



اوتورسيتي تكنولوجي مارا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF BUSINESS AND MANAGEMENT  
BACHELOR OF BUSINESS ADMINISTRATION (HONS) HUMAN  
RESOURCE MANAGEMENT**

**PRINCIPLES OF ENTREPRENEURSHIP  
(ENT530)**

**ASSIGNMENT 4  
SOCIAL MEDIA PORTFOLIO  
BUSINESS: KUCATE.QUEEN**

**PREPARED FOR:  
MISS NUR NAJJAH ABD RAHIM**

**CLASS: BA243-4B**

**PREPARED BY:**

<b>NO</b>	<b>NAME</b>	<b>MATRIC NO.</b>
1	AINA MADIHAH BINTI ABDUL RAHIM	2020835092
2	CELINE EVONNE SEPANGGOL	2020879072

**SUBMISSION DATE: 15/07/2022**

## **ACKNOWLEDGEMENT**

First and foremost, we would like to praise and thank the Almighty God for giving us the strength and because of His blessing, we were able to complete this social media portfolio on time. We also would like to take this chance to express our gratitude to Miss Nur Najjah Abd Rahim, our beloved lecturer for Principles of Entrepreneurship (ENT530), for her guidance, advice, perseverance, and most importantly, for providing constructive motivation to accomplish this social media portfolio.

In addition, this assignment would not be complete without the effort and co-operation from both partners; Aina Madihah Abdul Rahim and Celine Evonne Sepanggol. Last but not least, we would also like to express our appreciation to people around us who have inspired and supported us to accomplish this report, both internally and externally, especially our parents, family, friends, and colleagues. They have given us the best help by providing us with valuable information. We would not have been able to complete this portfolio without them.

## **EXECUTIVE SUMMARY**

Kucate is an online-based company that sells tea. Apart from that, Kucate produced four types of tea and each of them has their own uniqueness as well as benefits. All four types of tea are known as 'HAPPY TUMMY' (Ginger & Chrysanthemum), 'STRESS FREE' (Osmanthus & Longan), 'BEAU\_TEA' (Rose & Chrysanthemum), and the latest brand of new flavour that was released this year called SUPERWOMAN. As a business partner of Kucate.Queens' online business, this business is created to fulfil the clients demands since we are selling and promoting the highest quality of Kucate tea.

Every four types of tea have its own ingredients and benefits. Therefore, customers may purchase their own suitable and favourable tea. The target market is mainly females aged around twenty-five above, yet people of all ages can purchase it too. This business is created to sell and promote Kucate.Queens tea in local, Malaysia. Customers can only purchase it online, which we have provided a facebook page to make it easier for the future clients to contact us with the information given on the @Kucate.Queens facebook page.


We created a facebook page and initiated this business on 12 May 2022 by posting a teaser of our products, hard sell, soft sell, along with a suitable graphics. This posting helps us to advertise each product's uniqueness as a marketing purpose and to attract the customers' interest. Apart from that, Kucate.Queens was co-founded by two partners; Aina Madihah, the Sales and Marketing Manager and Celine Evonne, the Finance Manager. Lastly, this business provides shipping service with charges by using NinjaVan Malaysia.

## TABLE OF CONTENTS

NO.	CONTENT	PAGE
<b>1.0</b>	Go-ECommerce Registration	<b>1-2</b>
<b>2.0</b>	MyENT Certificate	<b>3-4</b>
<b>3.0</b>	SSM Registration	<b>5</b>
<b>4.0</b>	Introduction 4.1 Name and Address of Business 4.2 Organizational Chart 4.3 Mission/Vision 4.4 Descriptions of Products / Services and Price List	<b>6</b> <b>7</b> <b>7</b> <b>8</b>
<b>5.0</b>	Facebook(FB) 5.1 Creating Facebook (FB) Page 5.2 Customizing URL Facebook (FB) Page 5.3 Facebook (FB) Post- Teaser 5.4 Facebook (FB) Post - Copywriting (Hard Sell) 5.5 Facebook (FB) Post - Copywriting (Soft Sell) 5.6 Relevant Graphics to Each Post/Copywriting 5.7 Sales Report	<b>10</b> <b>11</b> <b>12-14</b> <b>15-22</b> <b>23-30</b> <b>31-32</b> <b>33</b>
<b>6.0</b>	Conclusion	<b>34</b>
<b>7.0</b>	Appendices	<b>35-41</b>

## 1.0 Go-ECommerce Registration

PERSONAL PROFILE
BUSINESS PROFILE



**AINA MADIAH  
BINTI ABDUL  
RAHIM**

### Personal Information

Name	AINA MADIAH BINTI ABDUL RAHIM	Phone/Mobile	:		<a href="#" style="background-color: #e91e63; color: white; padding: 2px 5px; border-radius: 3px;">Edit</a>
		Home Address	:		
New Identity Card No.			:		
Email Address		District	:		
City		Postcode	:		
State		Personal	:		
Personal Facebook		Instagram	:		
Gender	Female	Race	:	Malay	
Marital Status	Single	Special Need Required	:	No	

### Institution Information [Add New](#)

LITM Puncak Alam - Please Select

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		:		
Level of Study	: Bachelor Degree	Study Status	:	Full time	<a href="#" style="background-color: #e91e63; color: white; padding: 2px 5px; border-radius: 3px;">Edit</a> <a href="#" style="background-color: #e91e63; color: white; padding: 2px 5px; border-radius: 3px;">Delete</a>
Course Name	: Please Select	Class Name	:	Please Select	
Subject Name	: Principles of Entrepreneurship	Year Enrolling the subject	:	2022	
Month Enrolling the Subject	: 4	Lecturer Name	:	Ainunnazlee Mohd Ali	
Internship	: No	Year Of Internship Enrollment	:	0	
		Period of	:		
Month of Internship Enrollment	: -	Training Expected	:	7	
Expected Year To Complete Study	: 2023	Month To Complete Study	:		
Related To Study Field	: Yes		:		

#### eCertificates

[Click here to download Programme eCertificate now](#)

This is only available for users who:

- Have completed all 7 Modul/Chapter on Malaysia Digital Academy before end of 2018
- Have completed a digital entrepreneurship course at a partnering tertiary institution

#### Completed Online Training

Figure 1.0 Go-Ecommerce Registration (Aina Madiah binti Abdul Rahim)



**Personal Information**

Name	: CELINE EVONNE SEPANGGOL	Phone/Mobile	:	<input type="text" value=""/>	<input type="button" value="Edit"/>
		Home Address	:	<input type="text" value=""/>	
New Identity Card No.	:	District	:	<input type="text" value=""/>	
Email Address	:	Postcode	:	<input type="text" value=""/>	
City	:	Personal Instagram	:	<input type="text" value=""/>	
State	:	Race	:	Bumiputra Sabah	
Personal Facebook	:	Special Need Required	:	No	
Gender	:				
Marital Status	:				

**Institution Information**

UITM Puncak Alam - Please Select

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				
Level of Study	: Bachelor Degree	Study Status	:	Full time	<input type="button" value="Edit"/> <input type="button" value="Delete"/>
Course Name	: Please Select	Class Name	:	Please Select	
Subject Name	: ENT530	Year Enrolling the subject	:	2022	
Month Enrolling the Subject	: 4	Lecturer Name	:	Ainunnazlee Mohd Ali	
Internship Enrollment	: No	Year Of Internship Enrollment	:		
Month of Internship Enrollment	:	Period of Internship Training	:		
Expected Year To Complete Study	: 2023	Expected Month To Complete Study	:	7	
Related To Study Field	: Yes				

**Figure 2.0 Go-Ecommerce registration (Celine Evonne Sepanggol)**

## 2.0 MyENT Certificate



The certificate is titled 'MASMED YOUNG ENTREPRENEUR (MyENT)' and 'SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM'. It contains personal and academic details for Aina Madihah Binti Abdul Rahim, including her student ID (2020835092), program (SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN) PENGURUSAN SUMBER MANUSIA), and faculty (Faculty of Business & Management, Selangor). It also lists business registration details such as 'Mod Perniagaan: Hybrid', 'Bidang Perniagaan yg diceburi: Sistem', and 'URL Perniagaan: https://www.facebook.com/KucateQueens-116262744410598/about/?ref=aae\_internal'. The certificate is signed by the Deputy Vice-Chancellor for Entrepreneurship Development (MASMED) and dated 12 May 2022.

**UNIVERSITI TEKNOLOGI MARA** | Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)

### MASMED YOUNG ENTREPRENEUR (MyENT)

#### SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar : 2020835092  
Nama : AINA MADIHAH BINTI ABDUL RAHIM

Program Pengajian : SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN)  
PENGURUSAN SUMBER MANUSIA

Fakulti : Faculty of Business & Management  
Kampus : Selangor

#### MAKLUMAT PERNIAGAAN

Mod Perniagaan : Hybrid  
Bidang Perniagaan yg diceburi : Sistem  
Tempoh Berniaga :  
No. Pendaftaran Perniagaan :  
URL Perniagaan : [https://www.facebook.com/KucateQueens-116262744410598/about/?ref=aae\\_internal](https://www.facebook.com/KucateQueens-116262744410598/about/?ref=aae_internal)  
Alamat Premis Perniagaan :  
Tarikh Mendaftar : 12 May 2022  
Tarikh Kemaskini :  
Tarikh Cetak : 12 May 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 terbatol 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)

Figure 3.0 MyENT Certificate (Aina Madihah binti Abdul Rahim)


**UNIVERSITI  
TEKNOLOGI  
MARA**

Akademi  
Pembangunan PKS dan  
Keusahawanan Malaysia  
(MASMED)

## MASMED YOUNG ENTREPRENEUR (MyENT)

### SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar	: 2020879072
Nama	: CELINE EVONNE SEPANGGOL
Program Pengajian	: SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN) PENGURUSAN SUMBER MANUSIA
Fakulti	: Faculty of Business & Management
Kampus	: Selangor

### MAKLUMAT PERNIAGAAN

Mod Perniagaan	: Hybrid
Bidang Perniagaan yg diceburi	: Sistem
Tempoh Berniaga	:
No. Pendaftaran Perniagaan	:
URL Perniagaan	: <a href="https://www.facebook.com/Kucate.Queens/?ref=pages_you_manage">https://www.facebook.com/Kucate.Queens/?ref=pages_you_manage</a>
Alamat Premis Perniagaan	:
Tarikh Mendaftar	: 09 Jun 2022
Tarikh Kemaskini	:
Tarikh Cetak	: 09 Jun 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 CANSELOR KEUSAHAWANAN UITM**

Malaysian Academy of SME & Entrepreneurship Development (MASMED)

**Figure 4.0 MyENT Certificate (Celine Evonne Sepanggol)**



### 3.0 SSM Registration



The image shows a formal SSM registration certificate. At the top center is the SSM logo with the text 'SURUHAKSIJAYA SYARIKAT MALAYSIA' and 'COMPANIES COMMISSION OF MALAYSIA'. To the right is a QR code. Below the logo is the text 'BORANG D (KAEDAH 13)'. The main title is 'PERAKUAN PENDAFTARAN AKTA PENDAFTARAN PERNIAGAAN 1956'. The body text states that the business 'KUCATE EMPIRE' with registration number 'NO. PENDAFTARAN: 202203176169 (003415436-U)' was registered on '13 JULAI 2023'. It also mentions 'Bil. Cawangan: TIADA' and 'Bertarikh di SISTEM EZBIZ pada 14 JULAI 2022.'. The certificate is signed by 'DATUK NOR AZIMAH ABDUL AZIZ', Registrar of Companies, Semenanjung Malaysia. At the bottom left, there is a small text 'UserID: EZBIZ Date: Thu Jul 14 12:51:20 MYT 2022'.

**SSM**  
SURUHAKSIJAYA SYARIKAT MALAYSIA  
COMPANIES COMMISSION OF MALAYSIA

BORANG D (KAEDAH 13)

**PERAKUAN PENDAFTARAN  
AKTA PENDAFTARAN PERNIAGAAN 1956**

Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama

**KUCATE EMPIRE**  
**NO. PENDAFTARAN: 202203176169 (003415436-U)**

telah didaftarkan dari hari ini sehingga **13 JULAI 2023** di bawah Akta Pendaftaran  
Perniagaan 1956, beralamat di

**Bil. Cawangan: TIADA**

Bertarikh di **SISTEM EZBIZ** pada **14 JULAI 2022**.

*Nor Azimah Abdul Aziz*  
**DATUK NOR AZIMAH ABDUL AZIZ**  
Pendaftar Perniagaan  
Semenanjung Malaysia

UserID: EZBIZ Date: Thu Jul 14 12:51:20 MYT 2022

Figure 5.0 SSM Certificate

## 4.0 Introduction

### 4.1 Name and Address of Business



**Figure 6.0 Business logo**

'Kucate' originated from the Kelantanese Malay dialect, 'kacau teh' which means stirring the tea. It is a healthy and beneficial herbal tea drink made from only the finest natural ingredients. These herbs give many benefits to the body. It is the prettiest, most soothing, and sweetest-smelling tea someone will ever have. We use real edible wildflowers, dried herbs, and wildflower honey. Kucate can be consumed hot or cold and can easily blend into a person's daily lifestyle routine. Latest in the collection is Superwoman 7 Herbs, in addition to Osmanthus and Longan, Rose and Chrysanthemum, and Ginger and Chrysanthemum.

### 4.2 Organizational Chart

## **KUCATE.QUEENS ORGANIZATIONAL CHART**



**SALES & MARKETING MANAGER**

AINAMADIAH ABDUL RAHIM



**FINANCE MANAGER**

CELINEEVONNESEPANGGOL

**Figure 7.0 Kucate.Queens' Organizational Chart**

### **4.3 Mission/Vision**

#### **4.3.1 Mission**

Kucate.Queens' mission is to sell and promote a healthy yet delicious tea, made with natural ingredients, and to satisfy the needs of our customers.

#### **4.3.2 Vision**

Healthy drinks provide benefits and increase a wholesome lifestyle or daily routine.

#### 4.4 Descriptions of Products / Services and Price List

PRODUCT	DESCRIPTION	PRICE
1)	Each pack contains 20 sachets of natural goodness. Ginger is widely known to ease digestion discomforts, nauseating, morning sickness, headaches, and migraine. It also eases menstrual cramps with its anti-inflammatory and pain-relieving properties. CHRYSANTHEMUM brings the added benefit of regulating your body temperature and helps to reduce signs of aging.	RM69
<ul style="list-style-type: none"> <li>• Ginger &amp; Chrysanthemum</li> <li>• Wildflower Honey Herbs Tea</li> <li>• Happy Tummy</li> </ul>	INGREDIENTS: Honey, Rock Sugar, Dried Chrysanthemum, Dried Ginger	<b>20 sachets per box, 20 cubes</b>
2)	Each pack contains 20 sachets of natural goodness. Osmanthus brings calming properties to promote better rest, deep sleep and reduce stress or anxiety. Rich in antioxidants which are beneficial to your body. Longan is also known for boosting milk production for breastfeeding mother.	RM69
<ul style="list-style-type: none"> <li>• Osmanthus &amp; Longan</li> <li>• Wildflower Honey Herbs Tea</li> <li>• Stress Free</li> </ul>	INGREDIENTS: Honey, Rock Sugar, Dried Osmanthus, Dried Longan	<b>20 sachets per box, 20 cubes</b>

3)	Each pack contains 20 sachets of natural goodness. Dried rose petal contains Vitamin E & C which are essential in promoting a healthy skin and maintaining a healthy immune function. Chrysanthemums are known for its benefit to cool down the body and reduce signs of aging. A perfect pair indeed.	RM69
<ul style="list-style-type: none"> <li>• Rose &amp; Chrysanthemum</li> <li>• Wildflower Honey Herbs Tea</li> <li>• Beau-Tea</li> </ul>	INGREDIENTS: Honey, Rock Sugar, Dried Chrysanthemum, Dried Rose	<b>20 sachets per box, 20 cubes</b>
4)	Each pack contains 30 sachets of natural goodness. The formulation which consists of rose, red dates, goji berry, mulberry, raisins, longan & ginger provides a powerful antidote that triggers the body's healing process & strengthens its immune system.	RM79
<ul style="list-style-type: none"> <li>• Superwoman</li> </ul>	INGREDIENTS: Dried Rose, Dried Red Dates, Dried Goji berry, Dried Mulberry, Dried Raisin, Dried Longan, Dried Ginger, Wildflower Honey, Rock Sugar	<b>30 sachets per box, 15 honey cubes, 15 herbs blend</b>

**Table 1.0 Descriptions of Products / Services and Price List**

## 5.0 Facebook (FB)

### 5.1 Creating Facebook (FB) Page

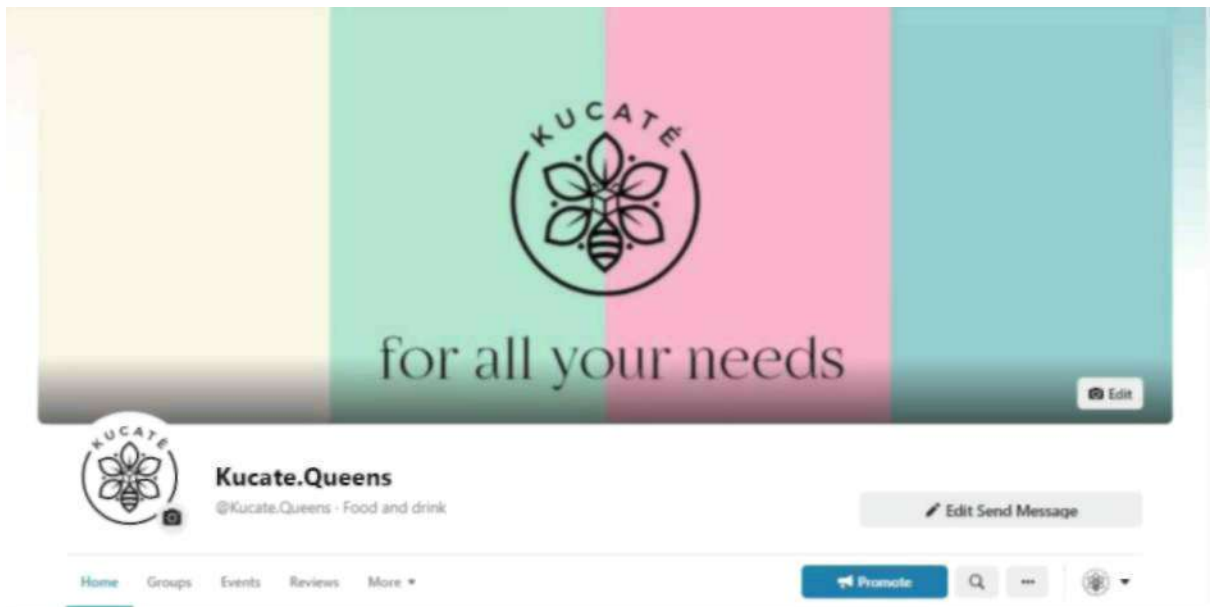


Figure 8.0 PC/ Laptop Version

Kucate.Queens

Inbox \* Notifi



Kucate.Queens

^Kucate.Queens

ublish Promote View as Edit Page

No rating yet • Food and drink

Home Shop Groups Events Videos P h <

Create a post

**E P & =**

Figure 9.0 Phone Version

## 5.2 Customizing URL Facebook (FB) Page

Link: <https://www.facebook.com/Kucate.Queens/>

**General**

Name  
Kucate.Queens

Username  
Kucate.Queens

**Figure 10.0 URL Facebook (FB) Page**

< Q. Kucate.Queens

Home Shop Groups Events Videos Pho

**About**

0 Send message ©

<> 013-4717321

[g Food and drink • Health/Beauty Health & wellness website

(D Price range • £

See All >

Community

11'; 99 people like this

S\ 107 people follow this

See all >

**Figure 11.0 Number of Likes & Follows**

### 5.3 Facebook (FB) Post- Teaser

0% Kucate.Queens  
 14 May y\*  
 "+ SOMETHING BIG IS COMING TO YOU "+  
 Are you excited??  
 Follow our page (o know more 0

f p=k Kucate Queens  
 15 May • »  
 Captivated by the taste thai takes you to happy  
 place, KUCATE it

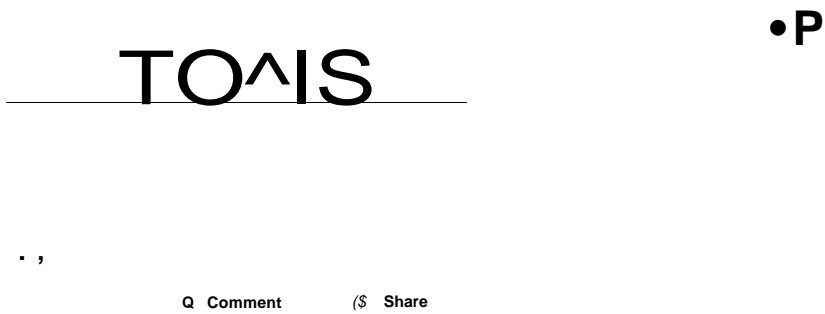
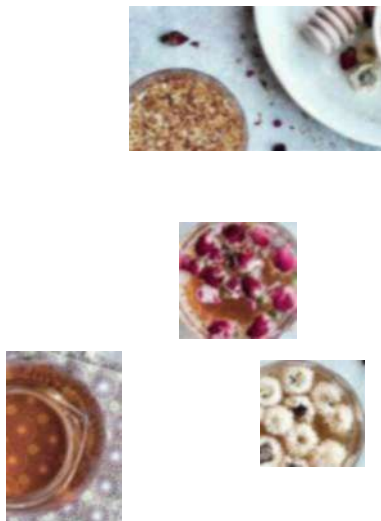


Figure 12.0 Teaser 1 & 2

Kucate.Queens  
 Posted by Aina Madihah  
 15 May • 0  
 Captivated by the taste that takes you to happy  
 place, KUCATE ft,

Kucate.Queens  
 Posted by Aina Madihah  
 16 May - it  
 KUCATE is a combination of honey + dried herbs/  
 fruits + wildflowers ft  
 Can you guess what it is? \$



3 p & =

Figure 13.0 Teaser 3 & 4



Kucate.Queens  
 Posted by A in a Madihah  
 17 May - 9  
 3 flavours of KUCATE

Rose + Chrysanthemum  
 If, Osmanthus + Longan  
 0 Ginger + Chrysanthemum



[£] Like 0 Comment f& Share

Kucate.Queens

^GINGER & CHRYSANTHEMUM -  
 "HAPPY TUMMY"

*ft.* Kickstart your day with confidence and focus.

The powerful fusion of ginger and chrysanthemum works its wonders as you go through the day by easing any signs of discomfort caused by bloated tummy, poor indigestion, migraines and inflammation

Your sidekick to a perfect day A

KUCATE

, -K

E P

Figure 14.0 Teaser 5 & 6

Kucate.Oueens  
 Posted by Aina Madihah  
 23 May - 3  
 ROSE & CHRYSANTHEMUM-

*ft.* Beauty is in the eye of beholder - but this holds your secret to an everlasting happiness. Because nothing compares to the felicity of radiantly clear skin. Imagine the enchanting petals of roses and chrysanthemum as your nightly routine.

Your beauty-tea journey starts here! \*,+

KUCATE

•^•k \_

Kucate.Queens

0 OSMANTHUS & LONGAN-  
 "STRESS FREE"

*ft.* Deep relaxation begins with the calming of the mind. Experience the taste of tranquility that extracts from the detoxification in osmanthus and antioxidants in Longan, infused with the magical immunity of honey. It's also beneficial for breastfeeding mothers.

Truly your heavenly companion at the end of every day\*\*

KUCATE

1

1

@ a © p :^ (• 'L ^H UIMAS 1 111 ..t & © P c?

Figure 15.0 Teaser 7 & 8

**Kucate.Queens**

Posted by Aina Madihah  
23 May · d

Hey hey hey.... I can see you SUPERWOMAN! tm\*>

Apa yang besttentang 'Superwoman' ni? ©

1. Senang tak perlu rebus
2. Campuran 7 jenis herba & madu
3. Mudah, cepat & sedap sangat



i nteash  
thepowe  
in W >

**Kucate.Queens**

Posted by Celine Evonne  
23 May · 3

LET THE COUNTDOWN BEGIN

Stay tuned so you don't miss a thing @



(£) Like P Comment (& Share

9 =

**Figure 16.0 Teaser 9 & 10**

**Kucate.Queens**

Posted by Celine Evonne  
24 May · (\*

2 DAYS TO GO

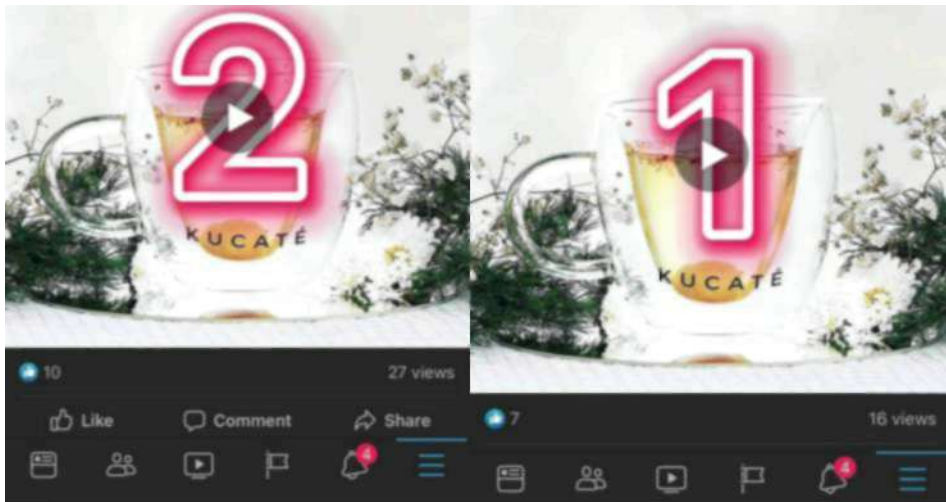
Are you ready? Be sure to show off your excitement  
for the upcoming big day '+

**Kucate.Queens**

Posted by Celine Evonne  
25 May · 9

Calling all Kucate enthusiasts , i ^

In just 24 hours we will be kicking off our big reveal.  
Don't forget to swipe up for more details!



**Figure 17.0 Teaser 11 & 12**

## 5.4 Facebook (FB) Post - Copywriting (Hard Sell)


Kucate.Queens

AND THE GOOD NEWS IS..

ON 29-31st OF M A Y . WE WILL BE HAVING A F R E E  
POSTAGE TO ALL KUCATE FANS ft

Get your purse ready and start purchasing with us!

< « Which **KIWII** flavour ^%  
are von'



»V. V\*

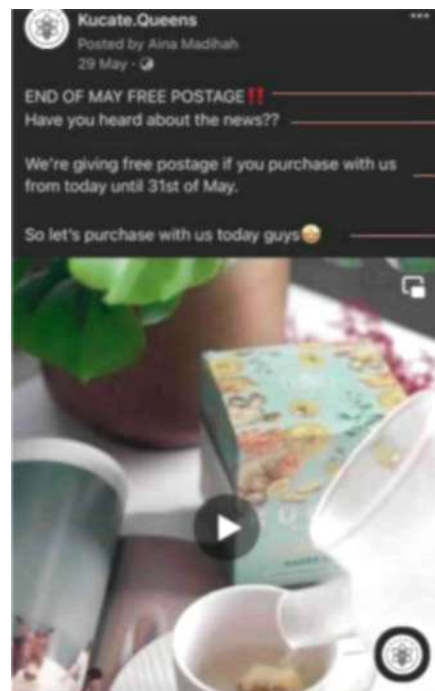
Attention

Interest & Desire

->• Conviction

Graphic

Figure 18.0 Hard Sell 1



Kucate.Queens

Posted by Aina Madihah  
29 May · 🌐

END OF MAY FREE POSTAGE !!

Have you heard about the news??

We're giving free postage if you purchase with us  
from today until 31st of May.

So let's purchase with us today guys 🍌

Attention

Interest

Desire

Conviction

Graphic

Figure 19.0 Hard Sell 2

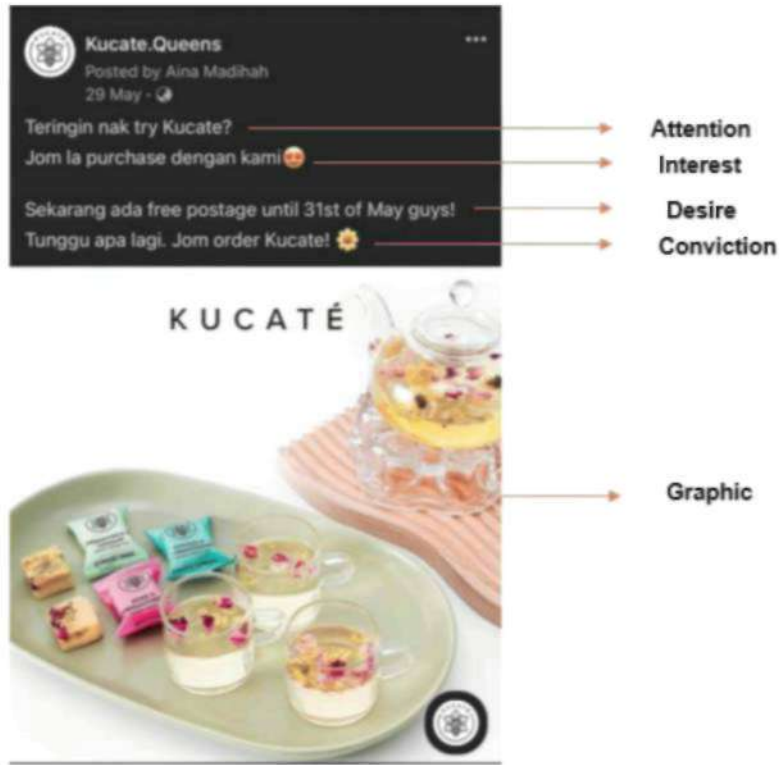


Figure 20.0 Hard Sell 3

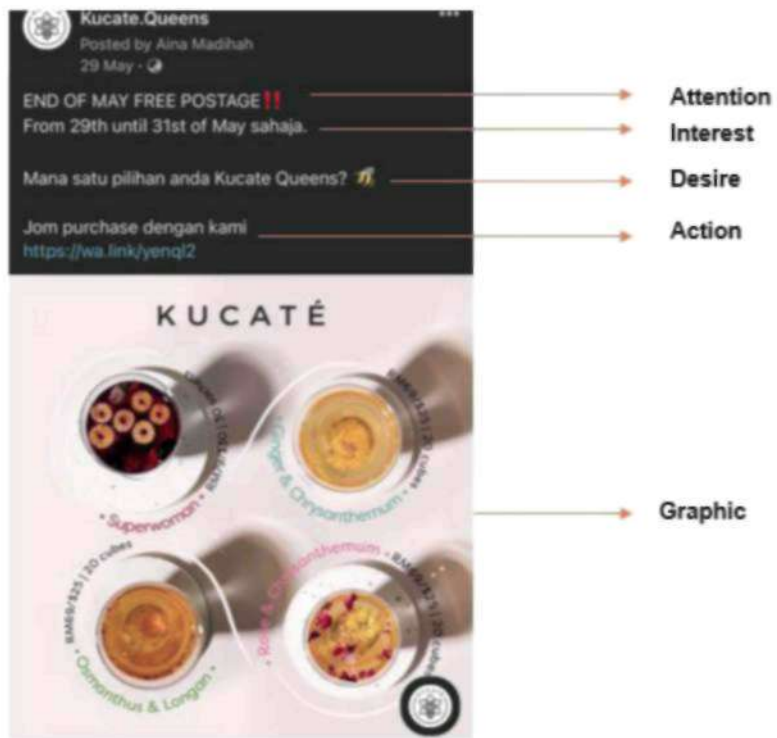


Figure 21.0 Hard Sell 4

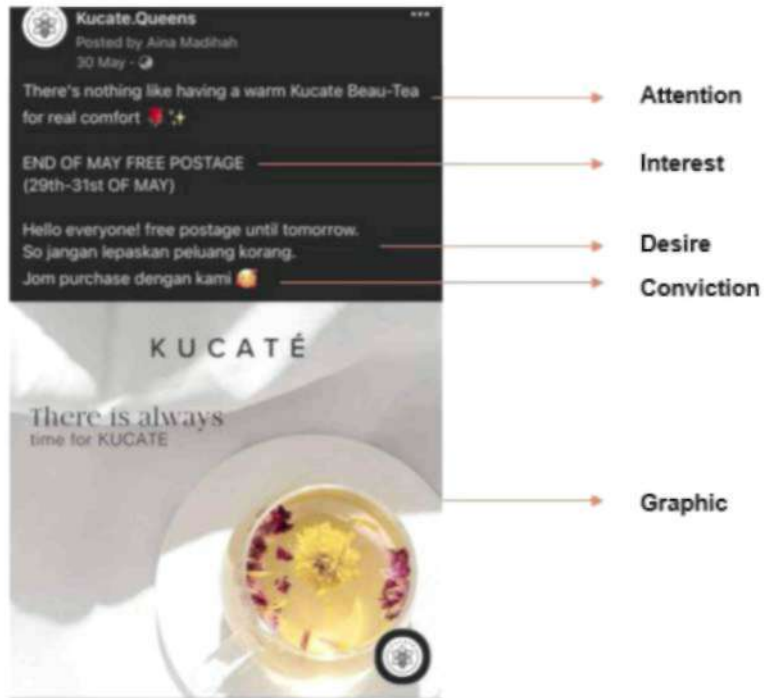


Figure 22.0 Hard Sell 5

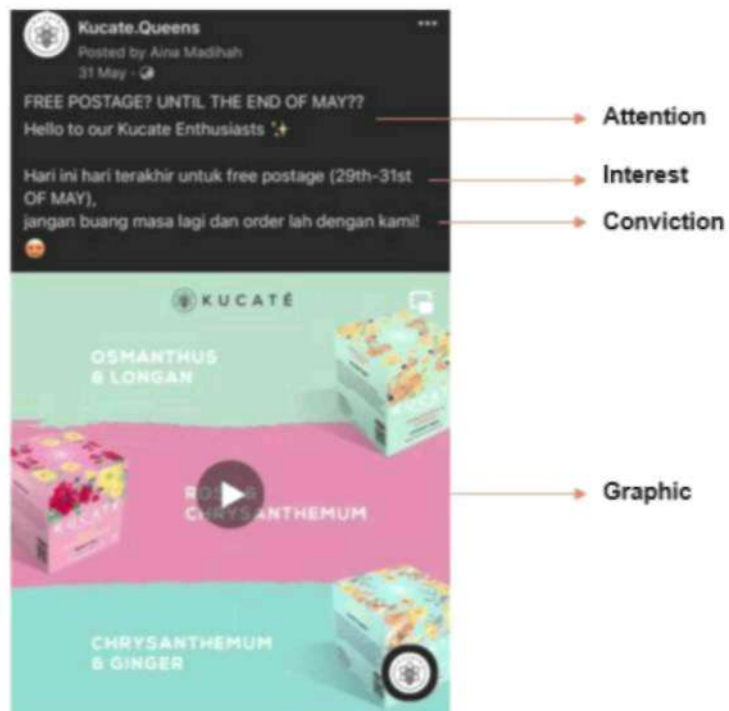


Figure 23.0 Hard Sell 6

Kucate.Oueent  
Po«Md by Am\* MnWutl  
31 U j, >

LAST DAT OF FREE POSTAGE™?

This is your l\*s! ch»nce peept, feel tee lo coni»ct  
us forth\* order end gel tree pctUgc

Click the link below lor further Info  
hit PS Jh:

Attention

Interest & Desire

Action



Figure 24.0 Hard Sell 7

fe\*. ATTENTION TO ALL KUCATE  
LOVERS \*>\*>•

BERITA BAIK UNTUK SEMUA CUSTOMER

FREE POSTAGE DAN FREE GIFTS AKAN BERMULA  
PADA HARI INI SELAMA 5 HARI!!! ft 15/6 - 19/6

Takkan korang nak teogok je kan? Get your\* now  
before it's too lata!!!!

Inilah masartya untuk korang pilrfi dan bell mmuman  
KUCATE ysng menar\* perhatian korang W)R —

JOM DAPATKAN SEKARANGM!



Figure 25.0 Hard Sell 8



m Kucate.Queens  
 \* Posted by A m a Madinah  
 16 Jun • H

Good afternoon lovelies! -\*• Attention

Purchase with us today to get a free postage and also free gifts!! Interest  
 From 15/6 until 19/6 only guys..

DON'T MISS OUT THIS OPPORTUNITY AND PURCHASE WITH US NOW!!!! Desire

Click on this link to purchase: <https://wa.link/yenq2> Action



Figure 28.0 Hard Sell 11

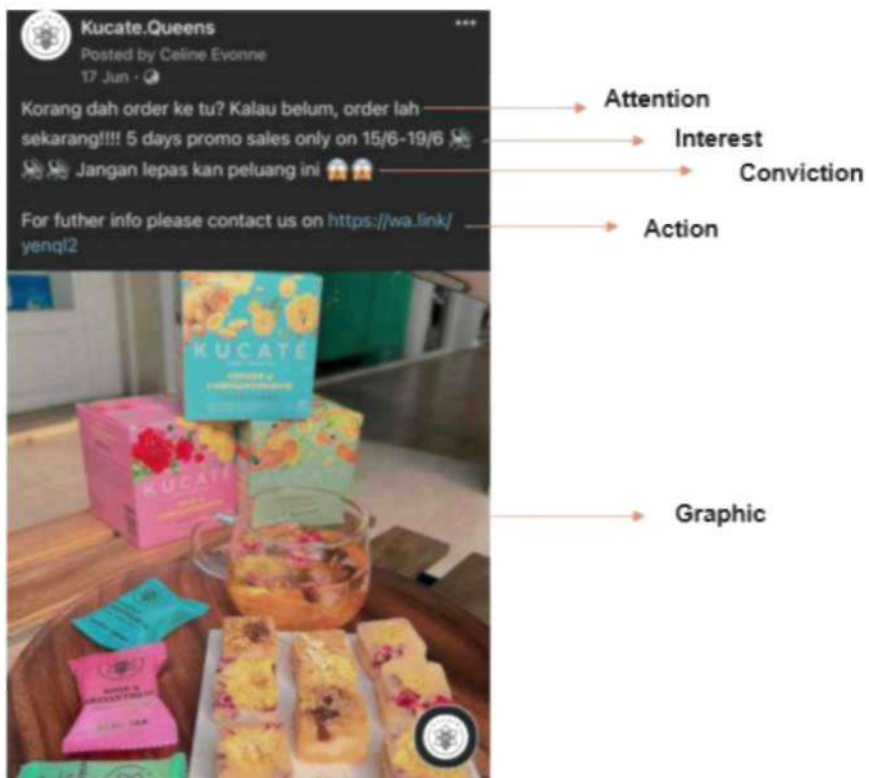


Figure 29.0 Hard Sell 12




**Kucate.Queens**  
Published by Celine Evonne  
17 June at 23:59

HEY THERE! 🇪🇺 🇨🇦 Having trouble with choosing your favourite tea? Well...5 DAYS PROMO HAS NOT END YET! → **Attention**

BUY ONE OF THE TEA THAT CATCH YOUR INTEREST THE MOST AND YOU WILL GET FREE GIFTS! 🌟 KUCATE MINI PACK 🌟 → **Interest**

Not to forget... there's no need to pay for the postage!!! → **Conviction**

Find us on <https://wa.link/yenqj2> → **Action**



→ **Graphic**

Figure 30.0 Hard Sell 13

**Kucate.Queens**  
Posted by Celine Evonne  
18 Jun · 🌐

5 HARI PROMO HAMPIR TAMAT!!! 🇪🇺 🇨🇦 15/6-19/6 → **Attention**

Kalau korang tak order sekarang, bila lagi nak order? → **Interest & Desire**

PROMO TINGGAL HARI NI DAN ESOK, JOM JOM ORDER SEKARANG!! 🍪🍪🍪 → **Conviction**

Contact: <https://wa.link/yenqj2> → **Action**



→ **Graphic**

Figure 31.0 Hard Sell 14

**Kucate.Queens**  
Posted by Celine Evonne  
19 Jun · 🌐

**!! STOP SCROLLING !! HARI NI HARI TERAKHIR**  
**UNTUK PROMO! 15/6-19/6**

**KORANG BELI LAH SEKARANG!!!** Kalau tak beli nanti  
menyesal sebab promo dah nak tamat 🥰🥰

<https://wa.link/yenq2>

**KUCATÉ**

**Attention**

**Interest & Desire**

**Action**

**Graphic**

Figure 32.0 Hard Sell 15

**Kucate.Queens**  
19 June at 23:54 🌐

**!!! ATTENTION TO ALL KUCATE LOVERS !!!**

**TODAY IS THE LAST DAY OF PROMOTION 🥰🥰**  
**PURCHASE ONE OF OUR PRODUCT AND YOUR WILL**  
**GET FREE GIFTS (KUCATE MINI PACK - ALL FLAVOURS)**  
**& FREE POSTAGE 📦📦**

We have 3 flavours for Kucate Mini Pack 🍷

- ☞ **BEAU-TEA** (combination of Rose & Chrysantimum)
- ☞ **HAPPY TUMMY** (combination of Ginger & Chrysantimum)
- ☞ **STRESS FREE** (combination of Osmanthus & Longan)

📦 box 📦 cubes  
RM68/box (Free Postage 🥰)

**THIS IS YOUR LAST CHANCE PEEPS!!! SO GET YOUR**  
**PURSE, PHONE READY AND COME PURCHASE WITH US**

<https://wa.link/yenq2>

**Attention**

**Desire**

**Interest**

**Conviction**

**Action**

**KUCATÉ**

**Graphic**


Figure 33.0 Hard Sell 16

## 5.5 Facebook (FB) Post - Copywriting (Soft Sell)

Kucate.Oueens

introducing our four types of KUCATE tea which are.  
 Beau-Tea, Stress Free, Happy Tummy & Superwoman  
 If you guys are interested to purchase KUCATE,  
 Here is the price list for your reference  
 BEAU-TEA: RM69 (20 sachets per box)  
 STRESS FREE: RM69 (20 sachets per box)  
 HAPPY TUMMY: RM69 (20 sachets per box)  
 SUPERWOMAN: RM79 (30 sachets per box)

• Topic  
Introduction  
Content




Graphic

Figure 34.0 Soft Sell 1

Kucate.Oueens

Happy Thursday!  
 Hanoi karri rukj kongisikan kebaikan minuman KUCATE  
 Teh kami mempunyai banyak kelebihannya dan manfaat  
 (terutama untuk kesihatan)  
 Untuk Osmanthus & Longan ia membantu mengatasi  
 insomnia.  
 Teh ini sesuai dengan orang yang menghadapi masalah  
 untuk tidur. Untuk kaum wanita, kalian pasb b«n»nat  
 dengan minuman seterusnya iaitu, Rose &  
 Chrysanthemum, ia menyerlahkan seri wajah dan  
 membuatkan wajah kelihatan muda. Manakala, untuk  
 anda yang sering mengalami ketidakelesaan perut,  
 minuman yang sesuai untuk anda ialah Ginger &  
 Chrysanthemum. Iaitu wanita yang selepas melahirkan  
 dan sedang berpantang/menyusu, Superwoman antara  
 (eh yang sesuai untuk dihidangkan)  
 Yang mana satu menjadi pilihan hati korang?  
 Jom try KUCATE! I -

• Topic  
Introduction  
Content



Graphic


Figure 35.0 Soft Sell 2

**Kucate.Queens**  
 Published by Celina E. Linares  
 27 May at 11:44

Happy Friday, my beautiful peeps 🌸  
 Give your stress wings and let it fly away! → **Topic**

I love Friday, who doesn't right? Come on everyone, it's Friday and you deserve a good treat for yourself! KUCATE will lessen your stress 🍷 } → **Introduction**

Kucate gives a lot of benefits and healthy ingredients to our body. Although price were less affordable, but it will sure be worth it mentally and physically. Let your body rest, and don't forget to purchase Kucate! 🍷 } → **Content**



→ **Graphic**

Figure 36.0 Soft Sell 3

**Kucate.Queens**  
 Published by Celina E. Linares  
 27 May at 10:51

Have a joyful weekend, Kucate fans! 🌸

Which of our herbs tea that catch your attention? → **Topic**

Osmanthus & Longan, Rose & Chrysanthemum, Ginger & Chrysanthemum, and Superwoman produced using the most healthy ingredients. } → **Introduction**

Over the years, tea has proven to be one of the healthiest drinks in the world. With the right ingredients and methods applied, an individual can actually gain a lot of health benefits of drinking herbal tea. With a little change in the lifestyle and a cup of Kucate tea everyday, a differences towards your health or body will improve day after day. 🍷 } → **Content**



→ **Graphic**

Figure 37.0 Soft Sell 4

**Kucate.Queens**  
Published by Celina Euvonne  
1 June at 11:43

Happy Wednesday 🌟

Are you on a Raya detox? 🍵 Have a warm nourishing cup of Superwoman for tea 🍵


Superwoman tea were a little bit pricey compared to others. This tea mainly suitable for a woman who is having a 'pantang larang' after a pregnancy.

Each pack contains 30 sachets of natural goodness. The formulation which consists of rose, red dates, goji berry, mulberry, raisins, longan & ginger provides a powerful antidote that triggers the body's healing process & strengthens its immune system.

**Topic**

**Introduction**

**Content**



**Graphic**

Figure 38.0 Soft Sell 5

**Kucate.Queens**  
Published by Celina Euvonne  
2 June at 13:16

APAKAH KEBAKKAN SUPERWOMAN TEA?


Kalau nak tau Superwoman Tea bukan sekadar tea tau! Feel free to read the benefits peeps 🍵

- 1) Kaya dengan antioksidan
- 2) Membantu memudahkan pengeluaran susu ibu, dan membantu untuk tidur serta menenangkan fikiran
- 3) Membantu menyokong sistem imun anda, kesihatan mata, pertumbuhan rambut, dan penghadaman.
- 4) Membantu menurunkan kolesterol, meningkatkan pengeluaran sel darah merah dan meningkatkan kesihatan anda.
- 5) Membantu mengurangkan sakit otot semasa haid dan selepas bersalin.
- 6) Boleh meningkatkan mood dengan mengurangkan tekanan dan keletihan.

**Topic**

**Introduction**

**Content**



**Graphic**

Figure 39.0 Soft Sell 6

**Kucate Queens**  
Published by Celine Ewome  
3 June at 15:27

Salam Jumaat semua. Bestnya kan kalau dapat minum KUCATÉ sejuk-sejuk!

Jom kita luangkan sedikit masa untuk cuba resipi KUCATÉ Marmalade Stress-Free ini.

Memang puas hati kalau dapat minum selepas seharian bekerja. Barulah Stress-Free!

Langkah 1: Masukkan 1 Cube Stress-Free  
Langkah 2: Masukkan Ice Cube  
Langkah 3: Masukkan satu sudu besar untuk Orange Marmalade  
Langkah 4: Masukkan satu gelas kecil sparkling soda  
Langkah 5: Masukkan Kucate Stress-Free yang telah disediakan  
Langkah 6: Kacau sehingga sebati, and enjoy your tea!



**Topic**

**Introduction**

**Content**

**Graphic**

Figure 40.0 Soft Sell 7

**Kucate Queens**  
Published by Celine Ewome  
4 June at 18:53

Minuman harian yang hebat! Cuba sekali akan teringat berkali-kali!


Jadi teh mana yang dapat menawan hati korang?

1)Ginger & Chrysanthemum  
Ingredients: Honey, Rock Sugar, Dried Chrysanthemum, Dried Ginger

2)Osmanthus & Longan  
Ingredients: Honey, Rock Sugar, Dried Osmanthus, Dried Longan

3)Rose & Chrysanthemum  
Ingredients: Honey, Rock Sugar, Dried Chrysanthemum, Dried Rose

4)Superwoman  
Ingredients: Dried Rose, Dried Red Dates, Dried Goji berry, Dried Mulberry, Dried Raisin, Dried Longan, Dried Ginger, Wildflower Honey, Rock Sugar



**Topic**

**Introduction**

**Content**

**Graphic**

Figure 41.0 Soft Sell 8

**Kucate.Queens**  
Published by Calina Evonne  
5 June at 10:58


Let this Sunday be : A day to reflect, A day of respect, for all you have been blessed. Let your joy be expressed 🌸 🌸

Weekdays is tough for some people. In this case, I'm pretty sure that Weekends is our most favorable day! Spend your valuable time with yourself, go out and try new things outside of your comfort zone, spend some time with your love ones, and not to forget...tea time with our KUCATE 🍵🍵

**Topic**

**Introduction**

**Content**



**Graphic**

Figure 42.0 Soft Sell 9

**Kucate.Queens**  
Published by Calina Evonne  
9 June at 20:52

Jom kita minum happy tummy malam ni, happy tummy, happy me 🍵

Have you ever wonder why does this tea called as 'HAPPY TUMMY'? The answer is here 🌟🌟🌟


🍵 GINGER & CHRYSANTHEMUM 🍵 HAPPY TUMMY

The powerful fusion of ginger and chrysanthemum works its wonders as you go through the day by easing any signs of discomfort caused by bloated tummy, poor indigestion, migraines and inflammation. Ginger is widely known to ease digestion discomforts, nauseating, morning sickness, headaches, and migraine. It also eases menstrual cramps with its anti-inflammatory and pain-relieving properties. CHRYSANTHEMUM brings the added benefit of regulating your body temperature and helps to reduce signs of aging.

**Topic**

**Introduction**

**Content**



**Graphic**


Figure 43.0 Soft Sell 10

**Kucate.Queens**  
Published by Celina Evonne  
7 June at 10:23

"A simple cup of tea is far from a simple matter" -Mary Lou Heiss

Mulakan lah hari anda dengan langkah-langkah mudah 'How to Kucate' ☺☺

Langkah pertama: Pilih perisa kagedaran anda.  
Langkah kedua: Larutkan kiub KUCATE dengan 250ml air panas selama 2-3 minit.  
Langkah ketiga: Bancuh hingga larut penuh dan nikmati KUCATE ANDA.



➤ **Topic**

➤ **Introduction**

➤ **Content**

➤ **Graphic**

Figure 44.0 Soft Sell 11

**Kucate.Queens**  
Published by Celina Evonne  
8 June at 11:06

Do you know the benefits of BEAUTEA flowers? 🌹🌼

🌹 ROSE & CHRYSANTHEMUM  
🌼 BEAU-TEA

🌸 Beauty is in the eye of beholder - but this holds your secret to an everlasting happiness. Because nothing compares to the felicity of radiantly clear skin. Imagine the enchanting petals of roses and chrysanthemum as your nightly routine.

Dried rose petal contains Vitamin E & C which are essential in promoting a healthy skin and maintaining a healthy immune function. Chrysanthemums are known for its benefit to cool down the body and reduce signs of aging. A perfect pair indeed.

Your beauty-tea journey starts here! 🌸



➤ **Topic**

➤ **Introduction**

➤ **Content**

➤ **Graphic**

Figure 45.0 Soft Sell 12



**Kucate Queens**  
Published by Latifah F. Satrio  
14 June at 11:26

🌹 Rose & Chrysanthemum  
 🍯 Wildflower Honey Herbs Tea  
 🍵 Beau-Tea

One thing about Kucate Beau-Tea, you can modify your own drinks, add a lemon, honey, and watermelon as long as it satisfy your needs! 🍷

Cuaca panas macam ni best sangat kalau dapat minum minuman yang menyegarkan. Sparkling Beau-Tea, ditambah dengan buah Tembikai memang mengurakan 🍷  
 Kalau korang nak idea menarik untuk minuman yang menyegarkan, boleh refer video kat bawah ni!!!



➤ **Topic**

➤ **Introduction**

➤ **Content**

➤ **Graphic**

Figure 46.0 Soft Sell 13

**Kucate Queens**  
Published by Latifah F. Satrio  
10 June at 20:51

Semanis Longan + setenang Osmanthus = Secawan Kucate Stress

🌟 OSMANTHUS & LONGAN  
 🌟 STRESS FREE

Longan dan Osmanthus, pelengkap hidangan makan malam anda 🍷

🍷 Deep relaxation begins with the calming of the mind. Experience the taste of tranquility that extracts from the detoxification in osmanthus and antioxidants in Longan, infused with the magical immunity of honey. It's also beneficial for breastfeeding mothers.  
 Truly your heavenly companion at the end of every day. 🍷



➤ **Topic**

➤ **Introduction**

➤ **Content**

➤ **Graphic**

Figure 47.0 Soft Sell 14

**Kucate.Queens**  
Published by Celine Evonne  
11 June at 10:29

Every day is a fresh start 🌱

To all KUCATE ENTHUSIASM, if today isn't going well, there will always be the next day.

It is never too late to start a new goals, a fresh start to your daily routine. The first thing you do as soon as you get up in the morning, take a deep deep breath and be thankful! Get up, take a shower, make yourself a stress-free KUCATE tea and take a sip for it. It will definitely boost your confidence and energy all day long! 🌟🌟

**KUCATÉ**  
"RASA Fresh is the tenaga  
SETIAP HARI"

➔ **Topic**  
➔ **Introduction**  
➔ **Content**  
➔ **Graphic**

Figure 48.0 Soft Sell 15

**Kucate.Queens**  
Published by Celine Evonne  
12 June at 14:33

APAKAH YANG ANDA PERLU TAHU TENTANG LONGAN?

Longan lover anyone? Yes, we're in the same team 🍍 So, let's find out the benefits of Longan.

- 1) Membantu pergerakan jantung & limpa
- 2) Mengurangkan rasa letih
- 3) Merawat insomnia
- 4) Membantu meningkatkan pengeluaran susu ibu

**KUCATÉ**  
APA YANG ANDA PERLU TAHU TENTANG  
Longan

Membantu pergerakan jantung & limpa

Mengurangkan rasa letih

Merawat insomnia

Membantu meningkatkan pengeluaran susu ibu

➔ **Topic**  
➔ **Introduction**  
➔ **Content**  
➔ **Graphic**

Figure 49.0 Soft Sell 16

## 5.6 Relevant Graphics to Each Post/Copywriting

NO

RELEVANT GRAPHICS

POSTCOPYWRITING

**(S)** Kucate. **Queens**  
Published by Celine Evonne  
28 May at 13:07

STOP SCROLLING

Well, well...Hi there |

Don't forget to have some me-time over the weekend and make some nice tea for yourself! V

Anyway, we have a good news for you later today!! So stay tuned everyone Im sure you don't want to miss out this good news!



STOP SCROLLING

Well, well...Hi there -

Don't forget to have some me-time over the weekend and make some nice tea for yourself! 9

Anyway, we have a good news for you later today!! So, stay tuned everyone \*^Tm sure you don't want to miss out this good news!

**W** Kucate. **Queens**  
Published by Aina Madihah  
4 June at 20:12 •

Feedback on Superwoman from one of our customer V  
Alhamdulillah. So happy to hear this.



Alhamdulillah. So happy to hear this. Feedback on Superwoman from one of our customers "

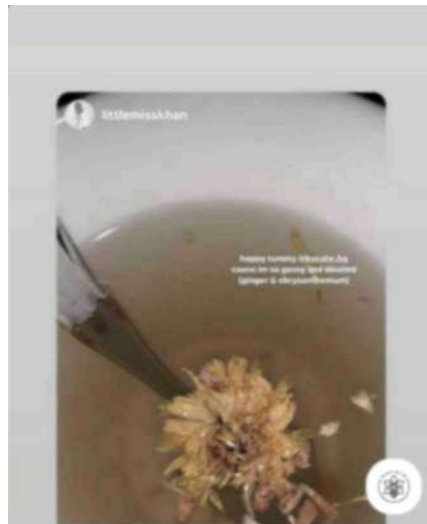
Kucate Queens  
 Published by Celine Evonne  
 13 June at 11:19 •  
 It's Monday!!! Get up. Dream big. Mulakan aktiviti.  
 Pastikan berjaya. Dannnn jangan lupa Kucate •-.

K U C A T E



**m** Kucate.Queens  
 Posted by Celine Evonne  
 17 Jun • 9

If you're having a gassy and bloated stomach (MK\*!\*,  
 Ginger & Chrysanthemum Kucate will help you to  
 reduce the discomfort tummy!!!

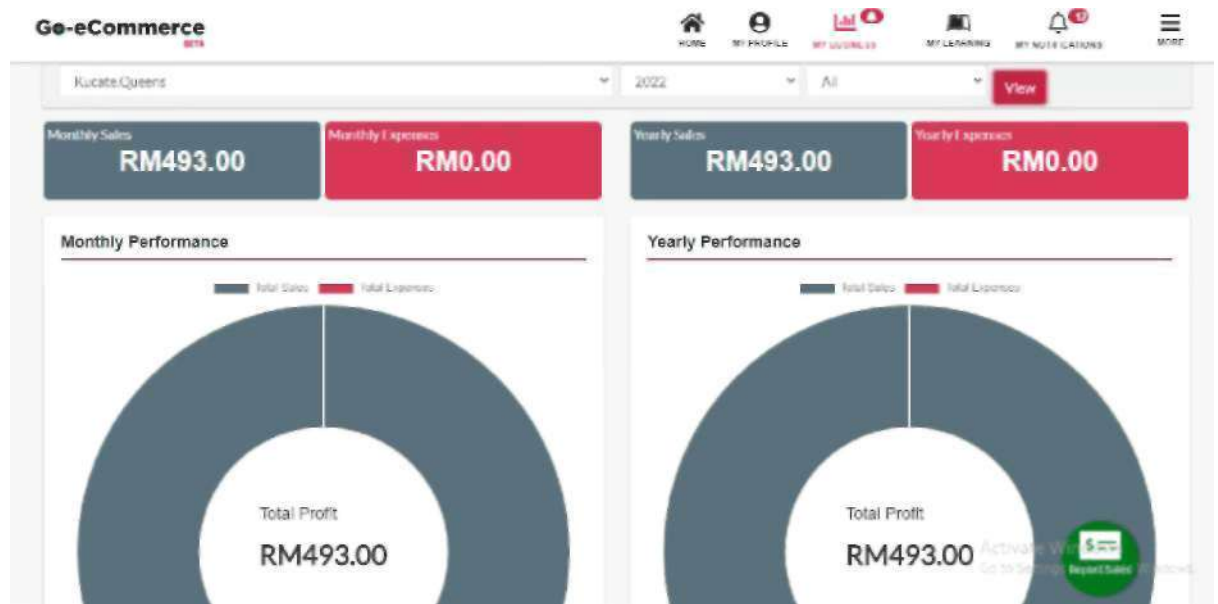


It's Monday!!! Get up. Dream big.  
 Mulakan aktiviti. Pastikan berjaya.  
 Dannnn jangan lupa Kucate "»

If you're having a gassy and  
 bloated stomach <?£.\*, Ginger &  
 Chrysanthemum Kucate will help  
 you to reduce the discomfort  
 tummy!!!

**Table 2.0 Relevant Graphics to Each Post/Copywriting**

## 5.7 Sales Report



### Go-eCommerce

Business Name	Date	Type	Marketplace( f any)	Others Marketplace (If any)	Total Sales (RM)	Expenses Category	Expenses Subcategory	Total Expenses (RM)	Descriptions	Created At
Kucate Queens	25/05/2022	online	Social Media		77				Kucate Superwoman	09/06/2022
Kucate Queens	31/05/2022	online	Social Media		136				Stress Free & Superwoman	09/06/2022
Kucate Queens	25/05/2022	expenses				Delivery	Postage	0	Kucate Superwoman	09/06/2022
Kucate Queens	31/05/2022	expenses				Delivery	Postage	0	Stress Free & Superwoman	09/06/2022
Kucate Queens	02/06/2022	expenses				Delivery	Postage	0	2 Superwoman	09/06/2022
Kucate Queens	02/06/2022	online	Social Media		154				2 Superwoman	09/06/2022
Kucate Queens	13/06/2022	online	Others	null	126				Kucate Beauties	13/06/2022


Figure 50.0 Sales Report

## 6.0 Conclusion

By way of conclusion, we learn a lot of new soft skills of managing this business which we are lacking in. We study how to create a facebook page, how to differentiate between hard sell and soft sell, go through every process of registering SSM as a partnership business, jot down our business sales of sales report in Go-eCommerce website, and many more. These new experiences are very useful and beneficial for us in participating in this assignment. As a business partner, we also learn how to plan good strategies and work as teammates to achieve smooth progress throughout this project. Our target is we want to achieve a better profit for our involvement in the business world although there will be a high possibility of increasing competitors in the future.

Lastly, we are determined to apply this new knowledge in developing a facebook page as it will attract more customers. Other than that, we could advertise our product to all Kucate enthusiasm, to promote and sell our clients a healthy tea. Moreover, we hope that our business will grow in the future, as this will allow us to prepare and set a greater goal, such as expanding Kucate.Queens business around Malaysia and to be well-known in other social media platforms. Hence, we are willing to sacrifice our time and be committed hardworking business partners to the success of Kucate.Queens.

## 7.0 Appendices



**SSE**  
Suruhanjaya Standard Malaysia  
SINGAPORE COMMISSION OF MALAYSIA

SUNGGUH-PUN SEGALA USARA TELAH DIAMBIL UNTUK MENASTIKAN MAKLUMAT YANG DIBERI ADALAH BETUL DAN KEMASINI PENDAFTAR PERNIAGAAN TIDAK BOLEH DIPERTANGGUNGKAN BAGI SEBARANG KERUGIAN KERANA MAKLUMAT YANG TERSELAP ATAU TERTINGGAL

**\*\* MAKLUMAT PERNIAGAAN \*\***

NAMA PERNIAGAAN	: KUCATE EMPIRE
NO PENDAFTARAN	: 202203176169 (003415436-U)
ALAMAT UTAMA PERNIAGAAN	: LOT 6914 JALAN NIBONG STESYEN 23000 DUNGLIN TERENGGANU
BENTUK PERNIAGAAN	: PERKONGSIAN
TARIKH MULA BERNIAGA	: 16-06-2022
TARIKH PENDAFTARAN	: 14-07-2022
TARIKH LUPUT PENDAFTARAN	: 13-07-2023
STATUS	: AKTIF

**\*\* JENIS PERNIAGAAN \*\***

DRINKS

**\*\* MAKLUMAT CAWANGAN \*\***

\*\*\* TIADA CAWANGAN \*\*\*

UserID : EZBZ    Tarikh :Thu Jul 14 12:53:23 MYT 2022 1 / 2

Figure 51.0 Business Info (Page 1)

Nama Pendaftar : KUCALI SMPRE  
Nombor Pendaftaran : 2022013419(00415064)



**\*\* MAKLUMAT PEMILIK PERUSAHAAN TERKINI \*\***

NAMA : CELINE EVONNE SEPANGGOL  
ALAMAT KEDIAMAN :  
88200 KOTA KINABALU, SABAH  
NO KP (LAMA) :  
NO KP (BARU) :  
TARIKH LAHIR : 08-09-1999  
BANGSA : BUMIPUTERA SABAH  
JANTINA : PEREMPUAN  
KEWARGANEGARAAN : WARGANEGARA MALAYSIA  
TARIKH MASUK : 16-06-2022

NAMA : AINA MADHIAH BINTI ABDUL RAHIM  
ALAMAT KEDIAMAN :  
23000 DUNGUN, TERENGGANU  
NO KP (LAMA) :  
NO KP (BARU) :  
TARIKH LAHIR : 10-06-1999  
BANGSA : MELAYU  
JANTINA : PEREMPUAN  
KEWARGANEGARAAN : WARGANEGARA MALAYSIA  
TARIKH MASUK : 16-06-2022

MAKLUMAT YANG DIBEKALKAN ADALAH EKSTRAK DARIPADA DOKUMEN YANG TELAH DIDAFHTARKAN DENGAN PENDAFTAR.

PENDAFTAR PERNIAGAAN, SEMENANJUNG MALAYSIA  
TARIKH : 14/07/2022

DOKUMEN INI ADALAH CETAKAN KOMPUTER. TANDATANGAN TIDAK DIPERLUKAN.

UserID : EZ8iZ Tarikh: Thu Jul 14 12:53:23 MYT 2022

2 / 2

**Figure 52.0 Business Info (Page 2)**



**Form A**  
**REGISTRATION OF BUSINESS RULES 1957**  
**[RULE 3] - PORTAL**  
**BUSINESS REGISTRATION**

Reference No:

EB-A2022070701270

(\* Mandatory Field)

NAME APPROVAL NO.

EB-A2022070701270

I/We the person(s) responsible submit for registration of the following particulars regarding the under-mentioned business.

**INFORMATION OF BUSINESS (\* Mandatory field)**

1. \* BUSINESS NAME

KUCATE EMPIRE

2. A) \* DATE OF COMMENCEMENT OF BUSINESS  
(dd/mm/yyyy)

16/06/2022

B) \* REGISTRATION PERIOD

1

YEARS

3. \* PARTNERSHIP AGREEMENT  
(If yes, upload the copy of agreement)

NO

DATE

(dd/mm/yyyy)

4. ADDRESS OF PRINCIPAL PLACE OF BUSINESS

LOT 6914 JALAN NIBONG STESYEN

TOWN

DUNGUN

POSTCODE

23000

STATE

TERENGGANU

5. \* TELEPHONE

FAX

6. E-MAIL

ainamadiahrahim@gmail.com

7. CORRESPONDENCE ADDRESS  
(if different from above)

LOT 6914 JALAN NIBONG STESYEN POSTCODE

TOWN

DUNGUN

POSTCODE

23000

STATE

TERENGGANU

**Figure 53.0 Form A (Page 1)**

**Form A**  
**REGISTRATION OF BUSINESS RULES 1957**  
**[RULE 3] - PORTAL**  
**BUSINESS REGISTRATION**

Reference No:

EB-A2022070701270

**INFORMATION OF BRANCHES (\* Mandatory field)**

\* NO OF BRANCHES 0

NO	BRANCH ADDRESS	TOWN	POSTCODE	STATE
----	----------------	------	----------	-------

**INFORMATION TYPE OF BUSINESS (\* Please fill in at least 1)**

BUSINESS DESCRIPTION

DRINK

NO	BUSINESS TYPE (CODE)	DESCRIPTION
1	47912	JUALAN RUNCIT SEBARANG JENIS PRODUK MELALUI INTERNET (RETAIL SALE OF ANY KIND OF PRODUCT OVER THE INTERNET)
2	47222	JUALAN RUNCIT TEH, KOPI, MINUMAN RINGAN, AIR MINERAL DAN MINUMAN LAIN (RETAIL SALE OF TEA, COFFEE, SOFT DRINKS, MINERAL WATER AND OTHER BEVERAGES)

SUBMISSION DATE  
(dd/mm/yyyy)

09/07/2022

**Figure 54.0 Form A (Page 2)**

**Form A**  
**REGISTRATION OF BUSINESS RULES 1957**  
**[RULE 3] - PORTAL**  
**BUSINESS REGISTRATION**

Reference No:

EB-A2022070701270

**INFORMATION OF OWNERS (\* Mandatory field)**

1.*NAME OF OWNER	<input type="text" value="CELINE EVONNE SEPANGGOL"/>	
2.*DATE OF BIRTH (dd/mm/yyyy)	<input type="text" value="08/09/1999"/>	
3.*NATIONALITY	<input type="text" value="MALAYSIAN"/>	
	IF PERMANENT RESIDENT, STATE COUNTRY OF ORIGIN	<input type="text"/>
4.*PERSONAL IDENTIFICATION NO	OLD <input type="text"/>	5.*COLOUR <input type="text" value="BLUE"/>
	MYKAD	<input type="text"/>
	MYPR	<input type="text"/>
	PASSPORT	<input type="text"/>
	POLICE	<input type="text"/>
	ARMY	<input type="text"/>
6.*SEX	<input type="text" value="Female"/>	
7.*RACE	<input type="text" value="BUMIPUTERA SABAH"/>	
8.*RESIDENTIAL ADDRESS	<input type="text"/>	
	9.*TOWN	<input type="text" value="KOTA KINABALU"/>
	10.*POSTCODE	<input type="text" value="88200"/>
	11.*STATE	<input type="text" value="SABAH"/>
12.TELEPHONE	<input type="text"/>	FAX <input type="text"/>
13.E-MAIL	<input type="text" value="evonneceline321@gmail.com"/>	
14.*OWNERSHIP	<input type="text" value="PARTNERSHIP"/>	
SUBMISSION DATE (dd/mm/yyyy)	<input type="text" value="09/07/2022"/>	

**Figure 55.0 Form A (Page 3)**

**Form A**  
**REGISTRAR ON OF BUSINESS RULES 1957**  
**[RULE 3] PORTAL**  
**BUSINESS REGISTRATION**

**Reference No:**  
EB-A20220707G1270

1. NAME OF OWNER	AINA MADIHAH BINTI ABDUL RAHIM		
2. DATE OF BIRTH (dd/min/yyyy)	I		
3. NATIONALITY	MALAYSIAN IF PERMANENT RESIDENT, STATE COUNTRY OF ORIGIN		
4. PERSONAL IDENTIFICATION NO	OLD	5. COLOUR	BLUE
	MYKAD		
	MYPR		
	PASSPORT		
	POLICE		
	ARMY		
6. SEX	Female		
7. RACE	MELAYU		
a. RESIDENTIAL ADDRESS			
	9. TOWN DUNGUN		
	10. POSTCODE 23000		
	11. STATE TERENGGANU		
12. TELEPHONE		FAX	
13. E-MAIL			
14. OWNERSHIP	PARTNERSHIP		
SUBMISSION DATE (dd/mm/yyyy)	09/07/2022		

Figure 56.0 Form A (Page 4)

**Form A**  
**REGISTRATION OF BUSINESS RULES 1957**  
**[RULE 3] - PORTAL**  
**BUSINESS REGISTRATION**

Reference No:  
EB-A2022070701270

**VERIFICATION BY OWNER/PARTNER(S) (\* Mandatory field)**

I/We confirm the accuracy of all the statements made in the form and declare that I/We am/are the owner/partner(s) of the business the name of which is

KUCATE EMPIRE

* NAME	<span style="border: 1px solid black; padding: 2px;">CELINE EVONNE SEPANGGOL</span>		
* PERSONAL IDENTIFICATION NO.	<span style="border: 1px solid black; padding: 2px;"></span>	* COLOUR	<span style="border: 1px solid black; padding: 2px;">BLUE</span>
* ADDRESS	<span style="border: 1px solid black; padding: 2px;"></span>		
TOWN	<span style="border: 1px solid black; padding: 2px;">KOTA KINABALU</span>		
POSTCODE	<span style="border: 1px solid black; padding: 2px;">88200</span>		
STATE	<span style="border: 1px solid black; padding: 2px;">SABAH</span>		
* E-MAIL	<span style="border: 1px solid black; padding: 2px;">evonneceline321@gmail.com</span>		
* TELEPHONE	<span style="border: 1px solid black; padding: 2px;"></span>		
FAX	<span style="border: 1px solid black; padding: 2px;"></span>		

**Figure 57.0 Form A (Page 5)**

**Form A**  
**REGISTRATION OF BUSINESS RULES 1957**  
**[RULE 3] - PORTAL**  
**BUSINESS REGISTRATION**

Reference No:  
EB-A2022070701270

**VERIFICATION BY OWNER/PARTNER(S)**

NO.	NAME	IDENTITY CARD NO	COLOUR	SIGNATURE
1	<span style="border: 1px solid black; padding: 2px;">CELINE EVONNE SEPANGGOL</span>	<span style="border: 1px solid black; padding: 2px;"></span>	<span style="border: 1px solid black; padding: 2px;">BLUE</span>	<span style="border: 1px solid black; padding: 2px;">evonneceline321@gmail.com</span>
2	<span style="border: 1px solid black; padding: 2px;">AINA MADIHAH BINTI ABDUL RAHIM</span>	<span style="border: 1px solid black; padding: 2px;"></span>	<span style="border: 1px solid black; padding: 2px;">BLUE</span>	<span style="border: 1px solid black; padding: 2px;">ainamadihahrahim@gmail.com</span>

**Figure 58.0 Form A (Page 6)**