



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

SOCIAL MEDIA PORTFOLIO – D’S PASTRIES

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 effort. 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

‘The best bakery and pastry shop in the country!’ This is what we envision to be in the future. Our business, D’s Pastries, sells a variety of pastries and delicacies ranging from fruit tarts to mini beef lasagnes. We sell products that are not only sweet, but also savoury and very filling. Our products are all affordable and reasonable and can be purchased by customers of all levels of income. Our business uses Facebook as our main medium of carrying out our business activities such as promoting our products, selling our products, information of our business and our products, information on deals and promotions. We also hope to retain old customers and to attract new and potential customers in the future. We also aim to gain enough profit to open our own shop lot in the future.

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1.0 GO-ECOMMERCE REGISTRATION





Certificate of Completion

This acknowledges that

Saiful Johanies Daniel Bin Saiful Amri

has successfully completed

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organised by



This is a digital-generated certificate. No signature is required.

2.0 MyENT CERTIFICATE

	Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)
MASMED YOUNG ENTREPRENEUR (MyENT)	
SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM	
No. Pelajar	: 2021114007
Nama	: MUHAMMAD DANIEL IMRAN BIN RAMLAN
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	:
No. Pendaftaran Perniagaan	:
URL Perniagaan	: https://www.facebook.com/2DPastries/
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>	
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Malaysian Academy of SME & Entrepreneurship Development (MASMED)	

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar : 2021132397
Nama : Saiful Joharies Daniel Bin Saiful Amri
Program Pengajian : SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN)
PENGANGKUTAN
Fakulti : Faculty of Business & Management
Kampus : Selangor

MAKLUMAT PERNIAGAAN

Mod Pemiagaan : Hybrid
Bidang Pemiagaan yg
dibeber : Makanan
Tempoh Bermiagaan :
No. Pendaftaran Pemiagaan :
URL Pemiagaan : <https://www.facebook.com/2DPastries/>
Alamat Premis Pemiagaan :
Tarikh Mendaftar : 17 Nov 2021
Tarikh Kemaskini :
Tarikh Cetak : 25 Jan 2022

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diijelankan oleh penama adalah risiko dan tanggungjawab sendiri tanpa melibatkan kepentingan dan nama Universiti.

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3.0 INTRODUCTION OF BUSINESS

3.1 Name and address of the business

D's Pastries is the name given to the business, and the letter "D" represents the name of both of the business's partnership owners, which is Daniel. Because our names are Saiful Johanies Daniel and Muhammad Daniel Imran, we decided to incorporate similarity and chemistry into our business name in the hope that it will be the best known and successful brand in Malaysia.

is the address for our business. The business is currently run from home, and we hope to expand in the future by renting a shop lot.

3.2 Organizational Chart



SAIFUL JOHANIES DANIEL BIN SAIFUL AMRI
(Owner D's Pastries)



MUHAMMAD DANIEL IMRAN BIN RAMLAN
(Owner D's Pastries)

3.3 Mission and Vision

- **Mission**

D's Pastries are very passionate about providing high-quality bakery and pastries. Our goal is to provide an unrivalled product and experience to all of our customers. Our talented pastry team uses only the finest ingredients and cutting-edge techniques to produce a product of truly exceptional quality. We strive to provide excellent customer service and consider customer satisfaction to be our ultimate goal. We are committed to providing a respectful and positive work environment where everyone is treated equally!

- **Vision**

The best bakery and pastry shop in the country!

3.4 Descriptions of products & Price list

1. Chicken pie



- A baked dish of chicken covered with pastry. Sold for RM25 for a box of 12 pieces.

2. Mini Beef Lasagne



- Bolognese sauce is layered between sheets of egg pasta. A classic béchamel sauce and a sprinkling of mature Cheddar cheese complete the dish. sold for RM30 for a box of 20 pieces.

3. Fruit Tarts



- The fruit tarts are filled with pastry cream, which is made with milk, eggs, vanilla, sugar, corn starch, and butter. RM35.00 for 30 pieces in a box

4. Mini Strudel



- A type of layered pastry with a filling and slices of mango and strawberry on top. RM25 for 15 pieces in a box.

5. Whoopie Pie



- Two soft rounds of chocolate cake filled with vanilla buttercream frosting and marshmallow fluff. RM25 for 10 pieces in a box.

6. Burnt Cheesecake



- This burnt cheesecake is intentionally burnt to give a bitter outer layer and extra creamy inside. It tastes like caramelized cheesecake in one bite and it has a good balance of bitterness from the burnt exterior. RM30 for 16 pieces in a box.

7. Cream Puff



- It's a round pastry shell filled with whipped cream or a cream filling. A sweet pastry made from choux pastry dough and baked into small dome-shaped puffs. After baking, the outer crust is golden tan and slightly brittle, while the inner crumb is dense and fluffy. RM35 for a box of 30 pieces.

8. Cream horn



- A flaky or puff pastry filled with whipped cream Winding overlapping pastry strips around a conical mould creates the horn shape. RM20 for a box of ten pieces.

9. Pavlova



- A dessert made with meringue and named after Russian ballerina Anna Pavlova. It has a crisp crust and a soft, light interior, and it is typically topped with fruit and whipped cream. A box of 20 pieces costs RM35.

4.0 FACEBOOK (FB)

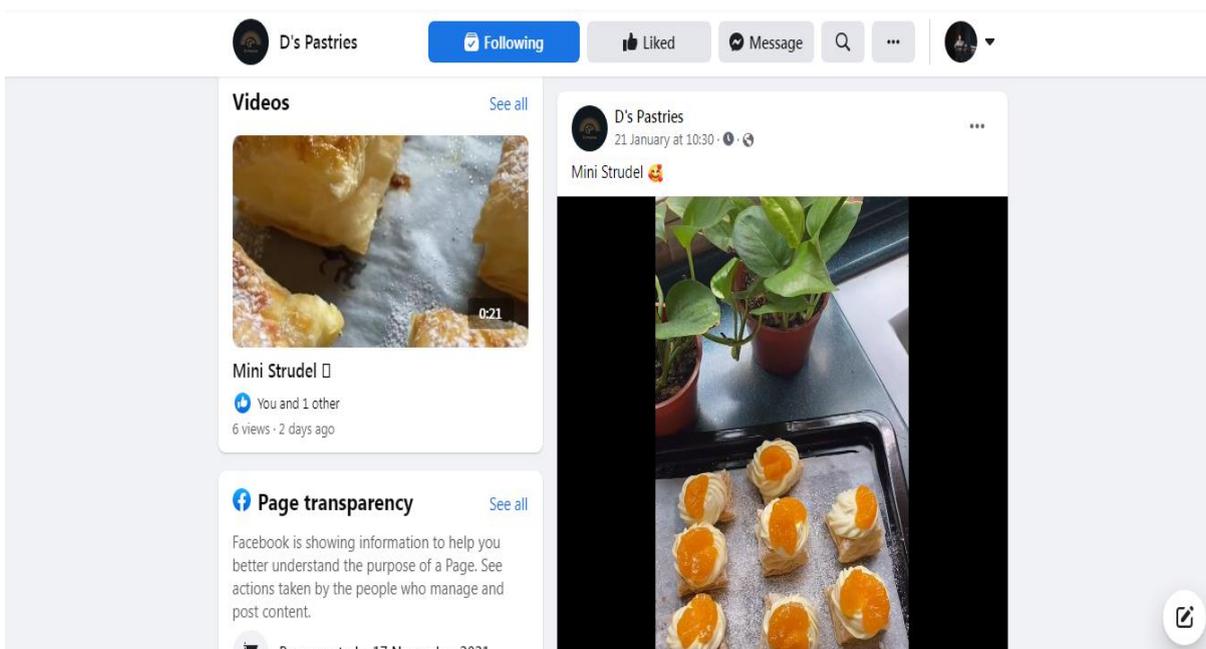
4.1 Creating Facebook (FB) page



4.2 Customizing URL Facebook (FB) page

- https://www.facebook.com/2DPastries/?ref=page_internal

4.3 Facebook (FB) post - Teaser



D's Pastries Following Liked Message Search More

Mini Strudel 👤

👍 You and 1 other

6 views · 2 days ago

Page transparency See all

Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.

📅 Page created – 17 November 2021

Add your business to Facebook

Showcase your work, create ads and connect with customers or supporters.

[Create Page](#)

D's Pastries

7 January at 10:45 · 🌐 · 🌐

Pavlova 🌟



D's Pastries Following Liked Message Search More

Mini Strudel 👤

👍 You and 1 other

6 views · 2 days ago

Page transparency See all

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D's Pastries

27 December 2021 · 🌐 · 🌐

Fluffy Creampuff ❤️



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D's Pastries Following Liked Message Q ...

Mini Strudel
 You and 1 other
 6 views · 2 days ago

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D's Pastries
 23 December 2021 · 🌐 🔒
 Creamhorn in the making 🌟



D's Pastries Following Liked Message Q ...

Mini Strudel
 You and 1 other
 6 views · 2 days ago

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D's Pastries
 14 December 2021 · 🌐 🔒
 Level up your day with our delicious creamy chicken pie 🍴

Write a comment... 😊 📷 🗨️ 👍



4.4 Facebook (FB) post - Hard Sell

D's Pastries Following Liked Message Q ...

Mini Pavlovas
You and 1 other
6 views · 2 days ago

Page transparency See all
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Page created – 17 November 2021

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D's Pastries added 4 new photos from 25 December 2021 at 12:00.
25 December 2021 · 🌐 🌐

Hol Ho! Ho! And a Merry Christmas to all our customers celebrating this merry holiday 🎄

In conjunction with Christmas holiday, we are giving out special prices until the New Year for our famous Mini Pavlovas, Cream Horn, and Cream Puffs 🍩

- Mini Pavlovas = RM28 (1 box/20 pcs)
- ... See more



D's Pastries Following Liked Message Q ...

Mini Pavlovas
You and 1 other
6 views · 2 days ago

Page transparency See all
Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.
Page created – 17 November 2021

Add your business to Facebook
Showcase your work, create ads and connect with customers or supporters.
[Create Page](#)

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D's Pastries added 2 new photos from 11 December 2021 at 10:00.
11 December 2021 · 🌐 🌐

Impress your guests, or show someone you love just how special they are, with our fruit tarts. These delightfully sweet treats have a flakey pastry crust, and a rich filling. And for savory cravings, try our mini beef lasagne. These decadent lasagne cups are made with ground beef and a rich tomato sauce under a layer of melted cheese.

And why choose between sweet and savoury when you can have the best of both worlds. For a limited time only, we are giving a promo of 1 box of Fruit Tarts (30 pcs) + 1 box of Mini Beef Lasagne (16 pcs) for just RM50!

So what are you waiting for? Order now and get yours now!



Whoopie Pies. Burnt Cheesecake. Mini Strudel.

The three desserts that are always the most controversial at parties when it comes to favourite dishes. Firstly, because they're so delicious and secondly, because usually there are never enough leftovers! So don't be the only one not to have tried our signature desserts.

For this week only, we are giving out a promotion for these 3 desserts.

- 1 box (12pcs) of Whoopie Pies
- 1 box (20pcs) of Burnt Cheesecake
- 1 box (30pcs) of Mini Strudel

Get a combination of these 3 boxes for only RM70!!! Don't miss out on this promotion and get yours now!



D's Pastries Following Liked Message Search More



Mini Strudel □
 You and 1 other
 8 views · 2 days ago

Page transparency See all

Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.

Page created – 17 November 2021

Add your business to Facebook
 Showcase your work, create ads and connect with customers or supporters.

[Create Page](#)

D's Pastries
 8 January at 10:30 · 🌐

Chicken pies are golden brown, savoury pastries filled with tender chunks of chicken and vegetables. Perfect for everyday treats or to take on picnics, they're exactly what you need at tea time.

So for this week only, we're giving out special prices for our famous chicken pies 🍷

For this week we are selling our chicken pies at just RM20 for 1 box (12pcs)! So don't waste this opportunity and get yours now!



D's Pastries Following Liked Message Search More

Stressed is Desserts spelled backwards. If you're stressed, then go for desserts!

136 people like this, including 5 of your friends



139 people follow this

018-296 0936

Typically replies within an hour
[Send message](#) ⓘ

2dpastries@gmail.com

Food and drink

Photos See all



D's Pastries
 20 December 2021 · 🌐

Looking for a delicious dessert with less guilt? Then look no further. Our mini fruit strudel desserts are perfectly sized for you and your friends. Only 40 calories a piece, these mini strudels will keep you full after any meal without the unwanted calories. Great for parties and for your health!

With New Years coming up, we know you're looking for desserts to bring to your party. Because of that we're giving a special promotion for New Years where if you get 3 boxes of mini strudel will cost only RM60! Saving up to RM15 🙌🙌🙌

So wait no more and order before the 31st of December to bring these delicacies to your party.



4.5 Facebook (FB) post - Soft Sell

15:08 📶 🔋

🔍 D's Pastries

[Home](#) [Groups](#) [Jobs](#) [Events](#) [Posts](#) [Reviews](#)



D's Pastries
9 Dec 2021 · 🌐

The best combo in town straight to your door step! Our mini beef lasagne & baked potato beef will cherish your day! ✨



👍 You and 2 others

👍 Like 💬 Comment ➦ Share

🏠 Home 📺 ⁹⁺ Watch 🏪 Marketplace 🚩 Pages 🔔 ⁹⁺ Notifications ☰ Menu



D's Pastries

9 Dec 2021 · 🌐

Fresh fruits, fresh custard in a crispy pastry shell! We're open from Monday to Saturday, so go book yours now!



👍 You and 2 others

👍 Like

💬 Comment

➦ Share



D's Pastries



Home



Watch



Marketplace



Pages



Notifications



Menu



Home

Groups

Jobs

Events

Posts

Shop



D's Pastries added 16 new photos from 17 November 2021 at 10:48.



Posted by Daniel Imran

18 Nov 2021 · 🕒 · 🌐

Wanna know what's on the menu 🤔 Stay tuned to find out 👀



👍 You and 2 others

👍 Like

💬 Comment

➦ Share



Home



Watch



Marketplace



Pages



Notifications



Menu



D's Pastries

9 Dec 2021 · 🌐



Celebrate a Special day with your loved ones with our pavlova from D's Pastries! 🥰



👍 You and 2 others

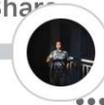
👍 Like

💬 Comment

➦ Share



D's Pastries



Home



Watch



Marketplace



Pages



Notifications



Menu



D's Pastries

9 Dec 2021 · 🌐



Meet our puffy creampuff! 🥰



👍 You and 2 others



Home



Watch



Marketplace



Pages



Notifications



Menu



Home

Groups

Jobs

Events

Posts

Shop



D's Pastries



Posted by Saiful Johanies

8 Dec 2021 · 🕒 · 🌐

The best Creamhorn in town! We're opening for orders now! 😊



👍 3

2 comments



Home



Watch

9+



Marketplace



Pages



Notifications

9+



Menu

5.0 CONCLUSION

In conclusion, our business, D's Pastries, is a business that sells a variety of pastries and delicious delicacies. Our business sells pastries that vary in taste and also price. We use Facebook as the medium to sell and promote our products where we mainly post about the description and images of our products, the price of our products, the promotions that we offer for certain products, our availability, and many more. Facebook is the main medium that we use at the moment for our main activities.

By using Facebook, besides promoting our products, we can also engage with our customers more easily and more frequently. This can help to improve on our customer retention and to also attract new and potential customers in the future. By using this social media platform, we can also keep up to date with the latest trends that come up and know what customers demand at that moment.

Lastly, we hope using Facebook as our medium of business activities will help us to gain more profit and customers in the near future. We also plan to sell on other social media platforms such as Instagram and Twitter to further increase our customers. We hope to gain enough profit to open our own shop lot in the future and expand our business to become one of the best.