

### UNIVERSITI TEKNOLOGI MARA FAKULTI FILEM, TEATER, DAN ANIMASI (FiTA)

BACHELOR OF CINEMATOGRAPHY (HONS.)

### ENT 530 PRINCIPLES OF ENTREPRENEURSHIP

#### **PROJECT TITLE:**

Group 1 – Kiki Cookies: Assignment 4

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**SEMESTER** 

4

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### Acknowledgement

With this we are very grateful to have this opportunity to finish this social media portfolio successfully. We had all the necessary materials and information, and we were able to complete this course work assessment for the ENT530 on time. Furthermore, we would like to thank our beloved lecturer for this topic Principle of Entrepreneurship (ENT530), Miss Nur Najjah Abd Rahim, for your kindness in assisting us during the completion of this project portfolio of social media. Her dedication to disseminating all her knowledge on this subject has resulted in this. Even though we had encountered several difficulties, the assessment was relatively simple to complete. We could not have done it without Miss assistance because we were unable to complete this social media portfolio without her.

Finally, we would like to express our appreciation to our parents for their unwavering help and support. Without their assistance, we may not be able to complete this assessment. As we all know, Covid-19 requires students to complete online-based learning, which can be difficult to complete, but with the help of our families, we were able to complete this assessment successfully.

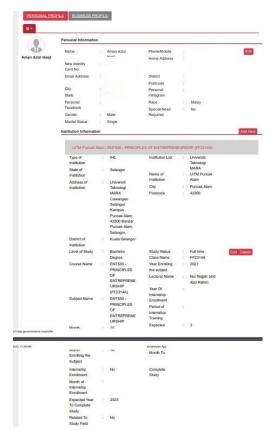
### **EXECUTIVE SUMMARY**

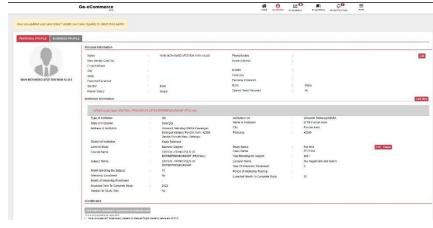
Kiki Cookies is a business that runs an online business for food and beverage especially for those who like to eat crunchy cookies. This business was created to provide opportunities to all the customers especially cookies lover able to taste all different kind mix of cookies to eat at home, workplace or outdoors so they can enjoy the joyful of crunchy cookies by their side. Kiki Cookies also ensure the baking of the cookies are properly made with deliciousness also one of our ways to maintain our company. Apart from selling products to the costumers, Kiki Cookies also provide some 3 different various of cookies which is very strong for this business and there we ensure that our costumers are happy feels the deliciousness with our products. We also intend to listen to our customers for feedback that will help the company advance. It is critical to expand and explore ways to promote these online products and services businesses on social media, in addition to strengthening strategies to maintain customer loyalty. It is critical to have skills and knowledge of how to attract customers. Begin by providing a teaser to the customer to pique their interest in learning which product to sell. Following that, the ability to make a soft sale to give you an idea of the product to be sold in the proper manner. Finally, the ability to make hard work for the customer to entice the customer to continue purchasing the promoted product. Kiki Cookies can help to expand this entrepreneurial knowledge to grow this business in the near future.

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## **GO-ECOMMERCE REGISTRATION**

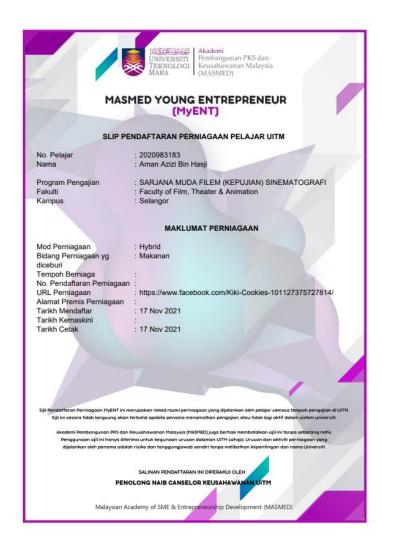








### **MY ENT CERTIFICATION**





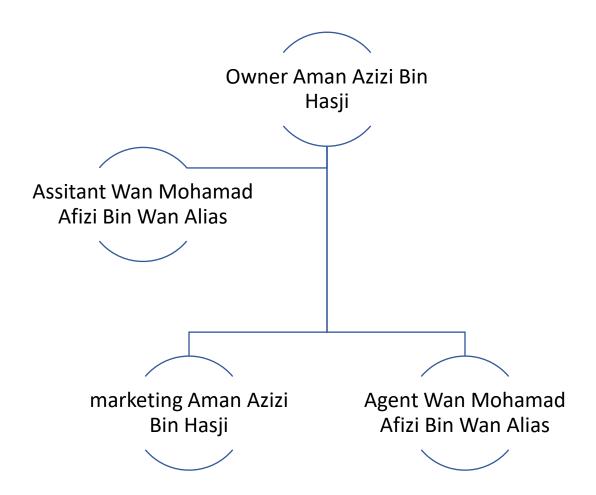
### INTRODUCTION OF BUSINESS

### Name and address of business

Introducing our new crunchy, chunky, and munchy cookies which is called Kiki Cookies and it is located

Our products only do Cash on Delivery (COD) and postage through all Peninsular Malaysia.

### **Organizational chart**



#### **Mission**

Our main goals are to make the best and healthiest cookies possible. By using premium ingredients in each freshly baked treat, providing excellent customer service, and giving back to the community through donations to various charities. We guarantee that all our products are not only delicious but also enjoyable.

#### Vision

We are passionate about creating innovative products that taste great and enhance every eating experience. We will never downgrade the quality of our products or our cookies values, and we will work every day to exceed customer expectations one order at a time. To establish itself as the nation's neighbourhood bakery.

### **Descriptions of products and pricelist**

• CHOCO CHUNK - RM 15 included with COD. RM 20 delivery.



CHOCO CHUNK is one of the signatures in our product that feels the crunchy and lots of chocolate chips. Only chocolate that chip and original chocolate that mix in with the cookies.

• REDDISH RED - RM 15 included with COD. RM 20 delivery.



Reddish Red is a mix flavour of chocolate white chips and red velvet. The taste of Reddish Red is for those who is in love with red velvet flavour.

• NUTTY NUT - RM 15 included with COD. RM 20 delivery.

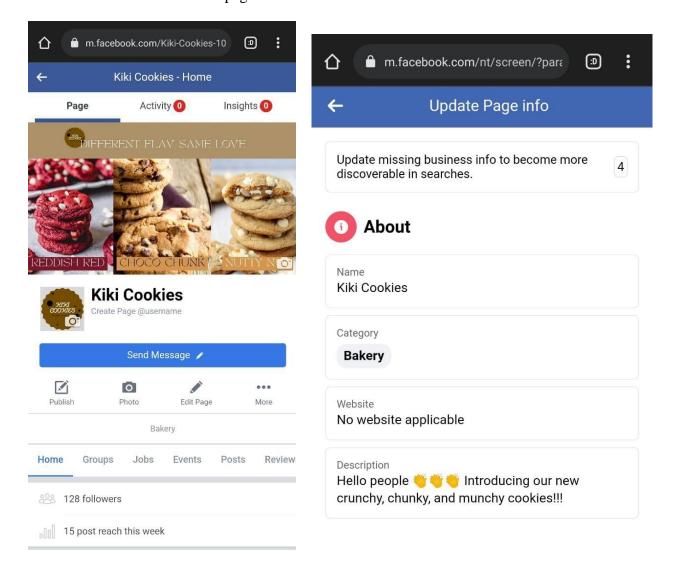


Nutty Nut the richness of the flavour of peanuts as a chip is enhanced by mixing with the chocolate flavour in it. It also makes chopping them easier. It wasn't enough just to add chocolate chips, so I looked in my pantry and found peanuts. If you like peanut butter cookies, then these are for you.

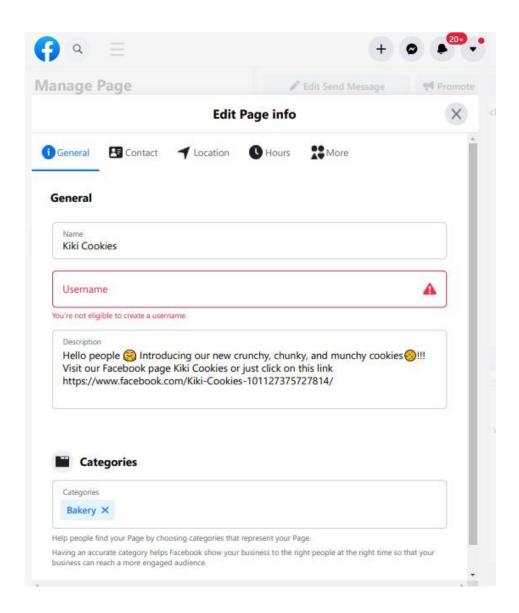
#### FACEBOOK (FB)

• Creating Facebook (FB) page

Kiki Cookies was able to promote the business in powerful ways by creating a Facebook page. Facebook business pages are the best way for us to connect with our customers. We were able to reach the target audience that we set by creating a Facebook page. The first step was to create a Facebook page before beginning the hard and soft sell. In this assessment, we were asked to create a Facebook page for our new service product, Kiki Cookies. Our lecturer has given us instructions on how to complete the task. It is critical for us to investigate the page settings after we have created the Facebook page.



• Customizing URL Facebook (FB) page



By creating the link, we make it easier for customers to find our page, and a custom URL gives our page a more professional appearance. Here is the link to our Facebook page:

https://www.facebook.com/Kiki-Cookies-101127375727814

#### • Facebook (FB) post – Teaser

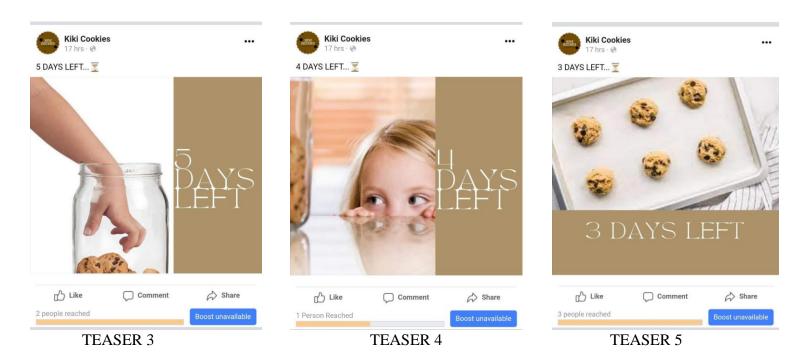
The teaser main objective is to pique the audience's interest. According to human psychology, people frequently want to know what is hidden. Teasers play a role in addressing this aspect of human psychology. Use teasers as one of your promotional techniques to pique the interest of potential customers and keep them waiting for your product. We learned how to make each of our customers wonder and always be curious about what product will be released by doing this teaser post. Furthermore, we can come up with new ideas to improve existing ones to always market products that will please our customers.

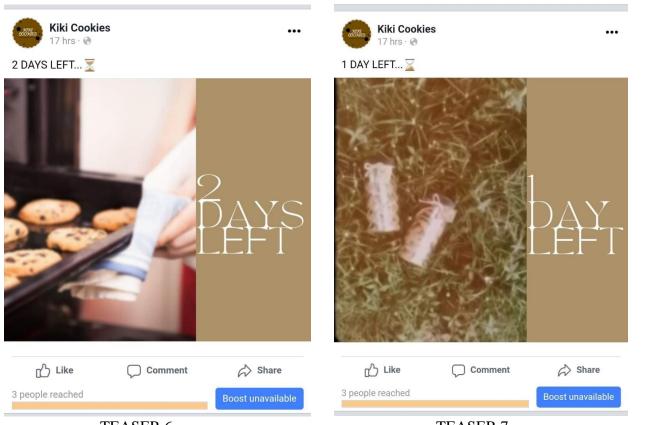






TEASER 2

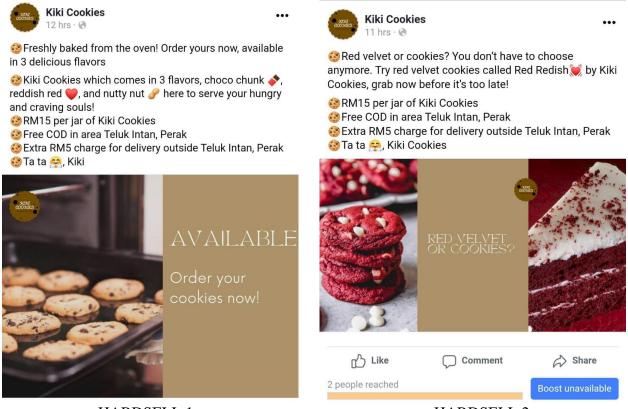




TEASER 6 TEASER 7

### • Facebook (FB) post – Copywriting (Hard Sell)

Hard Selling intends to pursue our product directly. We have direct contact with the opportunities and potential customers, please inform them about our products. When it comes to hard selling, this is a good thing. When it comes to people who are interested and ready to buy, the disadvantage is that when it is too slow. People will start littering and will begin to avoid us if we are excessively and excessively stressful. It's a tough sell is a method of directly promoting products to customers by continuing to sell, stories about the product, price, and product greater focus. As a result, Customers will find it easier to understand how to purchase the product.



HARDSELL 1 HARDSELL 2





#### HARDSELL 3

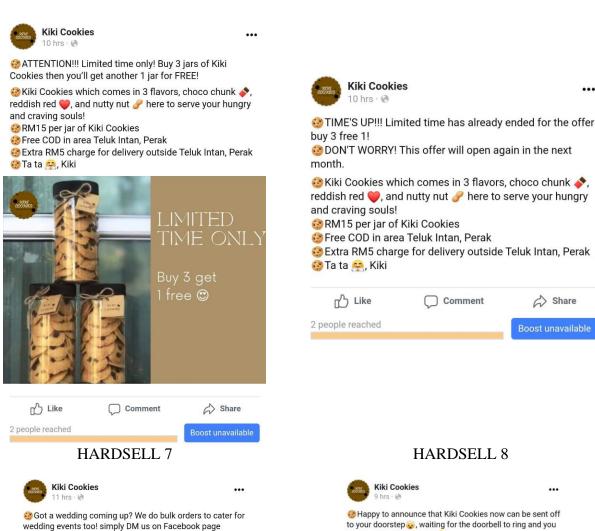
Kiki Cookies



HARDSELL 5



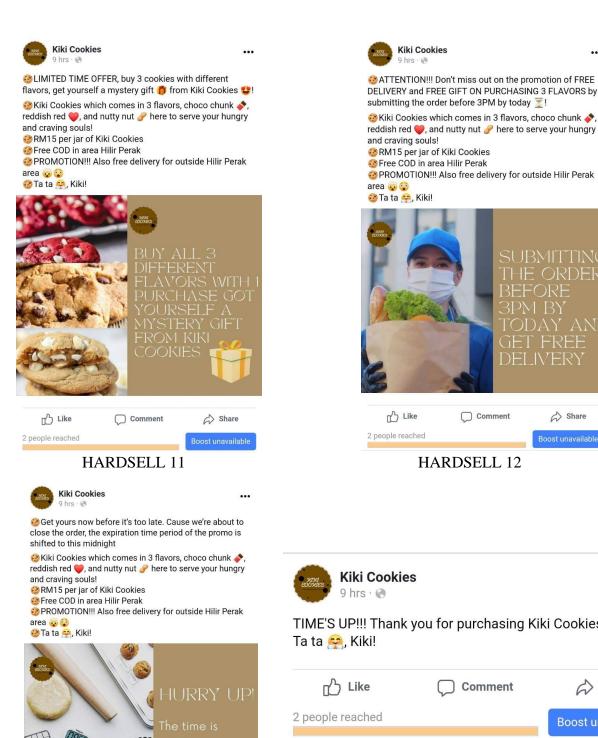
HARDSELL 6













Comment

Share

Like

2 people reached



Comment

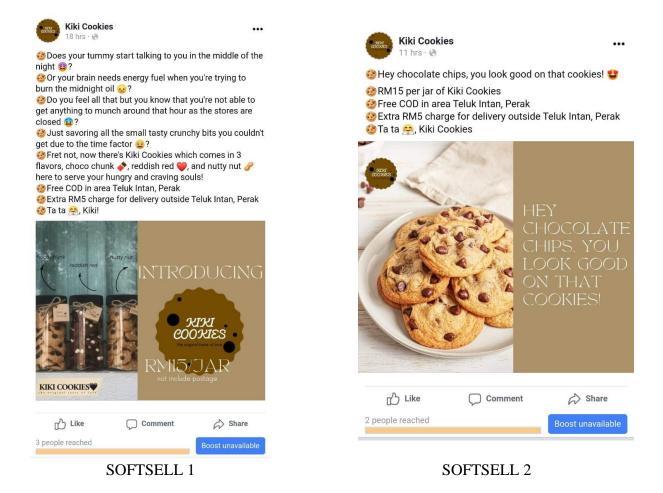
DELIVERY

Share

HARDSELL 14

#### • Facebook post (FB) – Copywriting (Soft Sell)

Soft selling is a sales technique that employs a more delicate approach to pique people's interest. Soft selling gives the buyer the impression that he or she is not receiving a product. They will be enticed to learn more if they recognise the product's capabilities or benefits. One of the difficulties we face during the soft sell process is ensuring that the posting does not become a hard sell, because distinguishing between the two is difficult. It's difficult because sometimes a post is considered a sale, but it's a difficult sale because the posting remains out as a direct sale. Soft sell refers to situations in which we cannot put a price on the image, and as a precautionary and safe measure, we prefer to do postings such as gratitude, encouraging words, and how to deal with others.



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SOFTSELL 5



SOFTSELL 4

**Kiki Cookies** 



SOFTSELL 6







#### SOFTSELL 8



SOFTSELL 10





SOFTSELL 13



SOFTSELL 14

Comment

Like

1 Person Reached

Share



#### SOFTSELL 15



SOFTSELL 17



SOFTSELL 18

Comment

Like

1 Person Reached

Share

### **CONCLUSION**

Entrepreneurs are individuals who possess distinguishing characteristics and traits that set them apart from the rest of the population. An entrepreneur who wants to prosper and grow his business must have certain characteristics and traits to achieve their objectives. This is due to the numerous challenges and risks that an entrepreneur will face when starting a business. Entrepreneurs who are successful usually have one or more of the entrepreneurial characteristics listed in this article. Only those with an entrepreneurial spirit, or those who are entrepreneurs, can overcome many difficulties and risks.

To summarise, every such entrepreneur begins with a small sum of money rather than with enjoyment and a large amount of money. The nature and characteristics of entrepreneurs who try to impose in themselves, on the other hand, enable them to freshen up start and expand in accordance with the existing market, allowing them to start competing with other successful entrepreneurs. This demonstrates the importance of applying and practising the skills and attributes that every entrepreneur, regardless of whether experienced or inexperienced, must possess. It is critical to ensure that every entrepreneur in the country's business succeeds.