



SOCIAL MEDIA PORTFOLIO

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

FACULTY & PROGRAMME:

FACULTY OF BUSINESS AND MANAGEMENT (BA247 – BACHELOR OF BUSINESS
ADMINISTRATION (HONS) TRANSPORT)

SEMESTER:

SEMESTER 3 (2021/2022)

LECTURER:

MISS NUR NAJAH BINTI ABD RAHIM

SUBMISSION DATE:

30 JANUARY 2021

NAME	STUDENTS ID	CLASS
MUHAMMAD AMIN NURRASYID BIN ZUL HELMI	2021101603	BA2473C
MUHAMMAD AZHAN FIKRI BIN ROZALI	2021118785	BA2473D

ACKNOWLEDGEMENT



In the name of Allah S.W.T. The most Gracious and the Most Merciful. We would like to express our utmost gratitude to the Almighty God that gives us the blessings that enable us to do this task with all our effort. We would like to express our deep and sincere gratitude to our Principles of Entrepreneurship (ENT530)'s lecturer, Miss Nur Najjah Binti Abd Rahim, who gives her best effort to continue to support and give encouragement to complete the task. We would like to give our sincere appreciation for the learning opportunities that have been provided by her. The knowledge and guidance from her are what make us do this report from the beginning and ask the things that we do not understand until this report has done perfectly. The time provided by her to complete this task is also enough for us to create some good ideas to make the report better. We would also like to thank our family members and our friends that give their support and encouragement to do this task as well as give much information about the topic that can help us continue working on the task. Lastly, all the references that we refer to have greatly helped us to give information about this topic.

EXECUTIVE SUMMARY

Bite'em cookies is a brand of homemade dark chocolate cookies established because of passion from the duo bakers. We choose to create a cookies business because people love simple yet delicious snacks that fit for every event. The production of cookies is located in Bukit Sentosa, Rawang, where we only use high quality ingredients. Our mission is to create a tasty dark chocolate cookie in town, homemade! Thus, our vision is to establish a proper business entity such as a bakery in the future. By doing that, our customers will feel comfortable, relaxed and enjoyed. Besides, we also would create various types of cookies gradually in 2 years, so that our customers would have lots of options to find their favorite. The strength of our brand that could be an advantage among the competitors is cheaper price, high-quality ingredients, and advertising. Also, Our business is operated in online and offline mode. The baker for this creation of this masterpiece is Muhammad Amin Nurrasyid and Muhammad Azhan Fikri. Our knowledge and experiences in food and bakery services, combined with connection with the community, will make this business well- known worldwide, and gain endless profit.

TABLE OF CONTENT

TITLE PAGE	i
ACKNOWLEDGEMENT	ii
EXECUTIVE SUMMARY	iii
TABLE OF CONTENT	iv
TABLE OF FIGURE	v
TABLE OF TABLES	v
1.0 BUSINESS REGISTRATION	1
1.1 Go-Ecommerce Registration.....	1
1.2 MyENT Certificate	2
2.0 INTRODUCTION OF BUSINESS.....	3
2.1 Name and address of business	3
2.2 Organizational chart	3
2.3 Mission / Vision.....	3
2.4 Description of Products.....	4
2.5 Product Price List of Bite'em Cookies	4
3.0 FACEBOOK	5
3.1 Facebook (FB) Page	5
3.2 Customizing URL Facebook (FB) Page	5
3.3 Facebook (FB) Post – Teaser.....	5
3.4 Facebook (FB) Post – Copywriting (Hard Sell)	8
3.5 Facebook (FB) Post – Copywriting (Soft Sell)	10
3.6 Frequency of Posting.....	12
3.7 Relevant Graphics to Each Post & Copywriting	13
4.0 CONCLUSION	14

TABLE OF FIGURE

Figure 1.1.1 Go-Ecommerce Registration Student 1.....	1
Figure 1.1.2 Go-Ecommerce Registration Student 2.....	1
Figure 1.2 MyENT Certificate Student 1.....	2
Figure 1.2 MyENT Certificate Student 2.....	2
Figure 2.2 Organizational Chart of Bite'em Cookies.....	3
Figure 3.1 Facebook (FB) Page.....	5
Figure 3.2 Customizing URL Facebook (FB) Page.....	5

TABLE OF TABLES

Table 2.4 Description of Product.....	4
Table 2.5 Product Price List of Bite'em Cookies.....	4
Table 3.6 Frequency of Posting.....	12

1.0 BUSINESS REGISTRATION

1.1 Go-Ecommerce Registration

1.1.1 Go-Ecommerce Registration Student 1



Figure 1.1.1 Go-Ecommerce Registration Student 1

1.1.2 Go-Ecommerce Registration Student 2



Figure 1.1.2 Go-Ecommerce Registration Student 2

1.2 MyENT Certificate

1.2.1 MyENT Certificate Student 1



MASMED YOUNG ENTREPRENEUR (MyENT)
SLIP PENDAFTARAN PERNIAGAAN PELAJAR UTM

No. Pelajar : 2021101603
Nama : MUHAMMAD AMIN NURRASYID BIN ZUL HELMI

Program Pengajian : SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN)
PENGANGKUTAN
Fakulti : Faculty of Business & Management
Kampus : Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Online
Bidang Perniagaan yg dicobai : Makanan

Tempoh Beriaga :
No. Pendaftaran Perniagaan :
URL Perniagaan :
Alamat Pemas Perniagaan :
Tarikh Mendaftar : 13 Nov 2021
Tarikh Kemas kini : 16 Dec 2021
Tarikh Cetak :

SIP Pendaftaran Perniagaan MyENT ini merupakan modul dalam perniagaan yang dipaparkan oleh pelajar semasa tempoh pengajian di UTM. SIP ini adalah modul yang sangat penting dalam bentuk akaun perniagaan perniagaan atau laman web untuk dalam dunia online.

Akademi Pembangunan PKS dan Keusahanehan Malaysia (MASMED) juga telah membekalkan SIP ini kepada seluruh warga Pengajian di UTM sebagai alat untuk kegiatan dan usaha dalam UTM sahaja. UTM dan seluruh perniagaan yang dipaparkan oleh perniagaan adalah tidak dipungut bayaran untuk tempoh pendaftaran dan nama Universiti.

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

Figure 1.2 MyENT Certificate Student 1

1.2.1 MyENT Certificate Student 2



MASMED YOUNG ENTREPRENEUR (MyENT)
SLIP PENDAFTARAN PERNIAGAAN PELAJAR UTM

No. Pelajar : 2021118785
Nama : MUHAMMAD AZHAN FIKRI BIN ROZALI

Program Pengajian : SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN)
PENGANGKUTAN
Fakulti : Faculty of Business & Management
Kampus : Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Online
Bidang Perniagaan yg dicobai : Makanan

Tempoh Beriaga :
No. Pendaftaran Perniagaan :
URL Perniagaan :
Alamat Pemas Perniagaan :
Tarikh Mendaftar : 13 Nov 2021
Tarikh Kemas kini : 16 Dec 2021
Tarikh Cetak :

SIP Pendaftaran Perniagaan MyENT ini merupakan modul dalam perniagaan yang dipaparkan oleh pelajar semasa tempoh pengajian di UTM. SIP ini adalah modul yang sangat penting dalam bentuk akaun perniagaan perniagaan atau laman web untuk dalam dunia online.

Akademi Pembangunan PKS dan Keusahanehan Malaysia (MASMED) juga telah membekalkan SIP ini kepada seluruh warga Pengajian di UTM sebagai alat untuk kegiatan dan usaha dalam UTM sahaja. UTM dan seluruh perniagaan yang dipaparkan oleh perniagaan adalah tidak dipungut bayaran untuk tempoh pendaftaran dan nama Universiti.

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

Figure 1.2 MyENT Certificate Student 2

2.0 INTRODUCTION OF BUSINESS

2.1 Name and address of business

2.1.1 Business Name

The company's name is Bite'em Cookies, and the company is named after dark chocolate cookies because they are specialized in producing bite-size portions of dark chocolate cookies, which is what the company is named after.

2.1.2 Business Address

2.2 Organizational chart



Figure 2.2 Organizational Chart of Bite'em Cookies

2.3 Mission / Vision

2.3.1 Mission

Our mission is to create the best dark chocolate cookies in town. Fresh daily! We are the duo bakers specializing in baking cookies and satisfying our customers.

2.3.2 Vision

Our vision is to become a well-known business in Malaysia and create our business entity in the future.

2.4 Description of Products

We offer one kind of dark chocolate cookie at a reasonable and affordable price. Also, we strive to improve our every taste to ensure the customers will be satisfied and be loyal customers to the business.

Table 2.4 Description of Product

Product	Characteristic	Description
<p>Dark Chocolate Cookies</p>  <p><i>Figure 2.4</i> Dark Chocolate Cookies</p>	<p>Features</p>	<ul style="list-style-type: none"> ● Dark Chocolate Flavor ● Bite-Size Portions ● Product Price: RM15 per serving size ● Net Weight: 650 grams
	<p>Materials</p>	<p>Dark Chocolate Cookies:</p> <ul style="list-style-type: none"> ● Vanilla Essence ● Soda Bicarbonate ● Dark Chocolate Chip ● Brown Sugar ● Flour ● Butter ● Salt ● Milk ● Egg ● Oil

2.5 Product Price List of Bite'em Cookies

Table 2.5 Product Price List of Bite'em Cookies

Product	Price (RM)
Dark Chocolate Cookies	RM 15 / 650 grams

3.0 FACEBOOK

3.1 Facebook (FB) Page



Figure 3.1 Facebook (FB) Page

3.2 Customizing URL Facebook (FB) Page

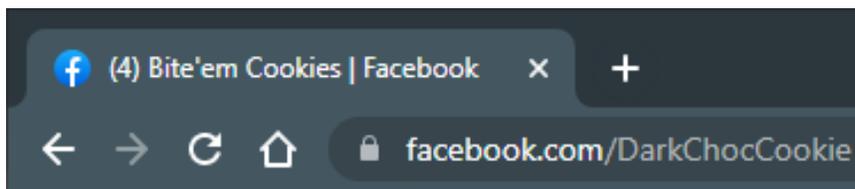


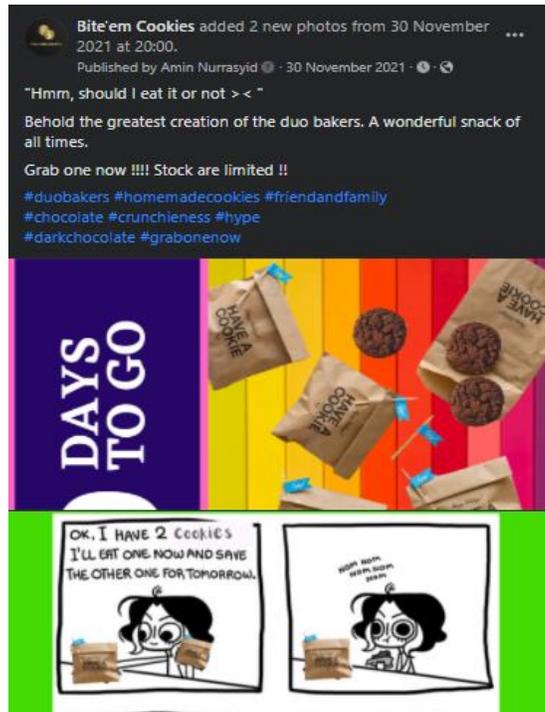
Figure 3.2 Customizing URL Facebook (FB) Page

3.3 Facebook (FB) Post – Teaser

3.3.1 Teaser 1



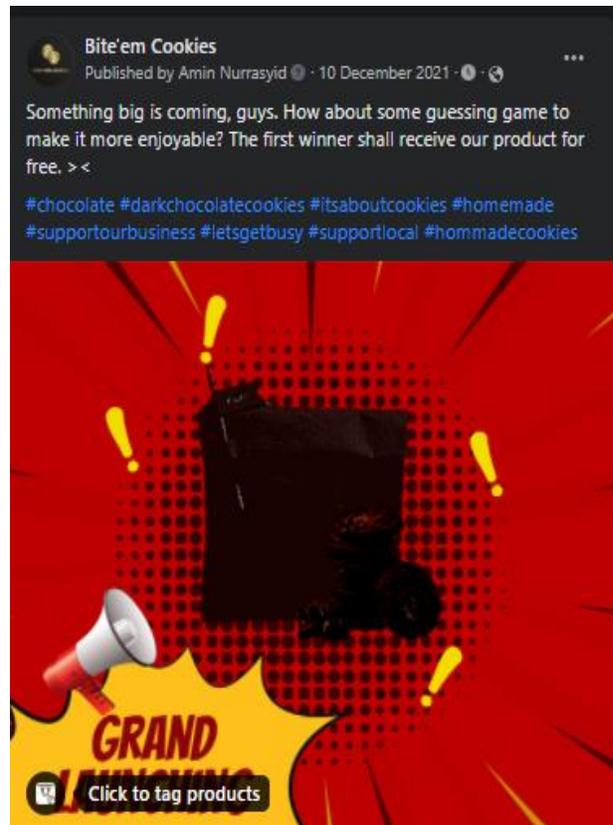
3.3.2 Teaser 2



3.3.3 Teaser 3



3.3.4 Teaser 4



3.3.5 Teaser 5



3.3.6 Teaser 6



3.4 Facebook (FB) Post – Copywriting (Hard Sell)

3.4.1 Hard Sell 1

Bite'em Cookies added 2 new photos from 15 December 2021 at 20:27.
Published by Amin Nurrasyid · 15 December 2021 ·

Merry Christmas Ho Ho Ho !!
Jingle bell, Jingle bell, Jingle all the way.
Christmas day is just around the corner. Looking for the best present for the loved one? or cookies that bring back memories?
We have what you are looking for, mouth-watering dark chocolate cooking.
A perfect charm on Christmas night.
Grab one now !!
[#Christmas](#) [#lovedone](#) [#darkchocolatecookies](#) [#hooked](#) [#present](#) [#simplytasty](#) [#charm](#)



3.4.2 Hard Sell 2

Bite'em Cookies
Published by Azhan Fikri · 25 December 2021 ·

SPECIAL YEAR-END PROMOTION !!!

Everyone who enjoys our Dark Choc Cookies will be delighted to learn that they can now enjoy their favourite cookies at a discounted price while still receiving the same rich and delicious flavour.

*The promotion is only valid during the final week of 2021 for the first 50 packs purchased of the day, every day from December 26th to December 31st, 2021.
(Available for Dark Chocolate Cookies)

Normal Price: RM15
Promo Price: RM7.5

Get yours now!
Click the link in our bio

[#darkchoccookies](#) [#promotion](#) [#yearendsalepromo](#) [#homemadecookies](#) [#grabfast](#) [#discountprice](#)



3.4.3 Hard Sell 3

Bite'em Cookies
Published by Amin Nurrasyid · 2 January at 23:38 ·

BITE 'EM COOKIES ARE NOW AVAILABLE IN SHOPEE APPS !!!

We have made our products available for purchase on the Shopee platform, and those interested in doing so can do so through the Bite'em Cookies account on that platform.
[#shopee](#) [#onlineplatform](#) [#darkchocolatecookies](#) [#supportourbusiness](#) [#homemadecookies](#)

Dark Chocolate Cookies lovers now have another option for purchasing our products. Grab one now !!
For more information, please contact us right away.



3.4.4 Hard Sell 4

Bite'em Cookies
Published by Azhan Fikri · 17 January at 00:33 ·

Life is short. Eat cookies.

Our Dark Chocolate Cookies are made with love and high-quality ingredients for our customers at a low cost. Grab a pack of our Bite'em Cookies dark chocolate cookies for RM15.

Please contact us right away if you require any additional information. Contact us through Whatsapp, Facebook Messenger, or the Shopee platform.
[#darkchocolatecookies](#) [#homemadecookies](#) [#shopee](#) [#grabfast](#)



3.4.5 Hard Sell 5

Bite'em Cookies
Published by Amin Nurrasyid · 23 January at 17:53 · 🌐 · 📷 · ⋮

We still could not believe how fast time flies and how supportive you can be. But remember how excited you are during our cookies grand launching. Remind us of this meme.

Grab one now !!

[#chocolate](#) [#darkchocolatecookies](#) [#itsaboutcookies](#) [#homemade](#)
[#supportourbusiness](#) [#letsgetbusy](#) [#supportlocal](#) [#homemadecookies](#)



3.5 Facebook (FB) Post – Copywriting (Soft Sell)

3.5.1 Soft Sell 1

Bite'em Cookies added 2 new photos from 7 December 2021 at 23:30.
Published by Amin Nurrasyid · 7 December 2021 · 🌐 · 🌐

Homemade cookies are everyone favourite !!! Especially our exclusive dark chocolate cookies. Who needs instantly packed cookies if you can purchase directly with us.

#chocolate #darkchocolatecookies #itsaboutcookies #homemade #supportourbusiness #letsgetbusy #supportlocal #homemadecookies



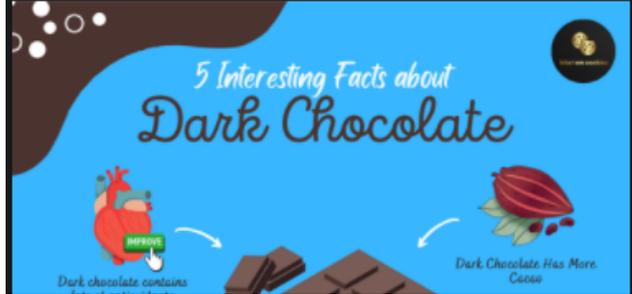
3.5.2 Soft Sell 2

Bite'em Cookies
Published by Azhan Fikri · 8 December 2021 · 🌐 · 🌐

Did you know that dark chocolate has a number of health benefits? You might not have known some of these fascinating facts about dark chocolate before reading this infographic.

- 1) Dark chocolate has more cacao (the beans that chocolate are made from) and less sugar than other chocolates, so it is considered healthier than milk and white chocolate.
- 2) Eating dark chocolate every day reduces the risk of heart disease.
- 3) The smell of chocolate increases theta brain waves, which trigger relaxation.
- 4) Eating dark chocolate widens arteries and promotes healthy blood flow that can prevent the buildup of plaque that can block arteries.
- 5) Dark chocolate contains lots of antioxidants that help the cardiovascular system by reducing blood pressure.

Source: <https://www.dosomething.org/.../11-facts-about-chocolate>



3.5.3 Soft Sell 3

Bite'em Cookies added 2 new photos from 27 December 2021 at 21:58.
Published by Azhan Fikri · 27 December 2021 · 🌐 · 🌐

We are pleased to see that many of our customers enjoy our Dark Chocolate Cookies, which we baked ourselves with genuine love.

#darkchoccookies #feedback



3.5.4 Soft Sell 4

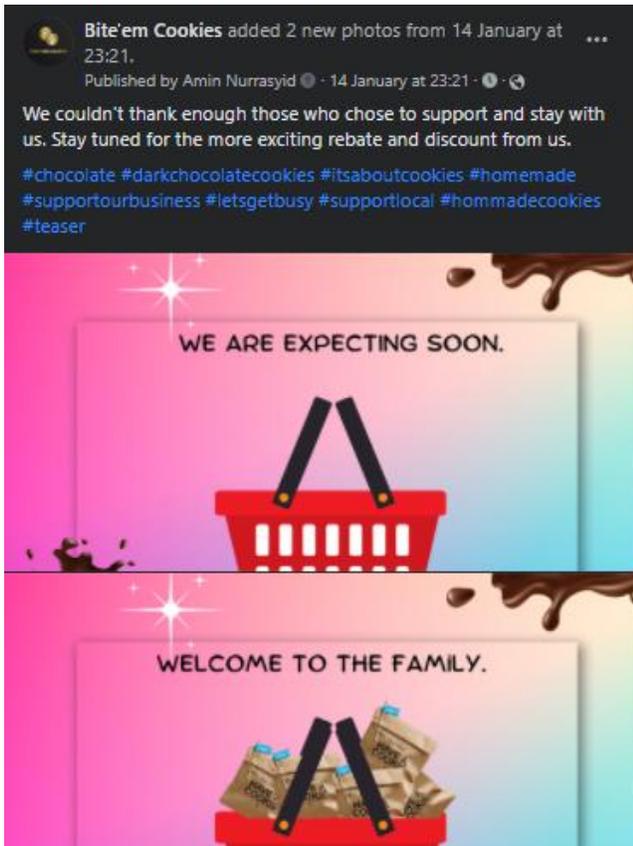
Bite'em Cookies
Published by Amin Nurrasyid · 1 January at 16:11 · 🌐 · 🌐

It's Sale Time!!!
Grab one of our Dark Chocolate Cookies during our New Year's Bite'em Cookies supersale on 1.1.2022.
Customers can purchase Dark Chocolate Cookies at a discounted price during the sale period, which runs from 1st January to 8th January, via our online platform Shopee, Facebook direct message, or Whatsapp message.

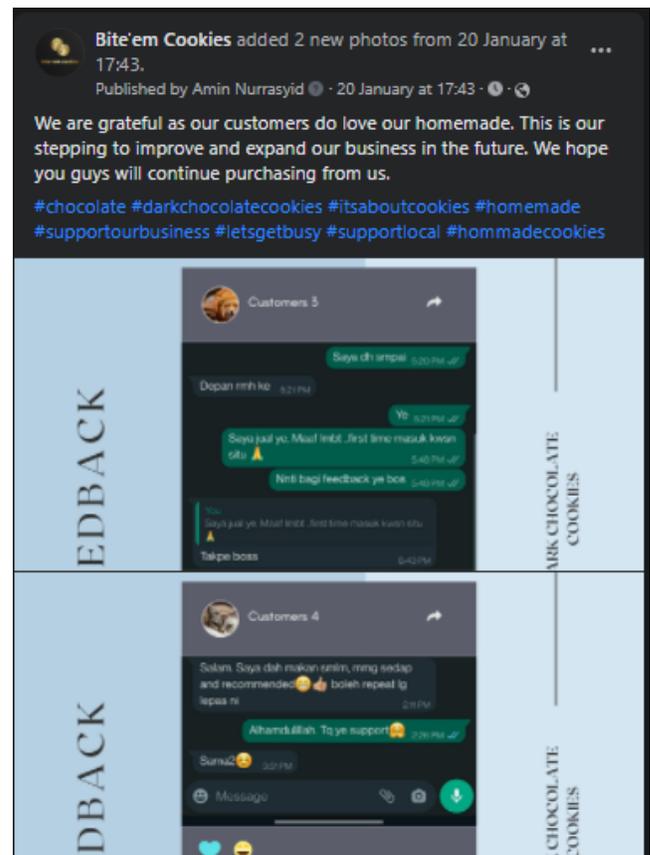
#darkchoccookies #homemadecookies #salespromotion #happynewyear #shopee



3.5.5 Soft Sell 5



3.5.6 Soft Sell 6

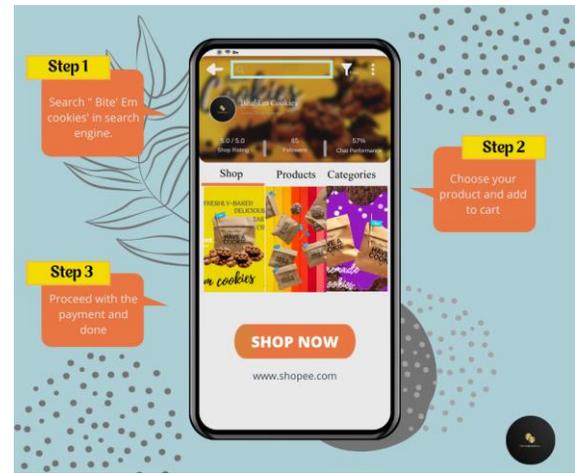


3.6 Frequency of Posting

Table 3.6 Frequency of Posting

Types	Posting	Date
Teaser	<i>Teaser 1</i>	25/11/21
	<i>Teaser 2</i>	30/11/21
	<i>Teaser 3</i>	1/12/21
	<i>Teaser 4</i>	10/12/21
	<i>Teaser 5</i>	15/12/21
	<i>Teaser 6</i>	4/1/22
Soft Sell	<i>Soft Sell 1</i>	7/12/21
	<i>Soft Sell 2</i>	8/12/21
	<i>Soft Sell 3</i>	27/12/21
	<i>Soft Sell 4</i>	1/1/22
	<i>Soft Sell 5</i>	20/1/22
	<i>Soft Sell 6</i>	14/1/22
Hard Sell	<i>Hard Sell 1</i>	15/12/21
	<i>Hard Sell 2</i>	25/12/21
	<i>Hard Sell 3</i>	2/1/22
	<i>Hard Sell 4</i>	17/1/22
	<i>Hard Sell 5</i>	23/1/22

3.7 Relevant Graphics to Each Post & Copywriting



4.0 CONCLUSION

Bite'em Cookies is a small business started by two individuals who bake their own dark chocolate cookies in their own kitchen. Muhammad Amin Nurrasyid and Muhammad Azhan Fikri were inspired to collaborate by their shared love of dark chocolate. The efforts and passion of our own have resulted in the Bite'em Cookies. The knowledge and experience in the food and bakery services industry will help the company compete with other businesses selling comparable products in the market. To reach a broader audience in Malaysia, the Bite'em Cookies used Facebook, which is widely used by Malaysians of all ages. Customers learn about the product via the Bite'em Cookies Facebook page, which uses a variety of marketing techniques to spread the word, including teasers, soft-sells, and hard-sells. It is now considered standard practice to use social media platforms when conducting business, much like having an online platform is now considered a trend. As a result, Bite'em Cookies also uses social media to promote their company's products and services. Finishing this Social Media Portfolio gave us a lot of new experiences and opportunities to learn new things. We have thoroughly enjoyed the process and the learning experience it has provided us, in addition, we have learned how to conduct online business through social media in order to generate profit for our company.