



اَوْنِيُوْرَسِيْتِيْ تِيْكْنُوْلُوْجِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530)**  
**PAIR ASSIGNMENT: SOCIAL MEDIA REPORT**



**PREPARED BY (PAIR 13):**

<b>NO.</b>	<b>NAME</b>	<b>STUDENT ID</b>
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<b>2</b>	<b>SYAMIR ADHA BIN NOOR HADI</b>	<b>2021102495</b>

**PREPARED FOR: MISS NAJJAH ABD RAHIM**

**CLASS: ENT530U**

## **ACKNOWLEDGMENT**

First and foremost, I'm grateful and thankful to Allah SWT for giving us the opportunity to complete this assignment in time. Next, we would like to express my special thanks to our lecturer, Miss Nur Najjah Abd Rahim gave us the opportunity to complete this assignment. We gained many experiences in doing this project and it gave us a lot of benefits for us to open up a business in the future. By doing this project, we were able to apply all of the things we have learned for our future business. Therefore, we are really thankful to our dearest lecturer for giving us an understanding of e-commerce activities and opening up a business.

Next, we would like to give special thanks to our partner and family for supporting us and helping us in accomplishing the project. Thanks to all because without their help we would not be able to do this. I'm so grateful that we have been given a chance to learn about this course.

## EXECUTIVE SUMMARY

Bakeology is a local business that provides delicious desserts such as cinnamon rolls and burnt cheesecake for their customers. Besides desserts, Bakeology also provides a savory choice of food for the customers which is carbonara quiche. Our cinnamon rolls come in six types of flavors which are Lotus Biscoff, Classic, Salted Caramel, Oreo, Chocolate, and Banana Walnut. Our products are made with premium, special and high-quality ingredients which result in a rich and exclusive taste. This will attract the customers to purchase our products due to even though our ingredients are premium, the prices are reasonable for our customers. I really hope that our customers will satisfy with our products. The name Bakeology is established because of our specialist or ideology in making desserts and cakes. We attract customers by using social media such as Facebook and WhatsApp to ease the deal, especially during the Covid-19 era. We accept cash for our payment methods. Besides, we also use online payment (FPX) and debit cards in order to avoid any dangerous contacts and it's more convenient.

Bakeology is located in Selangor at no13-G Jalan Metro Avenue 1, Metro Avenue 43000 Kajang, Selangor, Malaysia. We tried to open it there due there are not many bakers who sell cinnamon rolls due to the complicated process of making them. Besides, the place we decide to open our business is a strategic place because it is near to the residential area. The business also provides delivery all across peninsular Malaysia. The delivery process only took 1-3 days by using the ninja van courier. Thus, our target market comes from both genders' males and females who are in love with desserts from the ages of 7- 60 years. As a result, we were able to provide our products to our customers around peninsular besides can establish our own market niche in large production.

Furthermore, Bakeology's main products are the cinnamon rolls and the bestselling toppings are the Lotus Biscoff and Oreo Chocolate. We provided them with a variety of toppings so they can choose any flavors they want. We also included the mix options where they can choose their toppings for a minimum of 2 and a maximum of 6 toppings. By that, they will get satisfied with their choices.

Lastly, the business uses hard sell and soft sell as their strategies in marketing. This way may attract the customers and give them more knowledge about our products. Eventually, the sales of our products might increase since they are all attracted to our posts.


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# 1.0 Registration Details

## 1.1 Go- Ecommerce Registration

PERSONAL PROFILE
BUSINESS PROFILE



Syamir Adha Bin Noor Hadi

**Personal Information**

Name	: Syamir Adha Bin Noor Hadi	Phone/Mobile	:	<a href="#">Edit</a>
New Identity Card No.	:	Home Address	:	
Email Address	:	District	:	
City	:	Postcode	:	
State	:	Personal Instagram	:	
Personal Facebook	:	Race	:	Malay
Gender	:	Special Need Required	:	No
Marital Status	:		:	


**Institution Information**

UITM Puncak Alam - ENT530 - PRINCIPLES OF ENTREPRENEURSHIP (ENT530U) - MAC22

Type of Institution	: IHL	Institution List	: Universiti Teknologi MARA	<a href="#">Edit</a> <a href="#">Delete</a>
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	
District of Institution	: Kuala Selangor	Postcode	: 42300	
Level of Study	: Bachelor Degree	Study Status	: Full time	
Course Name	: ENT530 : PRINCIPLES OF ENTREPRENEURSHIP (ENT530U) - MAC22	Class Name	: ENT530U	
Subject Name	: ENT530 - PRINCIPLES OF ENTREPRENEURSHIP	Year Enrolling the subject	: 2022	
Month Enrolling the Subject	: 3	Lecturer Name	: Nur Najjah binti Abd Rahim	
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			

Picture 1: Syamir E-commerce registration

PERSONAL PROFILE
BUSINESS PROFILE



LUKMAN HAKIM MUHAMAD  
LOP

**Personal Information**

Name	: LUKMAN HAKIM MUHAMAD LOP	Phone/Mobile	:	<a href="#">Edit</a>
New Identity Card No.	:	Home Address	:	
Email Address	:	District	:	
City	:	Postcode	:	
State	:	Personal Instagram	:	
Personal Facebook	:	Race	:	Malay
Gender	:	Special Need Required	:	No
Marital Status	:	Partner Representative	:	

**Education Background**


Education Level	: Bachelor Degree	<a href="#">Edit</a>
-----------------	-------------------	----------------------

**Employment Information**

Employment Status	: Fulltime Student	<a href="#">Edit</a>
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**eCertificates**

PERSONAL PROFILE
BUSINESS PROFILE



LUKMAN HAKIM MUHAMAD  
LOP

Company Name	: Bakeology	Company Registration No.	:	<a href="#">Edit</a>
Type Of Business	: Sdn. Bhd	Business Role	: Product Owner	
Facebook Page	:	Business Category/Business Sub- Category	: Food & Beverages / Food & Beverages	
Wechat for Business	:	Business Instagram Page	:	
Marketplace	:	Business Website	:	
		Type Of Website	:	
		Experience in International Export	:	

Picture 2: Lukman E-commerce registration

1

## 1.2 MyEnt Registration

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

### MASMED YOUNG ENTREPRENEUR (MyENT)

#### SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar : 2021102495  
Nama : Syamir Adha Bin Noor Hadi

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

#### MAKLUMAT PERNIAGAAN

Mod Perniagaan : Hybrid  
Bidang Perniagaan yg diceburi : Makanan  
Tempoh Berniaga : 2022/05  
No. Pendaftaran Perniagaan :  
URL Perniagaan : <https://www.facebook.com/Bakeology-104167892323217>  
Alamat Premis Perniagaan :  
Tarikh Mendaftar : 03 Jun 2022  
Tarikh Kemaskini : 03 Jun 2022  
Tarikh Cetak : 03 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)

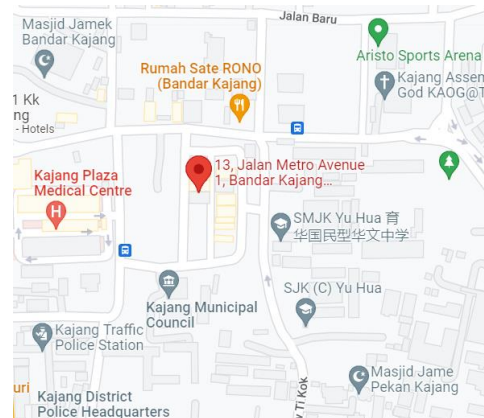
Picture 3: MyEnt Registration

## 2.0 Introduction to Business

### 2.1 Name and Address of Business



*Business Logo*



*Location of business*

Bakeology is a partnership business that focuses mainly on desserts. The name Bakeology is established because of our ideology to make desserts and cakes that could fulfill the customer's expectations. Besides, the business also produces burnt cheesecakes and quiche to give various choices to our customers. Our products are made with premium and high-quality ingredients which result in a rich and exclusive taste. The business logo shows a piece of cake which indicate our business focus mainly on desserts and serving the best desserts in town. The brand name and logo are important to the business as they will display what type of business it is.

Furthermore, Bakeology is located at

which is a strategic location as it is located in town and it is near the government offices, schools, and residential areas. The area housing also consists of people of various types of ages, religions, and races. Thus, it is very easy for us to approach our targeted markets and keep the business moving forward. As Bakeology is a fresh-based business, they are open for take away or pick-up at the store and delivery (COD).

## 2.2 Organizational Chart

### Founder of Bakeology



**SYAMIR ADHA BIN NOOR HADI**



**LUKMAN HAKIM MUHAMAD LOP**

Bakeology is a partnership business that is owned and managed and run by two friends that are Lukman Hakim and Syamir Adha. A partnership business is very easy to form but the risk could be less as the liability or any risk would be divided among partners. Since the owner has baking skills, he has recruited two even though it is a small business that can be handled among partners. But they have run the store and they need help to nice handle the consumers. Thus, our business only consists of the founder itself. The founders had graduated from UiTM Segamat and UITM Arau taking part in Diploma in Accountancy. Besides, the founder of Bakeology is also friendly and able to show positive attitudes towards their customers. With the determination and huge support from their customers, they believe that Bakeology will expand bigger and better.

## 2.3 Mission and Vision

- **Bakeology Mission:** To be more innovative and fulfill customers' wants according to their taste so that they are satisfied with our products.
- **Bakeology Vision:** The vision is to be the premier business in the dessert industry by providing high-quality desserts as well as developing a wide range of products.



## 2.4 Description of Products



*Burnt Cheesecake*

*Cinnamon Rolls*

Bakeology offers various types of desserts which are Burnt Cheesecake, Mini Burnt Cheesecake, and cinnamon rolls. However, the main products of our business are cinnamon rolls. Our cinnamon rolls come in six types of flavors which are Chocolate, Salted Caramel, Lotus Bisoff, Classic, Banana Walnut, and Oreo. The most popular flavor is Lotus Biscoff as it is currently a trending flavor. Besides, the packaging for cinnamon rolls comes in three sizes which are 3 pieces mini, 9 pieces mini, and 4 pieces regular. The toppings for our cinnamon rolls can be chosen by our customers according to their preferences.

Furthermore, for our burnt cheesecake, we served them with two different toppings which are classic and Lotus Biscoff. There are two sizes for the cakes, 6 pieces of mini burnt cheesecake and 6 inches of whole burnt cheesecake. We also provide candles and wish notes and charge them RM1 each.

Since Malaysia is still handling the crisis of Covid-19, we are making sure to follow the standard operating procedures (SOP). Hence, all the payments for our products will be conducted cashless as we encourage our customers to use online payment (FPX), E-Wallet Touch n Go, and QR Pay. This way, it is much easier for us to deal with and we could also avoid any contagious disease. Moreover, since Bakeology sells fresh-made products, we provide services such as Cash on Delivery (COD) and self-pickup. However, the region we covered is only about a 3 to 5 kilometers radius of miles. For COD charges, we charge them according to kilometers instance, the delivery is 5 kilometers from the premise and we have to charge them RM8 and for 3 kilometers, we charged them RM5.

# BAKEOLOGY

@BAKEOLOGY.MALAYSIA

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## 3PCS MINI CINNAMON ROLLS



LOTUS BISCOFF	RM11
COOKIES AND CREME	RM10
CLASSIC	RM7
BANANA WALNUT	RM9
SALTED CARAMEL	RM9
CHOCOLATE	RM9
MIX	RM10

---

## 9PCS MINI CINNAMON ROLLS



LOTUS BISCOFF	RM30
COOKIES AND CREME	RM28
CLASSIC	RM24
BANANA WALNUT	RM27
SALTED CARAMEL	RM27
CHOCOLATE	RM27
MIX	RM28

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## 4PCS REGULAR CINNAMON ROLLS



LOTUS BISCOFF	RM26
COOKIES AND CREME	RM25
CLASSIC	RM20
BANANA WALNUT	RM24
SALTED CARAMEL	RM24
CHOCOLATE	RM24
MIX	RM25

Picture 3: Cinnamon Rolls Price



Picture 4: 6 Inch Burnt Cheesecake Price



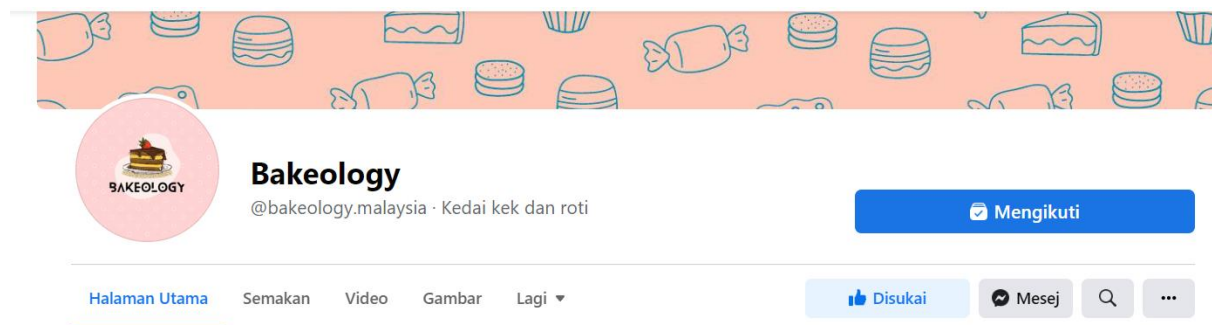
Picture 5: 6 Inch Burnt Cheesecake Price



### 3.0 Facebook Page

#### 3.1 Creating Facebook Page

Bakeology was created on 1st May 2022 and the business started to operate on 1st Jun 2022 after confirmation and consent from Suruhanjaya Syarikat Malaysia (SSM). We decided to use a Facebook Page on how the business will operate as currently, the modern generation of customers is more likely to use social media platforms. Our customers can easily find our Facebook Page which by typing @bakeology.my in the search box column.



People can find this page by Bakeology.my in Facebook or through the URL:

<https://www.facebook.com/bakeology.my>

#### 3.1 Customizing URL Facebook Page



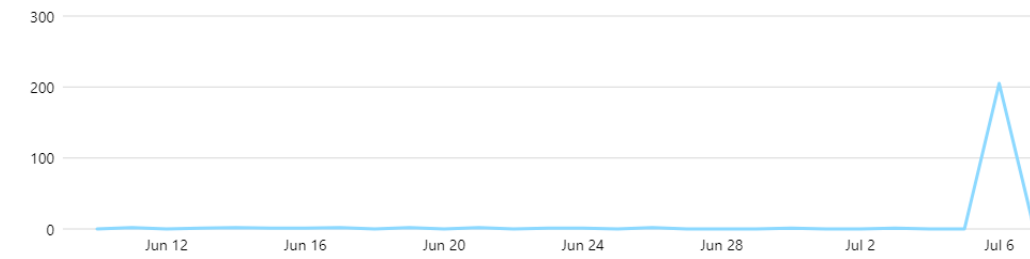
The total page likes are 203 people and 203 people have followed our page.

### 3.3 Page Insights

#### Results

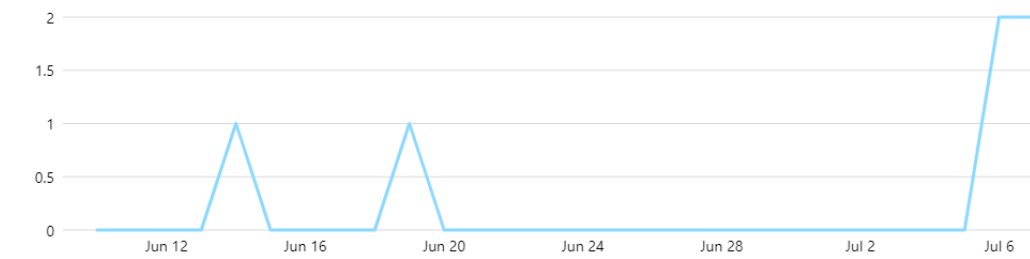
Facebook Page reach ⓘ

217 ↑ 4.2K%



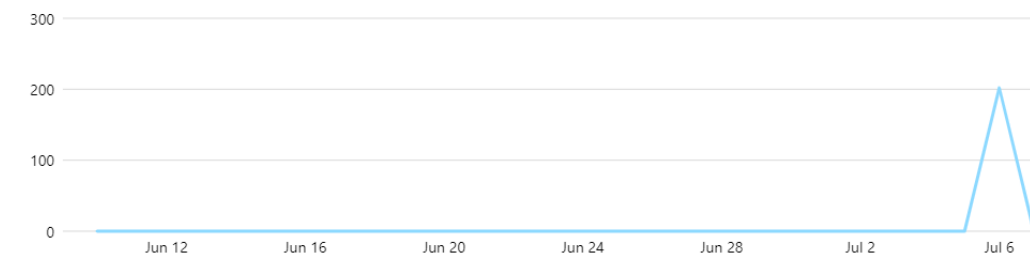
Facebook Page visits ⓘ

6 ↓ 25%

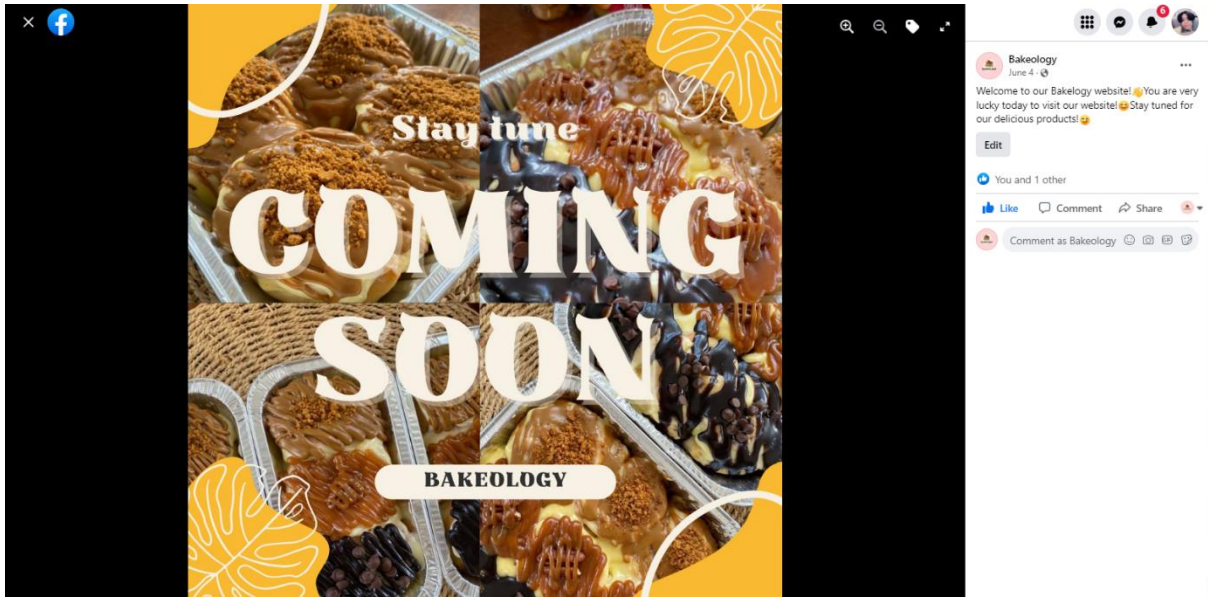


Facebook Page new likes ⓘ

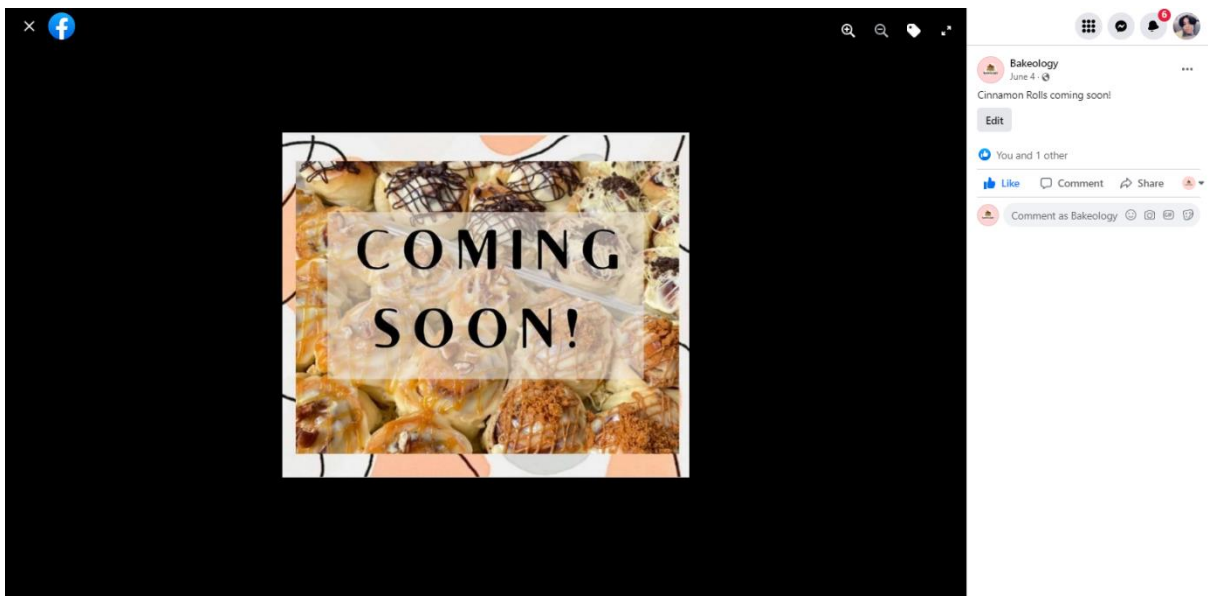
202 ↑ 20.1K%



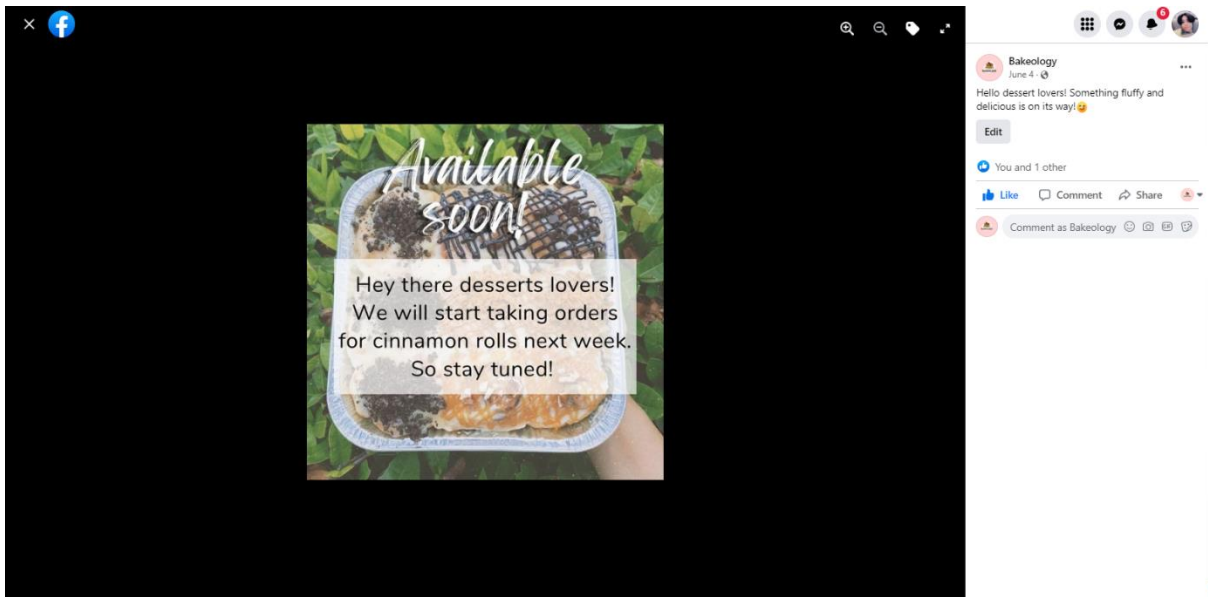
### 3.3 Teaser



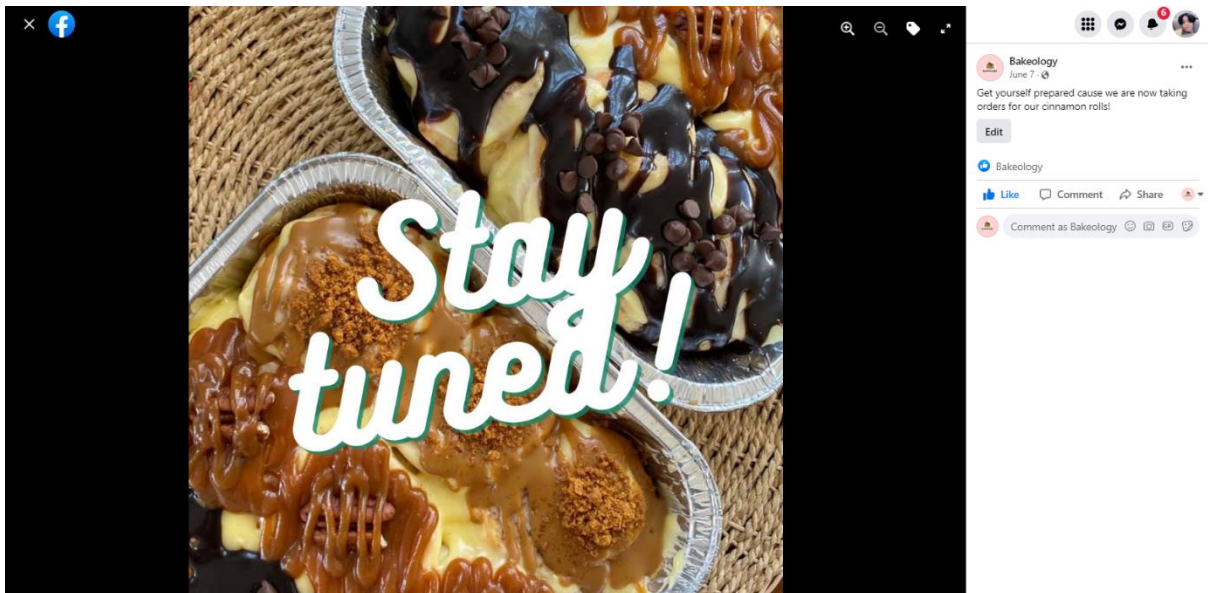
Teaser 1



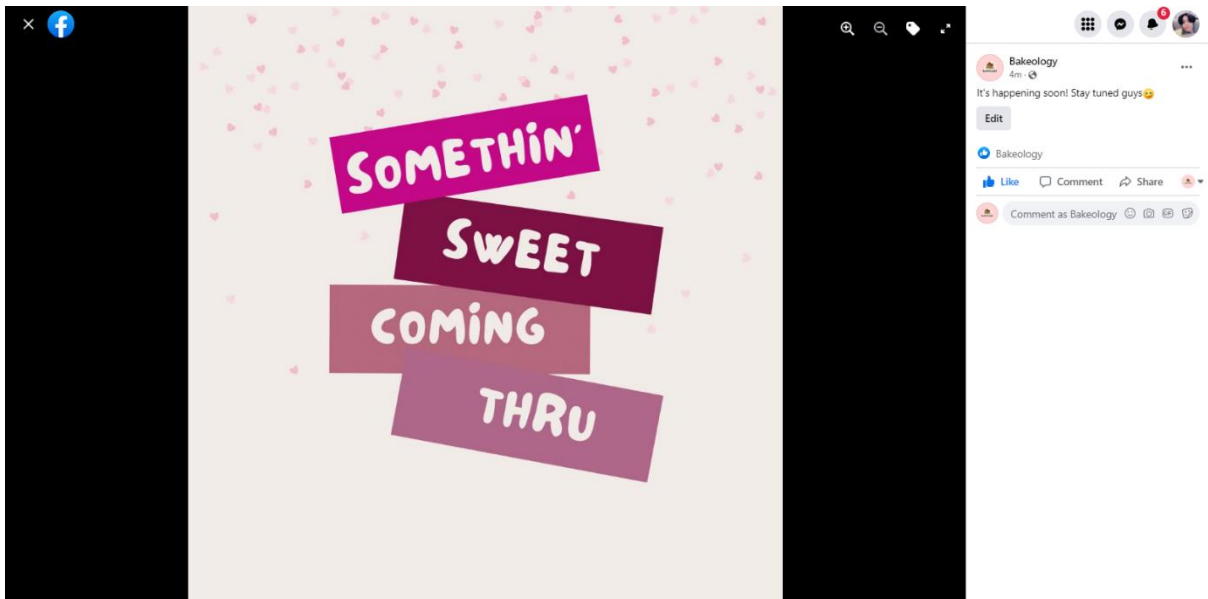
Teaser 2



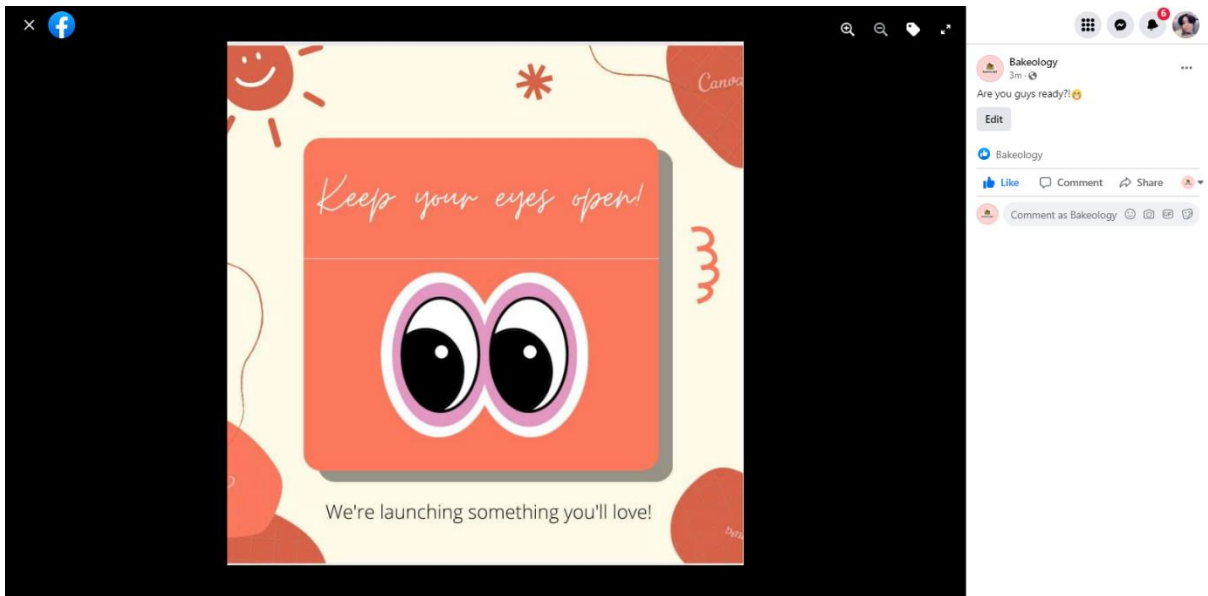
Teaser 3



Teaser 4



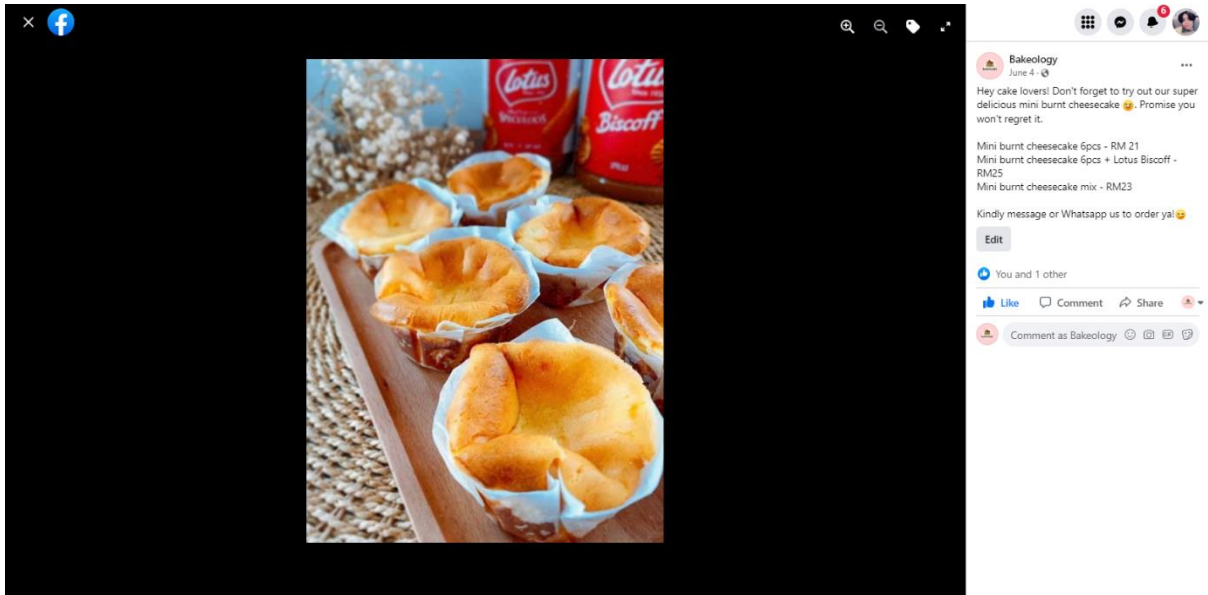
Teaser 5



Teaser 6

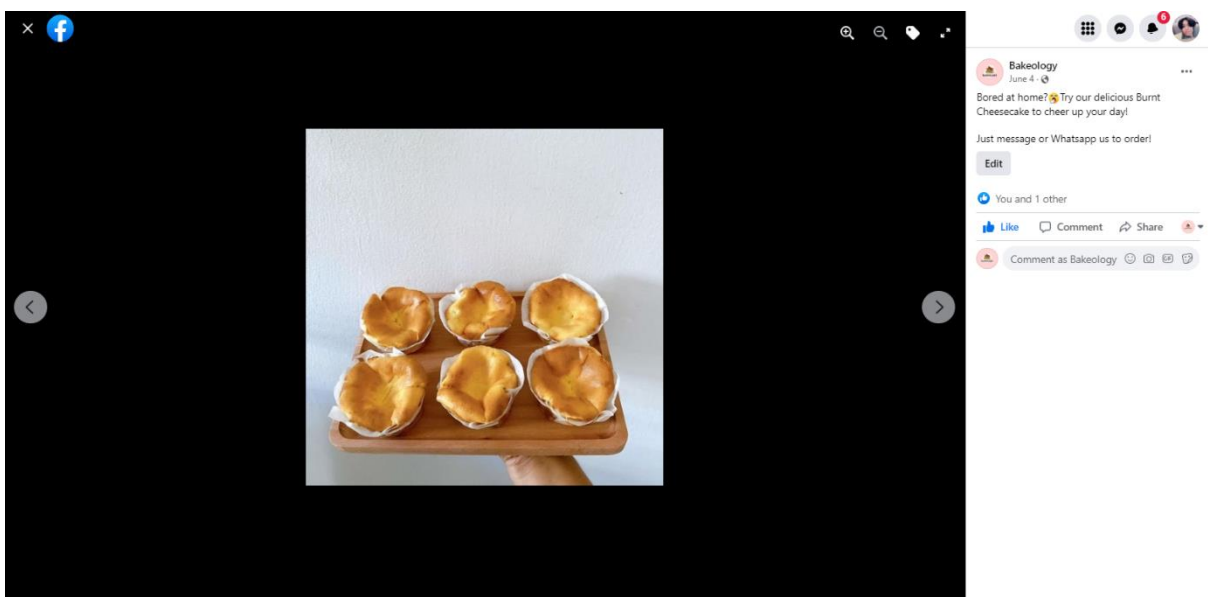


### 3.4 Copywriting Hard Sell



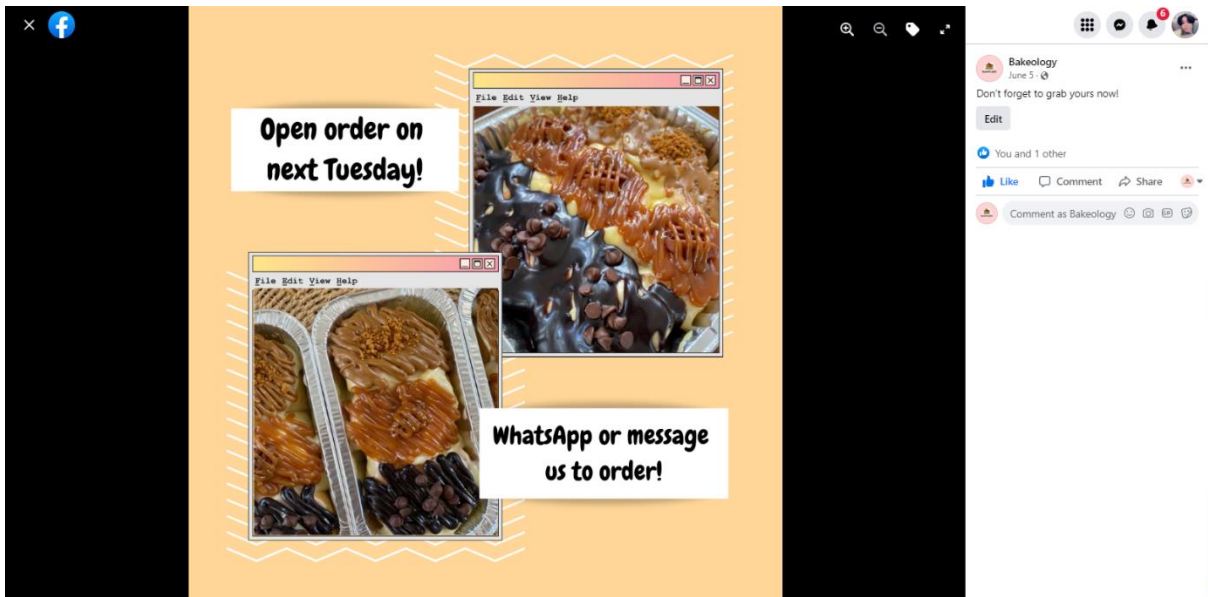
A screenshot of a Facebook post from 'Bakeology' dated June 4. The post features a photograph of several mini burnt cheesecakes in white paper liners, arranged on a wooden tray. In the background, two jars of Biscoff spread are visible. The post text reads: 'Hey cake lovers! Don't forget to try out our super delicious mini burnt cheesecake 🍰. Promise you won't regret it.' Below the text, the prices are listed: 'Mini burnt cheesecake 6pcs - RM 21', 'Mini burnt cheesecake 6pcs + Lotus Biscoff - RM25', and 'Mini burnt cheesecake mix - RM23'. The post concludes with 'Kindly message or Whatsapp us to order ya! 📩' and includes an 'Edit' button, a notification for 'You and 1 other', and options to 'Like', 'Comment', and 'Share'.

*Hard Sell 1*

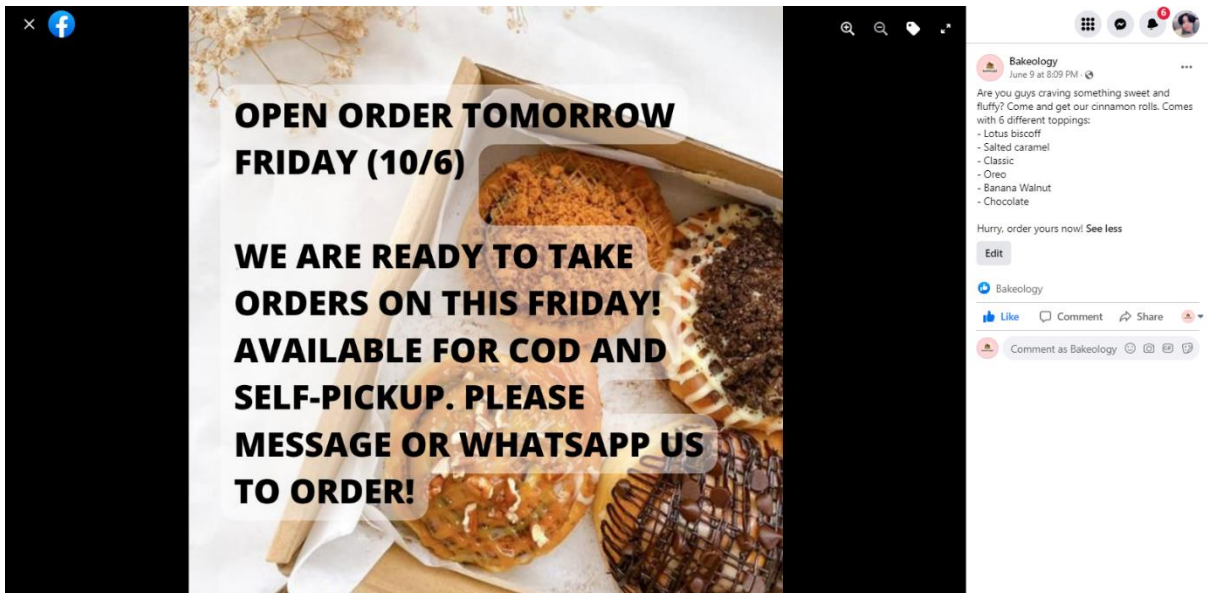


A screenshot of a Facebook post from 'Bakeology' dated June 4. The post features a photograph of a hand holding a wooden tray with six mini burnt cheesecakes in white paper liners. The post text reads: 'Bored at home? 🤔 Try our delicious Burnt Cheesecake to cheer up your day!' and 'Just message or Whatsapp us to order!'. Below the text, there is an 'Edit' button, a notification for 'You and 1 other', and options to 'Like', 'Comment', and 'Share'.

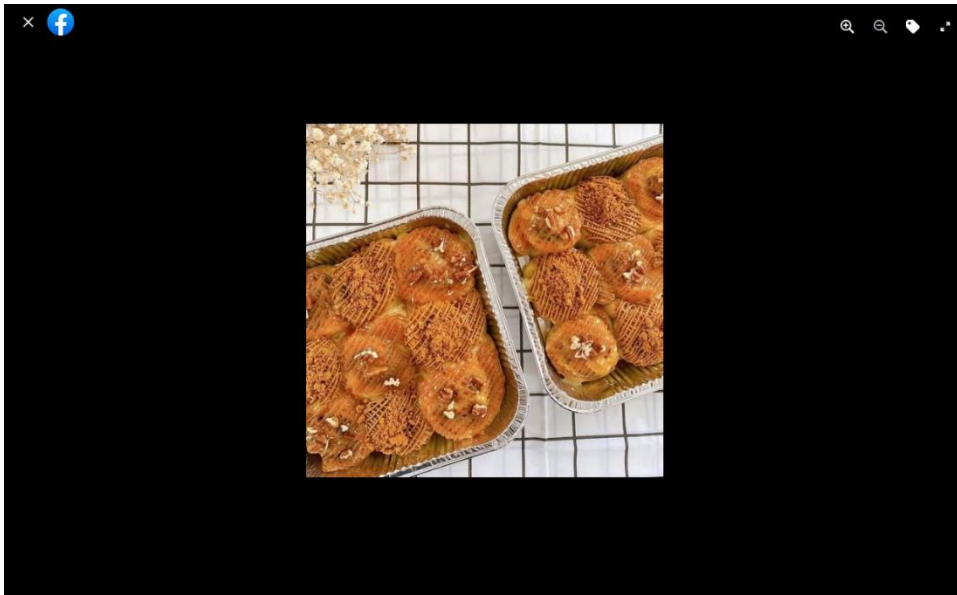
*Hard Sell 2*



*Hard Sell 3*



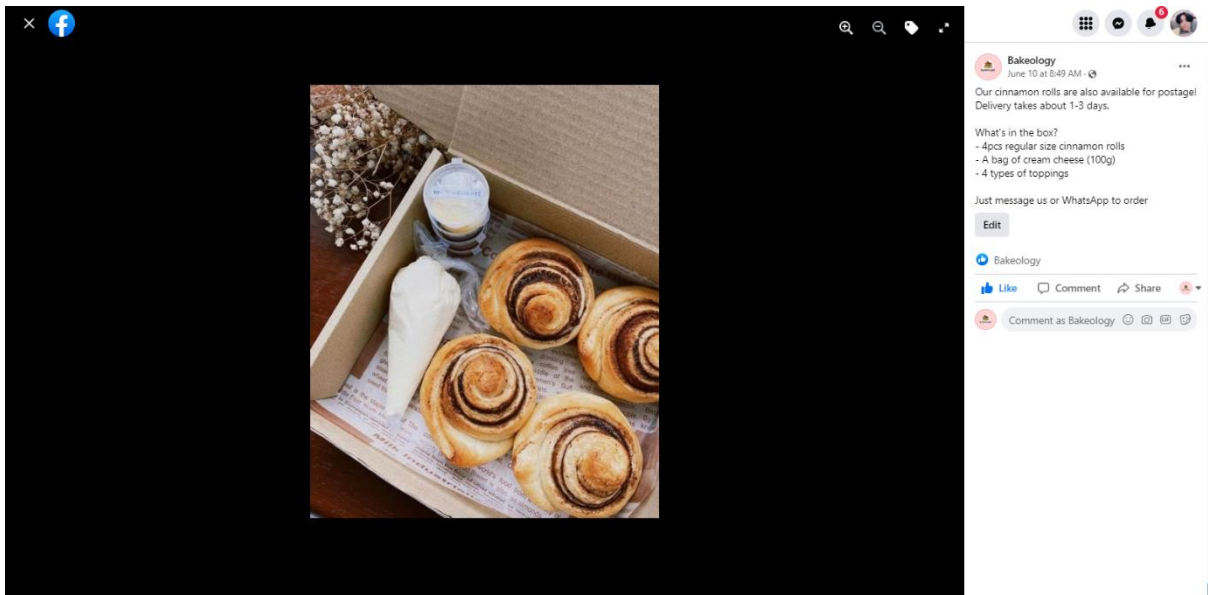
*Hard Sell 4*



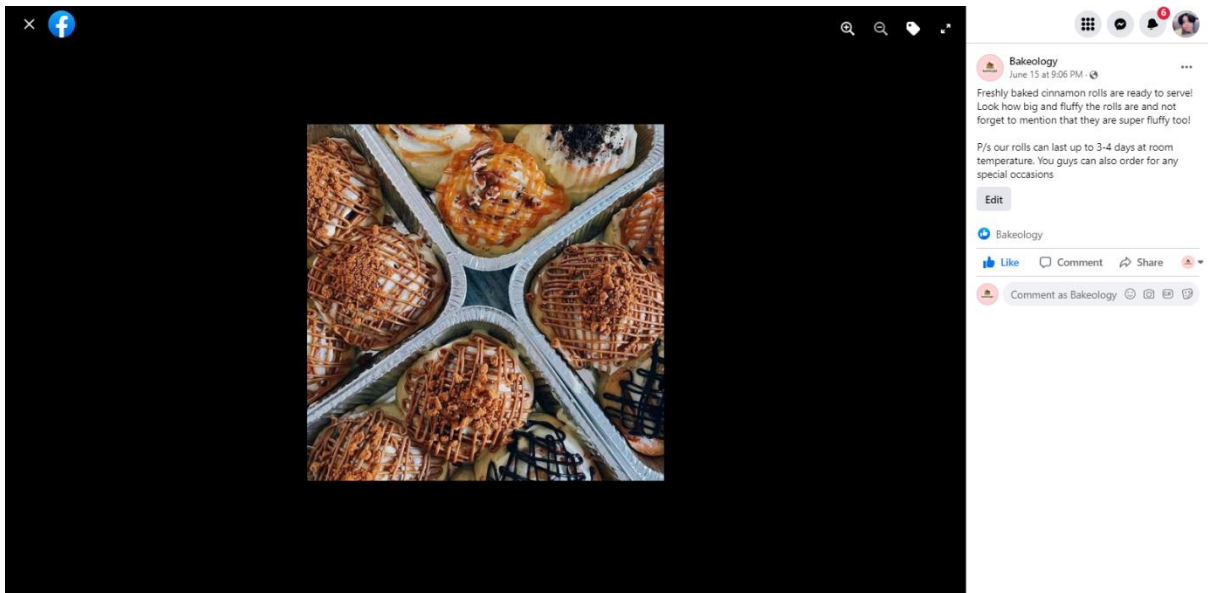
*Hard Sell 5*



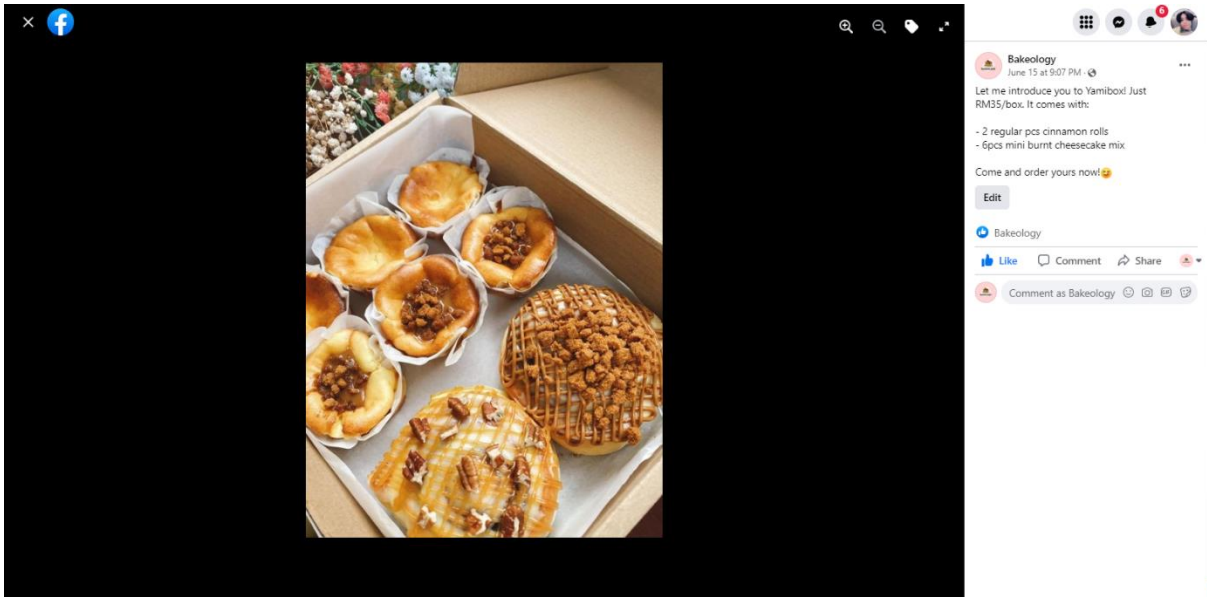
*Hard Sell 6*



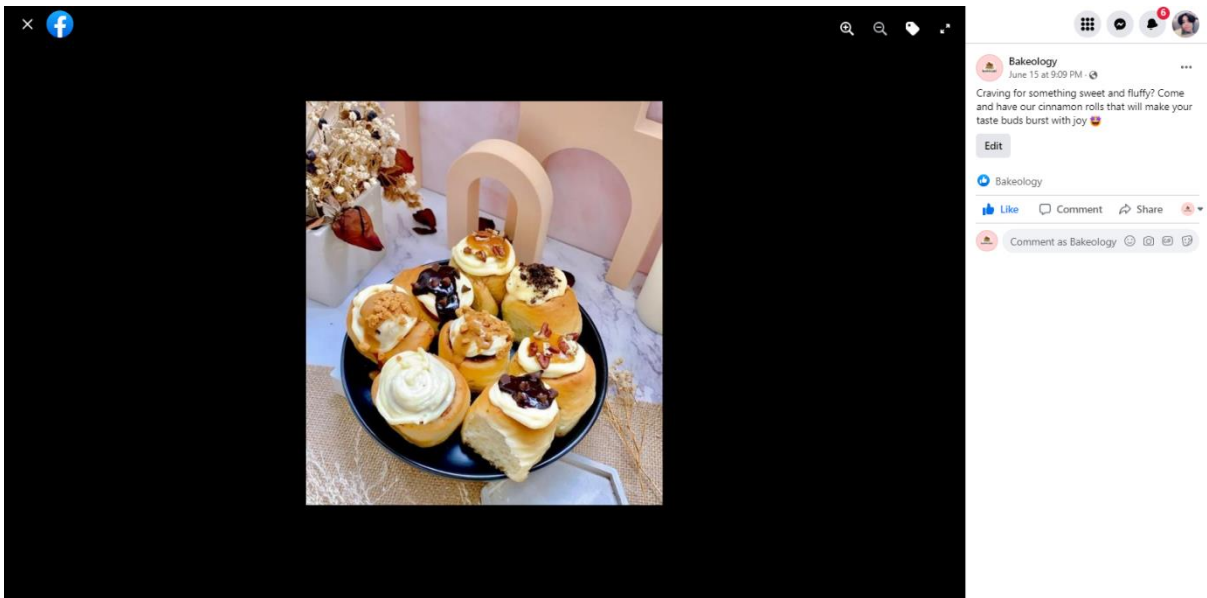
*Hard Sell 7*



*Hard Sell 8*



*Hard Sell 9*

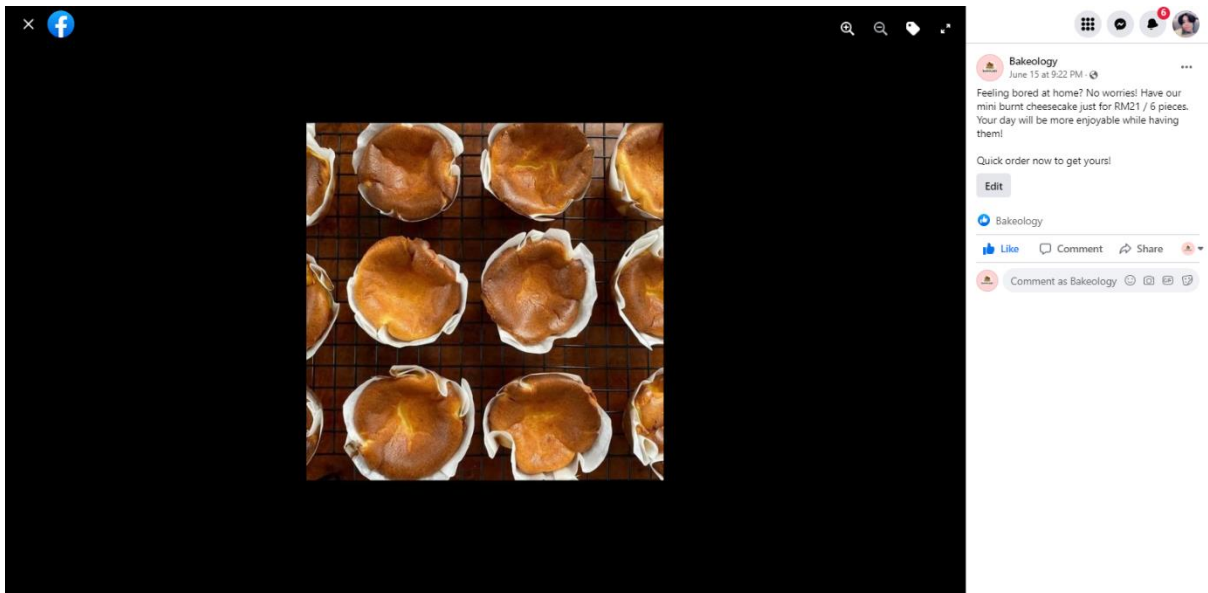


*Hard Sell 10*





*Hard Sell 11*



*Hard Sell 12*



**Bakeology**  
June 4 · 🌐



Mini basque burnt cheesecake 🌟

Cod area: Kajang, Semenyih, Beranang, Cheras, Ampang

Message or Whatsapp us to order



*Hard Sell 13*



Bakeology

June 4 · 🌐



Home-made cinnamon rolls ✨

Toppings available:

- Lotuff Biscoff
- Chocolate
- Salted Caramel

Cod area: Kajang, Semenyih, Beranang, Cheras, Ampang

Message or Whatsapp us to order



*Hard Sell 14*





Bakeology  
June 5 · 🌐



Have the cinnamon rolls to start up your day! And we are available next week 😊  
Don't forget to order yours!



**BAKEOLOGY**  
@BAKEOLOGY.MALAYSIA

**3PCS MINI CINNAMON ROLLS**

LOTUS BISCOFF	RM11
COOKIES AND CREME	RM11
CLASSIC	RM7
BANANA WALNUT	RM9
SALTED CARAMEL	RM9
CHOCOLATE	RM9
MIX	RM11

**9PCS MINI CINNAMON ROLLS**

LOTUS BISCOFF	RM3
COOKIES AND CREME	RM2
CLASSIC	RM2
BANANA WALNUT	RM2
SALTED CARAMEL	RM2
CHOCOLATE	RM2
MIX	RM2

**PCS REGULAR CINNAMON ROLLS**

LOTUS BISCOFF	RM21
COOKIES AND CREME	RM21
CLASSIC	RM21
BANANA WALNUT	RM21
SALTED CARAMEL	RM21
CHOCOLATE	RM21
MIX	RM21

*Hard Sell 15*



**Bakeology**

June 9 at 8:18 PM · 🌐



Holla! Anyone who has not had time to taste our cinnamon rolls can order now! To order can message WhatsApp or us okay 😊

Toppings:

Classic

Lotus Biscoff

Salted Caramel

Chocolate

Banana Walnut

Cookies and cream



*Hard Sell 16*



Bakeology

1m · 🌐



Try our 6-inch Burnt Cheesecake right now. Very delicious and tasty 😊. Come order now!

Kindly message or PM us on Whatsapp

**BAKEOLOGY**  
BAKERY

**PRICE LIST**

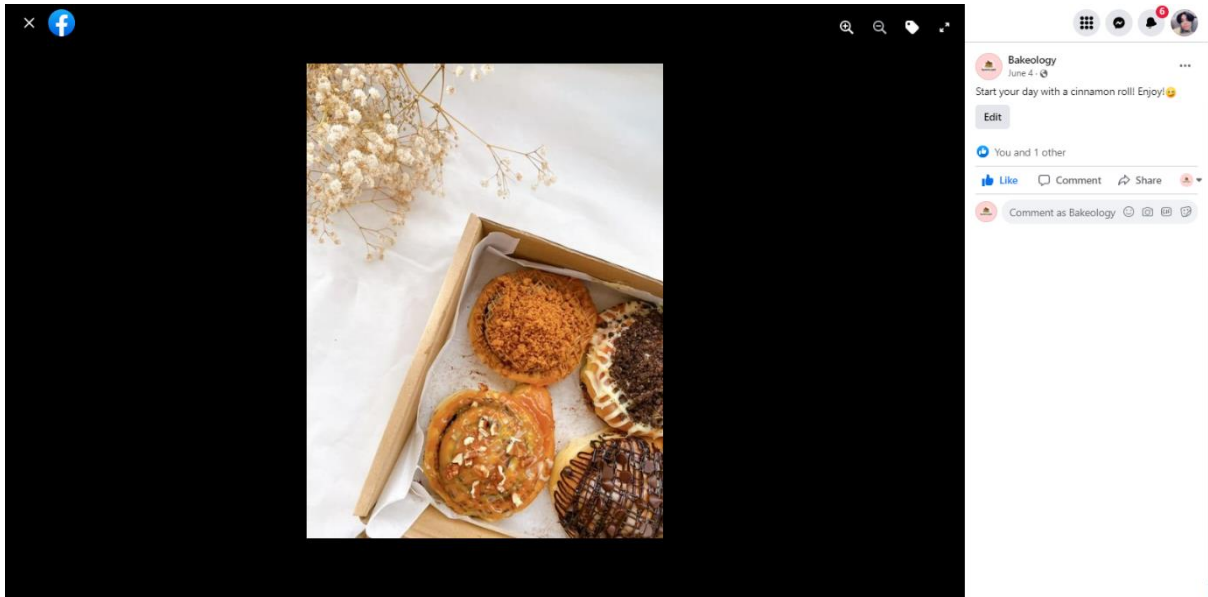
**6 INCH BURNT CHEESECAKE**

CLASSIC	RM53
LOTUS BISCOFF	RM62

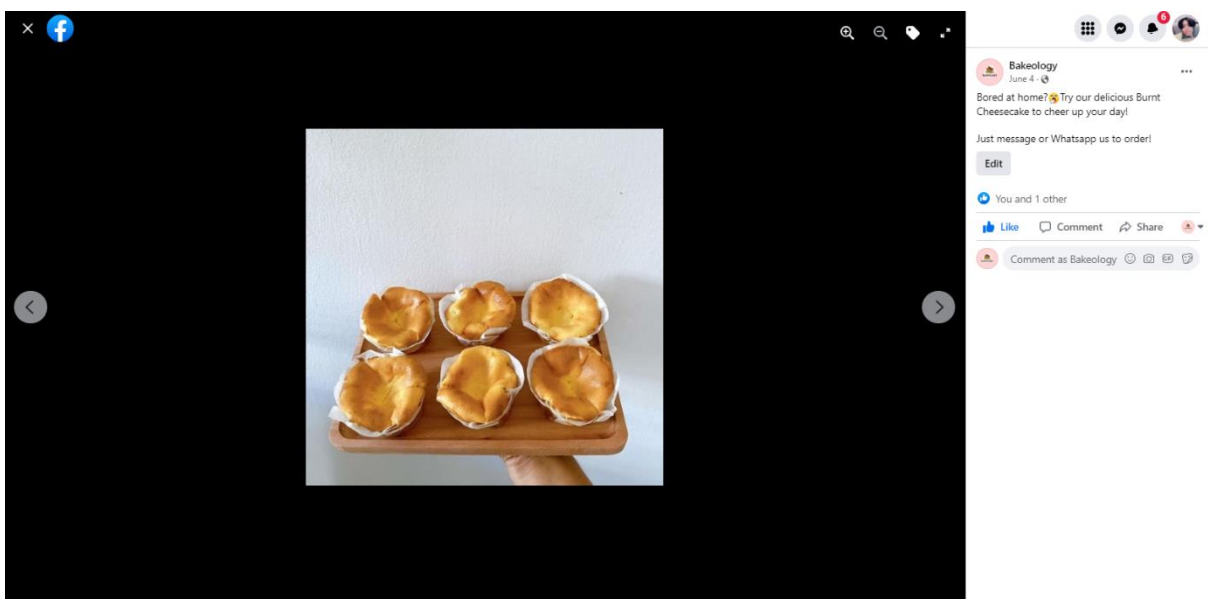
@BAKEOLOGY MALAYSIA

*Hard Sell 17*

### 3.6 Copywriting Soft Sell

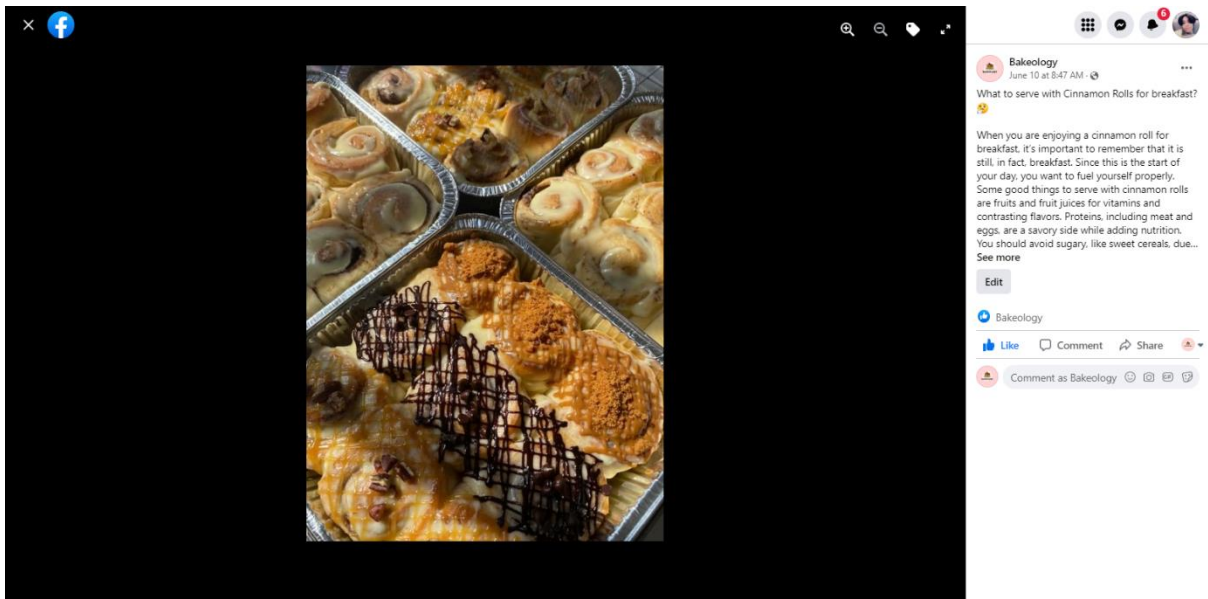


Soft Sell 1

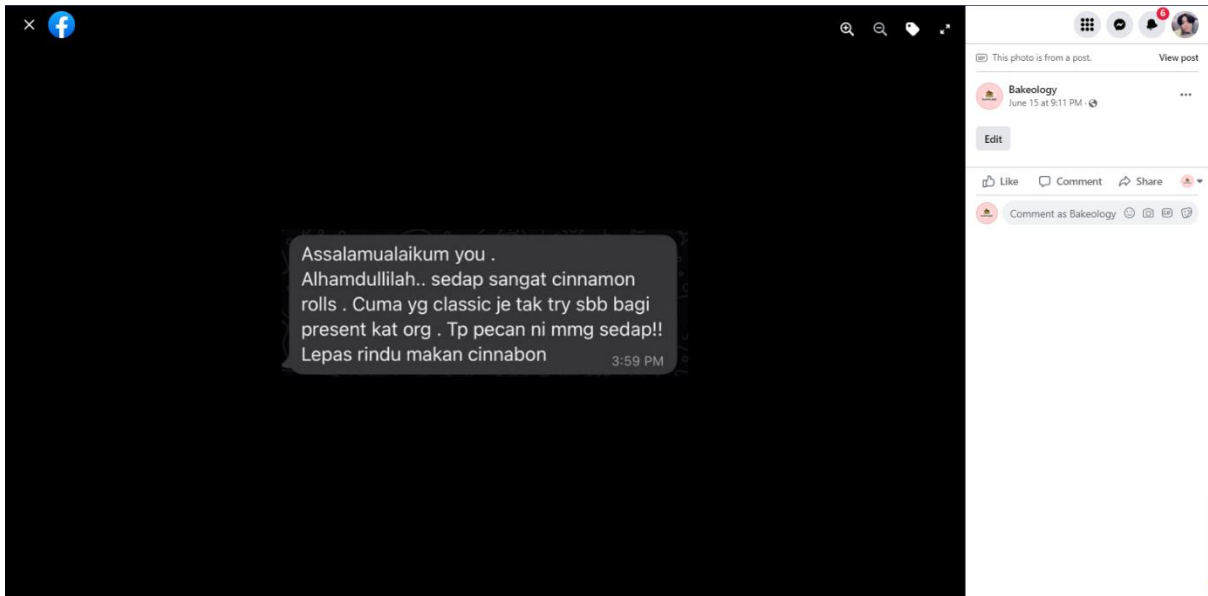


Soft Sell 2

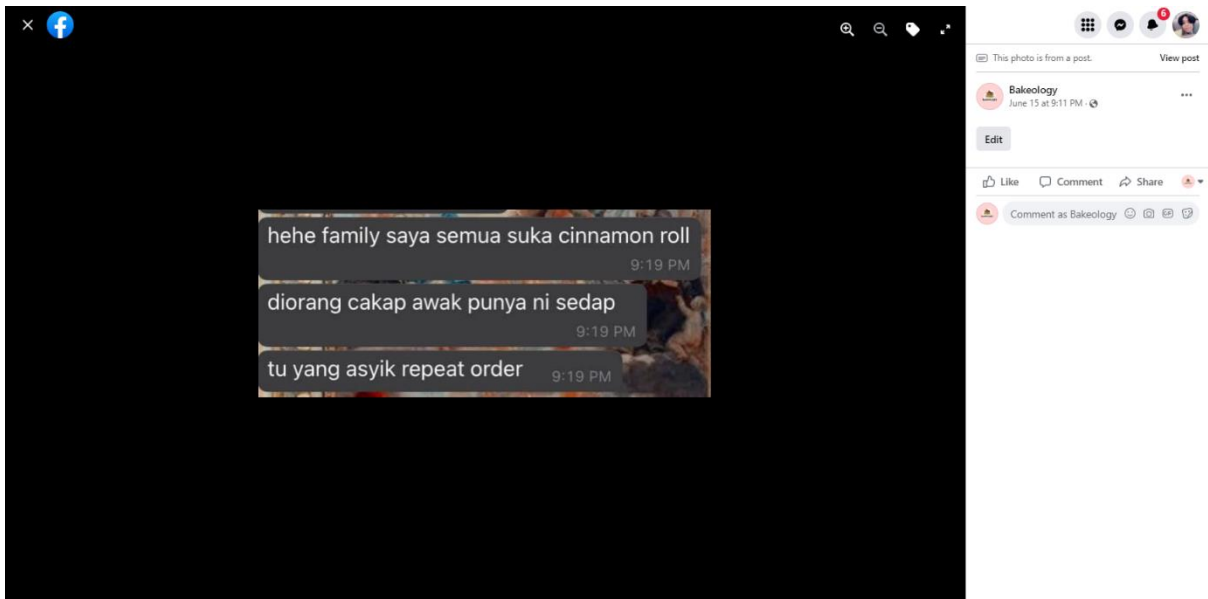




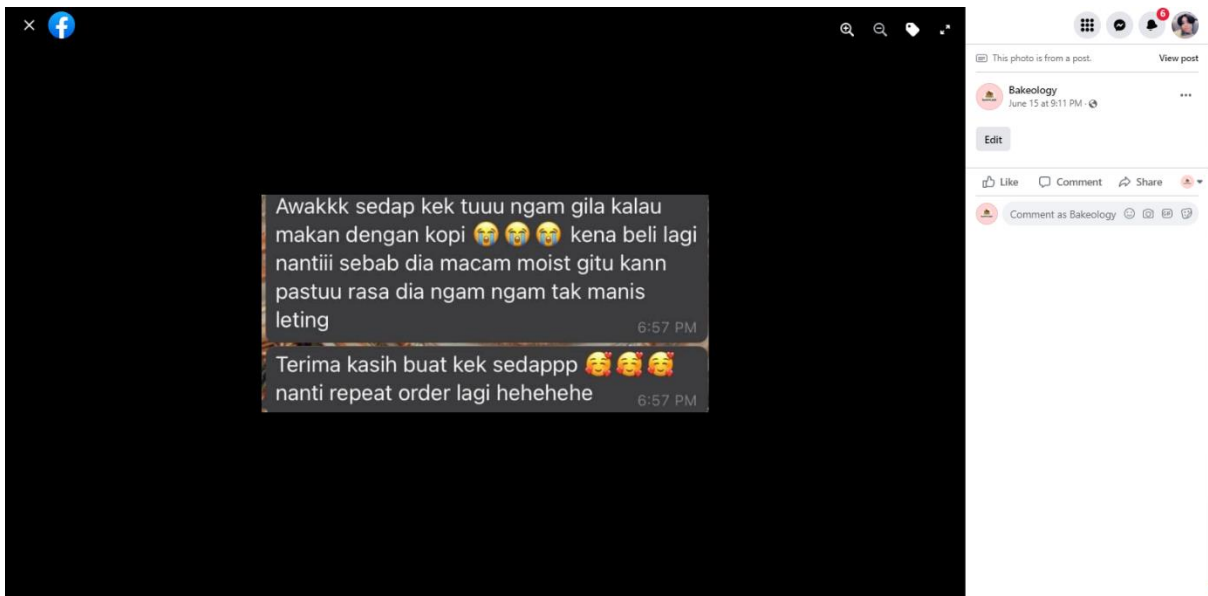
Soft Sell 3



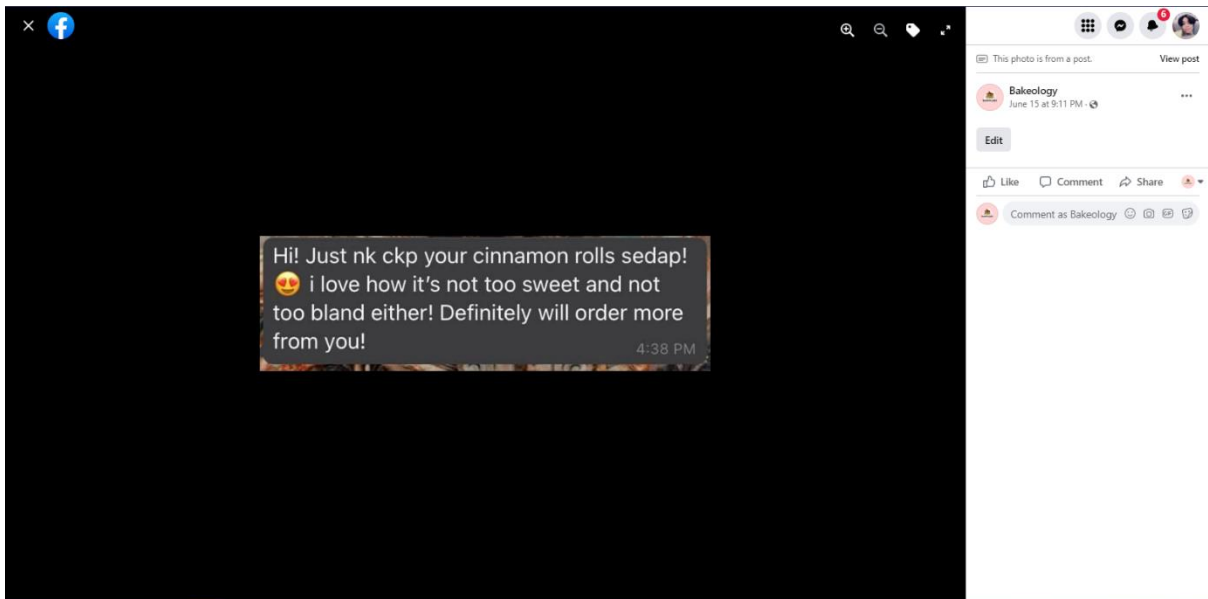
Soft Sell 4



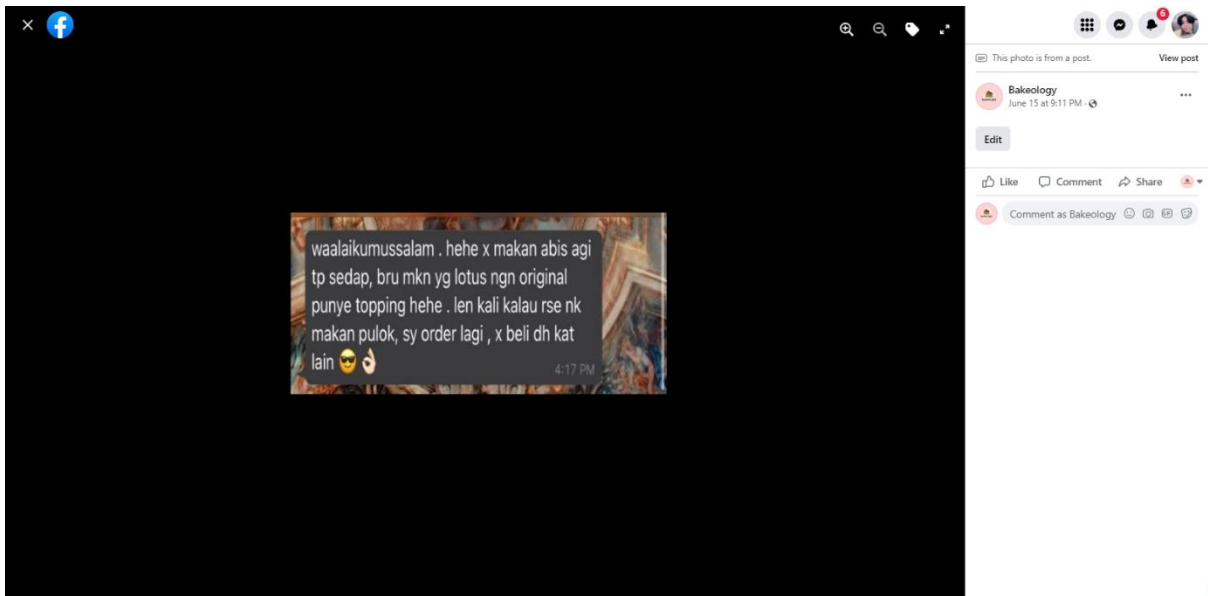
*Soft Sell 5*



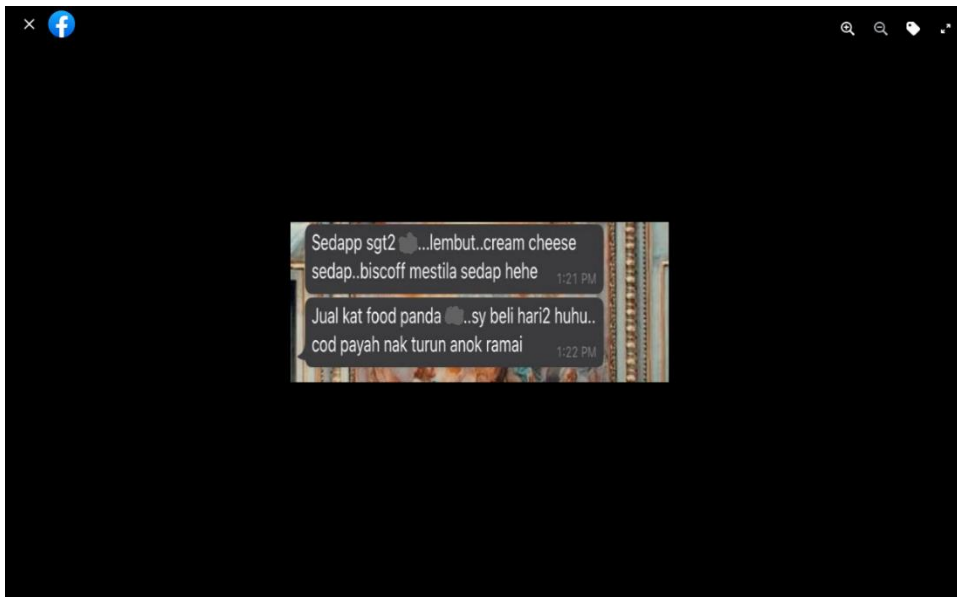
*Soft Sell 6*



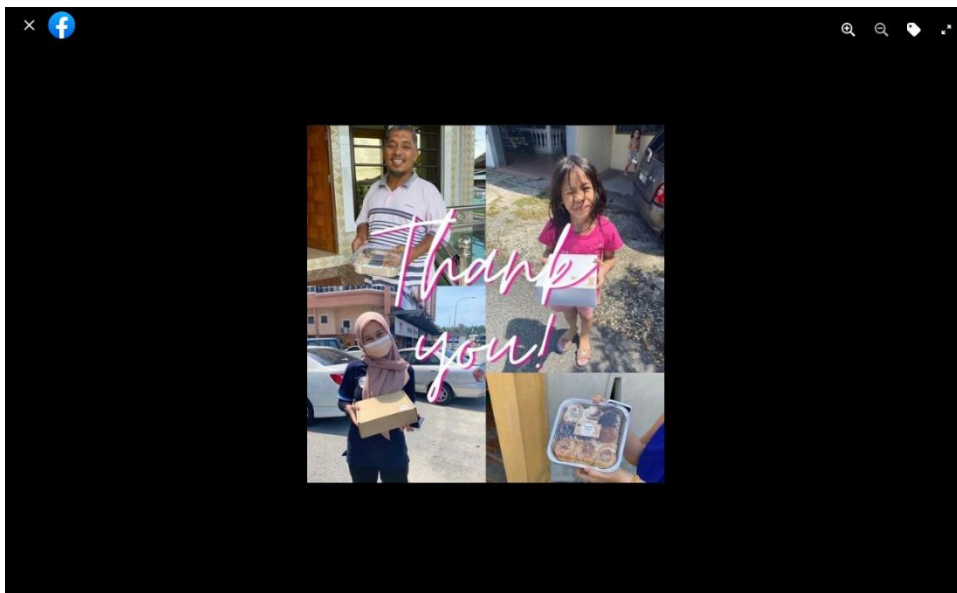
*Soft Sell 7*



*Soft Sell 8*



Soft Sell 9



Soft Sell 10



This is a screenshot of a Facebook post from the page 'Bakeology', dated June 17 at 12:26 PM. The post features a central image of a person's feet on a white digital scale, with the display showing the word 'WOW' in blue. To the right of the image is a list of three weight loss tips:

1. Drink more plain water 🌊  
Drinking plain water can help with your weight loss. Why? Because drinking water can boost your metabolism by 24-30% over 1-1.5 hours. Remember to drink 8 glasses of water per day!
2. Do not skip breakfast 🍳  
Skipping breakfast will not help you lose weight. You could miss out on essential nutrients and may end up snacking more throughout the day because you feel hungry.
3. Be active 🏃  
Being active is key to losing weight and keeping it off. As well as providing many health benefits, exercise can help burn off the excess calories you cannot lose through diet alone. See less

Below the tips are interaction buttons for 'Like', 'Comment', and 'Share', and a 'Comment as Bakeology' option.

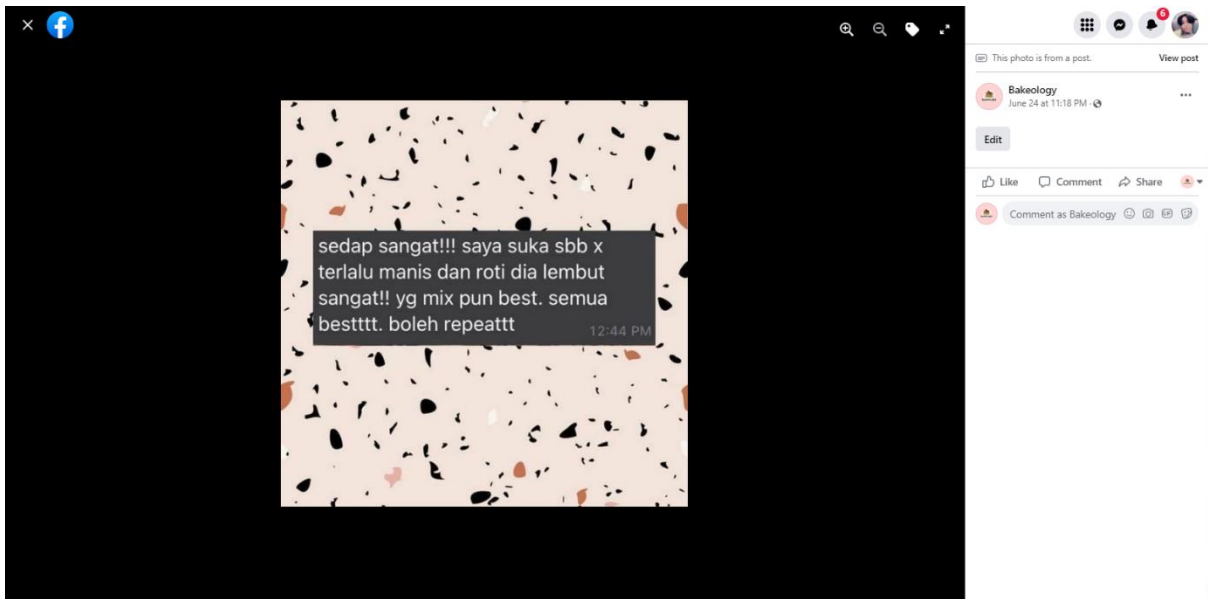
Soft Sell 11

This is a screenshot of a Facebook post from the page 'Bakeology', dated June 24 at 11:18 PM. The post features a central image with a terrazzo-style background (beige with black and brown speckles). Overlaid on this image is a dark grey text box containing the following Indonesian text:

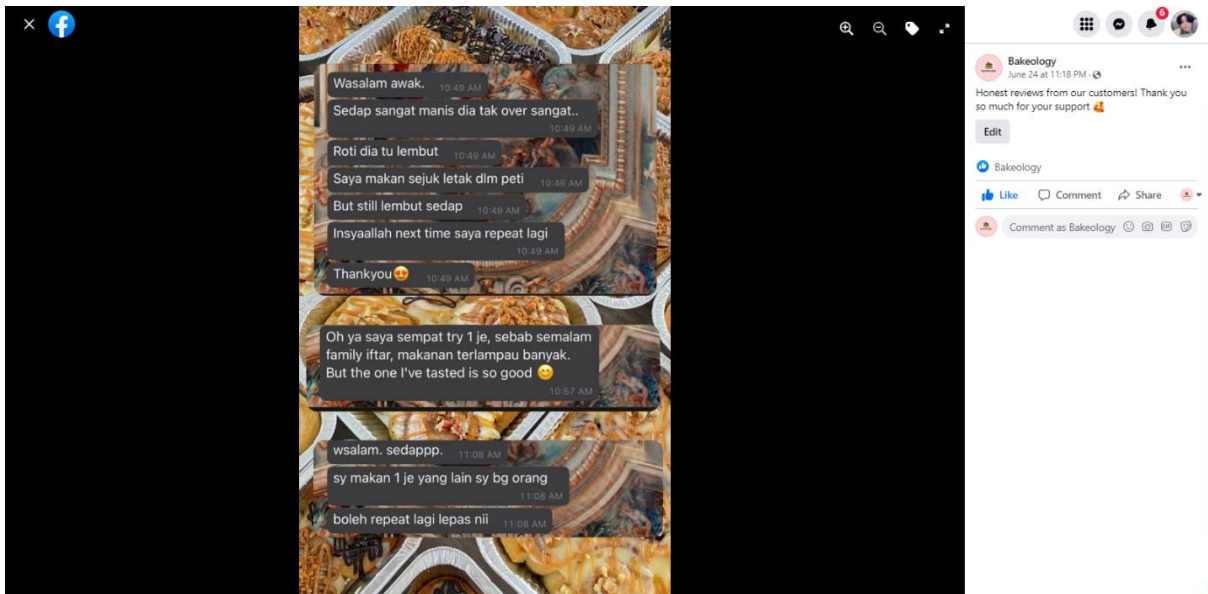
Wsalam, baru sempat makan tadi breakfast. Sedapp, tekstur lembut dan rasa cinnamon dia rich. Nanti bleh order lagi 😊👍 9:18

Below the image are interaction buttons for 'Like', 'Comment', and 'Share', and a 'Comment as Bakeology' option.

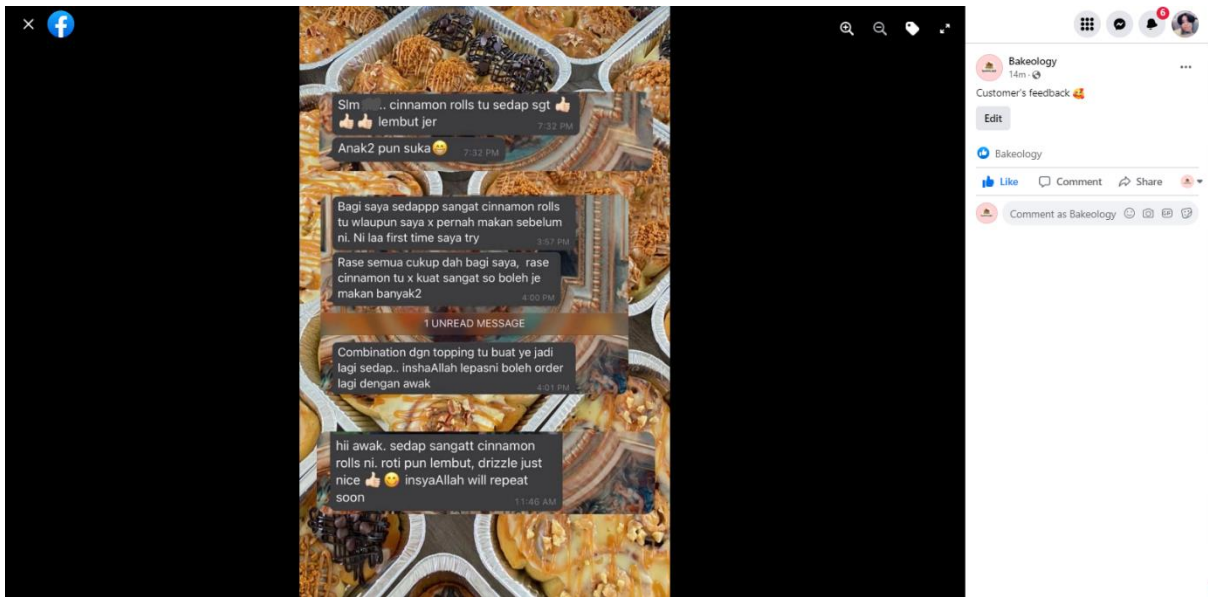
Soft Sell 12



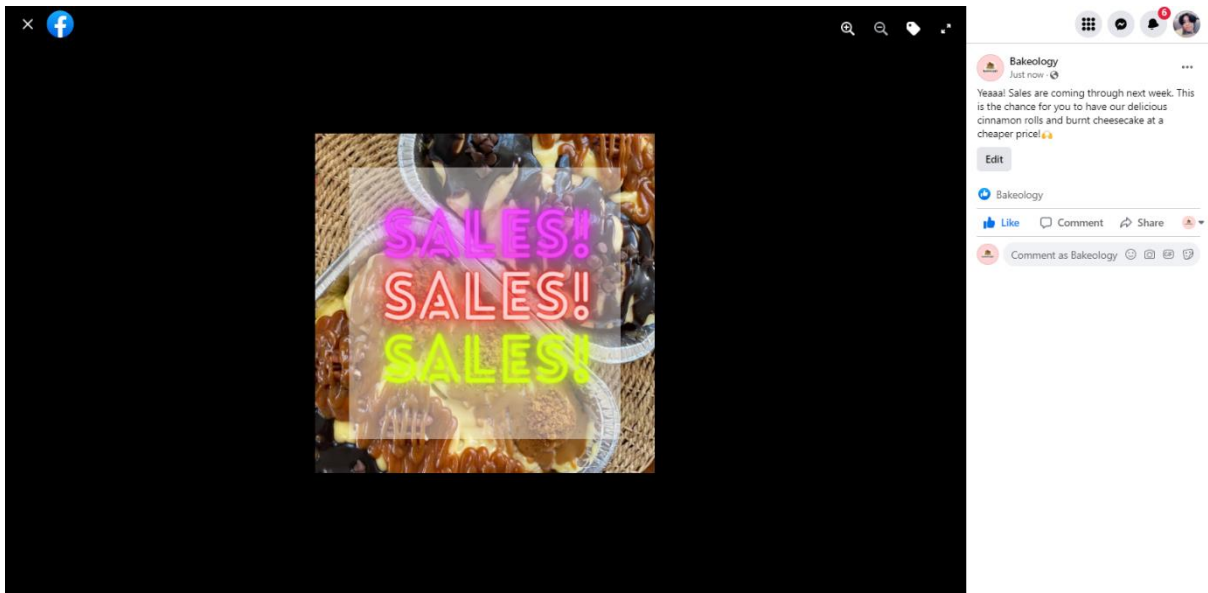
Soft Sell 13



Soft Sell 14



Soft Sell 15



Soft Sell 16

## 4.0 Conclusion

To begin with, Bakeology is a partnership business that is fully owned and operated by Syamir Adha Bin Noor Hadi and Lukman Hakim Muhamad Lop. Bakeology which sells dessert that is available in various toppings of cinnamon rolls and burnt cheesecake. This business expands by gaining knowledge and skills from Go-eCommerce. This is very helpful to those newbies to the business or start-up businesses like Bakeology to grow. This business offers and provides customers dessert that is different from others whereby this business only uses the best ingredients to bake the desserts that customers can eat anytime that they want to.

In particular, Bakeology has already set up their potential customers which are of both genders (man and woman), all income levels, and teenagers to adults. Our cinnamon rolls' price range is from RM11 – RM30. Meanwhile, for the cheesecakes, the price range is between RM21 - RM62. Bakeology also provides Cash-On-Delivery as people hardly can go out during this Covid-19 or the customer can just pick up their order at our dessert establishment.

Last but not least, Bakeology's marketing strategy is by using social media which is the Facebook Page as a medium and platform with a high influence of users that the business can gain potential customers easily from there. Bakeology also uses techniques of the teaser, hard sell as well as soft sell. The teaser is the first step that businesses should take in order to attract more customers to like their Facebook Page. While for hard sell is an aggressive approach that the business is trying to get the customer to buy our product. It is also known as direct selling to the customer. On the other hand, a soft sell is an advertisement that uses subtler and friendly messages. Sharing this posting definitely can attract customers to support the Facebook Page of Bakeology.