



اَوْبُوْ سَيِّدِي تِي كُوْلُوْ كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF BUSINESS AND MANAGEMENT BACHELOR OF BUSINESS
ADMINISTRATION (HONS.) TRANSPORT**

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)



SOCIAL MEDIA PORTFOLIO - DORYLICIOUS SNACK

GROUP: ENT530K

PREPARED BY:

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SUBMISSION DATE:

30 JANUARY 2022

ACKNOWLEDGEMENT

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

In the name of Allah, The Most Gracious, The Most Merciful

Praise be to Allah, Lord of the universe, who gives the blessing and strength to complete this project paper for our assignment. Peace and prayers be upon His Final Prophet and messenger Muhammad, the ideal role model for human beings.

We would like to take this opportunity to thank Miss Nur Najjah Binti Abd Rahim, lecturer of Principle of Entrepreneurship (ENT530), for her support and advice in completing this assignment. We very appreciate everything that she has done in explaining this assignment. May Allah reward her for all her efforts. This project paper tested our abilities mentally and physically. We would like to extend my deepest gratitude and special thanks to all who have directly and indirectly guided us in completing this assignment. We are really grateful because we managed to complete this assignment within the time given by Miss Nur Najjah Binti Abd Rahim.

EXECUTIVE SUMMARY

Dorylicious Snacks is a local product that has been trending and viral on the internet. Dorylicious Snacks are among the first to produce flavoured fried dory skins in Malaysia. The uniqueness of the products has led this product to be a well known product around Malaysia. Dorylicious Snack has expanded their products to all over around Malaysia including the urban and rural areas. Dorylicious Snacks also allows people to sign as an agent to help people to generate side incomes.

The objective of this business is to offer and introduce to the customers the new local products which are the Dorylicious Snacks. The price for the Dorylicious Snacks are affordable and suitable with the premium dory skins used in their product. The ingredients used in the Dorylicious Snacks are also safe to be consumed by all ages. We started our business on 20 November 2021 and we managed to sell more than 100 units of the Dorylicious Snacks in all flavours.

Creating a Facebook page has helped us to boost the sales of our Dorylicious Snack product. The feedback that we received from our customers is mostly positive feedback and customers are very satisfied with the products that we sell. We believe that our Dorylicious Snacks can be more successful in the future and reach the target of selling more than 500 units of the Dorylicious Snacks.

TABLE OF CONTENTS

ACKNOWLEDGEMENT.....	1
EXECUTIVE SUMMARY.....	2
1.0 GO-ECOMMERCE REGISTRATION.....	4-5
2.0 MyENT CERTIFICATE.....	6-7
3.0 INTRODUCTION OF BUSINESS.....	8-10
4.0 FACEBOOK (FB).....	11-19
5.0 CONCLUSION.....	20

1.0 GO-ECOMMERCE REGISTRATION



Certificate of Completion

This acknowledges that

NURUL IZZATIE BINTI MOHD NAZRI

has successfully completed

eUsahawan Course Level 1 – Go Digital

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Certificate of Completion

This acknowledges that

Irfan Taufiq

has successfully completed

eUsahawan Course Level 1 – Go Digital

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2.0 MyENT CERTIFICATE

	UNIVERSITI TEKNOLOGI MARA	Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)
MASMED YOUNG ENTREPRENEUR (MyENT)		
SLIP PENDAFTARAN PERNIAGAAN PELAJAR UiTM		
No. Pelajar	:	2020853064
Nama	:	NURUL IZZATIE BINTI MOHD NAZRI
Program Pengajian	:	SARJANA MUDA PENGURUSAN SISTEM PEJABAT (KEPUJIAN)
Fakulti	:	Faculty of Business & Management
Kampus	:	Selangor
MAKLUMAT PERNIAGAAN		
Mod Perniagaan	:	Online
Bidang Perniagaan yg diceburi	:	Makanan
Tempoh Berniaga	:	
No. Pendaftaran Perniagaan	:	
URL Perniagaan	:	https://www.facebook.com/Doryliciousnack/
Alamat Premis Perniagaan	:	
Tarikh Mendaftar	:	17 Nov 2021
Tarikh Kemaskini	:	
Tarikh Cetak	:	17 Nov 2021
<p>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.</p> <p>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.</p>		
SALINAN PENDAFTARAN INI DIPERAKUI OLEH PENOLONG NAIB CANSOLOR KEUSAHAWANAN UiTM		
Malaysian Academy of SME & Entrepreneurship Development (MASMED)		



MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar : 2021120069
Nama : Irfan Taufiq Bin Mohd Zanif
Program Pengajian : SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN)
PENGANGKUTAN
Fakulti : Faculty of Business & Management
Kampus : Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Hybrid
Bidang Perniagaan yg
diceburi : Makanan
Tempoh Berniaga : 6 Bulan
No. Pendaftaran Perniagaan :
URL Perniagaan : <https://fb.me/Doryliciousnack>
Alamat Premis Perniagaan :
Tarikh Mendaftar : 17 Nov 2021
Tarikh Kemaskini :
Tarikh Cetak : 25 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 terbatalkan 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)

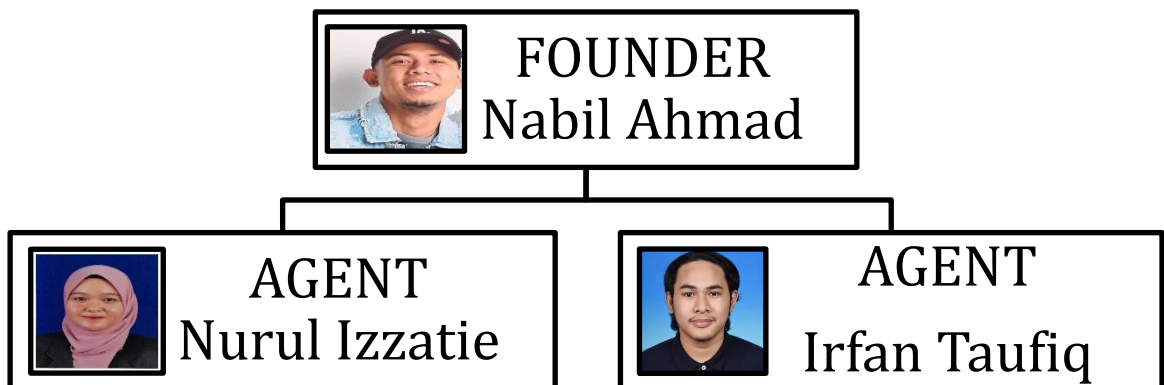
3.0 INTRODUCTION OF BUSINESS

- **Name and address of business**

Our business name is DoryLicious Snacks. This is not our product, the founder is from our famous celebrity which is Nabil Ahmad. We have become an agent for these products.

We run this business online which is addressed to our housing at

- **Organizational Chart**



- **Mission / Vision**

MISSION	VISION
To ensure the best quality of the snacks product at a reasonable price in Malaysia	To serve happiness to our customers through quality and delicious snack

- **Descriptions of products / services**

Dorylicious Snacks is a hot selling snack that has been viral on the internet and still going up to this day. Dorylicious Snack is a snack that is made of premium deep fried dory skins giving the crispy texture snacks. The dory skins are then coated with 3 different delicious flavours which is the Cheesy Salted Egg, Cheesy Tomato and Cheesy Curry & Dried Chili. The ingredients used in the Dorylicious Snacks are Fish Skin, Salted Eggs, Cheese Powder, Chili Powder and Curry Powder. Dorylicious Snacks is free from any harmful ingredients as it does not contain any artificial colouring, flavouring and even Monosodium Glutamate or to be known as MSG. Thus, Dorylicious Snacks are safe to be consumed by children or even the elderly covering all ages. The dory skins are then packed in a paperboard tube with a plastic lid, and the serving size for the Dorylicious Snack is 100 grams of the dory skins.

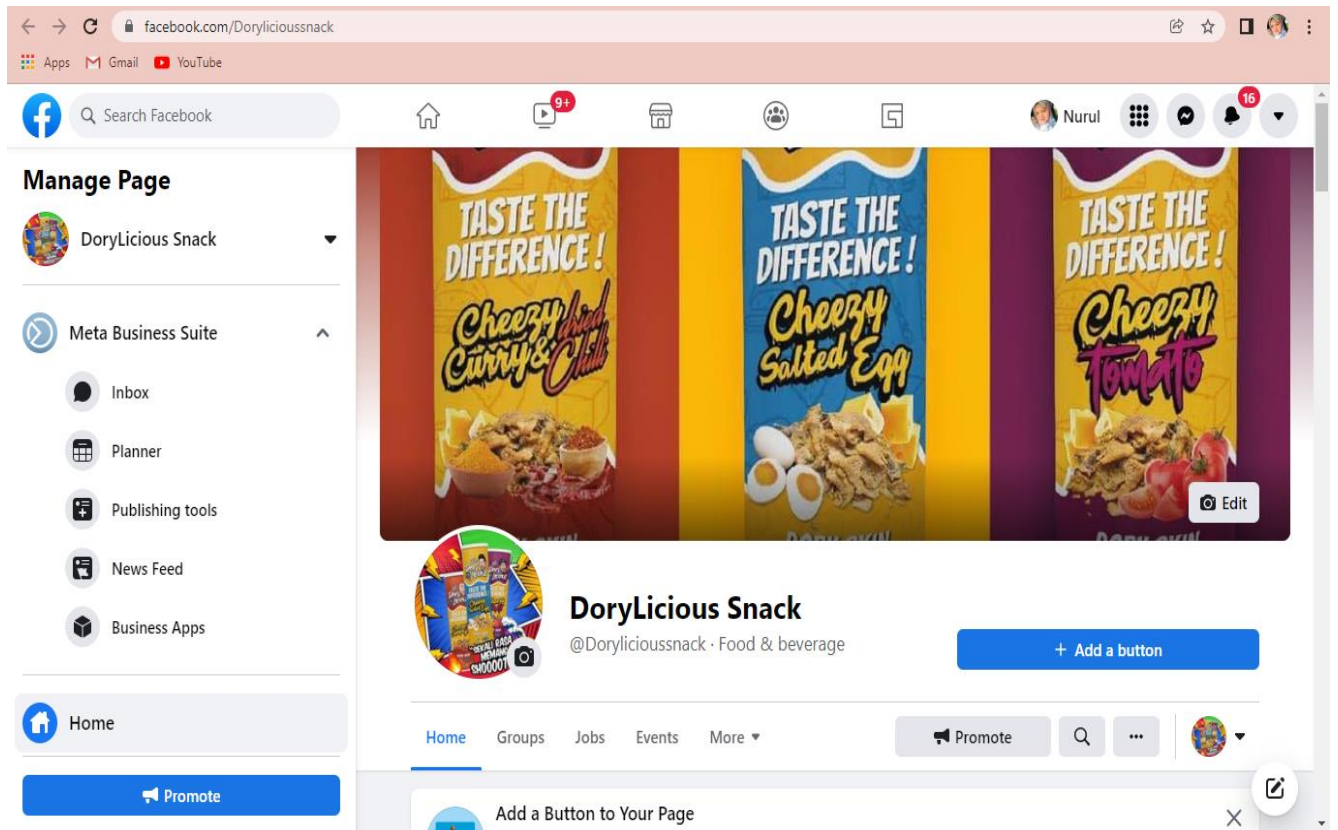
- **Price List**

The price for the Dorylicious Snacks for each flavour are fixed. The original selling price for the Dorylicious Snacks is RM35 in Semenanjung Malaysia meanwhile the price for the Dorylicious Snacks in Sabah and Sarawak is sold for RM40 . However, due to the changes of packaging from paperboard tube to plastic packaging there has been a change of price where Dorylicious Snacks are now being sold for RM28 in Semenanjung Malaysia, while in Sabah and Sarawak, Dorylicious Snacks are sold for RM33 only.

Items	Flavour & Serving Size	Price
 <p>The advertisement for Doritos Cheesy Salted Egg features a blue and yellow background. It shows a bag of Doritos Cheesy Salted Egg, several tortilla chips, and a cracked egg. The text 'FEEL THE SALTY EGG' is prominently displayed in yellow. At the bottom, it says 'SEKALI RASA MEMANG... SHOOOOTT!!' and includes the Doritos logo, 'Agent Leader Doritos', and the website 'www.doritos.com.my'.</p>	<ul style="list-style-type: none"> ● Cheesy Salted Egg ● 100 gram 	<p>SM (RM28) SS (RM33)</p>
 <p>The advertisement for Doritos Cheesy Curry & Dried Chili features a red and yellow background. It shows a bag of Doritos Cheesy Curry & Dried Chili, several tortilla chips, and a bowl of curry. The text 'FEEL THE SPICY CHILLI' is prominently displayed in yellow. At the bottom, it says 'SEKALI RASA MEMANG... SHOOOOTT!!' and includes the Doritos logo, 'Agent Leader Doritos', and the website 'www.doritos.com.my'.</p>	<ul style="list-style-type: none"> ● Cheesy Curry & Dried Chili ● 100 gram 	<p>SM (RM28) SS (RM33)</p>
 <p>The advertisement for Doritos Cheesy Tomato features a purple and yellow background. It shows a bag of Doritos Cheesy Tomato, several tortilla chips, and a tomato. The text 'FEEL THE SOUR TOMATO' is prominently displayed in yellow. At the bottom, it says 'SEKALI RASA MEMANG... SHOOOOTT!!' and includes the Doritos logo, 'Agent Leader Doritos', and the website 'www.doritos.com.my'.</p>	<ul style="list-style-type: none"> ● Cheesy Tomato ● 100 gram 	<p>SM (RM28) SS (RM33)</p>

4.0 FACEBOOK (FB)

- **Creating Facebook Page**



- **Customizing URL Facebook Page**

<https://www.facebook.com/Dorylicioussnack>

- Facebook Post - Teaser

Teaser Video 1

Facebook post interface for DoryLicious Snack. The post is titled "COMING SOON" and "Favorite snack in town coming soon in our store". The video thumbnail shows a person in a chef's hat with the text "DORYLICIOUS COMING SOON FAV SNACKS IN TOWN !!".

Left Sidebar:

- Enter location
- DoryLicious - Dory Skin [Snack Premium Kulit Ikan Dory]
 - Bukan kerepek ubi
 - Bukan kerepek kulit popia
 - Bukan campuran/ekstrak kulit ikan.
- 101 people like this
- 105 people follow this
- Enter website
- 013-803 0667
- Send message
- Enter email
- Edit business hours
- Food & Beverage
- Edit Page info

Teaser Video 2

Facebook post interface for DoryLicious Snack. The post is titled "SOMETHING NEW COMING SOON TO OUR STORE" and "STAY TUNED...". The video thumbnail shows a person in a chef's hat with the text "NEW TO OUR STORE" and "STAY TUNED...".

Left Sidebar:

- Videos (See all)
- Page transparency (See all)
- Page created - November 17, 2021

Teaser Video 3

The screenshot shows the Facebook interface for the page "DoryLicious Snack". The top navigation bar includes icons for home, video (9+), shop, community, and messages (16). The page header features the profile picture, name "DoryLicious Snack", and buttons for "Add a button" and "Promote". A search bar and a menu icon are also present.

The main content area displays a post from "DoryLicious Snack" published by Nurul Izzatie on January 5 at 1:03 AM. The post text reads: "COUNTDOWN ! 3 HARI LAGI. Jangan lepaskan peluang untuk dapatkan DoryLicious di kedai kami". Below the text is a video showing three cylindrical snack packages: one red, one yellow, and one purple, all with the "Dory Licious" branding and "TASTE THE DIFFERENCE" slogan.

At the bottom of the post, it shows "15 People reached" and "4 Engagements". A "Boost post" button is visible in the bottom right corner.

Teaser Video 4

This screenshot shows the Facebook interface for "DoryLicious Snack" with a different layout. The top navigation bar is identical to the previous screenshot. The page header also shows the page name and "Add a button" and "Promote" options.

The main content area features a post from "DoryLicious Snack" published by Nurul Izzatie on January 6 at 1:12 AM. The text says: "COUNTDOWN ! 2 HARI LAGI. Jangan lepaskan peluang untuk dapatkan DoryLicious Snack di kedai kami". The video shows several snack packages, including "DORY SKIN Cheez Curry's", with a cartoon character's face partially visible on the right.

On the left side of the page, there is a "Tips week 7" section titled "Reach more people interested in your business". It provides advice on creating ads and includes a "View tips" button. Below this is a "Create ad" section with the question "How would you like to grow your business?" and two options: "Create new ad" and "Boost a post".

Teaser Video 5

DoryLicious Snack

+ Add a button Promote

DoryLicious Snack
Published by Irfan Taufiq · January 6 at 12:54 PM ·

! COUNTDOWN !
1 HARI LAGI

Jangan lepaskan peluang untuk mendapatkan Dorylicious Snack di kedai kami 🛒

THIS IS Cheezy Salted Egg

12 People reached 5 Engagements **Boost post**

1

- Facebook Post - Copywriting Hard Sell

Posting 1

DoryLicious Snack

+ Add a button Promote

DoryLicious Snack
Published by Irfan Taufiq · January 9 at 9:05 PM ·

Dorylicious Snacks comes with 3 different flavors of your choice!! Don't miss a chance to try all 3 flavours!!

- 🍅 Cheezy Tomato
- 🍳 Cheezy Salted Egg
- 🌶️ Cheezy Curry Dry Chilis

Come and grab yours now, while stocks are available!!
You can Whatsapp us directly on 0138030688

72 People reached **65** Post engagements

Posting 2

Facebook page interface for DoryLicious Snack. The page header includes navigation icons (home, video, posts, profile, share), the page name "DoryLicious Snack", and a search bar. The main content area features a post from "DoryLicious Snack" published by Nurul Izzatie on January 21 at 4:45 PM. The post text asks "Have you tried our DoryLicious Snack?" and lists three flavors: Cheezy Curry, Cheezy Salted Egg, and Cheezy Tomato. It includes a call to action: "Let's try it now! Whatsapp us directly on 0138030688". The post image shows three snack bags with a comic book style background and the slogan "TASTE THE DIFFERENCE!". The left sidebar contains a "Tips week 8" section with a "View tips" button, a "Create ad" section with "Create new ad" and "Boost a post" options, and an "Automated Ads" section.

Posting 3

Facebook page interface for DoryLicious Snack. The page header is identical to the previous post. The main content area features a post from "DoryLicious Snack" published by Nurul Izzatie on January 24 at 12:01 PM. The post text says "Let's taste some amazing snack from DoryLicious Snack. You will definitely come back for more!" and lists the flavor "Cheezy Tomato" with a price of "RM35". It includes a call to action: "Whatsapp us directly on 0138030688". The post image shows two snack bags with a comic book style background and the slogan "BEST JAJAN". The left sidebar contains a "Tips week 8" section with a "View tips" button, a "Create ad" section with "Create new ad" and "Boost a post" options, and an "Automated Ads" section.

Posting 4

The screenshot shows the Facebook post interface for the page "DoryLicious Snack". The top navigation bar includes icons for home, notifications (9+), a shop icon (1), a profile icon, a share icon, and the user's name "Nurul" with a grid icon, a chat icon, and a notification bell (9). The page header features the "DoryLicious Snack" profile picture and name, a blue "+ Add a button" button, a "Promote" button, a search icon, and a menu icon. The main post area contains an illustration of a shop counter with two staff members. Below the illustration is a "Tips week 8" section titled "Get The Most From Your Page" with a "View tips" button. To the right of the illustration is a post by "DoryLicious Snack" published by Irfan Taufiq on January 26 at 10:11 PM. The post text reads: "Have you guys tried the Dorylicious Snacks with the new packaging? It comes in 3 different flavors of your choice !!". The flavors listed are "Cheesy Salted Egg", "Cheesy Tomato", and "Cheesy Curry & Dried Chili". The post also states: "You can now get the Dorylicious Snacks for only RM28 each" and "To order you can Whatsapp us directly on 0138030688". Below the text are three images of snack packaging labeled "MORE TASTY", "MORE SPICY", and "MORE CRISPY". At the bottom of the post area, there is a "Get more WhatsApp messages" notification and a "Boost post" button. The engagement bar shows 10 likes and 0 comments.

Posting 5

The screenshot shows the Facebook post interface for the page "DoryLicious Snack". The top navigation bar is identical to the previous screenshot. The page header is also identical. The main post area contains the same illustration of a shop counter. Below it is the same "Tips week 8" section. To the right is a post by "DoryLicious Snack" published by Irfan Taufiq on January 26 at 10:26 PM. The post text reads: "Good news to all Dorylicious lovers !! Dorylicious Snacks are now available at combo prices !! You can mix and match the flavors of your choice!!". The combo prices listed are: "BUY 1 for RM28", "BUY 3 for RM80", and "BUY 5 for RM140". The post also states: "For any inquiries, you can Whatsapp us directly on 0138030688". Below the text are three images of snack packaging labeled "3 PAKET RM 80.00", "1 PAKET RM 28.00", and "5 PAKET RM 140.00". At the bottom of the post area, there is a "Get more WhatsApp messages" notification and a "Boost post" button. The engagement bar shows 11 likes and 0 comments.

- Facebook Post - Copywriting Soft Sell

Posting 1

DoryLicious Snack

+ Add a button Promote

DoryLicious Snack
Published by Irfan Taufiq · January 24 at 10:17 PM

THERE'S A NEW LOOK FOR DORYLICIOUS SNACKS?
Introducing to all the NEW LOOK DORYLICIOUS 2022 with better packaging and quality of dorylicious for the year 2022!!

- 👉 MORE CRUNCHY
- 👉 TASTE BETTER
- 👉 CHEAPER PRICE

DoryLicious

DoryLicious Cherry Salted Egg

Posting 2

DoryLicious Snack

+ Add a button Promote

DoryLicious Snack
Published by Nurul Izzatie · January 26 at 12:33 PM

NEW LOOK IN 2022 🎉
For sure, DoryLicious Snack tastes really good!

DoryLicious

IT'S TASTES REALLY GOOD

SEKALI RASA MEMANG... SUKOTT!!

Posting 3

The screenshot shows a Facebook post from the page 'DoryLicious Snack'. The post is published by Nurul Izzatie on January 27 at 12:04 PM. The main content is a bright yellow advertisement with a blue speech bubble in the center. The speech bubble contains the text 'DoryLicious' in a stylized font, followed by 'DIPERBUAT DARIPADA 100% KULIT IKAN DORI ASLI'. The ad also features a cartoon character of a man in a cap pointing towards the viewer and two blue cartoon fish. The top navigation bar includes icons for home, video, shop, profile, and notifications, along with the user's name 'Nurul' and a grid icon.

Posting 4

The screenshot shows a Facebook post from the page 'DoryLicious Snack'. The post is published by Nurul Izzatie 8 hours ago. The main content is a blue advertisement titled 'APA KHASIAT DORYLICIOUS INI?'. It lists five health benefits in numbered circles: 01. Baik untuk menstabilkan tekanan darah, 02. Baik untuk kesihatan jantung, 03. Baik untuk sistem pencernaan, 04. Baik untuk kesihatan mata, and 05. Baik untuk kesihatan otot. The ad also features images of DoryLicious snack packaging and a bowl of snacks. The left sidebar shows 'Insights' for the last 28 days (Jan 1 - Jan 28) with the following data: People reached: 72 (+279%), Post engagements: 65 (+1525%), and Page likes: 33 (+1550%). The top navigation bar is identical to the previous screenshot.

Posting 5

DoryLicious Snack
Published by Nurul Izzatie · January 27 at 12:06 PM · 🌐

FACTS ABOUT DORYLICIOUS SNACK 🤪

PERBEZAAN IKAN PATIN & DORY

IKAN PATIN

Ikan patin, yang biasa dijadikan pengganti dori, merupakan jenis ikan air tawar dalam keluarga pangasiidae. Ikan patin dianggap sebagai pilihan pengganti ikan dori yang lebih ekonomis dan mudah dijangkau. Sayangnya, ikan patin kerap disalah sebutkan sebagai ikan John Dory. Ikan patin banyak ditemukan di kawasan Asia Selatan dan Tenggara.

IKAN DORY

Ikan dori yang merujuk pada ikan John Dory yang terkenal dan mahal. Ikan dori adalah ikan laut yang termasuk dalam keluarga zeidae. John Dory adalah ikan pantai benthopelagic. Ikan ini biasa ditemukan di pesisir Afrika, Asia Tenggara, Selandia Baru, Australia, pesisir Jepun, dan di pesisir Eropah. Ikan tinggal di dekat dasar laut, hidup di kedalaman dari 5 meter (15 kaki) hingga 360 meter (1200 kaki).

5.0 CONCLUSION

We are glad for the opportunity to do this social media project. We had a lot of different experiences, which has been quite valuable in this social media business. We are hoping to keep our existing business going in the future. Our goal is to increase the business profit margins. We felt that the social media business portfolio is the toughest for us, but we have been able to increase our profit to RM70 and above as a result of our real-life experiences.

We also hope that our commitment and hard work in this social media business turns into a passion for us to keep going till it succeeds. We intend to fulfil our vision and mission of becoming the greatest online and offline seller in the business. We had to prove our ability to work independently and ensure that this product was inexpensive, of good quality, and that the consumer was satisfied. It's more difficult to utilise digital technology to market this product on social media because it's so competitive, but we've already proven that we can operate a successful business.

Finally, this social media business has been really beneficial to us. Even if our business is still fresh and modest, we may develop a business strategy. We've gained a lot of knowledge and experience in the process of becoming a true social media entrepreneur. We also learnt how to utilise the e-Commerce21 Portal to track sales and gained valuable business information. We also need to produce Facebook business offerings such as teaser posts, soft sells, and hard sells, which has surprisingly contributed to our understanding of how to be a successful seller in attracting customers.