



اَوْبُو سَيِّدِي بَاتِيكُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY BUSINESS AND MANAGEMENT

**BA243 - BACHELOR OF BUSINESS ADMINISTRATION (HONS) HUMAN
RESOURCE MANAGEMENT**

ENT530: PRINCIPLES OF ENTREPRENEURSHIP

SOCIAL MEDIA PORTFOLIO



“SWEET CRAVE CINNABUNS”

PREPARED BY:

NAME	STUDENT ID	GROUP
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SITI NUR'AISHAH BINTI SAIFUL MAZDI	2020898728	

PREPARED FOR:
MISS NUR NAJJAH ABD RAHIM

SUBMISSION DATE:
15TH JULY 2022

ACKNOWLEDGEMENT

First and foremost, I Siti Nur'aishah binti Saifzul Mazdi and my partner Siti Nur Ayuni binti Tamsir would like to show our gratitude and thankful to Allah S.W.T, because of His blessing, we had done such a wonderful task for social media reports successfully. We also would like to thank our beloved lecturer, Miss Nur Najjah binti Abd Rahim because she is such a great lecturer to us to complete our report from the start until the end of the date of submission.

We also want to thank ourselves for the hard work and commitment we have shown in completing this report, and we have sacrificed so much to make it successful. We also send our appreciation to our family for their moral support to do the best in this course code.

Lastly, we would like to thank everyone who has been involved in this report either directly or indirectly. They have been a great helper to us in completing this report.

EXECUTIVE SUMMARY

Sweet Crave Cinnabuns is a partnership business that focuses on online businesses selling bakery and pastry products that will make you crave even more. Sweet Crave Cinnabuns are based on the social media platform to take an order and deliver directly to customers. Basically, we provide baked goods and services by selling cakes and pastries which provide great customer satisfaction. Our products are made from high-end ingredients and fully home-made, as well as to ensure the preparation and sale of bakery products that do not contain additives that are by-products of prohibited items. Outside of sales, we also provide interesting facts and nutrients for the products we use, as we are very concerned about the ingredients, we use to ensure quality and delicious taste for everyone to enjoy.

At Sweet Crave Cinnabuns, we have produced a pastry product which is a cinnamon roll that has four types of flavours with various toppings and produce a new bakery product which is cake, or we name it as "Cinnacakes" on our menu. Prices depend on size, decorations, toppings and bulks. However, we offer affordable prices for anyone who can afford to buy and taste our products. Our marketing strategy is to highlight the quality and value of our products and services. Furthermore, we fully utilise online platforms to promote, market and sell products. This has helped save many of the costs involved and can achieve a broad target market as we use hard selling and soft selling techniques in our marketing strategy.

From a customer perspective, they give positive reviews about the product and make them become very addicted and once eaten, they will never be able to stop and it becomes their favourite. We also offer a cash delivery service according to the location provided. It is suitable for customers who want to make a surprise, customers who want to send to colleagues, family and so on. By developing the right marketing methods, we ensure that our business can grow and engage potential customers in our products.

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1.0 GO-ECOMMERCE REGISTRATION


PERSONAL PROFILE	BUSINESS PROFILE																																
 <p>SITI NUR'AISHAH BINTI SAIFUL MAZDI</p>	<p>Personal Information</p> <table><tbody><tr><td>Name</td><td>: SITI NUR'AISHAH BINTI SAIFUL MAZDI</td><td>Phone/Mobile</td><td>:</td></tr><tr><td>New Identity Card No.</td><td>:</td><td>Home Address</td><td>:</td></tr><tr><td>Email Address</td><td>:</td><td>District</td><td>:</td></tr><tr><td>City</td><td>:</td><td>Postcode</td><td>:</td></tr><tr><td>State</td><td>:</td><td>Personal Instagram</td><td>:</td></tr><tr><td>Personal Facebook</td><td>:</td><td>Race</td><td>: Malay</td></tr><tr><td>Gender</td><td>: Female</td><td>Special Need Required</td><td>: No</td></tr><tr><td>Marital Status</td><td>: Single</td><td></td><td></td></tr></tbody></table>	Name	: SITI NUR'AISHAH BINTI SAIFUL MAZDI	Phone/Mobile	:	New Identity Card No.	:	Home Address	:	Email Address	:	District	:	City	:	Postcode	:	State	:	Personal Instagram	:	Personal Facebook	:	Race	: Malay	Gender	: Female	Special Need Required	: No	Marital Status	: Single		
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Personal Facebook	:	Race	: Malay																														
Gender	: Female	Special Need Required	: No																														
Marital Status	: Single																																

Figure 1: Go-Ecommerce Siti Nur'Aishah


PERSONAL PROFILE	BUSINESS PROFILE																																
 <p>SITI NUR AYUNI BINTI TAMSIR</p>	<p>Personal Information</p> <table><tbody><tr><td>Name</td><td>: SITI NUR AYUNI BINTI TAMSIR</td><td>Phone/Mobile</td><td>:</td></tr><tr><td>New Identity Card No.</td><td>:</td><td>Home Address</td><td>:</td></tr><tr><td>Email Address</td><td>:</td><td>District</td><td>:</td></tr><tr><td>City</td><td>:</td><td>Postcode</td><td>:</td></tr><tr><td>State</td><td>:</td><td>Personal Instagram</td><td>:</td></tr><tr><td>Personal Facebook</td><td>:</td><td>Race</td><td>: Malay</td></tr><tr><td>Gender</td><td>: Female</td><td>Special Need Required</td><td>: No</td></tr><tr><td>Marital Status</td><td>: Single</td><td></td><td></td></tr></tbody></table>	Name	: SITI NUR AYUNI BINTI TAMSIR	Phone/Mobile	:	New Identity Card No.	:	Home Address	:	Email Address	:	District	:	City	:	Postcode	:	State	:	Personal Instagram	:	Personal Facebook	:	Race	: Malay	Gender	: Female	Special Need Required	: No	Marital Status	: Single		
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State	:	Personal Instagram	:																														
Personal Facebook	:	Race	: Malay																														
Gender	: Female	Special Need Required	: No																														
Marital Status	: Single																																

Figure 2: Go-Ecommerce Siti Nur Ayuni

1.1 MYENT CERTIFICATE

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

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar : 2020898728
Nama : SITI NUR'AISHAH BINTI SAIFUL MAZDI
Program Pengajian : SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN)
PENGURUSAN SUMBER MANUSIA
Fakulti : Faculty of Business & Management
Kampus : Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Online
Bidang Perniagaan yg diceburi : Makanan
Tempoh Berniaga : SITI NUR'AISHAH BINTI SAIFUL MAZDI
No. Pendaftaran Perniagaan : SITI NUR'AISHAH BINTI SAIFUL MAZDI
URL Perniagaan : <https://www.facebook.com/SweetCraveCinnabuns>
Alamat Premis Perniagaan :
Tarikh Mendaftar : 31 May 2022
Tarikh Kemaskini : 31 May 2022
Tarikh Cetak : 31 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 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 CANSOLOR KEUSAHAWANAN UITM

Malaysian Academy of SME & Entrepreneurship Development (MASMED)

Figure 3: MyENT Certificate Siti Nur'Aishah



UNIVERSITI
TEKNOLOGI
MARA

Akademi
Pembangunan PKS dan
Keusahawanan Malaysia
(MASMED)

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UiTM

No. Pelajar : 2020860176
Nama : SITI NUR AYUNI BINTI TAMSIR
Program Pengajian : SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN)
PENGURUSAN SUMBER MANUSIA
Fakulti : Faculty of Business & Management
Kampus : Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Online
Bidang Perniagaan yg
diceburi : Makanan
Tempoh Berniaga :
No. Pendaftaran Perniagaan : 202203166564 (003412472-U)
URL Perniagaan : <https://www.facebook.com/SweetCraveCinnabuns>
Alamat Premis Perniagaan :
Tarikh Mendaftar : 16 Jun 2022
Tarikh Kemaskini : 07 Jul 2022
Tarikh Cetak : 07 Jul 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.

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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 4: MyENT Certificate Siti Nur Ayuni

1.2 SSM REGISTRATION (PARTNERSHIP)


SURUHANJAYA 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

SWEET CRAVE CINNABUNS
NO. PENDAFTARAN: 202203166564 (003412472-U)

telah didaftarkan dari hari ini sehingga **2 JULAI 2023** di bawah Akta Pendaftaran
Perniagaan 1956, beralamat di

Bil. Cawangan: TIADA

Bertarikh di **SISTEM EZBIZ** pada **3 JULAI 2022**.


DATUK NOR AZIMAH ABDUL AZIZ
Pendaftar Perniagaan
Semenanjung Malaysia

UserID: EZBIZ Date: Sun Jul 03 17:18:39 MYT 2022

Figure 5: SSM Registration

2.0 INTRODUCTION OF BUSINESS

2.1 Name and Address of Business



Figure 6: Business Logo

Sweet Crave Cinnabuns is a business name that is based on our signature dessert which is cinnamon rolls. In this business, we are selling a variety of cinnamon rolls such as in a set of boxes or a 10-inch cake size and we call it “Cinnacakes”. The dessert comes with different kinds of flavour and topping such as chocolate, strawberry, caramel and original flavour. We also provided other services such as delivery services to nearby areas in Saujana Utama and Bandar Puncak Alam, Selangor.

Sweet Crave Cinnabuns is owned by two amazing people that love to eat cinnamon rolls which are Siti Nur’Aishah binti Saiful Mazdi and Siti Nur Ayuni binti Tamsir. The business is located at _____ and this business commenced on 20 May 2022. Our business is an online business, therefore our main social media platform is Facebook and Whatsapp to connect with our customers. Our motto is “Bite More, Have More” which shows that we only serve absolute cinnamon rolls that are rich with delicious flavour and premium ingredients that are worth every bite.

NAME OF BUSINESS	Sweet Crave Cinnabuns
BUSINESS ADDRESS	
CORRESPONDING ADDRESS	
MOBILE NUMBER	
EMAIL	
FACEBOOK PAGE	Sweet Crave Cinnabuns
FORM OF BUSINESS	Partnership
MAIN ACTIVITIES	Selling Food and Delivery
DATE IN COMMENCEMENT	20 May 2022
DATE OF REGISTRATION	2nd July 2022
REGISTRATION NUMBER	202203166564 (003412472-U)
NAME OF BANK	Malayan Banking Berhad
BANK ACCOUNT NUMBER	

Table 1: Business Details

2.2 ORGANISATIONAL CHART



Chart 1: Organisational Board

2.3 Mission and Vision

A mission statement explains what the organisation aims to accomplish, who they want to assist and why. A vision statement, on the other hand, explains where the business wants a community or the world to be as a result of the organisation's services, therefore this is our mission and vision for Sweet Crave Cinnabuns.

Mission

"We endeavour to serve the best dessert that tastes great to our customers with love"

Vision

"To create the most delicious dessert and share happiness with the world"

2.4 Description of Products

PRODUCT	DESCRIPTION
 <p>A round cinnamon roll with a white cream cheese frosting drizzle on top.</p> <p>ORIGINALIOUS</p>	<p>A sweet baked dough filled with a cinnamon-sugar filling including a top of cream cheese frosting or a sugar glaze. Not too sweet, but buttery enough to satisfy your deepest cravings.</p>
 <p>A round cinnamon roll with a white cream cheese frosting base and a caramel drizzle on top.</p> <p>CARAMELIES</p>	<p>A base of rich browned butter with notes of caramel drizzle as a topping makes this a scrumptious alternative to an ordinary cinnamon roll.</p>
 <p>A round cinnamon roll with a white cream cheese frosting base and fresh strawberries on top.</p> <p>CRAZY BERRY</p>	<p>Yeast dough enriched with butter and cinnamon sugar, the rolls are filled with thick fresh strawberries on the top. Bake them fresh in the morning and glaze with lemon cream cheese frosting while still warm for the most amazing strawberry cinnamon rolls ever.</p>
 <p>A round cinnamon roll with a white cream cheese frosting base, chocolate chips, and a chocolate drizzle on top.</p> <p>CHOCOLATEY</p>	<p>This outrageously rich and indulgent chocolate cinnamon roll comes together with a buttery soft fresh homemade dough and brown sugar chocolate filling. This roll is rich so you could not easily skip the icing on top.</p>



CINNABUNS BOX

Cinnabuns box consists of 4,9 or 16 rolls of cinnabuns. Each box comes with one flavour or mixed flavour. As for mixed flavour, customers can choose up to 3 flavours only for every box.



CINNACAKES

A 10 inch of cinnamon rolls in cake size with a lot of topping. Customers can mix the topping up to four different toppings such as cream cheese drizzle, chocolate chip, fresh strawberry and caramel drizzle.

Table 2: Product Description

2.5 Price List

PRODUCT	PIECES	PRICE
ORIGINALIOUS	4 ROLLS	RM 15
	9 ROLLS	RM 25
	16 ROLLS	RM 35
CARMELIES	4 ROLLS	RM 20
	9 ROLLS	RM 30
	16 ROLLS	RM 40
CRAZY BERRY	4 ROLLS	RM 25
	9 ROLLS	RM 35
	16 ROLLS	RM 45
CHOCOLATEY	4 ROLLS	RM 30
	9 ROLLS	RM 45
	16 ROLLS	EM 50
MIX FLAVOUR CINNABUNS BOX	4 ROLLS	RM 25
	9 ROLLS	RM 45
	16 ROLLS	RM 50
CINNACAKES	1 TOPPING	RM 45
	2 TOPPING	RM 48
	3 TOPPING	RM 51
	4 TOPPING	RM 55

Table 3: Product Price List

3.0 FACEBOOK (FB)

3.1 Creating Facebook Page

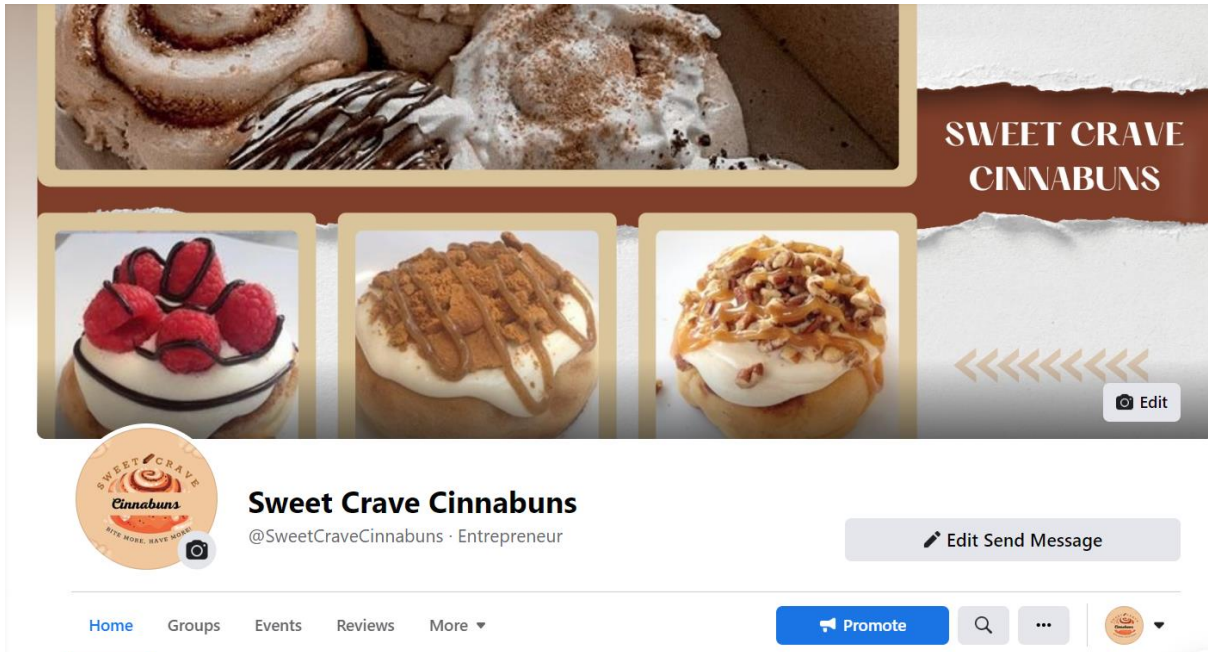


Figure 7: PC or Laptop Version

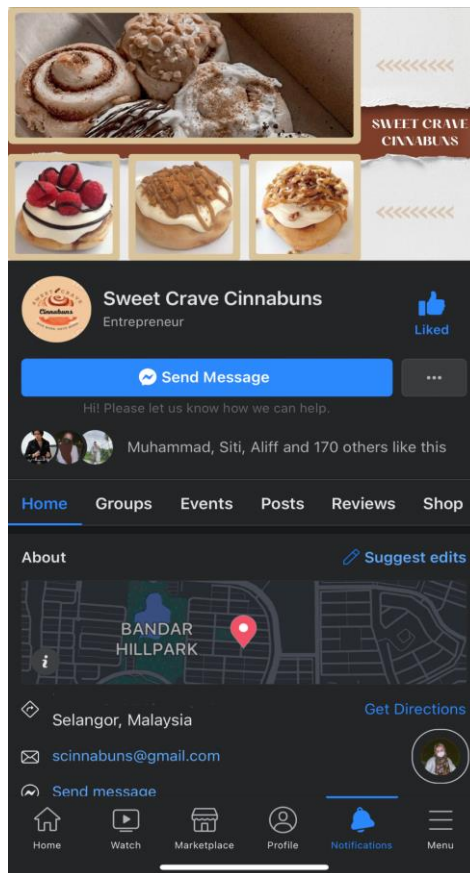


Figure 8: Mobile Version

3.2 Customising URL Facebook Page

Edit Page info

General

Name
Sweet Crave Cinnabuns

Username
SweetCraveCinnabuns



It's easier for people to find your Page in search when it has a unique username. Pages with usernames can also create custom URLs that let people quickly visit and message them.

Facebook Page URL Link: <https://www.facebook.com/SweetCraveCinnabuns>

3.3 Facebook (FB) post – Teaser





TEASER 1	TEASER 2
<p data-bbox="156 338 220 405"></p> <p data-bbox="236 342 523 376">Sweet Crave Cinnabuns</p> <p data-bbox="236 383 475 412">Posted by Aishah Saiful</p> <p data-bbox="236 416 352 445">20 May · 🌐</p> <p data-bbox="156 465 571 499">Hello hello attention everyone 📣👏</p> <p data-bbox="156 539 435 573">Keep your eyes open 👁️👁️</p> <p data-bbox="156 613 778 651">Stay tune and turn on notifications for more info 🔔📱</p> 	<p data-bbox="844 338 908 405"></p> <p data-bbox="924 342 1195 376">Sweet Crave Cinnabuns</p> <p data-bbox="924 383 1163 412">Posted by Aishah Saiful</p> <p data-bbox="924 416 1040 445">22 May · 🌐</p> <p data-bbox="844 465 1171 499">GREETING EVERYONE! 👏👏</p> <p data-bbox="844 539 1315 573">Something exciting is coming your way 🤗</p> <p data-bbox="844 613 1474 651">Come closer and we will tell you our secret dessert 🤫🤫</p> 

Table 4: Teaser Posting

TEASER 3	TEASER 4
<p data-bbox="153 338 213 398"></p> <p data-bbox="225 342 488 371">Sweet Crave Cinnabuns</p> <p data-bbox="225 378 448 432">Posted by Aishah Saiful 24 May · 🌐</p> <p data-bbox="153 450 360 481">Tik tok 🕒 tik tok 🕒</p> <p data-bbox="153 517 734 548">Are you ready for something amazing this Saturday? 😱</p> <p data-bbox="153 586 596 618">4 days before the official launch! 🍪🍪🍪</p> <p data-bbox="153 654 655 685">Dont miss out. Turn on your notification now! 🔔</p> <div data-bbox="121 701 791 1357" style="border: 1px solid black; padding: 20px; text-align: center;"> <p data-bbox="153 969 762 1059">COMING SOON</p> </div>	<p data-bbox="839 338 900 398"></p> <p data-bbox="914 342 1193 371">Sweet Crave Cinnabuns</p> <p data-bbox="914 378 1147 432">Posted by Aishah Saiful 25 May · 🌐</p> <p data-bbox="839 450 1042 481">Hola Cinnabunies!</p> <p data-bbox="839 517 1240 548">We have a good news for you 🥰🥰</p> <p data-bbox="839 586 1310 618">Only have 3 days to go! So, stay tuned! 👁️👁️</p> <div data-bbox="820 701 1513 1357" style="border: 1px solid black; padding: 20px; text-align: center;"> <p data-bbox="922 734 1398 819">UNTIL THE EPIC PRODUCT LAUNCH IS IN</p> <p data-bbox="1150 824 1398 1160">3 DAYS</p> <p data-bbox="1059 1245 1315 1301"><i>are you ready?</i></p> </div>

Table 5: Teaser Posting

TEASER 5



Sweet Crave Cinnabuns

Posted by Aishah Saiful
26 May · 🌐

The count down is on!

Dont forget to turn on your notification 🔔🔔

Mark your calendar now on 28th May 2022 at 12:00PM! 🤩



TEASER 6



Sweet Crave Cinnabuns

Posted by Aishah Saiful
27 May · 🌐

Hello Cinnabunies! 💋

1 Day to go until our Big Day !!!

Let's countdown together 🤩

Can you guess what is the product? Comment down below! 🙌🙌



TEASER 7



Sweet Crave Cinnabuns

Posted by Aishah Saiful
28 May · 🌐

Hello hello everyone!

THE WAIT IS OVER!! 🔥🔥

We are officially launching our product which is Cinnamon Rolls with a lot of flavors!! 🤩🎉

How to purchase?

Just place your order on our WhatsApp number below or via messenger:
017-2214020 (Whatsapp)



Table 6: Teaser Posting

3.4 Facebook Post – Copywriting (Hard sell)




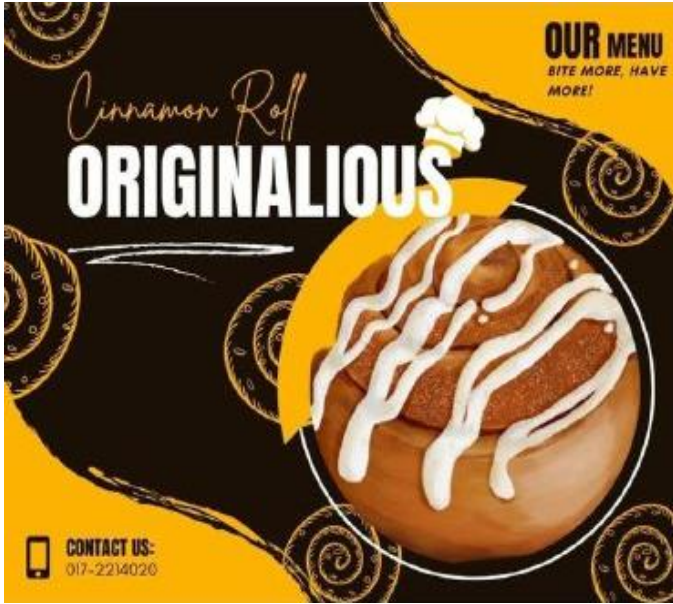
HARD SELL 1	HARD SELL 2
<p> Sweet Crave Cinnabuns ... Posted by Aishah Saiful 2 Jun · 🌐</p> <p>🔔 Ding Dong 🔔 The Door is Open Now !! → ATTENTION</p> <p>Hello everyone 🍩 Sweet Crave Cinnabuns official page are here 🎉 Come & Celebrate our grand opening with us 📣 → INTEREST</p> <p>Up to 30% OFF Up to 30% OFF Up to 30% OFF → DESIRE</p> <p>IT STARTS TODAY AND LIMITED FOR 50 CUSTOMERS ONLY 📣 → CONVICTION</p> <p>What are you waiting for !? The cinnamon roll is calling! 📞</p> <p>Whatsapp us now! https://wa.link/22x33b → ACTION</p>	<p> Sweet Crave Cinnabuns ... Posted by Aishah Saiful 6 Jun · 🌐</p> <p>🔔 SPECIAL DISCOUNT 🔔 → ATTENTION</p> <p>SAY NO MORE TO MONDAY BLUES 😞</p> <p>Hello to our delicious flavours 🍩 → INTEREST I'm ORIGINALIOUS ✨</p> <p>10% Off !! 10% Off !! 10% Off !! → DESIRE</p> <p>Valid for 3 days only 📣</p> <p>Treat your tastebuds with our classic cinnamon rolls flavours 🎉</p> <p>Never knew until you try it 🤩 → CONVICTION Taste it you'll love it ❤️</p> <p>It's time to shop with us 😊 Place your order now 📞</p> <p>WhatsApp: https://wa.link/22x33b → ACTION</p>
	

Table 7: Hard Sell Posting

HARD SELL 3

 **Sweet Crave Cinnabuns** ...
Posted by Aishah Saiful
13 Jun · 🌐

 LIMITED TIME OFFER  → **ATTENTION**

PERFECT FOR YOUR BREAKFAST OR TEA TIME 🍩

Say hello to our tasty flavours 🍩

I'm CHOCOLATEY 🍫 → **INTEREST**

10% Off !!!
10% Off !!!
10% Off !!!

Valid for 3 days only 📅 → **CONVICTION**

↓

Anything is good if it's made of chocolate 🍫
One bite & you'll overrule all objections 😊

Hurry up, our desserts are on SALE !

Contact us for order enquiries → **ACTION**
WhatsApp: <https://wa.link/22x33b>



HARD SELL 4

 **Sweet Crave Cinnabuns** ...
Posted by Aishah Saiful
18 Jun · 🌐

HAPPY BIRTHDAY TO YOU 🎂🎉 → **ATTENTION**

Save the boring birthday cake 🍰 for another month or maybe NEVER! → **INTEREST**

Lets celebrate everyone birthday with Cinnacakes! 🍩🎉
Definitely big enough to feed the whole family and friends 🍩👍 → **DESIRE**

ORDER NOW TO GET → **CONVICTION**

✓ FREE DELIVERY
✓ FREE WISH CARD → **ACTION**

↓

Place your order through our Whatsapp now

"Bite more, have more!"



Table 8: Hard Sell Posting

HARD SELL 5

 **Sweet Crave Cinnabuns** ...
 Posted by Aishah Saiful
 19 Jun · 🌐

📣 TODAY'S SPECIAL 📣 → **ATTENTION**

GET YOUR FACE MASK AND HAND SANITIZER FOR FREE WITH EVERY PURCHASE OF CINNAMON ROLLS OR CINNACAKES !! → **INTEREST**

A high quality of face mask and portable hand sanitizer may help to prevent the spread of infectious diseases. → **DESIRE** **CONVICTION**

↓

We are in this together - and we will get through this!

Place your order now!! → **ACTION**
 whatsapp: <https://wa.link/22x33b>



HARD SELL 6

 **Sweet Crave Cinnabuns** ...
 Posted by Aishah Saiful
 20 Jun · 🌐

🔔 PROMO PROMO 🔔 → **ATTENTION**

CALORIES DONT COUNT DURING THE WEEKENDS 🤪

Say hello to our yummy flavours 🍷
 I'm CRAZY BERRY 🌟 → **INTEREST**

10% Off !!!
 10% Off !!!
 10% Off !!! → **DESIRE**

Valid for 3 days only 📣

Who's need batteries when they have strawberries 🤪 There's nothing like the craps, juicy taste of a perfectly ripe strawberry 🍓 → **CONVICTION**


Get your crazy cheap prices just like our crazy berry flavour now 🤪 Limited time offer 📣



Grab your order now 📞 → **ACTION**
 WhatsApp: <https://wa.link/22x33b>



Table 9: Hard Sell Posting

HARD SELL 7


Sweet Crave Cinnabuns
 Posted by Aishah Saiful
 21 Jun · 🌐

 **HOLLA CINNABUNIES**  → **ATTENTION**

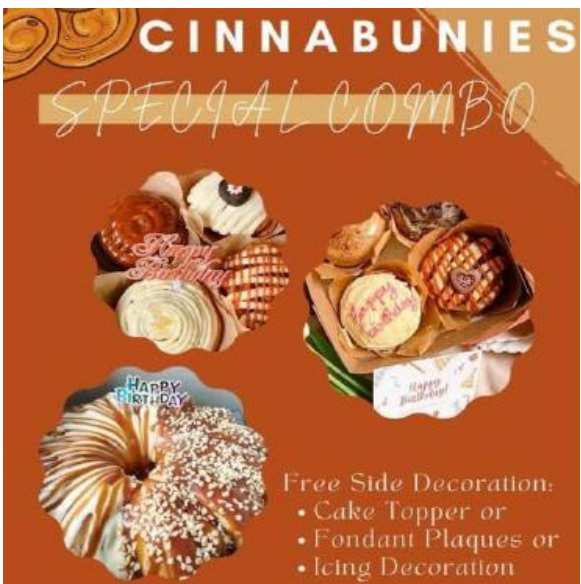
Are you looking for something sweet & tasty but affordable to give a gift to your loved ones? 😊
WE GOT IT ✅ → **INTEREST**
YOU COME TO THE RIGHT SERVICE ✅

The perfect little gift for your loved ones 🥰
 You definitely don't have to buy something expensive to express your gratitude and love 🥰


😊 Get a special combo package with us 😊
 ✅ Cinnamon rolls set 4/9/16 (can mix)
 ✅ One Cinnacakes → **DESIRE**
 ✅ Wish card

Get Free Side Decoration: → **CONVICTION**
 🍌 Cake Topper or
 🍌 Fondant Plaques or
 🍌 Icing Decoration → **ACTION**

↓
 Any enquiries just contact us via whatsapp NOW !!



HARD SELL 8


Sweet Crave Cinnabuns
 Posted by Aishah Saiful
 23 Jun · 🌐

!! SPECIAL COMBO !! → **ATTENTION**

Assalamualaikum Cinnabunies!

Fresh from oven, the desserts that will taste even sweeter and delicious, make your first SweetCombo order now and save RM10! → **INTEREST**

SWEET COMBO PACKAGE:
 ✅ CINNACAKES
 ✅ 4PCS CINNABUNS (up to 2 mix flavour)

Cinnacakes - RM45 (NP)
 4pcs Mix Cinnabuns - RM25 (NP)

!! Sweet Combo Price !! → **DESIRE**
 RM60 ONLY 🍌
 RM60 ONLY 🍌
 RM60 ONLY 🍌

Valid until 25th June 😊 → **CONVICTION**

What are you waiting for? Place your order now!
<https://wa.link/22x33b> → **ACTION**




Table 10: Hard Sell Posting

HARD SELL 9



Sweet Crave Cinnabuns

Posted by Aishah Saiful
24 Jun · 🌐



A BOX OF HAPPINESS!!❤️ ➡️ **ATTENTION**

Want to try some? But don't know which flavor to choose?😞 Don't worry, we can solve it 🍯

Come Mix & Match ➡️ **INTEREST**

A box of 4/9/16 with 4 different flavours

✔️ ORIGINALIOUS

✔️ CHOCOLATEY

✔️ CRAZY BERRY

✔️ CARAMELIES

➡️ **DESIRE**

Have you tried mixing them all? 😞 **CONVICTION**



Get it for yourself or share it with your family and colleagues to make their day extra special ✨

Order now! And leave the rest to us ❤️ ➡️ **ACTION**



HARD SELL 10



Sweet Crave Cinnabuns

Posted by Aishah Saiful
25 Jun · 🌐



ITS GIVEAWAY TIME!! ➡️ **ATTENTION**

You could win our delicious Caramalies 🍯

Originalious ✨ Chocolatey 🍫 and Crazy Berry 🍓 for FREE, see below for details. ➡️ **INTEREST**

How to enter:

1) Like and share Sweet Crave Cinnabuns Facebook page ➡️ **DESIRE**

2) Like this post

3) Tag the sweetest person you know ❤️ **CONVICTION**



Contest will commence from 25th JUNE until 28th June 2022, so remember to join as soon as you see this post! Good luck Cinnabunies! 😞 ➡️ **ACTION**



Table 11: Hard Sell Posting

HARD SELL 11

Sweet Crave Cinnabuns ***
 Posted by Aishah Saiful
 26 Jun · 🌐

BEST SELLER DESSERT 🤩🔔 → ATTENTION

Our BOX OF 9 Cinnabuns was chosen to be the best seller Cinnamon rolls from our shop 🤩 → **INTEREST**

Sold out more than 1K orders from our customer!
 Thank you so much for loving our signature Cinnabuns! 🤩 → **CONVICTION**

Go grab yours now !! → **ACTION**



HARD SELL 12

Sweet Crave Cinnabuns ***
 Posted by Aishah Saiful
 27 Jun · 🌐

🔔 CARZY OFFER 🔔 → ATTENTION

DESSERT IS ALWAYS THE BEST MEDICINE 🤩

Say hello to our sweet flavours 🤩
 I'm CARMELIES ✨ → **INTEREST**

10% Off !!
 10% Off !!
 10% Off !! → **DESIRE**

Valid for 3 days only 📣 → **CONVICTION**

Cinnamon roll drizzled with salted caramel. Sweet and salty combination on a warm roll 🤩
 Once tasted it is never forgotten 🤩

Don't be delayed 🤩 It's time to save more

Come&Get your order now 📞 → **ACTION**
 WhatsApp: <https://wa.link/22x33b>



Table 12: Hard Sell Posting

HARD SELL 13

Sweet Crave Cinnabuns ⋮
 Posted by Aishah Saiful
 28 Jun · 🌐

😊 **GOOD NEWS IS COMING** 😊 → **ATTENTION**

We Are Open for Bulk Orders Now 🤗🤗🤗

Looking for something new to give as goodies 😊 We got you! Well, cinnamon rolls are always a good idea 😊 → **INTEREST**

Who agrees? 👍 Share this idea with other members 🌟

Bulk orders available:
 4 flavors to choose from 📌 → **DESIRE**

- ✅ ORIGINALIOUS
- ✅ CHOCHOLATEY
- ✅ CRAZY BERRY
- ✅ CARMELIES

CONVICTION
↓

Limited slots 🏃 1st come 1st serve ✅ What are you waiting for? Contact us to make a deal 🤝 → **ACTION**



HARD SELL 14

Sweet Crave Cinnabuns ⋮
 Posted by Aishah Saiful
 30 Jun · 🌐

ITS CINNACAKES DAY 🛎 → **ATTENTION**

Come On! Don't Be Shy, Our Cinnacakes Are On Sale!

UP TO 30% OFF ! 😍 → **INTEREST**

UP TO 30% OFF ! 😍 → **DESIRE**

UP TO 30% OFF ! 😍 → **CONVICTION**
↓

Be the first customer to order our Cinnacakes, reach us on whatsapp now! → **ACTION**
<https://wa.link/22x33b>



Table 13: Hard Sell Posting

HARD SELL 15

 **Sweet Crave Cinnabuns** ***
 Posted by Siti Nur Ayuni
 1 Jul · 🌐

🔔 ITS FREE DELIVERY DAY 🔔 → **ATTENTION**

Enjoy Free Delivery On All Orders from 1ST until 7TH JULY!
 → **INTEREST**

We are committed to serve the best quality Cinnamon Rolls to our beloved customer 😊 → **DESIRE**

Production are ongoing as usual ✅ → **CONVICTION**
 Come get yours now ❤️

Whatsapp; <https://wa.link/22x33b> → **ACTION**



HARD SELL 16

 **Sweet Crave Cinnabuns** ***
 Posted by Siti Nur Ayuni
 1 m · 🌐

GOOD MORNING CINNABUNIES 🌟 → **ATTENTION**

🌟 Happy Eid Al Adha To All Muslim 🌟
 📣 It's Time for After-Eid Al Adha Sale !!

Valid for two days only starting from today 📣

🥰 Cinnamon Rolls Promo 🥰 → **INTEREST**

📣 Buy 4 pcs get 1 pcs FREE
 📣 Buy 3 box get 1 box FREE

Spreading happiness through this promo for all of you 🥰 → **DESIRE**

Turn your life as sweet as our cinnamon rolls 🥰

✅ Pre order are available from now on
 ✅ Strictly no urgent order → **CONVICTION**
 ✅ Limited Slots Daily
 📞 Contact us for more information → **ACTION**

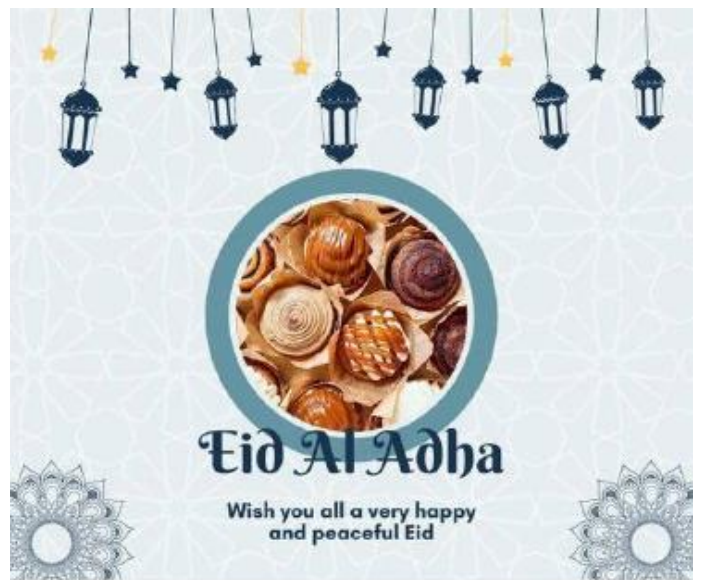


Table 14: Hard Sell Posting

3.5 Facebook Post – Copywriting (Soft Sell)





SOFT SELL 1	SOFT SELL 2
<p> Sweet Crave Cinnabuns .. Posted by Aishah Saiful 1 Jun · 🌐 · 🌐</p> <p>HOW TEMPTING THEY LOOKS! 😍 → ATTENTION</p> <p>At Sweet Crave Cinnabuns, we serve you only</p> <ul style="list-style-type: none"> ✓ Fresh fruits ✓ 100% Natural ✓ Premium Quality <p style="text-align: right;">→ INTEREST</p> <p>To be combined with our Crazy Berry Cinnabuns to give you the best as you deserve it 😋 → DESIRE</p> <p>Come one, click the link below to get your delicious Cinnabuns! 🍩 → CONVICTION</p> <p>Whatsapp: https://wa.link/22x33b → ACTION</p>	<p> Sweet Crave Cinnabuns ... Posted by Aishah Saiful 1 Jun · 🌐</p> <p style="text-align: right;">ATTENTION</p> <p style="text-align: center;">↓</p> <p>STILL WONDERING WHAT TO EAT ON THE WEEKEND 😋</p> <p style="text-align: center;">INTEREST</p> <p style="text-align: center;">↓</p> <p>Good news for Cinnabunies, Lets try our most awaited dessert! Tell me what you want ? What you really want ?</p> <p>We got ORIGINALIOUS ✓</p> <p>CHOCOLATEY ✓</p> <p>CRAZY BERRY ✓</p> <p>CARAMELIES ✓</p> <p style="text-align: right;">→ DESIRE</p> <p>Dont wait, go and book your order now. Which one would you try first? 🍩 → CONVICTION</p> <p>Comment below or place your order through Whatsapp now!! 📲📲 https://wa.link/6a1bgo 📲📲 → ACTION</p>
	

Table 15: Soft Sell Posting

SOFT SELL 3

Sweet Crave Cinnabuns ...
 Posted by Aishah Saiful
 1 Jun · 🌐

ATTENTION
 ↓
 LOOKING FOR A WAY TO SHOW YOUR LOVE WITH FOOD 🤔

INTEREST
 ↓
 Cinnamon Rolls is the best choice for you to eat anytime and anywhere with your family and friends!

👉 ONLY RM25
 👉 GET 4 ROLLS OF CINNABUNS → **DESIRE**
 👉 WITH 3 DIFFERENT FLAVOR 🤔

Place your order now and dont forget to share with your loves one! 🥰 → **CONVICTION**

Whatsapp us now: <https://wa.link/22x33b> 👉 → **ACTION**

CINNABUNS PRICELIST

BITE MORE. HAVE MORE!

ORIGINALIOUS
WITH BROWN SUGAR SPRINKLES
 CREAM CHEESE DRIZZLE/ MIX TOPPING

4 ROLLS	RM 15
9 ROLLS	RM 25
16 ROLLS	RM 35

CARAMELIES
WITH CARAMEL DRIZZLE/ MIX TOPPING

4 ROLLS	RM 20
9 ROLLS	RM 30
16 ROLLS	RM 40

CRAZY BERRY
WITH FRESH STRAWBERRY TOPPING

4 ROLLS	RM 25
9 ROLLS	RM 35
16 ROLLS	RM 45

CHOCOLATEY
WITH CALLEBAUT CHOCOLATE TOPPING

4 ROLLS	RM 30
9 ROLLS	RM 45
16 ROLLS	RM 50

MIX FLAVOR
CHOOSE UP TO 3 FLAVORS

4 ROLSS	RM 25
9 ROLLS	RM 45
16 ROLLS	RM 50

SWEET CRAVE CINNABUNS




SOFT SELL 4

Sweet Crave Cinnabuns ...
 Posted by Aishah Saiful
 1 Jun · 🌐

DID YOU KNOW? 🤔 → **ATTENTION**
 ↓
 The pleasure of great chocolate taste, without the sugar?

Sweet Crave Cinnabuns only use Callebaut Chocolate in their cinnamon rolls Chocolatey flavor. 🍫 → **INTEREST**

What's more, Callebaut chocolates offer you the same workability as every chocolate did! Same great taste – yet without the sugar 🤔 → **DESIRE**

To all chocolate fans that count on great taste, yet want to cut down on or even avoid sugar 📣 → **CONVICTION**

Chat us now or grab yours by click the link below to order <https://wa.link/22x33b> → **ACTION**

💡

Did You Know?

Callebaut's iconic Finest Belgian Chocolate recipes bring you a taste and quality that's the result of 100 years of chocolate making.

- Rich quality
- High coco content
- Superb workability

sweet crave cinnabuns



Table 16: Soft Sell Posting

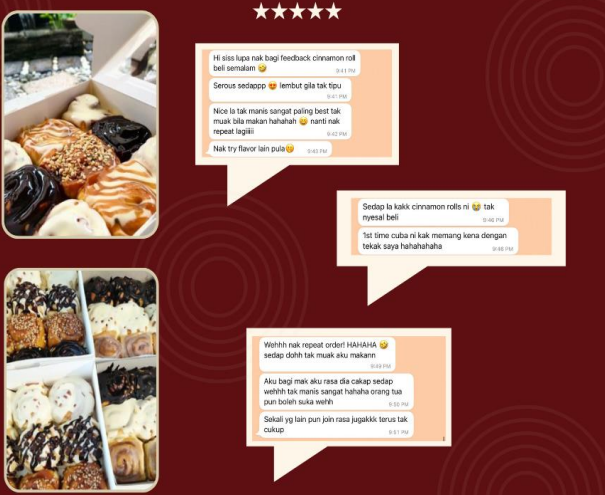

SOFT SELL 5	SOFT SELL 6
<p>Sweet Crave Cinnabuns Posted by Aishah Saiful 4 Jun · 🌐</p> <p>Good Morning everyone! Have you tried out our Cinnabuns yet? 😊 → ATTENTION</p> <p>We are happy to share the feedback from our lovely customers. Our bakery has been serving super delicious Cinnabuns that satisfied many customer! → INTEREST</p> <p>More than 4 flavours you can choose 🍌🍌 → DESIRE</p> <p>This is the sign to grab yours now 🍌 → CONVICTION</p> <p>Can place your order through Whatsapp now 🍌 → ACTION</p>	<p>Sweet Crave Cinnabuns Posted by Aishah Saiful 7 Jun · 🌐</p> <p>Happy Tuesday Cinnabunies! 🌞 → ATTENTION ↓</p> <p>Today is the day we are baking our Cinnamon rolls.</p> <p>So, anyone else would like to place order for Cinnabuns or Cinnacakes 🍌 → INTEREST</p> <p>Fresh from oven! And same day delivery 🚚 → DESIRE</p> <p>👉 Available for walk in too, do visit us at : Uitm Puncak Alam → CONVICTION</p> <p>👉 Or you can contact us at : 017-2214020 (Whatsapp) → ACTION</p>
<p>Customer feedback</p>  <p>★★★★★</p> <p>Hi siso lupa nak bagi feedback cinnamon roll beli semalam 🍌 Serous sedappp 🍌 lembut gila tak tipu Nice la tak manis sangat paling best tak muak bila makan haba-haba! 🍌 nanti nak repeat lagi! 🍌 Nak try flavor lain pula 🍌</p> <p>Sedap la kak cinnamon rolls ni 🍌 tak nyetal beli 1st time cuba ni kak memang kena dengan tekak saya hahahahaha</p> <p>Whehh nak repeat order! HAHHAHA 🍌 sedap dohh tak muak aku makann Aku bagi mak aku rasa dia cakap sedap wehh tak manis sangat hahaha orang tua pun boleh suka wehh Sekali yg lain pun jgn rasa jugakkk terus tak cukup</p> <p>sweet crave cinnabuns</p>	 <p>FRESHLY BAKED</p> <p>SWEET CRAVE CINNABUNS</p>

Table 17: Soft Sell Posting

SOFT SELL 7	SOFT SELL 8
<p>Sweet Crave Cinnabuns Posted by Aishah Saiful 7 Jun · 🌐</p> <p>One thing a lot of us GET CONFUSED when it comes to THE CONCEPT OF PRE-HEATING 🤔</p> <p style="text-align: center;">↓</p> <p>👉 Do I need to preheat my oven? ➔ ATTENTION 👉 How long should I preheat my oven? 👉 Can I skip the preheat process?</p> <p>Preheating is important to give an initial push of heat. Many batters and dough which are made using leavening agents either Baking Soda or Baking Powder or Yeast require a push which is a good hit of heat at the beginning for the</p> <p style="text-align: center;">↓</p> <p>✅ optimal rise INTEREST DESIRE ✅ good texture ✅ browning</p> <p>If they do not get that push, the result is heavy, undercooked, hard texture and rubbery breads or cakes.</p> <p>As for our Cinnamon rolls, we used a proper techniques of pre-heating process so that our Cinnabuns is well cooked, soft and delicious 😊 ➔ CONVICTION</p> <p>Book Now - 0172214040 (Whatsapp) ➔ ACTION</p> <p>"Happy customer, Happy us!" 🥰</p>	<p>Sweet Crave Cinnabuns Posted by Aishah Saiful 8 Jun · 🌐</p> <p>🌻 DID YOU KNOW THAT CINNAMON IS SEPARATED INTO TWO CATEGORIES? 🌻 ➔ ATTENTION</p> <p>❤️ CASSIA CINNAMON ❤️</p> <p>✅ Made of a single thick, solid layer of bark that has been rolled up. ➔ INTEREST</p> <p>❤️ CEYLON CINNAMON ❤️</p> <p>✅ More costly and rare variety of cinnamon, which makes it harder to obtain. ➔ DESIRE</p> <p>Benefits of Cinnabuns: ✅ Using high premium quality of Cinnamon ✅ Using healthiest Cinnamon only CONVICTION</p> <p style="text-align: center;">↓</p> <p>🌻 What would a homey cinnamon roll be without some warming spices? Dont wait, go orde now! 🌻</p> <p>Whatsapp us at 0172214020 ❤️ ➔ ACTION</p>
 <p>EVERYTHING YOU NEED TO KNOW</p> <p>📷 Sweet Crave Cinnabuns</p>	 <p>THIS CINNAMON OR THAT CINNAMON</p> <p>CASSIA CEYLON</p> <p>📷 Sweet Crave Cinnabuns</p>

Table 18: Soft Sell Posting






SOFT SELL 9	SOFT SELL 10
<p> Sweet Crave Cinnabuns Posted by Aishah Saiful 10 Jun · 🌐</p> <p>Salam Jumaat everyone 🌹 → ATTENTION ↓</p> <p>A sweet ending to a new beginning with Cinnacakes 😊</p> <p>Available for special event; 🎁 Birthday celebration → INTEREST 👰 Wedding 🎓 Graduation day</p> <p>Can i book on the same day? → DESIRE ❤️ Minimum 2 days pre-order → CONVICTION ↓</p> <p>Try out Cinnacakes to celebrate someone's birthday!</p> <p>More info click the link below 🖱️ → ACTION https://wa.link/22x33b</p>	<p> Sweet Crave Cinnabuns Posted by Aishah Saiful 11 Jun · 🌐</p> <p>WE ARE NOTHING WITHOUT YOU 🥰 → ATTENTION</p> <p>Thank you so much for support our business! Sharing with you another positive feedback from our beloved customer 🥰👏 → INTEREST</p> <p>Many flavors from our bakery to be taste with high premium ingredients! → DESIRE</p> <p>Let's order Cinnabuns with us to satisfy your cravings 🥰 ↑</p> <p>Contact us on Whatsapp now! → CONVICTION +60 17-221 4020 → ACTION</p>
 <p>THE BEST DESSERT</p>	<p>CUSTOMER FEEDBACK</p> <p> ★★★★★ Sedap sangat, beli 9 rolls tak cukup! Cinnabuns sangat lembut dan tak terlalu manis. Kena repeat lagi! - Qilah Mokhtar</p> <p> ★★★★★ My new favorite dessert Chocolatey paling sedap sebab chocolate tak muak and rasa sangat premium! Love it so much! - Syazlin Lydia</p> <p>sweet crave cinnabuns</p>

Table 19: Soft Sell Posting

SOFT SELL 11



Sweet Crave Cinnabuns

Posted by Aishah Saiful
11 Jun · 🌐

CINNAMON FACT THAT GOING TO AMAZE THE WORLD
👁️ → **ATTENTION**

Did you know that CINNAMON is the most delicious and healthiest spices in the world? 😊 → **INTEREST**

We are sharing with you the facts about cinnamon 🥰

- ✓ Contains irons, magnesium, etc → **DESIRE**
- ✓ High in fiber and calcium

Therefore, whoever that gives you cinnamon rolls fresh out from the oven is a friend of life! ↑
CONVICTION

Order through our whatsapp or comment down below for more info +60 17-221 4020 → **ACTION**

CINNAMON FACTS

Cinnamon contains iron, magnesium, fiber and calcium and is anti-bacterial in nature.



Cinnamon is high in fiber and calcium which helps improve colon health



SWEET CRAVE CINNABUNS

SOFT SELL 12



Sweet Crave Cinnabuns

Posted by Aishah Saiful
12 Jun · 🌐

MORNING SUNSHINE! 🌞 → **ATTENTION**

OMG, look at that super delicious dessert!! → **INTEREST**

The richness of high quality ingredient we used can makes the Cinnabuns looks really appetizing 🥰🥰 → **DESIRE**

Can't wait to taste it!

For those who still have not purchased this Cinnabuns, you should try it! ↑
CONVICTION

Go grab it before late 🥰
[+60 17-221 4020](https://www.whatsapp.com/business/contact?phone=60172214020) → **ACTION**



Table 20: Soft Sell Posting

SOFT SELL 13



Sweet Crave Cinnabuns

Posted by Aishah Saiful
14 Jun · 🌐

ATTENTION



DID YOU KNOW?! There are different types of brown sugar, depending on manufacturing process 📌 **INTEREST**

INTEREST



Different types of cinnamon gives different outcomes!
Therefore, we only serve the best to our customer 😊

We are committed to use the best quality brown sugar for our Cinnamon Rolls. Guaranteed quality! 🍯 → **DESIRE**

Lets have some bite and share with your loves one 🥰



CONVICTION

Try now +60 17-221 4020 ! → **ACTION**



SOFT SELL 14



Sweet Crave Cinnabuns

Posted by Aishah Saiful
15 Jun · 🌐

INTRODUCING YOU OUR NEW DESSERT! → **ATTENTION**

🍯 CINNACAKES 🍯

It comes with whole wheat buns, best for celebrating any specials event or birthday 😊

→ **INTEREST**

✅ 4 different flavor

→ **DESIRE**

✅ 4 different topping

ONLY RM45 FOR 1 box 🍯

CONVICTION



Just click on the Send Message or Whatsapp link below!
Try it out and let us know what you feel about it 😊

whatsapp: <https://wa.link/22x33b>

→ **ACTION**



Table 21: Soft Sell Posting



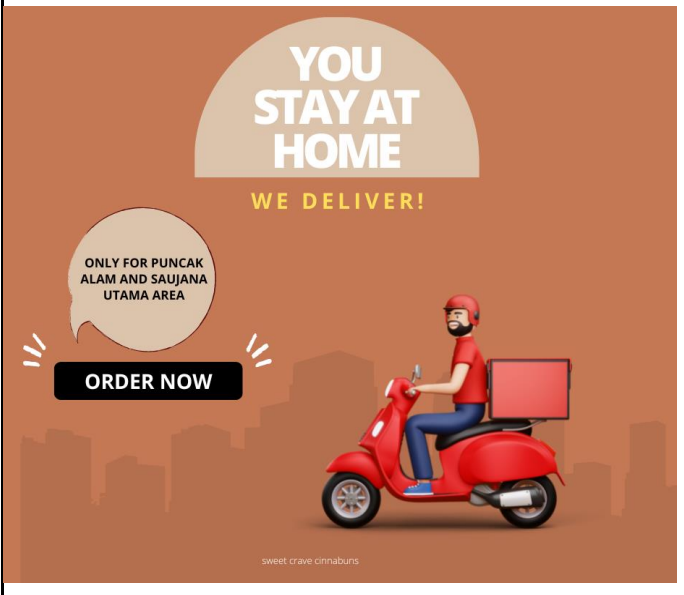

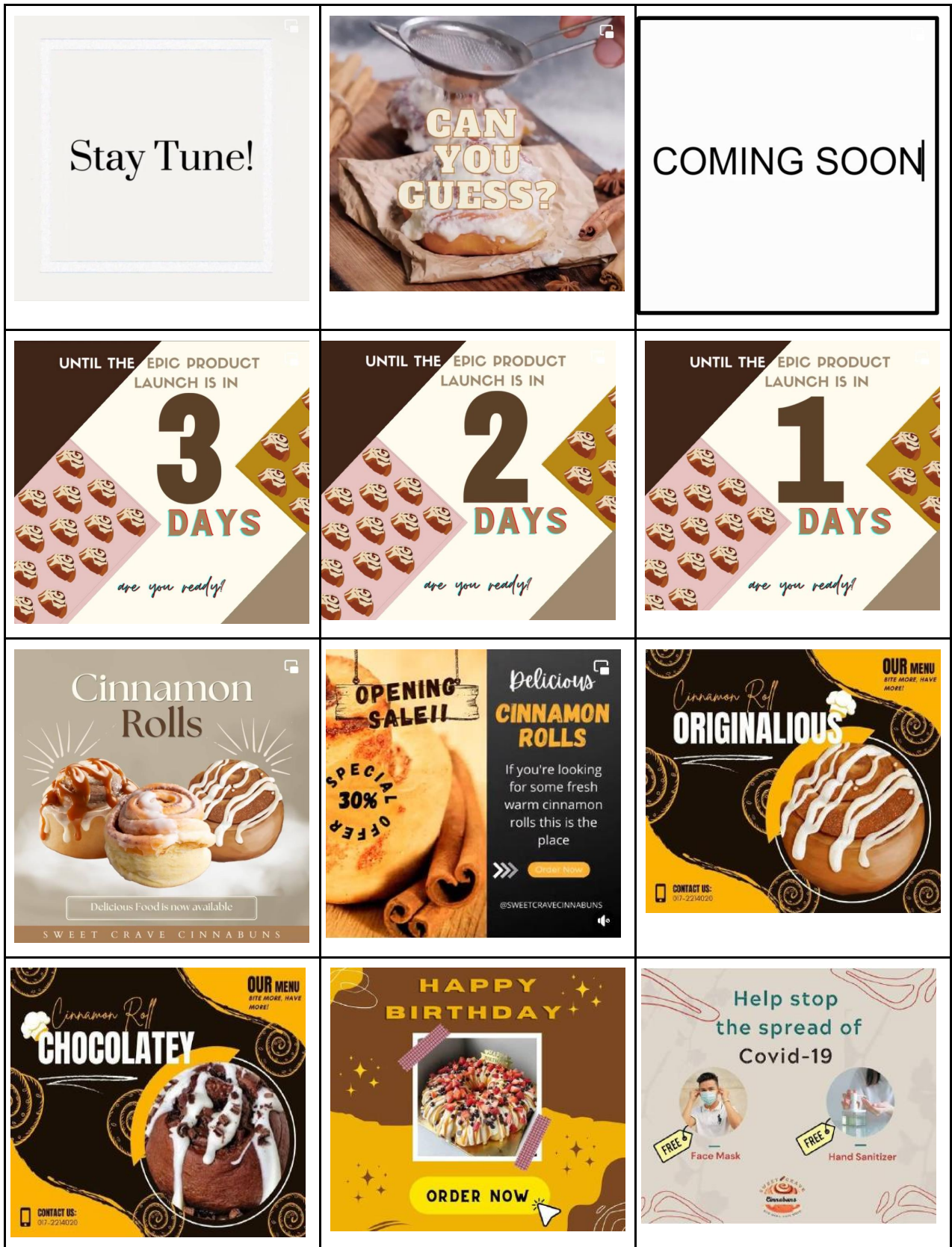
SOFT SELL 15	SOFT SELL 16
<p> Sweet Crave Cinnabuns ... Posted by Aishah Saiful 17 Jun · 🌐</p> <p>Happy Friday everyone 😊</p> <p>Great news to Cinnabunies, our shop is now ready for delivery in your area.</p> <p>🛵 Bandar Puncak Alam ➔ ATTENTION 🛵 Saujana Utama</p> <p>Let our Food Panda rider deliver your Cinnabuns to your door step. 😊 ➔ INTEREST</p> <p>Price: RM 3 - 8 ➔ DESIRE</p> <p>What are you waiting for? Available: ✅ Self pickup at Uitm Puncak Alam ➔ CONVICTION</p> <p>Comment down below or whatsapp us for more info 🗣️👉 +60 17-221 4020 ➔ ACTION</p>	<p> Sweet Crave Cinnabuns ... Posted by Aishah Saiful 14 Jun · 🌐</p> <p style="text-align: right;">ATTENTION ↓</p> <p>DID YOU KNOW?! There are different types of brown sugar, depending on manufacturing process 📌 INTEREST ↓</p> <p>Different types of cinnamon gives different outcomes! Therefore, we only serve the best to our customer 😊</p> <p>We are committed to use the best quality brown sugar for our Cinnamon Rolls. Guaranteed quality! 😊 ➔ DESIRE</p> <p>Lets have some bite and share with your loves one 🍪</p> <p>Try now +60 17-221 4020 ! ➔ ACTION CONVICTION ↑</p>
	

Table 22: Soft Sell Posting

3.6 Relevant Graphics to Each Post or Copywriting



Cinnamon Roll
CRAZY BERRY

OUR MENU
BITE MORE, HAVE MORE!

CONTACT US:
017-2214020

CINNABUNIES
SPECIAL COMBO

Free Side Decoration:
• Cake Topper or
• Fondant Plaques or
• Icing Decoration

Special Menu

RM60 ONLY **SWEET COMBO** **SAVE RM10!**

CINNAKAKES CINNABUNS

SWEET GRAVE CINNABUNS

Come Mix & Match

CHOCOLATE FLAVOR

SWEET GRAVE CINNABUNS

GIVEAWAY

GIVEAWAY
GIVEAWAY
GIVEAWAY
GIVEAWAY
GIVEAWAY
GIVEAWAY

BEST SELLER
dessert

A BOX OF 9

Cinnamon Roll
CARAMELIES

OUR MENU
BITE MORE, HAVE MORE!

CONTACT US:
017-2214020

Cinnamon Roll

Eat More Bite More

love love love

IT'S CINNAKAKES DAY!

WHATSAPP US AND AVAIL DISCOUNTS!

017-2214020

UP TO 30% OFF

FREE DELIVERY

PROMO CODE :
#SCRAVE22

@SWEETGRAVECINNABUNS

Eid Al Adha

Wish you all a very happy and peaceful Eid

GOOD MORNING
"HAVE A NICE DAY"

100% NATURAL

FRESH FROM FARM

PREMIUM QUALITY

FLAVOR OF CINNABUNS

ORIGINALIOUS

CARAMELIES

CRAZY BERRY

CHOCOLATEY

010-2218220 | SWEET CRAVE CINNABUNS

CINNABUNS PRICELIST

BITE MORE. HAVE MORE!

FOR ALL THE BEST BAKING AND BAKING SUPPLIES

ORIGINALIOUS	4 ROLLS RM 16
	9 ROLLS RM 25
	16 ROLLS RM 35
CARAMELIES	4 ROLLS RM 30
	9 ROLLS RM 35
	16 ROLLS RM 40
CRAZY BERRY	4 ROLLS RM 25
	9 ROLLS RM 35
	16 ROLLS RM 45
CHOCOLATEY	4 ROLLS RM 30
	9 ROLLS RM 45
	16 ROLLS RM 50
MIX FLAVOR	4 ROLLS RM 25
	9 ROLLS RM 35
	16 ROLLS RM 45

SWEET CRAVE CINNABUNS

Did You Know?

Callebaut's iconic Finest Belgian Chocolate recipes bring you a taste and quality that's the result of 100 years of chocolate making.

- Rich quality
- High cacao content
- Superb workability

SWEET CRAVE CINNABUNS

Customer feedback

★★★★★

SWEET CRAVE CINNABUNS

FRESHLY BAKED

SWEET CRAVE CINNABUNS

EVERYTHING YOU NEED TO KNOW

SWEET CRAVE CINNABUNS

THIS CINNAMON OR THAT CINNAMON

CASSIA

CEYLON

SWEET CRAVE CINNABUNS

THE BEST DESSERT

SWEET CRAVE CINNABUNS

CUSTOMER FEEDBACK

★★★★★
Sedap sangat! beli 9 rolls tak cukup! Cinnabuns sangat lembut dan tak terlalu manis. Kena repeat lagi!
- Chaii Mokhtar

★★★★★
My new favorite dessert! Chocolatey piping sedap sebab chocolate tak masak and rasa sangat premium! Love it so much!
- Syidini Lydia

SWEET CRAVE CINNABUNS

CINNAMON FACTS

Cinnamon contains iron, magnesium, fiber and calcium and is anti-bacterial in nature.

Cinnamon is high in fiber and calcium which helps improve colon health.

SWEET CRAVE CINNABUNS

START YOUR DAY WITH CINNABUNS

SWEET CRAVE CINNABUNS

TYPES OF BROWN SUGAR

GOLDEN YELLOW AND LIGHT

DEMERARA

MUSCOVADO

TURBINA DO

SWEET CRAVE CINNABUNS

NEW DESSERT!

CINNACAKES

YOU STAY AT HOME
WE DELIVER!

ONLY FOR PUNCAK
ALAM AND SAUJANA
UTAMA AREA

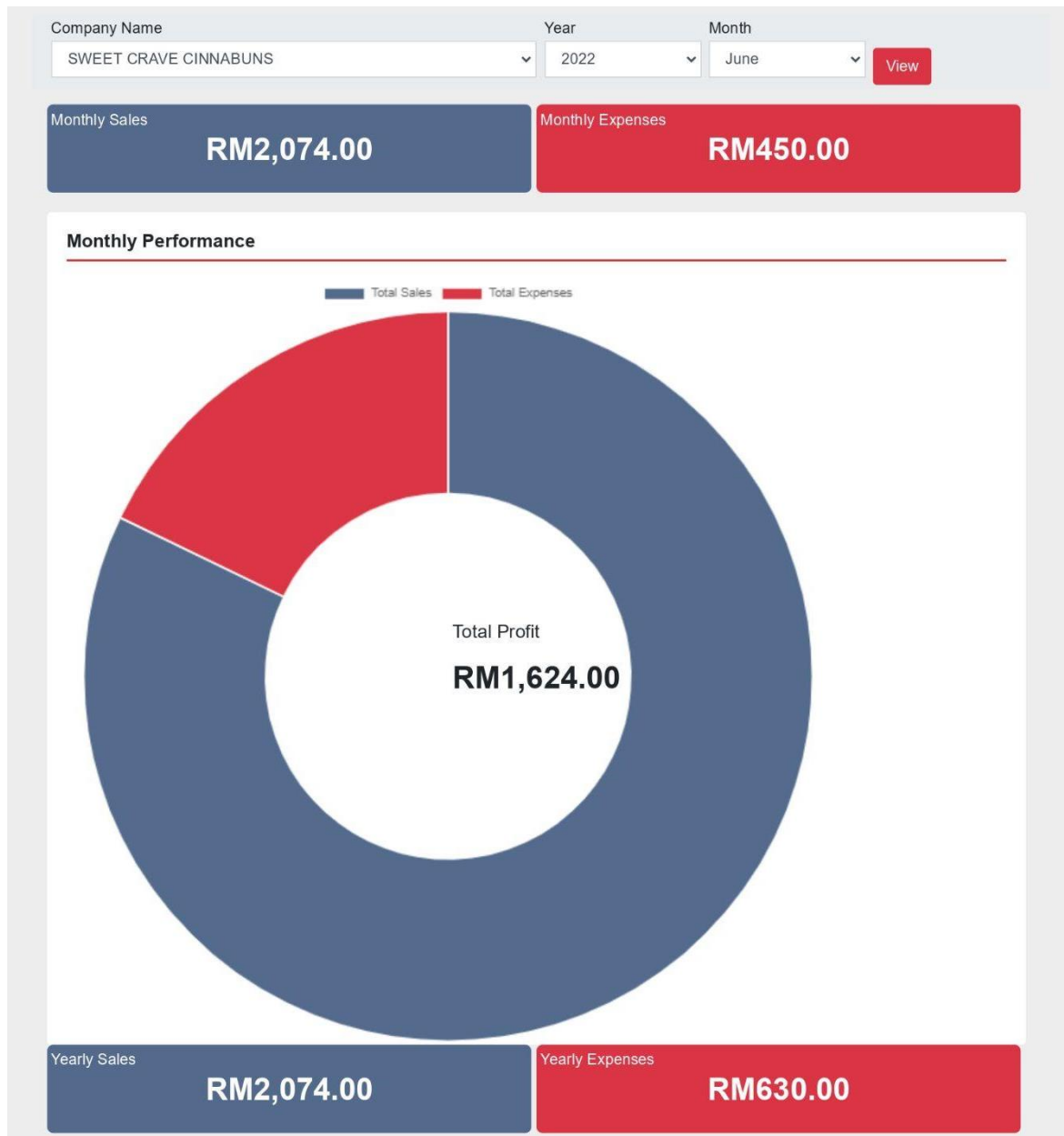
ORDER NOW

www.sweetcrave.com

Did You KNOW?

SWEET CRAVE CINNABUNS

3.7 Sales Report



3.8 Transaction Report

Go-eCommerce

Business Name	Date	Type	Marketplace (if any)	Others Marketplace (if any)	Total Sales (RM)	Expenses Category	Expenses Subcategory	Total Expenses (RM)	Descriptions
SWEET CRAVE CINNABUNS	01/06/2022	online	Social Media		125				4 ROLLS MIX FLAVOR - 5 ORDER
SWEET CRAVE CINNABUNS	01/06/2022	online	Social Media		135				9 ROLLS MIX FLAVOR - 3 ORDER
SWEET CRAVE CINNABUNS	01/06/2022	online	Social Media		60				4 ROLLS ORIGINALIOUS - 4 ORDER
SWEET CRAVE CINNABUNS	02/06/2022	online	Social Media		63				GRAND OPENING 30% OFF - 4 ROLLS MIX - 3 ORDER
SWEET CRAVE CINNABUNS	02/06/2022	online	Social Media		63				GRAND OPENING 30% OFF - 9 ROLLS MIX - 2 ORDER
SWEET CRAVE CINNABUNS	06/06/2022	online	Social Media		54				ORIGINAL 10% OFF - 4 ROLLS - 4 ORDER
SWEET CRAVE CINNABUNS	06/06/2022	online	Social Media		189				ORIGINAL 10% OFF - 9 ROLLS - 6 ORDER
SWEET CRAVE CINNABUNS	13/06/2022	online	Social Media		81				CHOC 10% OFF - 4 ROLLS - 3 ORDER
SWEET CRAVE CINNABUNS	13/06/2022	online	Social Media		243				CHOC 10% OFF - 9 ROLLS - 6 ORDER
SWEET CRAVE CINNABUNS	20/06/2022	online	Social Media		45				BERRY 10% OFF - 4 ROLLS - 2 ORDER
SWEET CRAVE CINNABUNS	20/06/2022	online	Social Media		126				BERRY 10% OFF - 9 ROLLS - 4 ORDER
SWEET CRAVE CINNABUNS	20/06/2022	online	Social Media		81				BERRY 10% OFF - 16 ROLLS - 2 ORDER
SWEET CRAVE CINNABUNS	27/06/2022	online	Social Media		90				CARAMEL 10% OFF - 4 ROLLS - 5 ORDER
SWEET CRAVE CINNABUNS	27/06/2022	online	Social Media		108				CARAMEL 10% OFF - 9 ROLLS - 4 ORDER
SWEET CRAVE	27/06/2022	online	Social		36				CARAMEL 10% OFF - 16 ROLLS -

Business Name	Date	Type	Marketplace (if any)	Others Marketplace (if any)	Total Sales (RM)	Expenses Category	Expenses Subcategory	Total Expenses (RM)	Descriptions
CINNABUNS	2022	e	Media						1 ORDER
SWEET CRAVE CINNABUNS	15/06/2022	online	Social Media		135				NEW CINNACAKES 1 TOPPING - 3 ORDER
SWEET CRAVE CINNABUNS	28/06/2022	online	Social Media		300				COMBO 60 - 5 ORDER
SWEET CRAVE CINNABUNS	30/06/2022	online	Social Media		140				CINNACAKES 30% OFF 3 TOPPING - 4 ORDER
SWEET CRAVE CINNABUNS	29/05/2022	expenses				Goods	Stock	180	null
SWEET CRAVE CINNABUNS	11/06/2022	expenses				Goods	Stock	250	null
SWEET CRAVE CINNABUNS	25/06/2022	expenses				Goods	Stock	200	

4.0 CONCLUSION

In conclusion, in this course code ENT530 "Principles of Entrepreneurship" play an important role for students to learn to develop new skills. This topic encourages us to set up a real entrepreneurial business and organise the business structure step by step. We have been tasked with running a true online business through Facebook pages throughout the semester to understand that one of the ways to start a business is through social media platforms, as they play an important role in online marketing. This social media portfolio shows that social media helps online businesses communicate easily with their customers, promote products and services as well as gain sales.

Since we started opening an online business named as "Sweet Crave Cinnabuns" which focuses on baking and pastry products, we were successful in driving customer engagement by getting over 90 likes on our Facebook page. As well, we have been taught to create Facebook marketing posts that consist of teaser post techniques, soft sell and hard sell posts as well as we apply what we have learned. This sales dissemination technique helps our business products and services be better known to customers. Also, our online business has managed to get sales reports with total sales of more than RM61 as we have included evidence in this report.

Finally, ENT530 subjects have proven that it teaches students to learn about their own way of managing a business and gain skills and knowledge to develop their own marketing ideas and helping students get entrepreneurial experience by starting their own small business earlier. We agree that e-commerce can be a useful tool for start-ups. It gives us the chance to have a taste of business experience, even if it is still a long way to own an office business. We also hope that online business on social media will make our business even better going forward.