaitul Nuraieen No 507 Blok 5 Flat Pkns Jln 4m Taman Ampang Jaya 68000 Ampang Selangor Darul Ensan	1	Transfer	Postage Tracking no: 650344901301	21
3	Nur Farahiyah No 26, Jln 16/3B, Taman Cheras Jaya Fasa 7, 43200 Cheras, Selangor	2	Transfer	Postage Tracking no: 650344901441	34
4	Nuris Farisha Lot 404 A Kg Kijang Jln Pcb 15350 Kota Bharu Kelantan	1	Transfer	Postage Tracking no: 650344901369	21
5	Yrusini Yassin 181, Jalan Margosa 6, Taman Bukit Margosa, 70400 Seremban, Negeri Sembilan	2	Cash	By hand	26
6	Sarrah UiTM Puncak Alam	1	Transfer	By hand	13
7	Nazalia UiTM Puncak Alam	2	Cash	By hand	26
8	Mira UiTM Puncak Alam	1	Cash	By hand	13
9	Aisyah UiTM Puncak Alam	1	Cash	By hand	13
10	Shafa UiTM Puncak Alam	1	Cash	By hand	13
11	Zakiah UiTM Puncak Alam	1	Cash	By hand	13
12	Syazana UiTM Puncak Alam	1	Cash	By hand	13

13	Shahila UiTM Puncak Alam	1	Cash	By hand	15
14	Afiqah UiTM Puncak Alam	1	Cash	By hand	15
15	Syamimi UiTM Puncak Alam	1	Cash	By hand	15
16	Farhanis UiTM Puncak Alam	1	Cash	By hand	15
17	Zarina SMK Tunku Ampuan Durah	1	Cash	By hand	15
18	Rosliza SMK Tunku Ampuan Durah	1	Cash	By hand	15
19	Hafizah SMK Tunku Ampuan Durah	1	Cash	By hand	15
20	Wan SMK Tunku Ampuan Durah	1	Cash	By hand	15
21	Fifi SMK Tunku Ampuan Durah	1	Cash	By hand	15

Table 2: Customers' Information



5.0 CONCLUSION

In conclusion, the Principle of Entrepreneurship course (ENT530) assists students in learning about the business world by having them operate a new company on Facebook throughout the entire semester. Additionally, every student has the opportunity to experience running a real business. This subject also taught us how to start operating an online business independently at a young age and think and act like true entrepreneurs.

Besides, students learned how to write effective hard sell and soft sell copywriting from this assignment. It also helped us to realise that using both direct and indirect marketing strategies is necessary for operating an online business. Regarding indirect promotion, we also learned how to spread information about our product and let customers know it exists without urging them to make a purchase. Furthermore, each copywriting required us to design a poster, which helped us become more inventive in order to attract clients in our goods.

Last but not least, by using Facebook as our primary social media channel, it truly helps our business more efficiently reach out to new potential clients. It is because Facebook has the features of advertisement and boosted posts for every posted post. In addition, Facebook enables you to engage with individuals so they can learn more about you and your company while also contacting your community every day to remind them of your presence. Hence, we can grow our company more easily.

writing style = 04 marks