



اَوْنِيُو تِكْنُوْلُوجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Filem, Teater
dan Animasi

UNIVERSITI TEKNOLOGI MARA
FACULTY OF FILM, THEATER AND ANIMATION (FiTA)

ENT530
PRINCIPLES OF ENTREPRENEURSHIP



SOCIAL MEDIA PORTFOLIO : SNOWLICIOUS

PREPARED BY :

A'MAL HUSNA BINTI ZIKRI FUAD (2020973861)
MOHAMAD SUFYAN BIN MOHD SALLEH (2020959817)

PREPARED FOR :

MISS NUR NAJAH BT ABD RAHIM

ACKNOWLEDGEMENT

First and foremost, in the name of Allah, the Most Gracious and Most Merciful, alhamdulillah for the strength and opportunity to finish this social media report. Thank you very much to my lecturer, Miss Nur Najjah Binti , for your great assistance and advice. She was a huge inspiration for both of us to work on this report. We'd also like to thank her for providing us with some examples and guidelines for the social media report.

In addition, We'd like to express our heartfelt gratitude to our classmates for their assistance with this assignment. We are really grateful for their politeness and moral support during our Online Distance Learning (ODL).

Last but not least, our heartfelt thanks go to parents and siblings for their unending prayers and encouragement. And thank you to everyone who donated and assisted us with this project; your generosity means a lot to both of us. Thank you once more, and may Allah S.W.T bless you all.

EXECUTIVE SUMMARY

SNOWLICIOUS is the business name which sells snowflakes. A snowflakes is a type of snacks origin from Taiwan. The objective of this business is to offer the taste of taiwanese snacks in Malaysia to our customers, especially those who love snacks. This business was started on September where the owner of this business had a taste a snacks from Taiwan where it called nougat snowflakes.

The owner has fallen in love with the sweetness and crispy taste of the snacks and would like to share with other people the deliciousness. This product is also everyone's favorite once they taste it because it has a unique taste that never has been in Malaysian snacks. Since the opening of this business, it was supported by friends and family but now it has widened the business which has been promoted by them to their acquaintances.


The product is now focused on one flavor only which is cranberry and mixed nuts. The owner has plans to widen the business much bigger by adding new flavor and new products in the future. This is a small business that is handled by one person only and has been supported by their dropships to widen the business.

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1.0 GO-ECOMMERCE REGISTRATION

Amal Husna's registration



A'mal Husna binti Zikri Fuad

Personal Information

Name	:	A'mal Husna binti Zikri Fuad	Phone/Mobile	:		Edit
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				

Institution Information


UITM Puncak Alam - ENT530 - PRINCIPLES OF ENTREPRENEURSHIP (FF2314A)

Type of Institution	:	IHL	Institution List	:	Universiti Teknologi MARA	
State of Institution	:	Selangor	Name of Institution	:	UITM Puncak Alam	
Address of Institution	:	Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor,	City	:	Puncak Alam	
			Postcode	:	42300	
District of Institution	:	Kuala Selangor				
Level of Study	:	Bachelor Degree	Study Status	:	Full time	Edit Delete
Course Name	:	ENT530 - PRINCIPLES OF ENTREPRENEURSHIP (FF2314A)	Class Name	:	FF2314A	
Subject Name	:	ENT530 - PRINCIPLES OF ENTREPRENEURSHIP	Year Enrolling the subject	:	2021	
			Lecturer Name	:	Nur Najjah binti Abd Rahim	
Month Enrolling the Subject	:	10	Year Of Internship Enrollment	:		
Internship Enrollment	:	No	Period of Internship Training	:		
Month of Internship Enrollment	:		Expected Month To Complete Study	:	1	
Expected Year To Complete Study	:	2023				
Related To Study Field	:	No				

Figure 1 : Personal & institution information

PERSONAL PROFILE

BUSINESS PROFILE




A'mal Husna binti Zikri Fuad

Company Name	:	SNOWLICIOUS	Company Registration No.	:	
Type Of Business	:	Enterprise	Business Role	:	Agent
Facebook Page	:	SNOWLICIOUS	Business Category/Business Sub-Category	:	Food & Beverages / Food & Beverages
Wechat for Business	:		Business Instagram Page	:	https://www.instagram.com/snowlicious/7hi-en
Marketplace	:	Shopee	Business Website	:	https://shopee.com.my/Dessert-Soft-Taiwan-Snowflake-Nougat-Homemade-Hala4.74256878.127493642957 xptdk=4c3e234d-8eb8-4b34-85e3-3db089042b0d
Business Related to Your Study Field	:	No	Type Of Website	:	
			Experience in International Export	:	No

Figure 2: Business profile

Mohamad Sufyan's registration



MOHAMAD SUFYAN BIN MOHD SALLEH

Personal Information

Name	:	MOHAMAD SUFYAN BIN MOHD SALLEH	Phone/Mobile	:		Edit
New Identity Card No.	:		Home Address	:		
Email Address	:		District	:		
City	:		Postcode	:		
State	:		Personal Instagram	:		
Personal Facebook	:					
Gender	:	Male	Race	:	Malay	
Marital Status	:	Single	Special Need Required	:	No	

Institution Information

[Add New](#)


UiTM Puncak Alam - ENT530 - PRINCIPLES OF ENTREPRENEURSHIP (FF2314A)

Type of Institution	:	IHL	Institution List	:	Universiti Teknologi MARA	
State of Institution	:	Selangor	Name of Institution	:	UiTM Puncak Alam	
Address of Institution	:	Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, .	City	:	Puncak Alam	
			Postcode	:	42300	
District of Institution	:	Kuala Selangor				
Level of Study	:	Bachelor Degree	Study Status	:	Full time	Edit Delete
Course Name	:	ENT530 - PRINCIPLES OF ENTREPRENEURSHIP (FF2314A)	Class Name	:	FF2314A	
			Year Enrolling the subject	:	2021	
Subject Name	:	ENT530 - PRINCIPLES OF ENTREPRENEURSHIP	Lecturer Name	:	Nur Najah binti Abd Rahim	
			Year Of Internship Enrollment	:		
Month Enrolling the Subject	:	10	Period of Internship Training	:		
Internship Enrollment	:	No	Expected Month To Complete Study	:	2	
Month of Internship Enrollment	:					
Expected Year To Complete Study	:	2023				
Related To Study Field	:	No				

Figure 3 : Personal & institution information

PERSONAL PROFILE

BUSINESS PROFILE



MOHAMAD SUFYAN BIN MOHD SALLEH

Company Name	:	SNOWLIGIOUS	Company Registration No.	:		Edit
Type Of Business	:	Enterprise	Business Role	:	Agent	
Facebook Page	:	SNOWLIGIOUS	Business Category/Business Sub-Category	:	Food & Beverages / Food & Beverages	
Wechat for Business	:		Business Instagram Page	:	https://www.instagram.com/snowlicious/	
Marketplace	:	Shopee	Business Website	:	https://shopee.com.my/product/74256878/12749364295?amtt=0.30834453-1636971358.9	
Business Related to Your Study Field	:	No	Type Of Website	:		
			Experience in International Export	:	No	

Figure 4: Business profile

2.0 MYENT CERTIFICATE



MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITH

No. Pelajar : 2020973861
 Nama : A'mal Husna binti Zikri Fuad

Program Pengajian : SARJANA MUDA FILEM (KEPUJIAN) SINEMATOGRAFI
 Fakulti : Faculty of Film, Theater & Animation
 Kampus : Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Online
 Bidang Perniagaan yg diceburi : Makanan
 Tempoh Berniaga : 4 Bulan
 No. Pendaftaran Perniagaan :
 URL Perniagaan : <https://shopee.com.my/Dessert-Soft-Taiwan-Snowflake-Nougat-Homema-Halal-I.74256878.12749364295?xptdk=a3a1a694-f907-4ca9-9b4a-24da7d3629>

Alamat Premis Perniagaan :
 Tarikh Mendaftar : 16 Jan 2022
 Tarikh Kemaskini :
 Tarikh Cetak : 16 Jan 2022

Sijil Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang ditanamkan oleh pelajar semasa tempoh pengajian di UITH. Sijil ini secara tidak langsung akan terbatal apabila penama memamatkan 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 UITH 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 UITH

Malaysian Academy of SME & Entrepreneurship Development (MASMED)



MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITH

No. Pelajar : 2020959817
 Nama : MOHAMAD SUFYAN BIN MOHD SALLEH

Program Pengajian : SARJANA MUDA FILEM (KEPUJIAN) SINEMATOGRAFI
 Fakulti : Faculty of Film, Theater & Animation
 Kampus : Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Online
 Bidang Perniagaan yg diceburi : Makanan
 Tempoh Berniaga : 4 bulan
 No. Pendaftaran Perniagaan :
 URL Perniagaan : <https://www.facebook.com/Snowlicious-101159505725703>
<https://www.instagram.com/snowlicious> <https://shopee.com.my/product/756878/12749364295?smitt=0.30834453-1636971358.9>

Alamat Premis Perniagaan :
 Tarikh Mendaftar : 11 Jan 2022
 Tarikh Kemaskini :
 Tarikh Cetak : 11 Jan 2022

Sijil Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang ditanamkan oleh pelajar semasa tempoh pengajian di UITH. Sijil ini secara tidak langsung akan terbatal apabila penama memamatkan 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 UITH 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 UITH

Malaysian Academy of SME & Entrepreneurship Development (MASMED)

Figure 5: MyENT Certificates

3.0 INTRODUCTION OF BUSINESS

3.1 Name and Address of Business

Snowlicious is the name of the business that had been decided based on our main product which is snowflakes. Snowlicious is chosen as it comes with the combination of two words from snowflakes and delicious. The combination shows we sell snowflakes that are delicious. Snowflakes is a crispy and chewy nougat snowflakes taiwan snack which has the mixture from marshmallow with dry cranberries, biscuits and mix nuts layered with milk powder. This product is targeted especially for youngster who loves to munch something and like to eat but it is suitable for all ages.



Name of Business	Snowlicious
Business Address	
Telephone Number	
Form of Business	Sole Proprietorship
Main Activities	Retail sale of food product
Instagram Page	Snowlicious
Facebook Page	Snowlicious

3.2 Organizational Chart

Snowlicious is a sole proprietorship business owned by Amal Najehah. This is a start-up business and is new to the industry. The operation is in small size which includes a small group of people only with 3 dropships.



Business Owner
(Amal Najehah)



Agent
(Maisarah)



Agent
(A'mal Husna)



Agent
(Mohamad Sufyan)

3.3 Vision and Mission

Every business has their main vision and mission to maintain the production of the business according to their guidelines based on their vision and mission. Each business needs to set their goals to achieve a successful business so that business can maintain their production for the future in the long-term.

Mission

- To introduce to customers the taste of Taiwanese snacks
- To become the best snacks in Malaysia
- To be the first choice of snacks among children and adult
- To provide a high quality of taste with excellent ingredients

Vision



To make Snowflakes by Snowlicious is an international brand and top snacks in Malaysia that brings the taste of Taiwan's snacks.

3.4 Description of Product and Services

Snowflakes is a snack that is originally from Taiwan that contains a marshmallow as their main ingredients and the mixture of dry cranberry, biscuits and mixed nuts that gives the taste of sweet and sour. The texture of snowflakes is chewy and smooth but with the mix of crispiness of biscuit and nuts. The price of each snowflake is quite cheap for a high quality ingredient. It is to maintain the market price while keeping the quality of the product.

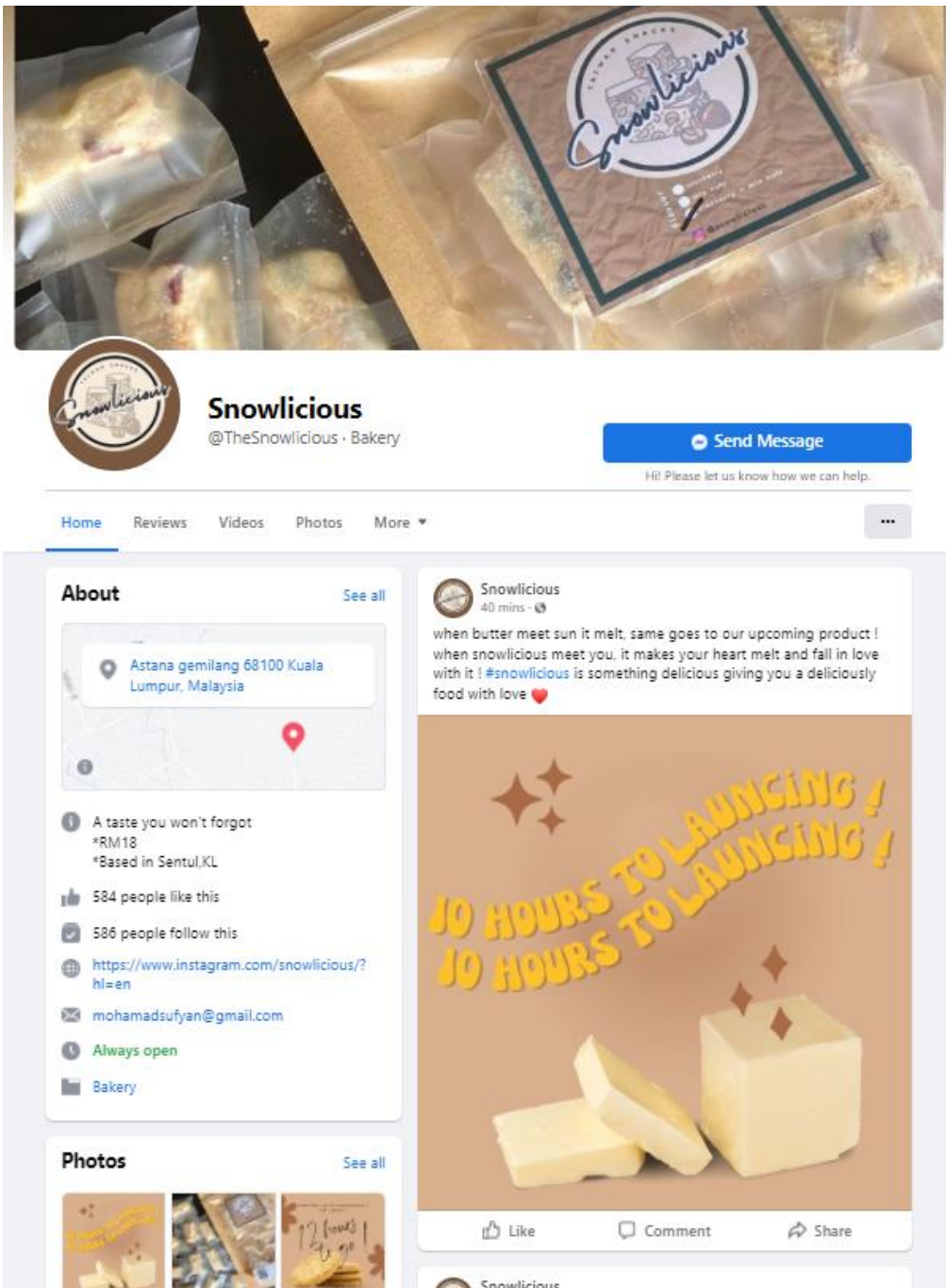
For the services, the product is sold through an app called Shopee because on Shopee it has a high traffic of online shoppers and sellers could build trust and reputation with it by gaining feedback and rating. Thus, this app is commission free for sellers so this is the main attraction for small businesses who just started. Besides, Shopee also provides a free shipping program under 5kg parcels for online sellers which is a big helper for online sellers and they would not have to worry about shipping rates. It also has insurance if the parcel is damaged by the courier, the buyers and seller could report and ask for refund which will avoid the risk of loss for damage due to third parties faulty.

3.5 Price List

PRODUCT	PRICE
	15 pieces RM 18
	5 pieces RM 7

4.0 FACEBOOK

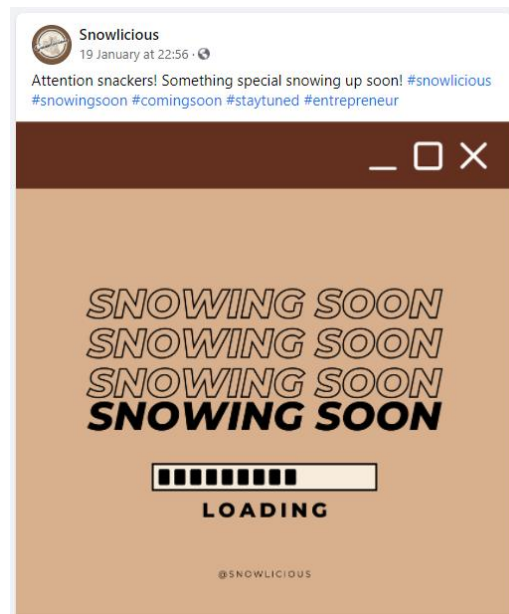
4.1 Creating Facebook (FB) page



4.2 Customizing URL Facebook (FB) Page

<https://www.facebook.com/TheSnowlicious/>

4.3 Facebook (FB) post - Teaser



Snowlicious
Published by socque_ · January 22 at 2:00 PM · 🌐

when butter meet sun it melt, same goes to our upcoming product !
when snowlicious meet you, it makes your heart melt and fall in love
with it ! #snowlicious is something delicious giving you a deliciously
food with love ❤️



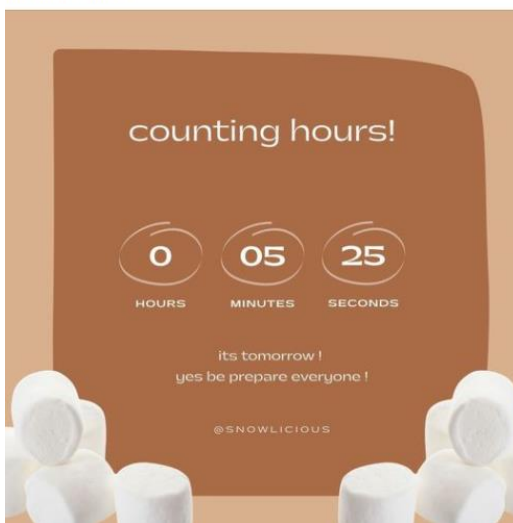
Snowlicious
Published by socque_ · January 22 at 5:30 PM · 🌐

6 hours and 30 minutes to go and lets get crazy because we're going
nuts about snowlicious ! the best snacks you munch while stay healthy
without worry ! #comingsoon #beready



Snowlicious
Published by socque_ · January 22 at 11:54 PM · 🌐

SO EXCITED ! 5 MINUTES TO GO HOORAY !
don't you know our main ingredients is fluffy smooth marshmellow?
their fluffy-ness would make you go to cloud 9 because the taste of
snowlicious is incredible ! Tomorrow is the day where you can grab our
delicious snacks !



4.4 Facebook (FB) post - Copywriting (Hard sell)

Snowlicious
1 hr · 🌐

10 minutes Flash Sales!
Up to 45% off! Visit our Shopee to get flash sales deals!



10 MINUTES FLASH SALES
up to 45% off



When crispy and refreshing biscuits meet silky marshmallows. It is decorated with fine cranberry and mix nuts with slightly sweet and crispness. Not sweet, not sticky, firm texture. The crispness of biscuits, the marshmallows and the sweet and tasteful of cranberries and nuts. Refined, layered and stacked!

scan here to buy more!

Snowlicious
4 hrs · 🌐

Flash Sales up to 60% off! Grab now snackers!

I'd give you
a snackie,
but I ate it.



FLASH SALES !!!
up to 60% off

@snowlicious

Snowlicious
7 hrs · 🌐

3:00 PM sales snackers! Grab fast before sales end!
[#snowlicious](#) [#sales](#) [#enjoy](#)

ENJOY OUR SNACKS
WITH YOUR LOVE ONE



3PM SALES
5% OFF

 **ORDER NOW**

Taiwan Snacks!

Snowlicious
23 hrs · 🌐

Tak tahu nak makan apa masa tengok movie?
Jangan risau, snowlicious kan ada! Ha, tengah diskaun 10% ni, grab cepat yalls! Diskaun ni 30 minit je tau! 🤔

Stay at home and shop online.
[#Besafe](#) [#Snowlicious](#)

10% off
use code:
foryousnackers



PAY

Snowlicious
10 hrs · 🌐

Hello tuesday babies! Go treat yourself with some snack to cheer up your month 😊
#Birthday #TuesdayBabies

A special birthday treat for you!

**ONLY
FOR
TUESDAY
BABY**

USE CODE: BDAYHOORAY

Snowlicious
11 hrs · 🌐

Snackers! Grab snowlicious now. This sales end in 5 minutes!

LUNCH SALE

special deals

**50% OFF
TODAY ONLY!**

@snowlicious

Snowlicious
Yesterday at 10:00 PM · 🌐

25% off for 15 minutes! Use our code when you checkout at Shopee!
Code: foryousnackers

Stay at home and shop online.
#Besafe #Snowlicious

25% off
use code:
foryousnackers

PAY

Snowlicious
Yesterday at 5:30 PM · 🌐

Flash Sales ends in 30 minutes! Hurry up snackers!

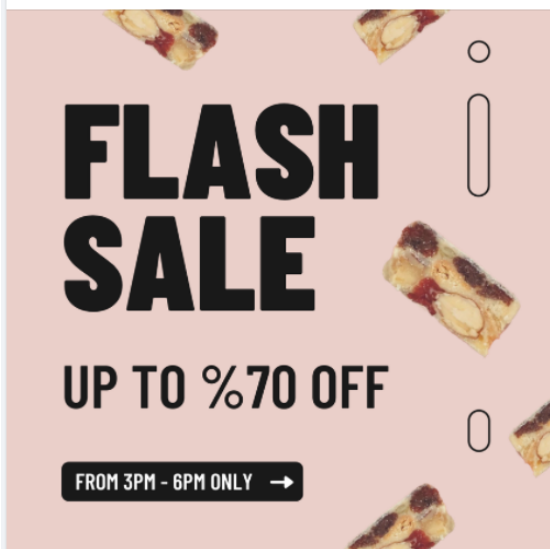
**FLASH
SALE**

UP TO %70 OFF

FROM 3PM - 6PM ONLY →

Snowlicious
Yesterday at 3:00 PM · 🌐

Flash Sales up to 70% 🤩
What are you waiting for, snackers? Grab now!



FLASH SALE

UP TO %70 OFF

FROM 3PM - 6PM ONLY →

Snowlicious
Yesterday at 10:00 AM · 🌐

Flash Sales for 10 minutes only!!!
Visit our Shopee now to grab our offer!



FLASH SALE

SPECIALS

10 MINUTES ONLY!


15PCS - RM15
~~RM18~~

GET IT ON
Shopee

@snowlicious

Snowlicious
Yesterday at 12:00 PM · 🌐

Flash Sales ends in 25 minutes! Visit our shopee now!



FLASHSALES!

We only make the best one for you <3

Shopee
@snowlicious

Snowlicious
January 23 at 11:00 PM · 🌐

Suprise! 5 minutes sales for 50% off only! Hurry up snackers!
[#snowlicious](#) [#sales](#) [#50PercentsOff](#)

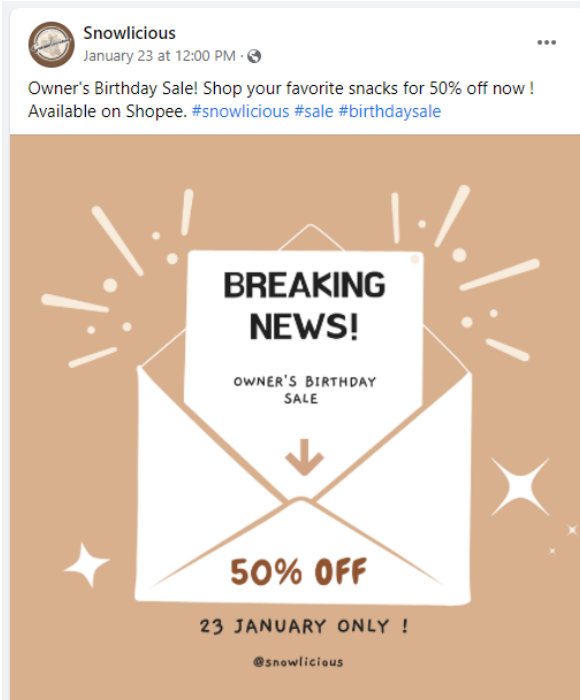


NIGHT SALE

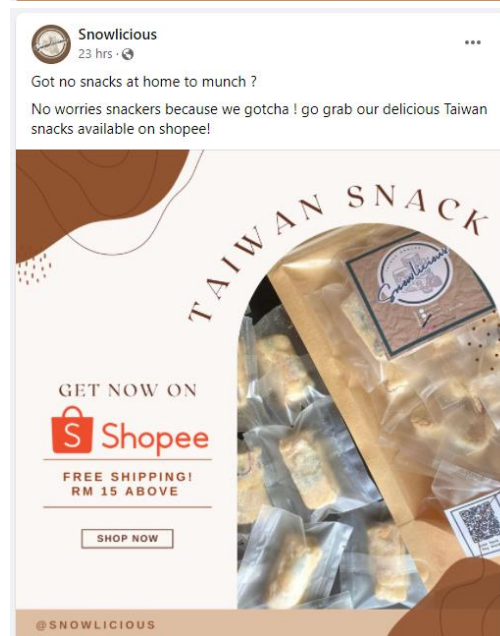
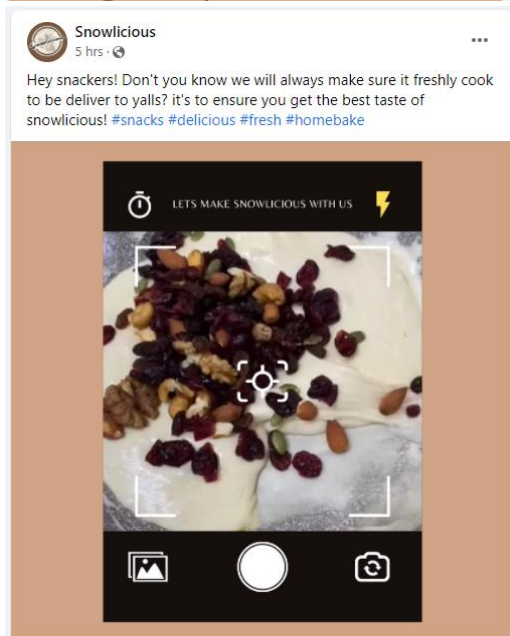
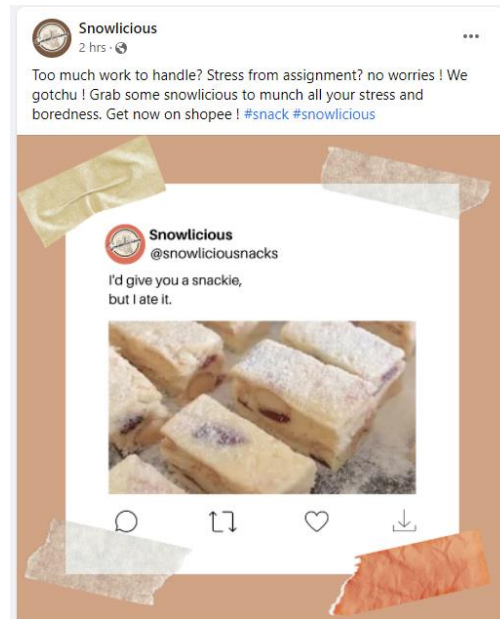
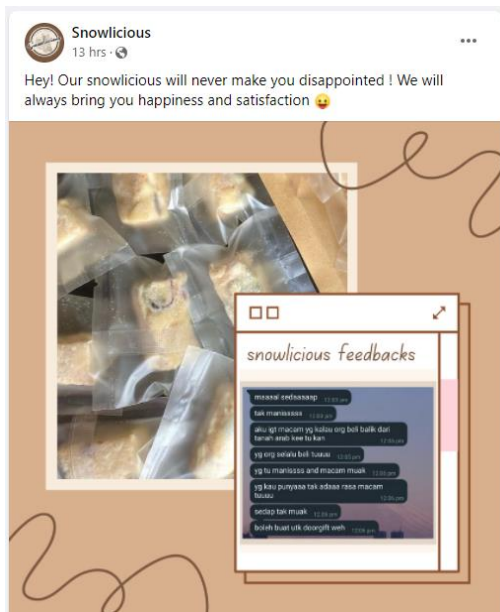
special deals

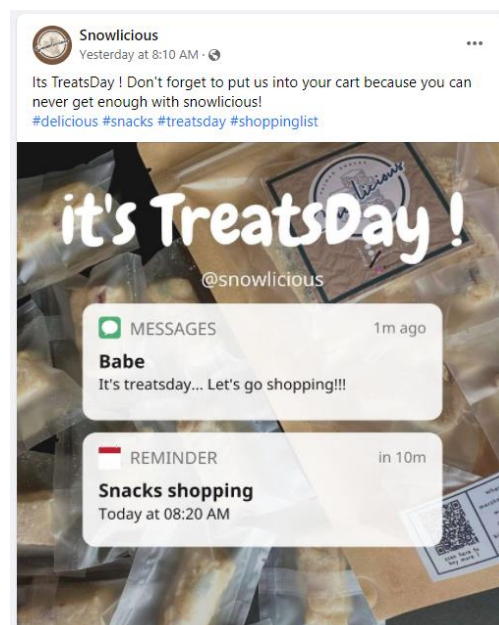
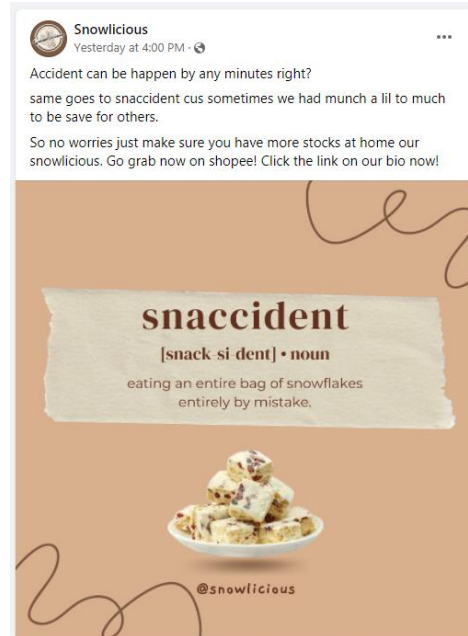
50% OFF TODAY ONLY!

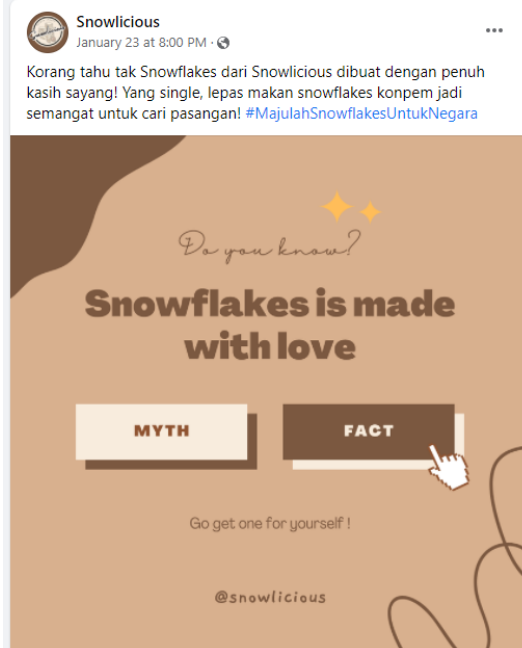
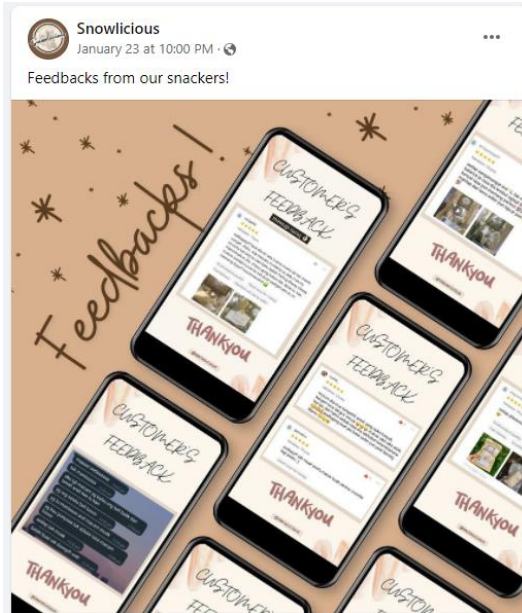
@snowlicious

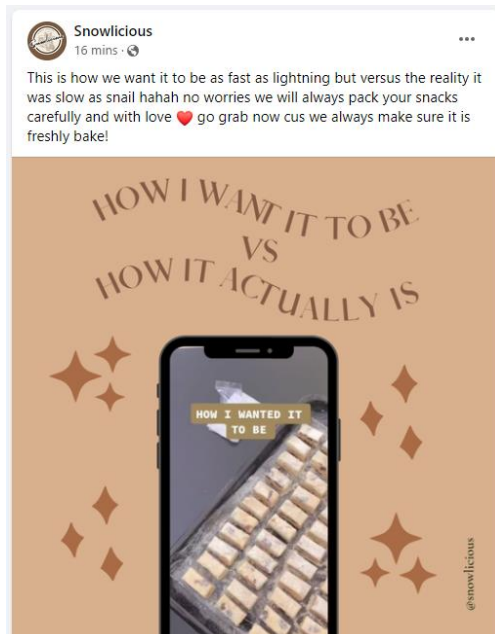
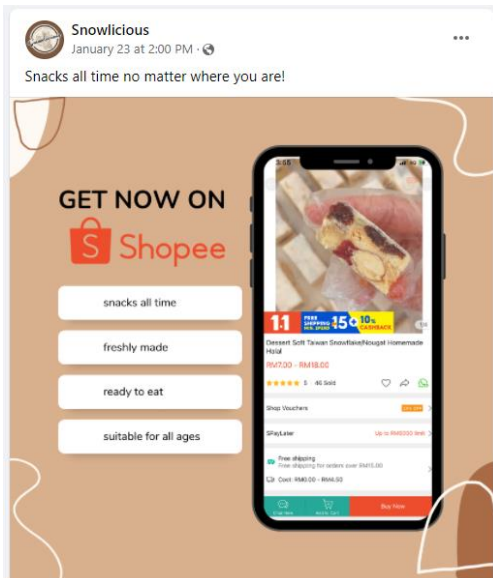


4.5 Facebook (FB) post - Copywriting (Soft sell)









5. CONCLUSION

In conclusion, Snowlicious is a business that sells a Taiwanese snacks called nougat snowflakes that are made from marshmallows and mixed with biscuits, dry cranberry and mixed nuts. It is coated with milk powder to give the taste of sweetness, sour, crispy and milky. It sells through an online platform called Shopee where customers can buy through the app with a minimum or free shipping charge. It was started by one person only but has widened by the help of dropship which will increase the sales of the business and the operation has become larger.

By creating the Facebook page for Snowlicious, this platform can promote the products and widen the business by spreading awareness to the Facebook users about Snowlicious. As a new business in the industry, Facebook page has helped in terms of promoting the product by offering a class or guide on how to promote and do online selling on Facebook. This has been a very good benefit especially for a start-up business and also would make the brand image of the business seem trustful and organized.