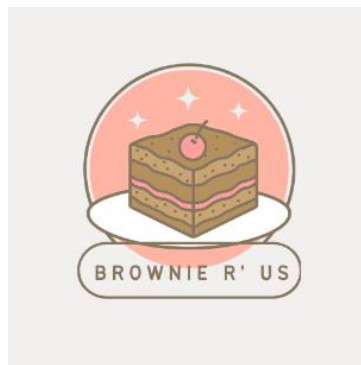




اُونِيُوَرْسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT
BACHELOR OF BUSINESS ADMINISTRATION (HONS) HUMAN RESOURCE
MANAGEMENT (BA243)

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)



PAIR ASSIGNMENT: SOCIAL MEDIA PORTFOLIO (BROWNIE R US)

PREPARE FOR: MISS NUR NAJJAH BINTI ABD RAHIM

NAME	NO MATRIX
NUR AZREENA BT A ADAM	2020455782
MAIZATUL SHIMA BINTI RAMLY	2020862034

SUBMISSION DATE: 15 JULY 2022

ACKNOWLEDGEMENT

We concluded our report on the Social Media Portfolio with the consent of Almighty God. We are grateful to our professor, Ms. Nur Najjah, for her supervision throughout working hours. We were able to finish our work within the time frame set by Ms. Nur Najjah. He was quite helpful, and his collaboration provided us with a wealth of information. Aside from that, we are grateful to our classmates, who assisted us much in finishing our tasks by sharing their perspectives and ideas on the difficulties we face. Our family is large enough to assist. We cannot express how grateful we are to them.

EXECUTIVE SUMMARY

Brownie r Us is a firm that sells art items to clients. Their brownie cakes are chewy and feature distinctive toppings, making them acceptable for people of all ages. Our primary goal as a firm is to provide brownie cakes with a superior flavor yet at an accessible price. Brownie r Us really offers premium and high-quality items to clients, ensuring that the completed products meet or exceed customer expectations.

Furthermore, our items are reasonably priced, ranging from RM 15 to RM 20. Brownies have their own target market, which includes children, university students, and elders, because this cake may be cooked as an afternoon tea or offered to guests. Brownie cakes are among the most popular desserts nowadays, particularly among teens and university students who are more interested in viral and aesthetically pleasing items.

In addition, Brownie r Us has numerous programmed to entice consumers, such as free delivery with a minimum purchase of two pax, a new year deal, and a Christmas offer. It strives for product consistency and consumer loyalty. Because we are an online business, the only online platforms we utilize are Facebook and WhatsApp, both of which the majority of people choose in the online world. According to observations, brownie cakes are surprisingly easy to attract internet shoppers because they are so popular nowadays. As a consequence of running this Brownie r Us business, we believe it has a lot of potential to grow if we continually encourage consumer input and demands.

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GO-ECOMMERCE

Go-eCommerce BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS 6 MORE

Have you updated your sales today? Update your sales regularly to collect more points!

PERSONAL PROFILE BUSINESS PROFILE



MAIZATUL SHIMA BINTI RAMLY

Personal Information

Name	:	MAIZATUL SHIMA BINTI RAMLY	Phone/Mobile	:		Edit
New Identity Card No.	:		Home Address	:		
Email Address	:		District	:		
	:		Postcode	:		
City	:		Personal Instagram	:		
State	:		Race	:		
Personal Facebook	:		Special Need	:		
Gender	:		Required	:		
Marital Status	:			:		

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Go-eCommerce BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS 1 MORE

Have you updated your sales today? Update your sales regularly to collect more points!

PERSONAL PROFILE BUSINESS PROFILE



Nur Azreena bt A Adam

Personal Information

Name	:	Nur Azreena bt A Adam	Phone/Mobile	:		Edit
New Identity Card No.	:		Home Address	:		
Email Address	:		District	:		
	:		Postcode	:		
City	:		Personal Instagram	:		
State	:		Race	:		
Personal Facebook	:		Special Need	:		
Gender	:		Required	:		
Marital Status	:			:		

Institution Information [Add New](#)

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MyENT CERTIFICATE

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

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar : 2020862034
Nama : MAIZATUL SHIMA BINTI RAMLY

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 : Makanan
Tempoh Berniaga : 4 bulan
No. Pendaftaran Perniagaan :
URL Perniagaan : <https://www.facebook.com/Brownie-R-us-110102771720062>
Alamat Premis Perniagaan :
Tarikh Mendaftar : 09 Jun 2022
Tarikh Kemaskini :
Tarikh Cetak : 09 Jun 2022

Sil Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang diberikan oleh pelajar semasa tempoh pengajian di UITM. Sila ini secara tidak langsung akan terbitan apabila peniaga memohonkan pengajian atau tidak lagi aktif dalam sistem universiti.

Akademi Pembangunan PKS dan Kewahashanan Malaysia (MASMED) juga berhak membatalkan sijil ini tanpa sebarang notis. Penggunaan sijil ini hanya dibenarkan untuk tujuan urus-urusan dalam UITM sahaja. Urusan dan aktiviti perniagaan yang dijalankan oleh peniaga 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)

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

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar : 2020455782
Nama : NUR AZREENA BT A ADAM

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

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Malaysian Academy of SME & Entrepreneurship Development (MASMED)

SSM REGISTRATION


SURUHANJAYA SYARIAH MALAYSIA
COMPANIES COMMISSION OF MALAYSIA

BORANG D (KAEDAH 13)



**PERAKUAN PENDAFTARAN
AKTA PENDAFTARAN PERNIAGAAN 1956**

Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama

BROWNIE R' US ENTERPRISE
NO. PENDAFTARAN: 20220426133 (003415526-H)

telah didaftarkan dari hari ini sehingga **21 JUN 2023** di bawah Akta Pendaftaran
Perniagaan 1956 beralamat di

Bil. Cawangan: TIADA

Bertarikh di SISTEM EZBIZ pada **20 JUN 2022.**


DATUK NOR AZIMAH ABDUL AZIZ
Pendaftar Perniagaan
Semenanjung Malaysia

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SURUHANJAYA SYARIAH MALAYSIA
COMPANIES COMMISSION OF MALAYSIA

BORANG D (KAEDAH 13)



**PERAKUAN PENDAFTARAN
AKTA PENDAFTARAN PERNIAGAAN 1956**

Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama

BROWNIE R' US ENTERPRISE
NO. PENDAFTARAN: 20220566186 (003974421-II)

telah didaftarkan dari hari ini sehingga **21 JUN 2023** di bawah Akta Pendaftaran
Perniagaan 1956, beralamat di

Bil. Cawangan: TIADA

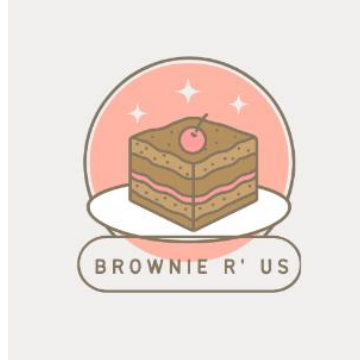
Bertarikh di SISTEM EZBIZ pada **20 JUN 2022.**


DATUK NOR AZIMAH ABDUL AZIZ
Pendaftar Perniagaan
Semenanjung Malaysia

©MCD EZBIZ DMK: Pn/14 15 00 46 53 MYT 2022

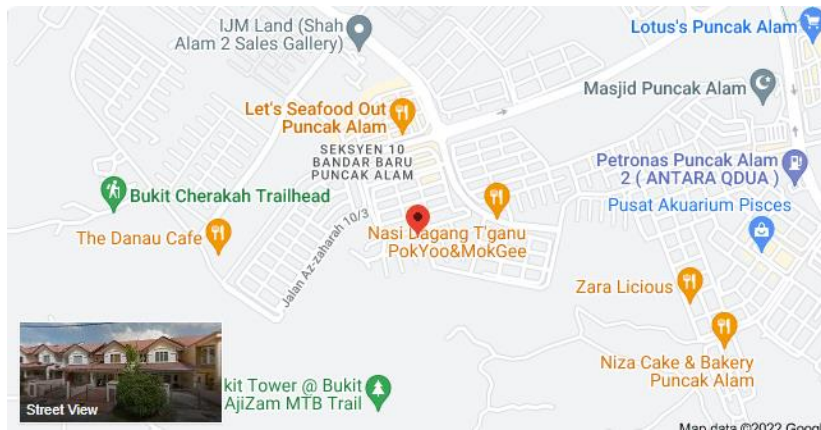
1.0 INTRODUCTION OF BUSINESS

1.1 Name of business



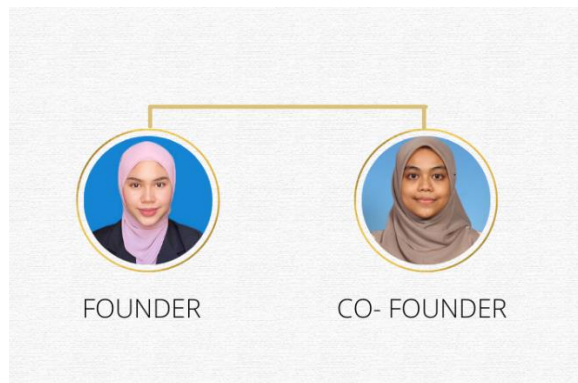
Brownie R Us Logo

Brownie R Us is the name of our company. We chose Brownie since we manufacture brownie style cakes as our major product, and we added R us to our business name because it is a partnership firm. Furthermore, we want everyone to experience the distinct flavor of this cake. We wish to offer this product since the chocolate flavor helps to relieve tension and the cake tastes distinct from others. Also, brownies are trendy right now, so we believed selling this product would be a fantastic chance for us.



Brownie R Us is located in Lorong Az Zaharah 10/4B, Bandar Puncak Alam, Selangor. Our operations are at our leader's residence. All of the supplies are easily available to us and are kept here. We only work from home since we conduct our business online. Furthermore, working from home is safer during this Pandemic Covid-19, and we also have flexible working hours.

1.2 Organizational Chart



Nur Azreena bt A Adam and Maizatul Shima binti Ramly founded Brownie R Us. We collaborated to build this tiny firm from the ground up. Nur Azreena is in charge of stock management and product delivery to customers, while Maizatul Shima is in charge of product cost allocation and delivery to consumers. We both have inventory, making it easy to provide cash and delivery services to consumers.

1.3 Mission and Vision

A mission statement describes what an organization does, its goals, and how it intends to accomplish them.

- § Offering brownies in extraordinary taste with intense care and guaranteed freshness upon arrival.

A vision statement defines the intended future position of the firm. Every business needs vision since it acts as a strategic approach for success.

- § Customer satisfaction, offering unforgettable impression and widening our span.

1.3 Description of Products/Services.



Our brownies are available with a choice of toppings. Customers will receive the specified sera brownie toppings, such as nuts, nutella, and biscoffs. The only thing that clients will ask for is a greeting or a greeting scribbled on a brownie. We have a wide range of patterns that may be customized for our customers. Instead of no toppings, fill with excellent chocolate toppings such as Kinder Bueno, strawberries, and many more. What distinguishes our brownies from the competition is that they are cooked once with the topping and arrive in a clear box, which makes the cake seem attractive when delivered to our clients.

Customers do not have to be concerned about the quality of the goods they will accept afterwards, since we guarantee product safety. Aside from that, clients will receive a brownie cake that has been sliced to the same size, eliminating the need to cut again. What's more, even after it's been cut, consumers can still see the decorations on the brownie cake elegantly and perfectly. This is because we provide a variety of toppings so that clients may select the one that best suits their throat. Customers will also love our products since we employ quality components such as cocoa powder van houten, chocolate chip callebaut, and others. Customers do not need to be concerned about the flavor they will experience.

1.4 Price List



Brownie R Us

PRICE LIST

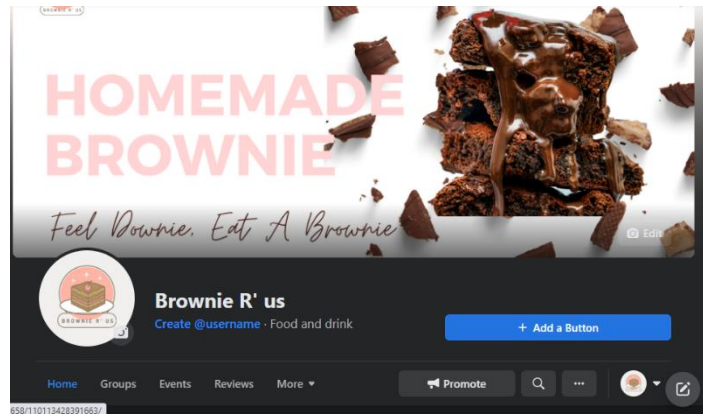
Original	RM 15
Almond	RM 15
Nutella	RM 18
Biscoff	RM 18
Fruits	RM 20



The Brownie r Us Cake is offered at an inexpensive price, as promised to our valued clients, ranging from RM 15 to RM 20 depending on the topping selected for the 8x8 inch 'size.

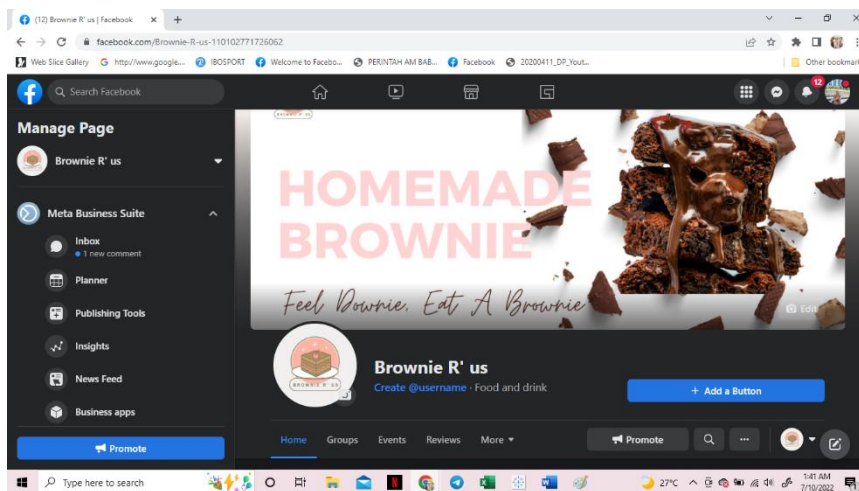
2.0 FACEBOOK

2.1 Creating Facebook (FB) Page



When we originally launched this business, we chose to utilize a Facebook Page to sell our items since we knew it was one of the most powerful social media channels that many people still used. We believe that online selling is the greatest approach to interact with our consumers.

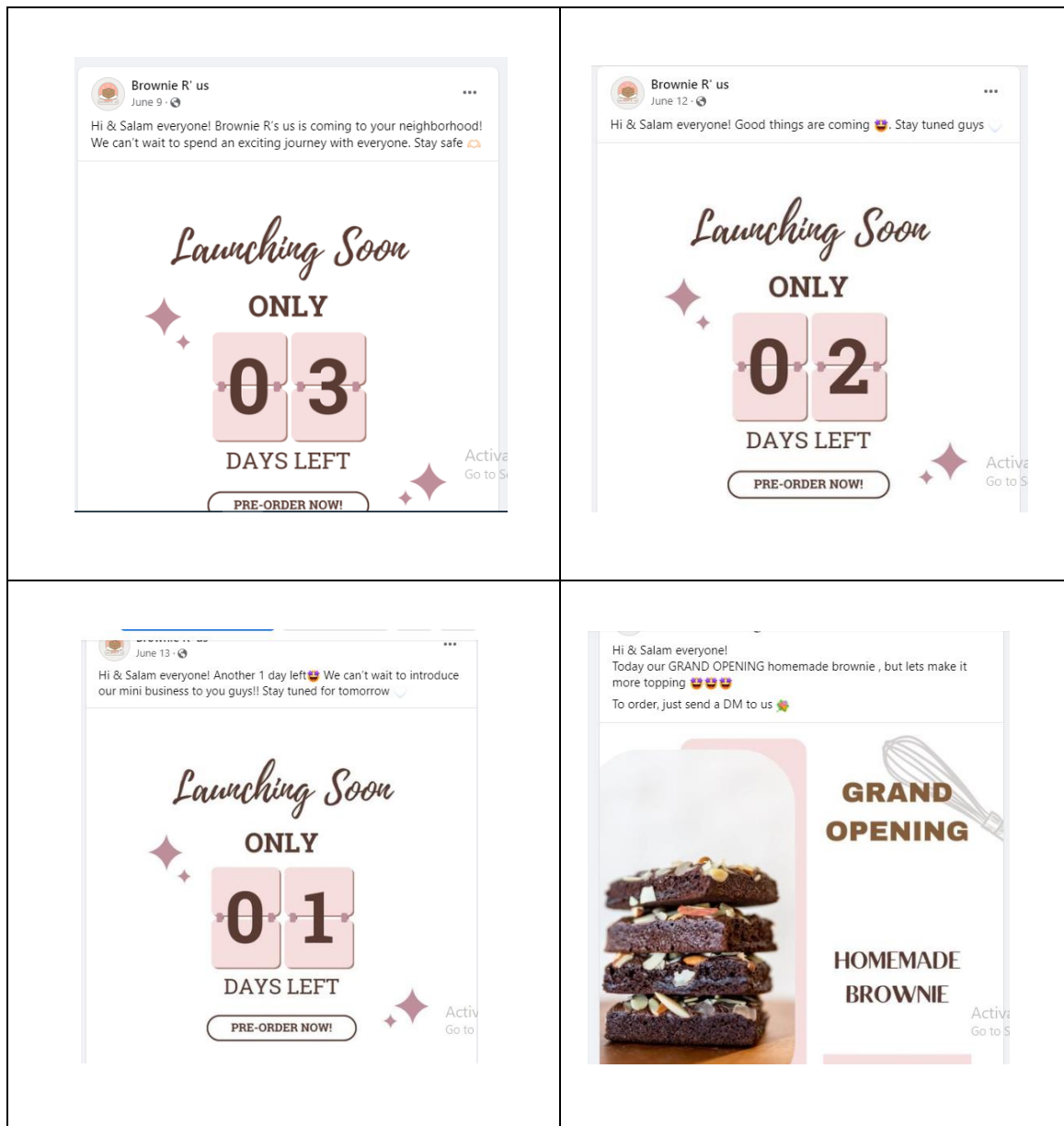
2.2 Customizing URL Facebook (FB) Page




Brownie R Us changed the URL of our Facebook page to make it simpler for customers to locate us and purchase our items. Furthermore, we have 43 followers and 41 likes on our Facebook page.

2.3 Facebook post (FB) – Teaser

The goal of creating a Facebook teaser is to present a small amount of information about the product that will entice the buyer. This is because presenting limited information and keeping individuals in the dark may motivate them to seek more information. Teasers usually demand a lot of images because they don't need to offer much information. As a result, we were able to consistently offer two teasers so that purchasers could learn more about our products.



Brownie R' us
Reels · Jul 5 · 📍




Hi & Salam everyone! Today we have little surprise for all. Here the teaser for our brownies. Looks how beautiful our brownies CAKEY, FUDGY and CHEWY 😊😊😊. The brownies come with a premium ingredient that we use 😊. Enjoy the video and don't forget to order from us 😊. To order, just send a DM to us 📩. See less

1

us · Original audio Brownie

Brownie R' us
Reels · Jul 5 · 📍





Hi & Salam everyone! Tengok la brownies by Brownie R' us nampak sedap bukan. Best nyaaa!! Cuba bayangkan makan our brownies dengan orang tersayang 😊. Mesti lagi sweet 😊. But, don't worry our brownies less sweet. Jadi para peminat brownies sila hadir untuk korang grab cepattt sebelum tempahan penuh. Rugi kalau tak cuba gais. Kenapa korang kena cepat order? fudgy ✅ sedap ✅ manis manja ✅. To order, just send a DM to us 📩. See less

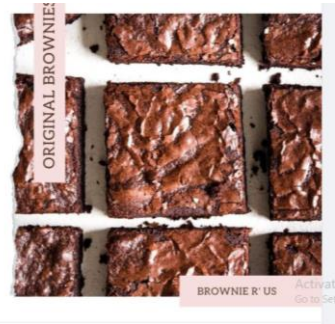
2

io Brownie R' us · Original

2.4 Facebook (FB) post – Copywriting (Hard sell)

A hard sell is a form of advertising or sales technique that employs exceptionally direct and demanding language. A hard sell is designed to encourage a consumer to buy a product or service right away rather than analyzing his or her choices and maybe postpone the purchase.

 <p>ALMOND BROWNIES</p> <p>BROWNIE R' US</p>	<p>Brownie R' us July 7 at 12:51 AM · 🌐</p> <p>Hi & Salam everyone!</p> <p>ATTENTION TO ALL BROWNIES LOVERS 🍪</p> <p>Brownie R' us ada keluaran 5 topping yang menarik untuk di cuba 🍪 Jangan takut nak order kalau tak habis sebab brownies kami confirm korang akan repeat order hehe!!</p> <p>Ini adalah Almond Brownies (Rm15). Kepada pelanggan yang suka kekacang. Ini adalah pilihan terbaik untuk anda. Rugi kalau tak cuba sebab kami menyediakan dengan kualiti bahan yang berkualiti dan dijamin Halal 100%</p> <p>Kenapa korang kena cepat order?</p> <p>fudgy ✓ sedap ✓ manis manja ✓</p> <p>Follow and share kami di Facebook for more updates!! To order, just send a DM to us 🍪</p> <p>See Translation</p>
 <p>BISCOFF BROWNIES</p> <p>BROWNIE R' US</p>	<p>Brownie R' us July 7 at 10:21 AM · 🌐</p> <p>Hi & Salam everyone!</p> <p>ATTENTION TO ALL BROWNIES LOVERS 🍪</p> <p>Brownie R' us ada keluaran 5 topping yang menarik untuk di cuba 🍪 Jangan takut nak order kalau tak habis sebab brownies kami confirm korang akan repeat order hehe!!</p> <p>Ini adalah Biscoff Brownies (Rm18). This is best seller gais!! 🍪 If you're a biscoff and chocolate lover, this brownies is a must try for you. Super chocolatey and filled with biscoff spread and cookies. They're irresistible. You won't regret it. 🍪</p> <p>Kenapa korang kena cepat order?</p> <p>fudgy ✓ sedap ✓ manis manja ✓</p> <p>Follow and share kami di Facebook for more updates!! To order, just send a DM to us 🍪</p> <p>See Translation</p>



Brownie R' us
July 7 at 2:50 PM · 🌐

Hi & Salam everyone!

ATTENTION TO ALL BROWNIES LOVERS 🍫

Brownie R' us ada keluarkan 5 topping yang menarik untuk di cuba 🍫
Jangan takut nak order kalau tak habis sebab brownies kami confirm korang akan repeat order hehe!!

Craving chocolate but can't decide what to eat? This is the answer
The Original Brownies (Rm15). This is best seller gais!! 🍫
Treat your sweet tooth to this original brownies to end your day. 🍫
They have a shiny cracks on top, fudgy middles and we bet that you guys won't be able to stop eating them. 😊

Kenapa korang kena cepat order?

fudgy ✅
sedap ✅
manis manja ✅

Follow and share kami di Facebook for more updates!!
To order, just send a DM to us 🍫



Brownie R' us
July 7 at 4:54 PM · 🌐

Hi & Salam everyone!

ATTENTION TO ALL BROWNIES LOVERS 🍫

Brownie R' us ada keluarkan 5 topping yang menarik untuk di cuba 🍫
Jangan takut nak order kalau tak habis sebab brownies kami confirm korang akan repeat order hehe!!

Fruits Brownies 🍓🍓🍓 (RM18) a dessert treat made in heaven. 🍫
Fruits and Chocolate is a royal combination and even if you don't enjoy it as much. But, these brownies are the ultimate changer. Its a perfect texture all together. We sure you and your loved ones won't be able to get enough of this! ❤️

Kenapa korang kena cepat order?

fudgy ✅
sedap ✅
manis manja ✅

Follow and share kami di Facebook for more updates!!
To order, just send a DM to us 🍫



Brownie R' us
July 8 at 2:07 AM · 🌐

Hi & Salam everyone!

ATTENTION TO ALL BROWNIES LOVERS 🍫

Brownie R' us ada keluarkan 5 topping yang menarik untuk di cuba 🍫
Jangan takut nak order kalau tak habis sebab brownies kami confirm korang akan repeat order hehe!!

Start your new month with our hit selling item Nutella Brownies (Rm18). Life is good when you eat Nutella & better when you eat Nutella Brownies. This is super fudgebrownies topped with nutella. How about sitting on the couch in a relaxed mood and having some Nutella Brownies with your favorite ice-cream?. 🍫

Kenapa korang kena cepat order?

fudgy ✅
sedap ✅
manis manja ✅

Follow and share kami di Facebook for more updates!!
To order, just send a DM to us 🍫

See Translation

Brownie R' Us

PRICE LIST

Original	RM 15
Almond	RM 15
Nutella	RM 18
Biscoff	RM 18
Fruits	RM 20



Acti
Go to



Brownie R' us

July 5 at 9:06 AM · 🌐

Assalamualaikum and hello everyone

OPEN ORDER FOR BROWNIE R US

Here is the price list of our brownies with variety topping. Our price is affordable with the premium ingredients that we use.

We're taking orders starting today. Grab your chance guys, don't miss it! 🥰

Run bestiee run 🏃🏃

To order, just send a DM to us. 🌸



THANK YOU!

HOMEMADE BROWNIE

BROWNIE R US

Acti
Go to



Brownie R' us

Yesterday at 10:29 AM · 🌐

Thank you sesiapa yang order dengan kami untuk harini. ❤️

Customer ni first time order dengan kami. Best tengok reaction dia time tengok brownies kami siap cakap bau sedap pulak tu 🥰

Jom jom siapa yang tak order lagi boleh order cepat cepat jangan lupa juga try topping yang berlainan dari kami. 🥰

Here price list of our brownies

Original (RM15)
Almond (RM15)
Nutella (RM18)
Biscoff (RM18)
Fruits (RM18)

Kenapa korang kena cepat order?

fudgy ✔️

sedap ✔️

manis manja ✔️

To order, just send a DM to us 🌸

See Translation

Acti
Go to

See Translation



THANK YOU!

HOMEMADE BROWNIE

BROWNIE R US

Acti
Go to



Brownie R' us

12h · 🌐

Thank you to this customer siap order 3 box lagi with different topping. Even jauh sanggup datang for self pick up. Hope you enjoy the brownies with your family 🥰👨👩👧👦

Jom jom siapa yang tak order lagi boleh order cepat cepat jangan lupa juga try topping yang berlainan dari kami. 🥰

Here price list of our brownies

Original (RM15)
Almond (RM15)
Nutella (RM18)
Biscoff (RM18)
Fruits (RM18)

Kenapa korang kena cepat order?

fudgy ✔️

sedap ✔️

manis manja ✔️

To order, just send a DM to us 🌸

See Translation

Acti
Go to

FEEDBACK



@BROWNIERUS

Brownie R' us
1h · 🌐

Hi guys!! Customer kami yang ni kata tak manis. Yess!!! Brownies kami memang tak terlampau manis sebab kami mengambil kira cita rasa satu Malaysia. Jadi pada sesiapa yang ragu2 nak order sbb takut terlampau manis. Jangan risau feedback dari customer sudah menyakinkan u guysss 🥰

Dan yang pasti chewy guysss 🍪

Jom jom siapa yang tak order lagi boleh order cepat cepat jangan lupa juga try topping yang berlainan dari kami. 🥰

Here price list of our brownies

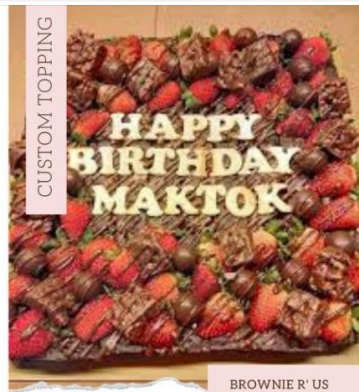
Original (RM15)
Almond (RM15)
Nutella (RM18)
Biscoff (RM18)
Fruits (RM18)

Kenapa korang kena cepat order?

fudgy ✅
sedap ✅
manis manja ✅

To order, just send a DM to us 🍪

Activ
Go to



BROWNIE R' US

Activ

Brownie R' us
6m · 🌐

Hi & Salam everyone!

Sesiapa yang nak order brownies tapi nak custom for topping pon kami terima 🥰. Tengok la topping kami buat penuh satu brownies 🍪

Brownies ni boleh dihidang waktu birthday party, minum petang tanpa mengira tempat dan suasana 🥰

Jom jom siapa yang tak order lagi boleh order cepat cepat jangan lupa juga try topping yang lain dari kami. 🥰

Kenapa korang kena cepat order?

fudgy ✅
sedap ✅
manis manja ✅

Harga custom topping for brownies mengikut kos permintaan pelanggan 🥰

To order, just send a DM to us 🍪

See Translation



BROWNIE R' US

Activ

Brownie R' us
6m · 🌐

Hi & Salam everyone!

Sesiapa yang nak order brownies tapi nak custom for topping pon kami terima 🥰. Tengok la topping kami buat penuh satu brownies 🍪

This one of the custom topping requested by customer for birthday party 🥰. Customer ni request nak campur chocolate 🍫 dengan waffle 🍪. Nampak menarik kann 🍪

Brownies ni boleh dihidang waktu birthday party, minum petang atau tanpa mengira tempat dan sebagai hadiah pon boleh 🥰

Jom jom siapa yang tak order lagi boleh order cepat cepat jangan lupa juga try topping yang lain dari kami. 🥰

Kenapa korang kena cepat order?

fudgy ✅
sedap ✅
manis manja ✅

Harga custom topping for brownies mengikut kos permintaan pelanggan 🥰


To order, just send a DM to us 🍪

See Translation

Activ

Free COD

FOR KLANG VALLEY



BROWNIE R US

Acti
Go to

Brownie R' us
4h · 🌐

Hi & Salam everyone!

Brownie R' us have a good news buat customer Klang Valley which is FREE COD FOR KLANG VALLEY. Bestnyaaa!!! 🥳

Jom jom siapa yang tak order lagi boleh order cepat cepat jangan lupa juga try topping yang berlainan dari kami. 🍪

Here price list of our brownies

- Original (RM15)
- Almond (RM15)
- Nutella (RM18)
- Biscoff (RM18)
- Fruits (RM18)

Kenapa korang kena cepat order?

- fudgy ✓
- sedap ✓
- manis manja ✓

To order, just send a DM to us 🍪

See Translation

Acti
Go to

FEEDBACK

@LILY_00

Topping tak kedekut & tak pernah lagi jumpa topping bake sekali dgn brownie. And turns out so delicious!!!

★ ★ ★ ★ ★

@BROWNIERUS

Brownie R' us
29m · 🌐

"topping tak kedekut" 🍪

Sesiapa yang beli brownies dari kami pasti tak menyesal sbb u guys akan puas bila makan. Dah la sedap, topping pulak banyak. 🥳

This customer even said "delicious" this so makes us happy guysss 😊.

Thank you lili 🍪

Jom jom siapa yang tak order lagi boleh order cepat cepat jangan lupa juga try topping yang berlainan dari kami. 🍪

Here price list of our brownies

- Original (RM15)
- Almond (RM15)
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- Biscoff (RM18)
- Fruits (RM18)

Kenapa korang kena cepat order?


- fudgy ✓
- sedap ✓
- manis manja ✓

To order, just send a DM to us 🍪

See Translation

Acti
Go to

CUSTOM TOPPING



BROWNIE R' US

Acti
Go to

Brownie R' us
1h · 🌐

Hi & Salam everyone!

Happy Anniversary to Hilmi & Izzati 🥳. Customer ni request topping marshmallow dengan chocolate 🍪

Brownies ni boleh dihidang waktu birthday party, minum petang tanpa mengira tempat dan suasana 🍪

Jom jom siapa yang tak order lagi boleh order cepat cepat jangan lupa juga try topping yang lain dari kami. 🍪

Kenapa korang kena cepat order?


- fudgy ✓
- sedap ✓
- manis manja ✓

Harga custom topping for brownies mengikut kos permintaan pelanggan 🍪

To order, just send a DM to us 🍪



See Translation

Acti
Go to

 <p>THANK YOU!</p> <p>HOMEMADE BROWNIE</p> <p>BROWNIE R' US</p> <p>Activat Go to Set</p>	<p>Brownie R' us 9m · 🌐</p> <p>Thank you adila for supporting our business. Hope yu enjoy teh brownies 🍪</p> <p>Jom jom siapa yang tak order lagi boleh order cepat cepat jangan lupa juga try topping yang berlainan dari kami. 😊</p> <p>Here price list of our brownies</p> <ul style="list-style-type: none"> Original (RM15) Almond (RM15) Nutella (RM18) Biscoff (RM18) Fruits (RM18) <p>Kenapa korang kena cepat order?</p> <ul style="list-style-type: none"> fudgy ✓ sedap ✓ manis manja ✓ <p>To order, just send a DM to us 🍪</p> <p>See Translation</p> <p>Activa Go-to S</p>
<p>FEEDBACK</p> <div data-bbox="423 705 695 976" style="border: 1px solid black; padding: 10px; text-align: center;"> <p>#SOFEAB</p> <p>Murah and sedap sangat sangat. Lain dari yang lain srsly.</p> <p>★ ★ ★ ★ ★</p> </div>	<p>Brownie R' us 9m · 🌐</p> <p>Bestnyaaa bila baca feedback from customer kata sedap 🍪. Ni yang lagi semangat ni nak buat untuk korang 🍪</p> <p>Sofea ni first time order tau tengok la siap cakap murah, sedap and lain dari yang lain. Yes walaupun murah tapi kami masih maintain our quality 🍪</p> <p>Jom jom siapa yang tak order lagi boleh order cepat cepat jangan lupa juga try topping yang lain dari kami. 😊</p> <p>He... See more</p> <p>See Translation</p>

2.5 Facebook (FB) Post – Copywriting (Soft Sell)

Soft sell posting is a sort of marketing that is designed to persuade individuals in an indirect manner. This method aims to prevent over-pressuring the buyer, which is sensible given that some clients resent it when the vendor repeatedly presses them. Copywriting soft sell will mostly discuss the product's goodness, facts, or any tales associated with it. With 18 soft-sell postings on our Facebook page, we were able to put this technique into action.

	<p>Brownie R' us July 9 at 6:56 PM · 🌐</p> <p>BENEFITS OF BUTTER 🍞</p> <p>Butter is one of the world's supreme foods. Throughout most of human civilization, butter has been seen as a symbol of good living. It is an adored food and a staple in many cultures across the globe.</p> <p>The benefits of butter:</p> <ul style="list-style-type: none"> 🧡 Promotes Weight Loss You can enjoy butter due to its rich source of dietary fats. It has been found that consuming butter does not support obesity. But its use should be limited. 🧡 Anti-Cancer properties Conjugated Linoleic Acid (CLA) has also been found in significant levels in butter and has been connected in studies as a cancer prevention method. Overall, butter, when consumed in moderate quantities helps to reduce your chances of developing cancer! 🧡 Promotes Healthy Brains and Nervous System That's because our brains and nervous systems require cholesterol to develop properly. While the brain can make its own cholesterol, it also pulls cholesterol from the blood plasma which comes from your diet when it needs more.
	<p>Cocoa was first cultivated in ancient South America. During the Age of Exploration, the Spanish Conquistadors introduced it to Europe. In the 1850s, steam-powered machines allowed for the mass production of cocoa powder. Today, over 4.5 million tons of cocoa are consumed around the world every year.</p> <p>Cocoa powder is made from cocoa beans, which come from the plant <i>Theobroma cacao</i> L. Cocoa beans are the primary ingredient in chocolate, but they can also be ground into cocoa powder. The powder provides many potential health benefits.</p> <p>The benefits of cocoa powder:</p> <ul style="list-style-type: none"> 🧡 Wound Healing Chocolate made with 90% cocoa contains plenty of zinc, a mineral that is useful for healing wounds. 🧡 Better Muscle and Nerve Function Magnesium is important for regulating muscle contraction and helping with nerve function. The mineral also helps protect nerve cells and reduce the risk of neurological disorders. Cocoa powder contains magnesium, which means consuming it can help with maintaining healthy muscle and nervous system functioning. 🧡 Reduced Inflammation Cocoa powder is rich in theobromine, which helps to reduce inflammation and can protect you from diseases such as heart disease, cancer, and diabetes.



Brownie Time

BROWNIE R' US [Activ](#)
[Go to](#)

Brownie R' us
July 11 at 6:46 PM · 🌐

BENEFITS OF EGGS

Do you love eggs? 🍳💬
Eggs are nutritious and great protein on their own.

Did you know that eggs:

- 🌟 Contains Vitamins A, D, E & K
- 🌟 Full of protein & healthy fats
- 🌟 Contains selenium
- 🌟 Contains lutein & zeaxanthin
- 🌟 Contain choline
- 🌟 Is a source of phosphorus & zinc



Brownie Time

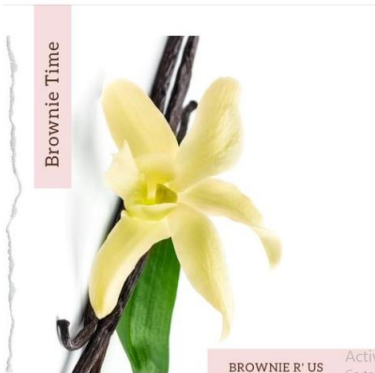
BROWNIE R' US

BENEFITS OF WHEAT FLOUR

Wheat has been a staple food for people around the world for an extended period of time. It is a tropical grain. It is a primary food for many as it is used in making whole grain bread. Wheat flour has many benefits when it is included in one's diet. Research reveals that people who include whole wheat in their daily diet are less likely to face the risk of hypertension and stress.

The benefits of wheat flour:

- 🌟 Aids Digestion
The richness of fiber present in the whole wheat grain has multi-dimensional effects on our bodies. Wheat grain help in the reduction of the adverse effects on digestive tracts and helps to improve the interstitial health tract.
- 🌟 High in nutrients and Fibre
Whole wheat flour is rich in vitamins, fibers, magnesium, zinc, and proteins. The whole wheat has a high content of zinc. It is also a rich source of Vitamin B. It contains a good amount of minerals such as zinc, iron, magnesium, and manganese.
- 🌟 Whole Wheat Atta for Skin and Hair
The main benefit of wheat flour is that it has a positive effect on our bodies. It contains selenium, an antioxidant that is an essential element to fight against harmful infections. It also helps the scalp from getting dry and dandruff. The whole wheat grain has a zinc and vitamin E element that helps in getting the lustrous hair, nourishes the hair, and protects them from damage. It also helps in skin tightening and anti-aging.



Brownie Time

BROWNIE R' US [Activ](#)
[Go to](#)

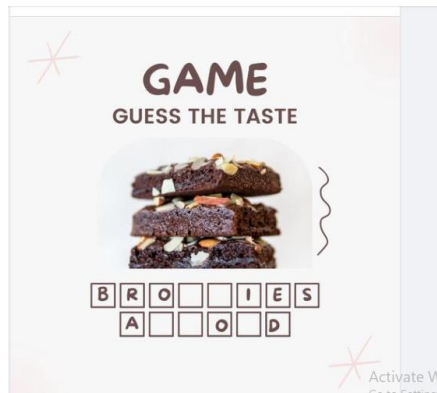
Brownie R' us
July 13 at 7:36 PM · 🌐

BENEFITS OF VANILLA 🍷

Vanilla is one of the most expensive spices in the world because it is so labor-intensive to produce. Vanilla plant flowers are hand-pollinated, and the bean pods are ripened, dried, and conditioned to create their distinctive flavor and aroma. Because true vanilla extract is expensive and also in high demand, synthetic vanilla is made from wood pulp and coal tar to use as a substitute. While synthetic vanilla is less expensive, it does not offer as many health benefits as natural vanilla.

The benefits of vanilla:

- 🌟 Provides a Calming Effect. Smelling vanilla can have calming effects on adults too. It can reduce startle reflexes and also provide some relief from sleep apnea, a sleep disorder in which breathing repeatedly stops and starts.
- 🌟 Helps Curb Sugar Intake.
Using vanilla as a sugar substitute also can reduce high blood glucose levels and help you lead a more heart-healthy lifestyle.
- 🌟 Eases Toothache.
The alcohol in the vanilla extract can numb some toothache pain, while its antioxidants may provide healing effects. To use this alternative remedy, put a couple of drops of vanilla extract on a cotton ball and apply it to the affected area in your mouth.
- 🌟 Nutrition.
Vanilla extract gets its antioxidant properties from small amounts of



Brownie R' us
19h

Hi & Salam everyone!

Jom la kita main game sikit untuk harini. Cuba comment dekat bawah nama topping dekat gambar 🍪

Mana tau yang jawab betul kita nak bagi hadiah ke 🍪

Jom jom siapa yang tak order lagi boleh order cepat cepat jangan lupa juga try topping yang berlainan dari kami. 🍪

Here price list of our brownies

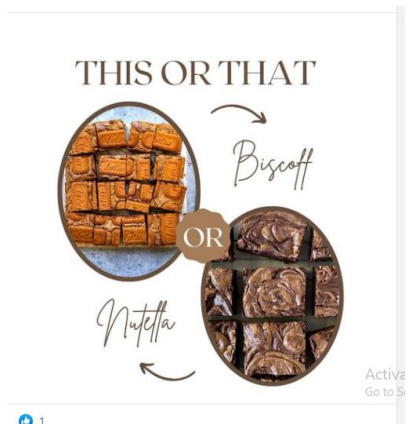
- Original (RM15)
- Almond (RM15)
- Nutella (RM18)
- Biscoff (RM18)
- Fruits (RM18)

Kenapa korang kena cepat order?

fudgy ✓
sedap ✓
manis manja ✓

To order, just send a DM to us 🍪

See Translation



Brownie R' us
16h

Hi & Salam everyone!

To all fans of brownies mesti korang taktau nak pilih topping apa untuk brownies sbb semua nampak sedap kann!! 🍪

Cuba comment dekat bawah sis nak tengok la peminat biscoff ramai ke nutella 🍪

Jom jom siapa yang tak order lagi boleh order cepat cepat jangan lupa juga try topping yang berlainan dari kami. 🍪

Here price list of our brownies

- Original (RM15)
- Almond (RM15)
- Nutella (RM18)
- Biscoff (RM18)
- Fruits (RM18)

Kenapa korang kena cepat order?

fudgy ✓
sedap ✓
manis manja ✓

To order, just send a DM to us 🍪



Brownie R' us
14h

Hi & Salam everyone!

Brownies lovers out there mesti korang taktau nak pilih antara original or almond kan? 🍪

Cuba comment dekat bawah sis nak tengok la korang pilih yang mana. Tapi kalau orang tanya sis suka yang mana semestinya almond 🍪

Jom jom siapa yang tak order lagi boleh order cepat cepat jangan lupa juga try topping yang berlainan dari kami. 🍪

Here price list of our brownies

- Original (RM15)
- Almond (RM15)
- Nutella (RM18)
- Biscoff (RM18)
- Fruits (RM18)

Kenapa korang kena cepat order?

fudgy ✓
sedap ✓
manis manja ✓

To order, just send a DM to us 🍪

See Translation



Brownie R' us
2m · 🌐

Hi & Salam everyone! 🍪

Biasa kalau kita makan brownies kita akan makan begitu saja kan!! Tapi kalau korang nak rasa lagi wow cuba makan dengan ice cream 🍦.

Memang syiokk guys! 😊

To order, just send a DM to us 🍪

See Translation



Brownie R' us
6m · 🌐

Hi & Salam everyone!

Jom la kita main game sikit untuk harini. Nampak senang kan game kita harini. Cuba teka and comment dekat bawah process dekat gambar dipanggil apa?? 😊

Mana tau yang jawab betul kita nak bagi hadiah ke 😊

Jom jom siapa yang tak order lagi boleh order cepat cepat jangan lupa juga try topping yang berlainan dari kami. 😊

Here price list of our brownies

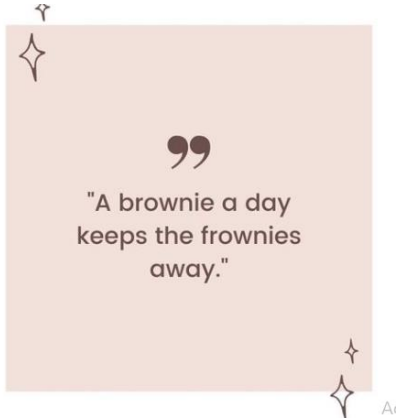
- Original (RM15)
- Almond (RM15)
- Nutella (RM18)
- Biscoff (RM18)
- Fruits (RM18)

Kenapa korang kena cepat order?

- fudgy ✓
- sedap ✓
- manis manja ✓

To order, just send a DM to us 🍪

See Translation



Brownie R' us
6m · 🌐

Hi & Salam everyone!

Kepada sesiapa yang sedih atau tidak keruan. Marilah order brownies dari kami untuk menenangkan keserabutan anda 🍪

Jom jom siapa yang tak order lagi boleh order cepat cepat jangan lupa juga try topping yang berlainan dari kami. 😊

Here price list of our brownies

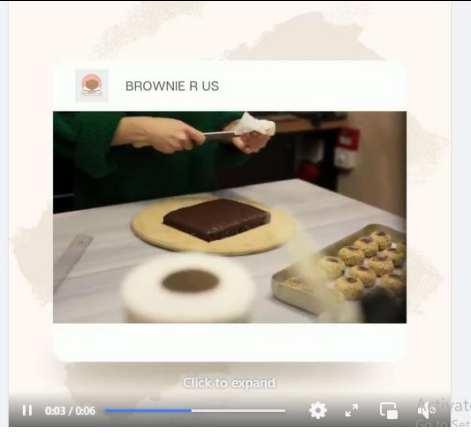
- Original (RM15)
- Almond (RM15)
- Nutella (RM18)
- Biscoff (RM18)
- Fruits (RM18)

Kenapa korang kena cepat order?

- fudgy ✓
- sedap ✓
- manis manja ✓

To order, just send a DM to us 🍪

See Translation



Brownie R' us
7m · 🌐

Hi & Salam everyone! 🥰

For those who wondered how we cut beautiful brownies. Tips for wiping the knife before cutting to confirm the cut will get a perfect shape 🥰

[🔗 See original · Rate this translation](#)



Brownie R' us
6m · 🌐

Hi & Salam everyone!

Brownies lovers!!! Harini ada berita gembira buat kamu semua. Kami ada buat promotion 2 RM30 untuk semua topping!! 🥰🥰🥰

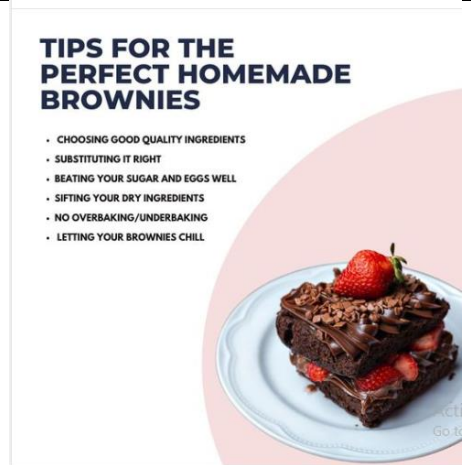
Suka takk??? Kalau suka cepat cepat order okay takut terlepas promotion dari kami 🥰

Kenapa korang kena cepat order?

fudgy ✅
sedap ✅
manis manja ✅

To order, just send a DM to us 🌸

[See Translation](#)



Brownie R' us
8m · 🌐

Hi & Salam everyone! 🥰

Because a lot of people have been asking for brownie tips that look good and taste good. Today we'd like to share some tips with all of you 🥰

If you've tried it don't forget to tag okay because I want to see if you guys do it works 🥰

[🔗 See original · Rate this translation](#)



Do you know that brownies last for 5-7 days and don't need to be refrigerated? Simply keep it at room temperature and in an airtight container. Because the major component is butter, it will become overly hard if stored in the refrigerator.

However, it typically does not stay long when it enters our hands since, once tasted, it must feel like eating again and again. Isn't?

Activ
Go to



Hi & Salam everyone!

Sesiapa yang tanya brownies kami boleh tahan berapa lama. Here you go!! 🍪

Jom jom siapa yang tak order lagi boleh order cepat cepat jangan lupa juga try topping yang berlainan dari kami. 🍪

Here price list of our brownies

Original (RM15)

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Biscoff (RM18)

Fruits (RM18)

Kenapa korang kena cepat order?

fudgy ✓

sedap ✓

manis manja ✓

To order, just send a DM to us 🍪

See Translation

“

**HOMEMADE BROWNIES ARE
THE BEST OF THE LOT**
#ILUVBROWNIES

Acti
Go to



Brownie R' us

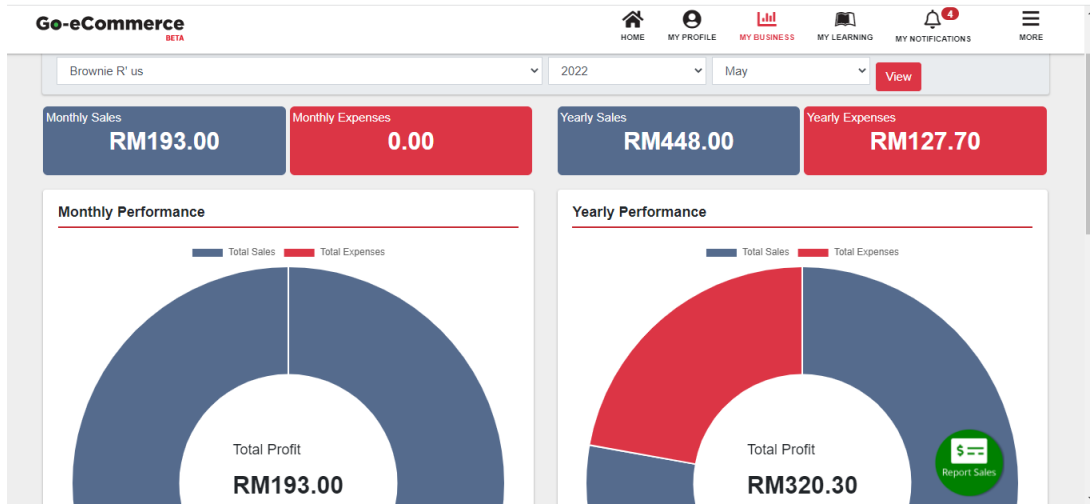
12m · 🌐



Hi & Salam everyone! 🍪

Brownies lovers out there. Sis nak tanya kenapa korang suka makan brownies and comment dekat bawah menggunakan #ILUVBROWNIES

2.6 Sales Report



Business Name	Date	Type	Marketplace(f any)	Others Marketplace (if any)	Total Sales (RM)	Expenses Category	Expenses Subcategory	Total Expenses (RM)	Descriptions	Create d At
Brownie R' us	08/05/2022	online	Social Media		18				Brownie Nutella	08/06/2022
Brownie R' us	15/04/2022	expenses				Production	Others	17.9	Beryl's Dark Chocolate Bar 1 kg	08/06/2022
Brownie R' us	15/04/2022	expenses				Production	Others	22.9	Nutella Spread 350 g	08/06/2022
Brownie R' us	15/04/2022	expenses				Production	Others	15.9	Biscoff Spread 380 g	08/06/2022
Brownie R' us	15/04/2022	expenses				Production	Others	7	Almond flakes 250 g	08/06/2022
Brownie R' us	15/04/2022	expenses				Production	Others	24.9	1 box of Baker's Choice Flour	08/06/2022
Brownie R' us	15/04/2022	expenses				Production	Others	2.75	Vanilla esen	08/06/2022
Brownie R' us	14/04/2022	expenses				Production	Others	4.5	Gula Kastor 1 KG	08/06/2022
Brownie R' us	15/04/2022	expenses				Production	Others	11.1	Telur Gred C	08/06/2022
Brownie R' us	15/04/2022	expenses				Production	Others	9.15	Mentega Pelangi 1 kg	08/06/2022
Brownie R' us	15/04/2022	expenses				Production	Others	11.6	Chocolate chip Beryl's 1 KG	08/06/2022
Brownie R' us	08/05/2022	online	Social Media		36				Brownie Biscoff x 2	08/06/2022
Brownie R' us	10/05/2022	online	Social Media		33				1 x Brownie Nutella 1 x Original	08/06/2022
Brownie R' us	15/05/2022	offline			50				Original & Almond & Fruits	15/07/2022
Brownie R' us	18/05/2022	offline			20				Fruits	15/07/2022

Business Name	Date	Type	Marketplace(f any)	Others Marketplace (if any)	Total Sales (RM)	Expenses Category	Expenses Subcategory	Total Expenses (RM)	Descriptions	Create d At
us	022									
Brownie R' us	26/05/2022	offline			18				Biscoff	15/07/2022
Brownie R' us	31/05/2022	offline			18				Nutella	15/07/2022
Brownie R' us	02/06/2022	offline			15				Original	15/07/2022
Brownie R' us	04/06/2022	offline			150				10 x Almond	15/07/2022
Brownie R' us	15/07/2022	online	Social Media		30				Custom Topping	15/07/2022
Brownie R' us	16/06/2022	online	Social Media		30				Custom Topping	15/07/2022
Brownie R' us	25/06/2022	online			30				Custom Topping	15/07/2022

3.0 CONCLUSION

Finally, Brownie R Us was able to gain customer awareness in accordance with our objectives. Teenagers, university students, and adults make up the majority of our target market. Many individuals are also interested in our items since we provide competitive pricing that meets our clients' budgets. Furthermore, we receive a lot of great feedback from customers about how much they enjoy our brownie cake as a birthday party cake, tea time cake, and so on. We not only fulfilled our objective and exceeded our clients' expectations, but we also learnt a lot about business, namely how to advertise on social media.

We use the Facebook and WhatsApp platforms to market our products as well as communicate with and understand consumers. One of the reasons we were able to fulfil our sales targets was because of this. This company has also taught us how to employ teaser marketing, soft sell, and hard sale. Clearly, when we utilize these three strategies to obtain the target likes that we seek on our company page, we can see the growth of our business. As a consequence, this topic is really valuable and supports many students in increasing their understanding that business is a simple action that can be done to get additional cash. Particularly among those who may be able to put it to use in real life, which would surely benefit them.