



UNIVERSITI
TEKNOLOGI
MARA

CAWANGAN
SELANGOR

FACULTY OF BUSINESS ADMINISTRATION (TRANSPORTATION)

**SOCIAL MEDIA PORTFOLIO
PRINCIPLES OF ENTREPRENEURSHIP (ENT 530)**

SEMESTER:
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PROJECT TITLE:
CARNATIONZ HOMEMADE

PREPARED FOR:
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SUBMISSION DATE:
30th January 2022

ACKNOWLEDGEMENT

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

In the name of Allah, the Most Gracious and the Most Merciful. All the praise to Allah for given me the strengths and his blessing as We completed this assignment successfully within the period that has been given. We wish to express our sincere gratitude to Miss Nur Najjah Binti Abd Rahim, our lecturer for course ENT530 which is Principles of Entrepreneurship for the guidance and continuous support through the process of completing this assignment without any complaint. Her invaluable support help by giving a comment and suggestion contributed to our succession and the smoothness in completed this social media portfolio. We also feel gratitude for given this opportunity to enhance our knowledge more about this course although we may face many challenges in the process of completing the social media portfolio.

Other than that, A special thanks to the partners involved in the making of the report of social media portfolio who are Ahmad Syahmi Bin Mohd Jantan and Muhammad Shahrul Bin Halil. We also want to show our appreciated towards our fellow friends and family for the continuous moral support and encouragement in completing this social media portfolio. Without their moral support and encouragement, I will have a hard time and also this social media portfolio will not complete before submission date.

Finally, I also want to express my thanks to all directly or indirectly involved in this social media portfolio until it completed. Last but not least, throughout doing this report, we discover new knowledge more about how we manage in marketing our product in social media platform and with this new knowledge will help us in future where we wants to sell our own product in social media platform.

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Bake Different

est.



2021

CARNATIONZ HOMEMADE

Love is the ingredient

1.0 EXECUTIVE SUMMARY

Business can be defined in simple terms which is when a person or organization profits by providing goods or services in exchange for money. There are forms and types of business that can be built either commercial, industry or professional activities. Everyone can start their own business even they sell their product from home. No one can stop people in starting the business even a small home business such as Carnationz Homemade cake where this business a only 5 years old in baking business industry.

The owner of Carnationz Homemade cake, Fatimah binti Ali who employed as an information technology security analyst in Kajang, Selangor have encouraged to make her own business of cake after her cake become famous between her co-worker and been encouraged by her co-worker to sell her cake make her to decide to make a cake business as a part-time. Early of her business, her customer are only her co-worker and people she knows. After she saw the potential of her business, she decided to expand her business by create her business Facebook page and Instagram to promote her cake to attract more customer.

In this report of social media portfolio will explained the background of the business in how Mrs Fatimah have an idea to create her own business which is Carnationz Homemade. Also, how and where Mrs Fatimah operate her business. The organization of her business only have the owner, Mrs Fatimah binti Ali and two agent of her business which Mr Ahmad Syahmi Bin Mohd Jantan and Mr Muhammad Shahrul Bin Halil.

In this report also will be shared the URL of Carnationz Homemade Facebook page and also some of the teaser, soft sell, and hard sell copywriting of our product on Facebook page. Carnationz Home are using teaser, soft and hard sell to promote the product to attract customer.

2.0 GO-ECOMMERCE REGISTRATION

2.1 AHMAD SYAHMI BIN MOHD JANTAN



2.2 MUHAMMAD SHAHRUL BIN HALIL



3.0 MYENT CERTIFICATE

3.1 AHMAD SYAHMI BIN MOHD JANTAN

 **UNIVERSITI
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Kampus : Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Online
Bidang Perniagaan yg
diceburi : Makanan

Tempoh Berniaga :
No. Pendaftaran Perniagaan :
URL Perniagaan : https://www.facebook.com/Carnationzhomemade-102405438941349/?pages_you_manage

Alamat Premis Perniagaan :
Tarikh Mendaftar : 13 Nov 2021
Tarikh Kemaskini : 28 Jan 2022
Tarikh Cetak : 28 Jan 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)

3.1 MUHAMMAD SHAHRUL BIN HALIL

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Mod Perniagaan	: Online
Bidang Perniagaan yg diceburi	: Makanan
Tempoh Berniaga	:
No. Pendaftaran Perniagaan	:
URL Perniagaan	: https://www.facebook.com/Carnationzhomemade-102405438941349/?pages_you_manage
Alamat Premis Perniagaan	:
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4.0 INTRODUCTION OF BUSINESS

It is believed that cakes have been around since the time of the ancient Egyptians, when they were more like sweetened bread with the addition of honey, almonds, and dried fruits than the cake we know today. The first predecessors to modern-day cakes did not appear in Europe until the mid-17th century, when more advanced ovens were introduced. As technology progressed, so did the art of cake baking. Ovens Ultimate Chocolate Butter Cake Cupcakes Recipe that was more reliable at maintaining exact and equal temperatures resulted in cakes that were more refined and delicate in appearance. Better mixers and pans, as well as higher-quality ingredients such as refined sugar and flour, all contributed to the production of a higher-quality cake. The solid European Pound Cake was made with equal parts flour, sugar, butter, and eggs, whilst the light and airy European Sponge Cake was leavened with beaten eggs or egg whites, and both were served with butter.

Fatimah binti Ali, the proprietor, started a small homemade cake business with a small amount of capital in the year 2016. She is employed as an information technology security analyst in Kajang, Selangor, and she has a penchant for baking. She began by learning recipes from YouTube and gradually worked her way up the ladder by enrolling in public baking classes and workshops. One of her first cakes was delivered to the place of employment where she was employed. The cake is a big hit with the majority of the office staff. She is encouraged by several of them to start her own business. After more deliberation with her family, she decides to start her own business while continuing to work at her current position as an information technology security analyst.

It was difficult for her to run her business because she had no prior marketing experience. It was only from her workplace companion and a few members of her family that she received a formal order. Having successfully managed her part-time business for a couple of months, she decides to expand her operations by setting up her own Facebook profile and Instagram account for the company. It is becoming increasingly crucial in today's online world to share information, experiences, and opinions through social media, which refers to the sharing of information, experiences, and viewpoints across a network of community-oriented websites. Social media has enabled individuals to become more linked, with geographical borders crumbling and new online communities establishing and flourishing as a result of its use. Social media includes, among other things, blogs, forums, message boards (both online and offline), picture and video-sharing sites, user-generated

websites, wikis, and podcasts, to name a few examples. With the help of any of the technologies listed above, users can talk about concepts that they are passionate about, and they can network with people who share their interests all over the world.

Fatimah has been running her own business for almost 5 years, despite having little business experience. She also plans to leave her work in 2018 to devote more time to her business. The pandemic of Covid-19 has had a significant impact on the business in 2020, owing to the high cost of raw materials and lower demand for her product. It is usual for a small business trying to break into a new market to suffer during this year. Despite the fact that the firm was having difficulties, Fatimah did not give up; instead, she continued to develop new recipes based on the newest social media trends. Her four children are the key cause for the company's continued existence.

Following a second round of conversation, we decide to make a change for the better of the company by putting our experience of entrepreneurship to work in order to grow her company. We do believe that the company has the ability to become more successful on its own terms. We also hold a meeting through our social media platforms, where we present the idea of an agent and a broker to participants. Surprisingly, she consented to our proposal, and the company was officially launched.

3.1 Name and address of the business

Carnationz Homemade is the name of the company that operates it. The name Carnationz refers to the construction of the cake using recipes that have been modernised. The letter Z at the end of the product's name represents the most recent and up-to-date attributes of the product itself. The term "Homemade" refers to both the components used in the cake and the process of making the cake. A physical address for the company is 48 Jalan Sunway 6/8, Bandar Sunway Semenyih, 43590 Semenyih, in the state of Selangor. The location is advantageous since the company provides self-pickup services, which allow clients to pick up their purchases themselves. The company is also conveniently positioned near its raw materials source, which helps to increase efficiency. Furthermore, because the company provides a delivery service as well, the business location is next to a courier service company, which is DHL International.

3.2 Organizational Structure



Figure 1.2 Carnationz Homemade’s Organizational Structure

Generally speaking, an organisational chart is a diagram that visually portrays a company's internal structure by outlining the roles, responsibilities, and interactions between personnel inside an organisation. In some circles, organisational charts are referred to as "org charts" or "organisation charts." Organizational charts are visual representations of a person's position in the company's hierarchy in relation to other employees within the organisation. For example, an assistant director will generally be listed directly below a director on the organisational chart, suggesting that the former reports to the latter in the hierarchy. To connect distinct job titles that are related to one another, organisational charts make use of simple symbols like lines, squares, and circles to connect them.

Carnationz Homemade will be run by Fatimah binti Ali, who has been the most significant contributor to the company's success. Ahmad Syahmi and Muhammad Shahrul, as new agents in the business, are primarily responsible for social media marketing. This new organizational chart will alter the flow of production in the direction of a better business while also improving or expanding their business to a broader market at the same time It will also be less difficult for the owner to carry out his or her tasks now that there are two new employees to assist with the company.

3.3 Mission and Vision

Mission	Vision
<ul style="list-style-type: none"> Serving pastries that are based fresh daily that will also give the customers ‘taste buds a sweet tooth satisfactory. Our business will never disappoint and consistently mesmerize our customer’s hearts by purchasing our goods an affordable price 	<ul style="list-style-type: none"> To see a successful business that continuously innovates products, to create an environment that pleases not only the customers but also promotes respect and equality among customers and workers alike.

Table 1.3 Mission and Vision of Carnationz Homemade

3.4 Description and Price of Products

A product description is a type of marketing text that is used to define and explain the features and benefits of a certain product or service. For better or worse, it contains all of the necessary information and facts about the product on your ecommerce website. Table 1.4 below shows the product of Carnationz Homemade.

Size	Product	Price (RM)
10 X 10 inch	 <p>Brownies</p>	50
	 <p>Red Velvet</p>	50

	 <p>Pecan Butterscotch</p>	60
	 <p>Pandan Gula Melaka</p>	75
	 <p>Chocolate moist with cream and ganache</p>	60
	 <p>Cinnamon rolls (16pcs)</p>	50
8 X 8 inch	 <p>Brownies</p>	30

	 <p>Red Velvet</p>	35
	 <p>Pecan Butterscotch</p>	40
	 <p>Pandan Gula Melaka</p>	50
	 <p>Chocolate moist with cream and ganache</p>	40
9 X 9 inch	 <p>Kek Batik Milo</p>	40

	 <p>Kek Pisang Moist</p>	30
	 <p>Kek Pandan Layer</p>	30
	 <p>Kek Oren Moist</p>	30
7 X 7 inch	 <p>Kek Pisang Coklat</p>	35
	 <p>Kek Butter Marble</p>	40

Table 1.4 Description and Price of Products

5.0 FACEBOOK PAGE (FB)

URL: <https://www.facebook.com/Carnationzhomemade-102405438941349>

As an agent, we are created a Facebook Page for our business. we created Facebook Page to promote our products to Facebooks user. Other than that, we want to let people aware of our business which is CarnationzHomemade. Creating Facebook Page are one of the best ways for our business as most people have social media account and people rely on media social seeking information that they want. In our business Facebook Page, we are posting teaser of our product and using soft sell and hard sell strategy to promote our product to attract more customer.




Figure 5.0 Carnationz Homemade's Facebook Page

6.0 FACEBOOK (FB) POST – TEASER


Carnationzhomemade
14 Dec 2021 · 🌐

Carnationzhomemade are coming soon to be order.... Please bear with us while we create the most delectable bespoke cake you will ever taste!



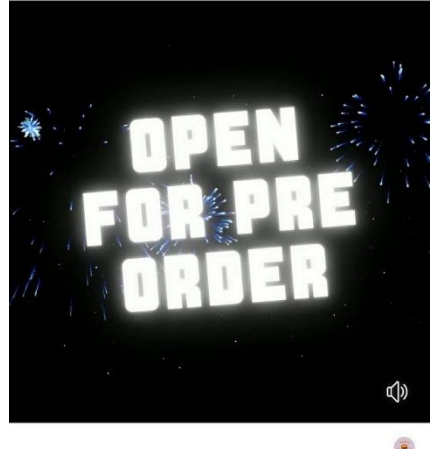
Carnationzhomemade
26 Dec 2021 · 🌐

We are ready to serve for our customer as TOMORROW is our Grand Opening and we are ready to make the most beautiful and new tast... See more



Carnationzhomemade
27 Dec 2021 · 🌐

D-DAY... the day that we waiting for are now HERE!!! what your waiting for click START ORDER to taste our cake based on your preference.



Carnationzhomemade
15 Dec 2021 · 🌐

Coming Soon...

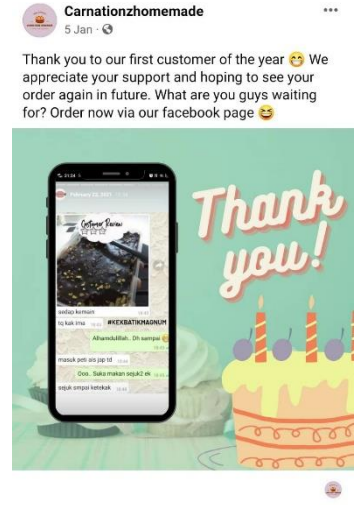
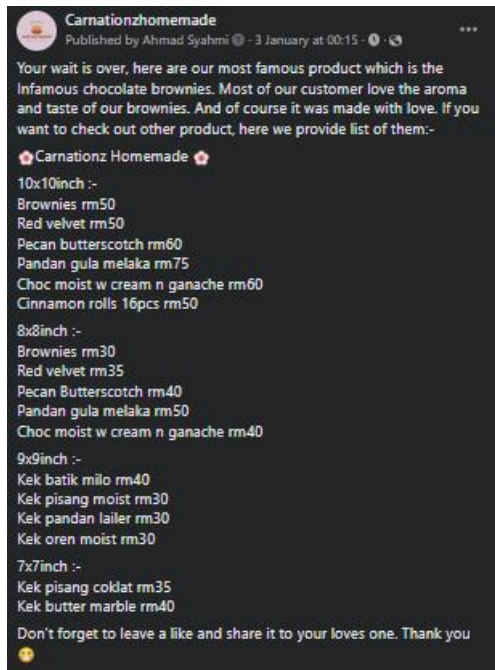


Carnationzhomemade
18 Dec 2021 · 🌐

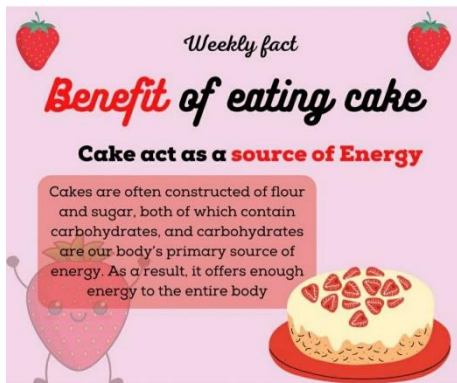
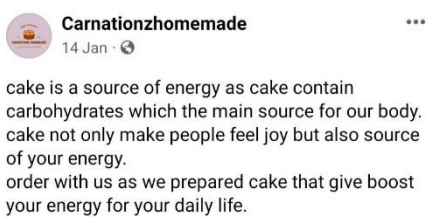
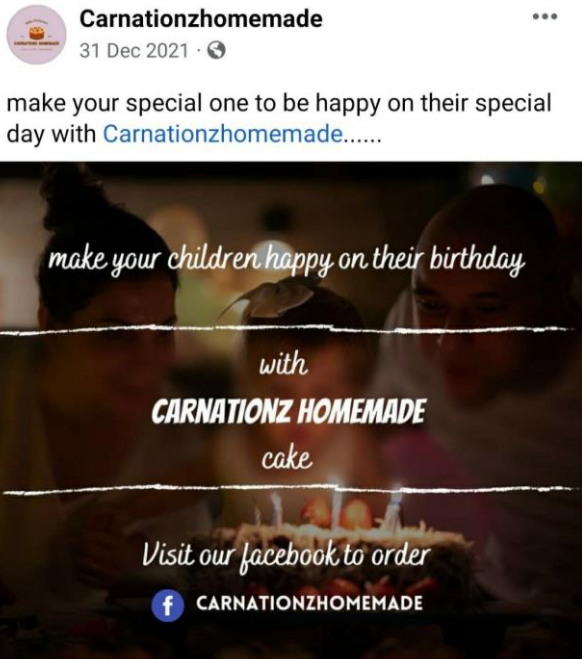
Prepare yourself for the most amazing cake that you have ever tasted.....STAY TUNED!!!!



7.0 FACEBOOK (FB) POST – COPYWRITING (HARD SELL)



8.0 FACEBOOK (FB) POST – COPYWRITING (SOFT SELL)



9.0 CONCLUSION

Finally, it can be shown that a business could grow more successful in the future if the owner has knowledge of entrepreneurship. It is also necessary to have entrepreneurial knowledge in order for a business to expand into a broader market sector. It is also possible that the use of the internet, for example, social media, will have a good impact on the business itself as well. This business has grown from a little cake shop to a more modern enterprise, which is visible. Entrepreneurial students should put their skills into practise by either assisting small businesses or starting their own businesses after graduation. Finally, after further consideration, we can conclude that entrepreneur subjects are vital for business students, and that they can also produce profit for students who are struggling in this economic climate, as previously said.

