



اوتورستيتي تكنولوجي مارا
UNIVERSITI
TEKNOLOGI
MARA

ITS A FRUITFUL EXPERIENCE!

SOCIAL MEDIA PORTFOLIO

PRINCIPLE OF ENTREPRENEURSHIP
(ENT530)

PREPARED BY:

NAIM JUNAIDI BIN KAMAL APANDI (2022758065)

DANISH DANIAL BIN MOHD SHAM (2022780313)

PREPARED FOR:

PUAN NUR SHAHRULLIZA BINTI MUHAMMAD



ACKNOWLEDGEMENT

WE ARE PLEASED TO ANNOUNCE THAT THIS SOCIAL MEDIA PORTFOLIO HAS BEEN SUCCESSFULLY FINISHED IN THE NAME OF ALLAH, THE MOST MERCIFUL AND THE MOST POWERFUL. THIS IS A REQUIREMENT FOR ONE OF THE COURSE ASSESSMENTS FOR THE TOPIC OF PRINCIPLES OF ENTREPRENEURSHIP (ENT530).

WE WOULD LIKE TO EXPRESS MY APPRECIATION TO OUR LECTURER, PUAN NUR SHAHRULLIZA BINTI MUHAMMAD, WHO WAS THE ONE WHO DIRECTED EVERYONE OF US THROUGH THE PROCESS OF DOING THIS ASSIGNMENT. THROUGHOUT THE COURSE OF THE PROCESS, WE ACQUIRE THE KNOWLEDGE NECESSARY TO BECOME MORE ORGANISED AND MORE MATURE IN OUR APPROACH TO RESOLVING ISSUES AS THEY CROP UP.

NOT TO LEAVE OUT OUR DEARLY LOVED FAMILY, WE WOULD ALSO LIKE TO CONVEY OUR GRATITUDE TO THEM FOR THEIR UNWAVERING SUPPORT AND PATIENCE DURING THE JOURNEY. I AM EXTREMELY THANKFUL TO THEM FOR THEIR SUPPORT AND THE INSPIRATION THEY PROVIDED TO GET ME THROUGH THESE CHALLENGING MOMENTS AND FINISH THIS EVALUATION.

IN CONCLUSION, WE WOULD LIKE TO EXPRESS OUR GRATITUDE TO ALL OF MY FRIENDS AND CLASSMATES FOR THE SUPPORT AND ENCOURAGEMENT THEY HAVE PROVIDED DURING OUR ENDEAVOUR, WHICH HAS ALLOWED US TO SUCCESSFULLY ACCOMPLISH IT.

EXECUTIVE SUMMARY

This social media portfolio report will focus on how Palam Eat has utilised Facebook for online advertising purposes.

Naim Junaidi and Danish Danial are in charge of the Palam Eat dessert resale business at UiTM Puncak Alam while they complete the project evaluation.



The corporation used teaser and copywriting—comprising both the hard sell and the soft sale, respectively—on its Facebook page to promote and advertise the product to the public.



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**Go
E-Commerce
Registration**

Personal Profile

Go-eCommerce BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

PERSONAL PROFILE BUSINESS PROFILE


NAIM JUNAIDI

Personal Information

Name	: NAIM JUNAIDI	Phone/Mobile	:		Edit
New Identity Card No.	:	Home Address	:		
Email Address	:		:		
City	:		:		
State	: Selangor	District	:		
Personal Facebook	:	Postcode	:		
Gender	: Male	Personal Instagram	:	null	
Marital Status	: Single	Race	:	Malay	
		Special Need Required	:	No	

PERSONAL PROFILE BUSINESS PROFILE


Danish Danial Bin Mohd Sham

Personal Information

Name	: Danish Danial Bin Mohd Sham	Phone/Mobile	:		Edit
New Identity Card No.	:	Home Address	:		
Email Address	:	District	:		
City	:	Postcode	:	71450	
State	:	Personal Instagram	:		
Personal Facebook	:	Race	:		
Gender	:	Special Need Required	:		
Marital Status	:		:		

Institution Information [Add New](#)

MyENT Certificate

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

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UTM

No. Pelajar : 2022780313
Nama : DANISH DANIAL BIN MOHD SHAM

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 : 6 bulan
No. Pendaftaran Perniagaan :
URL Perniagaan :
Alamat Premis Perniagaan :
Tarikh Mendaftar : 22 May 2023
Tarikh Kemaskini :
Tarikh Cetak : 28 May 2023

Sijil Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dijalankan oleh pelajar semasa tempoh pengajian di UTM. 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 UTM 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 UTM

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 UTM

No. Pelajar : 2022758065
Nama : NAIM JUMAIDI BIN KAMAL AFANDI

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 : 6 Bulan
No. Pendaftaran Perniagaan :
URL Perniagaan : <https://www.facebook.com/PatenEa237mbesab4100.Hd>
Alamat Premis Perniagaan : UTM Cawangan Selangor Kampus Puncak Alam Bandar Puncak Alam 42300 Puncak Alam, Selangor

Tarikh Mendaftar : 04 Apr 2023
Tarikh Kemaskini : 22 May 2023
Tarikh Cetak : 02 Jun 2023

Sijil Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dijalankan oleh pelajar semasa tempoh pengajian di UTM. Sijil ini secara tidak langsung akan terbatal apabila penama menamatkan pengajian atau tidak lagi aktif dalam sistem universiti.

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SALINAN PENDAFTARAN INI DIPERAKUI OLEH
PENOLONG NAIB CANSOLOR KEUSAHAWANAN UTM

Malaysian Academy of SME & Entrepreneurship Development (MASMED)

SSM Certificate



BORANG D (KAEDAH 13)



**PERAKUAN PENDAFTARAN
AKTA PENDAFTARAN PERNIAGAAN 1956**

Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama

**PALAM EAT LEGACY
NO. PENDAFTARAN: 202303127268 (003494356-H)**

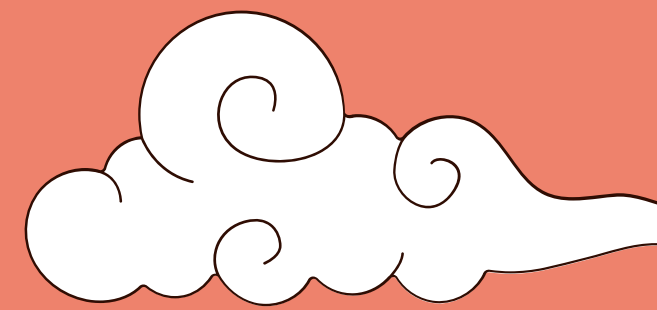
telah didaftarkan dari hari ini sehingga **22 MEI 2024** di bawah Akta Pendaftaran
Perniagaan 1956, beralamat di

Bil. Cawangan: TIADA

Bertarikh di **SISTEM EZBIZ** pada **23 MEI 2023**.


DATUK NOR AZIMAH ABDUL AZIZ
Pendaftar Perniagaan
Semenanjung Malaysia

INTRODUCTION TO BUSINESS



NAME

PALAM EAT

TAGLINE

its a fruitful experience!

BUSINESS ADDRESS

UiTM Cawangan Selangor
Kampus Puncak Alam
Bandar Puncak Alam, 42300
Puncak Alam, Selangor

CONTACT

013-3237732 (Naim)
(Danish)

BANK INFORMATION

CIMB - 7072894882



OFFICIAL LOGO

EMAIL

palameat23@gmail.com

FORM OF BUSINESS

Sole Proprietorship

MAIN ACTIVITY

Food and beverages

DATE OF COMMENCEMENT

24 March 2023

ORGANIZATIONAL CHART

Palam Eat was registered under sole proprietorship business form but being operated by two person which is Naim and Danish



NAIM
Co-Founder



DANISH
Co-Founder

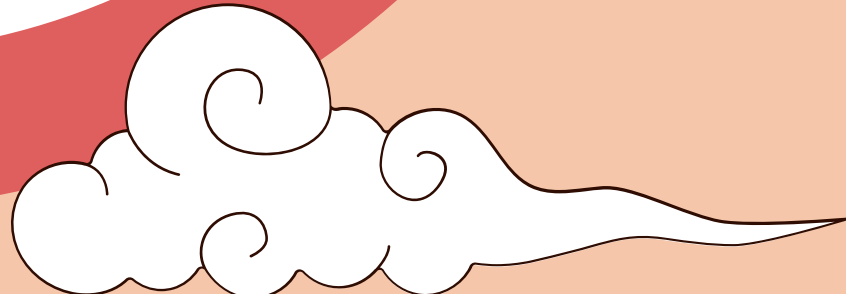
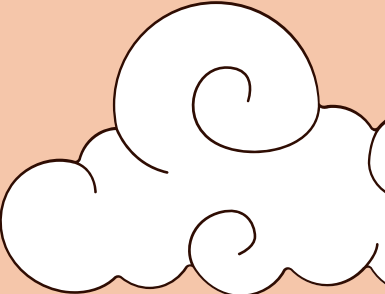


MISSION

With a focus on product quality, unrivalled customer service, employee and owner advantages, and enhancing the lives of everyone engaged with this business, Palam Eat promises to be a global leader in providing delicacies of the highest quality and value price.

VISION

To distribute and sell the best cake and bakery products dan can create a fruitful experience to customers



PRODUCTS DESCRIPTION

Try some of the delicious pastries available at Palam Eat, including fruit cakes and Bahulu rolls. Our products are the definition of dessert, with a perfect balance of rich flavour and excellent ingredients. Our fruit cakes are a delicious combination of tender, buttery cake with a wide variety of juicy fruits. The cake's flavours complement the fresh fruits beautifully, making each bite a blast of sweetness and vivacity. The natural sweetness of tropical fruits blends with the tanginess of citrus with the lusciousness of berries in a harmonious taste experience that will have you reaching for more. The moistness, harmony, and enticing flavour of our fruit cakes make them perfect for every occasion, whether you're serving them as a dessert, a teatime treat, or the showpiece of a party.



PRODUCTS DESCRIPTION

Our Bahulu Gulung are a traditional treat, hand-made to perfection. A delicious filling is coiled up in the fluffy sponge cake, creating an aesthetically pleasing swirl. Come in a wide range of flavours, from the more familiar ones like pineapple to the more out-of-the-ordinary ones like strawberry and chocolate. We promise it will captivate your taste buds and leave you wanting more when you have them with with loved ones on special occasions. All of Palam Eat's baked goods, from fruit cakes to bahulu gulung, are made with love and care. We place a premium on utilising only the finest ingredients, so that every bite is an unforgettable one. Our dedication to providing superior baked goods is shown in the fact that our products are perfect for both giving as gifts and indulging in on your own. The price range for both bahulu and fruit cake are RM6 - RM7 and RM38.



PRICE LIST

BAHULU GULUNG

PINEAPPLE
RM6



ORDER NOW

STRAWBERRY
RM6



ORDER NOW

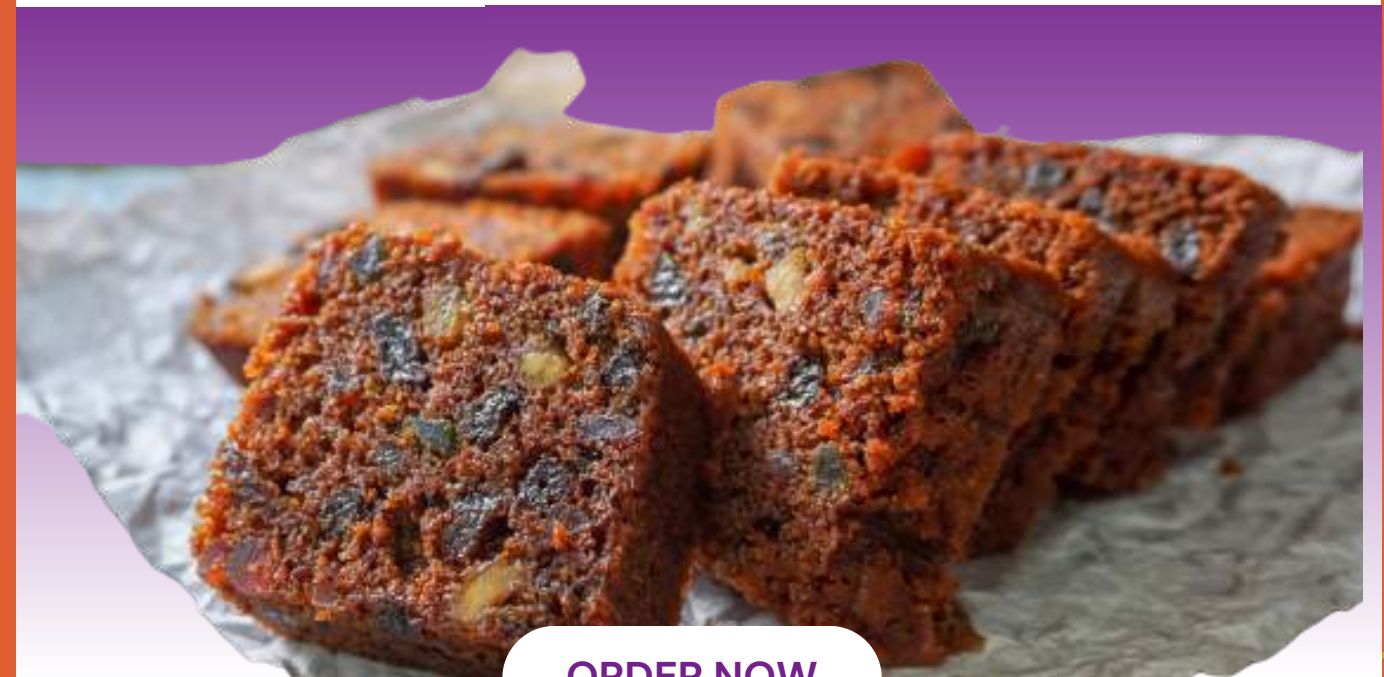
CHOCOLATE
RM7



ORDER NOW

KEK BUAH

MIX FRUIT
RM38



ORDER NOW



FACEBOOK

- Creating page
- Own custom URL
- Page likes
- Teaser posts
- Copywriting Hardsell
- Copywriting Softsell

CREATING PAGE



The screenshot shows the Facebook 'Manage Page' interface for 'Palam Eat'. The browser address bar displays 'https://www.facebook.com/PalamEat23/'. The page header includes a search bar and navigation icons. The main content area features a cover photo with the word 'EAT' and a plate of cinnamon rolls. The profile picture is a yellow circle with a smiling face and the text 'PALAM'. The page statistics show '140 likes • 152 followers'. The left sidebar contains management tools: Professional dashboard, Insights, Ad Centre, Create ads, Settings, More tools, and Meta Business Suite. The bottom navigation bar includes links for Posts, About, Mentions, Reviews, Followers, Photos, and More.

Manage Page

Palam Eat

Professional dashboard

Insights

Ad Centre

Create ads

Settings

More tools

Meta Business Suite

Advertise

EAT

Create with avatar

Edit cover photo

PALAM

Palam Eat

140 likes • 152 followers

Advertise Manage Edit

Posts About Mentions Reviews Followers Photos More



OWN CUSTOM URL

A screenshot of a web browser showing the Facebook page for 'Palam Eat'. The browser's address bar displays the URL 'https://www.facebook.com/PalamEat23/'. The page header includes the Facebook logo and a search bar. The main content area shows the 'Manage Page' section for 'Palam Eat', which includes options like 'Professional dashboard', 'Insights', 'Ad Centre', 'Create ads', and 'Settings'. Below this, there are 'More tools' and 'Meta Business Suite'. The main profile picture area features a large image with the word 'EAT' and a raspberry. The profile name 'Palam Eat' is displayed with a yellow circular logo containing a smiling face and the word 'PALAM'. Below the name, it shows '140 likes • 152 followers' and a row of social media icons. A blue 'Advertise' button is visible at the bottom left of the page.

https://www.facebook.com/PalamEat23/

Search Facebook

Manage Page

Palam Eat

- Professional dashboard
- Insights
- Ad Centre
- Create ads
- Settings

More tools

- Meta Business Suite

EAT

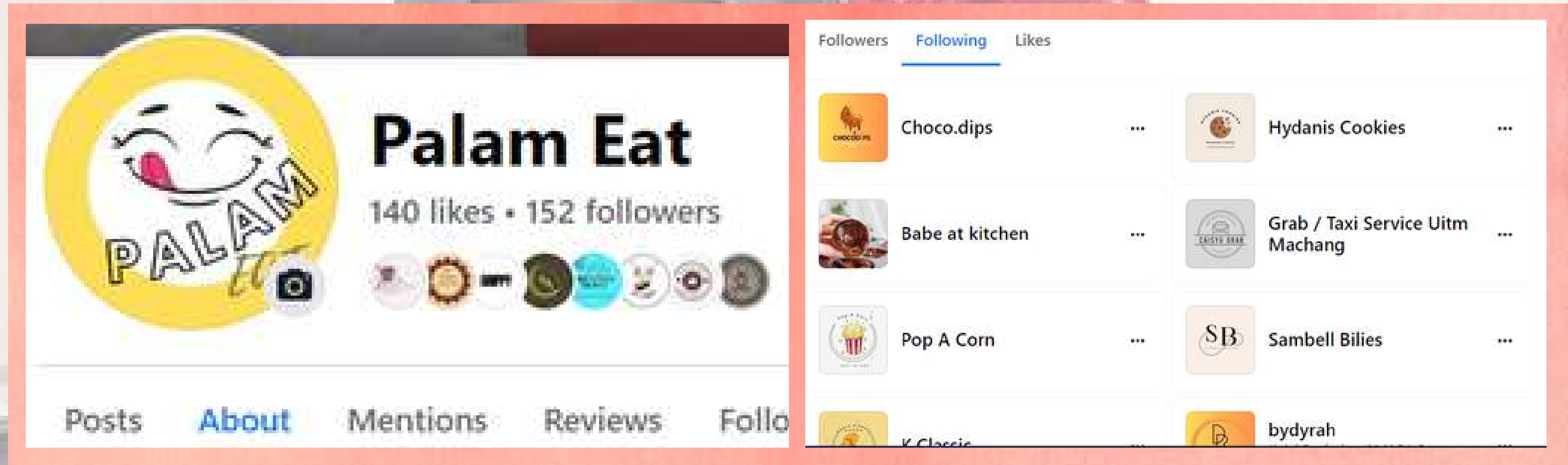
Palam Eat

140 likes • 152 followers

Advertise



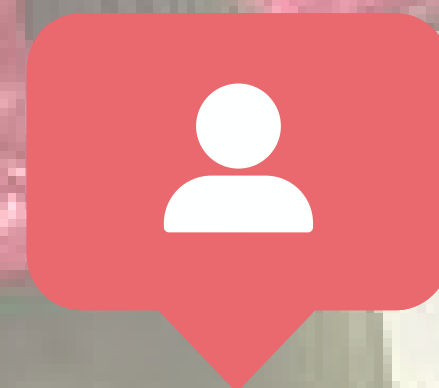
PAGE LIKES



The screenshot shows the Instagram profile for 'Palam Eat'. The profile picture is a yellow circle with a white cartoon character and the word 'PALAM'. The name 'Palam Eat' is displayed in large black text, with '140 likes • 152 followers' below it. A row of social media icons is visible. The navigation bar at the bottom includes 'Posts', 'About', 'Mentions', 'Reviews', and 'Followers'. The 'Following' tab is selected, showing a grid of followed accounts including Choco.dips, Babe at kitchen, Pop A Corn, Hydanis Cookies, Grab / Taxi Service Uitm Machang, Sambell Bilies, and bydyrah.



140 LIKES




152 FOLLOWERS

TEASER POSTS

1

Palam Eat updated their cover photo.
31 March at 15:02 · 🌐



No insights to show ⓘ

You and 20 others

Create A

1 comm

2

Palam Eat
April 5 at 8:36 AM · 🌐

Imagine if you mix fruit and flour together?
Took some time to guess? 2 more days to go! 🍌🍌🍌



@PALAMEAT


11 6 comment

Like Comment Share

3

Palam Eat
3 April at 08:31 · 🌐

Where there's a whisk, there's a way. It's quiz time y'all!
If you can fill in the blanks, you'll know what will be released soon. Stay tuned 😊



See Insights and Ads

You and 11 others

Boost post

5 comments

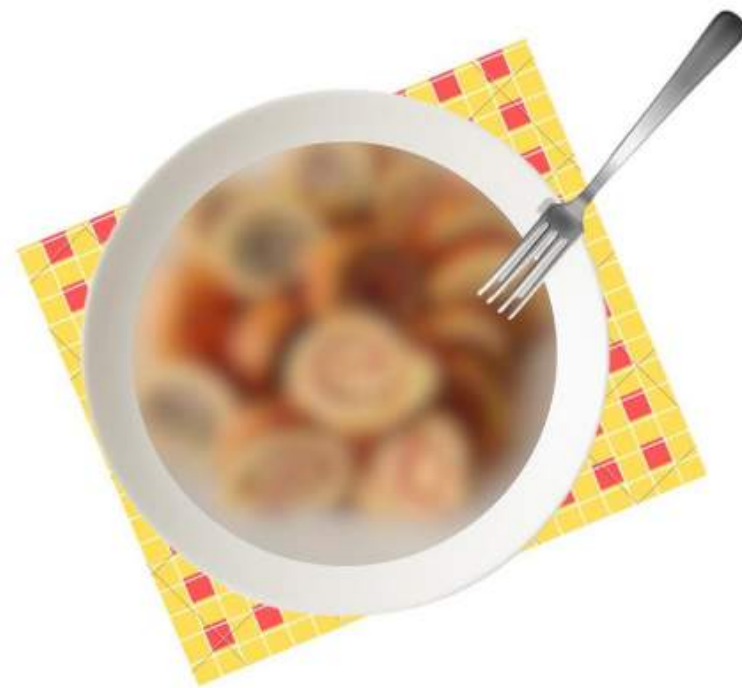
TEASER POSTS

4

Palam Eat
4 April at 08:03 · 🌐

Have you ever taste something sweet? buttery?? and soft? during this ramadhan?
It's coming to you...
stick around, there is more to come!

What do you have for
SNACK?



I like eating

@palameat

5

Palam Eat
2 April at 16:42 · 🌐

Shhh...we've been working on something special in our bakery. 🤫
Our new product is going to change everything you thought you knew about this classic.
We've taken the traditional recipe and given it a modern twist. 🧑🍳🍞
Stay tuned for more updates on this exciting new treat that's sure to be a holiday favorite." 🥰🥰



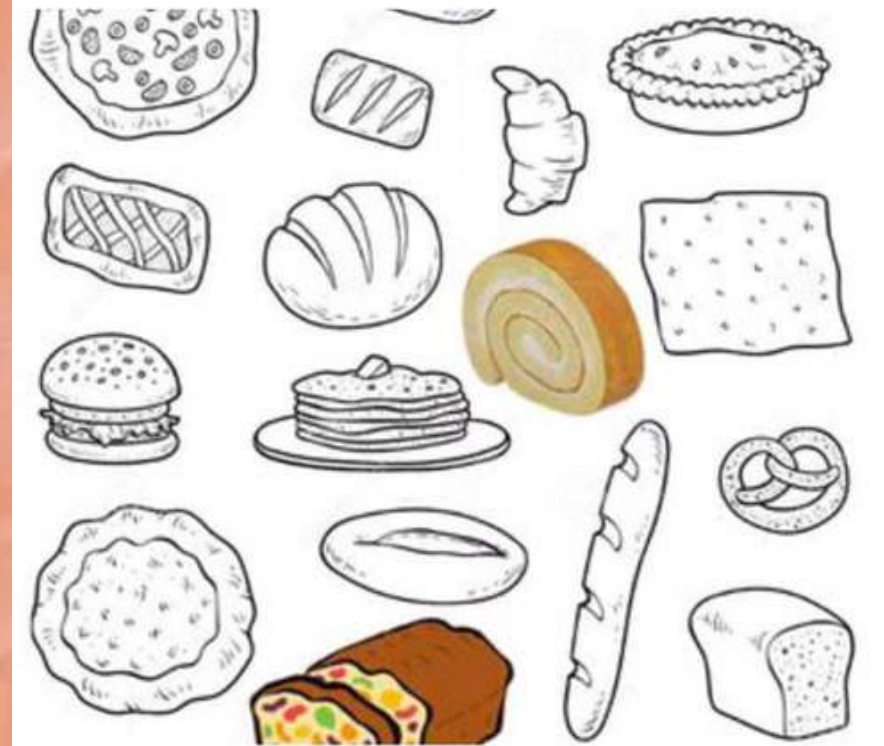
6

Palam Eat

Posts About Videos More ▾

Palam Eat
6 Apr · 🌐

Why do we always think outside the box?
What if..... we think **INSIDE THE BOX!** Stay tuned in less than 24hours. 🕒



9

Like Comment Share

COPYWRITING HARDSSELL



1

Palam Eat
April 10 at 10:46 PM · 🌐

Attention to all fruit cake lovers!
Our long-awaited tasty fruit cake is out 😊

The uniqueness and sweetness of our fruit cake will surely linger inside your mouth. Fruitful in every bite.

Cheapest, tastiest, most delicious fruit cake in town will only be selling at.....
👍👍👍👍👍

! RM38 !

We are just a whatsapp away at:

#palameat #kekbuah

PRICE LIST
KEK BUAH

MIX FRUIT
RM38



ORDER NOW

2

Palam Eat

Posts About Videos More ▾

Palam Eat
7 Apr · 🌐

📣 YAHOOO Happy weekend everyone!

Calling for everyone especially Bahulu Gulung lover! *We open order for tomorrow. Come order your Bahulu Gulung with us!

The price for:
BAHULU GULUNG

Nenas: RM6 🍌
Strawberi: RM6 🍓
Coklat: RM7 🍫

Whatsapp us to order now

NEW PRODUCT
NEW PRODUCT
NEW PRODUCT
NEW PRODUCT



3

Palam Eat
2 h · 🌐

Presenting our bestseller Rolled bahulu!!!
Our Chocolate Rolled Bahulu is only RM6 per roll. Buy now. Buy More. The more the merrier.
We are just one message away at:

BAHULU GULUNG CHOC
THE MOST DELICIOUS FORM OF CHOCOLATE.



Its a fruitful experience

COPYWRITING HARDSSELL



4

Palam Eat
April 10 at 9:57 PM · 🌐

We are excited to announce our Rolled Bahulu!!! 🥳
The bahulu comes with 3 flavours chocolate, strawberry and pineapple. We made our bahulu with premium ingredients to ensure premium taste 🥰🥰
All of the bahulu is RM6! RM6! RM6! Only!!! What are you waiting for? Grab while stock last.
Contact us at contacts below to made any purchase:

#palameat #bahulugulung

PRICE LIST

BAHULU GULUNG

PINEAPPLE RM6	STRAWBERRY RM6	CHOCOLATE RM7
-------------------------	--------------------------	-------------------------

5

Palam Eat
1 d · 🌐

Not sure what to eat while watching Netflix at night? Feeling peckish at work?
Haaaa, try our rolled bahulu with strawberries jem. Cakey on the outside, soft and juicy inside.
Just RM6 a roll.
Send us a message right away so you're not missing out on our wonderful rolled bahulu.

TRY OUR
**BAHULU
GULUNG
STRAWBERRY**

6

Palam Eat

Posts About Videos More ▾

Palam Eat
7 Apr · 🌐

YAHOOO Happy weekend everyone!

Calling for everyone especially for KEK BUAH... See more

NEW PRODUCT
NEW PRODUCT
NEW PRODUCT
NEW PRODUCT
NEW PRODUCT
NEW PRODUCT
NEW PRODUCT
NEW PRODUCT
NEW PRODUCT
NEW PRODUCT

SHOP NOW @palameat

11 27 views

COPYWRITING HARDSSELL

Palam Eat
April 10 at 10:46 PM · 🌐

Attention to all fruit cake lovers!
Our long-awaited tasty fruit cake is out 😊

The uniqueness and sweetness of our fruit cake will surely linger inside your mouth. Fruitful in every bite.

Cheapest, tastiest, most delicious fruit cake in town will only be selling at.....



! RM38 !

We are just a whatsapp away at:

#palameat #kekbuah

7

Palam Eat
12 April · 🌐

Fuhhh, habis terawih rasa nak kunyah? selalu sangat kunyah kerepek sampai jemu maka sama.

Bayangkan kalau dapat kunyah bahu lembut yang manis dengan inti nenasnya sedap kan?

Korang boleh hilang craving nak rasa nenas tu dengan sekelip mata je!

👉 RM 6 sahaja

👉 Delivery percuma untuk student Palam.

👉 Flavour 🍓🍌🍓

dapatkan sekarang confirm tidur lena lepas terawih 😊

Whatsapp nombor dibawah untuk lebih lanjut :

8

Palam Eat
10 May at 12:43 · 🌐

HAKIM says fruit cake is so delicious,

HAKIM says bahu gulung is also delicious,

HAKIM bought food from Palam Eat to bring back home for Hari Raya Aidilfitri,

HAKIM repeated his order even after raya,

HAKIM loves the cakes so much.

be like HAKIM. Buy from Palam Eat.

I believe that we all should put our trust in Hakim. He is a food lover and has tasted a lot of fruit cakes across Malaysia yet. Palam Eat's fruit cake is DABESTT!! he said.

The cake is only RM38 per box. Buy now while stocks last.

#palameat

9

PRICE LIST

KEK BUAH

MIX FRUIT

RM38



ORDER NOW



Al Hakim

"I'm absolutely in love with bahu gulung. It my first time trying this and it was good!"



COPYWRITING HARDSSELL

10



Palam Eat
16 May at 08:00 · 🌐

It's Raya season! 🍩

That means it's time to celebrate with family and friends, and what better way to do that than with delicious kuih raya ?

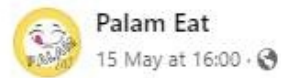
Our kek and bahulu are made with the freshest ingredients and traditional recipes, and they're sure to bring a smile to everyone's face.

KEK BUAH - RM38
BAHULU GULUNG RM6

Go and dm us at -



11



Palam Eat
15 May at 16:00 · 🌐

Its sale time! 🍩

You can get free 2 Bahulu Gulung with the purchase of 1 Kek buah?? JIMATT KAN? 🤔🤔

Kek Buah - RM38

Do Whatsapp us at to order..

#palameat



**BUY 1
FREE 2**

OFFER!

12



Palam Eat
18 May at 08:00 · 🌐

DINA says bahulu gulung is delicious, DINA bought food from Palam Eat to bring back home. DINA repeated his order after that, DINA loves the bahulu so much.

be like DINA. Buy from Palam Eat.

I believe that we all should put our trust in DINA.

Shee is a food lover and has tasted a lot of bahuly across Malaysia yet, Palam Eat's bahulu is DABESTT!! she said.

The bahulu is only RM6. While the fruit cake is only RM38 per box

Buy now while stocks last.

Whatsapp to order:



Dina




"It so crispy outside and soft inside. Will repeat next time for sure!"

COPYWRITING HARDSSELL

13

RESTOCKED



→ GO GRAB IT

Palam Eat
21 May at 20:00 · 🌐

RESTOCK ALERT !

Our popular bahulu gulung and fruit cake are back in stock. Save up you money by choosing us! 🍪🍰

This is the perfect time to stock up on your favorite items.

KEK BUAH - RM38
BAHULU GULUNG - RM6

Hurry, before it ends soon!

Do whatsapp at :

Palam Eat
22 May at 20:00 · 🌐

PROMO ! 🍪

I bet you like this word?
Grab you chance to get 10% with 5 purchases of bahulu gulung!

BAHULU GULUNG - RM6
KEK BUAH - RM38

10% OFF

*For 5 Bahulu purchase

Palam Eat
15 May at 16:00 · 🌐

Its sale time! 🍪

You can get free 2 Bahulu Gulung with the purchase of 1 Kek buah?? JIMATT KAN?? 🤔🤔

Kek Buah - RM38

Do Whatsapp us at to order..

#palameat

BUY 1 FREE 2 OFFER!



Palam Eat
Just now · 🌐

HURRY HURRY HURRY!

Palam Eat is doing **CLEARANCE SALE!!!**

Now the fruit cake is RM35 only!!! We will also give you free delivery with our choice of courier.

Don't miss the chance to grab one! Stocks are now limited 🍪

Quickly contact us at:

CLEARANCE SALE

June 2-5

@palameat



14

15

16

21

COPYWRITING SOFTSELL



1

2

3

Palam Eat
15 May at 20:00 · 🌐

DO YOU KNOW ?

- ★ There are a lot of benefit of fruit cakes
- ★ It is source of vitamins and fiber
- ★ Can relieve digestive symptoms
- ★ Reduce risk of heart disease
- ★ Enhances sleep cycle
- ★ Keep blood sugar at bay

that's a lot! some of you may think that is not good for health but you could be wrong. 😊

Do whatsapp us now -

#palameat

BENEFITS
OF FRUITCAKES!

Sources of fiber and vitamins

Good antioxidants

Relieve digestive

Enhances sleep cycle

Palam Eat
15 May at 08:22 · 🌐

Ibu, ibu. engkaulah ratu hatiku.
Happy mother's day mom! 🌸

Mak -mak kita ni memang suka kek buah selalunya. Jadi sempena Hari Ibu tahun ni, apa kata hadiahkan Ibu anda kek buah dari **Palam Eat**. Mesti mereka suka punyalah ❤️👩!!

Jadi apa tunggu lagi? Cepat cepat mesej kami untuk dapatkan kek buah but ibu yang tercinta.

HAPPY
Mothers Day!

PALAM EAT

Palam Eat
10 May at 12:41 · 🌐

Kuih bahulu is a classic Malaysian cake traditionally made in copper or steel moulds and bak. over an open charcoal fire. Each cake is small and shaped like a half-opened mangosteen, although fish shapes are also quite common nowadays and modern bakers make bahulu in ovens instead. Crispy on the outside and spongy on the inside, this fluffy mini cake is a must-have during the Aidilfitri season.

But now, the bahulu looks like swiss roll?

It is uncertain when bahulu met Swiss roll exactly, but they formed a quick and fast union and out popped sweet and delicious bahulu roll babies.

Bahulu roll replaces spongy Swiss roll batter with one made following the same recipe as that of kuih bahulu, resulting in a crisp exterior roll. Depending on how fluffy you get the batter to be, bahulu gulung can range from a dense and chewy texture to one that is almost as soft as a Swiss roll. The result is a fairly sweet cake paired with your favourite spreads from strawberry jam to kaya. We tried ours with Nutella for a chocolatey explosion and they were absolutely delicious together. And if you prefer to balance out the sweetness of the cake, spreads that walk on the bitter side, like marmalade, also pair very well with this bahulu roll recipe.

That's a little bit of bahu gulung history and now you know!

#palameat

they don't know that bahulu can be gulung-ed and i bought it from palam eat....

COPYWRITING SOFTSELL



4

Palam Eat
15 May at 12:36 · 🌐

Thank you for your support!
We couldn't do it without you.

We appreciate your continued support. It means the world to us.

Your support is what makes us who we are 🌍

Please share this with your friends and family 🙏

Visit our page to know more or whatsapp at -



5

Palam Eat
15 May at 21:00 · 🌐

Your feedback helps us to improve our products and services 🙏🥰

We know that you are busy, so we make it easy to provide feedback. You can do it online, by phone, or by email.

Your feedback is important to us, and we appreciate your time and effort in providing it.... See more

WE WANT YOUR FEEDBACK!
WHATSAPP OR EMAIL
US AT

📞 DANISH - 01110051405
✉️ PALAMEAT23@GMAIL.COM

6

Palam Eat
19 May at 20:00 · 🌐

QUOTE OF THE DAY

Remember, Hippocrates once said "let food be thy medicine and medicine be thy food".
Don't forget to buy our desserts and follow what Hippocrates says. 🥰

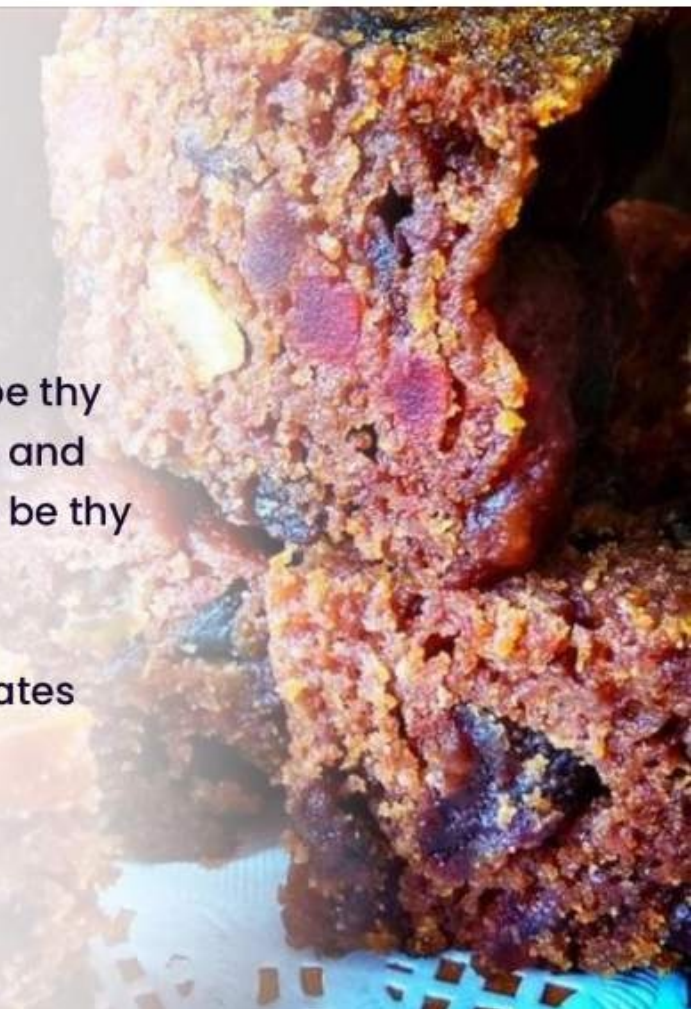
Whatsapp us at :

“

Let food be thy
medicine and
medicine be thy
food.

-Hippocrates

@palameat



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9



Palam Eat

17 May at 08:00 · 🌐

Thank you for your endless support 🙏

New followers! why don't you give it a try with our Fresh Kek Buah and sweet Bahulu Gulung?

Whatsapp us at -



Palam Eat

23 May at 08:00 · 🌐

BOOMM 🎆🎆🎆🎆

Apa yang meletup tu??

bukan rumah, bukan kereta tapi kek buah dari palam eat yang meletopp 🤪

Banyak feedback cakap kek kita letopp 🤪

Jangan lepaskan peluang untuk rasa sendiri dengan mulut you guys!

Pm untuk pembelian:



Palam Eat

2 d · 🌐

Happy Gawai Day everyone 🙏

The word "gawai" comes from the Iban language and means "festival" or "celebration." The festival is a time for the Dayak people to give thanks to their ancestors and the spirits for a bountiful harvest. It is also a time to renew their ties to their community and culture.

Lets celebrate with us!

Do whatsapp for purchase at -



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10

11

12

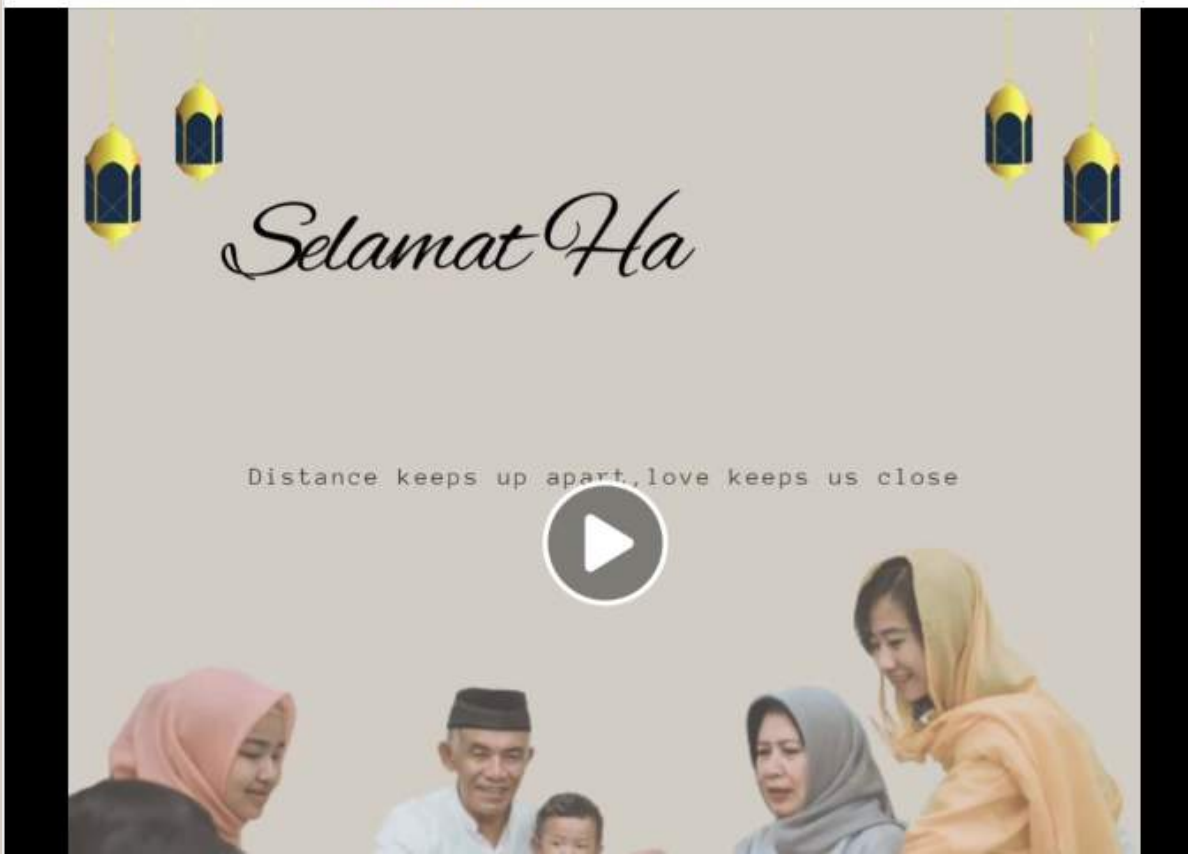
Palam Eat
28 April · 🌐

Tiap raya kampungku terbayang,
Pulang ke kampung bersama anak,
Menjamu selera bersama tersayang,
Hidangkan kek buah yang enak.

Jangan lupa untuk beraya bersama **Palam Eat** dengan pulang ke kampung halaman anda membawa kek buah dan bahu gulung kegemaran semua!!

Salam lebaran, Jangan lupa raikan bersama yang tersayang ❤️

#palameat #kekbuah #bahulugulung



Palam Eat
April 9 at 5:31 PM · 🌐

MAIN PIN PIN!
We provide delivery service to your doorstep to! 📦
Don't miss the chance to taste our fruitcake and rolled bahu.... See more

@PALAMEAT
#ITS A FRUITFUL EXPERIENCE!

DELIVERY SERVICE

*Free of charge to Palam's student

+60133237732

8 2 comments

Palam Eat
15 April · 🌐

Malam Lailatur Qadar merupakan malam yang selalu ditunggu dan diharapkan oleh u...
di setiap bulan Ramadan. Malam Lailatul Qadar disebut sebagai malam seribu bulan yaitu malam...
yang penuh kemuliaan. ✨

Antara amalam yang amat disukai adalah bersedekah. Firman ALLAH SWT dalam Surah Al-Hadid
ayat 11 yang bermaksud: Siapakah yang mau meminjamkan kepada ALLAH pinjaman yang baik,
maka ALLAH akan melipat-gandakan (balasan) pinjaman itu untuknya, dan dia akan memperoleh
pahala yang banyak.

"Jangan takut untuk bersedekah kerana ALLAH itu Maha Kaya untuk memberikan atau
menggantikan kita dengan sesuatu yang lebih banyak dari apa yang kita sedekahkan itu."

Palam Eat nak cadangkan, kalau korang nak sedekah di masjid boleh saje nak order bahu
gulung dari kami! Mudah untuk dibawa dan disukai ramai 😊

Kene cepat tau, Ramadhan tinggal seminggu je lagi. Rebut peluang bersedekah di bulan yang
mulia ini bersama Palam Eat 😊.

Untuk pembelian, boleh hubungi kami di:



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14

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16

Palam Eat
24 April · 🌐

Selamat Hari Raya everyone!
Maaf Zahir dan Batin 🙏

Don't forget to eat our bahu gulong for this Raya!!
If you still haven't got the famous bahu gulong, hit us up NOW!!



Palam Eat
20 April · 🌐

En. Azman: Awaknya, semua barang dah ada dalam kereta kan? tudung? baju kurung? baju melayu saya dengan anak-anak?

Pn Syakila: Yeeeeee dahh bangg. Dari semalam saya dah siapkan semua, dah masuk dalam kereta pun.

En. Azman: Betul eh? Saya tak nak pusing tau kalau tinggal apa-apa barang!! Biar leee awak raya takde handbag pun kalau handbag raya awak tu tinggal kikhikih.

Pn Syakila: **dushh** haaaa kan dah kene lepuk sekali. Dah dah jom gerak, jem pulak jalan nanti.

En. Azman: Aduihhhh!! Sakitlah lah awakkk. Ok Ok jom jalan.

👍👍👍👍👍👍👍

Pn: Syakila: BANGGGG!!!!

En.Azman: APAA AWAK NI?? TERKEJUT LAH SAYA!!!

?n. Syakila: KEK BUAH YANG SAYA BELIKAN UNTUK MAK TU??? Pusing balik ke rumah bang???? 🙏🙏🙏

. Azman: ALAMAKKK!!! Kan dah cakapp...mesti ada aja yang tertinggal. Tapi...saya pun teringin k buah tu 🙏🙏 mak pun mesti teringin juga nak makan kan?

/n. Syakila: Ye bang 🙏🙏

En. Azman: Ok takpe, untuk kek buah yang sedap ni, saya sanggup pusing walaupun dah 30 minit jalan tau.

Pn. Syakila: Thank you tau abang.

Uish kalau En.Azman sanggup nak pusing lepas punyalah jauh jalan. Mesti kek tu sedap kan? Tertanya-tanya tak macam mana rasa kek buah dari Palam Eat ni? Haaaaa

Jangan lupa untuk hubungi kami di nombor dia bawah untuk pembelian

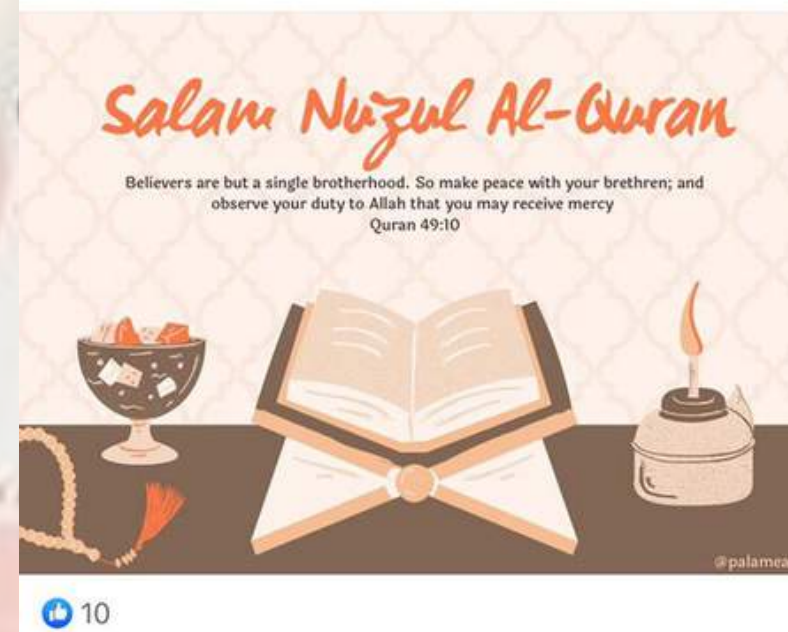
Pn. Syakila: Nasib baik awak pusing, dapat kita semua rasa kek yang saya baru beli dari Palam Eat ni untuk terbuka.



Palam Eat
8 Apr · 🌐

The Quran teaches us about love, compassion, kindness, and mercy. It reminds us to be patient and steadfast in the face of adversity, and to always seek forgiveness from Allah. It is a reminder that we are all equal in the eyes of Allah, and that our actions will determine our fate in the Hereafter.

Salam Nuzul Al-Quran 🌟

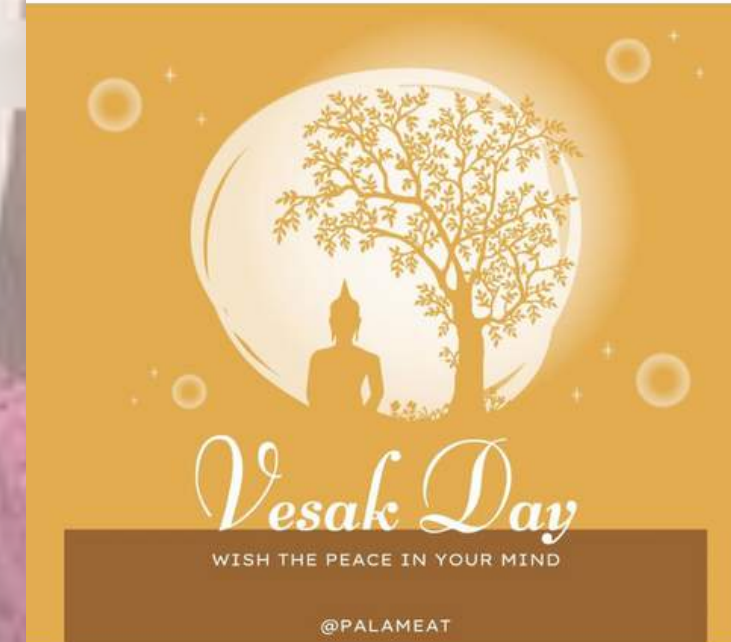


Palam Eat
5 May at 00:16 · 🌐

Wishing you guys happy wesak day! 🌸

Bringing joy to other people

Making particular attempts to cheer up the unfortunate, such as the elderly, the crippled, and the ill, is another aspect of celebrating Vesak... See more



FREQUENCY OF POSTING



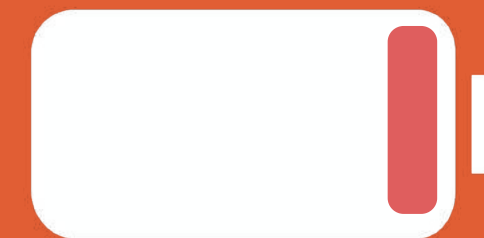
17 post



19 post



1 post



Graphic Samples for Posting




Al Hakim




"I'm absolutely in love with bahulu gulung. It my first time trying this and it was good !"



**BUY 1
FREE 2**
OFFER!

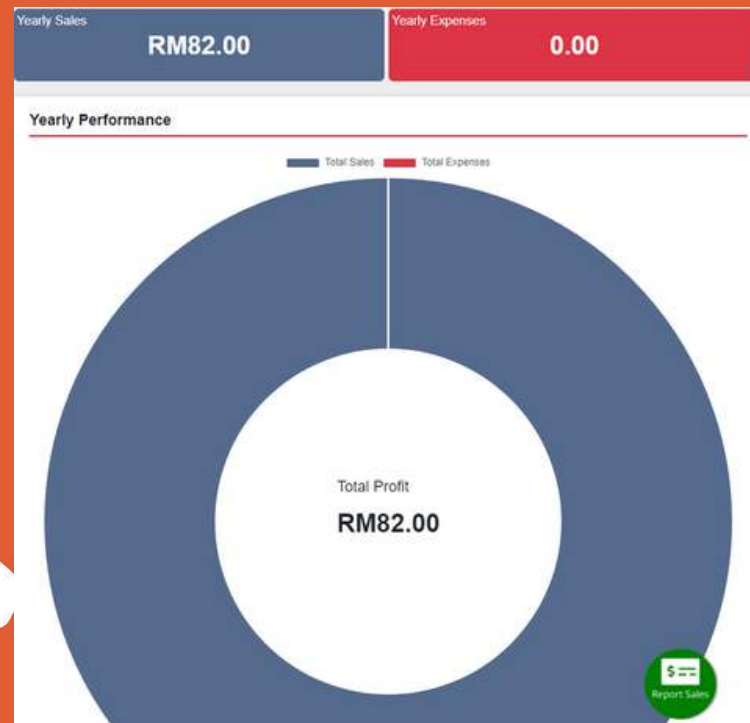



BENEFITS
OF FRUITCAKES!

- Sources of fiber and vitamins
- Relieve digestive symptoms
- Reduce risk of heart disease
- Good antioxidants
- Enhances sleep cycle
- Keep blood sugar at bay

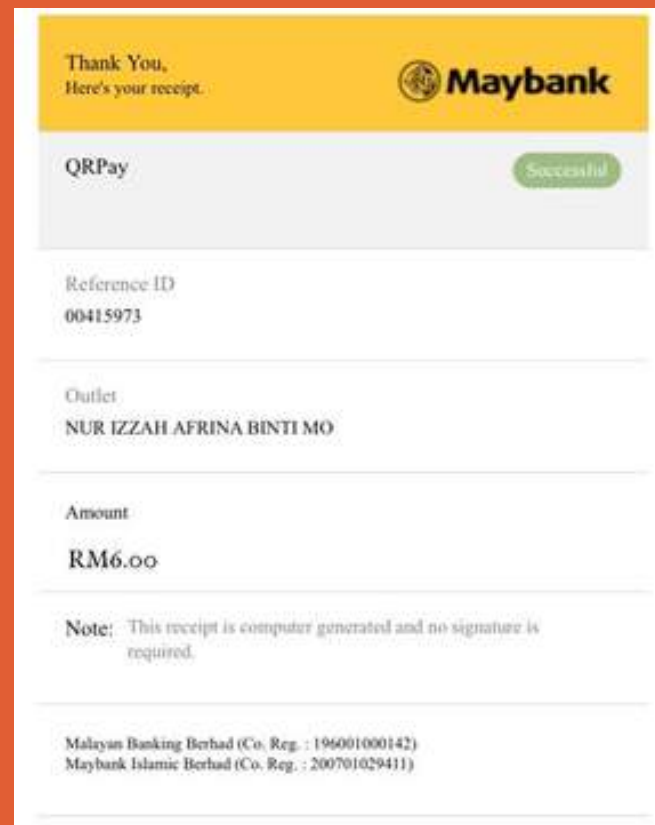


Sales Reporting



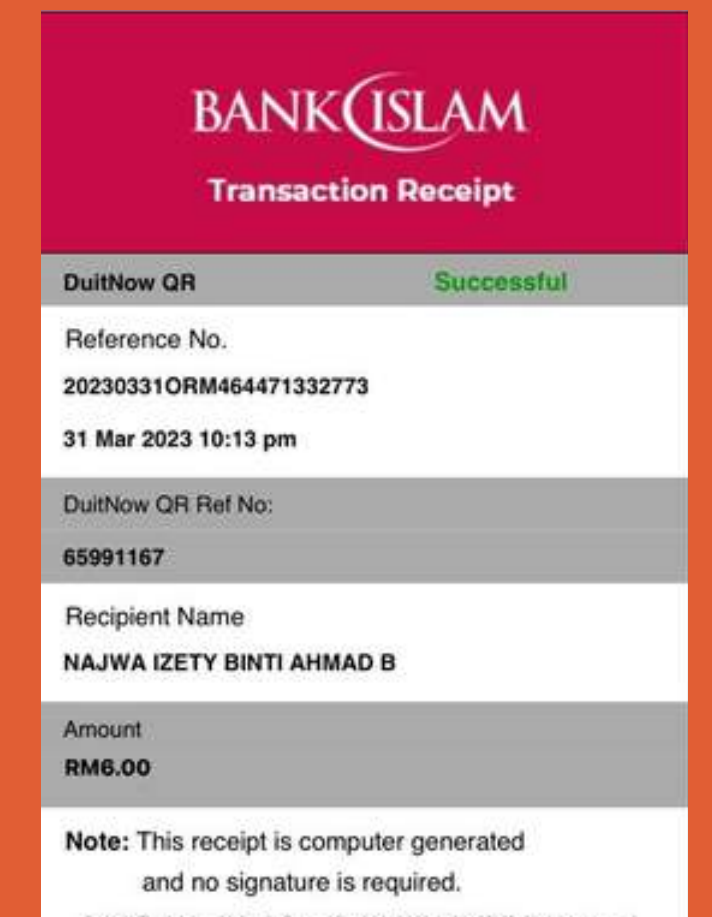
Go-eCommerce

Business Name	Date	Type	Marketplace(if any)	Others Marketplace (if any)	Total Sales (RM)	Expenses Category	Expenses Subcategory	Total Expenses (RM)	Descriptions	Created At
Palam Eat	10/04/2023	online	Social Media		38					01/06/2023
Palam Eat	17/05/2023	online	Social Media		6				Sale of 2 bahu gulung- 2 chocolate	01/06/2023
Palam Eat	07/04/2023	online	Social Media		38				1 kek buah sold	01/06/2023



07/04/23	FUND TRANSFER TO A/C 38.0		38.00+
	ROHAYA BT OSMAN *		
	kek buah		

10/04/23	IBK FUND TFR TO A/C 38.0		38.00+
	MOHD ARIFF BIN HAJI*		
	Fruit cake		



CONCLUSION

In conclusion, entrepreneurship plays a vital role in driving innovation, economic growth, and job creation. Through this assignment, we have explored the various aspects of entrepreneurship and how to do business legally in Malaysia as we have went through an important process which is registering our business to Suruhanjaya Syarikat Malaysia (SSM). This business had also taught us the patience and the importance of knowing the perspective of a customer.

As this assignment is a paired assignment, it is crucial to work as a team therefore it taught us on how to work as a team especially when we are planning and coordinating our marketing post on social media (Facebook). The assignment also taught us on how to be consistent to do posting on Facebook to attract more customer indicating that efforts should be consistent to gain more in life. We enjoyed this assignment so much and hoping that more entrepreneurial courses to be taught in university

