



## **Simpul Kasih ENTERPRISE**



**Faculty** : Faculty of Film, Theatre and Animation  
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**Course** : Entrepreneurship  
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**Submitted to**

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## **ACKNOWLEDGEMENT**

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## **EXECUTIVE SUMMARY**

Simpul Kasih is a food and beverage business that handle by MUHAMMAD HAZIQ BIN NAHARUDDIN and TARMIZI BIN SOKHIMI. Simple Kasih is a homemade recipe with a halal certificate and no preservative substance has been used for this food product and beverages, the product itself came originally from Haziq mothers that have been passed down by generation. The recipe for Simpul Kasih is onion, ginger, anchovy, garlic, and “popiah”. The recipe is basically really simple. But, the process of making the “core” for Simpul Kasih can take hours to avoid any problems in near future and it also ensures the food can last longer.

Simpul Kasih is basically a new type of food product in the business industry. The type of food product is well known to society. But, the difference between Simpul Kasih and other “popia simpel” food products is the taste. We change the ingredient to based on customer needed and be different from any type of “popia simpel” food product and beverages. it’s ideal to evolve the ingredient and be different than any business that related to the Simpul Kasih product.

The organization for the Simpul Kasih has been divided into two people which are the founder and the co-founder. Muhammad Haziq Bin Naharuddin as the founder for Simpul Kasih and Tarmizi Bin Sokhimi as the co – founder for Simpul Kasih product. We ensure that the product is well known the society, by doing all the teasers, soft sell, and hard sell on our Facebook page and other social media. To encourage the customer to buy our product while giving a slight surface to introduce to the customer about our new food product and beverages. hence, the use of social media is widely used by others to increase their income or sale and introduce their product to society.

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Picture 1 shows MUHAMMAD HAZIQ BIN NAHARUDDIN business certificate.

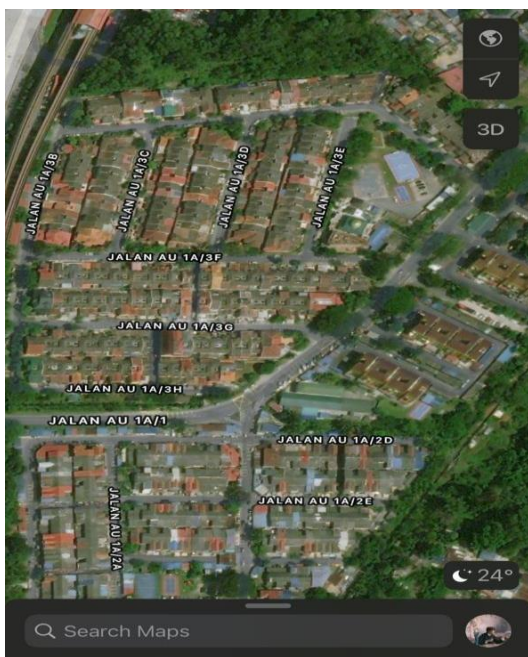


Picture 2 shows MUHAMMAD TARMIZI BIN SOKHIMI business certificate.

## Introduction

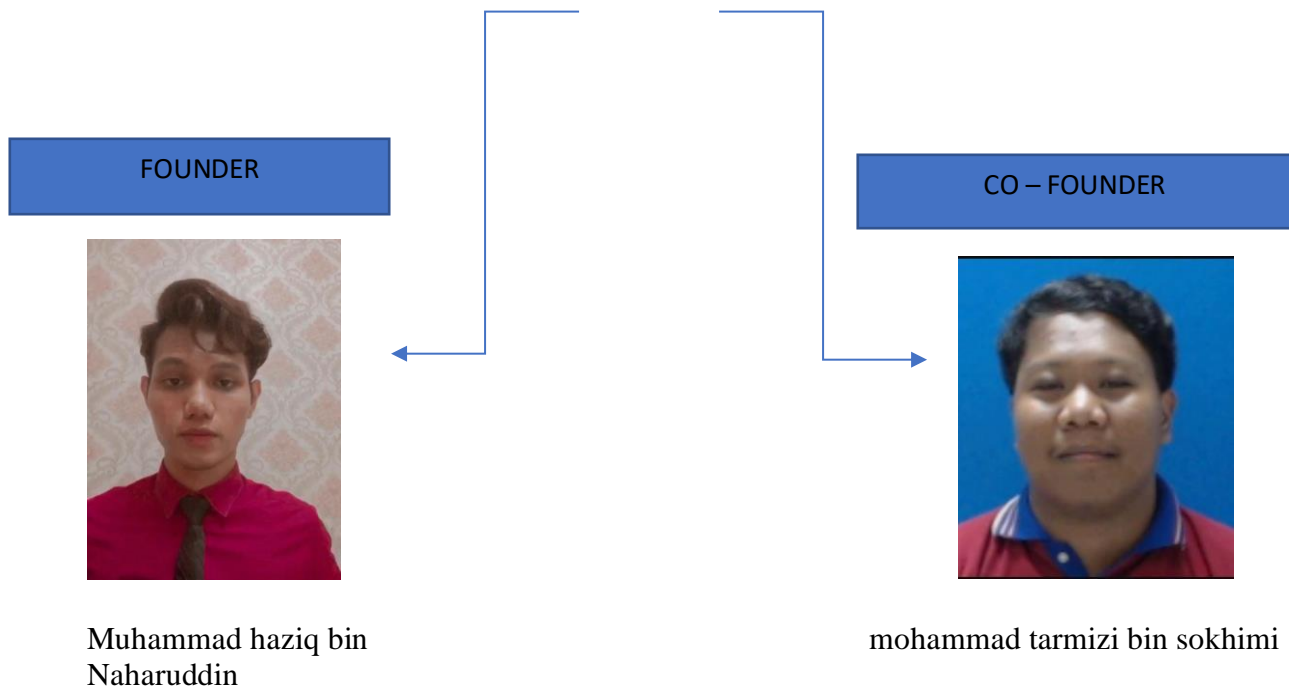
Simpul Kasih is originally given by the founder of the product. “Simpul” is taken from “popia simpul” which is the food product that we sell and “Kasih” means that the flavor of our product can make the customer fall in love, in just one bite. The ideas also came from our co-founder, that suggest using a different name than any “popia simpul” business. To ensure the customer feel wondered about our new product and attracted the customer to try our product. It is essential to keep the branding with a unique name, it’s created some curiosity among the customer and made them buy the product. Simpul Kasih is halal food and beverage with no added preservative substance, we ensure the food safety of our product before the food is consumed by customers.

Simpul Kasih is located in Setiawangsa, Kuala Lumpur. This is where the Simpul Kasih conducting the business and all the process of making the product, also located at the same place.



The picture shows the location of Simpul Kasih business operation. Which is 17, Jalan AU 1A/3D 54100 Taman Zoo view, Selangor.

## CARTS ORGANIZATION



Before Simpul Kasih started, we did some research about the food product and beverages business in Malaysia and how customers are willing to buy the product. We hear some responses from the customer about the other product that is similar to our product, so it can be improvised and better than any other business product. Our mission is to make the customer satisfied with our product and fulfilled their expectation about Simpul Kasih. With growing demand, our next step is to expand our customers and our sale. Since the demand for Simpul Kasih is growing and more people know about this product.

Our vision is to make Simpul Kasih is well known in Malaysia and reach the global market for the products. As we all know Malaysia is known by other countries as a modern Islamic country (MATRADE, 2007). Smaller nations like Malaysia are easy to face some difficulty to reach global markets since it's dominated by other larger economies. Malaysia also plays an active role in the halal food hub among Muslim countries and estimated around two billion Muslims around the globe. The demand for halal food is expected to continue to rise with the rising of Muslim people all around the world. To reach the global market and fulfilled our vision, Simpul Kasih needs to be well known by others to increase the demand, as we worked hard to use social media as our main marketing agent. We believe to reach our vision in near future.

## Descriptions of Products and Services



The product we sell is Simpul Kasih. Simpul kasih is a name that was innovated by us, namely Popiah Simpul. Simpul Kasih has three ingredients that must be present to get a good taste. First, Popiah skin, Second, anchovy floss, and third, cooking oil. Simpul Kasih is released in the form of a jar and weighs 150 grams. We have used postage and delivery services for nearby areas so far.

### Price List

Locust/KG	PRICE
1 Locust / 150 grams	RM 15
2 Locust / 300 grams	RM 30
3 Locust / 450 grams	RM 36

If the customer buys three locusts with us, we will give a discount of 20%

### Price Postage / Delivery

Area	Price
Delivery area near	RM 5
Semenanjung	RM 6
Sabah Sarawak	RM 8



## Creating facebook page



[https://www.facebook.com/Simpul-Kasih-102856488889284/?ref=pages\\_you\\_manage](https://www.facebook.com/Simpul-Kasih-102856488889284/?ref=pages_you_manage)


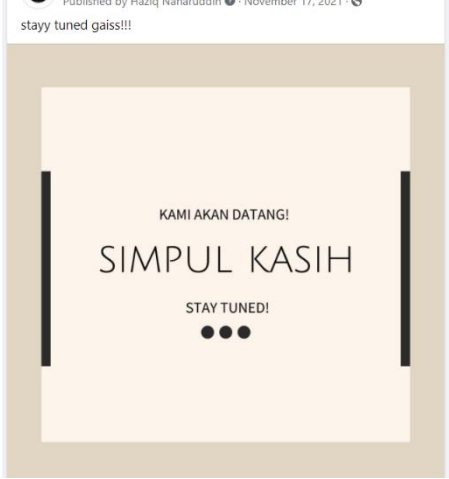

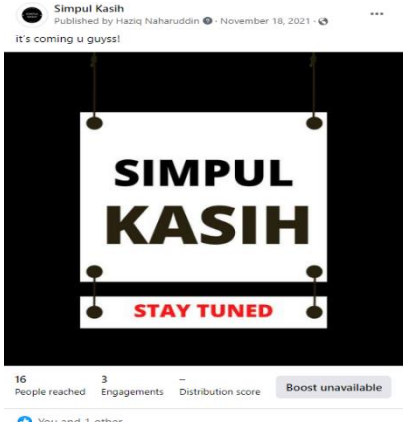
the picture above shows the Facebook page to promote Simpul Kasih.



For the purpose of the assignment, we created a Facebook page to launch our product and promote the product. We used social media to act like our market agent to promote our product, to make it well known. It is essential to use social media because it is an effective way to reach a new audience with engaging content, social media also helps the business owner to build trust with customers and show them our product personality. Social media provide a massive potential because consumers habit logging on to it and exposing themselves to the business engaging content. We used Facebook as our social media because of the value of social media and the study shows that Facebook is the top five most valuable of social media.

We used the Facebook page to create attention and build awareness of our new product. Social media boost our product visibility to reach a new customer and let us reach a wide audience. The use of social media also can show the authenticity of the product and the type of business that we work through. the use of social media is extremely important to reach the customer and expand our business.

## Teaser



A teaser post is an advertising tool designed to arouse interest or curiosity, especially in something to follow. We used a teaser before launching our product to make the audience feel curious about our new upcoming product.

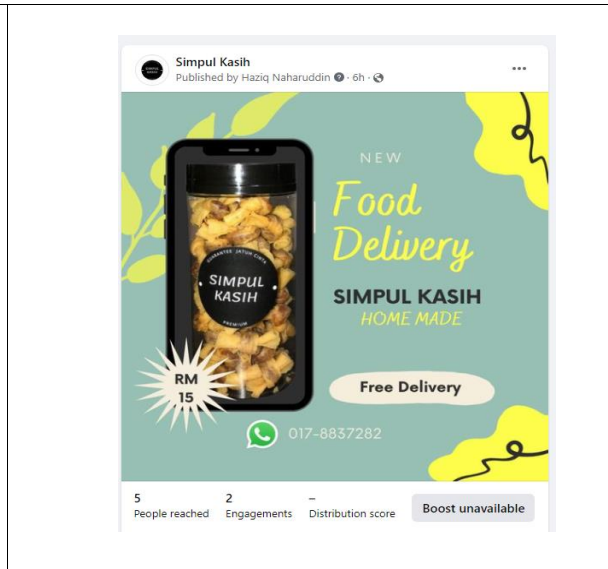
Teaser 1	Teaser 2
	
Teaser 3	Teaser 4
	

Teaser 6	Teaser 7
	

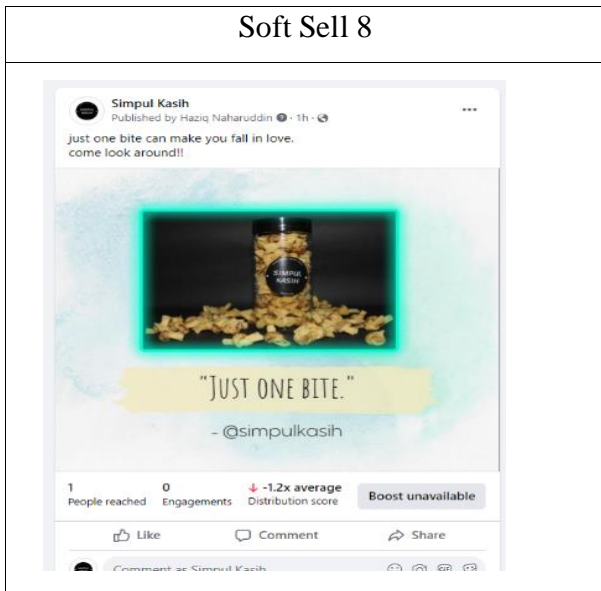
### Soft Sell

The soft sell is indirect advertising. Soft sell seems to let us know what products we sell without forcing us to buy them. In our soft sell, we put up posters of our products to inform the customers. We used the soft-sell method to make sure that the audience and customer will always remember our product and create awareness about Simpul Kasih.

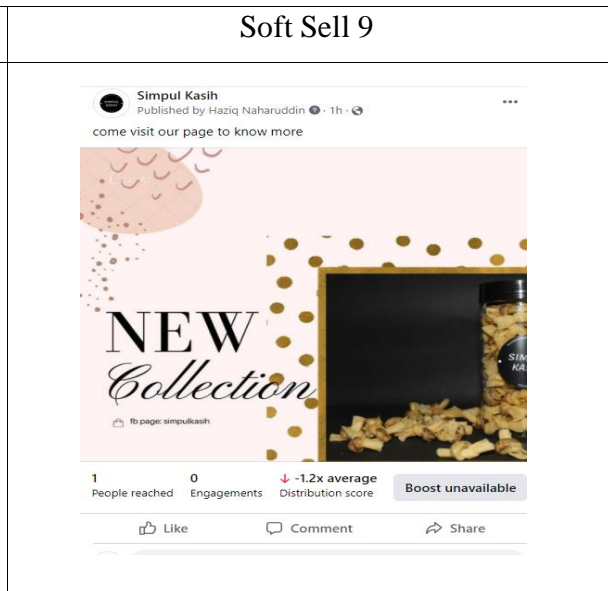
Soft Sell 1	Soft Sell 2
	
Soft Sell 6	Soft Sell 7



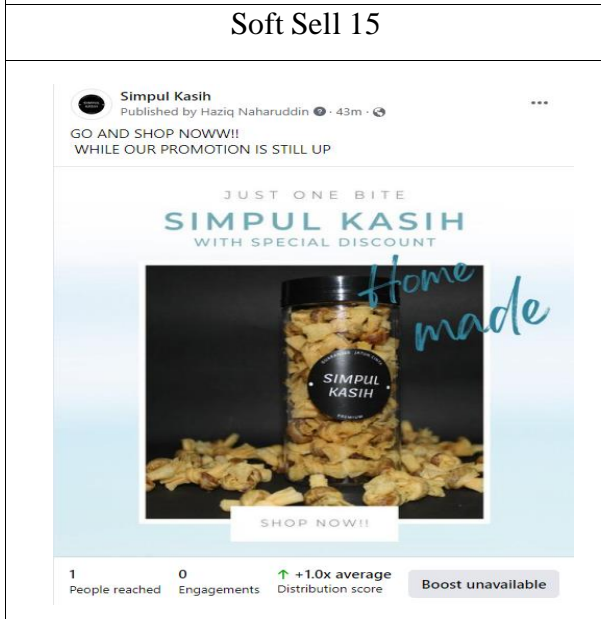
Soft Sell 8



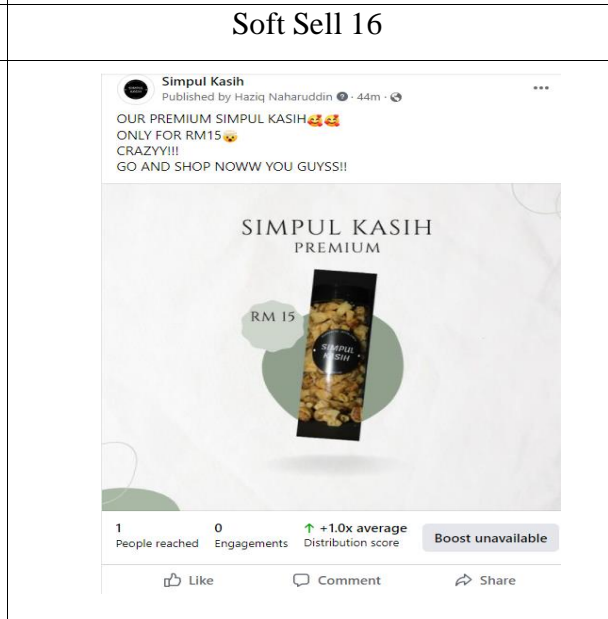
Soft Sell 9



Soft Sell 15









Soft Sell 16



## Hard Sell

A Hard Sell refers to an approach to advertising or sales that features particularly direct and insistent on evaluating their options and potentially deciding to wait for purchase. A hard sell is designed to get a customer to buy a good or service in the short term. Below is the example of a hard sell by Simpul Kasih.

Hard Sell 1	Hard Sell 2
<p data-bbox="252 651 703 779"> <b>Simpul Kasih</b>  <small>Published by Haziq Naharuddin · January 5 at 11:05 PM ·</small>            POPIAH KASIH PROMOTION YEAR END SALE!!! ❤️❤️❤️            BUY 1 = RM 15.00            BUY 3 = Rm 40.00            Get the promotion before 31 Disember 2021 ! ! !            DM us for Oder now ! ! !            0178837282         </p>  <p data-bbox="264 781 724 1153"> <b>New Menu</b>  <i>Popiah Kasih</i>   </p>	<p data-bbox="884 651 1294 813"> <b>Simpul Kasih</b>  <small>Published by Haziq Naharuddin · 1h ·</small>            Muhammad Tarmizi, [26/1/2022 5:50 AM]            SIMPUL KASIH PROMOTION SPECIAL CHINESE NEW YEARS!!! ❤️❤️❤️            BUY 1 = RM 15            BUY 3 = 20% OFF            *Crunch            *Delious            *100% Home Made            Get the promotion before 31 January 2022 ! ! !            DM for Oder Now ! ! !         </p>  <p data-bbox="884 815 1313 1126"> <i>Special Chinese New Year</i>  <b>SIMPUL KASIH</b>            DISCOUNT  <b>20%</b>            017-8837282 ORDER NOW         </p> <p data-bbox="884 1128 1313 1153"> <small>1 People reached 0 Engagements -1.2x average Distribution score Boost unavailable</small> </p>
Soft Sell 7	Soft Sell 8
<p data-bbox="252 1249 703 1462"> <b>Simpul Kasih</b>  <small>Published by Haziq Naharuddin · 57m ·</small>            SIMPUL KASIH            BUY 1 = RM 15            BUY 3 = RM 36 (20% OFF)            *Crunch            *Delious            *100% Home Made            If you don't get it right away, you're unfortunate, so you should be lucky 🍀 lucky 🍀 lucky 🍀            Get the promotion before 31 January 2022 ! ! !            DM for Oder Now ! ! !            0178837282            Don't worry We provide fast delivery service 🚚🚚🚚         </p>  <p data-bbox="236 1464 735 1753"> <small>NEW</small>  <b>SIMPUL KASIH</b>   </p>	<p data-bbox="884 1279 1337 1368"> <b>Simpul Kasih</b>  <small>Published by Haziq Naharuddin · 56m ·</small>            SALE SALE SALE!!!            SALE SALE SALE SALE!!!  <small>Hide Translation · Rate this translation</small> </p>  <p data-bbox="871 1370 1337 1697"> <b>SALE SALE SALE SALE</b> </p> <p data-bbox="884 1711 1337 1742"> <small>1 People reached 0 Engagements +1.0x average Distribution score Boost unavailable</small> </p>

Hard Sell 9

**Simpul Kasih**  
Published by Haziq Naharuddin · 57m · 🌐

SIMPUL KASIH PROMOTION!!!  
JUST GRAB 3 FOR ONLY RM36!!! 🥰🥰



1      0      +1.0x average      Boost unavailable

Hard Sell 10

**Simpul Kasih**  
Published by Haziq Naharuddin · 56m · 🌐

FOOD SAFE PACKAGING ONLY FOR CUSTOMER!!  
YOUR HEALTH IS OUR PRIORITY!!! 🥰🥰



1      0      +1.0x average      Boost unavailable  
People reached      Engagements      Distribution score

Soft Sell 15

**Simpul Kasih**  
Published by Haziq Naharuddin · 19m · 🌐

SIMPULL KASIH NEW CHINESE NEW YEAR OFFER!!! 🥰🥰  
FOR CHINESE NEW YEAR WE DELIVERY 20% DISCOUNT TO ALL OUR CUSTOMER!!! 🥰



0      0      -      Boost unavailable  
People reached      Engagements      Distribution score

Soft Sell 16

**Simpul Kasih**  
Published by Haziq Naharuddin · 8m · 🌐

OUR CHINESE OFFER ARE STILL ONZ!!!  
GRAB YOUR CHANCE TO TASTE OUR SIMPUL KASIH!!! 🥰🥰  
TAKE YOUR CHANCE NOW!!!



## **Conclusion**

In conclusion, Simpul Kasih is a snack to eat with family, friends, and others. Our Simpul Kasih is also delicious to serve in celebrations like Hari Raya Puasa and Hari Raya Haji. We always ensure that our Simpul Kasih products are good, clean, and safe to eat for all groups. We hope this Simpul Kasih will thrive in the future, and we will constantly innovate this Simpul Kasih to improve for the satisfaction of our loyal customers. Besides, it is hoped that this business will survive for a long time and bring future profits. We will also create better quality ads for the future and always think of various ways to get customers. For our plans, we will be opening up questions to customers about our business, and we will also be expanding our marketplace on Shopee, Instagram, and more. Finally, we might add provide a variety of food product in the near future.

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