



PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

SOCIAL MEDIA PORTFOLIO

SUHANA'S ROTI JALA

PREPARED BY:

NUR SUFIAHANA BINTI AULADI (2021468082) ENT530-S

RAIHANA BINTI ABD HARIS (2022782785) ENT530-S

PREPARED FOR:

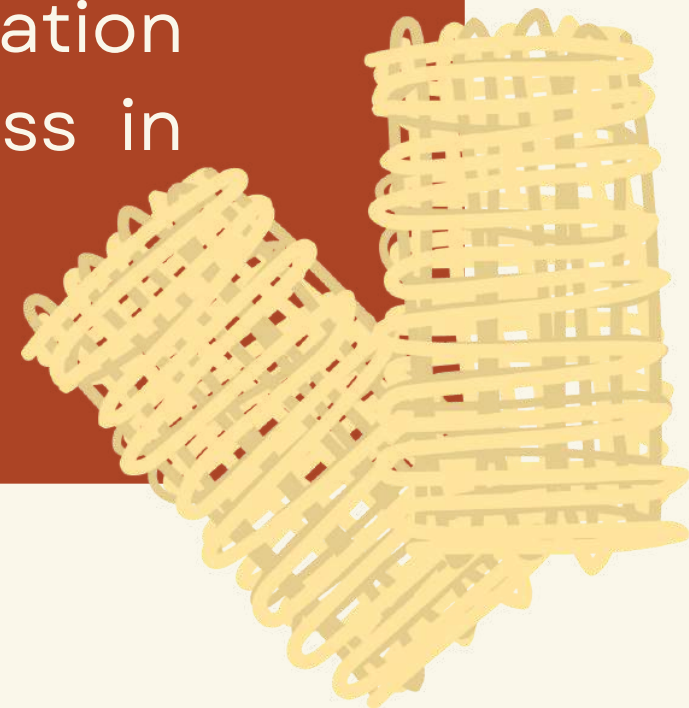
PUAN NUR SHAHRULLIZA MUHAMMAD

ACKNOWLEDGEMENT

Assalamualaikum W.B.T

The completion of this assignment could not have been done without the help of my groupmate partner, Raihana. I also would like to give my gratitude to our lecturer Madam Shahrulliza Muhammad for giving us the opportunity and support for this assignment.

Not to forget for our parents for always giving their motivation towards us, because of them we will always strive for success in completing this assignment.



EXECUTIVE SUMMARY

SuHana's Roti Jala is a partnership owned business by Sufia and Raihana which focuses on making homemade Roti Jala with Chicken Curry and Serawa Durian.

The business is located at Kajang, Selangor. Customers can buy through contacting our Facebook page or by contacting on Whatsapp. We aim to serve the best quality of food with affordable prices for our customers in Malaysia.

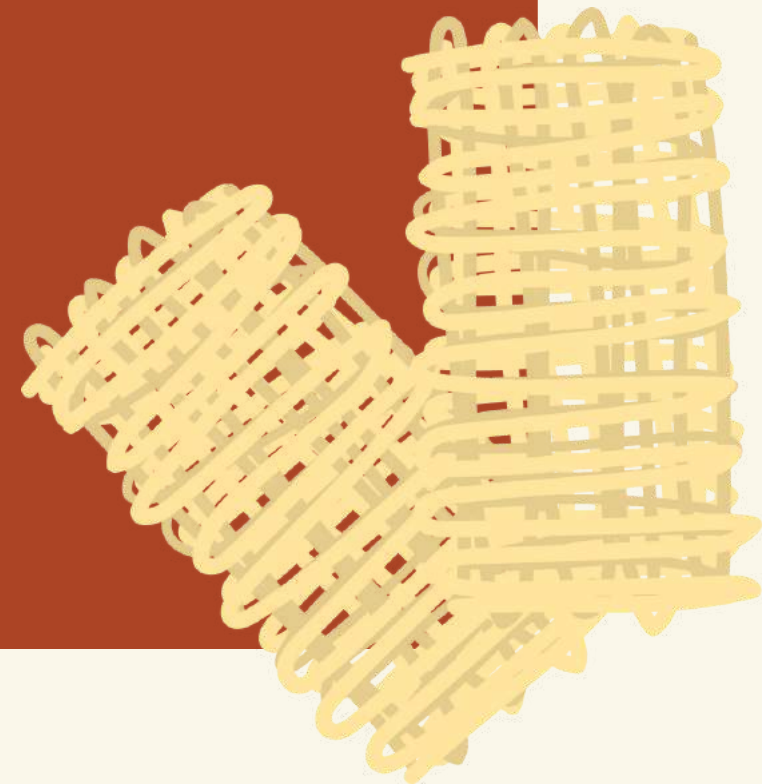


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Section 01

GO-ECOMMERCE REGISTRATION

GO-ECOMMERCE PERSONAL PROFILE

PERSONAL PROFILE

BUSINESS PROFILE



NUR SUFIAHANA BINTI
AULADI

Personal Information


Name	:	NUR SUFIAHANA BINTI AULADI	Phone/Mobile	:		Edit
New Identity Card No.	:		Home Address	:		
Email Address	:		District	:		
City	:		Postcode	:	47000	
State	:		Personal Instagram	:		
Personal Facebook	:		Race	:		
Gender	:		Special Need	:		
Marital Status	:		Required	:		

Institution Information

[Add New](#)

GO-ECOMMERCE PERSONAL PROFILE

PERSONAL PROFILE BUSINESS PROFILE



RAIHANA HARIS

Personal Information

Name	:	RAIHANA HARIS	Phone/Mobile	:		Edit
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				

Institution Information

[Add New](#)

UITM Puncak Alam - 530S

Type of Institution	:	IHL	Institution List	:	Universiti Teknologi MARA	Edit Delete
State of Institution	:	Selangor	Name of Institution	:	UITM Puncak Alam	
Address of Institution	:	Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, .	City	:	Puncak Alam	
			Postcode	:	42300	
District of Institution	:	Kuala Selangor				
Level of Study	:	Bachelor Degree	Study Status	:	Full time	
Course Name	:	530S	Class Name	:	530S	
Subject Name	:	ENT530	Year Enrolling the subject	:	2023	
Month Enrolling the Subject	:	3	Lecturer Name	:	Nur Shahrulliza Binti Muhammad	
Internship Enrolment	:	No	Year Of Internship Enrolment	:		
Month of Internship Enrolment	:		Period of Internship Training	:		
Expected Year To Complete Study	:	2024	Expected Month To Complete Study	:	8	
Related To Study Field	:	Yes				

GO-ECOMMERCE BUSINESS PROFILE

PERSONAL PROFILE

BUSINESS PROFILE



RAIHANA HARIS

Company Name	:	SH ROTI JALA	Company Registration No.	:	202303152117(003501841-H)
Type Of Business	:	Enterprise	Business Role	:	Service Owner
Facebook Page	:	SuHana's Roti Jala	Business Category/Business Sub-Category	:	Food & Beverages / Food & Beverages
Wechat for Business	:		Business Instagram Page	:	
Marketplace	:	Others	Business Website	:	www.facebook.com/SHrotijala
Business Related to Your Study Field	:	Yes	Type Of Website	:	
			Experience in International Export	:	No

Edit





Section 02

MY ENT REGISTRATION

MYENT CERTIFICATE

		Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)
MASMED YOUNG ENTREPRENEUR (MyENT)		
SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM		
No. Pelajar	:	2021468082
Nama	:	NUR SUFIAHANA BINTI AULADI
Program Pengajian	:	SARJANA MUDA PENTADBIRAN KESIHATAN (KEPUJIAN)
Fakulti	:	Faculty of Business & Management
Kampus	:	Selangor
MAKLUMAT PERNIAGAAN		
Mod Perniagaan	:	Offline
Bidang Perniagaan yg diceburi	:	Makanan
Tempoh Berniaga	:	1
No. Pendaftaran Perniagaan	:	202303152117 (003501841-H)
URL Perniagaan	:	https://www.facebook.com/SHrotijala
Alamat Premis Perniagaan	:	
Tarikh Mendaftar	:	19 Jun 2023
Tarikh Kemaskini	:	
Tarikh Cetak	:	19 Jun 2023
<small>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.</small>		
<small>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.</small>		
SALINAN PENDAFTARAN INI DIPERAKUI OLEH PENOLONG NAIB CANSELOR KEUSAHAWANAN UiTM		
Malaysian Academy of SME & Entrepreneurship Development (MASMED)		

		Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)
MASMED YOUNG ENTREPRENEUR (MyENT)		
SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM		
No. Pelajar	:	2022782785
Nama	:	RAIHANA HARIS
Program Pengajian	:	SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN) EKONOMI
Fakulti	:	Faculty of Business & Management
Kampus	:	Selangor
MAKLUMAT PERNIAGAAN		
Mod Perniagaan	:	Online
Bidang Perniagaan yg diceburi	:	Makanan
Tempoh Berniaga	:	
No. Pendaftaran Perniagaan	:	SH ROTI JALA
URL Perniagaan	:	www.facebook.com/SHrotijala
Alamat Premis Perniagaan	:	
Tarikh Mendaftar	:	20 Jun 2023
Tarikh Kemaskini	:	
Tarikh Cetak	:	20 Jun 2023
<small>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.</small>		
<small>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.</small>		
SALINAN PENDAFTARAN INI DIPERAKUI OLEH PENOLONG NAIB CANSELOR KEUSAHAWANAN UiTM		
Malaysian Academy of SME & Entrepreneurship Development (MASMED)		



Section 03

INTRODUCTION OF BUSINESS

Introduction of Our Business

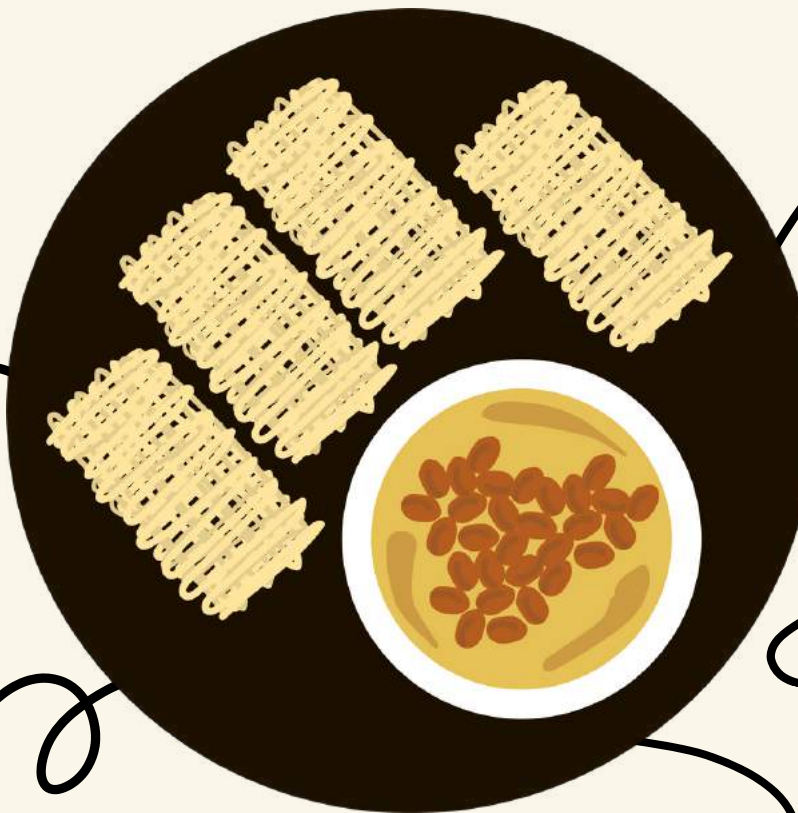
Main Activity

Food and
Beverages

Facebook & Tel. Number

 SuHana's Roti Jala

 01139537379- Sufia
0123456789- Raihana



Form of Business

Partnership

Business's Address

12, JALAN SERI PUTRA 5/5,
BANDAR SERI PUTRA 43000
KAJANG SELANGOR

Date of Commencement

14-06-2023



Section 04

REGISTRATION OF SSM

SSM CERTIFICATE


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

SH ROTI JALA
NO. PENDAFTARAN: 202303152117 (003501841-H)


telah didaftarkan dari hari ini sehingga **14 JUN 2024** di bawah Akta Pendaftaran
Perniagaan 1956, beralamat di

Bil. Cawangan: TIADA

Bertarikh di **SISTEM EZBIZ** pada **15 JUN 2023**.


DATUK NOR AZIMAH ABDUL AZIZ
Pendaftar Perniagaan
Semenanjung Malaysia

UserID: EZBIZ Date: Mon Jun 19 00:00:09 MYT 2023


SURUHANJAYA SYARIKAT MALAYSIA
COMPANIES COMMISSION OF MALAYSIA

SUNGGUHPUN SEGALA USAHA TELAH DIAMBIL UNTUK MEMASTIKAN MAKLUMAT YANG DIBERI ADALAH BETUL DAN
KEMASKINI PENDAFTAR PERNIAGAAN TIDAK BOLEH DIPERTANGGUNGKAN BAGI SEBARANG KERUGIAN KERANA MAKLUMAT
YANG TERSILAP ATAU TERTINGGAL

**** MAKLUMAT PERNIAGAAN ****

NAMA PERNIAGAAN : SH ROTI JALA
NO PENDAFTARAN : 202303152117 (003501841-H)
ALAMAT UTAMA PERNIAGAAN :

BENTUK PERNIAGAAN : PERKONGSIAN
TARIKH MULA BERNIAGA : 14-06-2023
TARIKH PENDAFTARAN : 15-06-2023
TARIKH LUPUT PENDAFTARAN : 14-06-2024
STATUS : AKTIF

**** JENIS PERNIAGAAN ****

PEMBUATAN MAKANAN HOME MADE ROTI JALA MELALUI INTERNET

**** MAKLUMAT CAWANGAN ****

*** TIADA CAWANGAN ***

UserID : EZBIZ Tarikh : Mon Jun 19 00:00:10 MYT 2023

1 / 2


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

SH ROTI JALA
NO. PENDAFTARAN: 202303152117 (003501841-H)

telah didaftarkan dari hari ini sehingga **14 JUN 2024** di bawah Akta Pendaftaran
Perniagaan 1956, beralamat di

Bil. Cawangan: TIADA

Bertarikh di **SISTEM EZBIZ** pada **15 JUN 2023**.


DATUK NOR AZIMAH ABDUL AZIZ
Pendaftar Perniagaan
Semenanjung Malaysia

UserID: EZBIZ Date: Mon Jun 19 00:00:09 MYT 2023

TEAM MEMBERS



Raihana

Chef/Owner/Founder



Sufia

**Marketing Manager/Finance
Manager**

DESCRIPTION OF PRODUCTS

Roti Jala is a popular Malaysian snack, a savory crepe consisting of flour, eggs, milk, and turmeric powder.



1

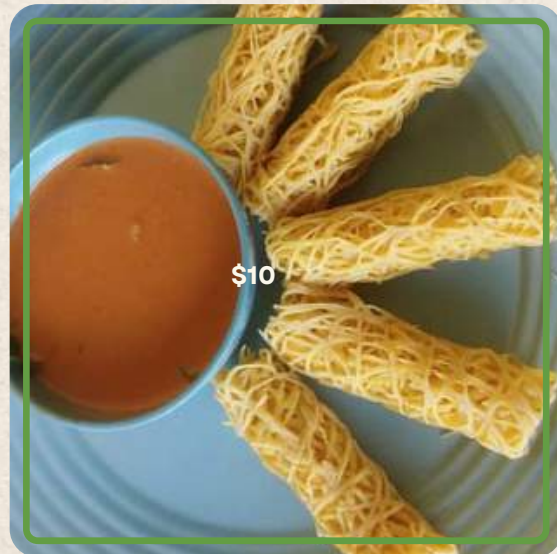
Roti Jala with Chicken Curry
A fluffy textured "crepe"
served with Chicken Curry

2

Roti Jala Pandan with Serawa
Durian
A fluffy textured "crepe" served
with sweet creamy gravy of
Durian

Food Price

RM 4
(6pcs)



Roti Jala with Chicken
Curry

RM 6
(6pcs)



Roti Jala Pandan with
Serawa Durian



Section 05

SOCIAL MEDIA PLATFORM: FACEBOOK

CREATING FB PAGE & CUSTOMIZING URL PAGE

The image shows a screenshot of a web browser displaying a Facebook page. The browser's address bar shows the URL `facebook.com/SHrotijala`, which is highlighted in a yellow oval. A dashed arrow points from this URL to the page's profile picture. The page itself is for 'SuHana's Roti Jala', featuring a cover photo with the text 'HOMEMADE ROTI JALA' and an image of two stacks of golden-brown roti jala. The page name 'SuHana's Roti Jala' is displayed below the cover photo, along with a circular profile picture containing the initials 'SH.' and 'ROTI JALA'. Navigation buttons for 'Advertise', 'Manage', and 'Edit' are visible. The left sidebar contains a 'Manage Page' section with options like 'Professional dashboard', 'Insights', 'Ad Centre', 'Create ads', 'Settings', and 'Meta Business Suite'. At the bottom, there is an 'Intro' section with the text 'welcome to our small business shop' and a 'What's on your mind?' text box.

FACEBOOK PAGE LIKES

The image shows a screenshot of a Facebook page for 'SuHana's Roti Jala'. The browser address bar shows 'facebook.com/SHrotijala/'. The page features a cover photo with the text 'HOMEMADE ROTI JALA' and an image of two stacks of golden-brown roti jala. The profile picture is a circular logo with 'SH.' and 'ROTI JALA'. The page name is 'SuHana's Roti Jala' with 203 likes and 202 followers. The navigation tabs include Posts, About, Mentions, Reviews, Followers, Photos, and More. The 'Intro' section contains the text 'welcome to our small business shop'. The 'What's on your mind?' section is visible at the bottom.

facebook.com/SHrotijala/

CengageBrain - Log... x (48) WhatsApp PENTING Paraphrasing Tool |... MOOC CTU554- SLI... 6.2 PERLEMBAGAA...

Search Facebook

Manage Page

SuHana's Roti Jala

Professional dashboard

Insights

Ad Centre

Create ads

Settings

More tools

Meta Business Suite

HOMEMADE ROTI JALA

Create with avatar

Edit cover photo

SuHana's Roti Jala

203 likes • 202 followers

Advertise Manage Edit

Posts About Mentions Reviews Followers Photos More

Intro

welcome to our small business shop

What's on your mind?



FACEBOOK (FB) POSTS

Teaser



Teaser

1

SuHana's Roti Jala
Published by Raihana Haris · 19 April ·

Something exciting coming your way! Stay in touch and keep your eyes peeled so you won't miss out!!

COMING SOON
23.04.2023

See Insights and Ads [Boost post](#)

2

SuHana's Roti Jala
Published by Raihana Haris · 20 April ·

Hello food lovers!
Can you crack the code below?
Let us know in the comment
Hint: Best served during Hari Raya open house

GUESS THE MENU

S _ _ A W
_ U _ A N
_ A _ I
_ Y _ M

See Insights and Ads [Boost post](#)

3

SuHana's Roti Jala
Published by Nur Sufiahana · 21 April ·

Good day to our foodie lovers!! happily to announce our menu for our small business here^^ we provide 2 different flavors for our lovely customer to choose. which one is your favorite?
we will launching it very soon lovelies please stay tuned!

OUR MENU

S E R A W A
D U R I A N
K A R I
A Y A M

See Insights and Ads [Boost post](#)

Teaser

4

5

6





FACEBOOK (FB) POSTS

Copywriting- Hard Sell

Copywriting: Hard Sell

1

SuHana's Roti Jala
Published by Raihana Haris · 6 May · 🌐 · 📷

ROTI JALA KARI VS. ROTI JALA PANDAN
"A plate of Roti Jala is joy forever!"

If you're the savoury type, we recommend you to try our Roti Jala Kari Ayam. It is flavourful, aromatic & delicious. I can assure that you're in good hands with us 🍴

BUT..

If you prefer something sweet, do try our Roti Jala Pandan Serawa Durian. It is a perfect combination of robust taste of pandan and the sweetness of durian. This is THE flavor for royalty 🍷

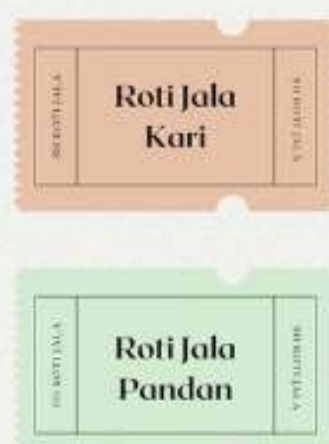
Choose your desired roti jala with us!

ROTI JALA KARI AYAM - RM 4
ROTI JALA PANDAN SERAWA DURIAN - RM 6

Do contact us to purchase order through whatsapp/messenger

Which one do you prefer?

Take one and share



Roti Jala Kari

Roti Jala Pandan

2

SuHana's Roti Jala
Published by Raihana Haris · 10 May · 🌐 · 📷

BUY 2 FREE 1
It's a weekend sale everyone ~

Still thinking of what to serve during this open house season over this weekend? Here's a tip, serve your guests with our Roti Jala 🍴

With the weekend sale that's happening right now, you can save a lot 🙌🏻!

*Promotion available on 10 MAY until 14 MAY 2023 ONLY!
**This sale is only applicable to the same flavor
(Example: If you purchase 2 boxes of Roti Jala Kari Ayam, you'll get 1 free box of Roti Jala Kari Ayam)

ROTI JALA KARI AYAM: 6 pcs/RM4
ROTI JALA PANDAN SERAWA DURIAN: 6 pcs/RM6

So what are you waiting for? Come purchase with us!

You may purchase through WhatsApp | or find us on our Facebook page (facebook.com/SHrotijala)

BUY 2 FREE 1
weekend sale



ORDER NOW
FACEBOOK.COM/SHROTIJALA

3

SuHana's Roti Jala
Published by Raihana Haris · 29 May at 07:15 · 🌐 · 📷

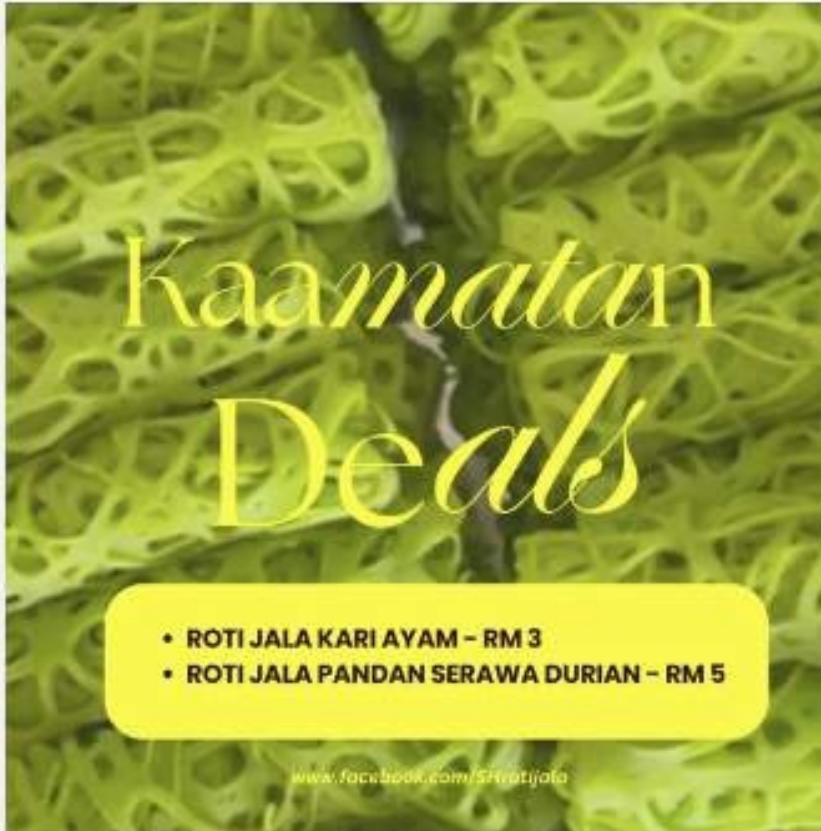
KAAMATAN DEALS FOR ALL
In conjunction with Kaamatan Harvest Festival and Gawai Dayak Festival, we are having a one-day sale for all types of Roti Jala!!

NORMAL PRICE:
• Roti Jala Kari Ayam : RM 4/6 pcs
• Roti Jala Pandan Serawa Durian : RM 6/6 pcs

PROMO PRICE:
• Roti Jala Kari Ayam : RM 3/6pcs only
• Roti Jala Pandan Serawa Durian : RM 5/6pcs only

Free delivery in Puncak Alam area

To purchase, kindly whatsapp



Kaamatan Deals

- ROTI JALA KARI AYAM - RM 3
- ROTI JALA PANDAN SERAWA DURIAN - RM 5

www.facebook.com/SHrotijala

Copywriting: Hard Sell

4

SuHana's Roti Jala
Published by Raihana Haris · 11 June at 18:50 · 🌐

OPEN ORDER !!

Mesti semua dah tunggu lama kan? Kita dah open order tau untuk minggu ni. Jom la selit order 🍴

Roti Jala ni sedap tau makan time time petang. Makan time breakfast pun sedap!
Jadi, kalau anda semua masih mencari kat mana nak beli roti jala, beli la dengan kami! Kami terima tempahan jangan risau hehe.

Kalau nak beli kedua-dua jenis roti jala kami pun boleh 🍴

- Roti Jala Kari Ayam
- Roti Jala Pandan Serawa Durian

By the wayyyy, kami tutup order Jumaat ni tau (16 Jun 2023), jangan terlepas!
RM 4 & RM 6 je untuk Roti Jala Kari Ayam dan Roti Jala Serawa Durian
So tunggu apa lagi? Pm kami cepatt!!!!



5

SuHana's Roti Jala
Published by Raihana Haris · 12 June at 22:31 · 🌐

CRAVING FOR SOMETHING SAVOURY?

I can assure you that Roti Jala is the best food to fix your craving!
Not only savoury, we also have something sweet. Every bite of Roti Jala from us will bring you infinite happiness! We provide two types of Roti Jala

- 🍴 Roti Jala Kari Ayam
- 🍴 Roti Jala Pandan Serawa Durian

Only RM 4 for Roti Jala Kari Ayam and RM 6 for Roti Jala Pandan Serawa Durian
Order with us now!



6

SuHana's Roti Jala
Published by Raihana Haris · 14 June at 10:15 · 🌐

FEELING HUNGRY WHILE DOING YOUR UNI TASK?

We're sure that students are trying their best finishing their pile of assignments especially in these period of time 🙄🙄 If you ever feel hungry or need something light to satisfy your hunger... we got you!

The problem solver to this issue is....*drum rolls* **ROTI JALA!!**

We sell two types of Roti Jala which are:

- Roti Jala Kari Ayam: RM 4/6pcs
- Roti Jala Pandan Serawa Durian: RM 6/6pcs

Free delivery to UiTM Puncak Alam!
Wanna have a try? Do contact us at:



Copywriting: Hard Sell

7

SuHana's Roti Jala
Published by Raihana Haris · 15 June at 10:30 · 📍 · 🌐

LOOKING FOR SOME APPETIZER FOR YOUR BIRTHDAY PARTY?
We are the perfect match to your needs 🍴 Roti Jala is the perfect choice and suitable for your party (or any other celebrations!)
Not only it could make the guests happy, it also could brighten up the smile on the birthday girl/boy 🥳 With its various flavours and taste, pretty sure they will want it again!
We sell two types of Roti Jala which are:
🍴 Roti Jala Kari Ayam: RM 4/6pcs
🍴 Roti Jala Pandan Serawa Durian: RM 6/6pcs
p/s: We accept bulk orders too!
What are you waiting for? Your party is just around the corner, contact us now!

NEED ROTI JALA FOR
Birthdya
PARTY?



SUHANA'S ROTI JALA
017-6814671

8

SuHana's Roti Jala
Published by Raihana Haris · 16 June at 10:45 · 📍 · 🌐

LAST CALL !!
Today is the last day to purchase roti jala with us this week~
Fret not, we will be taking orders again next week on Tuesday!
So, for this week... today will be the last day for you to purchase Roti Jala with us!! We will deliver your orders right in front of your doorstep 🚚
Come and order with us!!
Whatsapp: [redacted]

OPEN ORDER



ROTI JALA KARI AYAM
RM 4



ROTI JALA PANDAN SERAWA DURIAN
RM 6

9

SuHana's Roti Jala
Published by Raihana Haris · 30 May at 17:45 · 📍 · 🌐

CUSTOMERS' FEEDBACKS
Roti jala is indeed a comfort food for all as so many of our customers left us with kind feedbacks and reviews.
We are glad that you enjoy every bites of your roti jala and some said that they'd like to repurchase again in the future 🥰
ROTI JALA KARI AYAM - RM 4
ROTI JALA PANDAN SERAWA DURIAN - RM 6
If you haven't tried and would loveeeee to try our roti jala, kindly find us at

customer feedbacks

★★★★★
serawa dengan roti jala memang perfect combination!
rizal

★★★★★
all my family members loved it. definitely will repurchase
sarah

★★★★★
Roti jala lembut, kuah cukup rasa. Confirm akan repeat order nanti
ih-san

★★★★★
Serawa durian paling sedap yang saya pernah makan..
nurul

SH ROTI JALA

Copywriting: Hard Sell

10

SuHana's Roti Jala
Published by Raihana Haris · 12 June at 18:01 · 🌐 · 📍

GOOD NEWS FOR PANDAN LOVERS
Nak try roti jala pandan tapi tak tahu nak cari kat mana? Ayuh penggemar pandan, it's time for u to shine ✨
Roti jala pandan ni home-based tau! Lagi sedap kalau cich dengan kuah serawa durian 🍌
Hanya RM 6 sahaja per 6 pcs
So, apa lagi guys? Order with us now!!

OPEN ORDER



Only RM 6

ROTI JALA PANDAN

11

SuHana's Roti Jala
Published by Raihana Haris · 13 June at 18:13 · 🌐 · 📍

NEED SOMETHING TO GET AWAY WITH STRESS?
Stress at your workplace? Or perhaps with your assignments? Maybe all you need is something sweet, spice and everything that is nice.. or maybe all you need is our ✨ roti jala ✨
We provide you with two flavours of roti jala, one with the savoury type (Roti Jala Kari Ayam-RM 4) and the sweet type (Roti Jala Pandan Serawa Durian-RM 6). And I can assure you that these are the perfect ones to release your stress..
We deliver all areas in Puncak Alam
So come and order with us at



Roti Jala
ROTI JALA KARI AYAM - RM 4/6 PCS
ROTI JALA PANDAN-SERAWA DURIAN - RM 6/6PCS

ORDER NOW

12

SuHana's Roti Jala
Published by Raihana Haris · 14 June at 18:24 · 🌐 · 📍

RASA NAK MENGUNYAH TAPI MALAS NAK KELUAR?
Petang-petang ni mesti rasa nak mengunyah kan? Tapi nak keluar cari makanan tu leceh betul... Kalau nak senang, order je roti jala dengan kami dan kami akan hantar sampai ke depan pintu rumah
Ada 2 perisa roti jala yang kami sediakan
- Roti Jala Kari Ayam : RM 4
- Roti Jala Pandan Serawa Durian : RM 6
Nak lagi berbaloi? Order dengan kami, delivery charge free tau!
So.. apa lagi? Order cepat

Order Now



SH Roti Jala

Roti Jala Pandan Serawa Durian
RM 6 (6PCS)

Roti Jala Kari Ayam
RM 4 (6PCS)

Copywriting: Hard Sell

13

SuHana's Roti Jala
Published by Raihana Haris · 14 June at 18:36 · 🌐 · 📷

PERFECT FOOD TO BRING TO YOUR HOLIDAY ROAD TRIP

Wanna go for a vacation? Or picnic with your family? But still don't know what to bring for your little potluck with your friends?


Maybe you can consider bringing our roti jala 🍲

The flavours that we provided are:

ROTI JALA KARI AYAM - RM 4
ROTI JALA PANDAN SERAWA DURIAN - RM 6

We can assure you that roti jala is the perfect choice to your little plan as it is simple and who doesn't love roti jala?

So what are you waiting for? Come order with us now!



SH Roti Jala

14

SuHana's Roti Jala
Published by Raihana Haris · 25 May at 18:48 · 🌐 · 📷

OPEN ORDER !!

You must have been waiting for a long time right? Now, open order buko is back! 🍲 Let's order roti jala from us

if you want a home-made roti jala, you have to order first before we cook, no payment first is fine, we accept bookings without deposit you all, don't be worried 🙏

You can order both flavors now because the flavors are still available

There are 2 flavors available

Roti Jala Kari Ayam - RM 4/6 pcs
Roti Jala Pandan Serawa Durian - RM 6/6 pcs

.....

What are you waiting for? Go grab yours now before it's too late!
Whatsapp us



OPEN ORDER

Roti Jala Kari Ayam - RM 4
Roti Jala Pandan Serawa Durian - RM 6

SH Roti Jala

Copywriting: Hard Sell

15

SuHana's Roti Jala
Published by Raihana Haris · 16 June at 10:45 · 🌐 · 📍

LAST CALL !!
Today is the last day to purchase roti jala with us this week~
Fret not, we will be taking orders again next week on Tuesday!
So, for this week... today will be the last day for you to purchase Roti Jala with us!! We will deliver your orders right in front of your doorstep 🍷
Come and order with us!!
Whatsapp:

OPEN ORDER

 **ROTI JALA KARI AYAM**
RM 4

 **ROTI JALA PANDAN SERAWA DURIAN**
RM 6

16

SuHana's Roti Jala
Published by Raihana Haris · Just now · 🌐 · 📍

WEEKEND WEEKEND NI MESTI NAK KUNYAH KUNYAH KAN?
Jangan risau dan jangan khuatir, SH Roti Jala ada untuk satisfy your cravings 😊
Petang-petang ni daripada anda tidak buat apa apa, layan cerita hindustan pulak dekat tv3 haaa lagi lagi time cuti hujung minggu, mestila nak layan cerita sambil makan kan? Baru la seronok 😊 Nahhh, andaa beli je Roti Jala daripada kami untuk menemani anda 😊
Hanya RM 4 untuk Roti Jala Kari Ayam dan RM 6 untuk Roti Jala Pandan Serawa Durian dan semuanya masih ada kerana kami masih 'open order' 🍷
Cepat cepat whatsapp kami untuk membuat pesanan sebelum kami 'close order' 😊

 Only RM 4

SH ROTI JALA



FACEBOOK (FB) POSTS

Copywriting- Soft Sell

A decorative yellow swoosh underline that starts under the word "Copywriting" and extends under "Soft Sell", ending with a small upward curve.

Copywriting: Soft Sell

1



SuHana's Roti Jala
Published by Raihana Haris · 3 May · 🌐

MUSIM DURIAN MELANDA LAGI!!

Musim-musim durian ni mesti ramai dah teringin nak makan durian kan? We got you! Kami pun ada durian tau, cumanya serawa durian lah... Tapi jangan risau, serawa durian kami sedaaap! Paling sedap kalau makan dengan roti jala pandan 🥰 So... apa lagi? Jom la order dengan kami!

Sebarang pembelian boleh hubungi kami di WhatsApp atau PM facebook page kami.

SuHana's Roti Jala

SERAWA DURIAN



See Insights and Ads [Boost a Post](#)

Like Comment Share

Write a comment...

2



SuHana's Roti Jala
Published by Raihana Haris · 2 May · 🌐

FUN FACTS ABOUT ROTI JALA

Sedapnya roti jala... Lagi-lagi makan masa sarapan atau minum petang. Mesti ada yang curious apa fun facts roti jala? Jadi, meh sini kami kongsi!!

Mudah dan senang disediakan ✅... See more



FACTS ABOUT ROTI JALA

- Mudah dan senang disediakan
- Mengenyangkan
- Mengandungi karbohidrat dan zat lain yang tinggi
- Memberikan tenaga

SuHana's ROTI JALA

3



SuHana's Roti Jala
Published by Nur Sufahana · 11 May · 🌐

RESEPI RESEPI RESEPI!!!!

Harini sis nak share resepi macam mana sis buat roti jala yang boleh kekal lembuuuuutt sampai petang 😊

Bahan-bahan... See more

RESEPI ROTI JALA

Kekal lembut sampai petang! 😊



Copywriting: Soft Sell

4

SuHana's Roti Jala
Published by Nur Sufahana · 16 May · 🌐 · 📍

RESEPI RESEPI RESEPI!!!!

harini sis nak share resepi Kari Ayam yang pekat, mudah dan confirmmm sedap!

bahan-bahan:

- ½ - 1 ekor ayam
- 1 biji bawang besar
- 3 biji kentang
- 2 inci halia
- 4 ulas bawang putih
- 3 biji bawang merah kecil
- 1-2 tangkai daun kari
- 5 sb rempah kari daging
- 1-2 sb serbuk cili
- Sedikit air asam jawa
- ¼ santan kotak
- Air secukupnya untuk kuah
- Garam secukup rasa
- Perasa, jika suka
- Rempah 4 sekawan:
- 1 batang kayu manis
- 4 kuntum cengkih
- 2 bunga lawang
- 4 biji buah pelaga

cara-cara:

- Hiris nipis bawang besar (boleh ganti bawang holland).
- Kentang, kupas kulit dan potong kepada 2 atau 3 bahagian.
- Hiris nipis halia, bawang putih dan bawang merah kecil, kemudian tumbuk dalam lesung batu sehingga lumat (boleh kisar dalam blender)
- Bancuh rempah kari daging, serbuk cili dengan sedikit air sehingga sebatu.
- Panaskan minyak kemudian tumis rempah 4 sekawan dan hirisan bawang besar sampai bawang layu/lembut.
- Masukkan bahan tumbuk halus, daun kari kemudian kacang sampai kekuningan dan naik bau.
- Masukkan bancuhan rempah kari dan masak sampai pecah minyak dan garing.
- Tambah 2-3 kali air dan ulang tumis sampai kering dan garing.

5. Panaskan minyak kemudian tumis rempah 4 sekawan dan hirisan bawang besar sampai bawang layu/lembut.

6. Masukkan bahan tumbuk halus, daun kari kemudian kacang sampai kekuningan dan naik bau.

7. Masukkan bancuhan rempah kari dan masak sampai pecah minyak dan garing.

8. Tambah 2-3 kali air dan ulang tumis sampai kering dan garing.

9. Masukkan ayam dan tutup sehingga ayam setengah masak atau kecut.

10. Masukkan ubi kentang dan masak ketang dalam 3-4 minit.

11. Masuk santan dan air secukupnya untuk kuah (lebihkan air kalau nak lebih cair).

12. Jangan lupa garam dan air asam jawa. Boleh tambah perasa jika suka.

13. Kari dah sedia untuk dihidang.

haaa cara dia macam banyak kan? tapi korang kena try sebab sis janji rasa dia sedap sangatttt! 🤤

RESEPI
KUAH KARI
yang pekat, mudah & sedap

Bahan-bahan:

- ½ - 1 ekor ayam
- 1 biji bawang besar
- 3 biji kentang
- 2 inci halia
- 4 ulas bawang putih
- 3 biji bawang merah kecil
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- Garam secukup rasa
- Perasa, jika suka
- Rempah 4 sekawan:
- 1 batang kayu manis
- 4 kuntum cengkih
- 2 bunga lawang
- 4 biji buah pelaga



5

SuHana's Roti Jala
Published by Nur Sufahana · 24 May at 12:15 · 🌐 · 📍

RESEPI RESEPI RESEPI!!!!

harini sis nak share resepi serawa durian yang lagi pekat dan "creaaammyyy" 🤤

bahan-bahan

- Durian
- Santan
- Gula melaka
- Daun pandan
- Garam

cara-cara

- Masukkan air. Letak gula melaka dan daun pandan
- Biarkan sehingga air mendidih dan gula melaka cair
- Kemudian masukkan santan
- Lepastu, Kacau-kacau sedikit sehingga rata
- Kemudian terus masukkan durian. Api jangan kuat. Kacau sekejap-sekejap supaya tidak berketul. Masak perlahan sehingga rasa durian meresap bersama kepekatan kuah
- Masak sehingga mencapai kepekatan yang anda suka. Masukkan garam secukup rasa
- Siap!

amacam? senang kan? boleh la try koranggg 🤗

SERAWA
DURIAN



Copywriting: Soft Sell

6

SuHana's Roti Jala
Published by Nur Sufiahana · 26 May at 21:42 · 🌐 · 📷

RESEPI RESEPI RESEPI!!!

ingat tak sis pernah share cara-cara nak buat Serawa Durian? kali ini sis tunjuk dalam bentuk video bagi customer tercinta 🥰

buat Serawa Durian ni mudah sahaja, tapi kena RAJIN lah ehehe. kalau korang rasa nak makan Serawa Durian ni untuk minum petang ke, ha memang sesuai lah buat ni!

tapi bagi yang nak order Roti Jala Pandan bersama Serawa Durian ni, moh ler order jangan segan2 naaaa pi ja whatsapp sis okeh 🥰



daun pandan

CARA MEMBUAT SERAWA DURIAN

9:42 AM 20/5


7

SuHana's Roti Jala
Published by Nur Sufiahana · 27 May at 11:30 · 🌐 · 📷

CARA MEMBUAT ROTI JALA LEMBUT

kalini sis share video pula untuk uolls macam mana nak buat Roti Jala yang fluffy 🥰

korang bolehla cuba buat bila ada masa lapang nanti! serius senang je sebenarnya nak buat, tak cuba tak tahu 🥰



JOM MASUK DAPUR

ROTI JALA LEMBUT MUDAH DAN SEDAP

8

SuHana's Roti Jala
Published by Nur Sufiahana · 28 May at 11:45 · 🌐 · 📷

BILA WAKTU YANG SESUAI UNTUK MENIKMATI ROTI JALA? 🤔🤔

Hmm, mesti ada yang tertanya tanya, makan Roti Jala ni sesuai waktu bila?

- Roti Jala sesuai dihidang ketika juadah makan petang
- Roti Jala juga sesuai makan sewaktu sarapan
- Roti Jala juga sesuai dihidang sebagai menu ketika majlis seperti majlis harijadi & kenduri kahwin.

Ada apa apa lagi soalan yang menghantui hidup anda? Jangan risau, PM je Facebook page (<https://www.facebook.com/SHrotijala>) dan kami akan jawab semua soalan anda! 🥰🥰

BILA WAKTU YANG SESUAI MAKAN ROTI JALA?

- Makan sebagai juadah waktu petang
- Sesuai dimakan ketika sarapan
- Makanan yang dihidang ketika majlis



Copywriting: Soft Sell

9

SuHana's Roti Jala
Published by Raihana Haris · 4 May · 🌐 · 🔄

SAVE THE DATES!
Teringin nak makan roti jala? Tapi taknak keluar rumah? Don't worry, we gotchuuuu!
These are our May's available dates for delivery! Free delivery charge if you buy more than 5 boxes! Kita pun cover area Bangi Kajang tau! Apa lagi? Contact us now! 🍷
Sebarang pembelian boleh hubungi kami di WhatsApp atau PM facebook page kami.

MAY 2023

DELIVERY DATES

MAY 10	PUNCAK ALAM & SG BULOH AREA
MAY 20	BANGI, KAJANG, PUTRAJAYA, CYBERJAYA AREA
MAY 21	BANGI, KAJANG, PUTRAJAYA, CYBERJAYA AREA

SH ROTI JALA

10

SuHana's Roti Jala
Published by Nur Sufiahana · 2 June at 17:55 · 🌐 · 🔄

MUSIM DURIAN MELANDA LAGI!!
Musim-musim durian ni mesti ramai dah teringin nak makan durian kan? We got you!
Kami pun ada durian tau, cumanya serawa durian lah.. Tapi jangan risau, serawa durian kami sedaaaaap! Paling sedap kalau makan dengan roti jala pandan 🍷🍷 So.. apa lagi? Jom la order dengan kami!
Sebarang pembelian boleh hubungi kami di WhatsApp atau PM facebook page kami.

SuHana's Roti Jala

SERAWA DURIAN

11

SuHana's Roti Jala
Published by Nur Sufiahana · 3 June at 18:15 · 🌐 · 🔄

Alhamdulillah terima kasih kepada yang membeli 🙏
sis tak sangka ramai yang membeli homemade Roti Jala ni, setiap masa lapang yang ada, sis tak nak sia-siakan. that's why sis buat home business ni dengan harapan customer akan dapat try Roti Jala yang paling sedap mereka pernah cuba! 🍷
Akhir kata, perjuangan sis dalam business ini akan tetap diteruskan kerana sokongan customer tercinta, aaa gituh!

THANK YOU!

Copywriting: Soft Sell

12

SuHana's Roti Jala
Published by Raihana Haris · 13 June at 22:53 · 🌐 📍

SAVE THE DATES!
Teringin nak makan roti jala? Tapi taknak keluar rumah? Don't worry, we gotchuuu!
These are our June's available dates for delivery! Free delivery charge if you buy more than 5 boxes! Kita pun cover area Bangi Kajang tau! Apa lagi? Contact us now! 🥰
Sebarang pembelian boleh hubungi kami di WhatsApp: [\[number\]](#) atau PM facebook page kami.

save the date
JUNE 2023

sun	mon	tue	wed	thu	fri	sat
1	2	3	4	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

DELIVERY DATES

13

SuHana's Roti Jala
Published by Nur Sufahana · 6 June at 18:23 · 🌐 📍

RESEPI RESEPI RESEPI!!!
Harini sis nak share resepi macam mana sis buat roti jala yang boleh kekal lembuuuuutt sampai petang 🥰
Bahan-bahan... See more

RESEPI ROTI JALA
Kekal lembut sampai petang! 😊



Copywriting: Soft Sell

14

SuHana's Roti Jala
Published by Nur Sufiahana · 8 June at 18:25 · 📍 · 🌐

Siapa kat sini tahu kenapa Serawa Durian dengan Kari Ayam ni sesuai makan sebagai kuah Roti Jala?

tak tahu? meh sini sis nak share 😊

Kepekatan kuah kari ayam ni memang padu bila cich dengan Roti Jala. lagi2 time kita ni student memang perrrrghh syahdu!

Rasa-rasa manis serawa durian ni memang akan buat kita rasa cair dalam mulut bila dimakan dengan Roti Jala..... 😊

Amacam terliur tak guys? meh lerrr hali boleh whatsapp sis untuk order

KEENAKAN SERAWA DURIAN & KARI AYAM

Kuah Kari Ayam & Serawa Durian
yang pekat amat sesuai dinikmati
bersama Roti Jala!



15

SuHana's Roti Jala
Published by Nur Sufiahana · 9 June at 18:27 · 📍 · 🌐

RESEPI RESEPI RESEPI!!!

harini sis nak share resepi serawa durian yang lagi pekat dan 'creasmyyy' 🍷

bahan-bahan
Durian
Santan
Gula melaka
Daun pandan
Garam

cara-cara
1. Masukkan air. Letak gula melaka dan daun pandan
2. Biarkan sehingga air mendidih dan gula melaka cair
3. Kemudian masukkan santan
4. Lepastu, kacau-kacau sedikit sehingga rata
5. Kemudian terus masukkan durian. Api jangan kuat. Kacau sekejap-sekejap supaya tidak berketul. Masak perlahan sehingga rasa durian meresap bersama kepekatan kuah
6. Masak sehingga mencapai kepekatan yang anda suka. Masukkan garam secukup rasa
7. Siap!

amacam? senang kan? boleh la try koranggg 😊

SERAWA DURIAN



FOR DELIVERY & ORDER
Contact us on Whatsapp
+601139637328

16

SuHana's Roti Jala
Published by Nur Sufiahana · 15 May · 📍 · 🌐

WEHHH KORANGGG! tahu tak Roti Jala ni ada sejarah dia?

harini sis nak buat sharing sejarah Roti Jala hasaa tambah ilmu pengetahuan hari ini 🍷

Roti Jala sebenarnya berasal daripada sungai Johor, Roti Jala terinspirasi daripada Jala nelayan masyarakat di sungai Johor dulu. menarik kan?

Warna Roti Jala yang berwarna kuning itu juga diilhamkan daripada Jala yang di pakai nelayan zaman dulu sbb jala nelayan zaman dulu di Johor menggunakan benang berwarna kuning ataupun benang berwarna jingga.

Jala zaman dulu tidak sama dengan zaman sekarang sbb zaman dulu menggunakan benang manakala jala zaman sekarang menggunakan tali tangsi.

Roti Jala juga di beri nama sedemikian kerana cara pembuatan seolah sedang menjala.

itu sahaja sedikit ilmu sharing harini, menarik kan guys? next time mana tahu sis share ilmu lagi tentang roti jala hehe

SEJARAH ROTI JALA

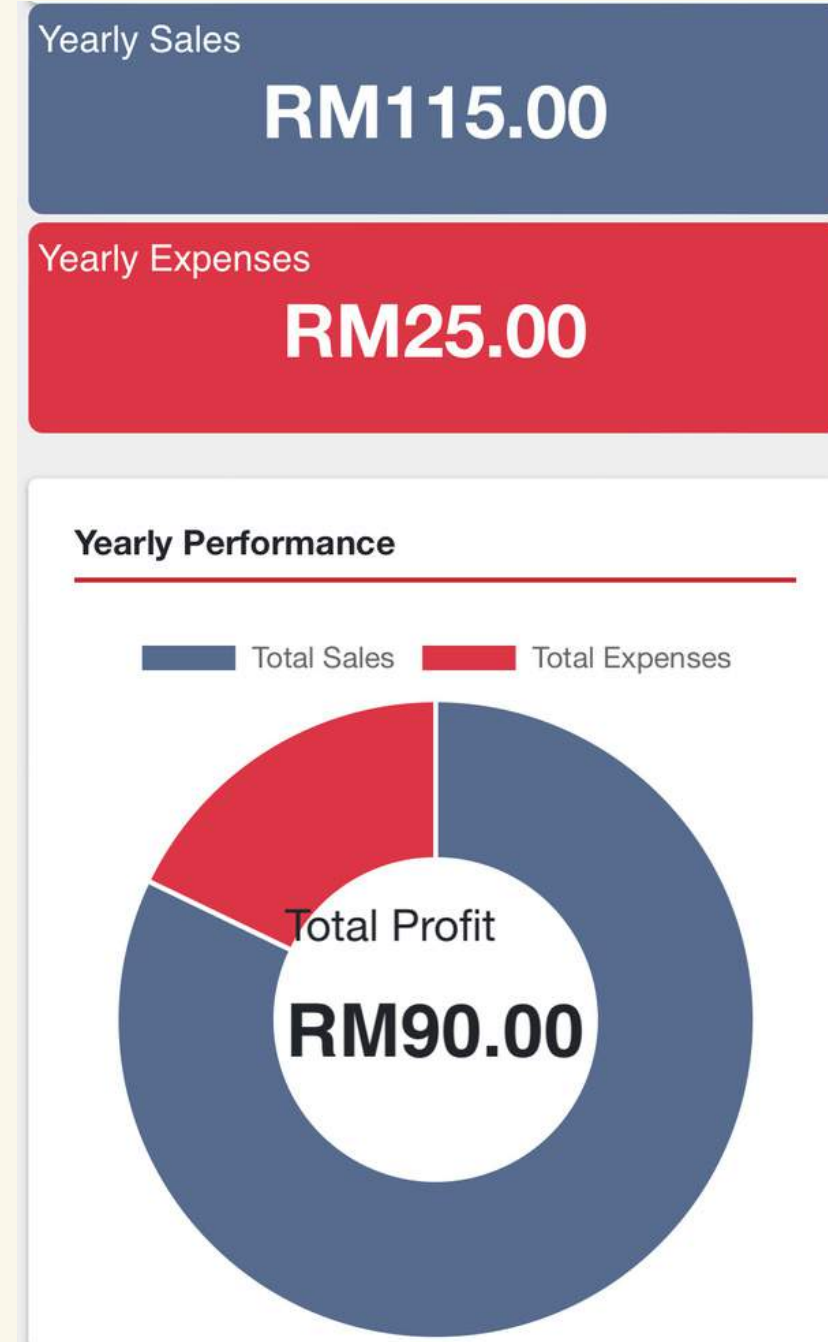
- Makanan kegemaran di Malaysia yang berasal daripada Johor
- Roti Jala terinspirasi daripada Jala nelayan masyarakat di sungai Johor
- Roti Jala yang berwarna kuning itu diilhamkan daripada Jala yang di pakai nelayan zaman dulu








SALES REPORT




Sales Report






Sales Evidence and Receipts

Date	Customer Information	Evidence										
6/05/2023	<p>Alia</p> <p>Address:</p> <ul style="list-style-type: none"> Roti Jala Pandan Serawa Durian - 1 <p>Online transfer = RM 6</p>	 <p>BANK ISLAM Transaction Receipt</p> <p>DuitNow QR Successful</p> <p>Reference No. 20230506ORM081448053665</p> <p>06 May 2023 07:55 pm</p> <p>DuitNow QR Ref No: 15846667</p> <p>Recipient Name CIK RAIHANA BINTI ABD HA</p> <p>Amount RM 6.00</p> <p>Note: This receipt is computer generated and no signature is required.</p> <p><small>© 2023 Bank Islam Malaysia Berhad (119501020443612192). All rights reserved.</small></p>										
11/05/2023	<p>Maisarah</p> <p>Address: Kolej Raflessia 3, UiTM Cawangan Selangor, Kampus Puncak Alam</p> <ul style="list-style-type: none"> Roti Jala Pandan Serawa Durian - 2 Roti Jala Kari - 3 Delivery charge - RM 1 <p>Cash on Delivery = RM 25</p>	 <p>SH Roti Jala</p> <p>Bill To: Kolej Raflessia 3, UiTM Cawangan Selangor, Kampus Puncak Alam</p> <p>Receipt #: 2 Receipt Date: 11/05/2023</p> <table border="1"> <thead> <tr> <th>DESCRIPTION</th> <th>AMOUNT</th> </tr> </thead> <tbody> <tr> <td>Roti Jala Pandan Serawa Durian</td> <td>12.00</td> </tr> <tr> <td>Roti Jala Kari Ayam</td> <td>12.00</td> </tr> <tr> <td>Delivery charge</td> <td>1.00</td> </tr> <tr> <td>RECEIPT TOTAL</td> <td>RM 25.00</td> </tr> </tbody> </table> <p>Terms & Conditions Payment is due within 3 days.</p>	DESCRIPTION	AMOUNT	Roti Jala Pandan Serawa Durian	12.00	Roti Jala Kari Ayam	12.00	Delivery charge	1.00	RECEIPT TOTAL	RM 25.00
DESCRIPTION	AMOUNT											
Roti Jala Pandan Serawa Durian	12.00											
Roti Jala Kari Ayam	12.00											
Delivery charge	1.00											
RECEIPT TOTAL	RM 25.00											

11/05/2023	<p>Farah</p> <p>Address: Kolej Raflessia 3, UiTM Cawangan Selangor, Kampus Puncak Alam</p> <ul style="list-style-type: none"> Roti Jala Kari Ayam - 3 boxes <p>Cash on Delivery = RM 12</p>	 <p>SH Roti Jala</p> <p>Bill To: Kolej Raflessia 3, UiTM Cawangan Selangor, Kampus Puncak Alam</p> <p>Receipt #: 3 Receipt Date: 11/05/2023</p> <table border="1"> <thead> <tr> <th>DESCRIPTION</th> <th>AMOUNT</th> </tr> </thead> <tbody> <tr> <td>Roti Jala Kari Ayam</td> <td>12.00</td> </tr> <tr> <td>Delivery charge</td> <td>0.00</td> </tr> <tr> <td>RECEIPT TOTAL</td> <td>RM 12.00</td> </tr> </tbody> </table> <p>Terms & Conditions Payment is due within 3 days.</p>	DESCRIPTION	AMOUNT	Roti Jala Kari Ayam	12.00	Delivery charge	0.00	RECEIPT TOTAL	RM 12.00
DESCRIPTION	AMOUNT									
Roti Jala Kari Ayam	12.00									
Delivery charge	0.00									
RECEIPT TOTAL	RM 12.00									
20/05/2023	<p>Syahira</p> <p>Address:</p> <ul style="list-style-type: none"> Roti Jala Pandan Serawa Durian - 1 box <p>Online transfer = RM 6</p>	 <p>BANK ISLAM Transaction Receipt</p> <p>DuitNow QR Successful</p> <p>Reference No. 20230520ORM01736019322</p> <p>20 May 2023 08:15 am</p> <p>DuitNow QR Ref No: 10662666</p> <p>Recipient Name CIK RAIHANA BINTI ABD HA</p> <p>Amount RM 6.00</p> <p>Note: This receipt is computer generated and no signature is required.</p> <p><small>© 2023 Bank Islam Malaysia Berhad (119501020443612192). All rights reserved.</small></p>								

21/05/2023	<p>Syasya</p> <p>Address:</p> <ul style="list-style-type: none"> • Roti Jala Kari Ayam - 5 boxes <p>Online transfer = RM 15</p>	
25/05/2023	<p>Mia</p> <p>Address: Kolej Casuarina 2, Jalan Casuarina 2, UiTM Selangor Cawangan Puncak Alam, 42300 Bandar Puncak Alam, Selangor</p> <ul style="list-style-type: none"> • Roti Jala Kari Ayam - 1 box <p>Online Transfer = RM 8</p>	
27/05/2023	<p>Ain</p> <p>Address:</p> <ul style="list-style-type: none"> • Roti Jala Kari Ayam - 1 box 	

	<p>Address:</p> <ul style="list-style-type: none"> • Roti Jala Kari Ayam - 3 boxes • Delivery charge = RM 1 <p>Cash on Delivery = RM 13</p>	
30/05/2023	<p>Hannani</p> <p>Address:</p> <ul style="list-style-type: none"> • Roti Jala Kari Ayam - 1 box <p>Online Transfer = RM 4</p>	
02/06/2023	<p>Idris</p> <p>Address:</p> <ul style="list-style-type: none"> • Roti Jala Pandan Serawa Durian - 2 boxes • Roti Jala Kari Ayam - 1 box <p>Cash on Delivery = RM 16</p>	

Go-eCommerce

Go-eCommerce

Business Name	Date	Type	Marketplace(if any)	Others Marketplace (if any)	Total Sales (RM)	Expenses Category	Expenses Subcategory	Total Expenses (RM)	Descriptions	Created At
SH ROTI JALA	06/05/2023	online	Social Media		6					20/06/2023
SH ROTI JALA	08/06/2023	expenses				Travel	Gas/Petrol	10		20/06/2023
SH ROTI JALA	06/06/2023	expenses				Goods	Raw material	15		20/06/2023
SH ROTI JALA	06/05/2023	online	Social Media		6					20/06/2023
SH ROTI JALA	11/05/2023	offline			25					20/06/2023
SH ROTI JALA	11/06/2023	offline			12					20/06/2023
SH ROTI JALA	20/05/2023	online	Social Media		6					20/06/2023
SH ROTI JALA	21/05/2023	online	Social Media		15					20/06/2023
SH ROTI JALA	25/05/2023	online	Social Media		8					20/06/2023
SH ROTI JALA	27/05/2023	offline			4					20/06/2023
SH ROTI JALA	29/05/2023	offline			13					20/06/2023
SH ROTI JALA	30/05/2023	online	Social Media		4					20/06/2023
SH ROTI JALA	02/06/2023	offline			16					20/06/2023

CONCLUSION

SH Roti Jala or SuHana's Roti Jala is a small business that sells two types of hot-selling Roti Jala through online platforms through Facebook page. A company's ability to connect and communicate with its target market audience on a worldwide scale can be facilitated by having an online presence.

Throughout our commercial activities, we have learned a lot of things. We gained knowledge on how to effectively communicate with clients. It can help you strengthen relationships with customers, boost engagement, and boost productivity.

We are thrilled to develop business management skills. Creating our own businesses is also the best way for us to practise and gain the professional skills we want to be able to demonstrate when applying for graduate careers.



**RUBRIC
SOCIAL MEDIA PORTFOLIO (40%)**

COURSE NAME : PRINCIPLES OF ENTREPRENEURSHIP
COURSE CODE : ENT530
STUDENT'S NAME : RAIHANA BINTI ABD HARIS (2022782785)

 NUR SUFIAHANA BINTI AULADI (2021468082)

LECTURER'S NAME : PUAN NUR SHAHRULLIZA MUHAMMAD

PROGRAM : ENT530

GROUP : ENT530-S

Criteria	Marks Allocated	Poor	Moderate	Satisfactory	Good	Excellent	Weighted Marks Obtained (%)
Preliminary materials	5 marks	0 mark	2 marks	3 marks	4 marks	5 marks	
		Provide poor preliminary materials <ul style="list-style-type: none"> ● Cover page (1 mark) ● Acknowledgement (1 mark) ● Executive summary (2 marks) ● Table of contents (1 mark) 	Provide moderate preliminary materials <ul style="list-style-type: none"> ● Cover page (1 mark) ● Acknowledgement (1 mark) ● Executive summary (2 marks) ● Table of contents (1 mark) 	Provide satisfactory preliminary materials <ul style="list-style-type: none"> ● Cover page (1 mark) ● Acknowledgement (1 mark) ● Executive summary (2 marks) ● Table of contents (1 mark) 	Provide good preliminary materials <ul style="list-style-type: none"> ● Cover page (1 mark) ● Acknowledgement (1 mark) ● Executive summary (2 marks) ● Table of contents (1 mark) 	Provide excellent preliminary materials <ul style="list-style-type: none"> ● Cover page (1 mark) ● Acknowledgement (1 mark) ● Executive summary (2 marks) ● Table of contents (1 mark) 	

Criteria	Marks Allocated	Poor	Moderate	Satisfactory	Good	Excellent	Weighted Marks Obtained (%)
Go-e-commerce registration	5 marks	0 mark				5 marks	
		Do not do registration				Do registration	
MyENT registration	5 marks	0 mark				5 marks	
		Do not do registration				Do registration	
SSM registration/Business registration	5 marks	0 mark	2 marks			5 marks	
		Do not do registration	Registration in progress			Do registration	
Introduction of business	5 marks	1 mark	2 marks	3 marks	4 marks	5 marks	
						Provide excellent introduction of business	

Criteria	Marks Allocated	Poor	Moderate	Satisfactory	Good	Excellent	Weighted Marks Obtained (%)
Copywriting – Hard Sell**	20 marks	0 mark	1-5 marks	6-10 marks	11-15 marks	16-20 marks	
		Unable to do any post (print screen)	Able to do 4 – 5 posts using the correct hard sell technique – AIDCA (print screen)	Able to do 6 – 10 posts using the correct hard sell technique – AIDCA (print screen)	Able to do 11 – 15 posts using the correct hard sell technique – AIDCA (print screen)	Able to do 16 posts and above using the correct hard sell technique – AIDCA (print screen)	
Copywriting – Soft Sell**	20 marks	0 mark	1-5 marks	6-10 marks	11-15 marks	16-20 marks	
		Unable to do any post (print screen)	Able to do 4-5 posts using the correct soft sell technique – Title – Introduction of story – Storytelling – CTA (print screen)	Able to do 6-10 posts using the correct soft sell technique – Title – Introduction of story – Storytelling – CTA (print screen)	Able to do 11-15 posts using the correct soft sell technique – Title – Introduction of story – Storytelling – CTA (print screen)	Able to do 16 posts and above using the correct soft sell technique – Title – Introduction of story – Storytelling – CTA (print screen)	
		0 mark	1-2 mark	3-4 marks	5-6 marks	7 marks	
Sales Reporting	7 marks	Unable to provide any sales report and evidence (print screen – go-e-commerce Portal portal)	Able to provide sales report and evidence with minimal sales of RM20 as well as complete customer information (customer's name, address, payment method and delivery method – tracking no) (print screen – go-e-commerce Portal)	Able to provide sales report and evidence with total sales of RM40 as well as complete customer information (customer's name, address, payment method and delivery method – tracking no) (print screen (print screen – go-e-commerce Portal)	Able to provide sales report and evidence with total sales of RM60 as well as complete customer information (customer's name, address, payment method and delivery method – tracking no) ((print screen – go-e-commerce Portal)	Able to provide sales report and evidence with total sales of RM61 and above as well as complete customer information (customer's name, address, payment method and delivery method – tracking no) (print screen – go-e-commerce Portal)	
Conclusion	5 marks	1 mark	2 marks	3 marks	4 marks	5 marks	
		Unclear conclusion on social media portfolio	Moderate conclusion on social media portfolio	Satisfactory conclusion on social media portfolio	Good conclusion on social media portfolio	Excellent conclusion on social media portfolio	
Timely Submission	10 marks	0				10	
		Not submitted by due date				Submitted by due date	
TOTAL	100						/100

****For hard sell and soft sell copywriting: No marks will be given for any post that does not follow the right structure of copywriting.**

		Provide poor introduction of business ● Name and address of business ● Organizational chart ● Mission / vision ● Descriptions of products / services ● Price list	Provide moderate introduction of business ● Name and address of business ● Organizational chart ● Mission / vision ● Descriptions of products / services ● Price list	Provide satisfactory introduction of business ● Name and address of business ● Organizational chart ● Mission / vision ● Descriptions of products / services ● Price list	Provide good introduction of business ● Name and address of business ● Organizational chart ● Mission / vision ● Descriptions of products / services ● Price list	● Name and address of business ● Organizational chart ● Mission / vision ● Descriptions of products / services ● Price list		
Create FB page	2 marks	0 mark					2 marks	
		Unable to create FB page (print screen)					Able to create FB page with interesting layout and format as well as complete business information (print screen)	
Custom URL FB Page	3 marks	0 mark					3 marks	
		Unable to custom URL					Able to changed FB URLs to Custom URLs Eg: www.facebook.com/rochin-kitchen (print screen)	
Number of likers/followers	4 marks	0 mark	1 mark	2 marks	3 marks	4 marks		
		Unable to acquire any like/followers (print screen)	Able to acquire 1 – 30 likes/followers (print screen)	Able to acquire 31 – 60 likes/followers (print screen)	Able to acquire 61 – 90 likes/followers (print screen)	Able to acquire 91 likes/followers.		
FB Teaser Post	4 marks	0 mark	1 mark	2 marks	3 marks	4 marks		
		Unable to post any teaser (print screen)	Able to post 1 teasers (print screen)	Able to post 2 teasers (print screen)	Able to post 3 teasers (print screen)	Able to post 4 teasers and above (print screen)		