



اُنِيْوَرْسِيْٓتِيْ تِيْكَنُوْلُوْجِيْ مَآرَا
UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF ACCOUNTANCY
UNIVERSITI TEKNOLOGI MARA**

PART IV BACHELOR OF ACCOUNTANCY (AC220)

**ENT 530: PRINCIPLES OF ENTREPRENEURSHIP
SOCIAL MEDIA PORTFOLIO**



PREPARED BY:

- 1) NUR FATIAH BATRISHA BINTI ADNAN (2020834874)
- 2) LINA SYAUKINA BINTI ARMAN (2020847044)

GROUP:

AC220B4D

PREPARED FOR:

RASLAN BIN NORDIN

ACKNOWLEDGEMENT

Primarily, we would like to take this opportunity to express our utmost gratitude to Allah S.W.T, the Almighty, on whom we ultimately depend for sustenance and guidance. We are most grateful as we were blessed with good health and managed to complete the Social Media Portfolio Report successfully.

A special appreciation and gratitude we would like to give to our respected lecturer, Sir Raslan bin Nordin. He has given us valuable guidance and support throughout the whole semester for the completion of this report. His efficient contribution has helped us to make wise decisions regarding the business and become more matured in dealing with the problems that we encountered. Without his commitment and dedication, this report would not have been materialized.

Moreover, our deepest gratitude is to our family members for all the strength and support that they have given to us for every decision and action that we took. Not to be forgotten, they had also helped us financially to pay all the cost that was required in completing this assessment.

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Lastly, we apologize for any mistakes that we did not acknowledge. It has indeed happened with or without our concern.

EXECUTIVE SUMMARY

Odeen Santai is a small business that sells oden paste by Masak masak Cekyana through Facebook platform. It is a partnership business owned by Nur Fatihah Batrishah Adnan and Lina Syaukina Arman. Our primary mission is to delight and nourish our customers with delicious food products and excellent service at a reasonable price. The establishment of this business is from the inspiration of the owner where both the owners admire Japanese food especially oden. Until the day when both owners found a local business that sell oden paste, we were immediately inspired to sell the products and start as an agent.

We have two main products which are Rempah Odeen Viral Cekyana original flavor and Rempah Odeen Viral Cekyana spicy flavor. We believe these two products with different flavors can cater our local's taste buds who like to eat oden but with our own Malay version of oden with a hint of Malay spices in it. We sell our products at an affordable price of RM 10 each. Our oden paste not only can be used to make a steamboat but also can be utilized as a base to make a variety of food such as it can be used to make fried rice, pasta and other Malay cuisines.

Our target customer includes students so that they enjoy it at their college, for people who love to travel as it is convenient to bring anywhere with easy instruction to get it ready to eat, for anyone who has big family to enjoy it with the rest of the family members and not to forget for a person who live independently as our oden paste can be used to cook variety of food. Our customer can get our product through our Facebook page, www.facebook.com/odeensantaibytribne or WhatsApp at . The delivery will be done by cash on delivery or postage by courier.

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1.0 GO-ECOMMERCE REGISTRATION

NUR FATIAH BATRISHA BINTI ADNAN

Go-eCommerce

BETA

HOME

MY PROFILE

MY BUSINESS


MY LEARNING

MY NOTIFICATION

MORE

PERSONAL PROFILE

BUSINESS PROFILE



NUR FATIAH BATRISHA BINTI ADNAN

Personal Information

Name

:

NUR FATIAH BATRISHA BINTI ADNAN

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

Add New

UTM Puncak Alam - Entrepreneurship Semester Mar 2022

Type of Institution

:

IHL

Institution List

:

Universiti Teknologi MARA

State of Institution

:

Selangor

Name of Institution

:

UTM 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

Study Status

:

Full time

Level of Study

:

Bachelor Degree

Class Name

:

AC220B4D

Course Name

:

Entrepreneurship Semester Mar
2022

Year Enrolling the subject

:

2022

Subject Name

:

Principles Of Entrepreneurship

Lecturer Name

:

Raslan Nordin

Month Enrolling the Subject

:

3

Year Of Internship Enrollment

:

Internship Enrollment

:

No

Period of Internship Training

:

Month of Internship Enrollment

:

Expected Month To Complete Study

:

8

Expected Year To Complete Study

:

2024

Related To Study Field

:

Yes

Edit Delete

LINA SYAUKINA BINTI ARMAN

Go-eCommerce

BETA

HOME

MY PROFILE

MY BUSINESS


MY LEARNING

MY NOTIFICATION

MORE

PERSONAL PROFILE

BUSINESS PROFILE



LINA SYAUKINA BINTI ARMAN

Personal Information

Name

:

LINA SYAUKINA BINTI ARMAN

Phone/Mobile

:

Edit

New Identity Card No.

:

Home Address

:

Email Address

:

District

:

City

:

Postcode

:

State

:

Personal Instagram

:

Personal Facebook

:

Race

:

Malay

Gender

:

Single

Special Need Required

:

No

Marital Status

:

Single

Institution Information

Add New

UTM Puncak Alam - Entrepreneurship Semester Mar 2022

Type of Institution

:

IHL

Institution List

:

Universiti Teknologi MARA

State of Institution

:

Selangor

Name of Institution

:

UTM 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

Study Status

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Level of Study

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2022

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2022

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:

Principles Of Entrepreneurship

Lecturer Name

:

Raslan Nordin

Month Enrolling the Subject

:

3

Year Of Internship Enrollment

:

Internship Enrollment

:

No

Period of Internship Training

:

Month of Internship Enrollment

:

Expected Month To Complete Study

:

8

Expected Year To Complete Study

:

2024

Related To Study Field

:

Yes

Edit Delete

ODEEN SANTAI

Go-eCommerce
BETA



Have you updated your sales today? Update your sales regularly to collect more points!

PERSONAL PROFILE

BUSINESS PROFILE



LINA SYAUKINA BINTI
ARMAN

Company Name : ODEEN SANTAI
EMPIRE
Type Of Business : PLT
Facebook Page : www.facebook.com/odee
nsantaibytina
Wechat for
Business :
Marketplace : None
Business Related to
Your Study Field : Yes

Company Registration No. : 202203172150 (003414018-M)
Business Role : Agent
Business Category/Business : Food & Beverages / Food &
Beverages
Sub-Category :
Business Instagram Page :
Business Website :
Type Of Website :
Experience in International
Export : No

Edit

2.0 MYENT CERTIFICATE



**UNIVERSITI
TEKNOLOGI
MARA**

Akademi
Pembangunan PKS dan
Keusahawanan Malaysia
(MASMED)

**MASMED YOUNG ENTREPRENEUR
(MyENT)**

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UiTM

No. Pelajar	: 2020834874
Nama	: NUR FATIAH BATRISHA BINTI ADNAN
Program Pengajian	: SARJANA MUDA PERAKAUNAN (KEPUJIAN)
Fakulti	: Faculty of Accountancy
Kampus	: Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan	: Online
Bidang Perniagaan yg diceburi	: Makanan
Tempoh Berniaga	:
No. Pendaftaran Perniagaan	: 202203172150 (003414018-M)
URL Perniagaan	: https://www.facebook.com/odeensantaibytrina
Alamat Premis Perniagaan	:
Tarikh Mendaftar	: 16 Apr 2022
Tarikh Kemaskini	: 15 Jul 2022
Tarikh Cetak	: 15 Jul 2022

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

**MALAYSIAN ACADEMY OF SME & ENTREPRENEURSHIP DEVELOPMENT (MASMED)**



UNIVERSITI
TEKNOLOGI
MARA

Akademi
Pembangunan PKS dan
Keusahawanan Malaysia
(MASMED)

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UiTM

No. Pelajar : 2020847044
Nama : LINA SYAUKINA BINTI ARMAN
Program Pengajian : SARJANA MUDA PERAKAUNAN (KEPUJIAN)
Fakulti : Faculty of Accountancy
Kampus : Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Online
Bidang Perniagaan yg diceburi : Makanan
Tempoh Berniaga :
No. Pendaftaran Perniagaan : 202203172150 (003414018-M)
URL Perniagaan : <https://www.facebook.com/odeensantaibytrina>
Alamat Premis Perniagaan :
Tarikh Mendaftar : 16 Apr 2022
Tarikh Kemaskini : 15 Jul 2022
Tarikh Cetak : 15 Jul 2022

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

Malaysian Academy of SME & Entrepreneurship Development (MASMED)

3.0 SSM REGISTRATION


SURUHANJAYA SYARIKAT MALAYSIA
COMPANIES COMMISSION OF MALAYSIA



BORANG D (KAEDAH 13)

PERAKUAN PENDAFTARAN
AKTA PENDAFTARAN PERNIAGAAN 1956

Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama

ODEEN SANTAI EMPIRE

NO. PENDAFTARAN: 202203172150 (003414018-M)

telah didaftarkan dari hari ini sehingga **6 JULAI 2023** di bawah Akta Pendaftaran
Perniagaan 1956, beralamat di

Bil. Cawangan: TIADA

Bertarikh di **SISTEM EZBIZ** pada **7 JULAI 2022**.


DATUK NOR AZIMAH ABDUL AZIZ
Pendaftar Perniagaan
Semenanjung Malaysia

UserID: EZBIZ Date: Sat Jul 09 13:31:58 MYT 2022

4.0 INTRODUCTION OF BUSINESS

4.1 NAME AND ADDRESS OF BUSINESS

Odeen Santai Empire is the name of our business. The idea of getting the name of the company is from the purpose of our main product which is oden paste. We got the inspiration to start this kind of business is mainly from social medias. From various social medias platform, we found out that people nowadays prefer food dishes that are easy to prepare and for sure must be delicious as they do not have much free time. Thus, that is why our tagline is “Pantas dan Enak” as the savoriness of our products are guaranteed and easily prepared.

Name of Business	Odeen Santai Empire
Business Address	
Facebook	www.facebook.com/odeensantaibytrina
Telephone Number	
Form of the Business	Partnership
Main Activities	Retail of food and beverages
Date of Commencement	22/6/2022
Date of Registration	7/7/2022

Table 1 Business information

4.2 ORGANIZATIONAL CHART

Odeen Santai is a new partnership business that just commenced. Both founders manage and operate this company together and share the same profit or loss. Hence, the organization structure for Odeen Santai is simple and only consists of both founders. The organizational chart is as below:

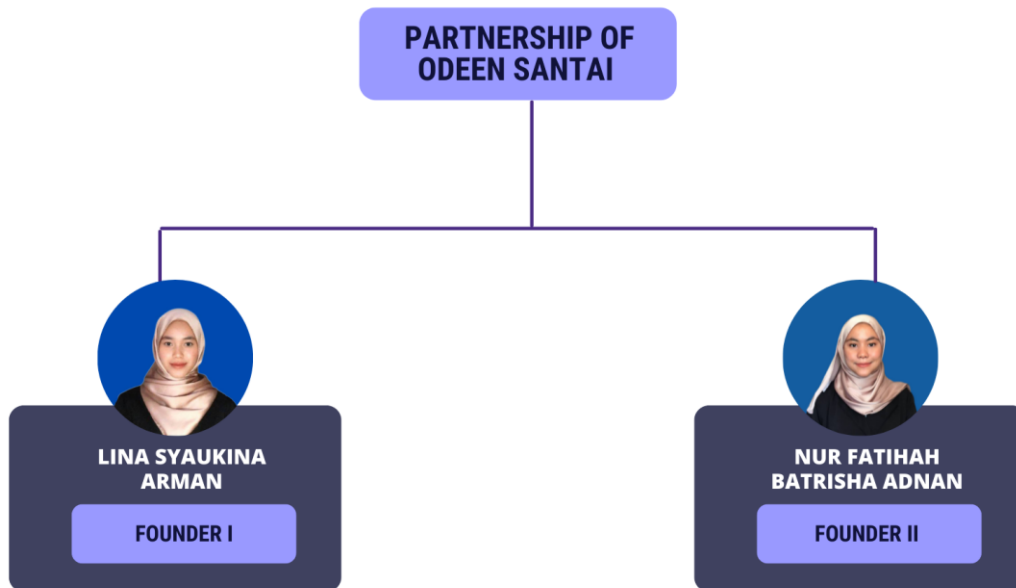


Figure 1 Organizational chart

4.3 MISSION / VISION

Our vision is to serve happiness to our customers through heavenly taste food paste while working towards the greater community and environment.

Our first mission is to delight and nourish our customers with delicious food products and excellent service at a reasonable price. Secondly, to understand our customer's changing needs and constantly improve our customer experience. Lastly, to generate sustainable profit growth.

4.4 DESCRIPTIONS OF PRODUCTS



Figure 2 The products

In Odeen Santai, we have two products namely, Rempah Odeen Viral Cekyana original flavor and Rempah Odeen Viral Cekyana spicy flavor. As its name suggests, we have two flavors which are original with red and black color of packaging and spicy with packaging in orange and black color where both are sell at an affordable price of RM 10 each. Our products with a net weight 50g are suitable for 4-5 pax per serving. Furthermore, these products have been certified Halal by JAKIM and the food safety is guaranteed by the certification of HACCP. The expiration date, ingredients, instructions and nutrition information table are printed on the packaging at the back of the products for customers' reference.

Rempah Odeen Viral Cekyana are in the form of powder that the customers can use to make soup in making oden or so-called steamboat. Other than that, our products can be used as a base for other meals as well such as to make fried rice, Malay cuisine and many more depending on customers' creativity. We also provide a short recipe video in our Facebook Page as guidance for our customers on how they can make use of our oden paste for other recipes.


4.5 PRICE LIST

ITEMS	PRICE PER ITEM
<p>REMPAH ODEEN PERISA ORIGINAL</p> 	<p>RM10</p>
<p>REMPAH ODEEN PERISA SPICY</p> 	<p>RM10</p>

Table 2 Price list

5.0 FACEBOOK (FB)





5.1 FACEBOOK (FB) PAGE

FACEBOOK PAGE 1	FACEBOOK PAGE 2
	

5.2 URL FACEBOOK (FB) PAGE

Odeen Santai's customized URL is <http://www.facebook.com/odeensantaibytrina>

5.3 FACEBOOK (FB) POST - TEASER

TEASER 1	TEASER 2
<div data-bbox="203 388 803 598">  Odeen Santai 9 May · 🌐 </div> <p>Assalamualaikum & good day everyone ❤️</p> <p>Great news from us! We are going to launch very soon 🗞️</p> <p>Stay tuned for our exciting products! 🍌</p> <div data-bbox="203 604 803 1123">  </div>	<div data-bbox="828 388 1429 598">  Odeen Santai 17 May · 🌐 </div> <p>Good day everyone! Today's weather is scorching hot, everyone must be exhausted 😓 Let's freshen our minds up by playing a This or That quiz!</p> <p>Which one do you guys prefer to eat? Whether to eat delicious home-cooked meals 🍲 or to eat at a restaurant 🍽️</p> <p>Comment down below your answer 🖋️</p> <p>Like www.facebook.com/odeensantaibytrina to play more fun quizzes!</p> <div data-bbox="820 693 1421 1197">  </div>

TEASER 3



Odeen Santai

19 May · 🌐

What's up everyone!

Is there anyone here feeling overwhelmed with works and assignments? Worry less and let's release the stress by playing This or That game 🎮

Which one will you choose if you're about to watch a movie? 🎬

Show us your preference by commenting down below 📌

Like www.facebook.com/odeensantaibytrina for more exciting posts 🍀



@OdeenSantabyTrina

SNACKS

**THIS
OR
THAT**

HOT MEAL

WHICH ONE WILL YOU
PREFER WHILE WATCHING
MOVIE?



TEASER 4



Odeen Santai

23 May · 🌐

The Best is Yet to Come! ➡️ SOON

We're excited to bring you the best Oden Paste in town! It's gonna be worth it 🍲🍷

Coming soon? Yes, yes it is. Keep in touch for our updates and like www.facebook.com/odeensantaibytrina

1 DAY LEFT

DAYS

HOURS

MINUTES

01

00

00

Odeen Santai

by Trina



TEASER 5



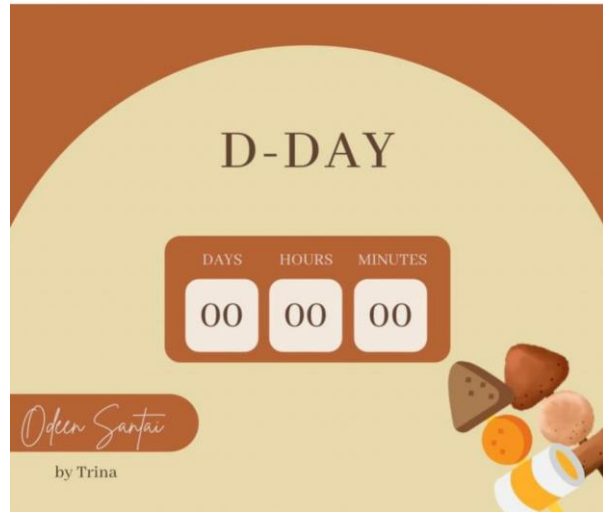
Odeen Santai

24 May · 🌐





...

Hello odeen lovers! ❤️ We have been waiting for this moment and finally today is our product launching day! 🥳 Don't forget to grab yours 🛒 Stocks are limited to first comers only!!

Keep updated with more exciting news from us by giving our page a like www.facebook.com/odeensantaibytrina and share it to your friends too! 🙌



5.4 FACEBOOK (FB) POST - COPYWRITING (HARD SELL)

HARD SELL 1	HARD SELL 2
<div data-bbox="215 396 393 447">  Odeen Santai 22 May · 🌐 </div> <p>!! GOOD NEWS ALERT !! 📢</p> <p>🌟 EARLY BIRD PROMOTION 🌟</p> <p>Happy Sunday everyone! We will be doing Early Bird Promotion once our products are released.</p> <p>The first 100 customers will get 30% off for each item 🥰 Spend more, Save more!</p> <p>Be prepared to be our first 100 customers to get this best price deals 🌟</p> <p>Stay tuned and like Odeen Santai for more updates</p> 	<div data-bbox="836 396 1010 447">  Odeen Santai 24 May · 🌐 </div> <p>These are the ways that you can purchase your order 📝</p> <p>You may directly leave a message to our facebook page www.facebook.com/odeensantaibytrina to place your order or the other alternative way is by texting us through our whatsapp https://shorturl.ae/TN9gM to get a faster response! 📩</p> <p>Place your order now before we run out of stocks as they are very limited 🚫</p> <p>Don't forget to like our facebook page to be constantly updated with more infos! www.facebook.com/odeensantaibytrina</p> 

HARD SELL 3



Odeen Santai

27 May · 🌐

Hello Odeen lovers!

Early bird promotion is ending soon 🕒

Hurry up! The offer will be available for 3 days only !! There's only few slot available to grab out products at best price 🛒

Don't be late, the offers wont wait for you ⌚

You may purchase at www.facebook.com/odeensantaibytrina or whatsapp <https://shorturl.ae/TN9gM> for faster response!



HARD SELL 4



Odeen Santai

4 Jun · 🌐

Hello odeen levers.👋

Ada sesiapa kat sini kaki kdrama tak?

Kaki drama mesti faham perasaan terliur bila tengah tengok drama lepastu ada scene pelakon makan odeen kan? Memang terliuk tengok 😋

Sebab itulah Odeen Santai datang untuk memenuhi keinginan anda semua untuk merasa odeen yang kena dengan tekak Melayu macam kita 🍲😋

Original atau spicy, mana satu pilihan hati?🍲🔥

Klik <https://shorturl.ae/TN9gM> atau Odeen Santai untuk pembelian 🛒



HARD SELL 5



Odeen Santai

11 Jun · 🌐

Happy weekend everyone! 🌟 Here are some of the satisfied customers upon buying Odeen Cekyana from us! 😊 We are so much happy to receive positive feedback 🌟❤️

What are you waiting for? Place your order now through <https://shorturl.ae/TN9gM> or www.facebook.com/odeensantaibytrina 🌈🔍



HARD SELL 6



Odeen Santai

17 Jun · 🌐

Assalamualaikum, selamat pagi peminat-peminat odeen semua! 🌟🔍

Tengok ni Isaac Osman pun dah rasa produk odeen cekyana! Nampak sedap sangat, memang terliur 😊😋

Korang kena cuba sendiri baru dapat rasa keenakannya! Apa tunggu lagi, cepat buat pesanan sekarang sementara stok masih ada! 🌟

Boleh order melalui facebook page kami sahaja www.facebook.com/odeensantaibytrina atau terus whatsapp kami melalui <https://shorturl.ae/TN9gM> untuk respon yang lebih cepat! 🌟



HARD SELL 7



Odeen Santai

26 Jun · 🌐

Hai semua 🙋
Ada sesiapa kat sini rasa lapar? Teringin nak makan makanan berkuah lagi-lagi kalau waktu tengah hujan? 🌧️🍜

Tengok Syedot makan oden guna paste odeen kami memang mengliurkan 😋 Jadi korang tunggu apa lagi? 🏃

Cepat dapatkan paste odeen kami melalui [Odeen Santai](https://shorturl.ae/TN9gM) atau WhatsApp <https://shorturl.ae/TN9gM> 📱



HARD SELL 8



Odeen Santai

27 Jun · 🌐

Good morning everyone ☀️ Great news! We're back with our exciting promotion 🥳

Buy 2 packets of any flavour then you will get another 2 packets for free 🎁👉 You can mix the flavours as well!

Promotion will only lasts until 4/7/2022 🕒 Don't miss the chance! Grab yours now 🏃🥳

You can either order from us through Whatsapp, <https://shorturl.ae/TN9gM> or Facebook page, www.facebook.com/odeensantaibytrina 📱

MONTHLY PROMOTION

**BUY 2
FREE 2**

+

@OdeenSantaibyTrina

HARD SELL 9



Odeen Santai

2 Jul · 🌐

Hello odeen lovers! 🙌 Do you guys remember we have a promotion going on 🙌 If you havent grab yours dont miss this opportunity of getting 4 packs with only RM20! 🙌

Faster guys stocks are very low and 3 days left before promotion ends 🙌

Order from us through www.facebook.com/odeensantaibytrina or <https://shorturl.ae/TN9gM> 📞



HARD SELL 10



Odeen Santai

6 d · 🌐

Another happy customer 🙌

Thank you for the support & feedback. It means a lot to us.

As always, we're thrilled to entertain you all with our oden paste, the best in town 🔥

What are you waiting for?

Get yours now at Odeen Santai or WhatsApp <https://shorturl.ae/TN9gM> 📞



5.5 FACEBOOK (FB) POST - COPYWRITING (SOFT SELL)

SOFT SELL 1	SOFT SELL 2
<div data-bbox="215 401 269 457"></div> <div data-bbox="274 405 391 428">Odeen Santai</div> <div data-bbox="274 432 355 453">31 May · 🌐</div> <div data-bbox="212 466 764 522"> <p>Hello lovelies! 🌸 We bet everyone has been stuffing their mouth with variety kinds of food during this Eid season 🍽️👨🍳</p> </div> <div data-bbox="212 543 764 627"> <p>We are here to remind you to get back on track and control your food intake! 📋 Here are some information on what are the best foods for your body 🧑🏻 Remember guys, healthy food, healthy life! ❤️</p> </div> <div data-bbox="212 648 639 697"> <p>Do like our facebook page http://www.facebook.com/odeensantaibyrina for more interesting tips!</p> </div> <div data-bbox="203 705 795 1253"> </div>	<div data-bbox="833 401 886 457"></div> <div data-bbox="891 401 1008 422">Odeen Santai</div> <div data-bbox="891 426 963 445">7 Jun · 🌐</div> <div data-bbox="829 453 1076 478"> <p>Selamat hari Selasa semua 🙌</p> </div> <div data-bbox="829 497 1408 569"> <p>Ada yang dah buntu nak masak apa ke harini? Jangan risau harini kami nak share satu resepi mudah untuk mak-mak atau sesiapa sahaja yang sibuk kerja tapi tetap nak masak untuk keluarga 😊</p> </div> <div data-bbox="829 588 1396 638"> <p>Resepi Sambal Udang Oden sangat mudah boleh siap dalam masa 10 minit sahaja 🙌 Yang penting kene ada rempah oden kami 😊</p> </div> <div data-bbox="829 657 1383 707"> <p>Korang semua bole cuba resepi ini & tag kami hasil masakan korang nanti 🌟👨🍳</p> </div> <div data-bbox="829 730 1333 758"> <p>Like Odeen Santai untuk banyak lagi resepi mudah & sedap 🙌</p> </div> <div data-bbox="820 766 1421 1316"> </div>



Odeen Santai
 9 Jun · 🌐

Hello everyone! 🤍 We know that our beloved followers here are great in cooking 🍳👨🍳 That means you frequently enter the kitchen 📱🌿 Remember, incidents might happen if you are not being careful while you cook! 🗣️🤔

We are delighted to share some safety rules while being inside the kitchen! 🌟 Always stay safe wherever you are 👍🌈


Don't forget to like our facebook page and share it to your friends for more informative posts! www.facebook.com/odeensantaibytrina



Kitchen Safety Rules

- Always wash your hands before and after handling food.
- Wear an apron and roll up your sleeves.
- Handle knives and other sharp equipment with care.
- Use oven mitts when taking hot dishes from the oven or microwave.
- Do not run around the room where food is being prepared.
- Wash kitchen and eating utensils after use in hot soapy water..

SOFT SELL 4



Odeen Santa
14 Jun · 🌐

Good day everyone 🙌

Have you guys eaten already? 🍽️

Well it's very important for us to eat on time for our body to function well 🕒


Today we would like to share with you guys the best time to eat for us to have a better day 🌞

Hope this will be beneficial to all of you ✨

Do like our page www.facebook.com/odeensantaibytrina and share this informative post to your loved ones 👪 Staf tuned for more foody tips 🍴👩🍳


BEST TIME TO EAT

BREAKFAST




7 am – 8 am, not later than 10 am
Eat within 30 mins of waking up

LUNCH



12 pm – 2 pm, not later than 4 pm
Ideal gap between breakfast and lunch is 4 hours

DINNER



6 pm – 9 pm, not later than 10 pm
At least 3 hours before sleep

OdeenSantaibyTrina

SOFT SELL 5



Odeen Santai

19 Jun · 🌐

What's up everybody 🙋

Used by vs Best before 🤔

Have you guys ever noticed that some of our food products at home labelled as 'used by' and some 'best before' & wonder what's the difference of it? 🤔🤔

Here is the answer to your wonders 📖

Hope this is helpful to all of you as it is vital to check the conditions of our food before we consume 🙌

Spread the word, tell your friend & don't keep this to yourself by share this post 👤

Check it out our fb page www.facebook.com/odeensantaibytrina and give a like 🙌 We'll be right back with more interesting tips 🙌



SOFT SELL 6



Odeen Santai

21 Jun · 🌐

Assalamualaikum semua! 🙋 Dah makan ke tuu 🤔 Kalau belum jom cuba resepi ikan sardin daripada Masak Masak Cekyana! 🙌 Simple je tak sampai 5 minit pun dah siap! Yang penting sedapp 🤔

Korang boleh guna paste odeen spicy macam dalam video atau bagi yang tak suka pedas nak guna paste odeen original pun boleh! 🙌🙌

Like www.facebook.com/odeensantaibytrina untuk banyak lagi resepi yang simple dan sedap! 🙌



www.facebook.com/odeensantaibytrina

SOFT SELL 7



Odeen Santai

23 Jun · 🌐

Good day everyone 🙌

Anyone's here looking for tips to reduce food waste at your home? Now you found it! 😊

Throwing away food is like stealing from the table of the poor and hungry. Hence, think before you throw them away 🙏

Dont forget to share this post & like www.facebook.com/odeensantaibytrina for more info 👥👍



SOFT SELL 8



Odeen Santai

28 Jun · 🌐

Assalamualaikum semua 🙌

Ada yang disini mencari resepi pasta yang divariasikan mengikut tekak melayu kita? 😊

Harini kami nak share resepi pasta dengan menggunakan paste odeen kami, Spaghetti Arrabiata Oden Viral Cekyana 😊

Memang berbaloi beli paste odeen kami, macam-macam resepi boleh buat guna paste odeen kami 🙌

Jangan lupa kongsi kepada kami hasil masakan korang 😊

Kongsi & like www.facebook.com/odeensantaibytrina untuk resepi-resepi mudah dan sedap 🙌👍



SOFT SELL 9



Odeen Santai

1 Jul · 🌐

Good morning lovelies! 💕 How are you guys doing? Hope everyone is doing well! 🌸 For those who are struggling right now, this quote of the day is specially for you ❤️

Hard times wont last forever, dont worry you are doing the best that you can & everyone is proud of you 🦋 stay strong and keep going without looking back! 🌟

Give a like to our facebook page www.facebook.com/odeensantaibytrina for more supportive motivational words 🧡❤️



SOFT SELL 10



Odeen Santai

5 Jul · 🌐

Hai semua! 💕 mesti dekat sini ramai yang rajin masak dekat dapur kan 🍴

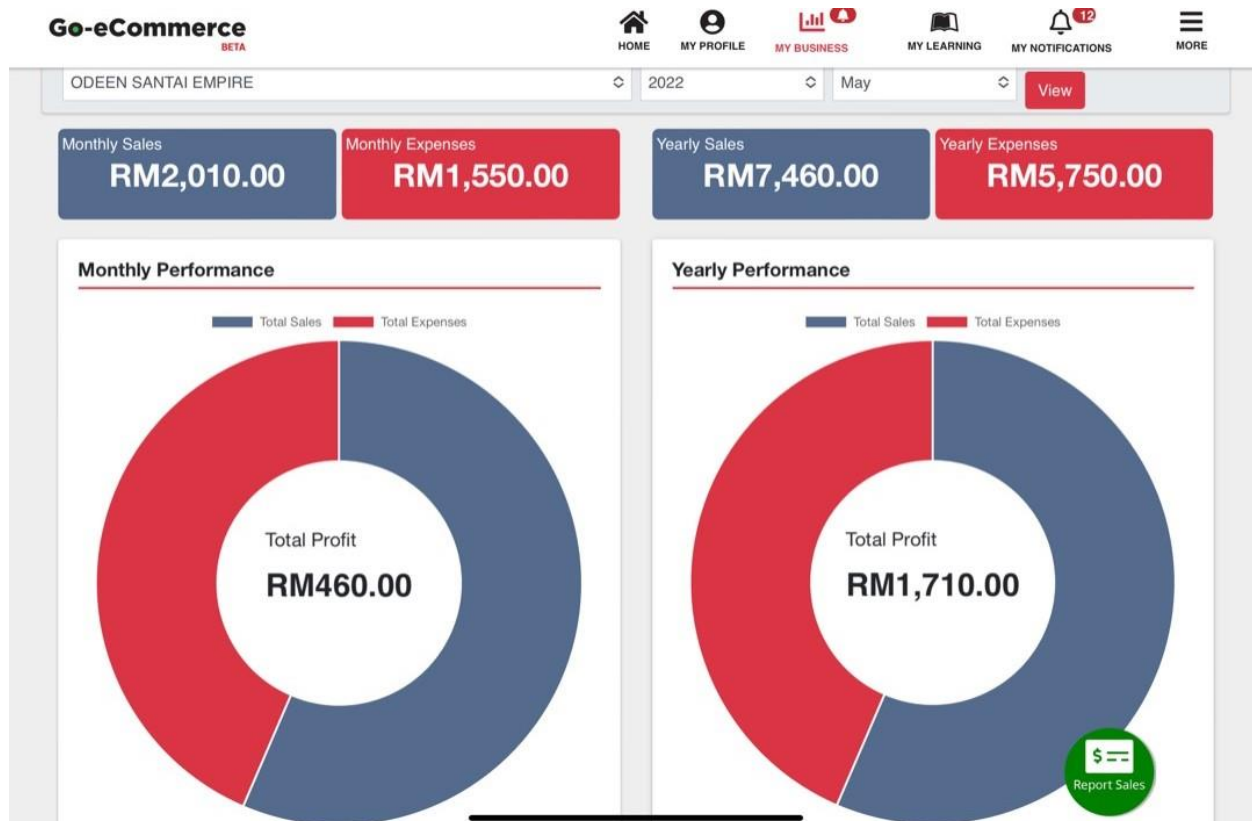
Harini kami nak kongsi beberapa tips jaga kebersihan makanan 🍽️
Nak sediakan makanan pun kena jaga kebersihan sekeliling tau! Ingat kebersihan kena sentiasa dijaga kalau nak elakkan daripada sebarang penyakit !!

Jangan lupa like facebook page kami www.facebook.com/odeensantaibytrina dan share dekat kawan-kawan 👯

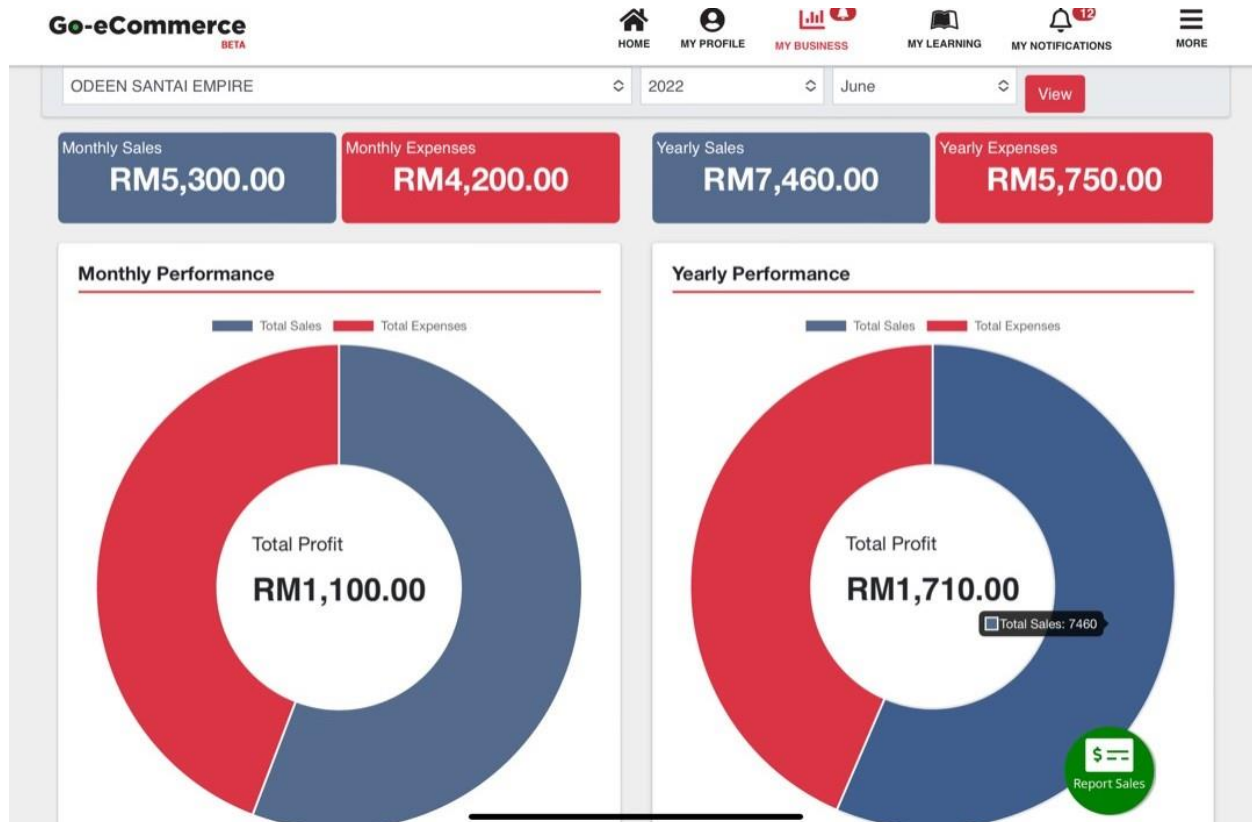


5.6 RELEVANT GRAPHICS TO EACH POST

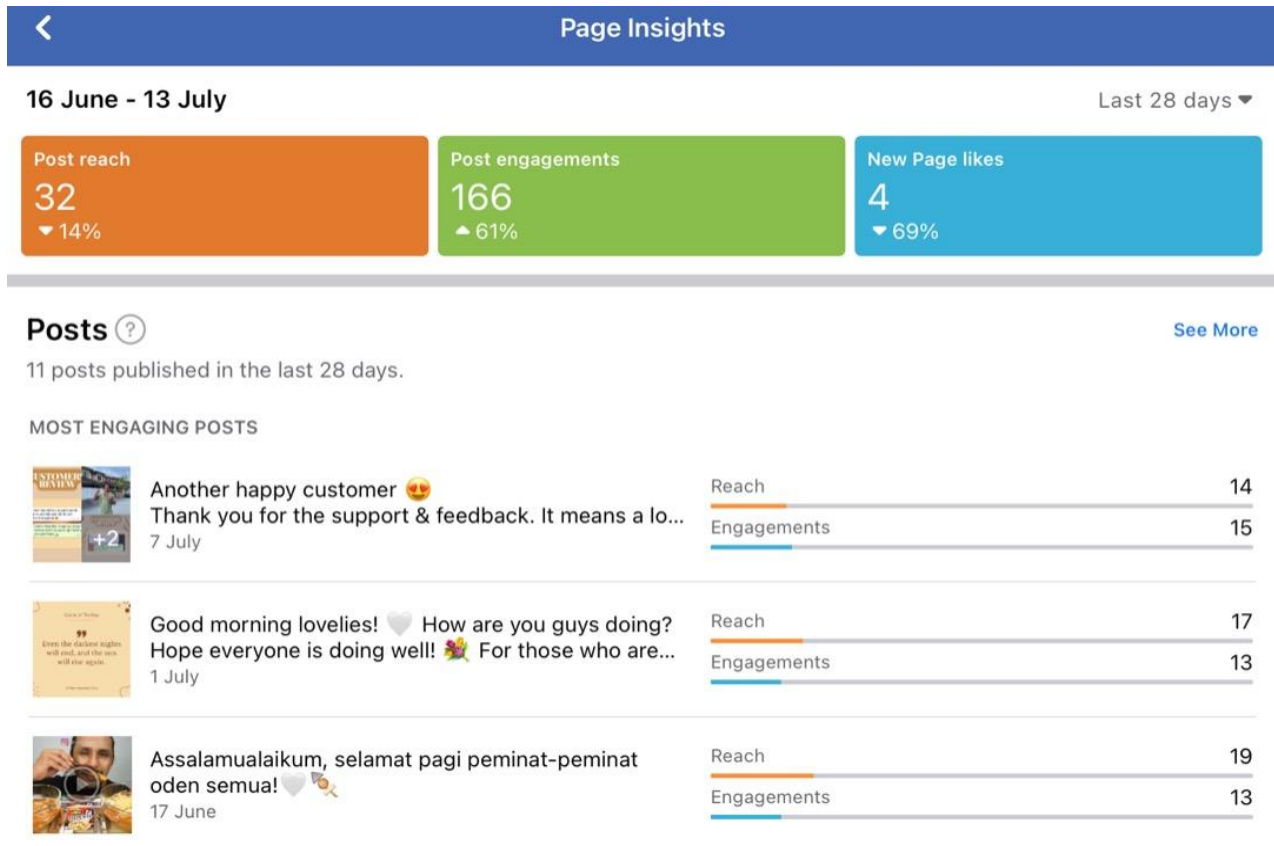
Sales report for May 2022



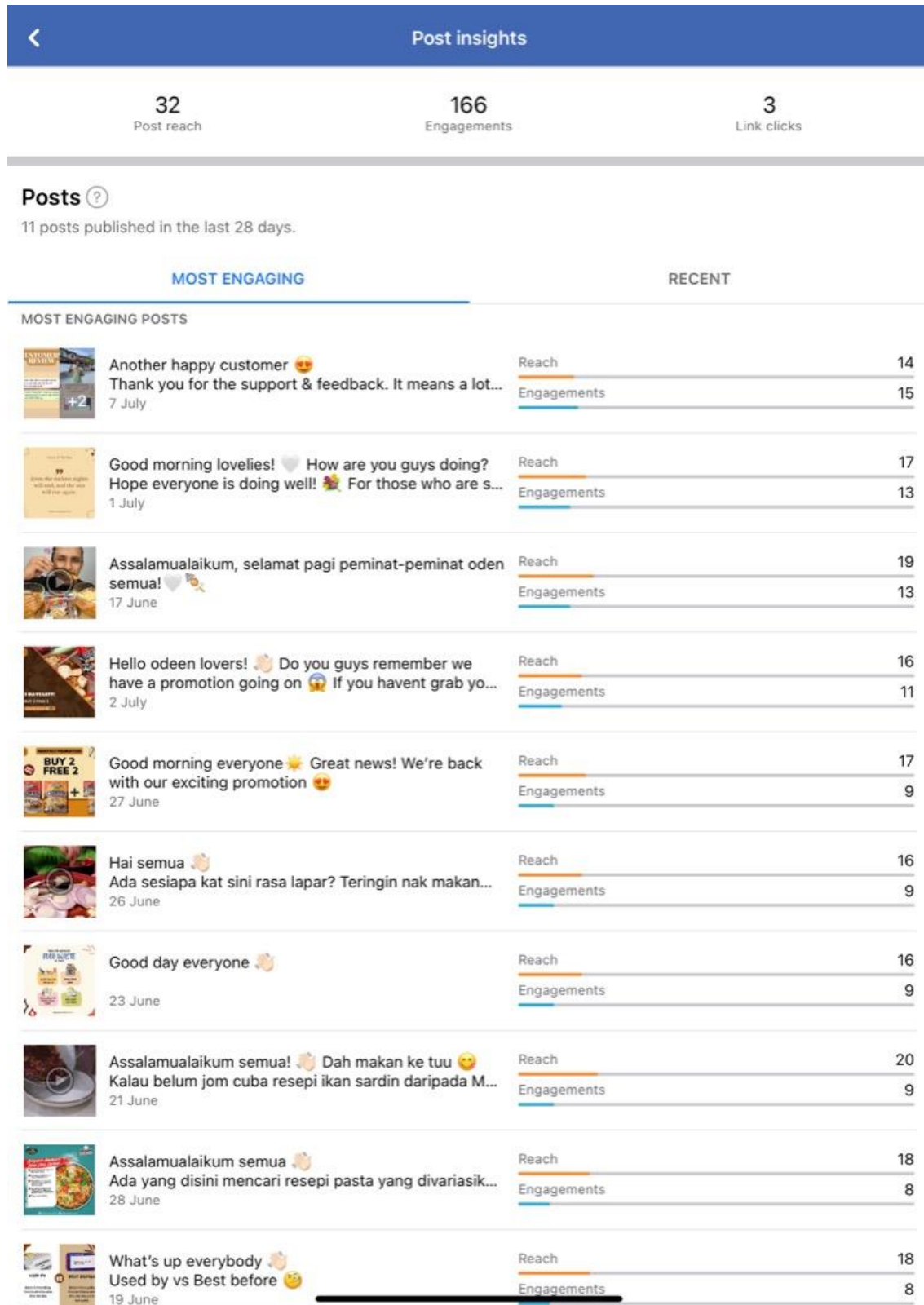
Sales report for June 2022



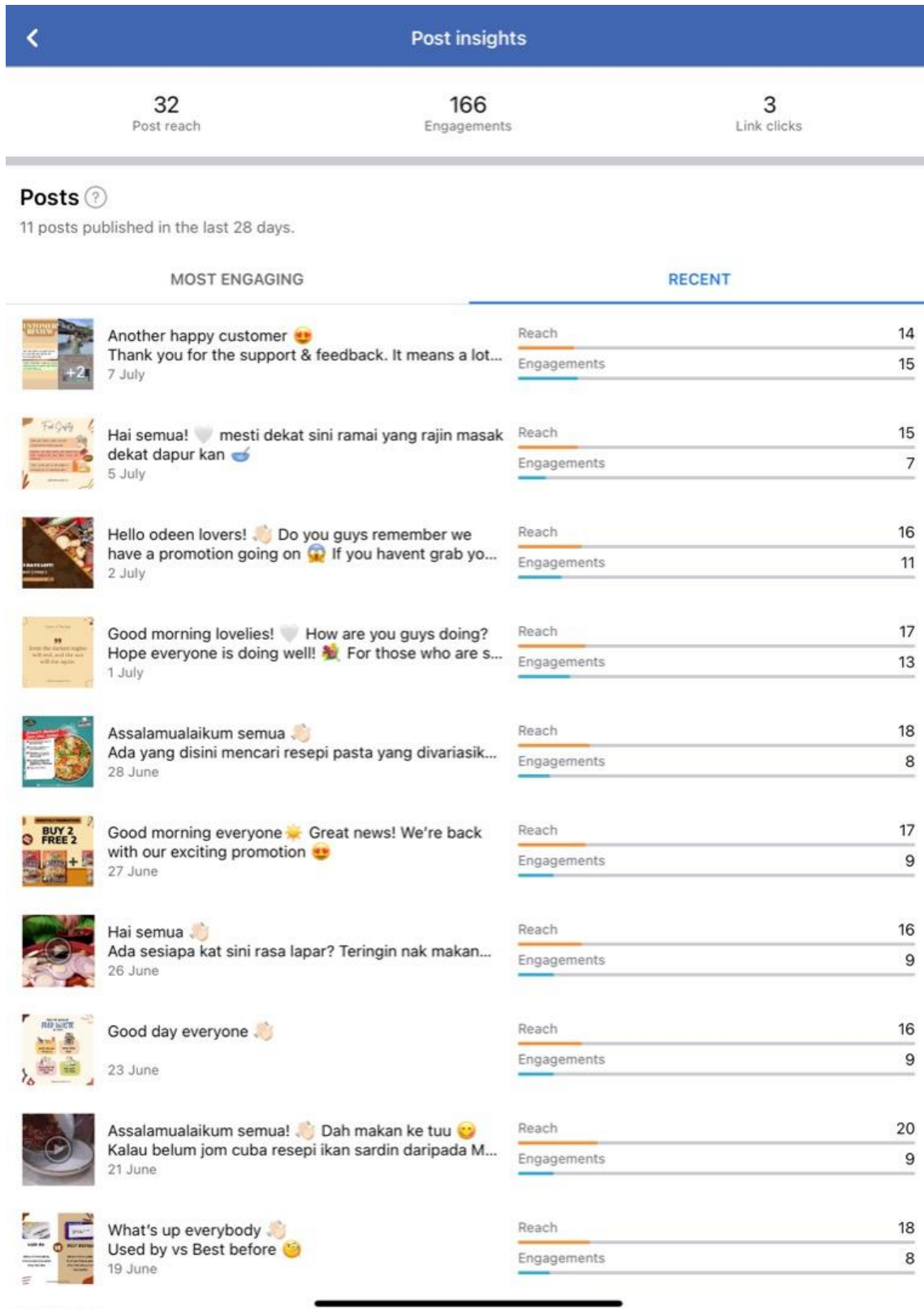
Overview of post insights
















Most engaging post insights










Recent post insights



Cont. recent post insights

Post insights			
	Assalamualaikum, selamat pagi peminat-peminat oden semua! 🍷🍷 17 June	Reach Engagements	19 13
	Good day everyone 🍷 14 June	Reach Engagements	19 7
	Happy weekend everyone! 🍷 Here are some of the satisfied customers upon buying Odeen Cekyana from... 11 June	Reach Engagements	15 12
	Hello everyone! 🍷 We know that our beloved followers here are great in cooking 🍷🍷 That mean... 9 June	Reach Engagements	16 10
	Selamat hari Selasa semua 🍷 Ada yang dah buntu nak masak apa ke harini? Janga... 7 June	Reach Engagements	17 11
	Hello odeen levers 🍷 Ada sesiapa kat sini kaki kdrama tak? 4 June	Reach Engagements	22 12
	Hello lovelies! 🍷 We bet everyone has been stuffing their mouth with variety kinds of food during this Eid... 31 May	Reach Engagements	25 13
	Hello Odeen lovers! Early bird promotion is ending soon 🍷 27 May	Reach Engagements	21 19
	These are the ways that you can purchase your order 24 May	Reach Engagements	22 14
	Kami menyediakan Rempah Odeen Viral Cekyana dengan dua perisa yang unik iaitu perisa asli dan se... 24 May	Reach Engagements	20 11
	Hello odeen lovers! ❤️ We have been waiting for this moment and finally today is our product launching d... 24 May	Reach Engagements	20 11
	The Best is Yet to Come! 🍷 We're excited to bring you the best Oden Paste in to... 23 May	Reach Engagements	25 11
	!! GOOD NEWS ALERT !! 🍷 EARLY BIRD PROMOTION 🍷	Reach	17

Cont. recent post insights

	!! GOOD NEWS ALERT !! ☀️ EARLY BIRD PROMOTION ☀️ 22 May	Reach 17 Engagements 11
	What's up everyone! Is there anyone here feeling overwhelmed with work... 19 May	Reach 21 Engagements 12
	Good day everyone! Today's weather is scorching hot, everyone must be exhausted 🥵 Let's freshen our mi... 17 May	Reach 24 Engagements 8
	Odeen Santai updated their phone number. 9 May	Reach 53 Engagements 23
	This content isn't available at the moment 9 May	Reach 5 Engagements 0
	Assalamualaikum & good day everyone ❤️ Great news from us! We are going to launch very soo... 9 May	Reach 46 Engagements 12
	Odeen Santai 17 April	Reach 0 Engagements 11

6.0 CONCLUSION

In conclusion, Odeen Santai Empire is an online business that uses social media platforms such as Facebook to sell oden paste that is easy to prepare and savoury. It is proven that by managing our business using Facebook such as constantly update our posts has led us to be able to sell, create awareness and engage with customers as we can create two-way communication with them.

The benefit of using Facebook to promote our start-up business, it does not incur much cost to promote our business. However, a brilliant marketing strategy is needed for us to attract customers. We need to be active in posting our posts and be informative to make it more attractive. Facebook page is not all about sharing the information about our business and product description but also a platform where we can share informative tips and create awareness. Thus, Facebook users will be more interested to view our Facebook page and it may lead us to gain customers and increase sales for the business.

This portfolio has helped us students to be able to expand our knowledge of entrepreneurship as well as brushing up the development and usage of IT skills that will be useful in near future. This portfolio also assisted us in realizing the importance of patience and commitment in entrepreneurship.

The purpose of this social media portfolio was to help students in practicing and learning how to start their own business. It is also to help students by educating them regarding the world of business and the concept of becoming an entrepreneur in the future.