



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**PRINCIPLE OF ENTREPRENEURSHIP
ENT530**

FACULTY OF BUSINESS & MANAGEMENT

**SOCIAL MEDIA PORTFOLIO:
PALAM BITES**

**PREPARED BY:
NUR ADDINA DAMIA BINTI MOHD NOOR (2022930939)
NAJWA IZETY BINTI AHMAD BOKHARI (2022930873)**

GROUP: ENT530S

**PREPARED FOR:
MADAM NUR SHAHRULLIZA MUHAMMAD**

**DATE OF SUBMISSION:
20TH JUNE 2023**



ACKNOWLEDGMENT



Acknowledgment

First and foremost, we would like to extend our most profound appreciation to God, Allah, for granting us strength, guidance, and inspiration throughout this journey. His divine blessings have been instrumental in shaping our thoughts and actions, and we are truly grateful for the unwavering support we have received.

We also extend our sincere thanks to Madam Nur Shahrulliza Muhammad, our esteemed entrepreneurship lecturer, whose knowledge, expertise, and insightful feedback have been indispensable in shaping the content and structure of this report. Your dedication to teaching and mentorship has greatly enriched our learning experience, and we are truly grateful for the valuable lessons we have gained under your guidance.

To our beloved mother and father, we owe a debt of gratitude that words cannot adequately express. Your unwavering love, encouragement, and sacrifices have been the foundation upon which our educational journey stands.

Last but certainly not least, I would like to thank my dear partner, Najwa Izety, for her unwavering support and understanding throughout the entire process of working on this report. Your patience, encouragement, and insightful perspectives have enriched this journey.



EXECUTIVE SUMMARY



01

Palam Bites is a partnership-based business located at No. 2 Jalan Mawar 1, Taman Puchong Perdana, offering delicious snacks made from Mackerel tuna. With our tagline "Get Hooked on Palam Bites: Crunchy snacks from the Sea!" and a mission to bring joy to snack lovers, we strive to provide a unique and enjoyable snacking experience using high-quality ingredients and sustainable practices.

02

Palam Bites' Keropok Sira are crafted with the finest Mackerel tuna sourced from reputable producers. These snacks offer a delightful combination of flavors and come in two variations: Asli and Sira. The Original flavor showcases the natural essence of Mackerel tuna with a hint of salt, while the Sira (Spicy flavor) adds an exciting kick with a fiery blend of spices.

In the current sales period, our total sales amount to RM111, reflecting the growing popularity of Palam Bites' Keropok Sira among our customers.

Our vision is to be the preferred brand for seafood-inspired snacks, known for our exceptional Mackerel tuna snacks, and to create a community of snack enthusiasts who appreciate the flavors of the sea. We aim to be recognized as a well-known name in the snack industry, loved by families, friends, and seafood fans everywhere.





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SOCIAL MEDIA PORTFOLIO

GO-ECOMMERCE

PALAM BITES

GO-ECOMMERCE REGISTRATIONS

- NUR ADDINA DAMIA PERSONAL AND BUSINESS PROFILE

The screenshot shows the 'Go-eCommerce BETA' personal profile page. The user is NUR ADDINA DAMIA BINTI MOHD NOOR. The page is divided into 'PERSONAL PROFILE' and 'BUSINESS PROFILE' tabs. The 'PERSONAL PROFILE' tab is active, displaying a list of personal information fields.

Personal Information			
Name	NUR ADDINA DAMIA BINTI MOHD NOOR	Phone/Mobile	
New Identity Card No.		Home Address	
Email Address		District	
City		Postcode	
State	Selangor	Personal Instagram	null
Personal Facebook		Race	Malay
Gender	Female	Special Need Required	No
Marital Status	Single		

The screenshot shows the 'Go-eCommerce BETA' business profile page for NUR ADDINA DAMIA BINTI MOHD NOOR. The 'BUSINESS PROFILE' tab is active, displaying a list of business information fields.

Business Information			
Company Name	PALAM BITES	Company Registration No.	
Type Of Business	Enterprise	Business Role	Agent
Facebook Page	https://www.facebook.com/people/PALAM-BITES/100091802405622/	Business Category/Business Sub-Category	Food & Beverages / Food & Beverages
Wechat for Business		Business Instagram Page	
Marketplace	Others	Business Website	http://palambites.com/
Business Related to Your Study Field	Yes	Type Of Website	eCommerce Platform
		Experience in International Export	No



GO-ECOMMERCE REGISTRATIONS



- NAJWA IZETY PERSONAL AND BUSINESS PROFILE

The screenshot shows the 'Go-eCommerce BETA' user interface. The user is logged in as 'NAJWA IZETY BINTI AHMAD BOKHARI'. The 'PERSONAL PROFILE' tab is active, displaying the following information:

Personal Information			
Name	NAJWA IZETY BINTI AHMAD BOKHARI	Phone/Mobile	
New Identity Card No.		Home Address	
Email Address			
City		District	
State	Selangor	Postcode	
Personal Facebook		Personal Instagram	null
Gender	Female	Race	Malay
Marital Status	Single	Special Need Required	No

An 'Add New' button is visible at the bottom right of the 'Institution Information' section.

The screenshot shows the 'Go-eCommerce BETA' user interface. The user is logged in as 'NAJWA IZETY BINTI AHMAD BOKHARI'. The 'BUSINESS PROFILE' tab is active, displaying the following information:

Business Profile			
Company Name	PALAM BITES	Company Registration No.	
Type Of Business	Sdn. Bhd	Business Role	Agent
Facebook Page	https://www.facebook.com/people/PALAM-BITES/100091802405622/	Business Category/Business Sub-Category	Food & Beverages / Food & Beverages
Wechat for Business		Business Instagram Page	
Marketplace	Others	Business Website	http://palambites.com/
Business Related to Your Study Field	Yes	Type Of Website	eCommerce Platform
		Experience in International Export	No

An 'Edit' button is visible at the top right of the business profile section.



SOCIAL MEDIA PORTFOLIO

MYENT

PALAM BITES

MYENT CERTIFICATE

- NUR ADDINA DAMIA MYENT CERTIFICATE

The image shows a registration slip for the MASMED Young Entrepreneur (MyENT) program. The slip is titled 'MASMED YOUNG ENTREPRENEUR (MyENT)' and 'SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM'. It contains personal and program details for NUR ADDINA DAMIA BINTI MOHD NOOR, including her student ID (2022930939), program (Sarjana Muda Pentadbiran Perniagaan), faculty (Faculty of Business & Management), and campus (Selangor). It also lists business-related information such as the hybrid mode, food industry focus, 2-month duration, and a Facebook link for the program. A disclaimer at the bottom states that the registration is a record of participation and does not constitute an endorsement by the university.

UNIVERSITI TEKNOLOGI MARA | Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar : 2022930939
Nama : NUR ADDINA DAMIA BINTI MOHD NOOR

Program Pengajian : SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN) EKONOMI
PERNIAGAAN
Fakulti : Faculty of Business & Management
Kampus : Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Hybrid
Bidang Perniagaan yg diceburi : Makanan
Tempoh Berniaga : 2 bulan
No. Pendaftaran Perniagaan :
URL Perniagaan : <https://www.facebook.com/people/PALAM-BITES/100091802405622>
Alamat Premis Perniagaan :
Tarikh Mendaftar : 30 May 2023
Tarikh Kemaskini : 18 Jun 2023
Tarikh Cetak : 18 Jun 2023

Sijil Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dijalankan oleh pelajar semasa tempoh pengajian di UiTM. Sijil ini secara tidak langsung akan terbitah 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 dalam UiTM sahaja. Urusan dan aktiviti perniagaan yang dijalankan oleh penama adalah risiko dan tanggungjawab sendiri tempo melibatkan kepentingan dan nama Universiti.

SALINAN PENDAFTARAN INI DIPERAKUI OLEH
PENOLONG NAIB CANSOLOR KEUSAHAWANAN UITM
Malaysian Academy of SME & Entrepreneurship Development (MASMED)

MYENT CERTIFICATE

- NAJWA IZETY MYENT CERTIFICATE

UNIVERSITI TEKNOLOGI MARA | Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar	: 2022930873
Nama	: NAJWA IZETY BINTI AHMAD BOKHARI
Program Pengajian	: SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN) EKONOMI PERNIAGAAN
Fakulti	: Faculty of Business & Management
Kampus	: Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan	: Online
Bidang Perniagaan yg diceburi	: Makanan
Tempoh Berniaga	: 2 bulan
No. Pendaftaran Perniagaan	:
URL Perniagaan	: https://www.facebook.com/people/PALAM-BITES/100091802405622
Alamat Premis Perniagaan	:
Tarikh Mendaftar	: 18 Jun 2023
Tarikh Kemaskini	:
Tarikh Cetak	: 18 Jun 2023

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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 dipatikan 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)

SOCIAL MEDIA PORTFOLIO

SSM

PALAM BITES

SSM REGISTRATIONS

- EVIDENCE OF SSM REGISTRATIONS



The image shows a formal SSM registration certificate. At the top center is the SSM logo with the text 'Suruhanjaya Syarikat Malaysia'. To the right of the logo is a QR code. Below the logo, the text reads 'BORANG D (KAEDAH D)'. The main title is 'PERAKUAN PENDAFTARAN AKTA PENDAFTARAN PERNIAGAAN 1956'. The body of the certificate states: 'Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama **NAJWA IZETY PALAM BITES** NO. PENDAFTARAN: 202303154583 (003502939-41) telah didaftarkan dari hari ini sehingga 18 JUN 2024 di bawah Akta Pendaftaran Perniagaan 1956, beralamat di **Btl. Cawangan: TIADA** Berdaftar di SISTEM EZBIZ pada 19 JUN 2023.' At the bottom right, there is a signature and the name 'DATUK NOR AZIMAH ABDUL AZIZ, Pendaftar Perniagaan Semenanjung Malaysia'. The footer contains the text 'Form D-2023 (Rev. Tarikh 01/01/2023) 001'.

SOCIAL MEDIA PORTFOLIO

INTRODUCTION OF BUSINESS

PALAM BITES

Name:

Palam Bites

Contact:

- addinaswork23@gmail.com
- wawazety.works@gmail.com

Tagline:

"Get Hooked on Palam Bites: Crunchy Snacks from the Sea!"

Phone No:

- +6019-615 1165 (Dina)
- +60 18-399 8190 (Wawa)

Main Activity:

The main activity of Palam Bites is selling snacks named Keropok Sira made from excellent ingredients

Form of Business:

Partnership

Business Address:

No.2, Jalan Mawar 1,
Taman Puchong Perdana,
47150 Puchong, Selangor



INTRODUCTION

SOCIAL MEDIA PORTFOLIO

LOGO

PALAM BITES



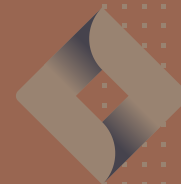
LOGO OF BUSINESS



SOCIAL MEDIA PORTFOLIO

ORGANIZATIONAL CHART

PALAM BITES



Addina Damia

Owner

- 22 years old
- Bachelor in Investment Analysis



Najwa Izety

Owner

- 22 years old
- Bachelor in Banking

Our Team

PALAM BITES consists of two hard-working owners who are passionate and strive to create and provide top-notch products to all aspects of people.

SOCIAL MEDIA PORTFOLIO

**MISSION &
VISION**

PALAM BITES

MISSION & VISION

Our mission at Palam Bites is to bring joy to snack lovers by offering delicious Keropok Sira. We aim to provide a unique and enjoyable snacking experience, using high-quality ingredients and sustainable practices. We want to be known for our tasty snacks.



Our vision is to be the preferred brand for seafood-inspired snacks, known for our exceptional Keropok Sira. We want to create a community of snack enthusiasts who appreciate the flavors of the sea. Through our dedication to quality and customer satisfaction, we aspire to be a well-known name in the snack industry, loved by families, friends, and seafood fans everywhere.

SOCIAL MEDIA PORTFOLIO

**PRODUCT'S
DESCRIPTION**

PALAM BITES

PRODUCT'S DESCRIPTION

Made with the finest mackerel, Palam Bites' snacks are delicious snacks that will make your taste buds dance with delight.

Benefits of Keropok Sira made with mackerel tuna:

- **Rich in Omega-3 Fatty Acids:** Mackerel tuna is known to be a great source of omega-3 fatty acids, which are beneficial for brain health and cardiovascular well-being.
- **High Protein Content:** Mackerel tuna is packed with protein, making it an excellent choice for those looking to enjoy a nutritious snack that satisfies their cravings.
- **Essential Vitamins and Minerals:** These snacks provide essential vitamins and minerals, including vitamin D, vitamin B12, and selenium, contributing to overall health and well-being.



PRODUCT'S DESCRIPTION

Our snacks come in two delightful flavors: Asli and Sira. The Asli flavor is a classic, delivering the natural essence of mackerel with a hint of salt to enhance its unique taste. For those seeking an extra kick, Sira offers a fiery blend of spices that will awaken your senses and add a touch of excitement to your snacking experience.

As a seller of Palam Bites' K, we take pride in offering a snack that is loved by seafood enthusiasts. Each chip is carefully crafted to deliver a satisfying crunch, bursting with the rich flavors of mackerel. These snacks are a testament to our commitment to providing high-quality snacks that delight our customers.



SOCIAL MEDIA PORTFOLIO

PRICE LIST

PALAM BITES



FLAVOUR ASLI

Crunchy snacks with hints of salt

RM12



FLAVOUR SIRA

Crunchy snacks with kicks of spices

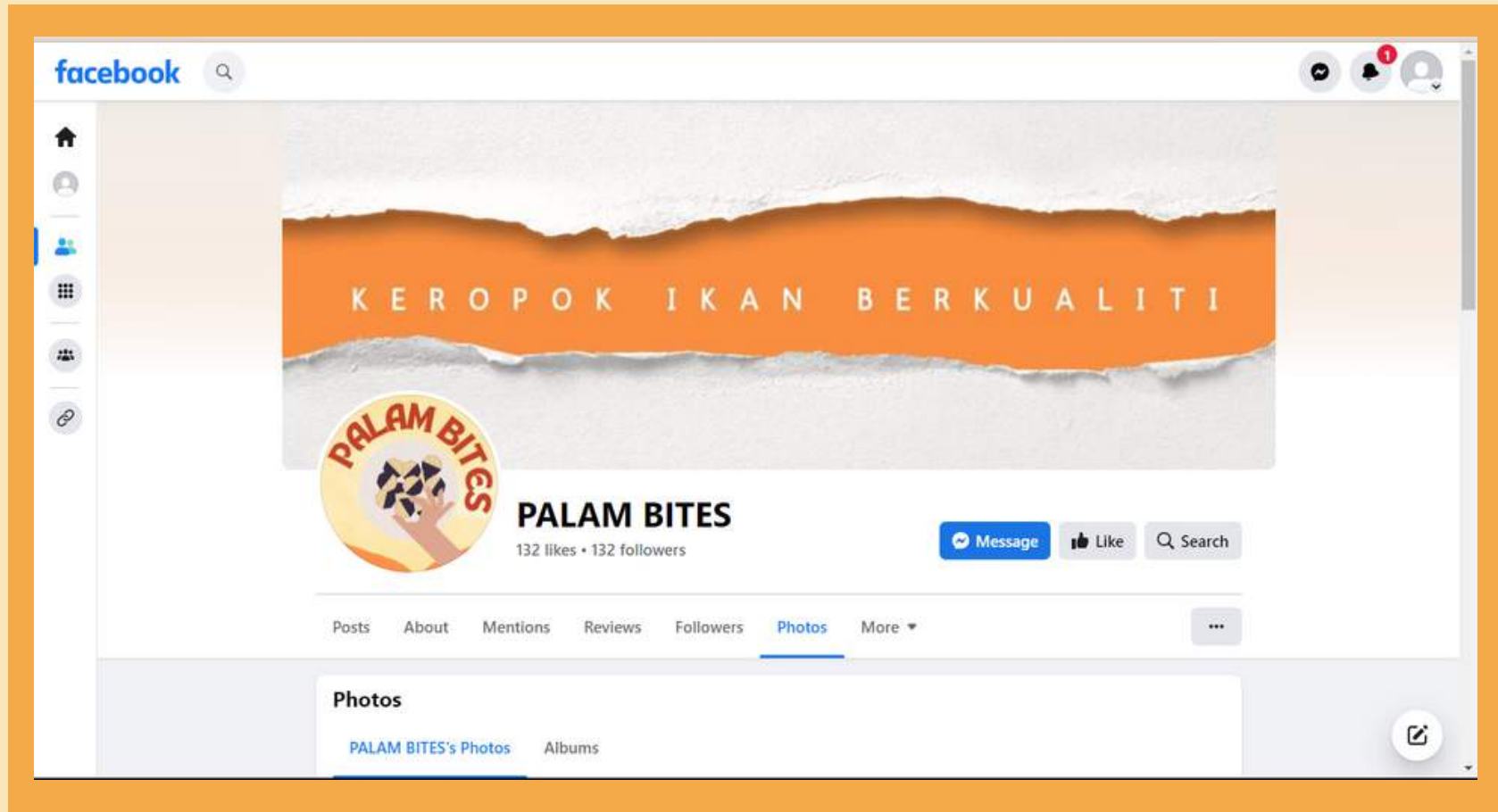
RM15

SOCIAL MEDIA PORTFOLIO

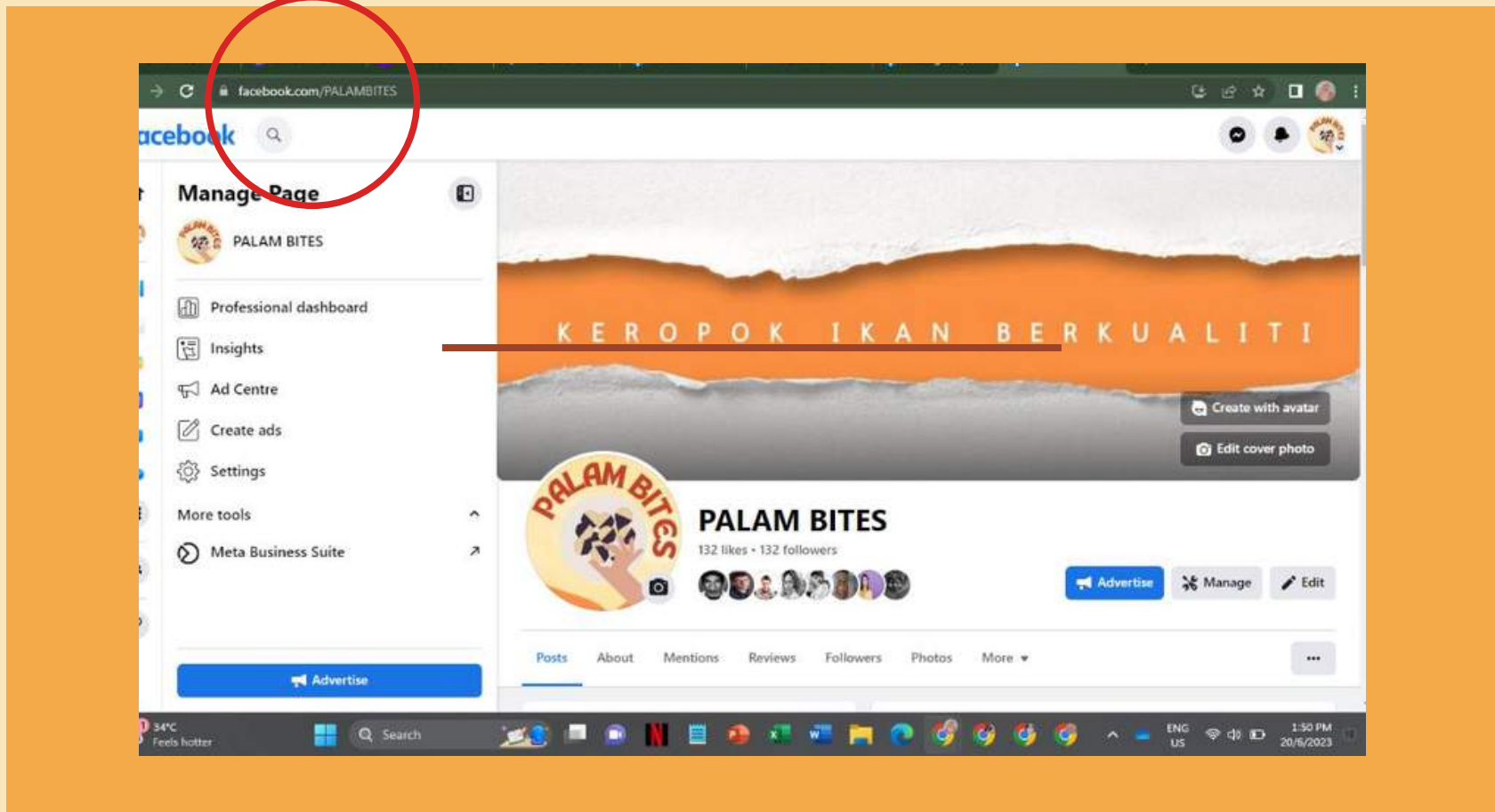
**CREATING FB
PAGE**

PALAM BITES

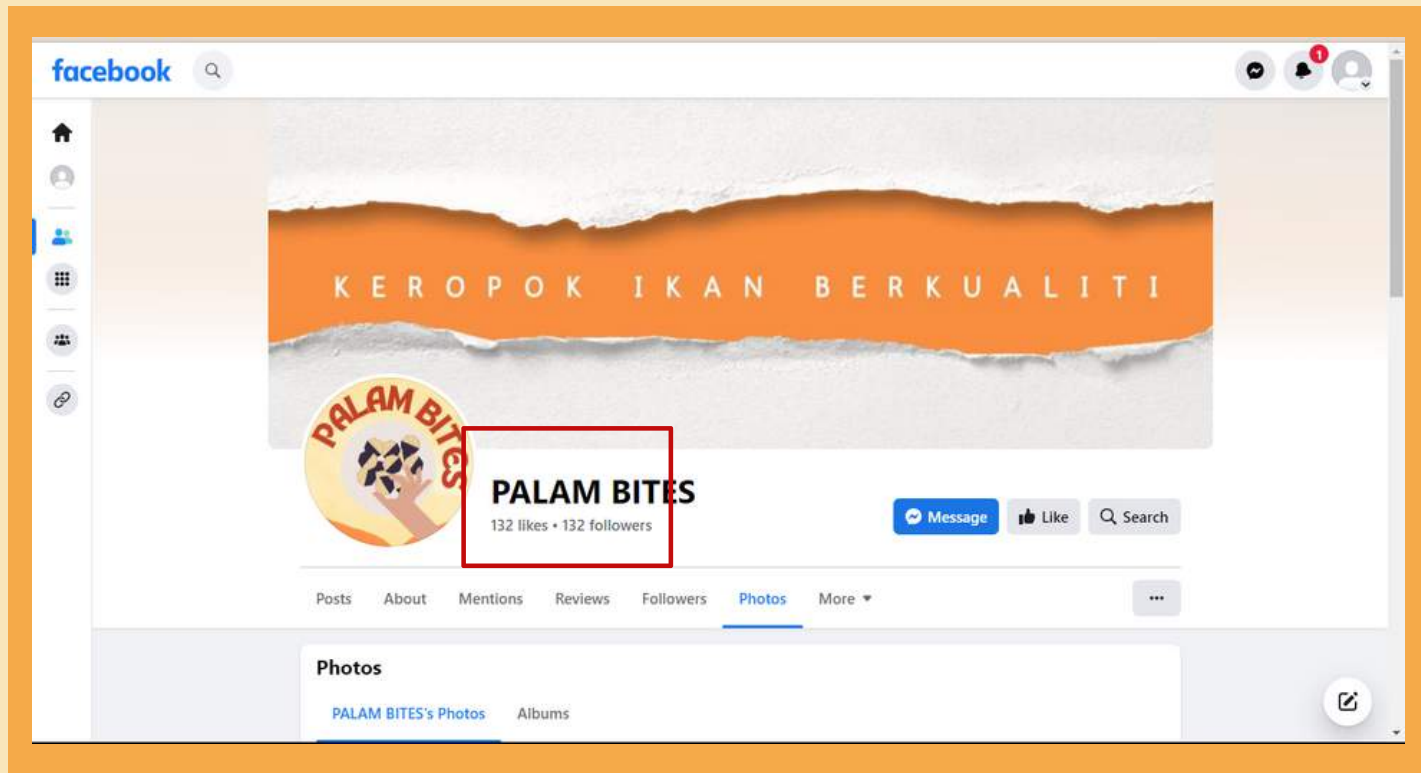
FACEBOOK PAGE



CUSTOMIZING URL FB PAGE



FACEBOOK PAGE LIKE



Like: 132 likes



Follower: 132 followers



TEASER



TEASER

 **PALAM BITES is at UiTM Puncak Alam.** ***
19 Apr · Shah Alam · 🌐

Keropok ikan berkualiti jamin akan menambat hati semua!

Nantikan 21 April 2023! [#keropokstudent](#)
See Translation



21.4.2023

3

 **PALAM BITES is at UiTM Puncak Alam.** ***
19 Apr · Shah Alam · 🌐

Hi guys! kami akan mengeluarkan produk keropok ikan berkualiti tinggi pada 21 April 2023 ini. Ia datang dengan 2 pilihan perisa.

Silakan membeli mengikut citarasa anda. Keduanya dijamin sedap! [#keropokstudent](#)

Hi guys! we will be releasing high quality fish cracker products on this 21 april 2023. It comes with 2 flavor options.

Please buy to your taste. Both are guaranteed to be delicious! [#keropokstudent](#)

⚙️ · [Rate this translation](#)



4



HARD SELL

PALAM BITES is at UiTM Puncak Alam. 21 Apr · Shah Alam · 🌐

Hi guys! Today is the day. Silakan membeli mengikut citarasa anda. Keduanya dijamin sedap! #keropokstudent
See Translation

Keropok ikan
New Production in town!



SIRA RM15 ASLI RM12

@PALAMBITES

PALAM BITES 2 May · 🌐

Hi peeps! Mudah betul cara nak beli keropok. Cash atau Qr? pilihan anda! Keropok ikan, keropok rangup! 📩 dm kami #keropokstudent
See Translation

Keropok Palam Bites

This or That

Payment Method Edition



Qr payment

OR



Cash

@palambites

PALAM BITES 4 May · 🌐

Selamat pagi! Jom pesan keropok sekarang! Perisa asli atau sira? Keduanya dijamin berkualiti 📩 dm kami #keropokstudent
See Translation

EASY WAYS TO PAY

PAY FROM YOUR PHONE

Imbas kod qr sekarang!




@palambites

NUR ADDINA DAMIA

PALAM BITES is at UiTM Puncak Alam. 24 May · Shah Alam · 🌐

Hello hello! The shop is open, please order now! 📩 dm to order #studentcrackers
🌟 · Rate this translation

Keropok ikan
New Production in town!



SIRA RM15 ASLI RM12

@PALAMBITES



HARD SELL

PALAM BITES is at UiTM Puncak Alam. 24 May · Shah Alam · 🌐
Terima Kasih membeli dengan Palam Bites! Enjoy! Yang belum cuba keropok dari palam bites, tunggu apa lagi? Grab yours now! 😊 📩 dm kami sekarang! #keropokstudent #palambites
See Translation



PALAM BITES is at UiTM Puncak Alam. 24 May · Shah Alam · 🌐
Hi semua! Yang belum cuba keropok dari Palam Bites, tunggu apa lagi? Grab yours now! 😊 📩 dm kami sekarang! #keropokstudent #palambites
See Translation



PALAM BITES's posts

PALAM BITES is at UiTM Puncak Alam. 24 May · Shah Alam · 🌐
Hello netizens!
Our crackers come in 2 flavor choices. Please buy to your taste. Both are guaranteed to be delicious!
📩 dm to order #studentcracker #palambites
🌟 Rate this translation



PALAM BITES is at UiTM Puncak Alam. 25 Apr · Shah Alam · 🌐
Korang!!! stock dah limited! Grab your keropok now!
📩 dm kami #keropokstudent #palambites
See Translation



HARD SELL

PALAM BITES is at UiTM Puncak Alam. 25 Apr · Shah Alam · 🌐
Hai semua! Kedai sudah buka. ^^
Terdapat 2 pilihan perisa.
Silakan membeli mengikut citarasa anda. Keduanya dijamin sedap!
📩 dm untuk memesan #keropokstudent
See Translation

PALAM BITES 21 Apr · 🌐
Hello sayangs! Teringin nak rasa keropok kami? Say no more!
Here's how you can order!
📩 dm kami #keropokstudent
See Translation

PALAM BITES 23 Apr · 🌐
Hello semua! cepat cepat grab keropok kami while stock last!
📩 dm kami #keropokstudent #palambites
See Translation

PALAM BITES is at UiTM Puncak Alam. 24 Apr · Shah Alam · 🌐
Hello, selamat pagi!
Terdapat 2 pilihan perisa.
Silakan membeli mengikut citarasa anda. Keduanya dijamin sedap!
📩 dm untuk memesan #keropokstudent
See Translation

Keropok Ikan
Berkualiti & Rangup
Pesan Sekarang
@PALAMBITES

Cara Membuat Pesanan!
IM/WhatsApp +6018-5998091
Pilih keropok
Membuat pembayaran
Pengantaran
@PALAMBITES

BUAT PESANAN ANDA SEKARANG!
@PALAMBITE



HARD SELL

PALAM BITES is at UiTM Puncak Alam. 25 Apr · Shah Alam ·
Hai semua! Kedai sudah buka. ^^
Terdapat 2 pilihan perisa.
Silakan membeli mengikut citarasa anda. Keduanya dijamin sedap!
dm untuk memesan #keropokstudent
See Translation



PALAM BITES 2 May ·
Alhamdulillah! Customer kami suka dengan keropok sira 🍴 Siap nak repeat lagi! Yang belum cuba keropok dari palam bites, tunggu apa lagi? Grab yours now! 🍴 dm kami sekarang!
#keropokstudent #palambites
See Translation



PALAM BITES is at UiTM Puncak Alam. 26 Apr · Shah Alam ·
Hello hello, selamat pagi!
Terdapat 2 pilihan perisa.
Silakan membeli mengikut citarasa anda. Keduanya dijamin sedap!
dm untuk memesan #keropokstudent
See Translation



Alhamdulillah! Customer kami suka dengan keropok keluaran Palam Bites 🍴 Siap nak repeat lagi! Yang belum cuba keropok dari palam bites, tunggu apa lagi? Grab yours now! 🍴 dm kami sekarang!
#keropokstudent #palambites
See Translation



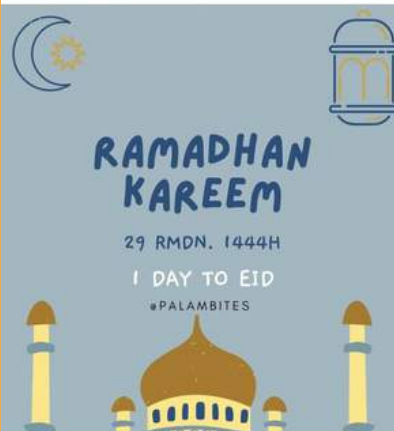
TOTAL HARD SELL = 16 POSTS



SOFT SELL

PALAM BITES is at UiTM Puncak Alam.
 20 Apr · Shah Alam · 🌐

Ramadhan Kareem everyone!
 Tinggal sehari je lagi.
 Semoga kita berjumpa lagi dengan Ramadhan seterusnya.
 Anyways! Dah grab belum produk Palam Bites? Keropok ikan yang dijamin berkualiti tinggi!
 ➡️ dm kami #keropokstudent #palambites
 See Translation



PALAM BITES is at UiTM Puncak Alam.
 21 Apr · Shah Alam · 🌐

Hi guys! 21 April 2023 telah tiba. Hari yang amat dinantikan.

Pesan keropok kegemaran anda hari ini!
 #keropokstudent
 See Translation



PALAM BITES
 21 Apr · 🌐

Hi guys! Kami telahpun mula menerima pesanan. Silakan membeli mengikut citarasa anda. Keduanya dijamin sedap!

➡️ dm kami untuk memesan #keropokstudent
 See Translation



PALAM BITES
 21 Apr · 🌐

Hello sayangs! Teringin nak rasa keropok kami? Say no more!
 Here's how you can order!

➡️ dm kami #keropokstudent
 See Translation



SOFT SELL

PALAM BITES
21 Apr · 🌐

Ingin kerangupan?
Pesan sekarang!

BEST QUALITY

@PALAMBITES

Like Comment Share

PALAM BITES

Posts About Videos More

Kami dari Palam Bites ingin mengucapkan selamat menyambut Hari Raya Aidilfitri!
Mohon maaf dari pihak kami sekiranya terkurang dari apa segi sekalipun. Terima Kasih kerana menyokong kami perniaga kecil.

Raya-raya ni best tau kalau dapat kudap rangup-rangup! cepat order keropok! 📩 dm kami
#keropokstudent #palambites
Bergembiralah di Aidilfitri! Selamat Hari Raya!
See Translation

@PALAMBITES

SELAMAT HARI RAYA

Semoga Allah merahmati dan berkatinya kita semua. Aminn

PALAM BITES is at UiTM Puncak Alam.
22 Apr · Shah Alam · 🌐

Hello hello!
The shop is open, please order now!
📩 dm to order #studentcrackers
⚙️ Rate this translation

BUAT PESANAN ANDA
Sekarang

@PALAMBITES

PALAM BITES is at UiTM Puncak Alam.
22 Apr · Shah Alam · 🌐

Selamat Hari Raya sayangs!

Isn't it a good idea kalau dapat kudapan rangup semasa raya? Jom grab sekarang!
Bergembiralah di Aidilfitri! Selamat Hari Raya! 📩 dm kami #Keropokstudent #palambites
See Translation

Selamat Hari Raya!



SOFT SELL

PALAM BITES is at UiTM Puncak Alam. 23 Apr · Shah Alam · 🌐

Hi guys! Mari pesan keropok terbaik dari ladang ni. Sangatlah rangup!
Silakan membeli mengikut citarasa anda. Keduanya dijamin sedap!
📩 dm untuk memesan #keropokstudent
See Translation



Pesan Sekarang!

KEROPOK BERASAKAN IKAN YANG BERKUALITI TINGGI

@PALAMBITES

PALAM BITES is at UiTM Puncak Alam. 10 h · Shah Alam · 🌐

Hi korang! Nak tahu apa bahan utama keropok kami?
Mestilah kita akan gunakan dari bahan yang berkualiti tinggi 😊
Jom cuba keropok dari Palam Bites! Pesan sekarang! 📩 Dm kami



Ikan Tongkol

TINGGI PROTEIN

TINGGI VITAMIN B

BENDAH KALORI

MENGANDUNG OMEGA-3

ANTI INFLAMASI

@palambites

PALAM BITES 2 May · 🌐

Bosan betul asyik merendang je! Nak jugak yang rangup-rangup.....
Hmmm.....
📩 dm kami #keropokstudent #palambites
See Translation



MY MIND?

KEROPOK RANGUP!

PALAM BITES is at UiTM Puncak Alam. 24 Apr · Shah Alam · 🌐

Dah penat dengan rendang? Lemang? Teringin keropok ikan rangup yang berkualiti tinggi? Pesan sekarang! 📩 dm kami #keropokstudent #palambites
See Translation



SELAMAT HARI RAYA!

@PALAMBITES



SOFT SELL



SOFT SELL

PALAM BITES is at UiTM Puncak Alam.
 24 May · Shah Alam · 🌐

Alhamdulillah! Customer kami suka dengan keropok sira 🍪 Siap nak repeat lagi! Yang belum cuba keropok dari palam bites, tunggu apa lagi? Grab yours now! 😊 📩 dm kami sekarang!
[#keropokstudent](#) [#palambites](#)
 See Translation

BUAT PESANAN ANDA SEKARANG!

[@PALAMBITE](#)

PALAM BITES
 2 May · 🌐

Alhamdulillah! Customer kami suka dengan keropok sira 🍪 Siap nak repeat lagi! Yang belum cuba keropok dari palam bites, tunggu apa lagi? Grab yours now! 😊 📩 dm kami sekarang!
[#keropokstudent](#) [#palambites](#)
 See Translation

FEEDBACK.

Hi salam natusha, boleh bagi feedback keropok?

Hi dinat! Keropok sedapppp sangat!! Family sba pun suka semua sampai beribut nak makan kopok!! Best laaaa nanti ada open order ke lagi nak order 🥰

Alhamdulillah, thank you so much dear 🥰 Nanti dina open order lagi, dina inform natusha terus 🥰🥰

[#palambites](#)

PALAM BITES is at UiTM Puncak Alam.
 4 May · Shah Alam · 🌐

Ikan tongkol mengandungi pelbagai kebaikan dan nutrisi dan ianya bagus untuk kesihatan. Pelbagai cara masakan yang boleh dihasilkan dengan menggunakan ikan tongkol.

Keropok dari **PALAM BITES** dihasilkan dari ikan tongkol yang berkualiti tinggi. Kualiti yang dijamin dengan harga yang berpatutan! Masih belum dapatkan keropok sira atau asli dari kami? 📩 dm kami [#keropokstudent](#) [#palambites](#)
 See Translation

Kebaikan Ikan Tongkol

- RENDAH KALORI
- ANTI INFLAMASI
- TINGGI VITAMIN B
- MENDUNGGI OMEGA-3
- TINGGI PROTEIN

Alhamdulillah! Customer kami suka dengan keropok keluaran Palam Bites 🍪 Siap nak repeat lagi! Yang belum cuba keropok dari palam bites, tunggu apa lagi? Grab yours now! 😊 📩 dm kami sekarang!
[#keropokstudent](#) [#palambites](#)
 See Translation

FEEDBACK

NEW

Hi salam asri, boleh bagi feedback keropok?

Keropok ni rangup sedap gila makan bila drive jauh 🍪 layan mengunyah tahu tahu habis dah sebalang. Nanti open order lagi nak repeat. Mantap terbaik palam bites 🍪

Alhamdulillah, terima kasih banyak untuk feedback 🍪

TOTAL SOFT SELL = 20 POSTS



SOCIAL MEDIA PORTFOLIO

FREQUENCY OF POSTING

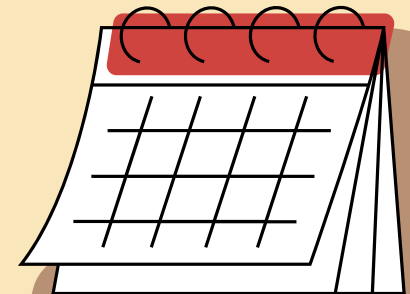
PALAM BITES

FREQUENCY OF POSTING

April
11 posts

May
22 posts

June
4 posts



SOCIAL MEDIA PORTFOLIO

TOTAL SALES

PALAM BITES

GO-ECOMMERCE SALES

- Addina Damia's

Go-eCommerce BETA

TRANSACTION LIST

Delete

<input type="checkbox"/>	Business Name	Date	Type	Marketplace (if any)	Description	Total Sales	Expenses Category
<input type="checkbox"/>	PALAM BITES	08/05/2023	online	Social Media	Ahmad Ashraf ...	RM 15.00	
<input type="checkbox"/>	PALAM BITES	20/04/2023	online	Social Media	Alia Nadia Binti ...	RM 27.00	
<input type="checkbox"/>	PALAM BITES	01/05/2023	online	Social Media	Asri Hafiz Bin M...	RM 12.00	
<input type="checkbox"/>	PALAM BITES	12/05/2023	online	Social Media	Izzah Afifah Bin...	RM 15.00	
<input type="checkbox"/>	PALAM BITES	01/05/2023	online	Social Media	Natasha Ahmad...	RM 27.00	
<input type="checkbox"/>	PALAM BITES	25/05/2023	online	Social Media	Nur Sabrina Bin...	RM 15.00	

1 to 6 of 6 | Page 1 of 1

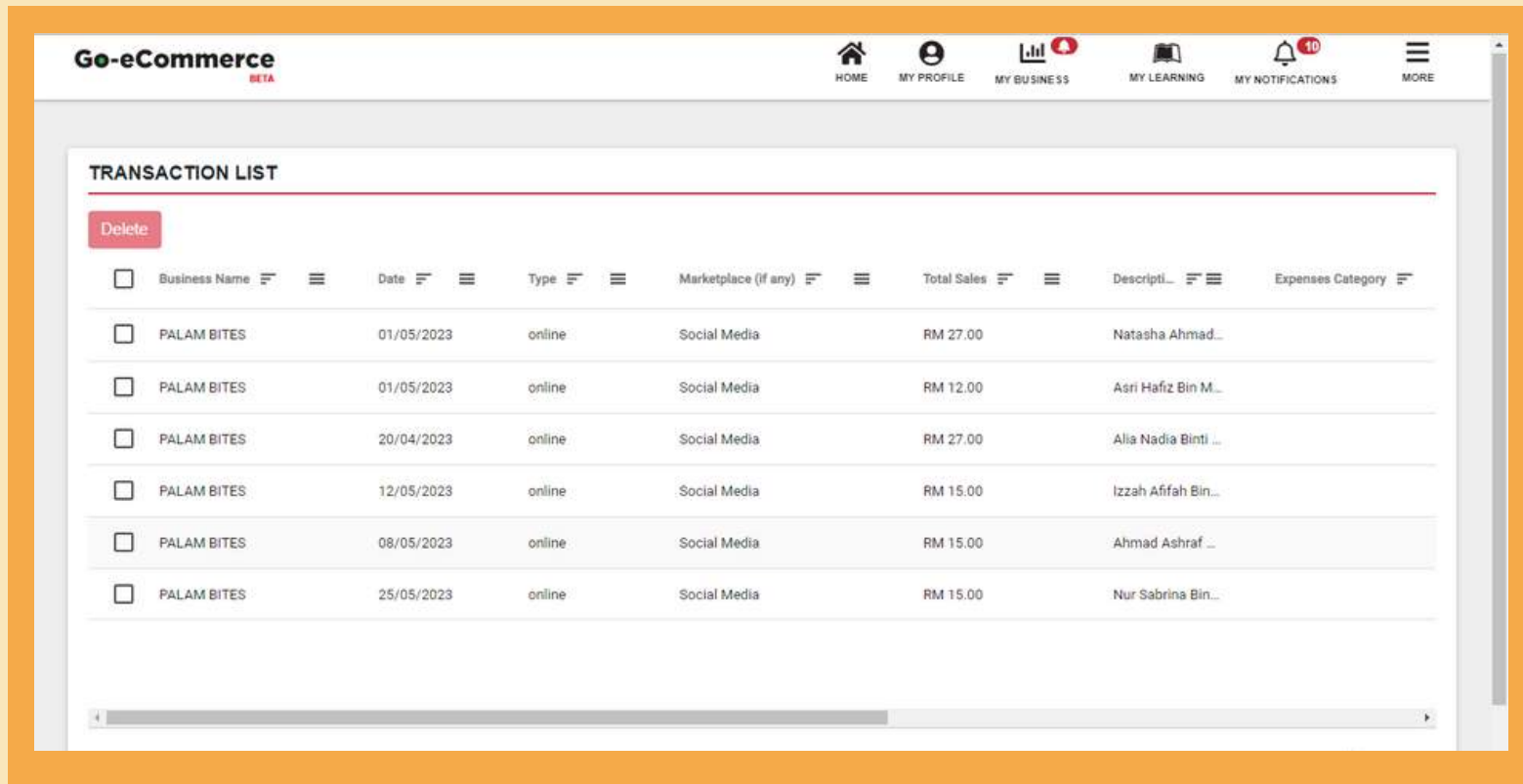
Export to CSV | Download & Print

Total Sales: RM111



GO-ECOMMERCE SALES

- Najwa Izety's



The screenshot displays the Go-eCommerce dashboard with a navigation bar at the top. The main content area is titled "TRANSACTION LIST" and features a "Delete" button. Below this is a table with columns for Business Name, Date, Type, Marketplace (if any), Total Sales, Description, and Expenses Category. The table lists six transactions for PALAM BITES, all of which are online sales from Social Media. The total sales for these transactions are RM 27.00, RM 12.00, RM 27.00, RM 15.00, RM 15.00, and RM 15.00 respectively.

<input type="checkbox"/>	Business Name	Date	Type	Marketplace (if any)	Total Sales	Descripti...	Expenses Category
<input type="checkbox"/>	PALAM BITES	01/05/2023	online	Social Media	RM 27.00	Natasha Ahmad...	
<input type="checkbox"/>	PALAM BITES	01/05/2023	online	Social Media	RM 12.00	Asri Hafiz Bin M...	
<input type="checkbox"/>	PALAM BITES	20/04/2023	online	Social Media	RM 27.00	Alia Nadia Binti ...	
<input type="checkbox"/>	PALAM BITES	12/05/2023	online	Social Media	RM 15.00	Izzah Afifah Bin...	
<input type="checkbox"/>	PALAM BITES	08/05/2023	online	Social Media	RM 15.00	Ahmad Ashraf ...	
<input type="checkbox"/>	PALAM BITES	25/05/2023	online	Social Media	RM 15.00	Nur Sabrina Bin...	

Total Sales: RM111



SOCIAL MEDIA PORTFOLIO

CONCLUSION

PALAM BITES



CONCLUSION



Conclusion

In conclusion, Palam Bites is a partnership-based business dedicated to bringing joy to snack lovers through our delicious mackerel snacks. Our mission is to provide a unique and enjoyable snacking experience using high-quality ingredients at affordable prices.

With our vision of becoming the preferred brand for seafood-inspired snacks, we aim to create a community of snack enthusiasts who appreciate the flavors of the sea. Through our dedication to quality and customer satisfaction, we strive to be a well-known name in the snack industry, loved by families, friends, and seafood fans everywhere.

3 months into the business, we've met with many challenges and have successfully handled them efficiently. Though this is not our first step into the business world, both of us still managed to learn many new experiences in the process of completing this task. It is crucial to think in depth when debuting into the food and industry business and there are long ways for us to go further into this venture.

Last but not least, this project has definitely provided us with the essential information on how to start a business and taught us the fundamental steps in registering, managing, and executing all business plans and processes.

