



اَوْنُوْزِيسِيْتِي تِيكُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS AND MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION (HONS.)
TRANSPORTATION

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

ASSIGNMENT:

SOCIAL MEDIA PORTFOLIO

(MY CHEESEKUT)

PREPARED BY:

GENVEANA LAURA ANAK INSOL (2022831292)

MUHAMMAD SYAKIRIN BIN SADAN (2022830968)

CLASS:

ENT530_I

PREPARED FOR:

MADAM NORFAZLINA BINTI GHAZALI

SUBMISSION DATE:

14 JULY 2023

ACKNOWLEDGEMENT

First, we would like to acknowledge our gratitude, to those who had guided us throughout this assignment. We would like to thank to our Fundamentals of Entrepreneurship lecturer, Madam Norfazlina Binti Ghazali. She gave us good guidelines throughout the process of carrying out this report. Without her guidance and encouragement, this report would have not been possible to accomplish. Moreover, we would like to thank to all our friends who had helped and share their knowledge with us. They also give us support and advice. Lastly, we want to thank to our beloved parents who has been supporting us physically and emotionally and for their love, understanding, prayers and encouragement in making this report. We had put so much efforts and acknowledgement to search information and ideas to complete this assignment. We hope it is done as followed as we had done our best.

EXECUTIVE SUMMARY

My Cheesekut is a partnership and operates on 2 June 2023. The business is categorized in food and beverage products which is dessert . The main target that is set by the business is people who use social media and people live in Puncak Alam. The price is affordable despite that the best quality of ingredients is used to ensure the quality guarantee of the products deliver to the customers. This portfolio consist Facebook posting of three main parts, teaser post, hard sell post, and soft sell post. In Facebook Posting Teaser, the business has not yet delivers the real products and just makes a sneak-peak posting to make audiences curious and updated. As for Facebook Posting Hard Sell, the real products with detail like the name of the products, price, payment, and how to purchase. My Cheesekut use direct link to Whatsapps chat for order to purchase and any enquiry because it is an easy way to communicate through the chat. Lastly, Facebook Posting Soft Sell, My Cheesekut post a pictures and videos to educate and give information to audiences about cheese.

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1.0 BODY OF REPORT

1.1 Go-Ecommerce Registrations

Go-eCommerce BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE



**GENVEANA LAURA
ANAK INSOL**

Personal Information

Name	: GENVEANA LAURA ANAK INSOL	Phone/Mobile	:		Edit
		Home Address	:		
New Identity Card No.	:	District	:		
Email Address	:	Postcode	:		
City	:	Personal Instagram	:		
State	:	Race	:	Bumiputra Sarawak	
Personal Facebook	:	Special Need Required	:	No	
Gender	:		:		
Marital Status	:		:		


Institution Information [Add New](#)

UiTM Puncak Alam - ENT530-I

Type of Institution	: IHL	Institution List	:	Universiti Teknologi MARA
State of Institution	:	Name of Institution	:	UiTM Puncak Alam
Address of Institution	:	City	:	Puncak Alam
		Postcode	:	42300

Go-eCommerce BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE



**MUHAMMAD
SYAKIRIN BIN SADAN**

Personal Information

Name	: MUHAMMAD SYAKIRIN BIN SADAN	Phone/Mobile	:		Edit
		Home Address	:		
New Identity Card No.	:	District	:		
Email Address	:	Postcode	:		
City	:	Personal Instagram	:	null	
State	:	Race	:	Malay	
Personal Facebook	:	Special Need Required	:	No	
Gender	:		:		
Marital Status	:		:		

Institution Information [Add New](#)

UiTM Puncak Alam - ENT530-I

Type of Institution	: IHL	Institution List	:	Universiti Teknologi MARA
State of Institution	:	Name of Institution	:	UiTM Puncak Alam
Address of Institution	:	City	:	Puncak Alam
		Postcode	:	42300

1.2 MyENT Certificate

	UNIVERSITI TEKNOLOGI MARA	Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)
MASMED YOUNG ENTREPRENEUR (MyENT)		
SLIP PENDAFTARAN PERNIAGAAN PELAJAR UiTM		
No. Pelajar	:	2022831292
Nama	:	GENVEANA LAURA ANAK INSOL
Program Pengajian	:	SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN) PENGANGKUTAN
Fakulti	:	Faculty of Business & Management
Kampus	:	Johor
MAKLUMAT PERNIAGAAN		
Mod Perniagaan	:	Hybrid
Bidang Perniagaan yg diceburi	:	Makanan
Tempoh Berniaga	:	
No. Pendaftaran Perniagaan	:	
URL Perniagaan	:	https://www.facebook.com/profile.php?id=100092675613152&mibexti=QJ4d
Alamat Premis Perniagaan	:	
Tarikh Mendaftar	:	24 Jun 2023
Tarikh Kemaskini	:	
Tarikh Cetak	:	24 Jun 2023
<p>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.</p> <p>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.</p>		
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 : 2022830968
Nama : MUHAMMAD SYAKIRIN BIN SADAN
Program Pengajian : SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN)
PENGANGKUTAN
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/profile.php?id=100092675613152&mibextid=LQJ4d>
Alamat Premis Perniagaan :
Tarikh Mendaftar : 24 Jun 2023
Tarikh Kemaskini :
Tarikh Cetak : 24 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)

1.3 SSM Registration

HOME
MY BUSINESS SERVICES ▾
MY PAYMENT HISTORY
OTHER SERVICES ▾
USER PROFILE ▾
GENVEANA LAURA ANAK INSOL

Main Information

Ref. No EB-A2023062301320			
Business Registration No 003510997-U	Business Name VV CHEESEKUT DELIGHT	Name Type TRADE NAME	
Business Start Date 10/06/2023	Registration Period 1 Year	Partnership Agreement Date (if applicable)	
Status Approved			
Business Info YES	Incentive Skim Pendaftaran Perniagaan Percuma (SPPP) - Pelajar IPT Sepenuh Masa	Is Incubator NO	Is Online Seller ? YES

Business Address

NO.15, JALAN API-API 8, TAMAN MEGAH RIA
81750 MASAI
JOHOR

Tel No	Mobile No
Email	

Mailing Address

NO.15, JALAN API-API 8, TAMAN MEGAH RIA
81750 MASAI
JOHOR

Tel No	Mobile No
Email	

HOME
MY BUSINESS SERVICES ▾
MY PAYMENT HISTORY
OTHER SERVICES ▾
USER PROFILE ▾
GENVEANA LAURA ANAK INSOL

Business Information

Business Description
SELLING CAKES

No	Business Code	Description
1	47912	JUALAN RUNCIT SEBARANG JENIS PRODUK MELALUI INTERNET (RETAIL SALE OF ANY KIND OF PRODUCT OVER THE INTERNET)
2	10712	PEMBUATAN ROTI, KEK DAN PRODUK BAKERI LAIN (MANUFACTURE OF BREAD, CAKES AND OTHER BAKERY PRODUCTS)

Showing 1 to 2 of 2

Branches Information *(if applicable)

Branch No	Address
1	UITM PUNCAK ALAM 42300 BANDAR PUNCAK ALAM SELANGOR

Showing 1 to 1 of 1



EzBiz

Main Information

Ref. No

EB-A2023062500737

Business Registration No

003510037-H

Business Name

MY CHEESEKUT ENTERPRISE

Name Type

TRADE NAME

Business Start Date

11/06/2023

Registration Period

1 Year

Partnership Agreement Date

(if applicable)

Status

Approved

Business Info

YES

Incentive

Skim Pendaftaran Perniagaan Percuma (SPPP) - Pelajar IPT Sepenuh Masa

Is Incubator

NO

Is Online Seller ?

YES

Business Address

Mailing Address



Business Information

Business Description

WE SELL CAKE

No	Business Code	Description
1	47912	JUALAN RUNCIT SEBARANG JENIS PRODUK MELALUI INTERNET (RETAIL SALE OF ANY KIND OF PRODUCT OVER THE INTERNET)
2	10712	PEMBUATAN ROTI, KEK DAN PRODUK BAKERI LAIN (MANUFACTURE OF BREAD, CAKES AND OTHER BAKERY PRODUCTS)

Showing 1 to 2 of 2

Branches Information *(if applicable)

Branch No

Address

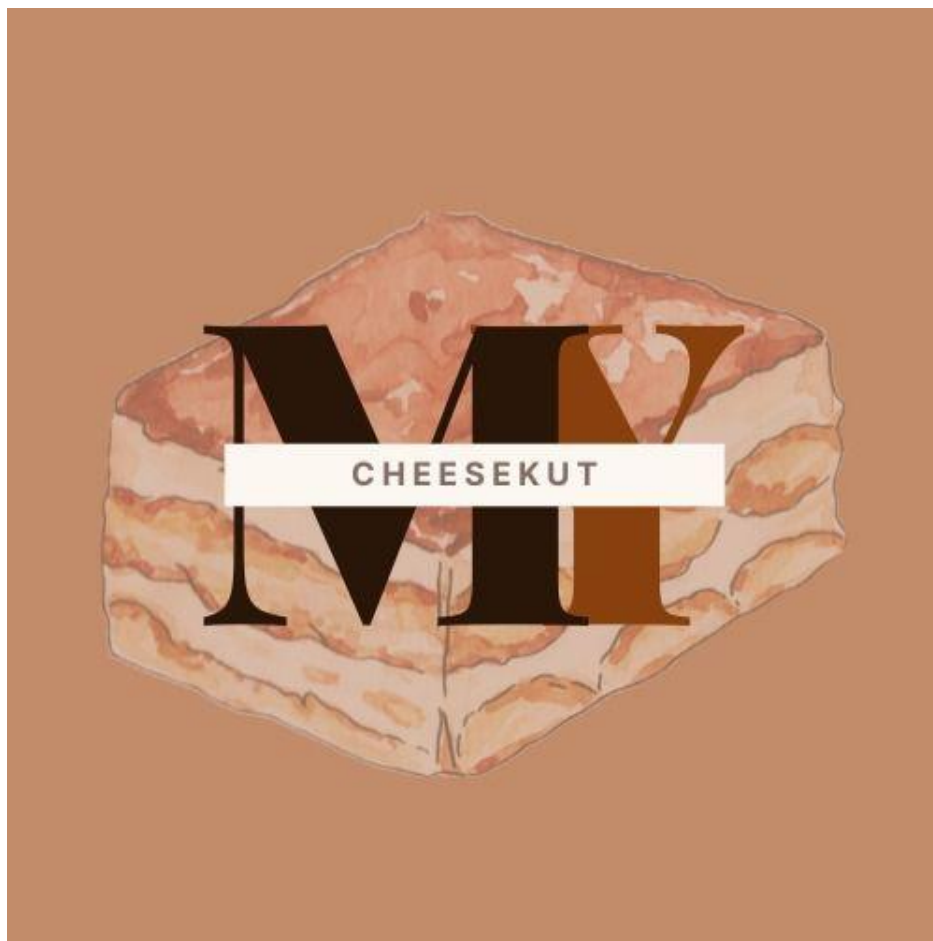
Showing 0 to 0 of 0

<< >>

Owner Information

2.0 INTRODUCTION OF BUSINESS

My Cheesekut is a business name that has been decided based on our main product. We utilized the chance to advertise and sell our small business on Facebook. We chose this industry due to the huge demand and numerous positive reviews of this popular search engine. Many customer reviews provide a wonderful perspective, and many customers fall in love with the cookies. We choose My Cheesekut as our business name because we want to emphasize that our brand will be more memorable to customers throughout the holiday season than other products. Additionally, it is an easy and brief name to introduce to the public. Additionally, the name is meant to catch buyers' attention.



Name of the business	MY CHEESEKUT
Business address	UiTM Cawangan Selangor Kampus Puncak Alam Bandar Puncak Alam, 42300 Puncak Alam, Selangor.

2.1 Organization Chart



Founder/Owner

MUHAMMAD SYAKIRIN BIN SADAN



Marketing Specialist/Partner

GENVEANA LAURA ANAK INSOL

2.2 Mission And Vision

Mission

To spread joy and love through our homemade dessert which is cheesekut, creating memorable taste for our customer.

Vision

To be the best cheesekut in the town.

2.3 Description Of Product

My Cheesekut takes great pride in creating delicious homemade desserts that are sure to please satisfy you. Each cheesekut is created with love using the best ingredients and our secrets create an incomparable taste experience. Our Cheesekut has various toppings such as oreo, nestum, blueberry and milo. Cheesekut is perfectly made, has a fine crumb and an irresistible flavors. Whether you're treating yourself or sharing with friends and family, our cheesekuts bring a crowd together and create moments of pure joy. Every bite of My Cheesekut is a testament to our commitment to quality, creativity, and the joy of homemade goodness. Discover the magic of our cheesekut and let My Cheesekut be the pinnacle of your sweet pleasure.

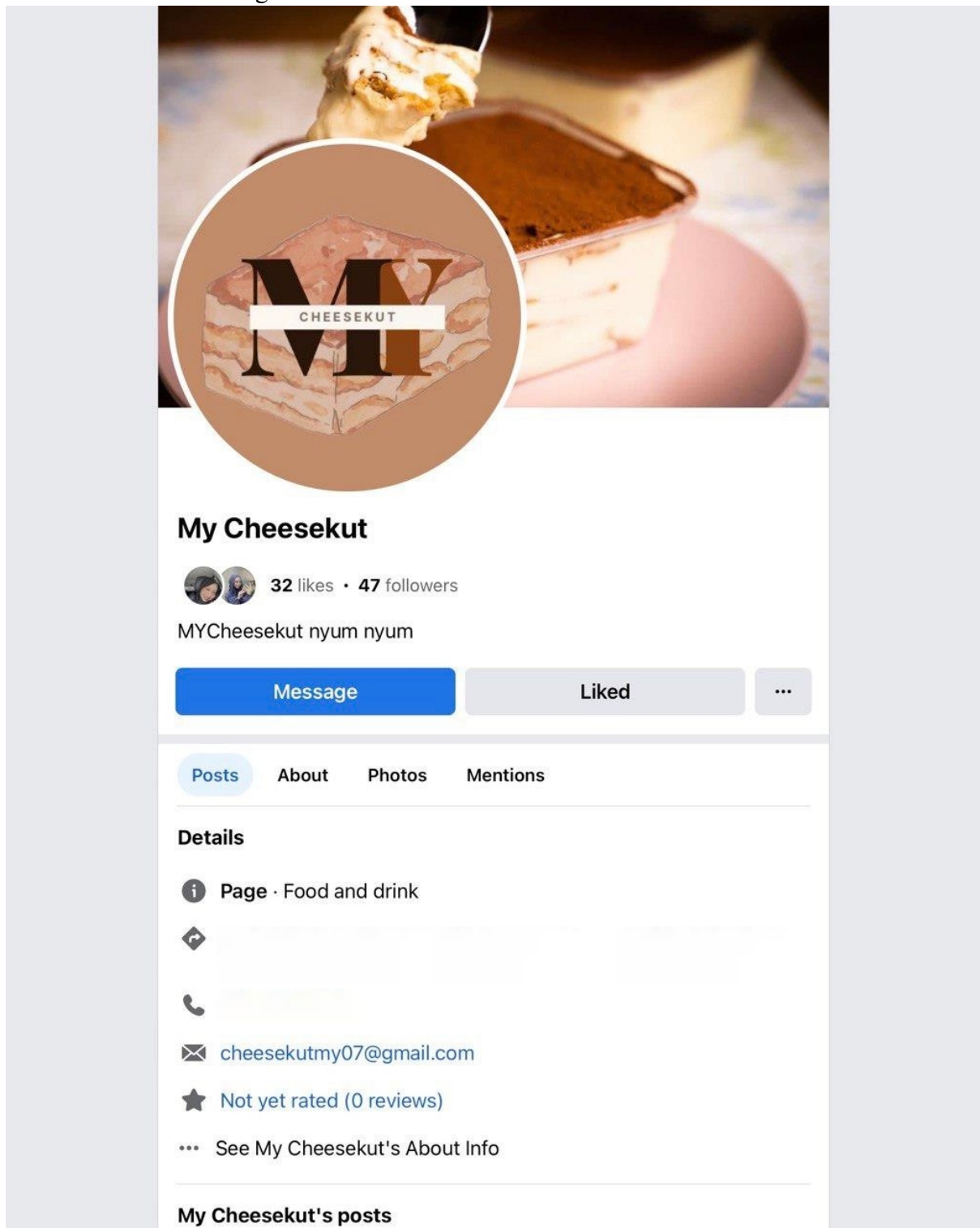
2.4 Price List



Each cheesekut which any topping sell with the same price which is RM6.

3.0 FACEBOOK (FB)

3.1 Facebook Page



The image shows a screenshot of a Facebook page for a business named "My Cheesekut". The page features a cover photo of a cheesecake with a chocolate dusting, and a circular profile picture with the text "MY CHEESEKUT" overlaid on a slice of cheesecake. The page name is "My Cheesekut", and it has 32 likes and 47 followers. The bio reads "MYCheesekut nyum nyum". There are buttons for "Message", "Liked", and a menu icon. Below the bio, there are tabs for "Posts", "About", "Photos", and "Mentions". The "Details" section includes an information icon, "Page · Food and drink", a location icon, a phone icon, an email address "cheesekutmy07@gmail.com", a star icon with "Not yet rated (0 reviews)", and a menu icon with "See My Cheesekut's About Info". At the bottom, there is a section for "My Cheesekut's posts".

My Cheesekut

32 likes · 47 followers

MYCheesekut nyum nyum

Message Liked ...

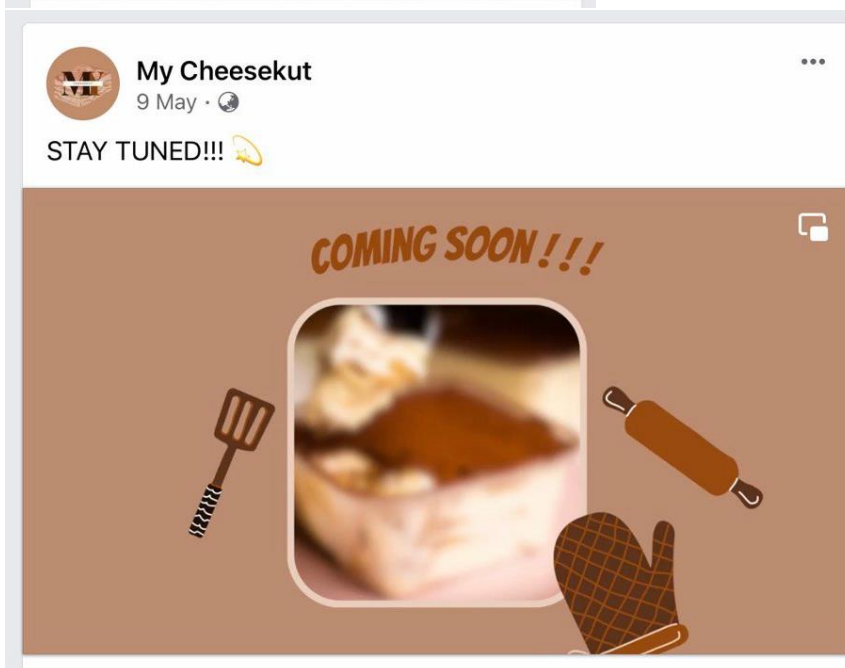
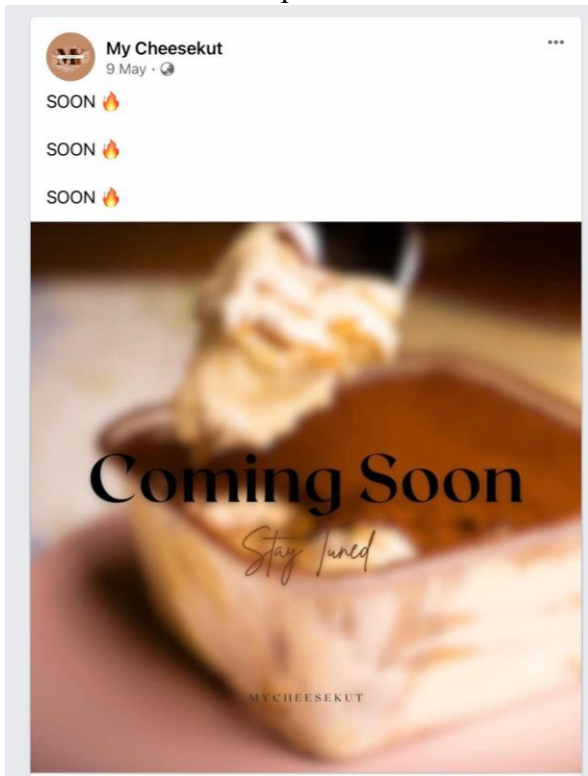
Posts About Photos Mentions

Details

- Page · Food and drink
-
-
- cheesekutmy07@gmail.com
- Not yet rated (0 reviews)
- See My Cheesekut's About Info

My Cheesekut's posts

3.3 Facebook post – Teaser



3.4 Facebook post – Copywriting (Soft sell)

My Cheesekut
25 Jun · 🌐

Do you guys know that cheese is famous among the people in U.S ? 🤔 #MYCHEEKUTSHARING

ADULTS LIKE IT
In any 12-week period, approximately one-third of the U.S. will eat mac and cheese at least once.

KIDS LOVE IT
In any 12-week period, about one-half of all children in the U.S. will eat mac and cheese at least once.

33%

50%

My Cheesekut
24 Jun · 🌐

Hello everyone 🍷
Do you guys know why dessert is the most important stage of meal? MY CHEESEKUT is also a dessert! 🥰❤️

“Dessert is probably the most important stage of the meal since it will be the last thing your guests remember before they pass out all over the table.”
- William Powell

My Cheesekut
24 Jun · 🌐

Hi everyone! 🍷
Do you guys know that cheese have a lot benefits? So this is benefits of cheese! Happy reading 🥰❤️
From, MY CHEESEKUT

Health Benefits Of Cheese

- Helps in reducing blood pressure
- Improves bone strength
- Helps in increasing muscle mass
- Lowers the risk of Type 2 Diabetes
- Good for your gut health

3.5 Facebook post – Copywriting (Hard sell)

Posts About Photos Mentions


My Cheesekut's posts

My Cheesekut
3 Jul · 🌐

HELLO EVERYONE! 😊
MY CHEESEKUT is back after Raya Haji! 🙏 do you guys miss us?
Don't forget to grab yours now! 🍪

Today's topping:
Blueberry
Oreo

!! RM6 only !!
WS US NOW!!!




My Cheesekut
25 Jun · 🌐

Look at this cheesekut! 😊
This will melt inside your mouth every bite you take! 😋
ORDER NOW FOR TOMMOROW SLOT !!

Topping:
Oreo
Nestum

COD AVAILABLE IN PUNCAK ALAM 🚚🚚




My Cheesekut
24 Jun · 🌐

A sneak peak of our best selling cheesekut 😊

Tomorrow's topping available:
Milo
Blueberry
Nestum
Mixed oreo & nestum (hot selling!)
Oreo
Grab yours now!

COD AVAILABLE AREA PUNCAK ALAM 🚚🚚



My Cheesekut
21 Jun · 🌐

MY CHEESEKUT IS HERE 🍪


HELLO PUNCAK ALAM PEOPLE 🙏

We have 2 topping for today **!!**
Topping:
Blueberry
Oreo

- 🏠 Homemade cheesekut
- 🍪 Freshly baked everyday
- 🛡️ Satisfaction and money guarantee

🚚 SELF PICKUP & COD AVAILABLE IN PUNCAK ALAM 🚚

!! RM6 ONLY !!





My Cheesekut

22 Jun · 🌐



MYCHEESEKUT IS HERE! 😊

Sweet and addictive cheesekut that help you to reduce your stress on daily basis! 💪🙏

Our cheesekut fit the criteria that will help you boost your energy!

Today's topping:

Nestum

Milo

!! RM6 only !!

WS US NOW!!!



My Cheesekut

14 May · 🌐



!! ATTENTION !!

MYCHEESEKUT is here 😊🙏

Happy to announce that we are finally launching our MYCHEESEKUT 🙏🙏 For cheesekut lovers, be the first to grab MYCHEESEKUT 🙏

Price: RM6 ONLY! 🙏

Topping:

- Nestum

- Oreo

- Milo

How to order? Just WhatsApp by clicking the link below:- 🙏



3.6 Sales Report

Company Name: My Cheesekut | Year: 2023 | Month: All | View

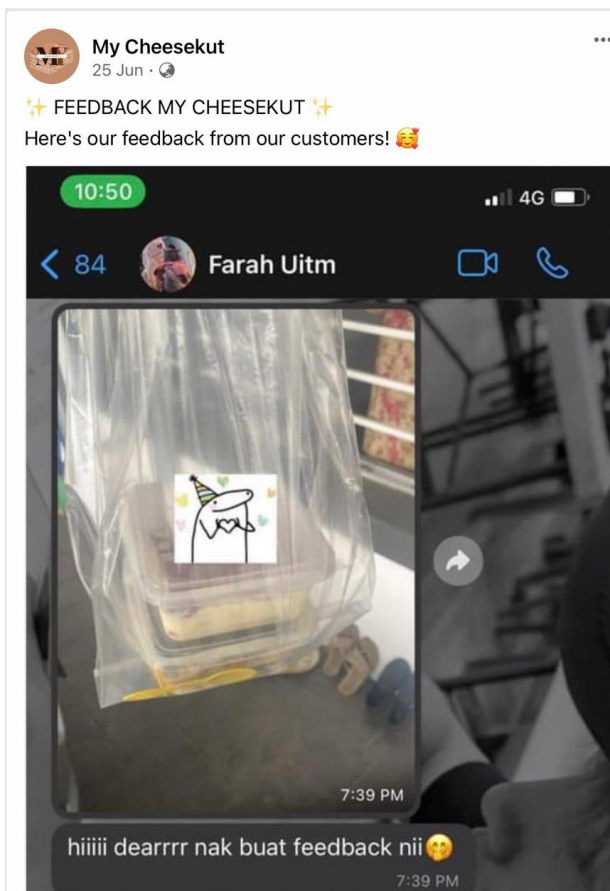
Monthly Sales	RM150.00	Monthly Expenses	RM60.00	Yearly Sales	RM150.00	Yearly Expenses	RM60.00
---------------	----------	------------------	---------	--------------	----------	-----------------	---------



4.0 CONCLUSION

In conclusion, My Cheesekut represents an interesting venture into the homemade world cookies. Through our dedication to quality, creativity and the joy of homemade goodness, we aim to bring smiles and unforgettable moments to our customers. Our range of delicious flavors, made with love and attention, meet various tastes and occasions. By fostering community spirit and provide a delightful experience, we strive to be the ultimate destination for those who seek very delicious cookies. We are excited to start this journey and look forward to sharing it My Cheesekut's magic with biscuit fans near and far. thank you for your attention and support as we live our sweet dreams.

APPENDIX



RUBRIC
SOCIAL MEDIA PORTFOLIO (40%)

COURSE NAME : PRINCIPLES OF ENTREPRENEURSHIP
COURSE CODE : ENT530
STUDENT'S NAME : GENVEANA LAURA ANAK INSOL (20228321292)
 MUHAMMAD SYAKIRIN BIN SADAN (2022830968)
LECTURER'S NAME : MADAM NORFAZLINA BINTI GHAZALI
PROGRAM : PRINCIPLES OF ENTREPRENEURSHIP (ENT530)
GROUP : ENT530_I

Criteria	Marks Allocated	Poor	Moderate	Satisfactory	Good	Excellent	Weighted Marks Obtained (%)
Preliminary materials	5 marks	0 mark Provide poor preliminary materials Cover page (1 mark) • Acknowledgement (1 mark) • Executive summary (2 marks) • Table of contents (1 mark)	2 marks Provide moderate preliminary materials Cover page (1 mark) • Acknowledgement (1 mark) • Executive summary (2 marks) • Table of contents (1 mark)	3 marks Provide satisfactory preliminary materials Cover page (1 mark) • Acknowledgement (1 mark) • Executive summary (2 marks) • Table of contents (1 mark)	4 marks Provide good preliminary materials Cover page (1 mark) • Acknowledgement (1 mark) • Executive summary (2 marks) • Table of contents (1 mark)	5 marks Provide excellent preliminary materials • 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-ecommerce registration	5 marks	0 mark Do not do registration				5 marks Do registration	
		0 mark				5 marks	
MyENT registration	5 marks	Do not do registration				Do registration	
		0 mark	2 marks			5 marks	

SSM registration/Business registration	5 marks	Do not do registration	Registration in progress				Do registration
		1 mark	2 marks	3 marks	4 marks	5 marks	

Criteria	Marks Allocated	Poor	Moderate	Satisfactory	Good	Excellent	Weighted Marks Obtained (%)
Introduction of business	5 marks	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	Provide excellent introduction of business • Name and address of business • Organizational chart • Mission / vision • Descriptions of products / services • Price list	
Create FB page	2 marks	0 mark Unable to create FB page (print screen)				2 marks 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 Unable to custom URL				3 marks Able to changed FB URLs to Custom URLs Eg: www.facebook.com/rochin-kitchen (print screen)	
Number of likers/followers	4 marks	0 mark Unable to acquire any like/followers (print screen)	1 mark Able to acquire 1 – 30 likes/followers (print screen)	2 marks Able to acquire 31 – 60 likes/followers (print screen)	3 marks Able to acquire 61 – 90 likes/followers (print screen)	4 marks Able to acquire 91 likes/followers.	
FB Teaser Post	4 marks	0 mark Unable to post any teaser (print screen)	1 mark Able to post 1 teasers (print screen)	2 marks Able to post 2 teasers (print screen)	3 marks Able to post 3 teasers (print screen)	4 marks Able to post 4 teasers and above (print screen)	
Criteria	Marks Allocated	Poor	Moderate	Satisfactory	Good	Excellent	Weighted Marks Obtained (%)

SSM registration/Business registration	5 marks	Do not do registration	Registration in progress			Do registration	
		1 mark	2 marks	3 marks	4 marks	5 marks	

Introduction of business	5 marks	Provide poor introduction of business	Provide moderate introduction of business	Provide satisfactory introduction of business	Provide good introduction of business	Provide excellent introduction of business	
		<ul style="list-style-type: none"> Name and address of business Organizational chart Mission / vision Descriptions of products / services Price list 	<ul style="list-style-type: none"> Name and address of business Organizational chart Mission / vision Descriptions of products / services Price list 	<ul style="list-style-type: none"> Name and address of business Organizational chart Mission / vision Descriptions of products / services Price list 	<ul style="list-style-type: none"> Name and address of business Organizational chart Mission / vision Descriptions of products / services Price list 	<ul style="list-style-type: none"> 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)	
Criteria	Marks Allocated	Poor	Moderate	Satisfactory	Good	Excellent	Weighted Marks Obtained (%)