

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

SOCIAL MEDIA PORTFOLIO (SZ RAYA COOKIES)

PREPARED BY:

- SARAH FAQIHAN BINTI BAHARUDDIN (2021477762)
- ZAINATUL FARIHIN BINTI HASLAN (2021615202)

ACKNOWLEDGEMENT

In the name of Allah, the Most Gracious and the Most Merciful.

All praises to Allah and His blessing for the completion of this assignment. We thank God for all the opportunities, trials and strength that have been showered on us to finish this assignment. We experienced so much during this process, not only from the academic aspect but also from the aspect of personality. Our humblest gratitude to the holy Prophet Muhammad (Peace be upon him) whose way of life has been continuous guidance for us.

We would like to express our heartfelt gratitude to Madam Nur Shahrulliza Muhammad, our ENT530S lecturer for providing us with the opportunity to work on this beneficial task on the social media portfolio, as well as for her advice, kindness, and contribution to this assessment and report preparation.

Any attempt at any level cannot be satisfactorily completed without the support and help of my assignment partner, who works together to gather different information, collect data, and guide each other from time to time in making this assignment.

EXECUTIVE SUMMARY



SZ Raya Cookies is a Partnership business which presents an enticing opportunity for Malaysians to celebrate the joyous occasion of Hari Raya with our delectable Kuih Raya.

This business was founded by Sarah Faqihah and her business partner, Zainatul Farihin. We offer a wide selection of meticulously handcrafted Kuih Raya, prepared with love and care using the finest ingredients. From classic favourites like Kuih Semperit, Pineapple Tarts, Coconut biscuits, Almond London and to unique creations like our best-selling Choco Chip cookies and Swiss Strawberry tart, our assortment caters to diverse tastes and preferences. We are officially an online-based business. Our marketing strategy revolves around leveraging the power of social media, particularly Facebook, to engage with our target audience.

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1. GO-ECOMMERCE REGISTRATION

Go-Ecommerce Personal Profile

PERSONAL PROFILE	BUSINESS PROFILE																																																
 SARAH FAQIHAH BINTI BAHARUDDIN	Personal Information <table><tr><td>Name</td><td>: SARAH FAQIHAH BINTI BAHARUDDIN</td><td>Phone/Mobile</td><td>:</td><td></td><td>Edit</td></tr><tr><td>New Identity Card No.</td><td>:</td><td>Home Address</td><td>:</td><td></td><td></td></tr><tr><td>Email Address</td><td>:</td><td>District</td><td>:</td><td></td><td></td></tr><tr><td>City</td><td>:</td><td>Postcode</td><td>:</td><td></td><td></td></tr><tr><td>State</td><td>: Perak</td><td>Personal Instagram</td><td>:</td><td>N/A</td><td></td></tr><tr><td>Personal Facebook</td><td>: N/A</td><td>Race</td><td>:</td><td>Malay</td><td></td></tr><tr><td>Gender</td><td>: Female</td><td>Special Need Required</td><td>:</td><td>No</td><td></td></tr><tr><td>Marital Status</td><td>: Single</td><td></td><td></td><td></td><td></td></tr></table>	Name	: SARAH FAQIHAH BINTI BAHARUDDIN	Phone/Mobile	:		Edit	New Identity Card No.	:	Home Address	:			Email Address	:	District	:			City	:	Postcode	:			State	: Perak	Personal Instagram	:	N/A		Personal Facebook	: N/A	Race	:	Malay		Gender	: Female	Special Need Required	:	No		Marital Status	: Single				
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 ZAINATUL FARIHIN BINTI HASLAN	Personal Information <table><tr><td>Name</td><td>: ZAINATUL FARIHIN BINTI HASLAN</td><td>Phone/Mobile</td><td>:</td><td></td><td>Edit</td></tr><tr><td>New Identity Card No.</td><td>:</td><td>Home Address</td><td>:</td><td></td><td></td></tr><tr><td>Email Address</td><td>:</td><td>District</td><td>:</td><td></td><td></td></tr><tr><td>City</td><td>:</td><td>Postcode</td><td>:</td><td></td><td></td></tr><tr><td>State</td><td>: Selangor</td><td>Personal Instagram</td><td>:</td><td>null</td><td></td></tr><tr><td>Personal Facebook</td><td>:</td><td>Race</td><td>:</td><td>Malay</td><td></td></tr><tr><td>Gender</td><td>: Female</td><td>Special Need Required</td><td>:</td><td>No</td><td></td></tr><tr><td>Marital Status</td><td>: Single</td><td></td><td></td><td></td><td></td></tr></table> Institution Information Add New <table><tr><td>UiTM Puncak Alam - 530S</td></tr></table>	Name	: ZAINATUL FARIHIN BINTI HASLAN	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					UiTM Puncak Alam - 530S
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Marital Status	: Single																																																	
UiTM Puncak Alam - 530S																																																		

Go-Ecommerce Business Profile

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

PERSONAL PROFILE

BUSINESS PROFILE



ZAINATUL FARIHIN BINTI
HASLAN

Company Name	: SZ Raya Cookies	Company Registration No.	:		Edit
Type Of Business	: Sdn. Bhd	Business Role	:	Service Owner	
Facebook Page	: https://www.facebook.com/SZRayaCookies/	Business Category/Business Sub-Category	:	Food & Beverages / Food & Beverages	
Wechat for Business Marketplace	: Others	Business Instagram Page	:		
Business Related to Your Study Field	: No	Business Website	:		
		Type Of Website	:		
		Experience in International Export	:	No	

MY ENT CERTIFICATE

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

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar : 2021615202
Nama : ZAINATUL FARIHIN BINTI HASLAN

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

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Hybrid
Bidang Perniagaan yg diceburi : Makanan
Tempoh Berniaga :
No. Pendaftaran Perniagaan :
URL Perniagaan : <https://www.facebook.com/SZRayaCookies/>
Alamat Premis Perniagaan :
Tarikh Mendaftar : 01 Jun 2023
Tarikh Kemaskini : 02 Jun 2023
Tarikh Cetak : 02 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 terbatal apabila penama menamatkan pengajian atau tidak lagi aktif dalam sistem universiti.

Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED) juga berhak membatalkan sijil ini tanpa sebarang notis. Penggunaan sijil ini hanya diterima untuk kegunaan urusan dalaman UiTM sahaja. Urusan dan aktiviti perniagaan yang dijalankan oleh penama adalah risiko dan tanggungjawab sendiri tanpa melibatkan kepentingan dan nama Universiti.

SALINAN PENDAFTARAN INI DIPERAKUI OLEH
PENOLONG NAIB CANSOLOR KEUSAHAWANAN UiTM

Malaysian Academy of SME & Entrepreneurship Development (MASMED)

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

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar : 2021477762
Nama : SARAH FAQIHAH BINTI BAHARUDDIN

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

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Hybrid
Bidang Perniagaan yg diceburi : Makanan
Tempoh Berniaga : 1 TAHUN
No. Pendaftaran Perniagaan :
URL Perniagaan : <https://www.facebook.com/SZRayaCookies/>
Alamat Premis Perniagaan :
Tarikh Mendaftar : 02 Jun 2023
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SALINAN PENDAFTARAN INI DIPERAKUI OLEH
PENOLONG NAIB CANSOLOR KEUSAHAWANAN UiTM

Malaysian Academy of SME & Entrepreneurship Development (MASMED)

SSM REGISTRATION



BORANG D (KAEDAH 13)



PERAKUAN PENDAFTARAN AKTA PENDAFTARAN PERNIAGAAN 1956

Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama

S&Z COOKIES

NO. PENDAFTARAN: 202303143676 (003498801-X)

telah didaftarkan dari hari ini sehingga **6 JUN 2024** di bawah Akta Pendaftaran
Perniagaan 1956, beralamat di

Bil. Cawangan: TIADA

Bertarikh di **SISTEM EZBIZ** pada **7 JUN 2023**.

DATUK NOR AZIMAH ABDUL AZIZ
Pendaftar Perniagaan
Semenanjung Malaysia



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

** MAKLUMAT PERNIAGAAN **

NAMA PERNIAGAAN : S&Z COOKIES
NO PENDAFTARAN : 202303143676 (003498801-X)
ALAMAT UTAMA PERNIAGAAN :

BENTUK PERNIAGAAN : PEMILIKAN TUNGGAL
TARIKH MULA BERNIAGA : 02-06-2023
TARIKH PENDAFTARAN : 07-06-2023
TARIKH LUPUT PENDAFTARAN : 06-06-2024
STATUS : AKTIF

** JENIS PERNIAGAAN **

RETAIL OF SALE OF FOOD PRODUCTS

** MAKLUMAT CAWANGAN **

*** TIADA CAWANGAN ***

Nama Perniagaan : S&Z COOKIES
Nombor Pendaftaran : 202303143676 (003498801-X)



** MAKLUMAT PEMILIK PERNIAGAAN TERKINI **

NAMA : SARAH FAQHIAH BINTI BAHARUDDIN
ALAMAT KEDIAMAN :
NO K/P (LAMA) :
NO K/P (BARU) :
TARIKH LAHIR :
BANGSA : MELAYU
JANTINA : PEREMPUAN
KEWARGANEGARAAN : WARGANEGARA MALAYSIA
TARIKH MASUK : 02-06-2023

MAKLUMAT YANG DIBEKALKAN ADALAH EKSTRAK DARIPADA DOKUMEN YANG TELAH DIDAFTARKAN DENGAN PENDAFTAR.

PENDAFTAR PERNIAGAAN, SEMENANJUNG MALAYSIA
TARIKH : 07/06/2023

DOKUMEN INI ADALAH CETAKAN KOMPUTER. TANDATANGAN TIDAK DIPERLUKAN.



2. INTRODUCTION OF BUSINESS

INTRODUCTION OF BUSINESS

NAME AND ADDRESS OF BUSINESS, VISION AND MISSION



SZ RAYA COOKIES



No. 16 Persiaran Pusing
Utusan, Taman Pusing
Utusan, Perak Darul Ridzuan

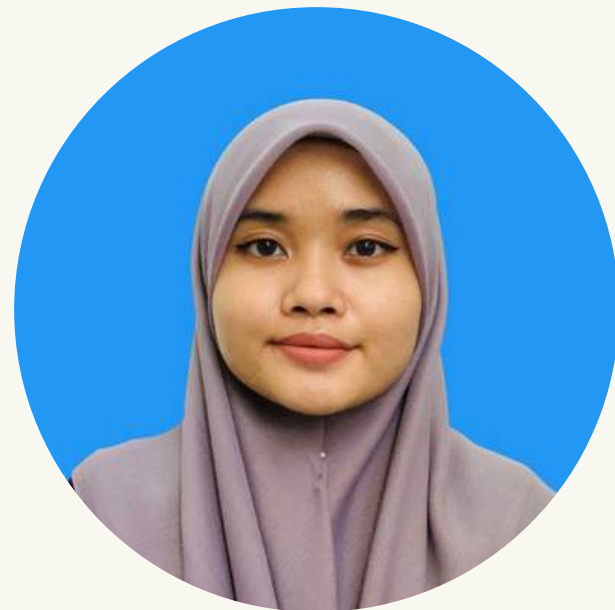


VISION: To be cookie lovers' go-to spot for freshly made delights that excite tastebuds and warm hearts.

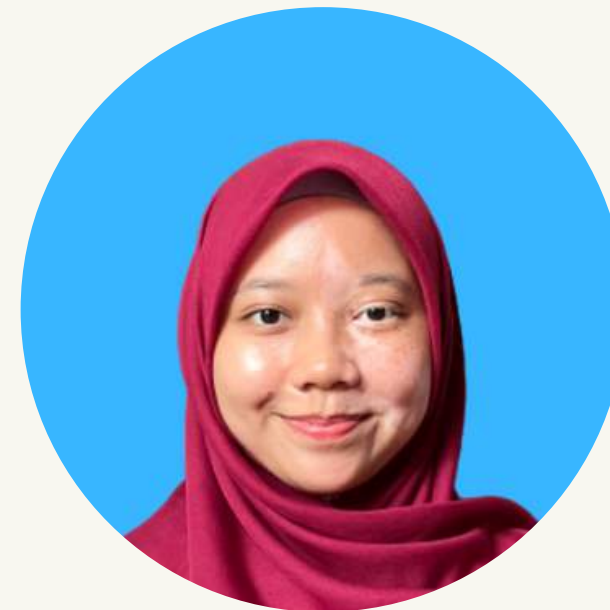


MISSION: "To delight with our delicious cookies made with love and premium ingredients."

MEET THE TEAM



SARAH FAQIHAH
Founder & Business owner



ZAINATUL FARIHIN
Assistant Manager

DESCRIPTION OF PRODUCTS

A cookie is a little, flat sweet dessert that is baked or cooked. Flour, sugar, egg, and some butter are among its fundamental ingredients.

ALMOND LONDON

They are roasted almond in crunchy milky cookies, coated with delicious chocolate and top off with almond nibs

SEMPERIT

Cookies that melt in your mouth. Malaysians favourite traditional cookies.

SWISS STRAWBERRY TART

Rich with strawberry filing that give a different sensations



DESCRIPTION OF PRODUCTS

A cookie is a little, flat sweet dessert that is baked or cooked. Flour, sugar, egg, and some butter are among its fundamental ingredients.

COCONUT BISCUIT

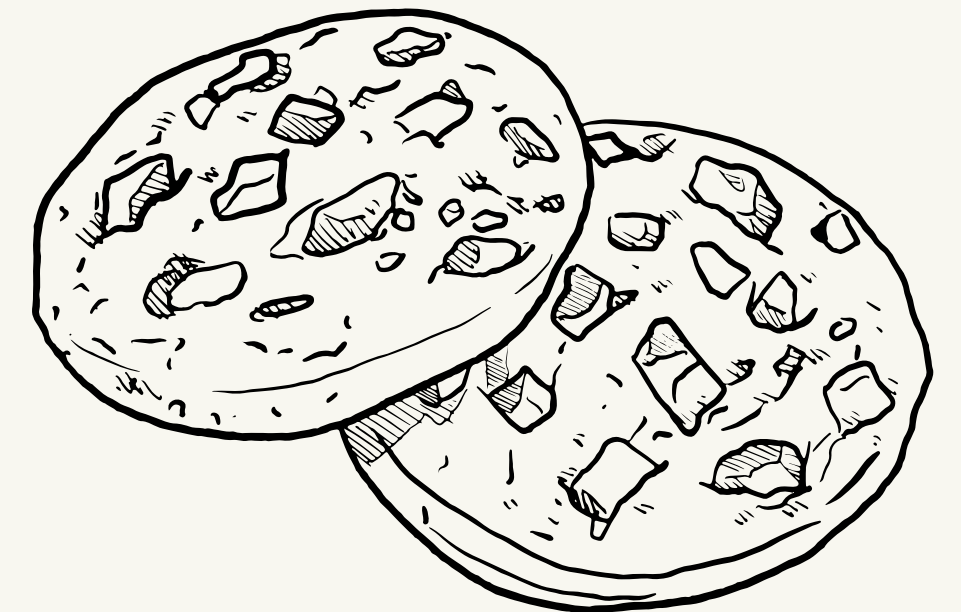
These amazing, chewy coconut cookies are crunchy on the outside and soft on the inside.

PINEAPPLE TART

Pineapple tarts have an ultra buttery, melt-in-the-mouth pastry crumb that gives way to a sweet and tangy, delicious pineapple jam

CHOCO CHIP COOKIES

A sweet baked treat that is recognized by its butter flavor and the inclusion of chocolate chips



PRICE LIST

SZ RAYA
COOKIES

SEMPERIT/DAHLIA	RM20
COCONUT BISCUIT	RM12
ALMOND LONDON	RM28
PINEAPPLE TART	RM27
CHOCO CHIP COOKIES	RM30
SWISS STRAWBERRY TART	RM36

DM US TO BUY!!

PRICE LIST

baked fresh, daily.





3.FACEBOOK

CREATING FB PAGE & CUSTOMIZING URL FB PAGE

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



FACEBOOK PAGE LIKES



The image shows a Facebook profile page for 'SZ RAYA COOKIES'. The profile picture is a circular logo with a jar of cookies, 'estd 2023', 'PREMIUM RAYA COOKIES', and 'A LITTLE BITE OF HEAVEN BY- SZ COOKIES'. The cover photo features the brand's logo (a circle with 'SZ' and a cookie) and the text 'SZ RAYA COOKIES With Homemade Secret Recipes Special For this Eid Mubarak' alongside images of red, white, and cream-colored cookies. The page shows 154 likes and 155 followers. A yellow arrow points to the '154 likes' text. The navigation bar includes 'Posts', 'About', 'Mentions', 'Reviews', 'Followers', 'Photos', and 'More'. Interaction buttons for 'Liked', 'Message', and 'Search' are visible.

SZ RAYA COOKIES
With Homemade Secret Recipes
Special For this Eid Mubarak

SZ RAYA COOKIES
154 likes · 155 followers

Liked Message Search

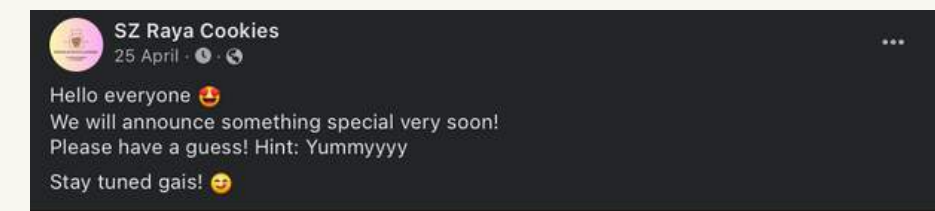
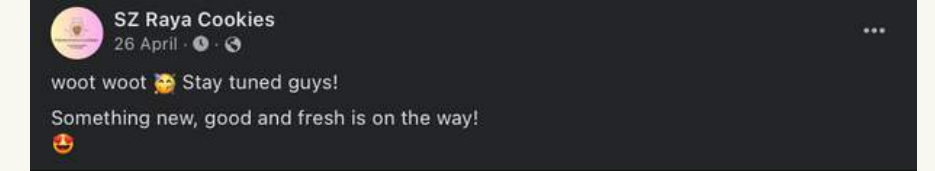
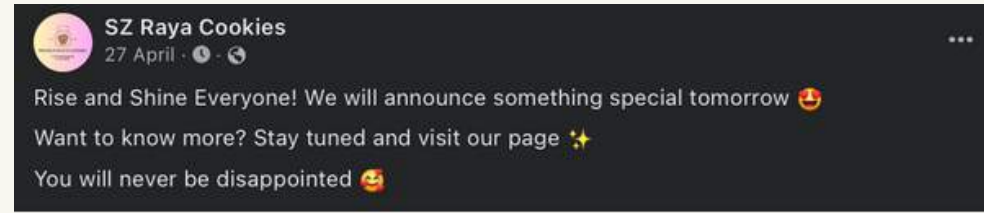
Posts About Mentions Reviews Followers Photos More



4. FACEBOOK POST (TEASER)



(TEASER)






5. FACEBOOK POST COPYWRITING (HARD SELL)

HARD SELL

SZ Raya Cookies
30 April · 🌐 · 🌐

Calling for all ALMOND LONDON ENTHUSIAST 🥰🥰
Don't forget to get your daily dose of Almond London cookies from us for RM28 ONLY!! 😊
Do contact us through fb/WhatsApp 📞



Ramadan Sale
Almond London (RM28)
SZ Raya Cookies

1

SZ Raya Cookies
30 April · 🌐 · 🌐

Need something tasty to melt in your mouth?
Our best-seller dessert!
🌟Pineapple tart🌟

This type of tart is a popular snack enjoyed during many festive seasons, especially Chinese New Year's and Hari Raya 🌙
Pineapple tart is symbolic of good fortune and luck
Come and grab it now while it last! 🥰🥰
Do contact us through FB/WhatsApp 📞

Raya Cookies



PINEAPPLE TART
Best Seller Dessert

Available for delivery service

2

SZ Raya Cookies
1 May · 🌐 · 🌐


Unbeatable prices, unbeatable taste! Treat yourself to our budget-friendly cookies. 🥰🥰
Here is our Price List for our Raya Cookies!
P/s: Limited stock available! Grab your batch of heavenly cookies before they're gone 🥰🥰

SZ Raya Cookies

PRICE LIST

SEMPERIT/DAHLIA	RM 20 40 PIECES
COCONUT BISCUIT	RM 12 35 PIECES
ALMOND LONDON	RM 28 50 PIECES
PINEAPPLE TART	RM 27 50 PIECES
CHOCO CHIP COOKIES	RM 30 50 PIECES
SWISS STRAWBERRY TART	RM 36 60 PIECES

DM US NOW TO BUY !!



3

HARD SELL

SZ Raya Cookies
1 May · 🌐 · 🌐 · 🌐

Attention cookie lovers! Our cookies are guaranteed to satisfy your deepest cravings. Come and try some of our traditional cookies ✨Coconut Biscuit ✨ for only RM12!!!

Want to order our cookies?
Contact us thru:



Traditional
TIME
TRY SOME TRADITIONAL
COOKIE,
TASTE THE DIFFERENT!

37PCS
RM12

4

SZ Raya Cookies
10 May · 🌐 · 🌐 · 🌐

Here are some of our best-selling cookies! 😊😊

Almond London -RM28
Semperit -RM20
Pineapple Tart -RM27

Do contact us through Fb/WhatsApp 📞

JUST SLIDE INTO OUR DM TO ORDER NOW



Almond London

Semperit

Tart nenas

VARIOUS TYPES OF COOKIES
@SZRayaCookies


5

SZ Raya Cookies
6 May · 🌐 · 🌐 · 🌐

OUR SCRUMPTIOUS ✨PINEAPPLE TART ✨ AND ✨SEMPERIT ✨ ARE AVAILABLE FOR PREORDER! 😊

Order now for only RM27 and RM25 each 🤗

Do contact us through fb/WhatsApp 📞



SZ Raya Cookies
Try our new biscuit!

RM 27

Pineapple Tart

RM 25

Semperit


6

HARD SELL

SZ Raya Cookies
18 May · 🌐 · 🌐

!! GIVEAWAY ALERT !!

Don't miss out on the sweetest giveaway! Enter now for a shot at winning a jar of our heavenly cookies, SWISS STRAWBERRY TART 🍓🍰



Easy steps for you to win a jar of Swiss Strawberry Tart worth RM36

Just like, comment "SAYA NAK" & tag 2 of your friends on our latest FB post. Goodluck!

Find us on Facebook: [SZ Raya Cookies](#)

7

SZ Raya Cookies
24 May at 10:19 · 🌐 · 🌐

SPECIAL RAYA PROMO!! 🍪🍪

Buy any 3 jars of SZ Raya Cookies, we will give you FREE 1 Swiss Strawberry Tart 🍰

P/s: You can choose to mix the cookies flavours ✨

Do contact us through FB/WhatsApp 📩



Special Raya Promo

**Buy any 3 cookies,
Free 1 Swiss
Strawberry Tart**

ORDER NOW!!

SZ Raya Cookies

8

SZ Raya Cookies
30 May at 08:45 · 🌐 · 🌐

Elevate your Raya spread with our exquisite Biskut Raya. Impress your guests and create lasting memories with our premium treats 🍰🍰

Coconut biscuit is only RM12- 35 pieces
Choco Chip Cookies is only RM30- 30 pieces

Come and grab now! 🍪

Cookies Edition



COCONUT BISCUIT	RM12	CHOCO CHIP	RM30
-----------------	------	------------	------

SZ RAYA COOKIES

9

HARD SELL

SZ Raya Cookies
30 May at 10:15 · 🌐 · 🌐

Customer reviews don't lie! Our cookies have received rave reviews for their irresistible taste and quality. Try them for yourself and join the satisfied cookie lovers club! 😍😍

Choco Chip Cookies are only RM30!!!

Come and grab it now while it last! 🤩🤩

Do contact us through FB/WhatsApp 📞

SZ Raya Cookies
13h · 🌐

Don't let FOMO kick in! Preorder our sought-after ✨CHOCO CHIP COOKIES ✨ for RM30 ONLY! Beat the rush and experience the cookie phenomenon!

Come and grab it now while it last! 🤩🤩

Do contact us through FB/WhatsApp 📞

SZ Raya Cookies
13h · 🌐

Savour the royal indulgence of our ✨Almond London ✨ cookies. Elevate your taste buds with each rich, chocolatey bite. Order now for only !! RM28 !! and experience cookie bliss fit for royalty!

Do contact us through FB/WhatsApp 📞

FEEDBACK
★★★★★

Their choco chip taste sooo goood! Absolutely the best in town! Definitely will repeat :)

zahirah

SZ Raya Cookies

Baking Soon

OPEN ORDER!!! CHOCO CHIP COOKIES

BY: SZ RAYA COOKIES

ALMOND LONDON RECIPE

The Cookies

- ¾ cup all-purpose flour (100 gr)
- 1 cup corn flour (125 gr)
- 1 tablespoon rice flour
- ½ cup unsalted butter, plus 1 tablespoon more (125 gr)
- ¾ cup icing sugar (75 gr)
- 2 tablespoons powdered milk
- 1 large egg yolk
- 1 teaspoon vanilla extract
- 1 cup cornflakes (25 gr)
- 70 toasted whole almonds, approx. 3 oz or 85 gr

The Chocolate Coating

- 14 oz chocolate (400 gr), minimum 55% cocoa
- ½ tablespoon unsalted butter (8 gr)
- almond nibs as needed

BY: SZ RAYA COOKIE

10

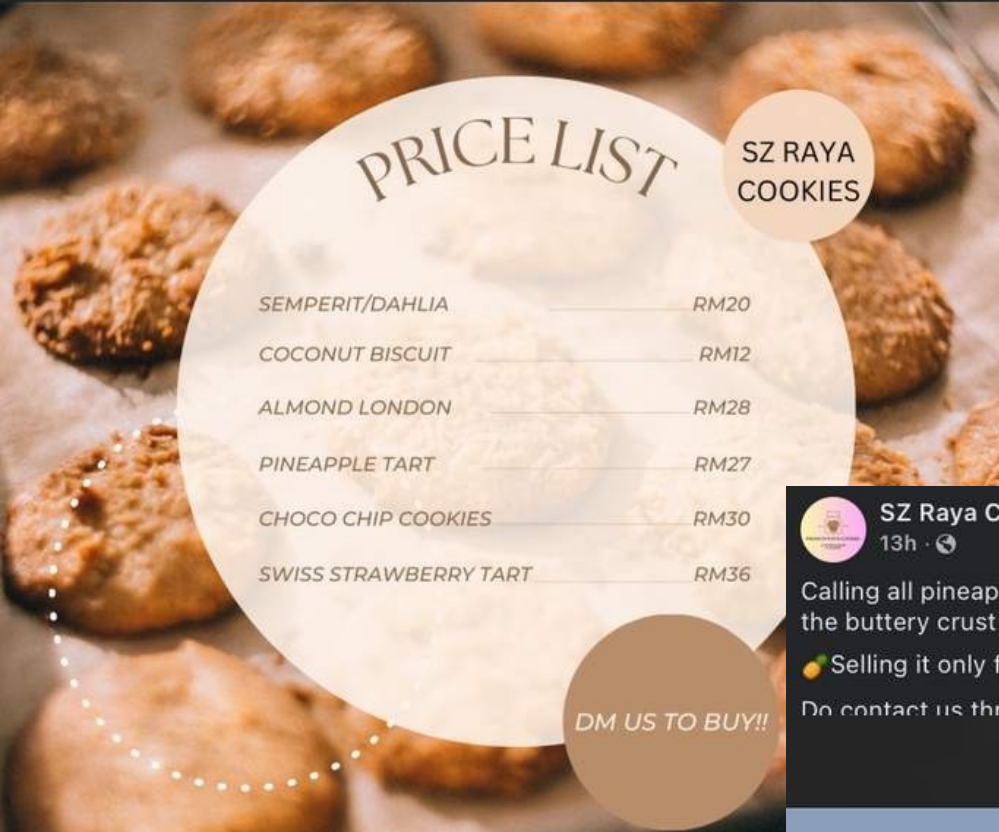
11

12

HARD SELL

SZ Raya Cookies
13h · 🌐

Why pay more for incredible cookies? Our discounted prices make indulgence irresistible. Dropping our price list here again 🥰
Come and grab it now while it last! 🥰🥰
Do contact us through FR/WhatsApp 📱



PRICE LIST

SZ RAYA COOKIES

SEMPERIT/DAHLIA	RM20
COCONUT BISCUIT	RM12
ALMOND LONDON	RM28
PINEAPPLE TART	RM27
CHOCO CHIP COOKIES	RM30
SWISS STRAWBERRY TART	RM36

DM US TO BUY!!

14

15

SZ Raya Cookies
13h · 🌐

It's happening tomorrow guys!! You won't want to miss this BAKE SALE 🥰
Our 10% off promotion is only applicable to our 🥰 Tart Collections 🥰
🥰 Swiss Strawberry Tart (RM36)
🥰 Pineapple Tart (RM27)
Come and grab it now while it last! 🥰🥰
Do contact us through FR/WhatsApp 📱



GET UP TO 10% OFF ON OUR SELECTED COOKIES

SZ Raya Cookies
13h · 🌐

Calling all pineapple lovers! Our Pineapple Tarts are a tropical dream come true. Bite into the buttery crust and let the zesty pineapple filling take you on a journey of pure delight. 🥰
Selling it only for RM27!! 🥰
Do contact us through FR/WhatsApp 📱

SZ Raya Cookies
13h · 🌐

You can get this RM20 Semperit from the one and only, SZ Raya Cookies. Our Semperit is made with the finest ingredients to ensure an unforgettable taste experience. Don't miss out!!
Order yours today!!! 🥰🥰
Do contact us through FR/WhatsApp 📱



BAKE SALE

17 JUNE 2023 · SZ RAYA COOKIES

13



PINEAPPLE TART (RM 27)

SZ RAYA COOKIES



SZ RAYA COOKIES

SEMPERIT (RM20)

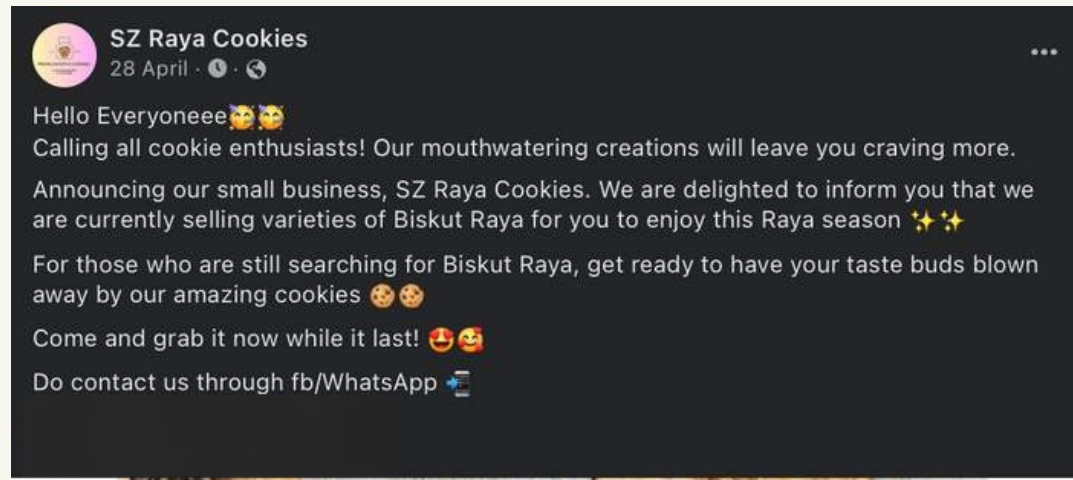
DO CONTACT US ON FB/WHATSAPP TO PURCHASE

16



6. FACEBOOK POST COPYWRITING (SOFT SELL)

SOFT SELL



A LITTLE BITE OF HEAVEN

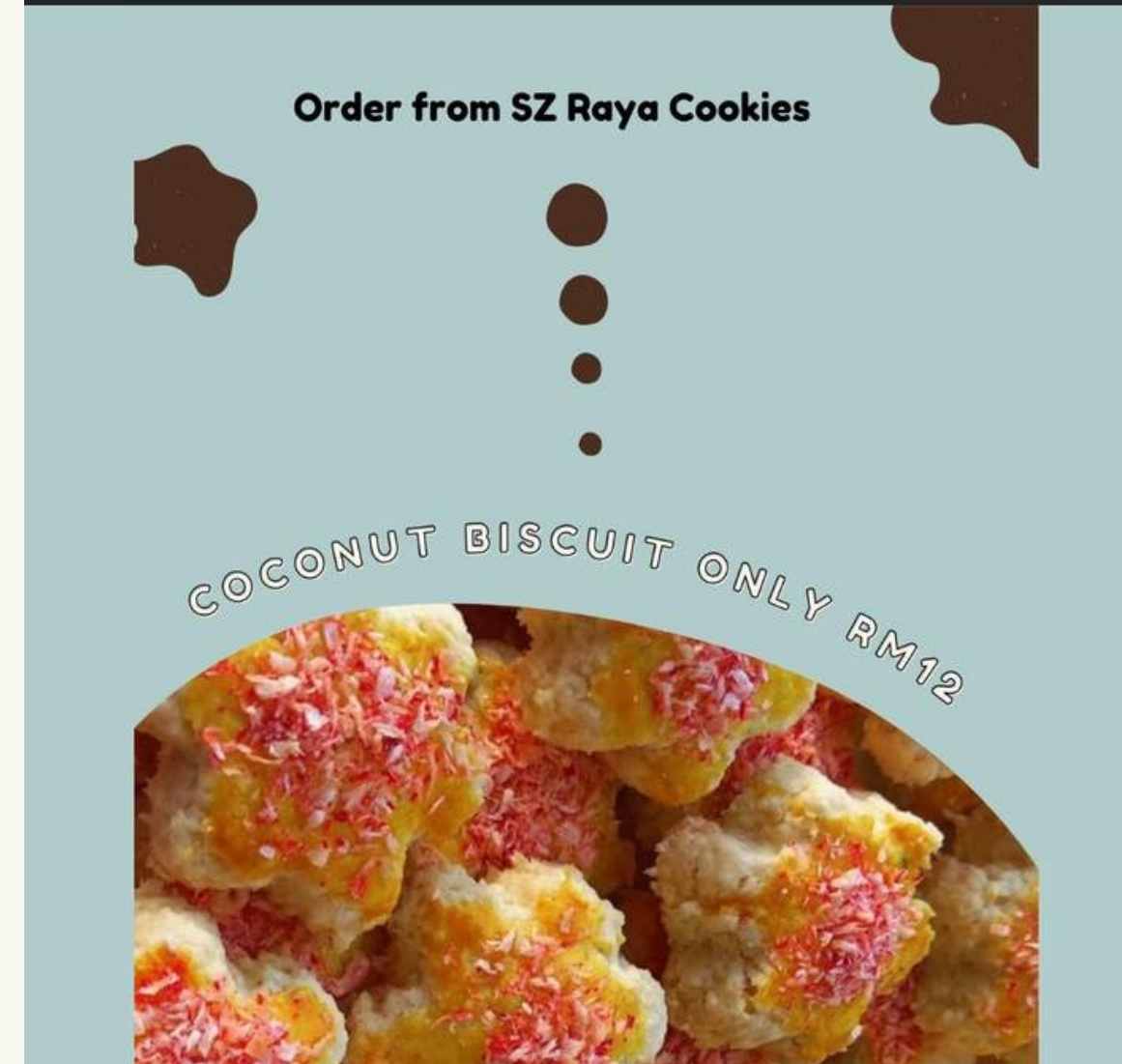
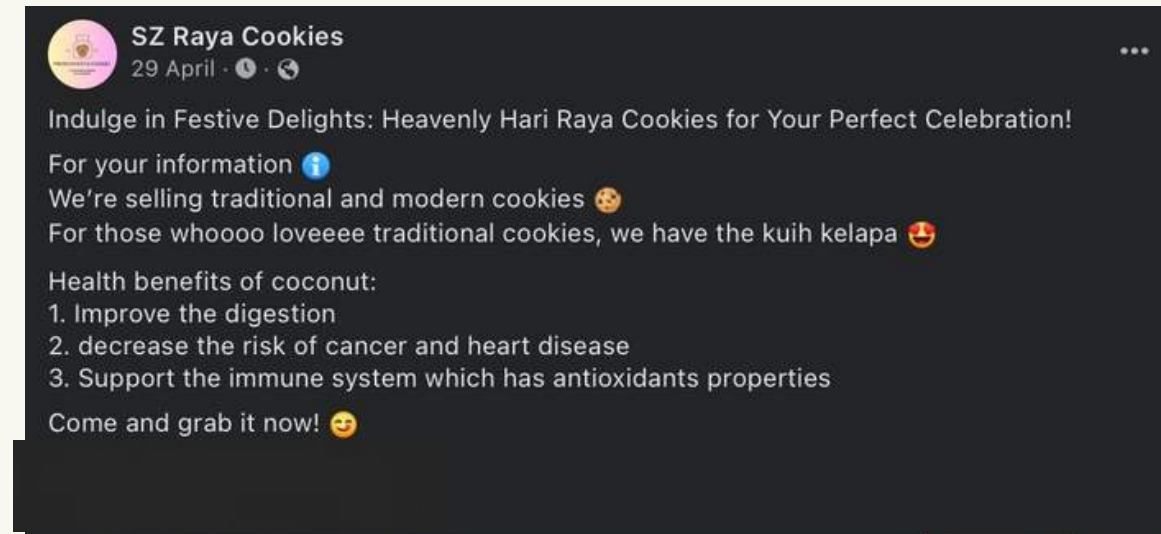
KUIH RAYA ARE AVAILABLE NOW

You can now enjoy your kuih raya even have to wait for the festive season!

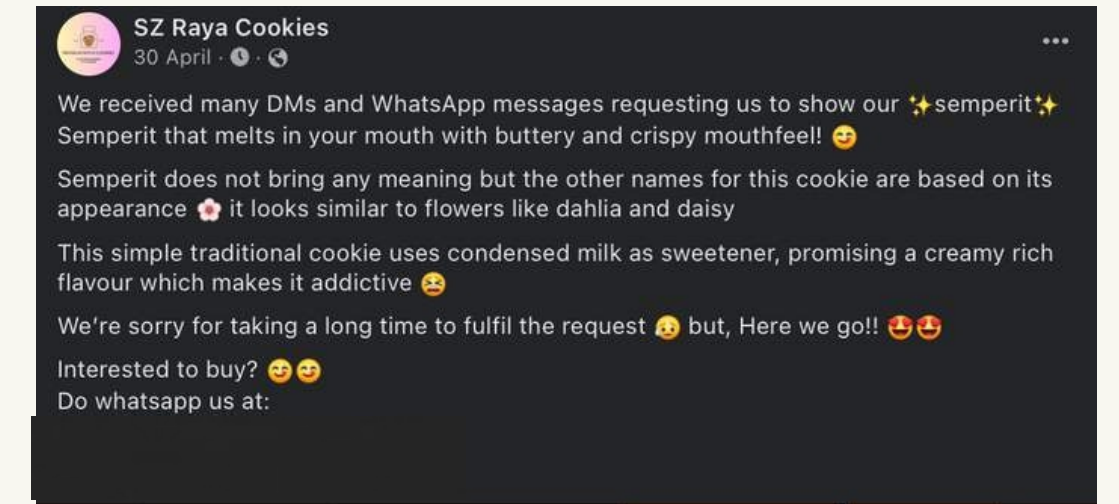
HURRY! ORDER NOW!



1



2



3

SOFT SELL

SZ Raya Cookies
30 April · 🌐 · 📍

🔔 Kaching 🔔

Something new in daaaaa housee! 😍

It's time to reveal our product! 🌟
Our precious ✨ strawberry Swiss tart ✨

It's incredibly fascinating! 🤩🤩

Purchases can be made in COD and also online 🇲🇾

Location of COD at:

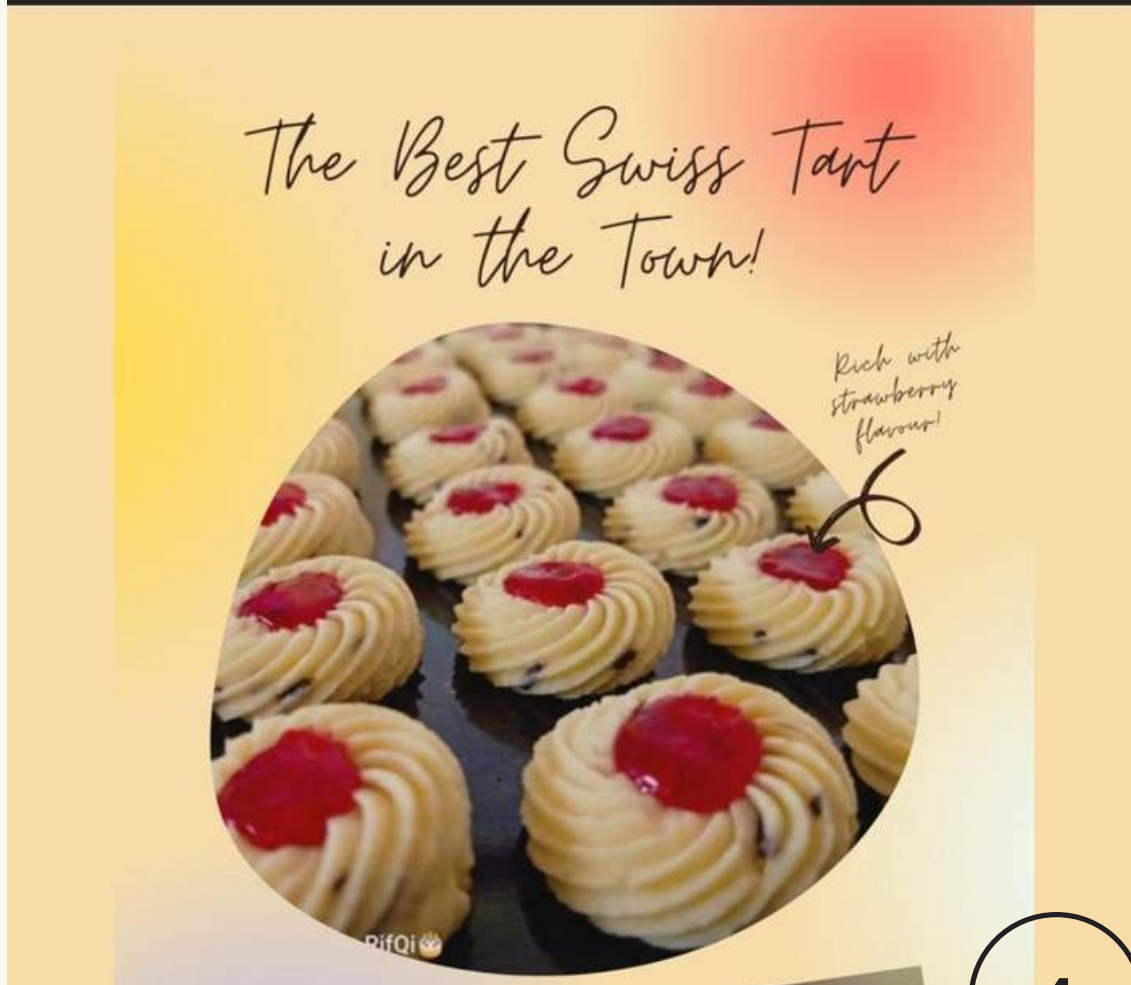
- Rawang 🏠
- UiTM Puncak Alam 🏢

More than 20 people expressed satisfaction with our product test and customer feedback 🙌
What are you waiting for?

Get it right now! 🌟

Contact:

#staytuned
#harihariraya



4

SZ Raya Cookies
30 April · 🌐 · 📍

🤩 a cookie a day keeps the stress away 🤩

Did you know by eating cookies is key to relieving stress? 🤩

Food anthropologist, Caroline Hobkinson discovers biting into your favourite food such as cookies 🤩 can increase happiness and reduce more stress than modern relievers such as CBD oil or the "go to", a cup of tea! 🤩

Is it amazing? Yes, it is!!
Feeling stress? Eat cookies 🤩

Interested to buy? 🤩🤩

Do whatsapp us at:

🍪 Hari-hari special deal!

SWEET COOKIES

COME AND GRAB NOW!!

A LITTLE BITE OF HEAVEN

ORDER NOW

A promotional graphic for cookies. It features a stack of chocolate cookies on a white plate. The background is a warm yellow gradient. Text includes 'Hari-hari special deal!', 'SWEET COOKIES', 'COME AND GRAB NOW!!', 'A LITTLE BITE OF HEAVEN', and 'ORDER NOW'.

5

SZ Raya Cookies
3 May · 🌐 · 📍

How to bake your own delicious cookies? 🤩
Want to know moreeeeeee? 🤩

Let me share with you how to bake your cookies! ✨

You need:

1. Butter
2. Flour
3. Eggs
4. Sugar
5. Milk
6. Chocolate chips

It is as easy as ABC! If you are lazy to bake, we encourage you to try our cookies on your own and taste the difference! 🤩🤩

Want to order our cookies?
Contact us thru:

Tips for making RECIPE COOKIES

Milk

Butter

Sugar

chocolate rice

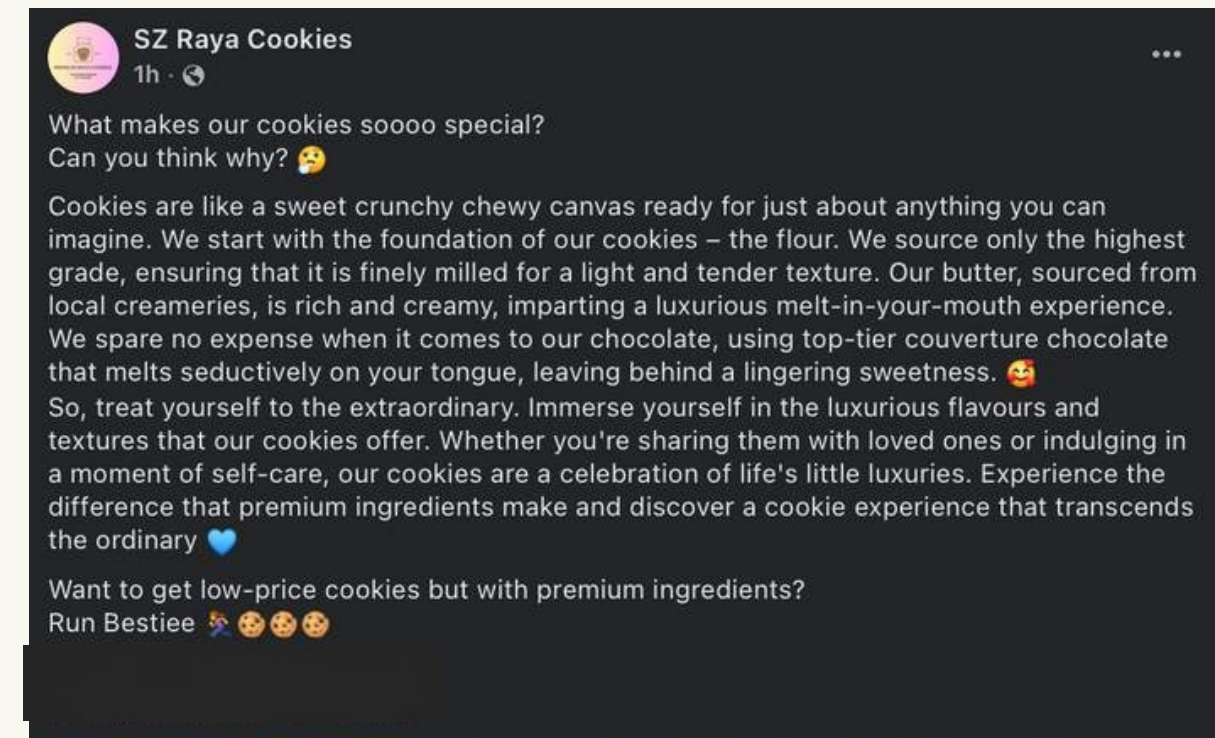
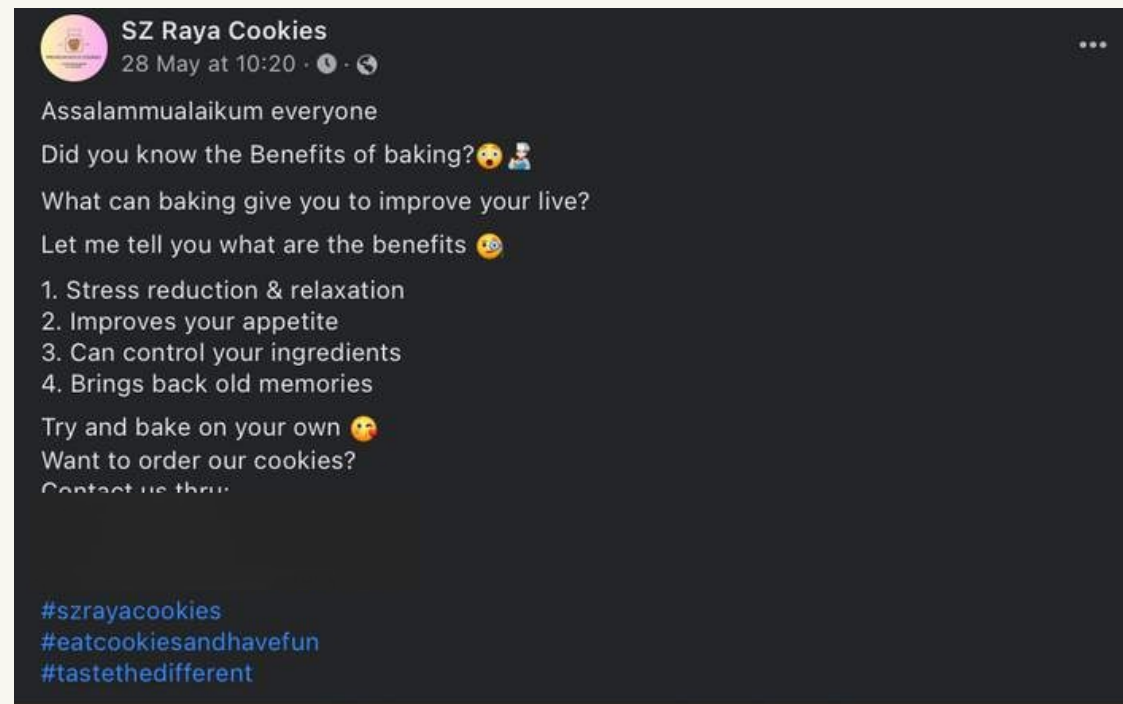
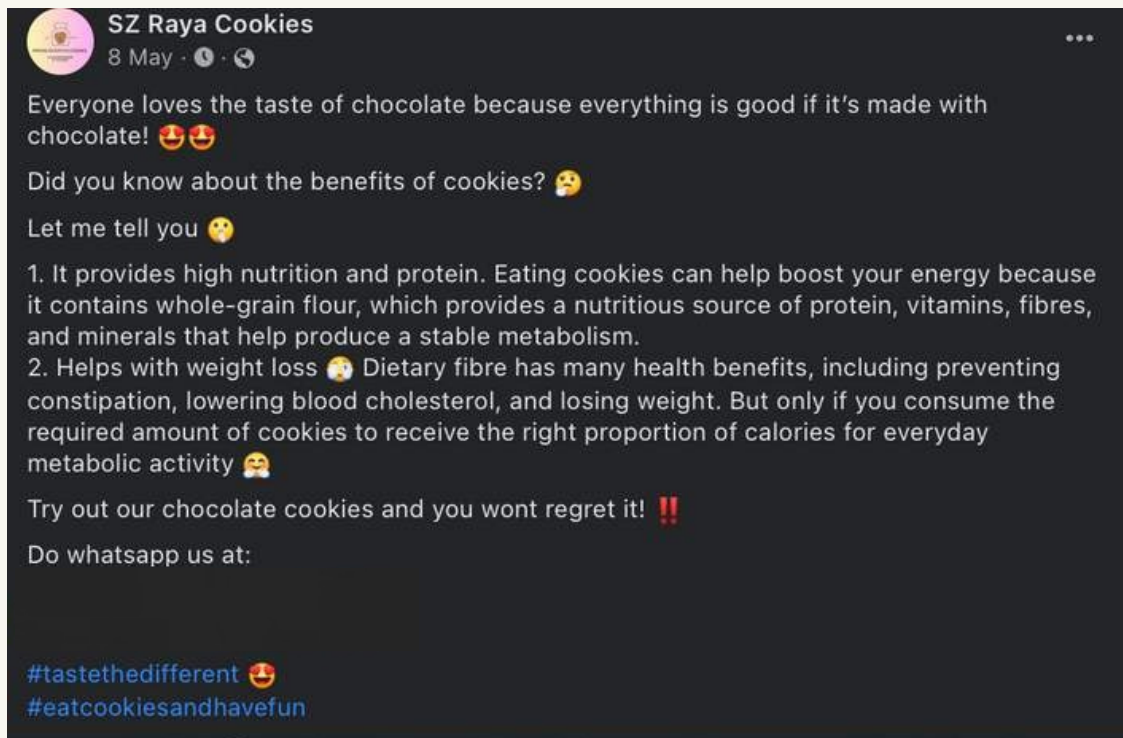
Flour

Egg

A diagram showing a woman in a kitchen with ingredients for cookies: Milk, Butter, Sugar, chocolate rice, Flour, and Egg. The ingredients are arranged around a central image of the woman baking. Arrows point from the ingredients to the woman.

6

SOFT SELL



SOFT SELL

SZ Raya Cookies
1h · 🌐

In the hustle and bustle of our daily lives, it's essential to remember the beauty of taking a break and indulging in life's simple pleasures. 😊

Imagine sipping that first sip of your favourite coffee, feeling its rich and invigorating warmth awaken your senses. As the smooth liquid glides down your throat, it carries with it a sense of calm and comfort. The worries and stresses of the day begin to fade away, replaced by a peaceful clarity that can only be found in moments of respite. 🌿🌿

Now, turn your attention to the plate of delightful 🍪🍪🍪 that accompanies your cup of coffee. Each bite is a symphony of flavours, a tantalizing dance between sweetness and indulgence. Sink your teeth into the soft, chewy centre, or let your taste buds revel in the satisfying crunch of a perfectly baked cookie. The combination of textures and tastes is pure bliss, a sweet escape from the demands of the world.

Want to order some cookies? 😊
Contact us on WhatsApp at:

SZ Raya Cookies
1h · 🌐

Did you know what pineapple tart history is?
Let me tell you guys a story 🍷

The Portuguese immigrants were renowned for their tarts and pastries which influenced the Peranakans, and together with the plenty amount of pineapple 🍌 plantation in the region, this led to the creation of pineapple 🍌 tarts 🍪

Pineapple tarts gained popularity during festive occasions, especially during Chinese New Year and Hari Raya (Eid al-Fitr), where they became an integral part of the culinary traditions. The tart's significance lies in its auspicious symbolism, representing good luck, prosperity, and the sweetness of life. 🍌💖

Want to taste our pineapple tart that will melt in your mouth? 😊😊 RM27 ONLY!
Contact us on WhatsApp now!!

SZ Raya Cookies
1h · 🌐

In a 🌍 that often feels chaotic and overwhelming, there is a simple joy that can bring comfort and happiness to our lives – cookies. These delectable treats have a magical ability to transport us to a place of pure bliss, where every bite brings a smile to our faces and warmth to our hearts. Allow me to take you on a journey where cookies and happiness intertwine. 🍪

🍪 have an innate ability to brighten even the darkest of days. They are a sweet escape, a momentary pause in our busy lives to indulge in a little self-care and nourishment for the soul. Whether enjoyed alone as a moment of solace or shared with others to create lasting memories, cookies have a way of spreading happiness, one delicious bite at a time. 💜

And remember, happiness can be found in the simplest of things. In the delicate crunch of a perfectly baked cookie, in the warmth of a shared smile, and in the memories that linger long after the last crumb is savoured. So, treat yourself to a moment of happiness, and let the magic of cookies brighten your day and lift your spirits. You deserve it!! 🍪

Come and grab it now while it last! 🍪🍪
Do contact us through FB/WhatsApp 📞

It's okay
TO TAKE A BREAK



BY: SZ RAYA COOKIES

10

Raya Cookies



PINEAPPLE TART
Best Seller Dessert

Available for delivery service

ORDER NOW

11

SZ Raya Cookies

"Happiness is a habit"

A little bite of Heaven

12

SOFT SELL

13

SZ Raya Cookies
1h · 🌐

Hello everyoneee 🌈

Today I want to share with you guys how to keep the cookies fresh 😊

1. Make sure cookies 🍪 cool completely before storing.
2. Store them at room temperature in an airtight container like Tupperware 🗑️
3. Separate the layers of cookies with parchment paper so they don't stick together
4. Date and label them so you don't forget what they are!

Want more tips? Do follow us on our Facebook page 📺

Want to order some cookies? 😊
Contact us on WhatsApp at:

SZ Raya Cookies
50m · 🌐

FUN FACT!! 📌📌

The name "Almond London" suggests an association with the city of London, but it is unclear whether the cookies have any direct connection to the city or if the name was simply chosen for its exotic appeal. Nevertheless, the cookies have become synonymous with festive celebrations, particularly during Eid al-Fitr (Hari Raya Aidilfitri) in Muslim-majority countries, where they are often shared and enjoyed with family and friends. 🧑🏻🧑🏻🧑🏻

Almond London cookies have become a beloved treat enjoyed by many around the 🌍, particularly during festive seasons and special occasions. While the exact origin of these cookies is not well-documented, they are believed to have been inspired by traditional European almond cookies and have gained popularity in Southeast Asian countries, especially in 🇲🇾 and Singapore.

To order, contact us thru:

#szrayacookies
#eatcookiesandhavefun
#tastethedifferent

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SZ Raya Cookies
Just now · 🌐

Did you know 🍪 in Malaysia, the Swiss Strawberry Tart adapted to local tastes and preferences, making it an ideal treat for Malaysians to celebrate the joyous occasion of Hari Raya.

The Swiss 🍓🍓 Tart holds a special place in Malaysian homes during Hari Raya, representing a fusion of European and local flavours. It is cherished for its exquisite taste, the combination of the buttery tart shell and the burst of sweetness from fresh strawberries. Malaysians eagerly anticipate the arrival of the festive season to enjoy this delectable treat, making it an essential part of the Kuih Raya selection. ❤️

Introducing our best-selling cookie, Swiss Strawberry Tart at RM36. Come and grab it now while it last! 🍪🍪

Do contact us through fb/WhatsApp 📞

SZ Raya Cookies
47m · 🌐

As the joyous occasion of Eid al-Adha approaches, there's an added sweetness in the air that can only mean one thing – it's time to savour the delightful taste of cookies that perfectly complement the festive spirit. These special treats, lovingly prepared and shared with family and friends, have a way of adding an extra touch of joy and happiness to our celebrations. So, come, join me on a journey where cookies and the spirit of Eid al-Adha unite. 🌙🌟

Each 🍪🍪 holds a story, a tradition passed down through generations. With every bite, we honour the culinary legacies of our ancestors, celebrating the richness of our heritage. The carefully crafted recipes, steeped in history and cultural significance, infuse the cookies with a unique flavour and a sense of belonging. They are a testament to the traditions that connect us and the memories that shape our lives.

May your Eid al-Adha be filled with the sweetness of these delectable cookies and the joy of cherished moments. From our hearts to yours, we wish you a blessed and delightful celebration. Eid Mubarak! ❤️🇲🇾

To order our cookies, do contact us on FB/WhatsApp at:

Traditional

TIME

TRY SOME TRADITIONAL COOKIE, TASTE THE DIFFERENT!

37PCS RM12



 **EID AL ADHA SPECIAL SALE**



RM28 only!!

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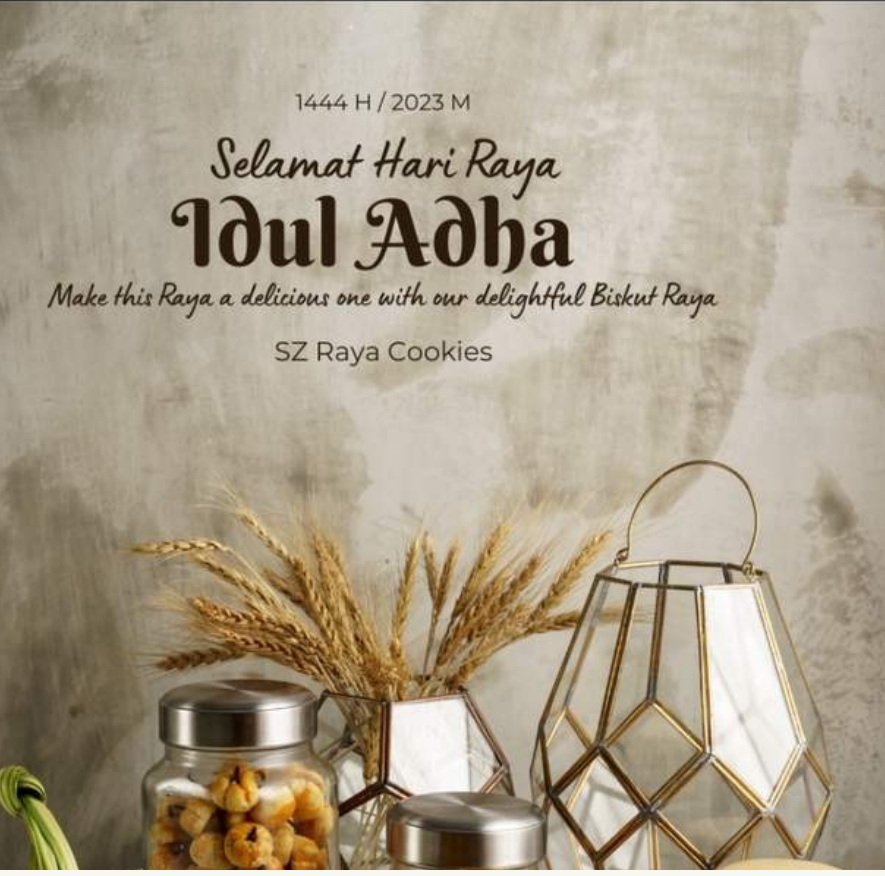
SWISS STRAWBERRY TART

SZ RAYA COOKIES

1444 H / 2023 M

Selamat Hari Raya
Idul Adha
Make this Raya a delicious one with our delightful Biskut Raya

SZ Raya Cookies



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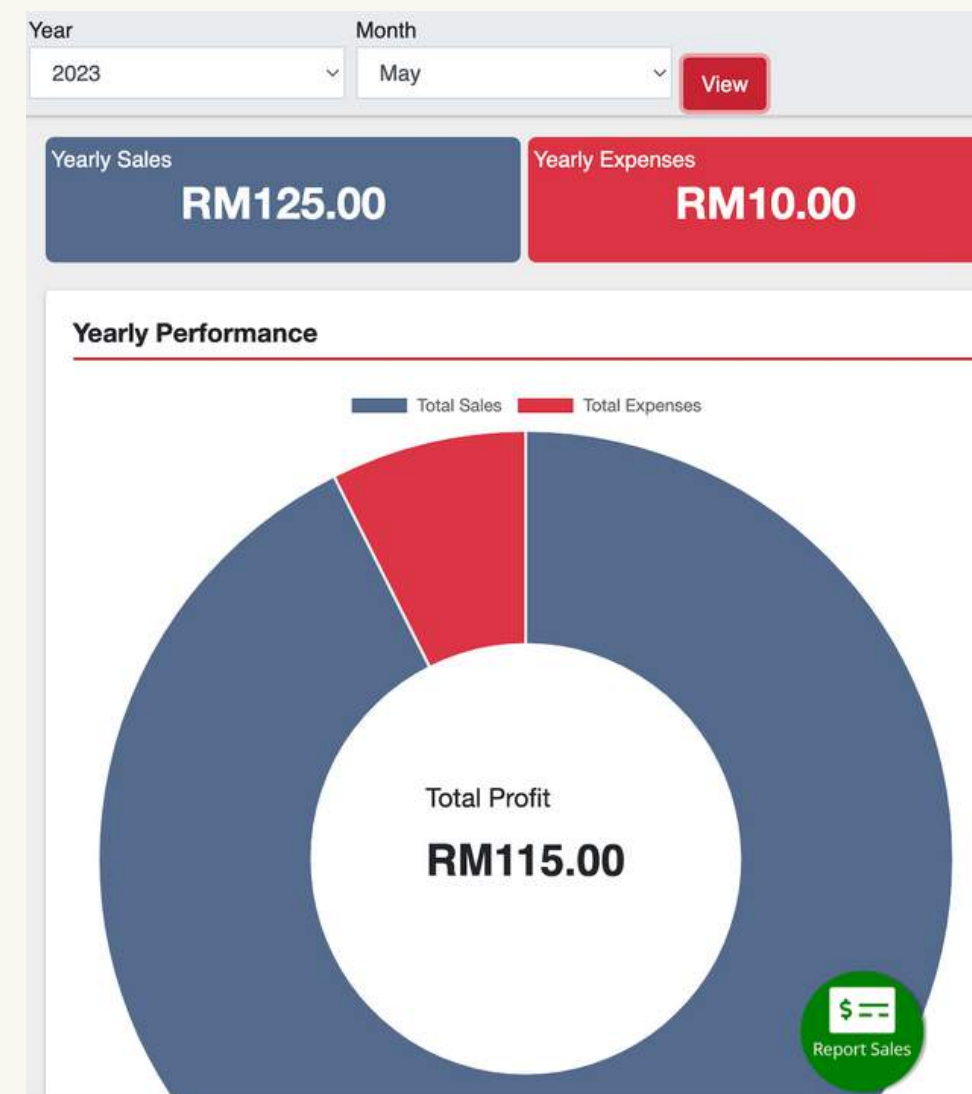
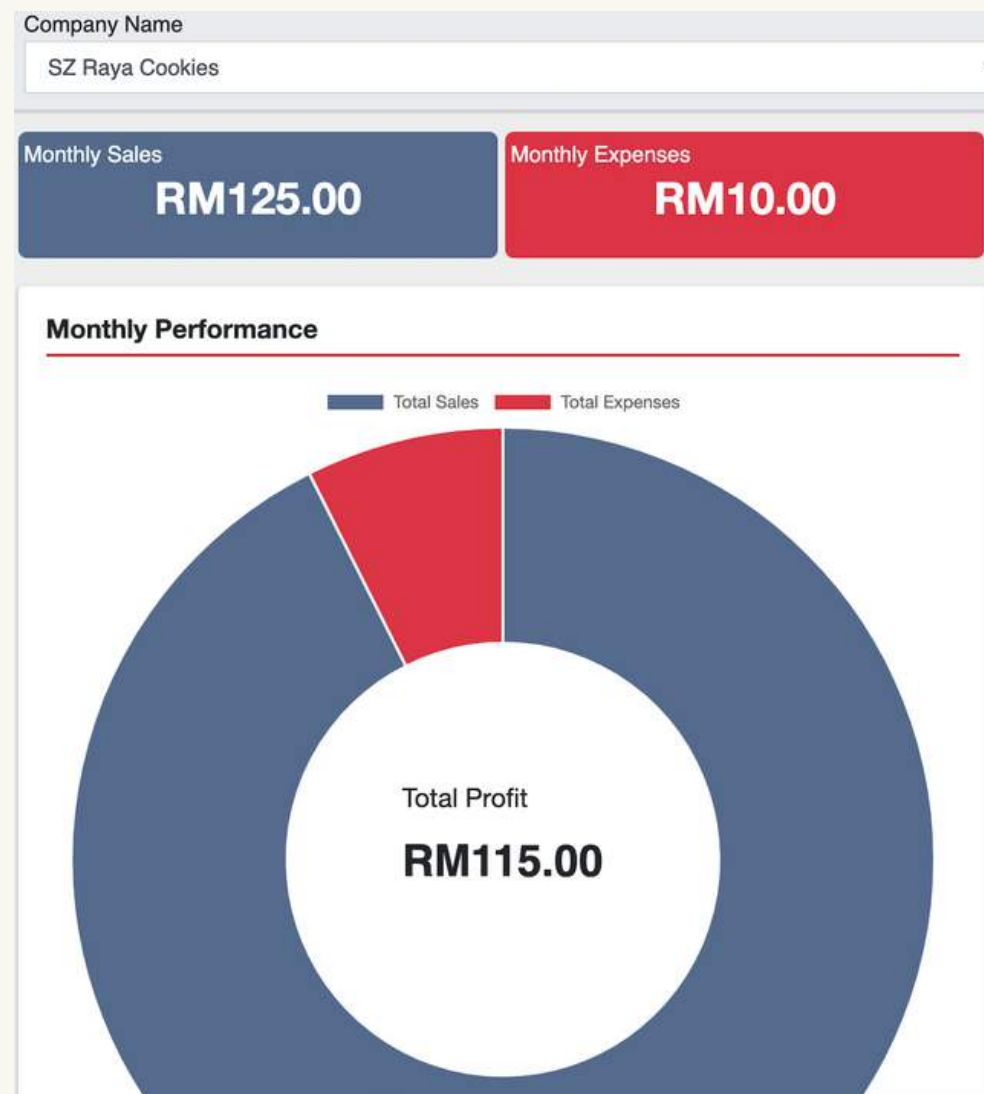


7. SALES REPORT

SALES REPORT

Go-eCommerce

Business Name	Date	Type	Marketplace(if any)	Others Marketplace (if any)	Total Sales (RM)	Expenses Category	Expenses Subcategory	Total Expenses (RM)	Descriptions	Create d At
SZ Raya Cookies	27/05/2023	online	Social Media		30				Choco Chip Cookies	16/06/2023
SZ Raya Cookies	18/05/2023	online	Social Media		47				Semperit and Pineapple Tart	16/06/2023
SZ Raya Cookies	22/05/2023	online	Social Media		48				Coconut Biscuit and Swiss Strawberry Tart	16/06/2023
SZ Raya Cookies	30/05/2023	expenses				Marketing	FB & Instagram Ads	10	Facebook Page Likes	16/06/2023



8. CONCLUSION

In conclusion, our entrepreneurship journey in selling Raya cookies through our social media portfolio on Facebook has been an incredible experience filled with growth, learning, and success. We have witnessed the power of social media in connecting with our target audience, building a loyal customer base, and establishing our brand presence in the competitive world of baked goods.

Through strategic planning and execution, we have crafted a strong social media portfolio that showcases our mouthwatering cookies in captivating visuals and engaging content. The positive feedback from our satisfied customers has served as a testament to our commitment to experience. As we move forward, we envision further growth and expansion of our cookie business. We will continue to leverage the power of social media, embracing emerging trends and platforms, to reach new customers and strengthen our brand presence.





THANK YOU!

have a pleasant day.