



اَوْبُوْرَسِيْتِي تِيْكُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA PUNCAK ALAM**

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530)**

**TITLE : SOCIAL MEDIA PORTFOLIO**

**PREPARED BY:**

<b>STUDENT'S NAME</b>	<b>STUDENT'S ID</b>
<b>NORAIN BINTI MD FARID</b>	<b>2020459224</b>
<b>NUR AMALINA BINTI JAMALUDDIN</b>	<b>2020866414</b>

**GROUP : ENT530K**

**PREPARED FOR :  
SIR RASLAN BIN NORDIN**

**SUBMISSION DATE :  
31 JULY 2022**

## **Acknowledgement**

Alhamdulillah, all praise be to Allah S.W.T for the mercy and love given to us to complete the task given. Thank you for the opportunity that has been shown to us to learn the subject that has helped us a lot with providing ideas for future use. In the time frame to complete this pairing assignment, the difficulty and effort are very valuable even though some problems happened in finding information. We finally can solve it in a certain time.

Next, we would like to thank Sir Raslan bin Nordin, our lecturer of ENT530 subject this semester, for providing us with a lot of guidance to complete this case study. All advice, reprimands, and guidance are very helpful in completing this task. Also, not to forget, my group partner and our supportive colleagues help gain followers and make a contribution by supporting us through likes on our social media page and giving ideas as well as suggestions to make this work better. They were also an inspiration to me.

All the hardships and difficulties encountered would not have been easy without the help of my friend. Thank you.

## **Executive Summary**

A Pretzelicious business is a shop that sells many types of desserts from pretzels and one of them is the Pretzel Banjir brand. It is a kind of pretzel cookie that comes from many varieties of topping such as oreo, cranberries, and marshmallow. Our mission is producing food products equivalent to international standards. Meanwhile, our vision is to inspire a new generation by giving them a chance to start a new step in business and produce the needs of the customer.

Our store is a place where the youngsters can enjoy relaxing with different kinds of dessert because we also provide a nice view and place for people taking a photo while having their favorite dessert. Mostly, desserts in our store come from a local brand in Malaysia because we strive to support the local business and bring it to the international market. If foreigners or tourists wanted to try dessert in Malaysia, they can find many halals and good local desserts in our store.

A Pretzelicious store is located at KU 5, 61, Jalan Sumazau 3C, Bandar Bukit Raja, 41050 Klang, Selangor. It is not difficult for people to find our store because they can type the address on the map or Waze app, and it will appear the exact location.

## **Table of Contents**

<b>Content</b>	<b>Page Number</b>
<b>Acknowledgement</b>	<b>1</b>
<b>Executive Summary</b>	<b>2</b>
<b>1.0 Go-Ecommerce Registration</b>	<b>4-6</b>
<b>2.0 Introduction of Business</b> <b>2.1 Business Profile</b> <b>2.2 Organizational Chart</b> <b>2.3 Mission &amp; Vision</b> <b>2.4 Description of Products and Services</b> <b>2.5 Price List</b>	<b>7-11</b>
<b>3.0 Facebook (FB)</b> <b>3.1 Facebook Page</b> <b>3.2 URL Facebook Page</b> <b>3.3 Teaser Post</b> <b>3.4 Copywriting Hard Sell Post</b> <b>3.5 Copywriting Soft Sell Post</b>	<b>12-21</b>
<b>4.0 Sales Report</b>	<b>22</b>
<b>5.0 Conclusion</b>	<b>23</b>

# 1.0 GO-ECOMMERCE REGISTRATION

The screenshot shows the 'Go-eCommerce BETA' user profile page. The user is logged in as 'Norain binti md farid'. The page is divided into two main sections: 'Personal Information' and 'Institution Information'.

**Personal Information:**

Name	Norain binti md farid	Phone/Mobile	
New Identity Card No.		Home Address	
Email Address			
City		District	
State		Postcode	
Personal Facebook		Personal Instagram	
Gender	Female	Race	Malay
Marital Status	Single	Special Need Required	No

**Institution Information:**

**KPM Beranang - Entrepreneurship Semester Mar 2022**

Type of Institution	TVET	Institution List	Kolej Professional MARA
State of Institution	Selangor	Name of Institution	KPM Beranang
Address of Institution	Lot 2333, Jalan Kajang/ Seremban, 43700 Beranang, Selangor	City	Beranang
District of Institution	Hulu Langat	Postcode	43700
Level of Study	Bachelor Degree	Study Status	Full time
Course Name	Entrepreneurship Semester Mar 2022	Class Name	ENT530K
		Year Enrolling the subject	2022


This screenshot shows the 'Institution Information' section of the user profile page, providing more detailed information about the user's current institution and course.

**Institution Information:**

**KPM Beranang - Entrepreneurship Semester Mar 2022**

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District of Institution	Hulu Langat	Postcode	43700
Level of Study	Bachelor Degree	Study Status	Full time
Course Name	Entrepreneurship Semester Mar 2022	Class Name	ENT530K
Subject Name	Principle of Entrepreneurship	Year Enrolling the subject	2022
Month Enrolling the Subject	3	Lecturer Name	Raslan Nordin
Internship Enrollment	No	Year Of Internship Enrollment	0
Month of Internship Enrollment	-	Period of internship Training	
Expected Year To Complete Study	2023	Expected Month To Complete Study	10
Related To Study Field	Yes		

**eCertificates**

PERSONAL PROFILE	BUSINESS PROFILE																																																							
 <b>NUR AMALINA BINTI JAMALUDDIN</b>	<p><b>Personal Information</b></p> <table> <tr> <td>Name</td> <td>: NUR AMALINA BINTI JAMALUDDIN</td> <td>Phone/Mobile</td> <td>:</td> <td><a href="#">Edit</a></td> </tr> <tr> <td>New Identity Card No.</td> <td>:</td> <td>Home Address</td> <td>:</td> <td></td> </tr> <tr> <td>Email Address</td> <td>:</td> <td>District</td> <td>:</td> <td></td> </tr> <tr> <td>City</td> <td>:</td> <td>Postcode</td> <td>:</td> <td></td> </tr> <tr> <td>State</td> <td>:</td> <td>Personal Instagram</td> <td>:</td> <td></td> </tr> <tr> <td>Personal Facebook</td> <td>:</td> <td>Race</td> <td>:</td> <td>Malay</td> </tr> <tr> <td>Gender</td> <td>: Female</td> <td>Special Need Required</td> <td>:</td> <td>No</td> </tr> <tr> <td>Marital Status</td> <td>: Single</td> <td></td> <td></td> <td></td> </tr> </table> <p><b>Institution Information</b> <a href="#">Add New</a></p> <div style="background-color: #f0f0f0; padding: 5px; margin-bottom: 5px;"> <b>UiTM Puncak Alam - Entrepreneurship Semester Mar 2022</b> </div> <table> <tr> <td>Type of Institution</td> <td>: IHL</td> <td>Institution List</td> <td>:</td> <td>Universiti Teknologi MARA</td> </tr> <tr> <td>State of Institution</td> <td>: Selangor</td> <td>Name of Institution</td> <td>:</td> <td>UiTM Puncak Alam</td> </tr> <tr> <td>Address of Institution</td> <td>: Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, .</td> <td>City</td> <td>:</td> <td>Puncak Alam</td> </tr> </table>	Name	: NUR AMALINA BINTI JAMALUDDIN	Phone/Mobile	:	<a href="#">Edit</a>	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				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
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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 <a href="#">Edit</a> <a href="#">Delete</a>
Course Name	: Entrepreneurship Semester Mar 2022	Class Name	:	ENT530K
Subject Name	: Principles Of Entrepreneurship	Year Enrolling the subject	:	2022
Month Enrolling the Subject	: 3	Lecturer Name	:	Raslan Nordin
Internship Enrollment	: No	Year Of Internship Enrollment	:	
Month of Internship Enrollment	:	Period of Internship Training	:	
Expected Year To Complete Study	: 2023	Expected Month To Complete Study	:	10
Related To Study Field	: Yes			

PERSONAL PROFILE

BUSINESS PROFILE



NUR AMALINA BINTI  
JAMALUDDIN

Company Name : Pretzelicious  
Type Of Business : Enterprise  
Facebook Page : Pretzel Banjir  
Wechat for Business :  
Marketplace : Others  
Business Related to : Yes  
Your Study Field :

Company Registration No. :  
Business Role : Product Owner  
Business Category/Business Sub-Category : Food & Beverages / Food & Beverages  
Business Instagram Page :  
Business Website : <https://www.facebook.com/Pretzel-Banjir-115722541112264/>  
Type Of Website : Mini Site (Landing Page)  
Experience in International Export : No

Edit

## **2.0 INTRODUCTION OF BUSINESS**

### **2.1 Business Profile**

Pretzelicious is the name of an online store that specializes in selling chocolate and dessert items. Nur Amalina and her partner Norain established The Pretzelicious together. Pretzel Banjir, one of our products that customers will fall in love with after just one bite, is what gave Pretzelicious its name. Everyone will become addicted to the chocolate flavor after taking a piece of Pretzelicious, and it will become their all-time favourite. This product, especially during COVID-19, is the best seller at the online store due to high customer demand.

The founder wants to offer chocolate products because the demand for chocolate is increasing each day. Due to that, Pretzelicious has decided to sell Pretzel Banjir products on Facebook. Because practically everyone in Malaysia has a Facebook account and is familiar with this application. As a result, it is quite simple to communicate with anyone in Malaysia, as well as the rest of the world.

Also, Facebook allows for contacting people through advertisements that are prepared on Facebook, it will make it easier for the seller to promote the goods. The majority of most people have a Facebook account, which allows them to recognize the goods that the seller is promoting.





<b>Name of Business</b>	PRETZELICIOUS
<b>Address</b>	
<b>Nature of Business</b>	Food & Beverages
<b>Email</b>	<a href="mailto:pretzelicious@gmail.com">pretzelicious@gmail.com</a>
<b>Social Media</b>	Facebook – Pretzel Banjir
<b>Contact Number</b>	
<b>Operation Hours</b>	Open 24 hours

## **2.2 ORGANIZATIONAL CHART**



*Founder of Pretzelicious*

NUR AMALINA BINTI JAMALUDDIN



*Co-Founder of Pretzelicious*

NORAIN BINTI MD FARID

### **2.3 MISSION & VISION**

<b>MISSION</b>	<b>VISION</b>
Pretzelicious aspires to produce food products that meet global standards.	Our vision is to inspire a new generation by giving them a chance to start a new step in business and produce the needs of the customer

### **2.4 Description Of Products And Services**

Pretzel Banjir offers customers a jar full of chocolate and pretzels with 3 different topping options which is oreo, cranberries and marshmallow. The bottle called the jar will be filled with melted chocolate to produce the luxurious. Pretzel Banjir prices are the same for each different topping option. With RM16 customers can get Pretzel Banjir and can enjoy the taste of Dessert Loveu products.

We are selling 3 types of Pretzel Banjir edition which every edition comes with 3 different kinds of topping that customers can choose from. Pretzelicious also provides a delivery service for online customers and Cash on Delivery for those who are nearest to our location.

**2.5 PRICE LIST**

**RM16 (SM)**

**RM18 (SS)**



**Milk chocolate  
Oreo**



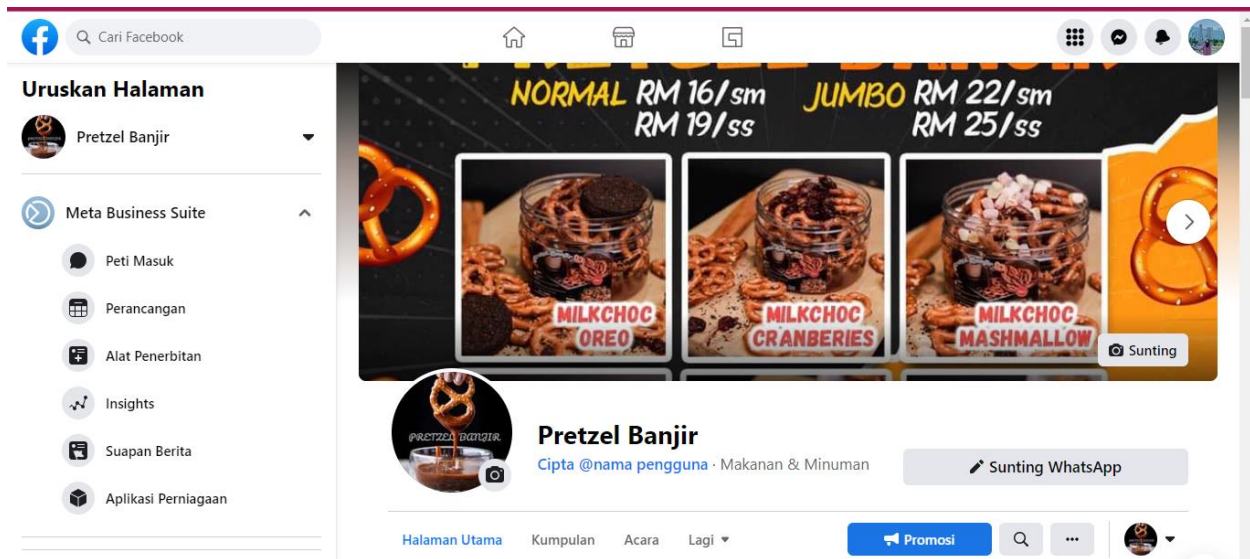
**Milk chocolate  
Cranberries**



**Milk chocolate  
Marshmallow**

### 3.0 FACEBOOK

#### 3.1 Facebook Page



#### 3.2 URL Facebook Page

The username is Pretzel Banjir and the customized URL is <https://www.facebook.com/Pretzel-Banjir-115722541112264/>

### 3.3 Teaser Post:





Pretzel Banjir

22 Mei · 🌐



Pasti anda tertunggu-tunggu topping mana paling sedap kan? Jangan risau, sudah pasti kesemua topping adalah kegemaran anda semua. Stay tuned !!



### 3.4 Copywriting Hard Sell Post:

**Pretzel Banjir**  
21 Jun · 🌐

MESTI ADA TERTANYA-TANYA HARGA PRETZEL BANJIR TU TERMASUK POSTAGE KE 🤔

-

Jawapannya TAK 🙄

-

Untuk harga Pretzel Banjir,  
👉 Sebalang RM16


Untuk harga postage, kami caj

- ♥ Semenanjung
  - RM8 (1-3 balang)
  - RM10 (4-6 balang)
- ♥ Sabah/Sarawak
  - RM12 (1-3 balang)
  - RM14 (4-6 balang)

NAK ORDER PRETZEL

TEKAN LINK DI BIO 📄

👉 [wa.me/60197665623](https://wa.me/60197665623)



**Pretzel Banjir**  
27 Julai jam 2:06 PTG · 🌐

👉 P R E T Z E L B A N J I R 👉

Nikmati kelazatan PRETZEL bersama CHOCOLATE.  
Rasa yang tidak terlalu manis dan lemak masin PRETZEL.  
"Cuba sekali pasti nak lagi"

👉 MILKCHOCOLATE

Mempunya 3 jenis TOPPING

- 👉 OREO
- 👉 MARSHMALLOW
- 👉 CRANSBERRIES

Hanya R M 1 6 sahaja !!!

Sebarang pertanyaan atau order boleh terus whatsapp

[www.wasap.my/60193352847/PRETZELBANJIR](https://www.wasap.my/60193352847/PRETZELBANJIR)



**Pretzel Banjir**  
27 Julai jam 2:09 PTG · 🌐

Nakkan kelainan kudapan dihujung minggu

Jom rasai kelazatan gabungan PRETZEL dibanjiri chocolate premium yang superrr umphhh

Rasa Masin pretzel dan manis coklat membuatkan anda tercari-cari lagi

**YANG PASTI**

- 👉 Tidak muak
- 👉 Tidak terlalu manis
- 👉 Tidak lemau (sangat RANGUP)
- 👉 Sesuai dimakan seisi keluarga

RM16

Whatsapp : [www.wasap.my/60197665623/](https://www.wasap.my/60197665623/)



**Pretzel Banjir**  
27 Julai jam 2:11 PTG · 🌐

ADMIN, SAYA TINGGAL KAWASAN PEDALAMAN. BOLEH KE SAMPAI 🙄

-

Jangan risau geng, admin buat penghantaran ke seluruh Malaysia 🇲🇾

-

1 Pretzel Banjir = RM16 ❤️

NAK ORDER PRETZEL !?

TEKAN LINK DI BIO 📄

👉 [wa.me/60197665623](https://wa.me/60197665623)





**Pretzel Banjir**  
27 Julai jam 2:30 PTG · 🌐

Punca Cepat Mengantuk Dalam kelas ! 😴  
Sape selalu macam Min ? Angkat kening cepat ! Hihi

1. Tak cukup tidur
2. Tidur berlebihan
3. Tak cukup tenaga !

Dengan keranggapan dan rasa coklat premium yang mantap , terus bertenaga dengan 3 kali kunyah jer!

Ramai yang bisik bisik, sampai jadi viral si [#MilkChocPretzelBanjir](#) padu ni!

Ada kawan yang suka mengunyah ?  
Tag dengan bahagia 🍌



**Pretzel Banjir**  
27 Julai jam 2:32 PTG · 🌐

BOSAN MAKAN DESSERT YANG MANIS DAN CEPAT MUAK?  
NAK CARI MAKANAN UNTUK MENGUNYAH SANTAI-SANTAI?

Inginkan sesuatu yang manis dan ranggup?

Tapi, nak harga yang murah dan berpatutan?


Ramai yang cakap bayar lebih tapi coklat ciput dan cepat muak!!

Dengan PRETZEL BANJIR, customer menyesal grab 1 jerr..dah la murah, coklat pula melimpah..menyesal tak sudah sebab sedap sangat!

Apa yang bestnya PRETZEL BANJIR ni?

- Harga murah dan berpatutan
- Mudah didapatkan
- Menggunakan coklat premium
- Portion yang banyak
- Ada lebih dari 3 topping menarik

BERBALOI, SEDAP, JIMAT



**Pretzel Banjir**  
27 Julai jam 2:34 PTG · 🌐

RANGUP, PENUH-RASA DAN MURAH!  
Tak bosan ke??

Makan snek yang sama je setiap hari? Nak cuba snek lain takut mahal pulak?

Jom cuba dulu rasa [#pretzelsbanjir](#) ni.

Dalam 1 bekas ada 30 keping kukiss pretzels tang rangups! DIBANJIRI coklat potihhh yang padu! DITABURI oreo dan cranberries ad topping!

Tak cuba tak tahu, dah cuba jatuh cinta 7 keturunan!



**Pretzel Banjir**  
27 Julai jam 11:16 PTG · 🌐

Siapa Kat Sini Yang Tak Tahu Nak Bawak Apa Untuk 'Portluck' Dengan [#gengbestie](#) ?

Perasaan tak kalau cakap 'portluck' jer mesti makanan yang berat-berat kan? Kalau semua bawak lauk, siapa nak bawak dessert?! 🙄🙄🙄

Bayangkan lah esok jumpa geng bawak [#pretzelbanjir](#) dessert yang UNIK dan tassy ni?

"Wei beb kau beli kat mana ni sedapnyeeee!"  
"Macam tahu-tahu je kitaorang tak bawak dessert, muu ni memang the savior la beb !"



**Pretzel Banjir**  
27 Julai jam 11:19 PTG · 🌐

SIAPA JE TAK SUKA COKLAT KAN? 😊

Dengan produk PRETZEL kami make sure orang yg tak suka coklat pun boleh duka coklat tau ! !

Kenapa? Sbb rasa coklat kami premium, walaupun harga produk kami sangat berpatutan. Ha berbaloi ke berbaloi 😊😊

Coklat kami juga tak cepat muak ya dan yg penting TAK terlalu manis. Semua rasa balance je, memang sesuai untuk setiap lapisan umur.

Gitewww. Tak percaya? Cuba korang try sendiri. Mesti korang pun suka tau 🍋❤️



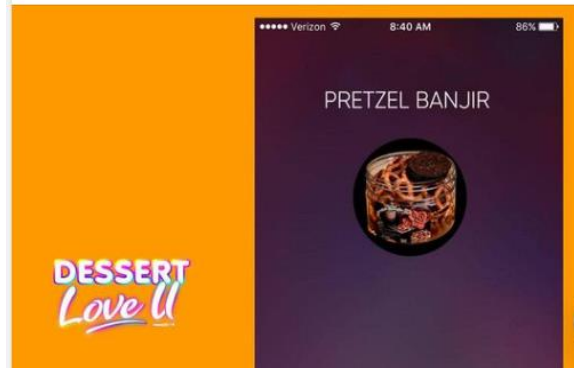
**Pretzel Banjir**  
27 Julai jam 11:22 PTG · 🌐

Milk Chocolate Oreo  
#teammilk

Normal size (30 pieces) - RM 16

Postage all over Malaysia 🇲🇾  
RM 8

To place your orders 🛒 or for any inquiries ?  
Click on the link provided in the bio 📌📌📌



**Pretzel Banjir**  
27 Julai jam 11:24 PTG · 🌐

Haaa Korg nak beli pretzel banjir?? Make sure dia keluaran Dessert.LoveU, kompem sapu abis lah korg punya cravings!! 🤤🤤🤤

Sedap dia tu, skali makan, 5 balang Korg akan repeat!! Tak caya?? Try beli satu haaaa 😊😊

Tak mencuba Tak tahu betul tak? 😊

Harga pon harga mampu milk tau!! Murah sangat, lagi better, beli banyak lagi murah 🤔🤔

Boleh usha kombo yang kami sediakan dia Instagram kami untuk maklumat lanjut

Dengan harga serendah RM 16 Korg boleh dapat sebalang pretzel banjir, eh silai, sebalang kebahagiaan sementara 🤗🤗🤗

Haaaa untuk sebarang pertanyaan atau mahu membeli produk anda boleh tekan link yang ada kat bio 📌📌📌



**Pretzel Banjir**  
27 Julai jam 11:25 PTG · 🌐

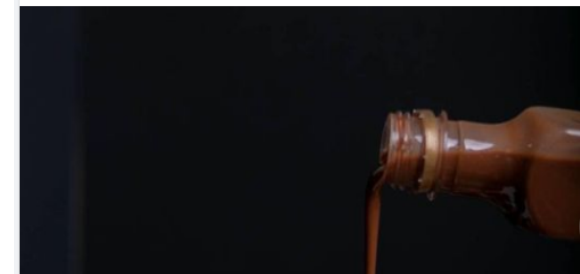
FUYOOO penuh betul pretzel banjir ni kan?? Topping dia pon macam ke langit dah penuh dia!! 😊😊

Ni kalau skali makan, sedap dia mesti sampai terangkat!! 🤤🤤 Ramai jugak yg dah rasa, repeat order lagi tau!!

Sebab harga murah, Rasa pon puas, sape taknak kann betul tak ? 😊

Haaaa Korg tunggu apa lagi? Taknak place order?? Jom ah try skali 😊 nanti repeat beli 5 balang pulak 😊😊, kompem Tak nyesal kalau beli, moh ramai ramai place order moh 😊😊

Kalau ada sebarang pertanyaan atau mahu membeli produk anda boleh tekan link yang ada kat bio 📌📌📌



**Pretzel Banjir**  
27 Julai jam 11:31 PTG · 🌐

Wahhh nampak menarik betul pretzel pretzel ni kan?? 😍😍

Kalau dapat Rasa nih, kompem terangkat!! 😍😍

Tengoklah rupa pon dah boleh terkecur air liur 😍😍 dah rasa skali mesti nak repeat!!

Jom lahh place order ramai ramai !! Nanti stok abis korang jugak rugi tau!!! 😍😍

Caye ah, satisfaction guaranteed, craving manis korg kompem boleh sapu abis!!! 😍😍

Moh ler place order!! 🏃🏃🏃

Boleh tekan link kat bio untuk order! 😊

Kalau nak tanya apa apa Kat admin pon boleh tekan link di bio



**Pretzel Banjir**  
27 Julai jam 11:32 PTG · 🌐

Ooooouuuhhh look at all that chocolate 😍😍

How could you resist such dessert?  
😍😍

The crunch, the flavours, the satisfaction, mmg umph!! Kita makan sampai terangkat 😍😍

So korg tunggu apa? Takkan nak tunggu stok dah abis baru nak place order 🙏🙏

Place your orders now!!! 🏃🏃

🍫🍫

Rm16

Postage to all over Malaysia 🇲🇾🇲🇾

RM 8

Haaaa murah kan, so korg tunggu apa lagi? 😍😍 Nanti kalau dah beli, boleh makan time siapkan assignment📖 ke, atau siapkan kerja dirumah ke 🏠👤

Kan syiok gituuu

For any inquiries about the products ? or to place an order for your pretzels 🍪

Kindly click the link provided in bio 📌📌📌



### 3.5 Copywriting Soft Sell Post:



**Pretzel Banjir**  
27 Julai jam 2:11 PTG · 🌐

**!! STOCK DAH NAK HABIS !!**

-  
Ye guys, stock Pretzel Banjir kami nak sold out disebabkan permintaan terlalu tinggi 🙏  
-  
Sementara masih ada balance, baik korang order cepat cepat 🏃  
-  
Apa yang best tentang Pretzel Banjir:  
 ❤️ Kami menggunakan Beryl's Coklat premium  
 ❤️ Pretzel rangup yang diimport dari USA  
 ❤️ Sekali rasa, pasti nak lagi 😊

**NAK ORDER PRETZEL !?**

TEKAN LINK DI BIO 📄  
 📍 [wa.me/60197665623](https://wa.me/60197665623)

#pretzellicious #pretzelbanjir #pretzels #pretzel



**Pretzel Banjir**  
27 Julai jam 2:23 PTG · 🌐

**🙏 KAMI TAK KEDEKUT COKLAT 🙏**

-  
Lihat video di atas guys ! Memang betul kami tak kedekut coklat tau 😊  
-  
Coklat siap melimpah-limpah keluar dari bekas Pretzel Banjir pula tu ! Tak terliur ke guys 🙏  
-  
**NAK ORDER PRETZEL !?**

TEKAN LINK DI BIO 📄  
 📍 [wa.me/60197665623](https://wa.me/60197665623)



**Pretzel Banjir**  
27 Julai jam 2:25 PTG · 🌐

Kriuk kriuk dengar sampai jiran sebelah ! 🙏  
 Crunchy sangat pretzel walaupun curah choco banjir. Patutlah customer kita repeat order lebih 2 botol 🙏  
 Jom lah cuba !



**Pretzel Banjir**  
27 Julai jam 2:30 PTG · 🌐

Kami menggunakan chocolate daripada Beryl's & Van Houten tau. Yang penting dua dua coklat premium ni halal 🙏  
 Jangan ragu ragu untuk membeli dengan kami 🙏



**Pretzel Banjir**  
27 Julai jam 11:14 PTG · 🌐

"Hoooomaigad, sedap yakmatt Peetzels Banjir ni, cedok punya cedok dah habis sebalang!".

Terlalu rangup's sampai jiran sebelah kat sebelah pun boleh dengar bunyik KRUP KRUP KRUP KRUP!

Meleleh-leleh coklat tak kedekut langsung tau !



**Pretzel Banjir**  
27 Julai jam 11:18 PTG · 🌐

"Satu Balang, Seribu Kenikmatan".

Ajaib betul, dalam 1 balang rasa pretzels yang masin berlemak!. Ada rasa coklat cair dan PADU! Ada topping cranbaries yang manis melecaasss!

Rasai sendiri keajaiban dan keunikkan PRETZEL harinie👉👉👉

#dessert #dessertlover #yangpentingdapnyeee #desserttime



Haaaa this is the process of the production of our pretzels, nampak senang kan?? 😊😊

Tapiii nak make sure coklat dia cukup😋😋 toppings dia satisfying for our customers👍👍 BANYAAAAAK kali kitorg try and error 😋😋 and finally dapat lahh pertzel banjir sekaranggg 😊😊

Haaa sape yang tak place order lagi, Korg kena buat sekarang, pretzel banjir ni hot tau!! 🤩🤩


Slaluuu abis stok 🤩🤩

Soo sape cepat dia dapat!! Korg tunggu apa lagi? Moh ler order!!

Mur mur je tauu; Serendah RM 16 sebalang!!

Sedap dan puas makan sendiri pulak tu, berbaloi betul 😊😊

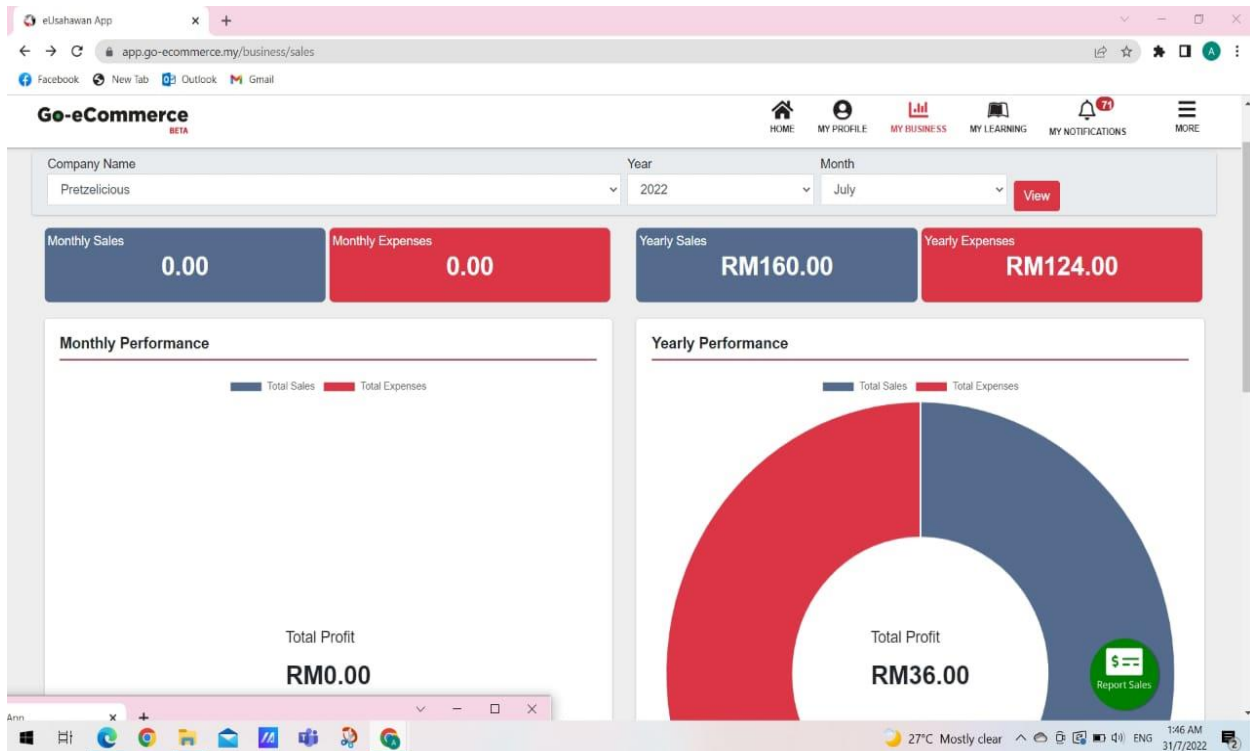
Untuk sebarang pertanyaan atau mahu membeli produk anda boleh tekan link yang ada kat bio 📌📌📌



## 4.0 SALES 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	Created At
Pretzelicious	23/06/2022	online	Social Media		16				pretzel milkchoc oreo	31/07/2022
Pretzelicious	25/06/2022	online	Social Media		16				pretzel milkchoc marshmallow	31/07/2022
Pretzelicious	26/06/2022	online	Social Media		16				pretzel milkchoc oreo	31/07/2022
Pretzelicious	27/06/2022	online	Social Media		16				pretzel milkchoc oreo	31/07/2022
Pretzelicious	28/06/2022	online	Social Media		16				pretzel marshmallow	31/07/2022
Pretzelicious	28/06/2022	online	Social Media		16				pretzel milkchoc marshmallow	31/07/2022
Pretzelicious	28/06/2022	online	Social Media		16				pretzel choc marshmallow	31/07/2022
Pretzelicious	29/06/2022	online	Social Media		16				pretzel milkchoc cranberries	31/07/2022
Pretzelicious	29/06/2022	online	Social Media		16				pretzel milkchoc cranberries	31/07/2022
Pretzelicious	30/06/2022	offline			16				pretzel milkchoc cranberries	31/07/2022
Pretzelicious	22/06/2022	expenses				Goods	Stock	124	pretzel milkchoc oreo,marshmallow,cranberries	31/07/2022



## **5.0 CONCLUSION**

To sum up, social media platforms are an effective selling platform when starting a small or big business. It is because people nowadays are preferring using technology and the internet to share any kind of information including generating a side income using social media platforms such as Instagram and TikTok. However, if people want to start a business using social media platforms, they need to have basic knowledge and technological skill when promoting a business.

There are several skills and techniques when promoting a product which are a hard sell and soft sell copywriting. These types of copywriting are available for free to learn at Youtube and another website on how to write effective copywriting that can attract people interest in buying our product. In addition, hard sell is a promoting technique where people promote their product directly to customers or people while soft sell is referred to selling a product indirectly. A soft sell is an important part of online business because sometimes people can lose interest in buying our product if we only focus on selling our product only.

The seller needs to be advanced in tackling people's interests with any creative promoting techniques because people also need to know the benefits of the product before they buy it. If they



are not aware of the reason they buy our product, it makes them feel like buying our product is a waste of money and time. Therefore, the seller needs to implement soft-sell copywriting to attract more people buying the product by sharing a benefit of the product, relating the product with a new trendy product, and sharing the ingredient made for the product too.

When sellers have an effective marketing strategy, it will boost the sales of the product and can create trust from customers towards our product. They will buy again when they knew that our product is worth every penny they spend, and the businesses now need to give more effort in promoting a product as compared to the early stage of the business. If the target market for a business is the youngster, the seller needs to search for a suitable online platform that youngsters frequently used like TikTok and Instagram. Meanwhile, if the product sells suits for adults or elderly, the suitable online platform can be Facebook.