



اَوَّلُ سَبِيلٍ تَكُونُ لَوْ كُنْ مَارَا  
**UNIVERSITI  
TEKNOLOGI  
MARA**

**UNIVERSITI TEKNOLOGI MARA (UTM) SELANGOR KAMPUS PUNCAK ALAM**

**SOCIAL MEDIA PORTFOLIO**

**LÉ MANIS DESSERT**

**PRINCIPLE OF ENTREPRENEURSHIP (ENT530)**

**FACULTY & PROGRAMME: BACHELOR OF ACCOUNTANCY (AC220)**

**SEMERSTER: 4**

**GROUP: AC220B4D**

**LECTURER NAME: SIR RASLAN BIN NORDIN**

**PREPARED BY:**

| <b>NAME</b>                              | <b>NO STUDENTS</b> |
|--|--------------------|
| <b>SITI SYUHADAH BINTI AZHAR</b>         | <b>2020878826</b>  |
| <b>MUHAMMAD FAHMI BIN MAZLAN</b>         | <b>2020898432</b>  |
| <b>MUHAMMAD DANIEL HAKIMI BIN ROZALI</b> | <b>2020853538</b>  |

## **ACKNOWLEDGEMENT**

First and foremost, we would like to thank Allah for blessing us and ease everything for us to complete this social portfolio successfully. The success and final outcome of this assignment required a lot of guidance and assistance from many people such as our lecturer and friends and we were extremely fortunate to get this all along the completion of our assignment work. Whatever we have done is all from the good guidance and assistance from them and we would like to thank each of them for participating in completing this project.

Most importantly, we would like to express our deepest appreciation to Sir Raslan bin Nordin, our entrepreneurship's lecturer for giving us the opportunity to enjoy this kind of group project assignment. It was such a good experience for us to learn more about the business and sharpen our social skills since a lot of communication was made during this project. Other than that, he also guided us in doing these projects and provided us with invaluable advice and helped us in difficult periods. Even though we ask a lot of questions, he never gets tired of us and he answers our questions with a clear explanation. His motivation and help contributed tremendously to the successful completion of the project.

Nobody has been more important to us in the pursuit of this project than our family members whose love and guidance are with us throughout to complete this project. Last but not least our group members who are giving the fullest commitment, time and effort to complete this project. Even though we are going through a lot of difficulties on this project, they are still committed and do not give up to complete this social media portfolio. Without them, this group project cannot be achieved successfully.

## **EXECUTIVE SUMMARY**

Lé Manis is a partnership business that sells several types of desserts, such as Sea Salt Cookies, Brownies Cookies and Cheese Tarts. First and foremost, we choose to be involved with this business because we see that nowadays, people love to try different types of new desserts even though it took some effort to have them. So, we also decided to grab this opportunity to be involved in this dessert market since we see great potential in this business.

We also decided to put a catchy but meaningful business name that can make our customers remember our products. Our business' name is Lé Manis which means 'Lé' is a French word meaning "The" in English. We take up the words from French because we knew that when we talked about desserts, French is one of the top countries in the world that produces a lot of delicious pastry and desserts such as Chocolate Mousse, Creme au caramel and Breton Butter Cake. Next, the word "Manis" comes from Malay, which means sweets in English. We put those words because when we talked about desserts, people first thought that the taste must be sweet. So, we believe that instead of putting the words "sweet", we replace it with "manis" since we are based in Malaysia, and it will catch people's eyes.

Our primary target is to ensure that everyone can enjoy our delicious homemade desserts at an affordable price. Next, among a thousand types of dessert, we have chosen the dessert we want to sell: Sea Salt Cookies, Brownies Cookies and Cheese Tarts. Sea Salt Cookies contain 40pcs in one jar, Brownies Cookies contain 35pcs and for Cheese Tarts, we decided to divide them into pieces, which are ten pieces, 15 pieces and 25 pieces, and all of them come at different prices. We split the Cheese Tart into a few quantity choices because, based on our research, we noticed that certain people are not dessert lovers and just want to try the dessert. After all, the dessert either it looks good or went viral. Also, we decided not to focus on our target customer so much since any age or person can try our dessert.

Furthermore, in terms of prices, we are applying a full cost method to ensure that every cost we spend on this product is covered, and also, we decided to mark up 10% of the total cost to provide a positive rate of return. Before deciding to set a price, we also research our competitors' market prices on our products. So, we know that the price-setting by our competitors is higher than our business. Hence, as newcomers in this market, we need to put the price as low as possible without having a huge loss to attract our customers to know our product and to have customers' royalty in future. Even Though we are selling all the desserts at an affordable price, we still use the best ingredients, such as high-quality butter, chocolate chips

and cheese. This is because our primary mission of this business is to ensure everyone in this world can enjoy a good homemade dessert at an affordable price with their loved one.


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## 1.0 GO ECOMMERCE REGISTRATION

| PERSONAL PROFILE  | BUSINESS PROFILE  |                       |                           |                      |  |                      |                       |  |              |  |               |  |          |  |  |      |  |          |  |  |       |  |                    |      |  |                   |  |      |       |  |        |      |                       |    |  |                |        |  |  |  |
|---|---|-----------------------|---------------------------|----------------------|--|----------------------|-----------------------|--|--------------|--|---------------|--|----------|--|--|------|--|----------|--|--|-------|--|--------------------|------|--|-------------------|--|------|-------|--|--------|------|-----------------------|----|--|----------------|--------|--|--|--|
|  <p><b>MUHAMMAD FAHMI BIN MAZLAN</b></p> | <p><b>Personal Information</b></p> <table border="1"> <tr> <td>Name</td> <td>MUHAMMAD FAHMI BIN MAZLAN</td> <td>Phone/Mobile</td> <td></td> <td rowspan="2"><a href="#">Edit</a></td> </tr> <tr> <td>New Identity Card No.</td> <td></td> <td>Home Address</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>null</td> <td></td> </tr> <tr> <td>Personal Facebook</td> <td></td> <td>Race</td> <td>Malay</td> <td></td> </tr> <tr> <td>Gender</td> <td>Male</td> <td>Special Need Required</td> <td>No</td> <td></td> </tr> <tr> <td>Marital Status</td> <td>Single</td> <td></td> <td></td> <td></td> </tr> </table> | Name                  | MUHAMMAD FAHMI BIN MAZLAN | Phone/Mobile         |  | <a href="#">Edit</a> | New Identity Card No. |  | Home Address |  | Email Address |  | District |  |  | City |  | Postcode |  |  | State |  | Personal Instagram | null |  | Personal Facebook |  | Race | Malay |  | Gender | Male | Special Need Required | No |  | Marital Status | Single |  |  |  |
| Name  | MUHAMMAD FAHMI BIN MAZLAN   | Phone/Mobile          |                           | <a href="#">Edit</a> |  |                      |                       |  |              |  |               |  |          |  |  |      |  |          |  |  |       |  |                    |      |  |                   |  |      |       |  |        |      |                       |    |  |                |        |  |  |  |
| New Identity Card No.   |   | Home Address          |                           |                      |  |                      |                       |  |              |  |               |  |          |  |  |      |  |          |  |  |       |  |                    |      |  |                   |  |      |       |  |        |      |                       |    |  |                |        |  |  |  |
| Email Address   |   | District              |                           |                      |  |                      |                       |  |              |  |               |  |          |  |  |      |  |          |  |  |       |  |                    |      |  |                   |  |      |       |  |        |      |                       |    |  |                |        |  |  |  |
| City  |   | Postcode              |                           |                      |  |                      |                       |  |              |  |               |  |          |  |  |      |  |          |  |  |       |  |                    |      |  |                   |  |      |       |  |        |      |                       |    |  |                |        |  |  |  |
| State   |   | Personal Instagram    | null                      |                      |  |                      |                       |  |              |  |               |  |          |  |  |      |  |          |  |  |       |  |                    |      |  |                   |  |      |       |  |        |      |                       |    |  |                |        |  |  |  |
| Personal Facebook   |   | Race                  | Malay                     |                      |  |                      |                       |  |              |  |               |  |          |  |  |      |  |          |  |  |       |  |                    |      |  |                   |  |      |       |  |        |      |                       |    |  |                |        |  |  |  |
| Gender  | Male  | Special Need Required | No                        |                      |  |                      |                       |  |              |  |               |  |          |  |  |      |  |          |  |  |       |  |                    |      |  |                   |  |      |       |  |        |      |                       |    |  |                |        |  |  |  |
| Marital Status  | Single  |                       |                           |                      |  |                      |                       |  |              |  |               |  |          |  |  |      |  |          |  |  |       |  |                    |      |  |                   |  |      |       |  |        |      |                       |    |  |                |        |  |  |  |

| PERSONAL PROFILE  | BUSINESS PROFILE  |                       |                     |                      |  |                      |                       |  |              |  |               |  |          |  |  |      |  |          |  |  |       |  |                    |      |  |                   |  |      |       |  |        |        |                       |    |  |                |        |  |  |  |
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| Name  | SITI SYUHADAH AZHAR   | Phone/Mobile          |                     | <a href="#">Edit</a> |  |                      |                       |  |              |  |               |  |          |  |  |      |  |          |  |  |       |  |                    |      |  |                   |  |      |       |  |        |        |                       |    |  |                |        |  |  |  |
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| State   |   | Personal Instagram    | null                |                      |  |                      |                       |  |              |  |               |  |          |  |  |      |  |          |  |  |       |  |                    |      |  |                   |  |      |       |  |        |        |                       |    |  |                |        |  |  |  |
| Personal Facebook   |   | Race                  | Malay               |                      |  |                      |                       |  |              |  |               |  |          |  |  |      |  |          |  |  |       |  |                    |      |  |                   |  |      |       |  |        |        |                       |    |  |                |        |  |  |  |
| Gender  | Female  | Special Need Required | No                  |                      |  |                      |                       |  |              |  |               |  |          |  |  |      |  |          |  |  |       |  |                    |      |  |                   |  |      |       |  |        |        |                       |    |  |                |        |  |  |  |
| Marital Status  | Single  |                       |                     |                      |  |                      |                       |  |              |  |               |  |          |  |  |      |  |          |  |  |       |  |                    |      |  |                   |  |      |       |  |        |        |                       |    |  |                |        |  |  |  |




| PERSONAL PROFILE  | BUSINESS PROFILE  |                       |                                   |                      |  |                      |                       |  |              |  |               |  |          |  |  |      |  |          |  |  |       |  |                    |      |  |                   |  |      |       |  |        |      |                       |    |  |                |        |  |  |  |
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|  <p><b>MUHAMMAD DANIEL HAKIMI BIN ROZALI</b></p> | <p><b>Personal Information</b></p> <table border="1"> <tr> <td>Name</td> <td>MUHAMMAD DANIEL HAKIMI BIN ROZALI</td> <td>Phone/Mobile</td> <td></td> <td rowspan="2"><a href="#">Edit</a></td> </tr> <tr> <td>New Identity Card No.</td> <td></td> <td>Home Address</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>null</td> <td></td> </tr> <tr> <td>Personal Facebook</td> <td></td> <td>Race</td> <td>Malay</td> <td></td> </tr> <tr> <td>Gender</td> <td>Male</td> <td>Special Need Required</td> <td>No</td> <td></td> </tr> <tr> <td>Marital Status</td> <td>Single</td> <td></td> <td></td> <td></td> </tr> </table> | Name                  | MUHAMMAD DANIEL HAKIMI BIN ROZALI | Phone/Mobile         |  | <a href="#">Edit</a> | New Identity Card No. |  | Home Address |  | Email Address |  | District |  |  | City |  | Postcode |  |  | State |  | Personal Instagram | null |  | Personal Facebook |  | Race | Malay |  | Gender | Male | Special Need Required | No |  | Marital Status | Single |  |  |  |
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| Gender  | Male  | Special Need Required | No                                |                      |  |                      |                       |  |              |  |               |  |          |  |  |      |  |          |  |  |       |  |                    |      |  |                   |  |      |       |  |        |      |                       |    |  |                |        |  |  |  |
| Marital Status  | Single  |                       |                                   |                      |  |                      |                       |  |              |  |               |  |          |  |  |      |  |          |  |  |       |  |                    |      |  |                   |  |      |       |  |        |      |                       |    |  |                |        |  |  |  |

## 2.0 INTRODUCTION OF BUSINESS



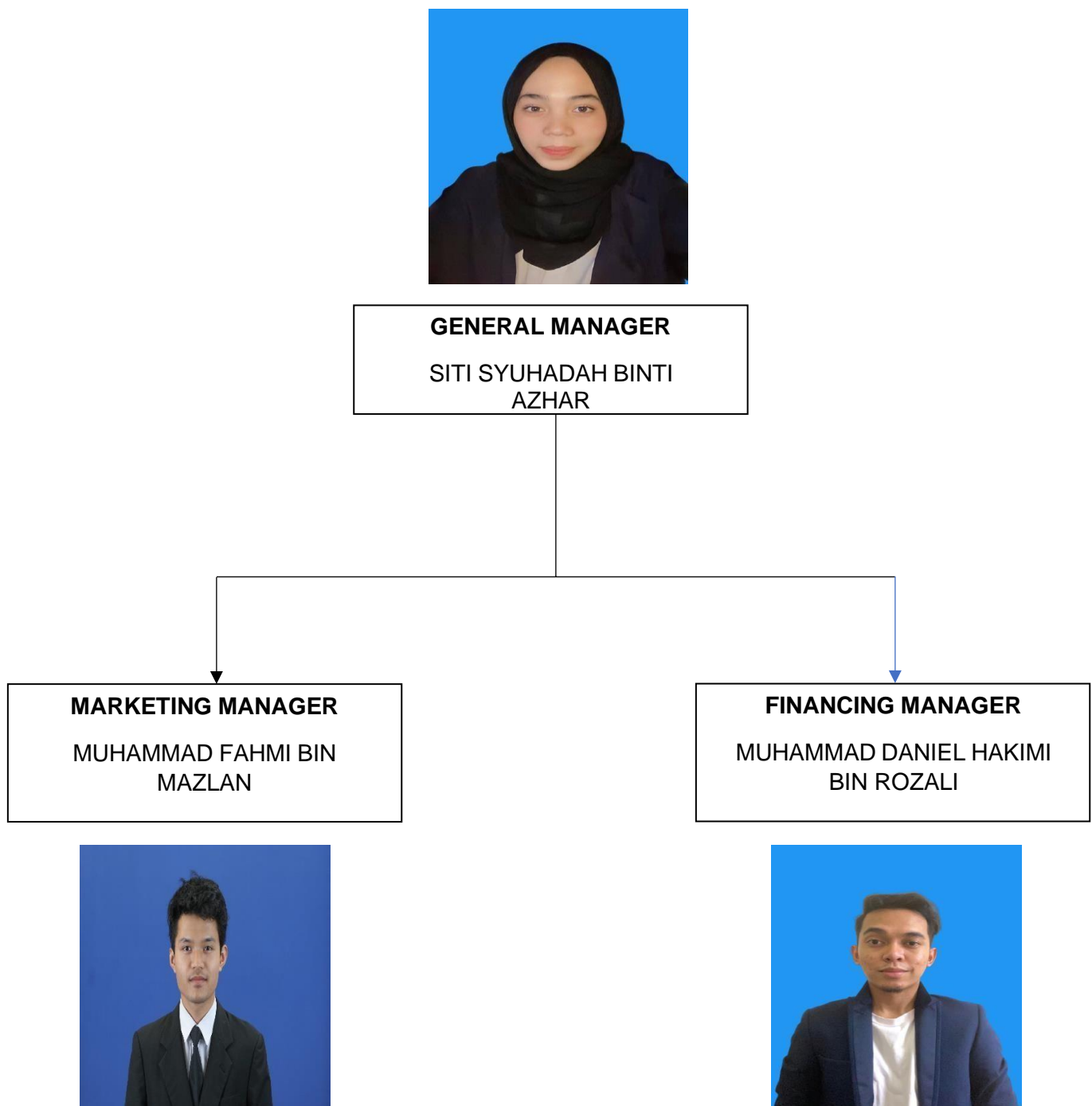
|                            |  |
|----------------------------|--|
| 2.1 Name of Business       | Lé Manis Dessert.  |
| 2.2 Address of Business    |  |
| 2.3 Mission                | To make sure everyone can enjoy a perfect and delicious homemade dessert with an affordable price.                                   |
| 2.4 Vision                 | Be an enjoyable, happy, sweet life with our precious dessert.  |
| 2.5 Tagline                | "The dessert you deserve"  |
| 2.6 Description of Product | Our crunchy sea salt cookie and delicious cheese tart that is made fully with love awaits you here to enjoy every single bite of it. |

## 2.7 Price list

| PRODUCT   | PRICE (RM)                    |
|---|-------------------------------|
| <p>Sea Salt Cookies</p>    | 20                            |
| <p>Cheese Tart</p> <ul style="list-style-type: none"> <li>• 10 pieces</li> <li>• 15 pieces</li> <li>• 25 pieces</li> </ul>  | <p>20</p> <p>32</p> <p>50</p> |
| <p>Cookies Brownies</p>    | 20                            |

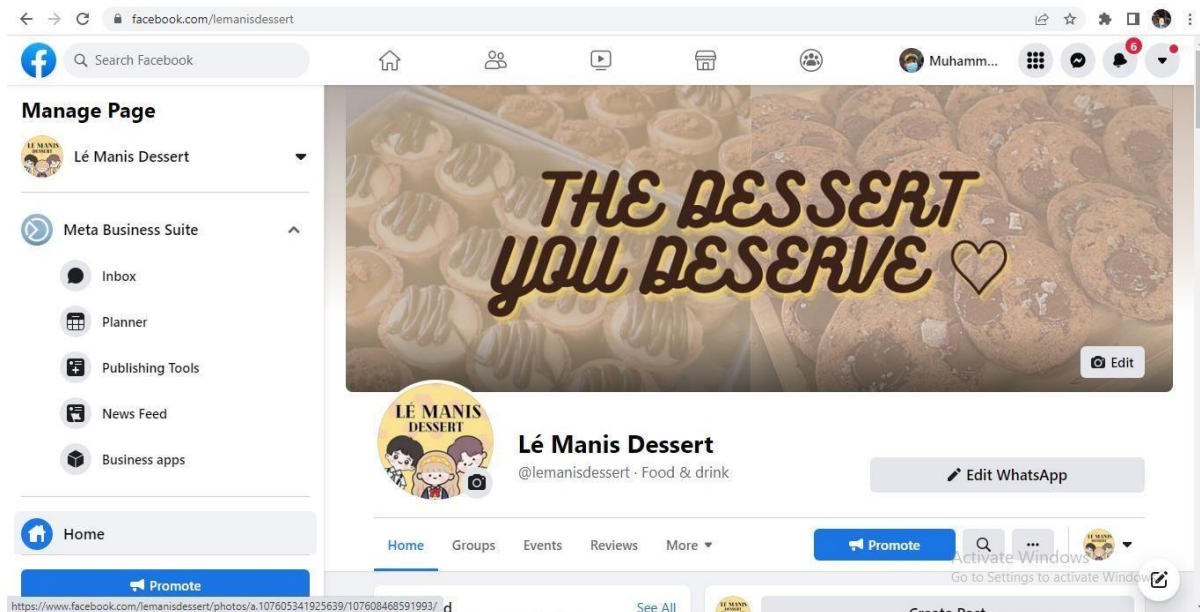


## 2.8 ORGANIZATION CHART



### 3.0 FACEBOOK (FB)

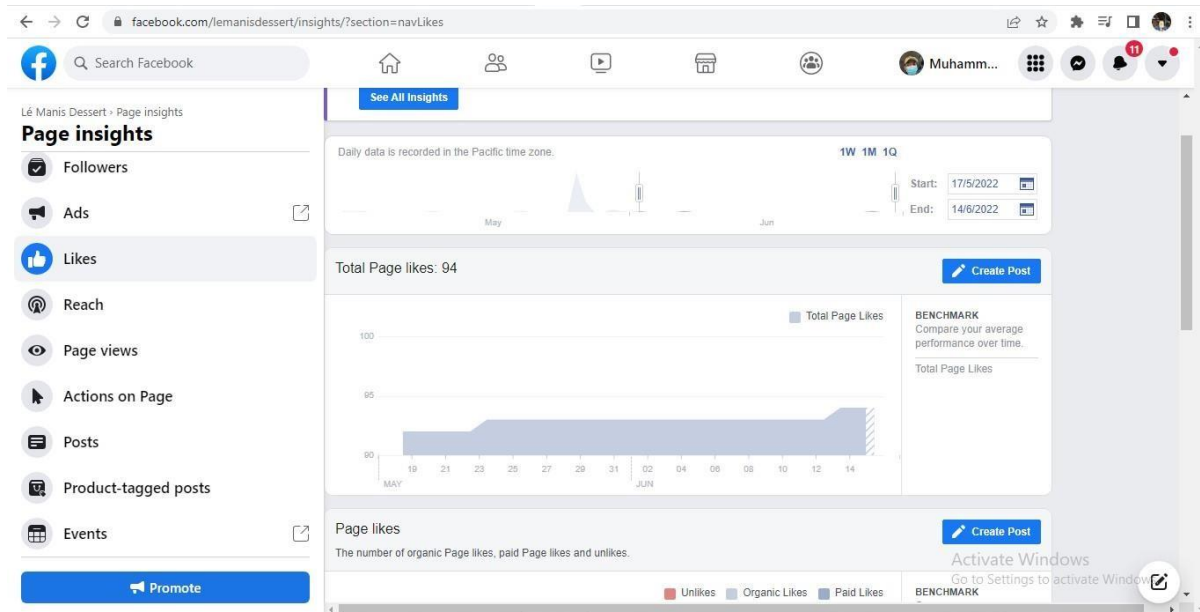
#### 3.1 FACEBOOK (FB) PAGE



#### 3.2 URL FACEBOOK (FB) PAGE

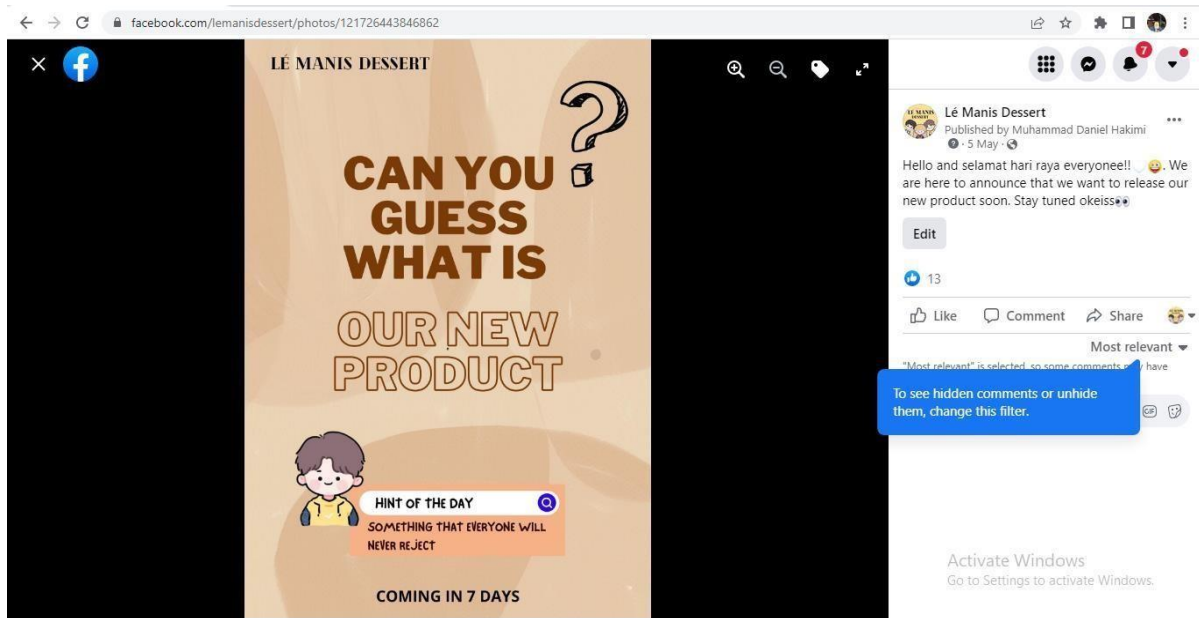
<https://www.facebook.com/lemanisdessert>

#### 3.3 NUMBER OF PAGE LIKES

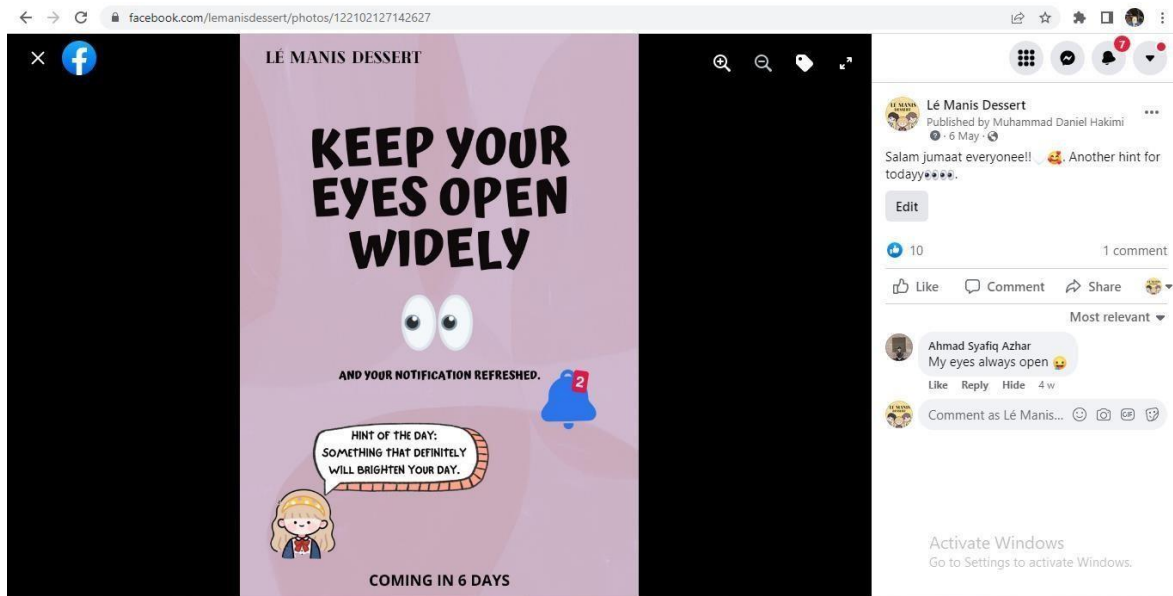


### 3.4 FACEBOOK (FB) POST- TEASER

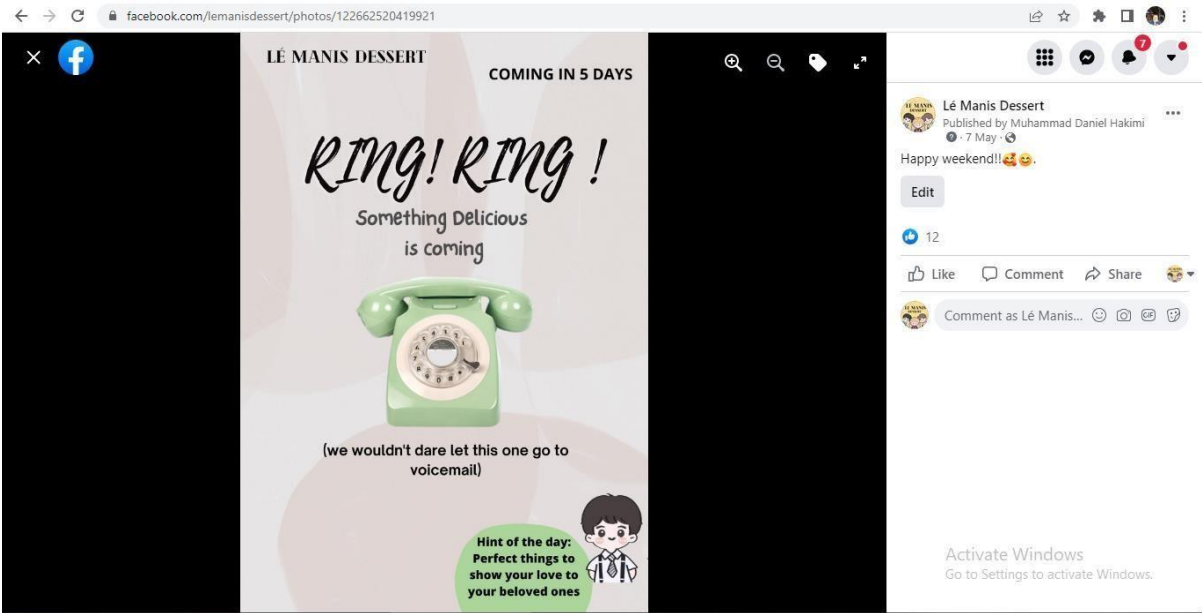
#### TEASER #1



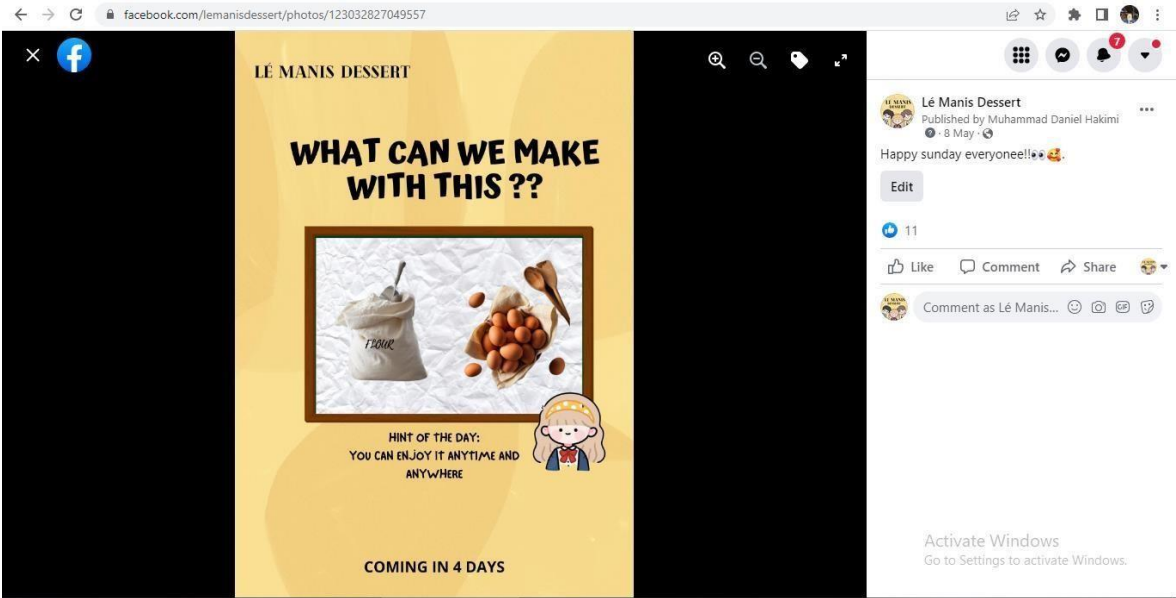
#### TEASER #2



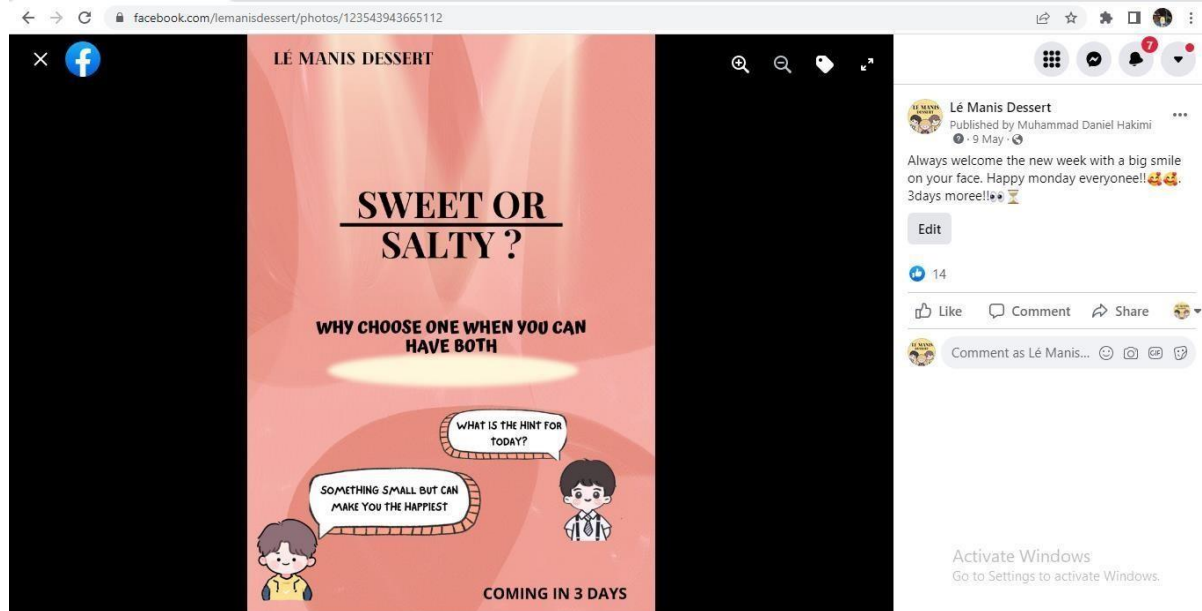
TEASER #3



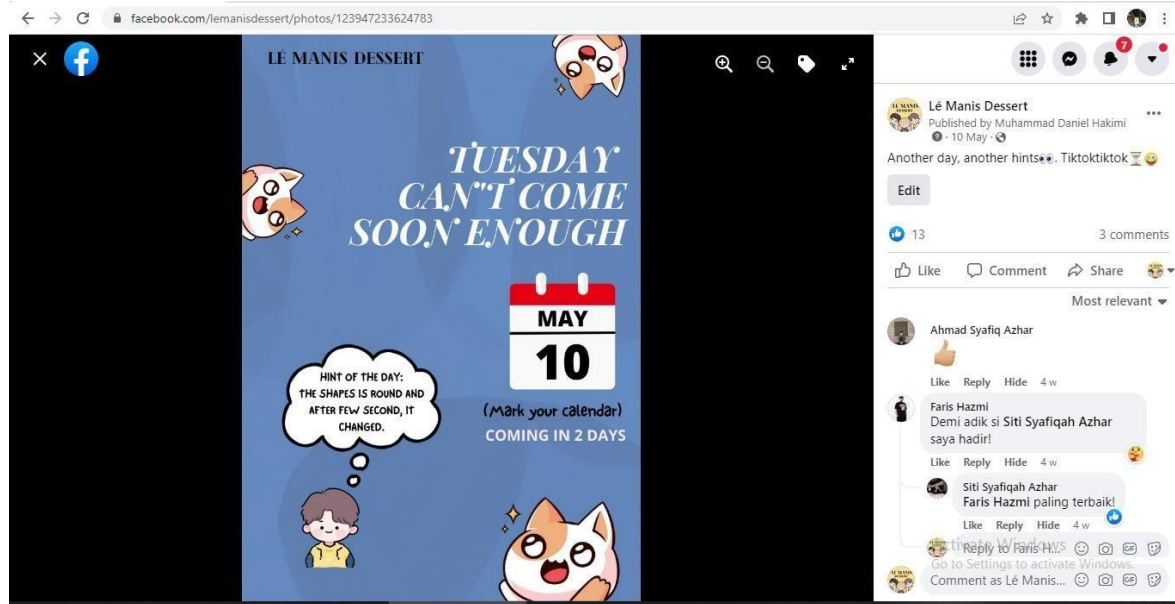
TEASER #4



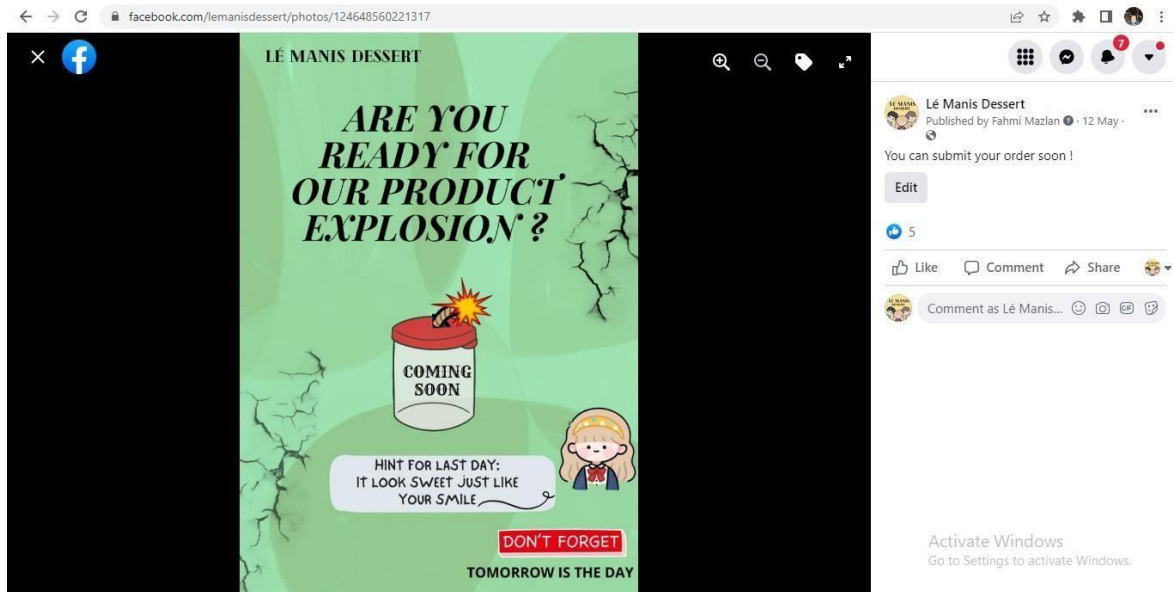
## TEASER #5



## TEASER #6



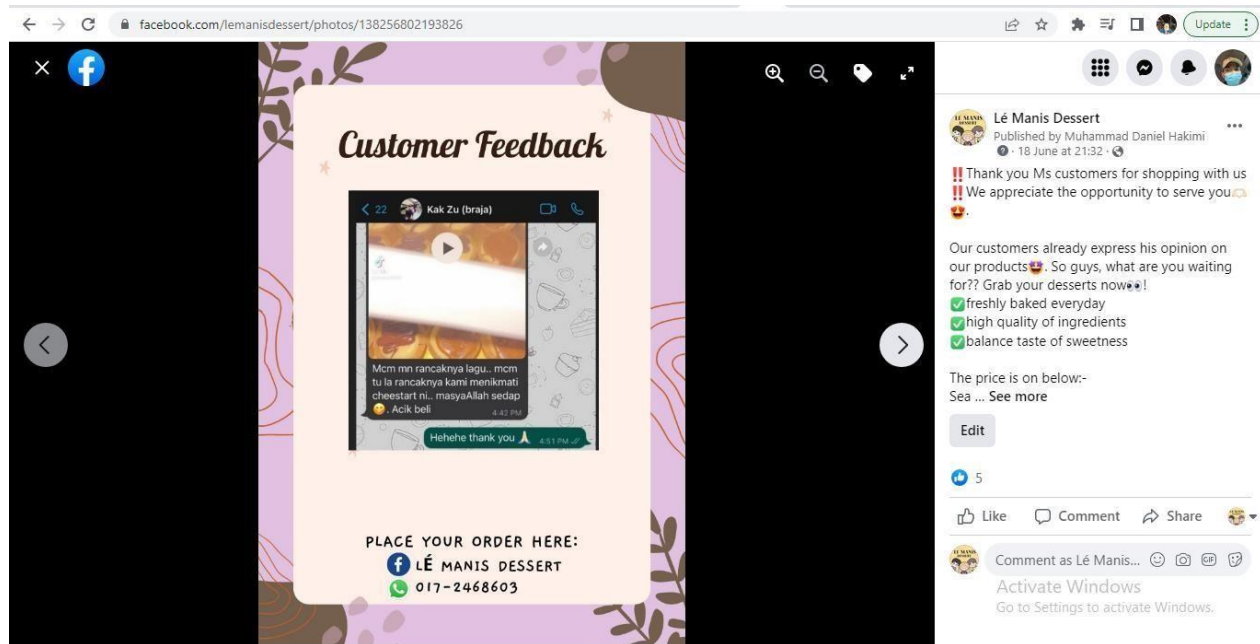
## TEASER #7



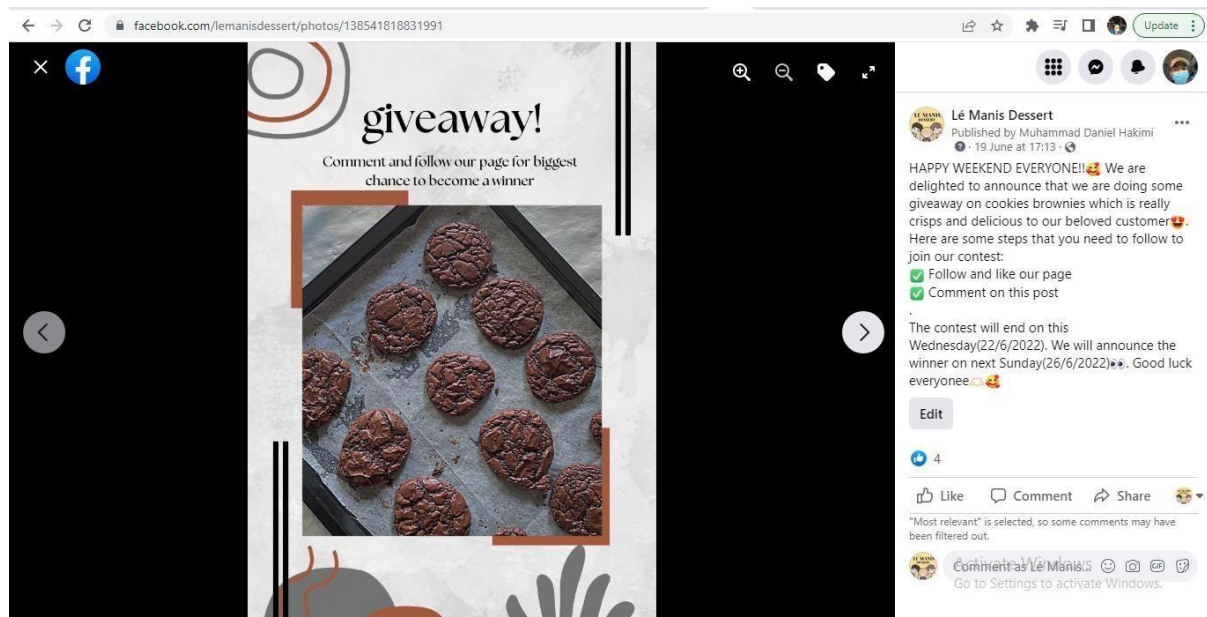


### 3.5 FACEBOOK (FB) POST- HARD SELL

#### HARD SELL #1

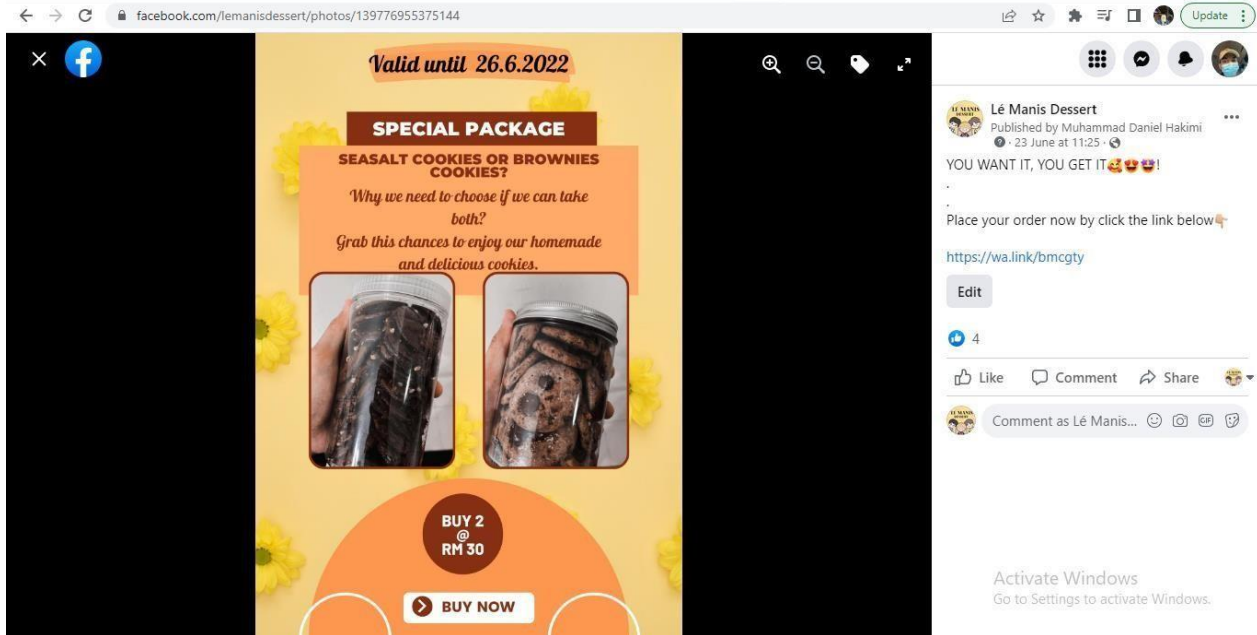


#### HARD SELL #2



### HARD SELL #3

facebook.com/lemanisdessert/photos/139776955375144



Valid until 26.6.2022

**SPECIAL PACKAGE**

SEASALT COOKIES OR BROWNIES COOKIES?

Why we need to choose if we can take both?

Grab this chances to enjoy our homemade and delicious cookies.

BUY 2 @ RM 30

BUY NOW

Lé Manis Dessert  
Published by Muhammad Daniel Hakimi  
23 June at 11:25

YOU WANT IT, YOU GET IT 🍪🍪🍪!

Place your order now by click the link below

<https://wa.link/bmcgty>

Edit

4

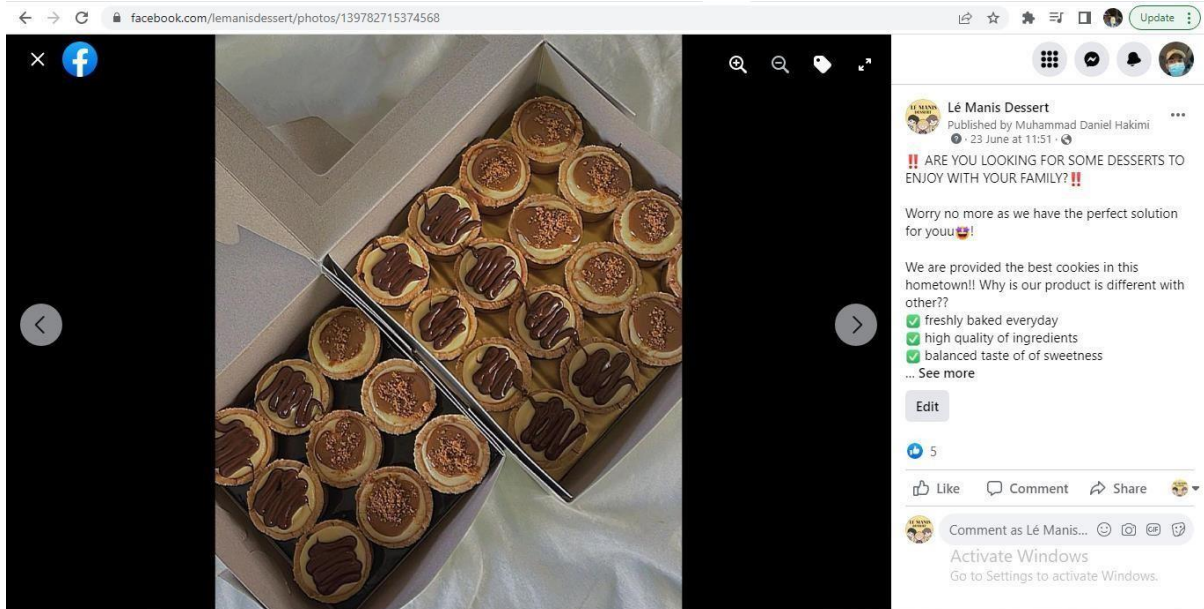
Like Comment Share

Comment as Lé Manis...

Activate Windows  
Go to Settings to activate Windows.

### HARD SELL #4

facebook.com/lemanisdessert/photos/139782715374568



Lé Manis Dessert  
Published by Muhammad Daniel Hakimi  
23 June at 11:51

!! ARE YOU LOOKING FOR SOME DESSERTS TO ENJOY WITH YOUR FAMILY? !!

Worry no more as we have the perfect solution for you!

We are provided the best cookies in this hometown!! Why is our product is different with other??

- ✓ freshly baked everyday
- ✓ high quality of ingredients
- ✓ balanced taste of of sweetness

... See more

Edit

5

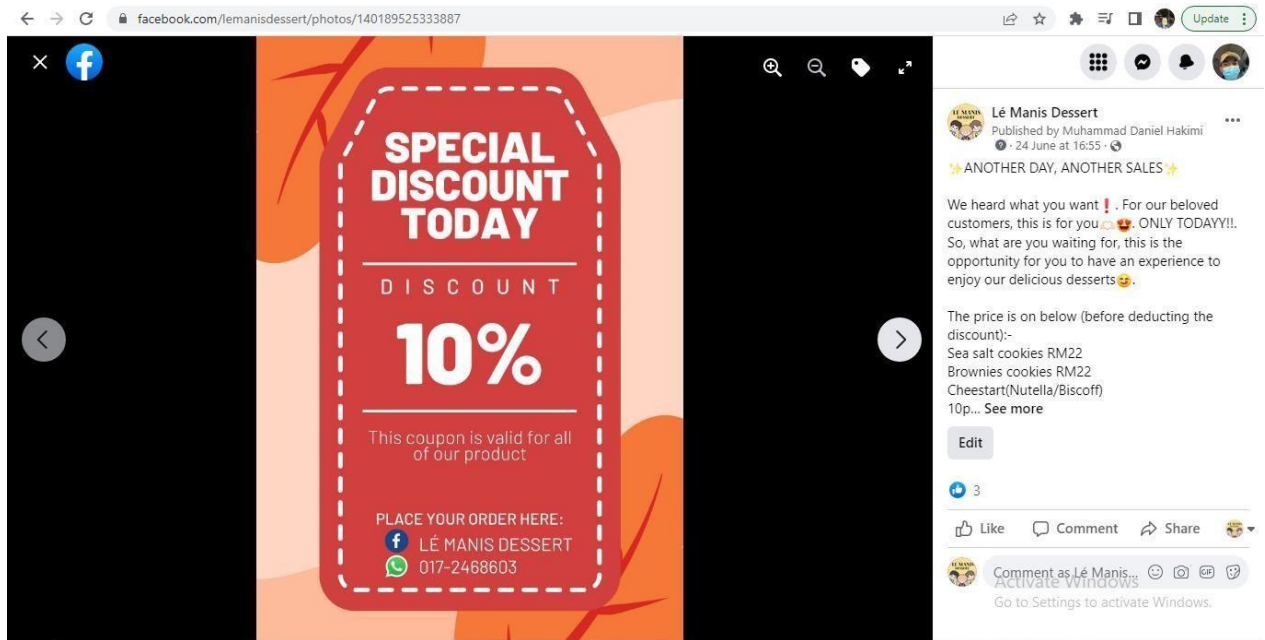
Like Comment Share

Comment as Lé Manis...

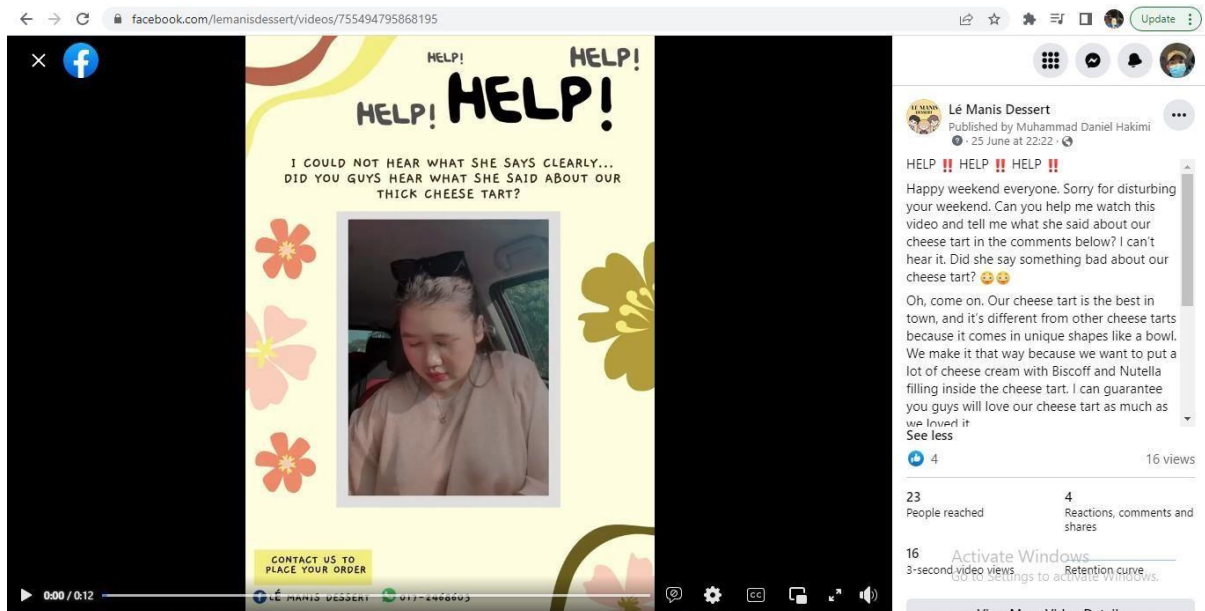
Activate Windows  
Go to Settings to activate Windows.



## HARD SELL #5



## HARD SELL #6



## HARD SELL #7

facebook.com/lemanisdessert/photos/140833101936196

**TODAY IS A LAST DAY!**

BUY 2 @ RM30

time is ticking and stock is running fast

**ORDER NOW**

LÉ MANIS DESSERT 017-2468603

**Lé Manis Dessert**  
Published by Muhammad Daniel Hakimi  
26 June at 17:54

**!!! LAST CALL, LAST CALL !!!**

Today is a last day for our promo 🌟 BUY 2@RM30 🌟 for brownies cookies and sea salt cookies.

It is a chance for you to give an opinion towards our crunchy homemade cookies 🍪!

GRAB THIS DEALS NOW BEFORE IT'S GONE 🏃‍♂️🏃‍♀️!

ORDER NOW BY DM ON OUR PAGE OR CLICK THE LINK BELOW: 🌟📄

[https... See more](#)

Edit

2

Like Comment Share

Comment as Lé Manis...  
Activate Windows  
Go to Settings to activate Windows.

## HARD SELL #8

facebook.com/lemanisdessert/photos/141070655245774

**4 DAYS ONLY**

**PAY DAY SALE**

**5% OFF FOR ALL DESSERT**

**LET'S GRAB YOUR DESSERT NOW!**

LÉ MANIS DESSERT 017-2468603

**Lé Manis Dessert**  
Published by Muhammad Daniel Hakimi  
27 June at 12:22

**FINALLY, THE LONG WAITS COME TO AN END 🏃‍♂️🏃‍♀️**

Every month, everyone is waiting for this big and special day. We waited patiently for that day to come. And finally, today is the day.... IT IS A PAYDAY 🌟🌟🌟!!! A day where everyone is in a happy mood. So to make you guys the happiest on the payday, we're doing a PAYDAY SALE special for our beloved customer. This payday sale will go on for four days, with no exceptions for all our desserts.

This is the perfect time for you to treat your family, loves, and friends to something sweet to make them happy too 🍪. So, let's grab some dessert from us. I guarantee you and your loved one will enjoy our dessert while creating more memories together. Our dessert is made with love and freshly baked every day, and we use high-quality ingredients to ensure our desserts do not spoil your happy moments. If you are craving something sweet, you can order our brownies cookies or Nutella and Rieffoff chacha.

Comment as Lé Manis...

## HARD SELL #9

facebook.com/lemanisdessert/photos/14139988546174

**PAY DAY SALE**

50% OFF  
\*FOR ALL DESSERT

FOR MORE INFO:  
 LÉ MANIS DESSERT  
 017-2468603

**Lé Manis Dessert**  
Published by Muhammad Daniel Hakimi  
• 28 June at 12:54 •

🌟 \*Sale Would Not Last Forever\* 🌟

Did you miss ordering yesterday ??? No worry, our sale is still going for another three days, last on (30/6) for all products. Why don't you grab it today since our sale wouldn't last forever 🌟.

So, you still don't get over Monday blues even though it's already Tuesday? Sit back, and we can help you to beat those feelings. First, you should have a work/life balance. Second must get enough rest/sleep. Third, you should have fun at work. How to have fun? You can bring dessert for your colleagues or take a quick break to catch up with a friend in the office.

Come and place your dessert at us. We have a few types of cookies that you and your colleagues can enjoy while doing your work. Our sea salt cookies are the best seller among other desserts. We used the best quality chocolate chip and sea salt, and our sea salt cookies also have a balanced taste of sweetness.

Go to Settings to activate Windows.  
Comment as Lé Manis...

## HARD SELL #10

facebook.com/lemanisdessert/photos/142386095114230

**CUSTOMERS FEEDBACK**

FEEDBACK

Sedap kawan kawan over cakap besar & la tebal

Alhamdulillah Thank you

PLACE YOUR ORDER HERE:  
 LÉ MANIS DESSERT  
 017-2468603

**Lé Manis Dessert**  
Published by Fahmi Mazlan  
1 July at 17:53 •

It's feedback time!

This customer recently purchased Cheese tart from us. We're ecstatic that she likes it and willing to give a genuine feedback. In addition, she said that the tart shell is huge and surprisingly, it tastes even better. Also, she is willing to repeat the order from us.

Thank you for your support and we look forward to receiving your order shortly. We have a few types of cookies such as sea salt cookies, cheese tart nutella & biscotti and brownies cookies.

Place your order by text at  
<https://wa.link/bmcgty>. See less

Edit

2

Like Comment Share

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Go to Settings to activate Windows.  
Comment as Lé Manis...

## HARD SELL #11

facebook.com/lemanisdessert/photos/143237738362399

### CUSTOMERS FEEDBACK

Customer Kapar

Today

assalamualaikum dik, akak dah rasa sea salt chocolate chip cookies ni. sedap sangat anak akak pun suka nanti boleh repeat ye 🍪🍪

Terima kasih bagi feedback! Kalau nak order lagi, boleh terus chat saya ya 🍪

PLACE YOUR ORDER HERE:

LÉ MANIS DESSERT 017-2468603

Lé Manis Dessert

Published by Fahmi Mazlan

4 July at 12:59

Hi people, hope you have an amazing day today.

Want to find some cookies?

We'd like to share another feedback from one of our beloved customers that bought Sea salt chocolate chip cookies. She give a positive feedback to us, we are appreciate it so much.

As we strive for constant improvement rather than perfection, we hope that you can try our cookies since you can save your time with purchase from us. Referring from a positive feedback we wish you can believe the taste is...

See more

Edit

2

Like Comment Share

Activate Windows  
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## HARD SELL #12

facebook.com/lemanisdessert/photos/143315498354623

### CUSTOMERS FEEDBACK

Assalamualaikum, boleh ke kami minta feedback untuk sea salt chocolate chip cookies 🍪

waalakumussalam, maaf lupa bagi feedback. Sedap sangat cookies ni saya bagi rating 5/10 boleh repeat 🍪

Terima kasih 🍪

\*TERM & CONDITION APPLY

PLACE YOUR ORDER HERE:

LÉ MANIS DESSERT 017-2468603

Lé Manis Dessert

Published by Fahmi Mazlan

4 July at 19:20

Another day, another feedback.

Did you what to try something new?

This a honest review from a customer who ordered Sea salt chocolate chips cookies. We're delighted that she loves it and we truly appreciate her kind words.

We are selling fresh bake cookies to our customer, this is to ensure that our product in in good by taste and quality. We also new in the market so if you want to try new product, we are the one.

We have a few types of cookies such as sea salt cookies, brownies cookies, cheese tart Nutella & Biscoff. we are really happy if can be our customer. Do support your local product.

Place your order by text at  
<https://wa.link/bmcgty>.

Thank you for supporting us. See less

Comment as Lé Manis...



## HARD SELL #13

facebook.com/lemanisdessert/photos/143532998332873

Valid until 6 of July

**SUPERSAVER PACKAGE**

**BUY 2 @ RM 30**

Sea salt chocolate chips Cookies      Brownies Cookies

VALID UNTIL 11.59PM  
\*TERM & CONDITION APPLY

PLACE YOUR ORDER HERE:

f LÉ MANIS DESSERT      017-2468603

Lé Manis Dessert  
Published by Fahmi Mazlan  
5 July at 10:54

Limited promotion!

Don't know which one to choose?

Why do you need to make a choice when you can choose a supersaver package?

Lets try it first! You will definitely love it!

... See more

Edit

Like Comment Share

Comment as Lé Manis...

Activate Windows  
Go to Settings to activate Windows.

## HARD SELL #14

facebook.com/lemanisdessert/photos/143535431665963

**CUSTOMERS FEEDBACK**

PLACE YOUR ORDER HERE:

f LÉ MANIS DESSERT      017-2468603

Lé Manis Dessert  
Published by Fahmi Mazlan  
5 July at 11:37

Good morning!

Are you curious about the taste of our cookies, and not sure if the cookies are worth it?

No worries, here is the feedback from our customer, more importantly, she would like to order from us again.

We have a few types of cookies such as sea salt cookies, brownies cookies, cheese tart Nutella & Biscoff. we are really happy if can be our customer. Do support your local product.

Place your order now by clicking the link below

<https://wa.link/bmcgty> See less

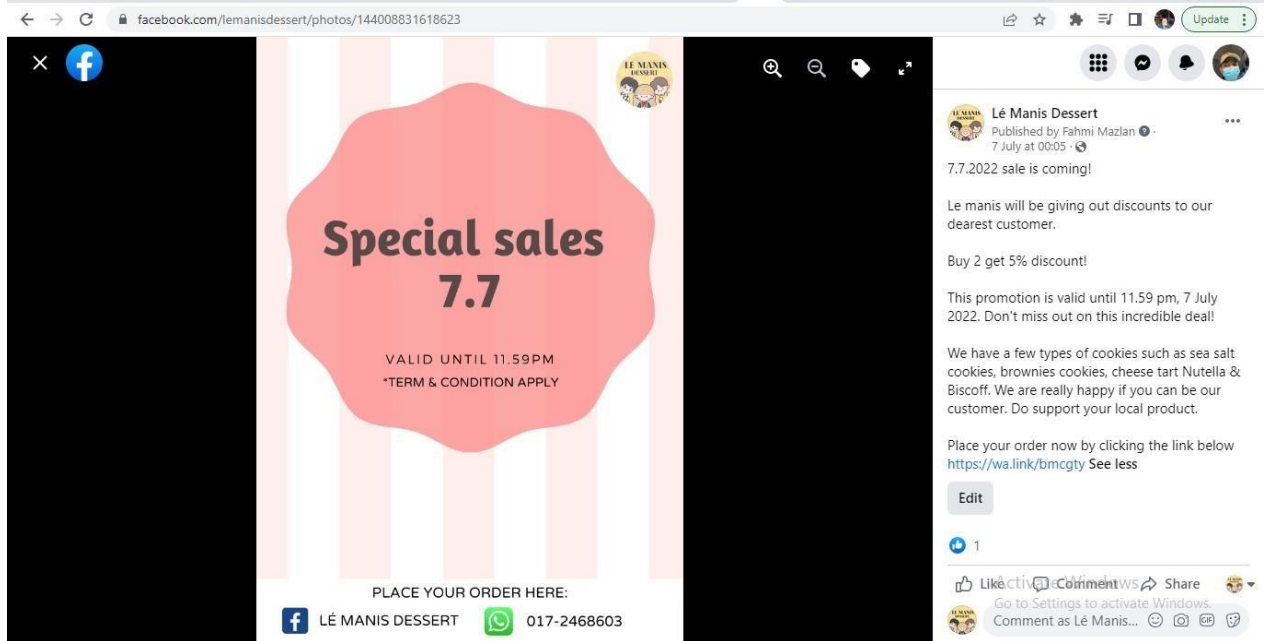
Edit

You and 1 other

Like Comment Share

Go to Settings to activate Windows.  
Comment as Lé Manis...

## HARDELL #15



facebook.com/lemanisdessert/photos/144008831618623

**Special sales 7.7**

VALID UNTIL 11.59PM  
\*TERM & CONDITION APPLY

PLACE YOUR ORDER HERE:

**LÉ MANIS DESSERT** 017-2468603

**Lé Manis Dessert**  
Published by Fahmi Mazlan · 7 July at 00:05 ·

7.7.2022 sale is coming!

Lé manis will be giving out discounts to our dearest customer.

Buy 2 get 5% discount!

This promotion is valid until 11.59 pm, 7 July 2022. Don't miss out on this incredible deal!

We have a few types of cookies such as sea salt cookies, brownies cookies, cheese tart Nutella & Biscoff. We are really happy if you can be our customer. Do support your local product.

Place your order now by clicking the link below  
<https://wa.link/bmcgty> See less

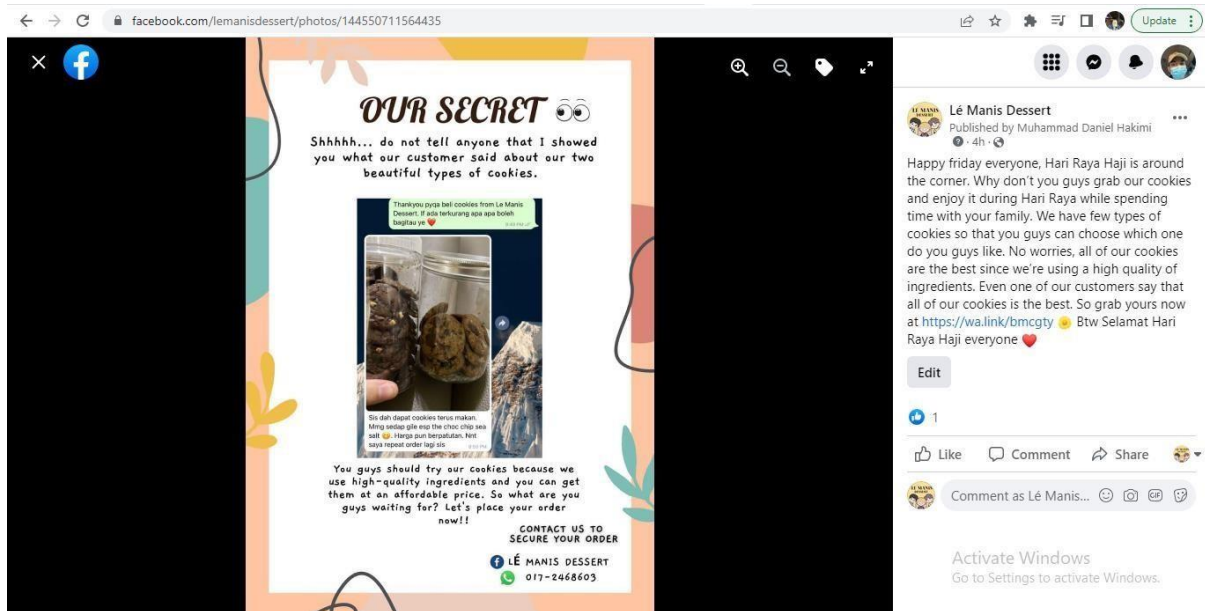
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1

Like · Comment · Share

Go to Settings to activate Windows.  
Comment as Lé Manis...

## HARDELL #16



facebook.com/lemanisdessert/photos/144550711564435

**OUR SECRET**

Shhhh... do not tell anyone that I showed you what our customer said about our two beautiful types of cookies.

Thank you guys for cookies from Lé Manis Dessert. If ada kekurangan apa apa boleh bagitau ya

You guys should try our cookies because we use high-quality ingredients and you can get them at an affordable price. So what are you guys waiting for? Let's place your order now!!

CONTACT US TO SECURE YOUR ORDER

**LÉ MANIS DESSERT** 017-2468603

**Lé Manis Dessert**  
Published by Muhammad Daniel Hakimi · 4h ·

Happy friday everyone, Hari Raya Haji is around the corner. Why don't you guys grab our cookies and enjoy it during Hari Raya while spending time with your family. We have few types of cookies so that you guys can choose which one do you guys like. No worries, all of our cookies are the best since we're using a high quality of ingredients. Even one of our customers say that all of our cookies is the best. So grab yours now at <https://wa.link/bmcgty> Btw Selamat Hari Raya Haji everyone

Edit

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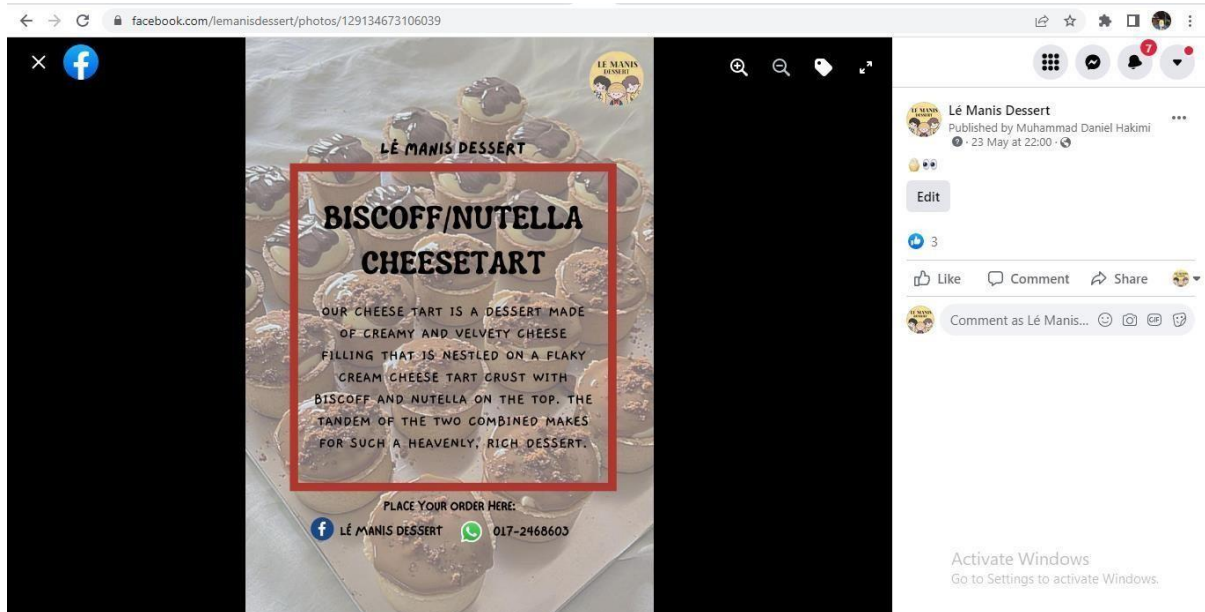
Like · Comment · Share

Comment as Lé Manis...

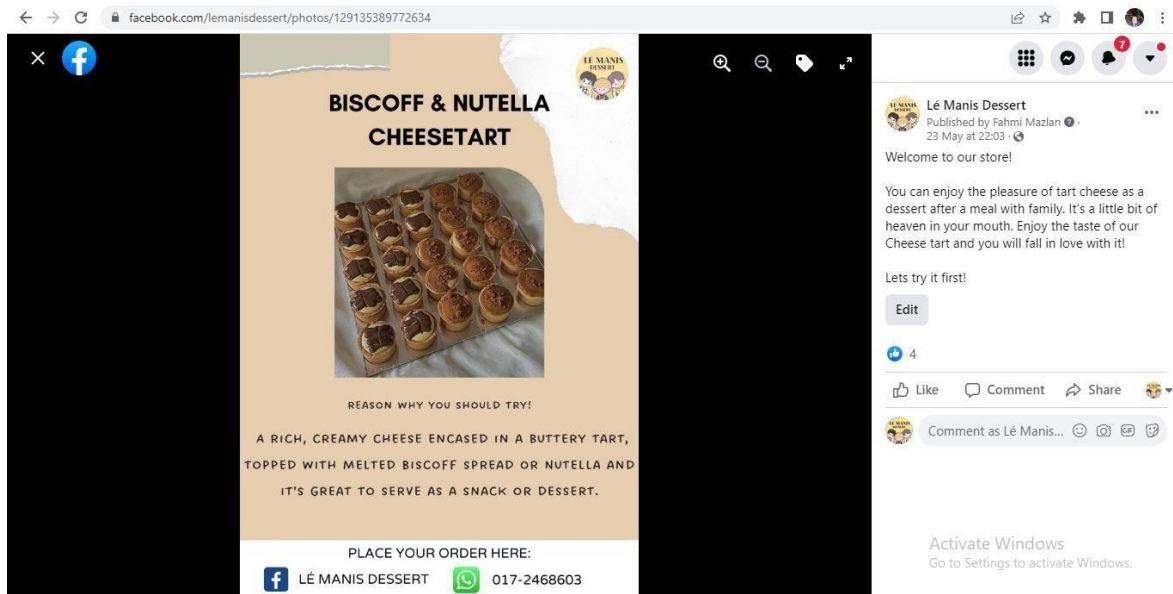
Activate Windows  
Go to Settings to activate Windows.

### 3.6 FACEBOOK (FB) POST- SOFT SELL

#### SOFT SELL #1



#### SOFT SELL #2



### SOFT SELL #3

A screenshot of a Facebook post from the page 'lémanisdessert'. The post features a large image of several round chocolate chip cookies. Overlaid on the image is a red-bordered box containing the following text:

**LÉ MANIS DESSERT**

**SEA SALT CHOCOLATE CHIP COOKIES**

OUR CHEWY CHOCOLATE CHIP COOKIES MADE WITH BROWN BUTTER AND A SPRINKLE OF SEA SALT BRING OUT THAT RICH CHOCOLATE FLAVOR AND TAKE THOSE COOKIES FROM GOOD TO GOURMET!

PLACE YOUR ORDER HERE:

**LÉ MANIS DESSERT** 017-2468603

At the bottom of the post, there is a comment from 'Lé Manis Dessert' published by Muhammad Daniel Hakimi on May 24 at 21:55, which says 'Grabb the order nowww'. Below the comment are buttons for 'Like', 'Comment', and 'Share'. At the very bottom of the page, there is a watermark that says 'Activate Windows Go to Settings to activate Windows.'

### SOFT SELL #4

A screenshot of a Facebook post from the page 'lémanisdessert'. The post features a large image of several round chocolate chip cookies. Overlaid on the image is a green-bordered box containing the following text:

**FEEL BORED DURING STUDY?**

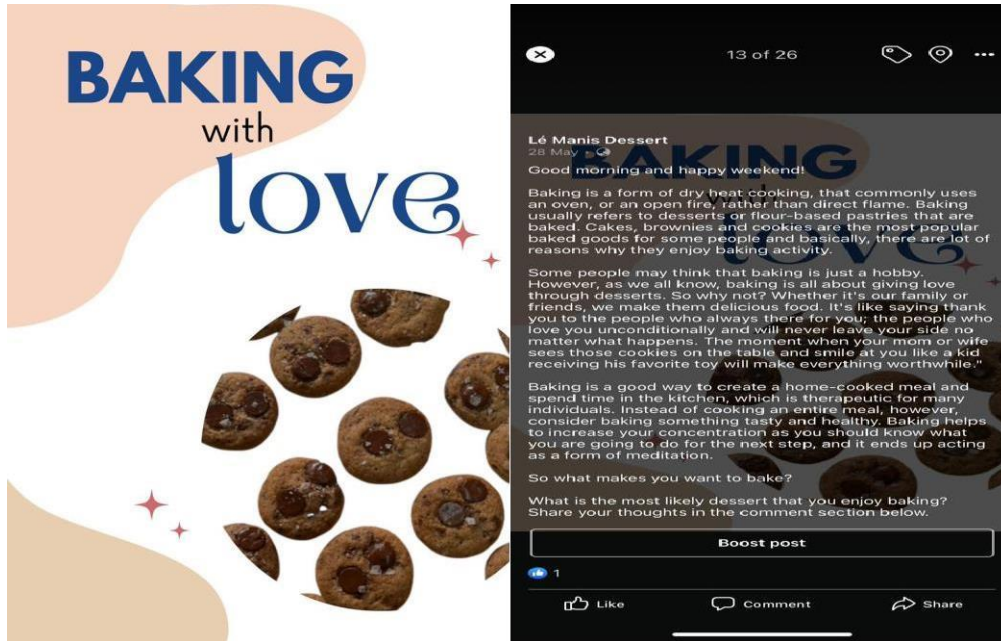
**TAKE A BREAK WITH SEA SALT CHOCOLATE CHIP COOKIES**

**BEST COOKIES IN TOWN!**

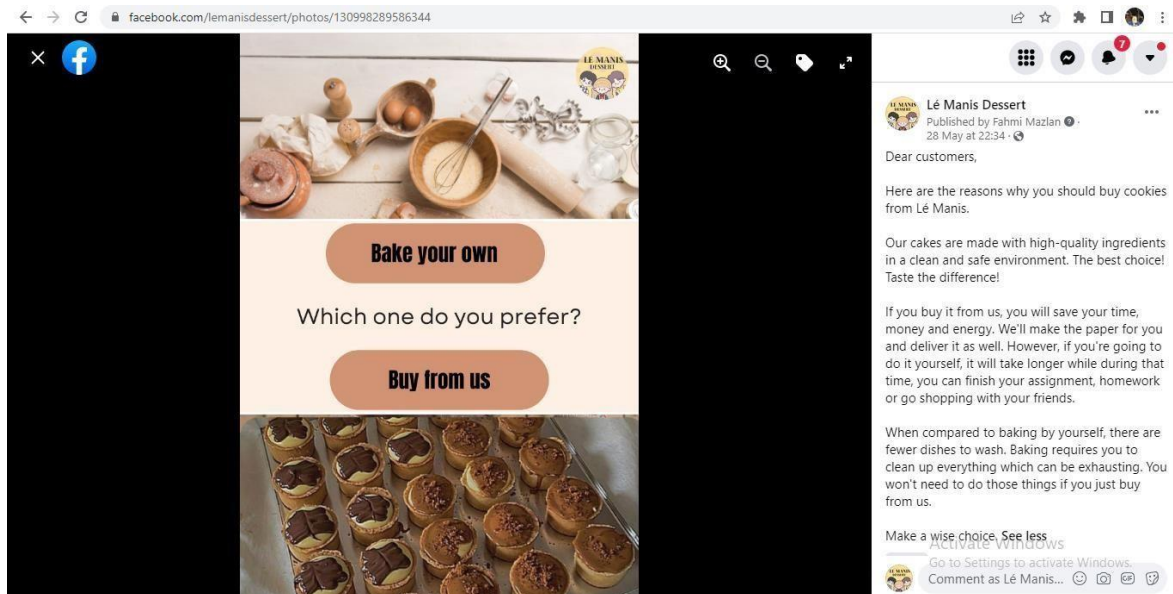
At the bottom of the post, there is a comment from 'Lé Manis Dessert' published by Fahmi Mazlan on May 24 at 23:01, which says 'Hey, welcome back to our store!'. Below the comment are buttons for 'Like', 'Comment', and 'Share'. At the very bottom of the page, there is a watermark that says 'Activate Windows Go to Settings to activate Windows.'




## SOFT SELL #5





## SOFT SELL #6





## SOFT SELL #7



### How to keep your cookies warm and crunchy

PLACE YOUR ORDER HERE:


LÉ MANIS DESSERT

017-2468603

10 of 26

**Lé Manis Dessert**  
28 May · 🌐

Did you know what is the best way to keep your cookies warm and crunchy?

Let us tell you

1. Store them in an air-tight container so that the cookies are not sluggish.
2. Different flavour of cookies should be kept in a different containers.
3. To absorb any extra moisture, store the cookies with bread.
4. When baking, use all-purpose flour since it has more protein than other flours. A higher protein content contributes to a browner look and crispier texture.

Like and follow our page for more tips.


| Price List:                      |       |
|----------------------------------|-------|
| Sea salt chocolate chips cookies | RM 22 |
| Brownies cookies                 | 22    |
| Cheesetart (Nutella/Biscoff)     | 20    |
| 10 pcs                           | 20    |
| 15 pcs                           | 32    |
| 25 pcs                           | 50    |

ORDER HERE: 017-2468603

Boost post

Like Comment Share



## SOFT SELL #8



### BROWNIES COOKIES

BORED OF HAVING BROWNIES CAKE? WE SERVE YOU WITH OUR ONE-BITE BROWNIE COOKIES. THEY ARE SIMPLY SUPER DELICIOUS. THE RICHNESS OF DARK CHOCOLATE, THE OOY-GOOEY/SOFT TEXTURE, AND IT'S NOT TOO DRY TO MUNCH. PLUS, IT'S SWEET! YOU WILL DEFINITELY FORM A SMILE AFTER EVERY BITE. A BURST OF CHOCOLATEY GOODNESS!

PLACE YOUR ORDER HERE:


LÉ MANIS DESSERT

017-2468603

facebook.com/lemanisdessert/photos/131381689548004

**Lé Manis Dessert**  
Published by Muhammad Daniel Hakimi  
29 May at 23:52 · 🌐

One of the our famous product 🍪

You can place your order by dm us or just hit this link 📌 <https://wa.link/bmcgty>

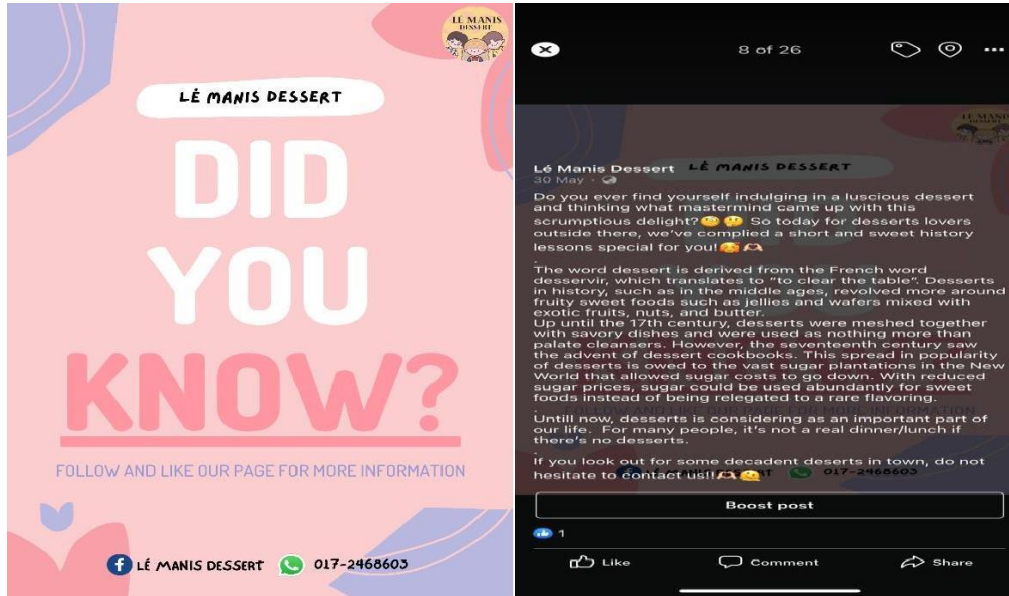
Edit

Like Comment Share

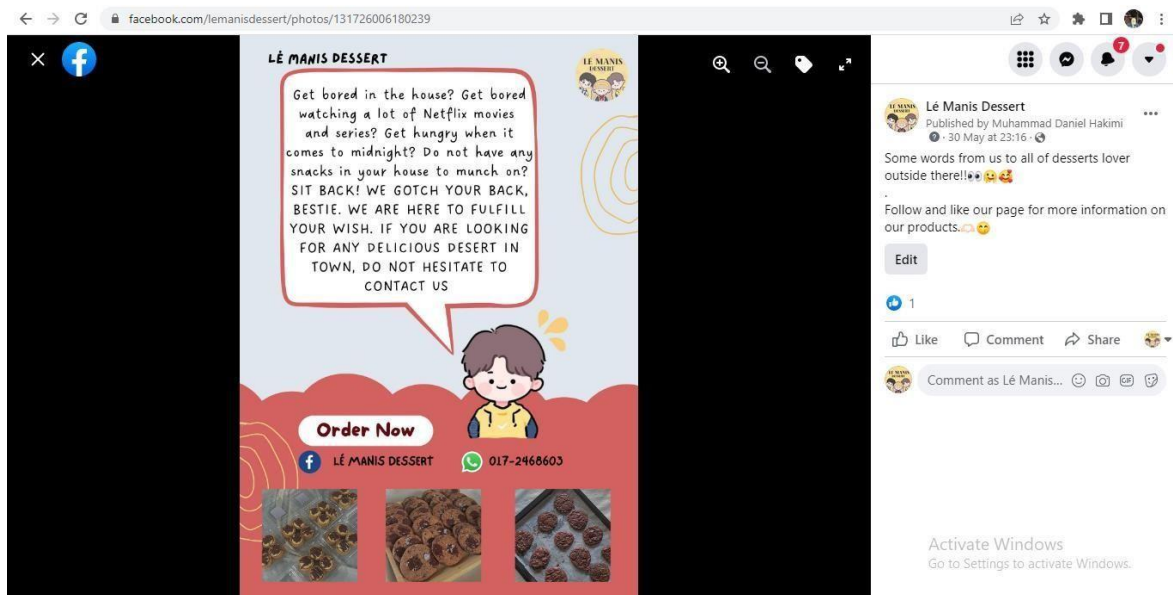
Comment as Lé Manis...

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## SOFT SELL #9



## SOFT SELL #10



## SOFT SELL #11

facebook.com/lemanisdessert/photos/132299632789543

**LÉ MANIS DESSERT**

**DON'T KNOW WHAT TO GIVE AS A GIFT?**

LET'S ORDER OUR THICK CHEESE TART AS A GIFT, I AM SURE THEY DEFINITELY WILL LOVE IT.

PLACE YOUR ORDER HERE:

**LÉ MANIS DESSERT** 017-2468603

**Lé Manis Dessert**  
Published by Muhammad Daniel Hakimi  
1 June at 14:14

Keep it this post and hit me up to order our desserts to show your love with your lovely one 🥰🥰

Like our page for more tips/information on our products! 🍷

Edit

Like Comment Share

Comment as Lé Manis...

Activate Windows  
Go to Settings to activate Windows.

## SOFT SELL #12

facebook.com/lemanisdessert/photos/133054929380680

**LÉ MANIS DESSERT**

**OUR BAKED DESSERT YOU NEED TO TRY**

BISCOFF CHEESE TART BROWNIES COOKIES NUTELLA CHEESE TART SEA SALT CHOCOLATE CHIPS COOKIES

**REASON WHY YOU SHOULD TRY OUR DESSERT**

- FRESHLY BAKED EVERYDAY
- HIGH QUALITY OF INGREDIENTS
- BALANCED TASTE OF SWEETNESS SUITS EVERYONE.

**Order Now**

**LÉ MANIS DESSERT** 017-2468603

**Lé Manis Dessert**  
Published by Muhammad Daniel Hakimi  
3 June at 14:52

Happy friday everyone!! 🥰 Weekend is coming soon 🥰. Hope you can spend your precious time with your family members or your lovely one. A dessert is one of the suitable foods that you can serve to your family members 🥰🥰

Grab your order now 🍷

Edit

2

Like Comment Share

Comment as Lé Manis...

Activate Windows  
Go to Settings to activate Windows.



## SOFT SELL #13

facebook.com/lemanisdessert/photos/133777615975078

**DO YOU KNOW THAT?**

There is 5 layers of the healthy eating pyramid and one of it is fats and sugar. For example, biscuits and cheesetart. Based on the pyramid, the foods that be categorised in this layers should be eaten in small amount. However, there are some healthy facts from this layers:-

**FATS PROVIDE YOUR BODY WITH ENERGY**

They serve as carriers to the fat soluble vitamins A,D,E and K. Fat deposited in your body acts as an insulator preventing loss of heat.

**SUGAR IS MAIN SOURCES OF ENERGY**

Since sugar is carbohydrate, it can acts on immediate source of energy when metabolized. Complex sugar are able to provide your body with long-lasting energy

Lé Manis Dessert  
Published by Muhammad Daniel Hakimi  
5 June at 15:11

Some interesting facts for desserts lover 🍰🍰

Like and follow our page for more information

Edit

1

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Go to Settings to activate Windows.

## SOFT SELL #14

facebook.com/lemanisdessert/photos/134086492610857

**3 SURPRISINGLY BENEFITS OF INDULGING IN YOUR FAVOURITE DESSERTS**

- 1 Elevate your mood**
  - The sugar in the desserts causes your brain to release endorphins such as serotonin. These hormones are responsible for making you feel happy.
- 2 Sugar reduces stress**
  - Sugar can bring down cortisol level (cortisol is the stress hormone)
- 3 They are a great pick-me-up**
  - It will instantly make you experience a sense of contentment and satisfaction after having stressful work/study weeks

Lé Manis Dessert  
Published by Muhammad Daniel Hakimi  
6 June at 12:32

The benefits that you can enjoy for having a desserts 🍰

Like and follow our page for any tips and information 🍰🍰

Edit

1

Like Comment Share

Comment as Lé Manis...

Activate Windows  
Go to Settings to activate Windows.

## SOFT SELL #15



**LÉ MANIS DESSERT**

**SIMPLE**

*recipe on how to make*

**BROWNIES**

**LÉ MANIS DESSERT** 017-2468603

2 of 26

Hello everyone 🍪🍪!! We are here to share a simple recipe for you to try it out!!

**INGREDIENTS**

- \* 1/2 cup unsweetened cocoa powder
- \* 1 cup white granulated sugar
- \* 1/2 cup melted butter
- \* 3 tablespoons vegetable oil
- \* 1 egg
- \* 2 teaspoons pure vanilla extract
- \* 1 1/3 cups all purpose flour (or plain flour)
- \* 1/2 teaspoon baking powder
- \* 1/2 teaspoon salt
- \* 1/3 cup semi sweet chocolate chips, (add more if desired)

**INSTRUCTIONS**


- \* Preheat oven to 350°F (175°C). Line 2 cookie sheets or baking trays with parchment paper (baking paper).
- \* In a medium-sized bowl, mix together the cocoa powder, white sugar, butter and vegetable oil. Beat in egg and vanilla until fully incorporated.
- \* Add the flour, baking powder, and salt; stir the dry ingredients first before mixing them through the wet ingredients until a dough forms (do not over beat). Fold in the chocolate chips.
- \* Scoop out 1-2 tablespoonful of dough with a cookie scoop (or small ice cream scoop), and place onto prepared baking sheets. Press them down as thick or thin as you want your cookies to come out.
- \* Bake in hot preheated oven for 10-12 minutes. The cookies will come out soft from the oven but will harden up as they cool. (Be careful not to over bake as they will dry out.)
- \* Allow to cool on the cookie sheet for 10 minutes before transferring to wire racks to cool.

However, if you feel that you doesn't have a time to do it, don't worry 🍪🍪. Just dm on our page or pm the number below to order our brownies!! 🍪

**Boost post**

Like Comment Share

## SOFT SELL #16



**'SHARING IS CARING'**

DURING THE WEEKEND, UNITY BETWEEN LOVED ONES CAN BE FOUND NOT ONLY IN SPENDING TIME TOGETHER, BUT ALSO IN THE INDULGENCE OF SOMETHING SWEET THAT CAN BE SHARED TOGETHER.

CHILDREN OFTEN LOOK FORWARD MOST TO THIS SWEET TREAT, THIS SWEET TOOTH ALSO CARRIES OVER INTO ADULTHOOD. FROM THE TOASTY CRUNCH OF CHOCOLATE CHIP COOKIES, TO OUR THICK BISCOFF AND NUTELLA CHEESE TART THERE'S JUST SOMETHING DEEPLY COMFORTING ABOUT BASKING IN THE FLAVOURS OF YOUR FAVOURITE CHILDHOOD TREATS.

SHARING IS CARING IS A COMMON PHRASE BUT IT HAS A BIG MEANING THAT WHEN WE SHARE SOMETHING WITH SOMEONE ELSE IT IS EQUAL TO CARING FOR THEM. WE SHOW CARE AND OUR INTEREST IN OUR FAMILY MEMBERS BY SHARING A DELICIOUS DESSERT FROM US, AND DEFINITELY THE TASTE OF THE DESSERT WILL BE INCREASED TO 100% WHEN WE EAT THE DESSERT TOGETHER WITH OUR LOVED ONE.

LET'S ORDER OUR DESSERT FOR YOU TO SHARE WITH YOUR LOVED ONE THIS WEEKEND

**LÉ MANIS DESSERT** 017-2468603

facebook.com/lemanisdessert/photos/136090229077150

**Lé Manis Dessert**  
Published by Muhammad Daniel Hakimi  
12 June at 10:25

Happy weekend everyone!! 🍪🍪

Like and follow our page for more information 🍪

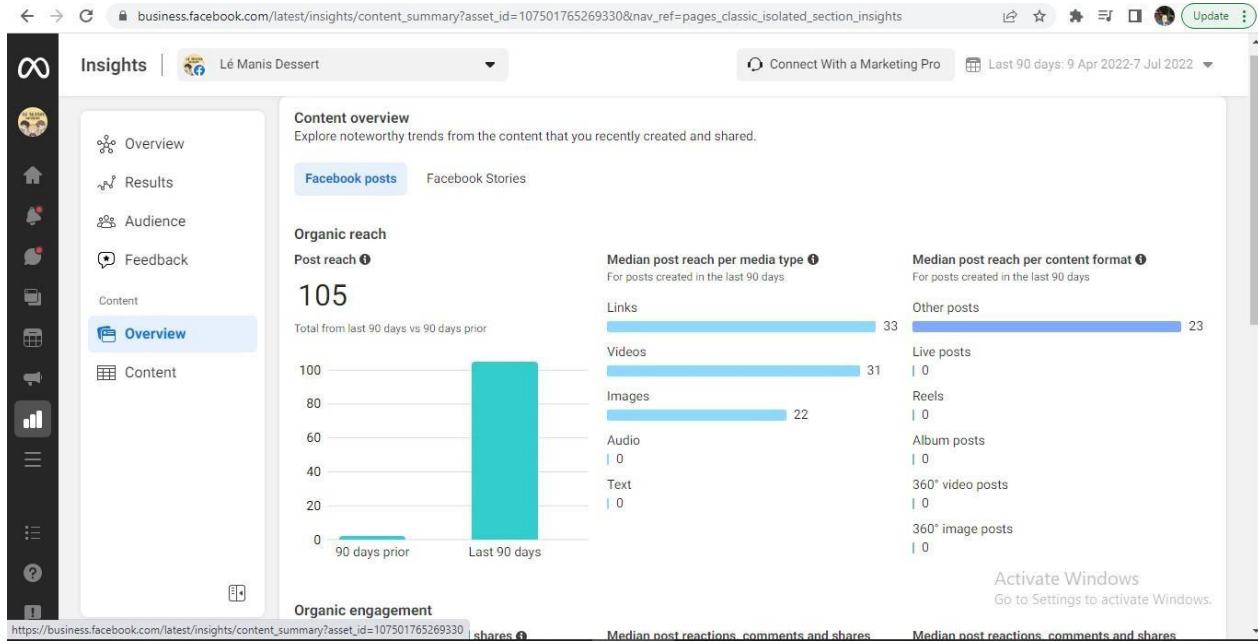
**Edit**

Like Comment Share

Comment as Lé Manis...

Activate Windows  
Go to Settings to activate Windows.

### 3.6 FREQUENCY OF POSTING



**Content**

Posts and stories Media type Filter Clear Search by ID or caption Columns

| Title  | Type            | Date published | Reach ⓘ              | Likes and reactions |
|--|-----------------|----------------|----------------------|---------------------|
| Happy friday everyone, Hari Raya Haji is around t...<br>Lé Manis Dessert | Boost post Post | 8 July 20:09   | 6<br>People reached  | 1<br>Reactions      |
| 7.7.2022 sale is coming! Le manis will be giving ...<br>Lé Manis Dessert | Boost post Post | 7 July 00:05   | 8<br>People reached  | 1<br>Reactions      |
| Good morning! Are you curious about the taste o...<br>Lé Manis Dessert   | Boost post Post | 5 July 11:37   | 14<br>People reached | 2<br>Reactions      |
| Limited promotion! Don't know which one to cho...<br>Lé Manis Dessert    | Boost post Post | 5 July 10:54   | 13<br>People reached | 1<br>Reactions      |

#### **4.0 SUMMARY**

In conclusion, based on our experience in this project, it is hard for someone who creates a new business to introduce their product in their chosen market. In our experience, we struggle to find the customer since we are still fresh in the market. However, we are also learning to attract customers by making the soft sell, hard sells and teasers. We also understand the keywords that need to be inside our soft sell and hard sell. Based on insight statistics on our Facebook (FB) page, we notice that our engagement in each posting keeps increasing even though the margin of increase is smaller. That is the good news for us to keep improving our product and marketing system to attract more customers to buy our products.

Furthermore, we also know how to do business when we are already outside the university. It is a good experience for us as students because we are already prepared to make a business from the beginning of the process. We have already learned how to register our business in Suruhanjaya Syarikat Malaysia (SSM). Also, we know how to track our business by keeping the information in one application called go-eCommerce. This application will help the owner of the business in terms of their business performance. By doing that, we know how much the sales we received and how much cost we incurred.

Last but not least, this social media portfolio is one of the most challenging assignments we face, but we as a group enjoy doing that. For us, there are no such easiest things in this world. Also, from this assignment, we keep learning from our mistakes, especially regarding soft sell, teaser and hard sell. Like Elbert Einstein said, "Learn from yesterday, Live for today, Hope for tomorrow, the important thing is not to stop questioning". By keeping those quotes, we managed to complete this assignment successfully.