



اَوْنِبُوْا سِيَّتِيْ تَيَكُوْا لِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS AND MANAGEMENT
BACHELOR OF BUSINESS ADMINISTRATION (HONS.) TRANSPORTATION



ENT530
PRINCIPLES OF ENTREPRENEURSHIP

TITLE: SOCIAL MEDIA PORTFOLIO OF FARNA'S RAMEN ROLL

CLASS:

ENT530-I

PREPARED BY:

NAME	MATRICES NUMBER
AFRINA SYAFIAH BINTI AZMI	2022815986
NUR FARAH AMIRAH BINTI MOHAMAD	2022821538

PREPARED FOR:

NORFAZLINA BINTI GHAZALI

ACKNOWLEDGEMENT

By the name of Allah, the Most Merciful and Most Gracious. There do I worship and then aid I seek. Show to the straight way, the way of those have been bestowed the grace, not those who are wrath and astray. I am so grateful that I was capable to finish my ENT530 pair assignment which is Facebook Report. We have put so much effort in settling this assignment and we must say that there are parties who involved. We would like to express our sincere gratitude to all of them as we will not be able to complete it without their support.

So, we are so grateful for having this chance on doing our pair assignment as our first pair assignment for this course which is Principles of Entrepreneurship (ENT530). During this pandemic Covid 19 that has not ended yet, most institute works on online distance learning by lecturers, teachers, and their guidance.

We are thankful to our ENT530's lecturer who is MADAM NORFAZLINA BINTI GHAZALI for her guidance on this course throughout the semester. Our lecturer has done the best way of teaching that really helped our friends and to understand every topic and assignment and exercises that was given. Our lecturer has explained each detail that was needed in every activity and assessments needed. Besides, Madam Norfazlina is a lecturer who always concern about her students that she always gives us chances to ask which that we don't understand. Our friends and us were very thankful and grateful for having Madam Norfazlina as our ENT530's lecturer.

Moreover, since we have going through face to face leaning, we are not much closer with our family. But we are so thankful to our family and especially our dearest parents. Even though we are going through ups and down's during this semester, they never stop giving us all their supports. They always give us the positivity thoughts for us all this time as we are still studying. The supports that they gave was also the reason why we can reach to this phase. We are so grateful for having such a supportive family and parents.

Furthermore, we are very happy that we could see our friends with face to face leaning. This may help us in doing all our works and asks our friends what did we don't know and what did we know. We are very grateful for having such a great friend that always helping us when we in need or in deed.

So, we are giving my respect to Madam Norfazlina who is my lecturer, my family, and my friends for always giving us the support. We are thankful for myself too for getting this far. Thank you.

EXECUTIVE SUMMARY

In this report, we will explain a little bit of the product such as how we produce the product, where we do the product, where do we sell it and how we have been introduced to run these businesses. This business opportunities report summarises the business project and information, including the project description, project conclusion, experience learning and appendices. This project is a task and assignment that have been given to all students enrolled in entrepreneurship courses. Students may detect and learn more about area that can be improved in this manner, which provides clear routes on which to develop for the organization's innovation strategy as well as a strong business project in the future. As a result, in this study, each section will be explained in detail in relation to the business that has been picked.

Farna's Ramen Roll is the business of selling Vietnamese Ramen Roll such as Carbonara Ramen Roll, Chessy Ramen Roll and Original Ramen Roll. All of this ramen roll is known perfectly to all of the teenagers as Ramen. This business provides 3 types of ramen which have been mentioned earlier. However, there are many types of ramen but we decided to choose only three types of flavoured which are Carbonara, Chessy and Original and we decide to sell these three types of ramen roll. These businesses where be selling through social media and physical such as Facebook, WhatsApp and Face – to – face. Although the Farna's ramen roll have many competitors around, therefore, we have our own unique taste that people will remember the taste. Not many people who sell the ramen roll will have the similar taste as it.

The difficulties of running a business and the experience gained will undoubtedly assist a lot in life when it comes to running a real firm in the future. As a result, because it is a first-time encounter, the difficulties and experience of being a seller will not be readily forgotten.

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1.0 GO ECOMMERCE REGISTRATION.


1.1 AFRINA SYAFIAH BINTI AZMI

Go-eCommerce BETA

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

PERSONAL PROFILE BUSINESS PROFILE


AFRINA SYAFIAH BINTI AZMI

Personal Information

Name	: AFRINA SYAFIAH BINTI AZMI	Phone/Mobile	:		Edit
New Identity Card No.	:	Home Address	:		
Email Address	:	District	:		
City	:	Postcode	:		
State	:	Personal Instagram	:	null	
Personal Facebook	:	Race	:	Malay	
Gender	: Female	Special Need	:	No	
Marital Status	: Single	Required	:		

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Type of Institution	: IHL	Institution List	:	Universiti Teknologi MARA	
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	
District of Institution	: Kuala Selangor	Postcode	:	42300	
Level of Study	: Bachelor Degree	Study Status	:	Full time	Edit Delete
Course Name	: ENT530-I	Class Name	:	ENT530I	
Subject Name	: ENT530I	Year Enrolling the subject	:	2023	
Month Enrolling the Subject	: 3	Lecturer Name	:	Norfazlina Ghazali	
Internship Enrollment	: Yes	Year Of Internship	:	2023	
Month of Internship	: March	Enrollment	:		
		Period of Internship	:	6 Months	


1.2 NUR FARAH AMIRAH BINTI MOHAMAD



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PERSONAL PROFILE
BUSINESS PROFILE



NUR FARAH AMIRAH BINTI MOHAMAD


Personal Information

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

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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
District of Institution	: Kuala Selangor	Postcode	:	42300
Level of Study	: Bachelor Degree	Study Status	:	Full time
Course Name	: ENT530-I	Class Name	:	ENT530I
Subject Name	: ENT530I	Year Enrolling the subject	:	2023
Month Enrolling the Subject	: 3	Lecturer Name	:	Norfazlina Ghazali
Internship Enrollment	: Yes	Year Of Internship	:	2023
Month of Internship Enrollment	: March	Enrollment	:	
Expected Year To Complete Study	: 2025	Period of Internship Training	:	6 Months
Related To Study Field	: Yes	Expected Month To Complete Study	:	11

Edit Delete

2.0 My ENT CERTIFICATES

AFRINA SYAFIAH BINTI AZMI

	UNIVERSITI TEKNOLOGI MARA	Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)
MASMED YOUNG ENTREPRENEUR (MyENT)		
SLIP PENDAFTARAN PERNIAGAAN PELAJAR UTM		
No. Pelajar	: 2022815986	
Nama	: AFRINA SYAFIAH BINTI AZMI	
Program Pengajian	: SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN) PENGANGKUTAN	
Fakulti	: Faculty of Business & Management	
Kampus	: Selangor	
MAKLUMAT PERNIAGAAN		
Mod Perniagaan	: Hybrid	
Bidang Perniagaan yg dibeaux	: Makanan	
Tempoh Berniaga	: 3 bulan	
No. Pendaftaran Perniagaan	:	
URL Perniagaan	: https://www.facebook.com/profile.php?id=100091230955553&mibextid=LQJ4d	
Alamat Premis Perniagaan	:	
Tarikh Mendaftar	: 10 Jul 2023	
Tarikh Kemaskini	:	
Tarikh Cetak	: 10 Jul 2023	
<p><small>Sijil Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dipatenkan oleh pelajar semasa tempoh pengajian di UTM. Sijil ini secara tidak langsung akan terbatal apabila penama memamatkan pengajian atau tidak lagi aktif dalam sistem universiti.</small></p> <p><small>Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED) juga berhak membatalkan sijil ini tanpa sebarang notis. Penggunaan sijil ini hanya dibenarkan 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.</small></p>		
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Malaysian Academy of SME & Entrepreneurship Development (MASMED)		

NUR FARAH AMIRAH BINTI MOHAMAD



UNIVERSITI
TEKNOLOGI
MARA

Akademi
Pembangunan PKS dan
Keusahawanan Malaysia
(MASMED)

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UiTM

No. Pelajar : 2022821538
Nama : NUR FARAH AMIRAH BINTI MOHAMAD
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 : 3 bulan
No. Pendaftaran Perniagaan :
URL Perniagaan : <https://www.facebook.com/profile.php?id=100091230955553&mibextid=LQJ4d>
Alamat Premis Perniagaan :
Tarikh Mendaftar : 10 Jul 2023
Tarikh Kemaskini :
Tarikh Cetak : 10 Jul 2023

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Malaysian Academy of SME & Entrepreneurship Development (MASMED)

3.0 SSM REGISTRATION

AFRINA SYAFIAH BINTI AZMI



SURUHANSIAYA 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

FARNAS RAMEN ROLL ENTERPRISE
NO. PENDAFTARAN: 202303176642 (KT0550413-K)

telah didaftarkan dari hari ini sehingga **11 JULAI 2024** di bawah Akta Pendaftaran
Perniagaan 1956, beralamat di

Bil. Cawangan : SATU (1)

Bertarikh di **SISTEM EZBIZ** pada **12 JULAI 2023**.



DATUK NOR AZIMAH ABDUL AZIZ
Pendaftar Perniagaan
Semenanjung Malaysia

UserID: EZBIZ; Date: Thu Jul 13 08:04:05 MYT 2023



BORANG D (KAEDAH 13)



**PERAKUAN PENDAFTARAN
AKTA PENDAFTARAN PERNIAGAAN 1956**

Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama

**FARNAS RAMEN ROLL ENTERPRISE
NO. PENDAFTARAN: 202303176642 (KT0550413-K)**

telah didaftarkan dari hari ini sehingga **11 JULAI 2024** di bawah Akta Pendaftaran
Perniagaan 1956, beralamat di

dan cawangan di:-

UITM PUNCAK ALAM, 42300 BANDAR PUNCAK ALAM, SELANGOR.

Bertarikh di **SISTEM EZBIZ** pada **12 JULAI 2023**.

DATUK NOR AZIMAH ABDUL AZIZ
Pendaftar Perniagaan
Semenanjung Malaysia

NUR FARAH AMIRAH BINTI MOHAMAD



BORANG D (KAEDAH 13)



**PERAKUAN PENDAFTARAN
AKTA PENDAFTARAN PERNIAGAAN 1956**

Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama

**FARNAS RAMEN ROLL DELIGHT
NO. PENDAFTARAN: 202303179657 (003512302-D)**

telah didaftarkan dari hari ini sehingga **13 JULAI 2024** di bawah Akta Pendaftaran
Perniagaan 1956, beralamat di

Bil. Cawangan : SATU (1)

Bertarikh di **SISTEM EZBIZ** pada **14 JULAI 2023**.

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Pendaftar Perniagaan
Semenanjung Malaysia



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

**FARNAS RAMEN ROLL DELIGHT
NO. PENDAFTARAN: 202303179657 (003512302-D)**

telah didaftarkan dari hari ini sehingga **13 JULAI 2024** di bawah Akta Pendaftaran
Perniagaan 1956, beralamat di

dan cawangan di:-

**KOLEJ KEDIAMAN RAFFLESIA,UITM PUNCAK ALAM, 42300 BANDAR
PUNCAK ALAM, SELANGOR.**

Bertarikh di **SISTEM EZBIZ** pada **14 JULAI 2023**.

DATUK NOR AZIMAH ABDUL AZIZ
Pendaftar Perniagaan
Semenanjung Malaysia

4.0 INTRODUCTION OF THE BUSINESS.



FIGURE 1 – Logo of Farna’s Ramen Roll

The name of the business that we choose as our business are Farna’s Ramen Roll. As we know, every choice of business opportunity that we make must have their own reason. The reason that we choose Farna’s Ramen Roll as our business name is because we combined our own name which are Farah and Afrina, so that people may easily know why we put our business name as that. However, for the ramen roll is because, we sell ramen with rice paper and we roll it, so that we call it ramen roll. In fact, we sell this ramen roll is because for our own task and assignment that have been given. We also do this job to help our family to gain more money. Hence, during this endemic Covid-19 many people had been suffered to earn money. However, by selling this ramen roll with a cheapest price, people can eat it when they feel like want to eat. Therefore, we have decided to sell this ramen roll to complete our task and assignment as long with learning how to start selling foods that we made by our self. This business is situated at

NAME OF THE BUSINESS	FARNA'S RAMEN ROLL
ADDRESS OF THE BUSINESS	
TELEPHONE NUMBER	
BUSINESS PLATFORM	FACEBOOK- Farna's Ramen Roll
FORM OF BUSINESS	Partnership
URL FACEBOOK PAGE	https://www.facebook.com/profile.php?id=100091230955553&mibextid=LQQJ4d
MAIN ACTIVITY	Selling Ramen Rolls with different types of flavour
DATE OF REGISTRATION	29 APRIL 2023
TARGET MARKET	People who lives in Bandar Puncak Alam and students who are renting near the campus.

4.2 ORGANIZATIONAL CHART.

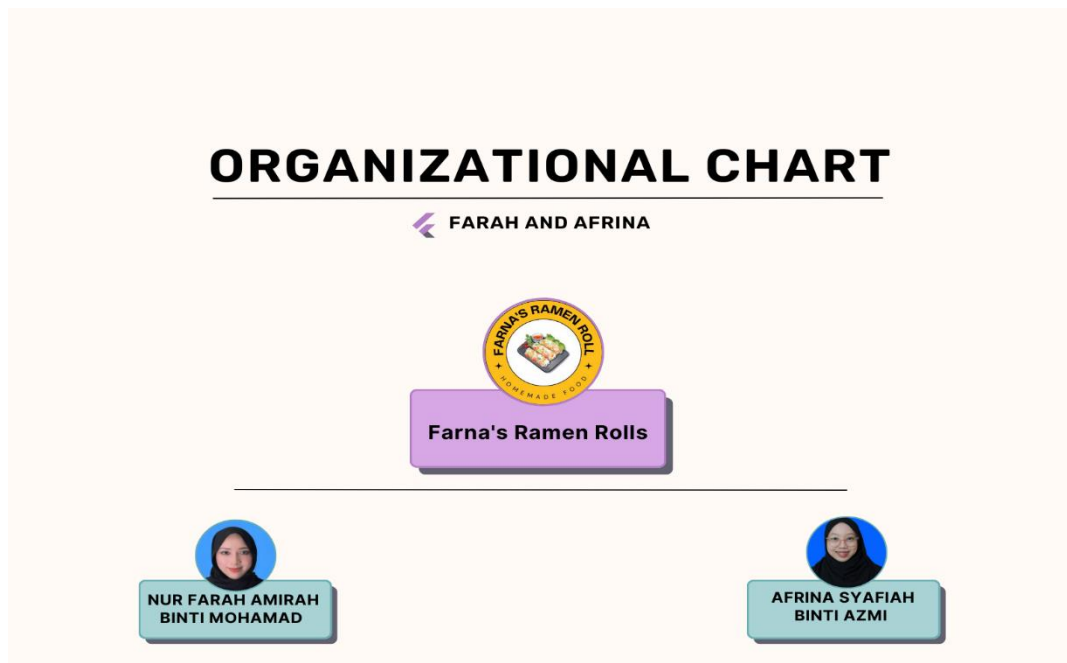


Figure 2 – Organizational of Farna's Ramen Roll

The Farna's Ramen Rolls organisation chart at this partnership comprises of two persons who worked for this company. Nur Farah Amirah owns Farna's Ramen Rolls, and she is aided in operating the firm by Afrina Syafiah Binti Azmi. Nur Farah Amirah, the owner, is in charge of overseeing the company's finances as well as the intake and production of products across the organisation. Meanwhile, Afrina Syafiah Binti Azmi will oversee the inventory of items as well as other customer interactions and administration.

4.3 MISSION AND VISSION

Having a vision and an objective is necessary for forecasting the following year of the company. It also requires creating new plans for the organization's future in order to develop and update various aspects of the enterprise. Additionally, our Farna's Ramen Rolls business has a vision and missions to help us understand what needs to be done in terms of both our long-term and short-term objectives.

MISSION.

- To sell affordable and reasonable with a good taste of ramen rolls.
- To introduce to people that a cheapest and simple ingredient can be delicious too.

VISION.

- To offer the best and delicious ramen rolls to be consumed by everyone.

4.4 DESCRIPTION OF PRODUCTS.




Figure 3 – Ramen Roll

A Ramen Roll is sold by Farna's Ramen Roll. Anyone can buy these Ramen Rolls because they are affordable and readily available. We decided to promote this product so that we could easily, quickly, and deliciously spread the flavour of carbonara, cheesy and original ramen flavour to every family and friend in Bandar Puncak Alam. Finding a creamy, cheesy and original that tastes like we're eating upscale ramen rolls is challenging. Our product was created in order to satisfy the needs of the vast majority of individuals. In order to entice our customers to purchase more of our products, we also established a number of deals with discounts and combination pricing that are significantly more affordable.

The Ramen Rolls is a wonderful fusion of Asian and Korean flavours that combines the flavours of a Ramen Rolls with those of a traditional Korean pasta dish. The classic pasta meal Carbonara, Cheesy and Original which typically consists of instant noodle with their own flavour such as carbonara, cheese and original served as the model for this creative recipe. The ramen rolls with three types of flavour filling is encased in a delicate and thin rice paper wrapper. It has a soft texture that fits the roll's overall softness and is properly cooked. This mixture gives the food a rich, velvety texture and a creamy, cheesy undertone that enhances the flavour of the other ingredients. The ramen rolls are very delicious and soft which it can feed everyone to enjoy the food.

4.5 PRICE LIST

	PRODUCT	PRICE
RAMEN ROLLS		RM 15.00

4.6 TARGET MARKET

This project and product are targeting people who are from all ages which are from youngest to the eldest. For example, the range age is from 15 years old to 60 years old and above. This ramen rolls are not so spicy for the children and also for the adult. It is because, we will follow the instruction from our customer, if they want the ramen rolls without spicy, so we need to reduce the spiciness' for the ramen rolls. However, this ramen rolls are spicy and it is perfectly recommended for people who like spicy a lot. As you all know, the price for this ramen rolls are such an affordable and reasonable for people to buy it and eat it as soon as possible. In fact, for children, they can ask their parents to buy it for them, and for the teenagers and adults, they might order the ramen rolls by themselves. Even though, we can see that when we started to promote our ramen rolls, all that we can see that, our target market is around our age which are teenagers around 22 years old and above. Since the price is affordable and reasonable, the ramen rolls can be bought by the customers with a large amount of number.

4.7 DATE

The date we started to sell our delicious food is on the 1st May 2023. We decided to sell it near our rented house. We also give our neighbour to taste the food first so that they can buy our food.

4.8 PLATFORM

The platform that we use to run our business and to promote it are at our social media which are by WhatsApp and Facebook and physical. Nowadays, many beginner owners start their business with the two famous platform of social media such as WhatsApp and Facebook. However, this platform is such an easy to promote our small business so that our business can easily go viral and famous. In fact, our business will be recognising to the other people as we turn our Facebook page or WhatsApp to business account. By using Facebook page, our business will be known to others. In fact, it is easier to make a promotion or sales to people. Not only that, this business also has been promote to our family and friends though WhatsApp by sharing the link of our Facebook Page. So that, they can refer through the Facebook page what were we selling. However, we also sell it through face to face where we promote it to our housemate and neighbours. It is because, many people can see the ramen rolls and we have been providing some tester for them to taste it.

5.0 FACEBOOK

5.1 CREATING FACEBOOK PAGE



5.1.1 Details and Information on Facebook Page

Details

 **Page** · Food and drink



 **Not yet rated (0 reviews)**

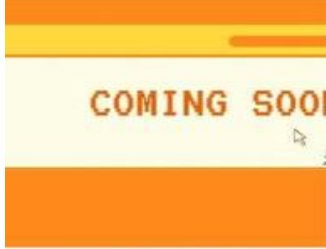
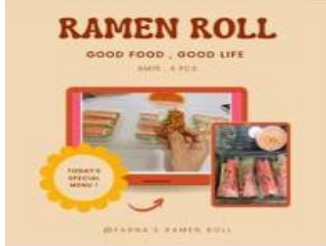
 **See Farna's Ramen Roll's About Info**

Posts

About

Videos

Photos



Farna's Ramen Roll's photos

[See all](#)



All photos



Posts

About

Videos

More ▾

All videos



"Ramen Roll" the name itself are already enough to make your...

2 weeks ago · 5 views



Anyone craving for ramen roll 🍜

2 weeks ago · 3 views



ATTENTION TO ALL ! !

...

2 months ago · 25 views

👍 14



**STAY TUNED ! !
STAY TUNED ! ! ...**

2 months ago · 11 views

👍 14

5.1.2 Numbers of likes.

Farna's Ramen Roll



19 likes · 26 followers

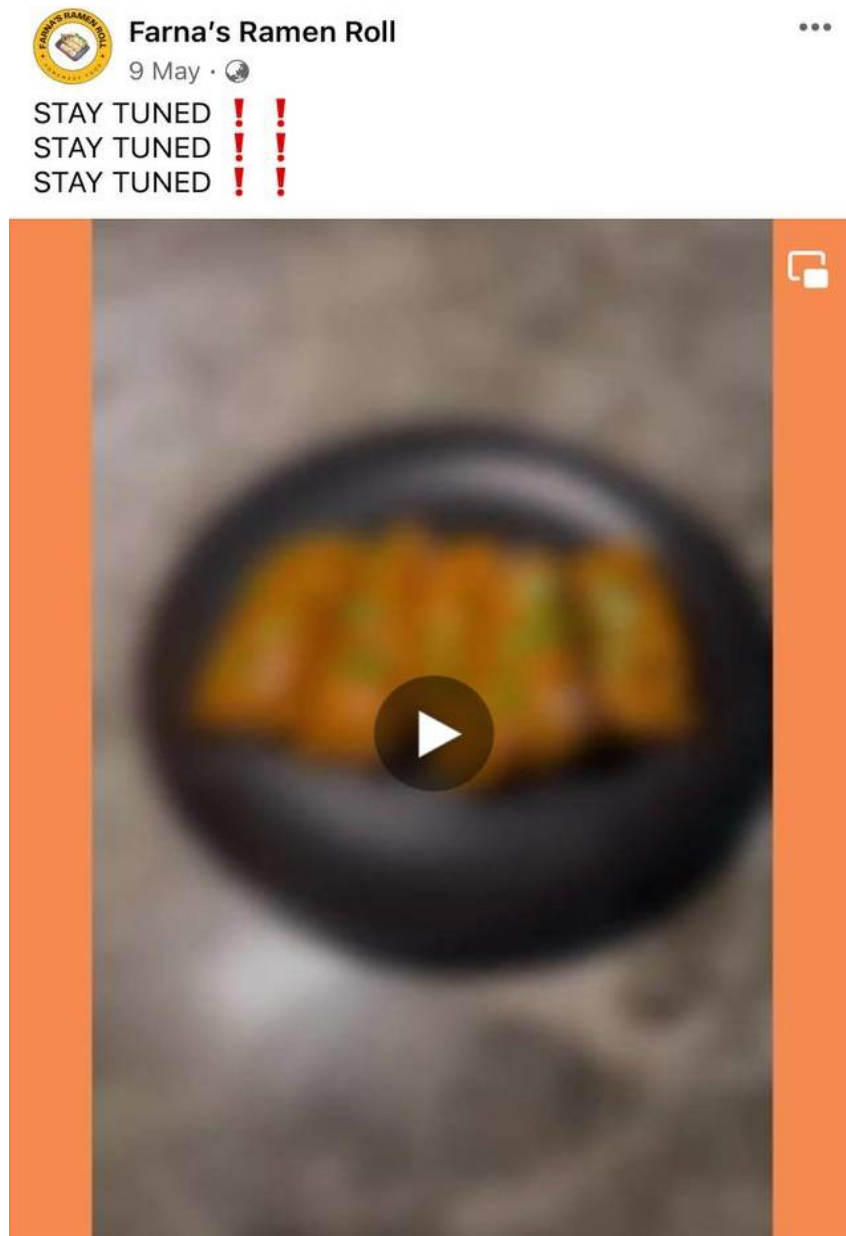
Flavours : ORIGINAL , CHEESE , CARBONARA

Price : RM15 for 4pcs

5.2 CUSTOMIZING URL FACEBOOK (FB) PAGE

<https://www.facebook.com/profile.php?id=100091230955553&mibextid=LQQJ4d>

5.3 FACEBOOK POST (TEASER)



TEASER 1

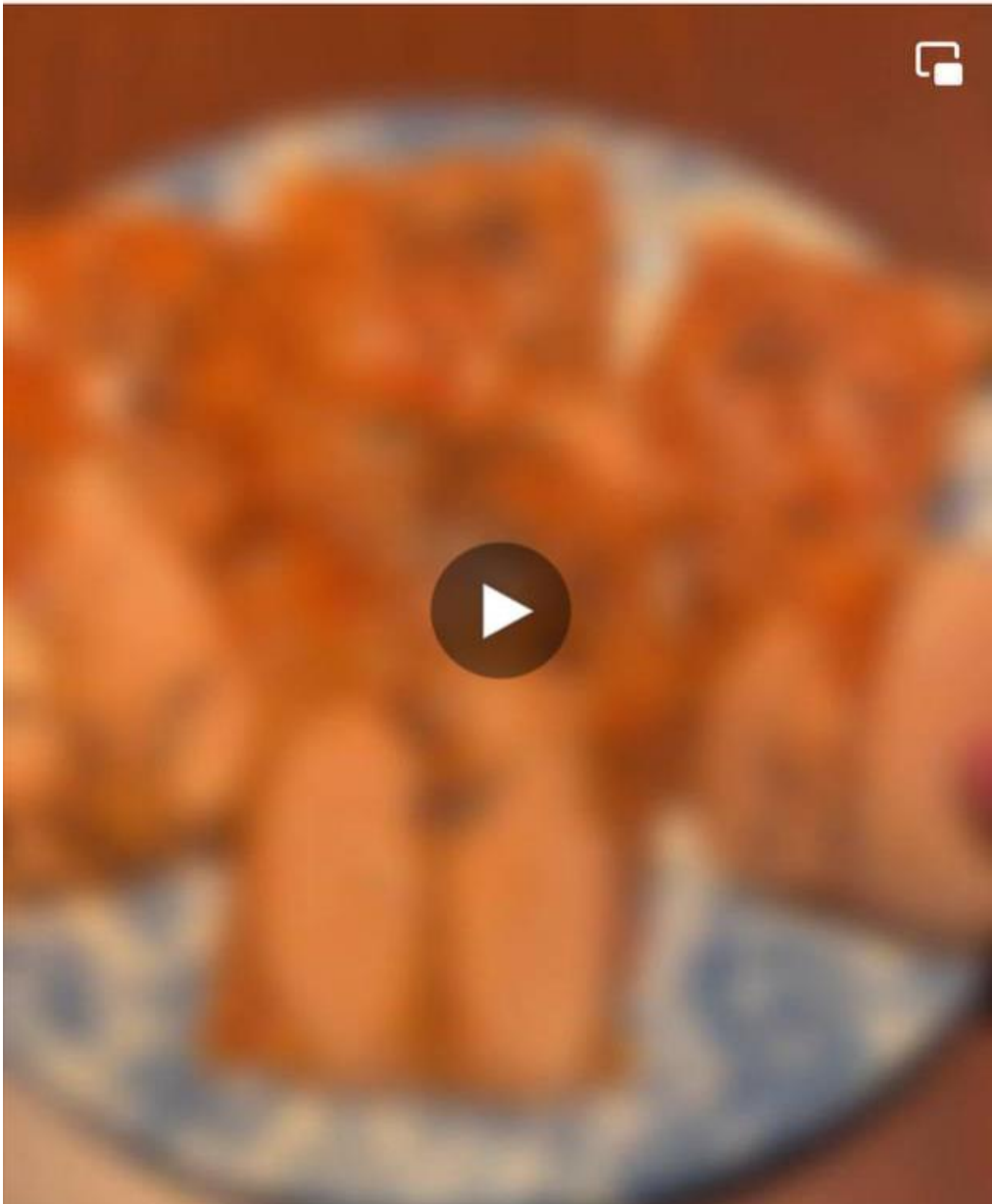


Farna's Ramen Roll



2 d · 🌐

Anyone craving for ramen roll 🤤



TEASER 2

5.4 FACEBOOK (FB) POST - COPYWRITING (HARD SELL)



Farna's Ramen Roll



9 May · 🌐

ATTENTION TO ALL ! !

To our beloved customers

Farna's ramen roll is coming soon ! ! !

For all ramen lovers, especially for people who like spicy? Absolutely YES. So, we sell ramen roll and one of it is not enough. All of you should try !! It just delicious and spicy



So, what are you waiting for?

Details

Price: Rm15/4pcs

Flavour: Original, Carbonara, Cheese



HARD CELL 1



Farna's Ramen Roll

2 d · 🌐



HI GUYSSSSS

Have you been craving for something spicy? Try our Ramen Roll ♡ Food is love of life

Price: Rm15/4pcs

Flavour: Original, Carbonara, Cheese

RAMEN ROLL special

Rm 14 4 pcs

Order Now

The advertisement features a central photograph of four ramen rolls, each filled with a different topping (shrimp, chicken, beef, and squid), served with a bowl of orange-colored soup. The rolls are arranged on a white plate with green lettuce. Hand-drawn black arrows point from the price and quantity text to the rolls. The background is a solid light orange color.

HARD CELL 2



Farna's Ramen Roll



1 d · 🌐

"Ramen Roll" the name itself are already enough to make your mouth watery 😋. Our Ramen Roll is best for spicy food craving. Have a bite of this delicious Ramen Roll and get your soul satisfied with its taste !

Price : RM15 / 4 pcs



HARD CELL 3



Farna's Ramen Roll

2 d · 🌐



Try our tasty Ramen Roll. Only RM15 for 4 pcs, Grab nowww !!

To order :

MADE WITH LOVE



HOMEMADE

FARNA'S RAMEN ROLL

FLAVOUR :

- ORIGINAL
- CARBONARA
- CHEESE

RM15/ 4pcs



FOOD IS LIFE

SPICY LOVERS

01/01

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Comment



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HARD CELL 4



Farna's Ramen Roll

2 d · 🌐



Thank you to our lovely customer ♡

THANK YOU FOR
BUYING OUR RAMEN
ROLL ♡



FARNA'S RAMEN ROLL

CUSTOMER

[See Insights and Ads](#)

[Boost post](#)



Like



Comment



Share

HARD CELL 5



Farna's Ramen Roll

2 d · 🌐



happy tummy happy customer (🍜💕🍜)

THANK YOU FOR
BUYING OUR RAMEN
ROLL ❤️



FARNA'S RAMEN ROLL

CUSTOMER

[See Insights and Ads](#)

[Boost post](#)



Like



Comment



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HARD CELL 6



Farna's Ramen Roll

2 d · 🌐



Thank you for your order 🍜

THANK YOU FOR
BUYING OUR RAMEN
ROLL ❤️



FARNA'S RAMEN ROLL

CUSTOMER

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[Boost post](#)



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HARD CELL 7

5.5 FACEBOOK (FB) POST- COPYWRITING (SOFT SELL)



SOFT CELL 1



SOFT CELL 2



Farna's Ramen Roll

1 d · 🌐



Farna's Ramen Roll

@farnasroll



Feeding your body good things also includes feeding your mind good things.

#PositiveQuotes #Life #Happiness #Food

SOFT CELL 3

5.6 RELEVANT GRAPHICS

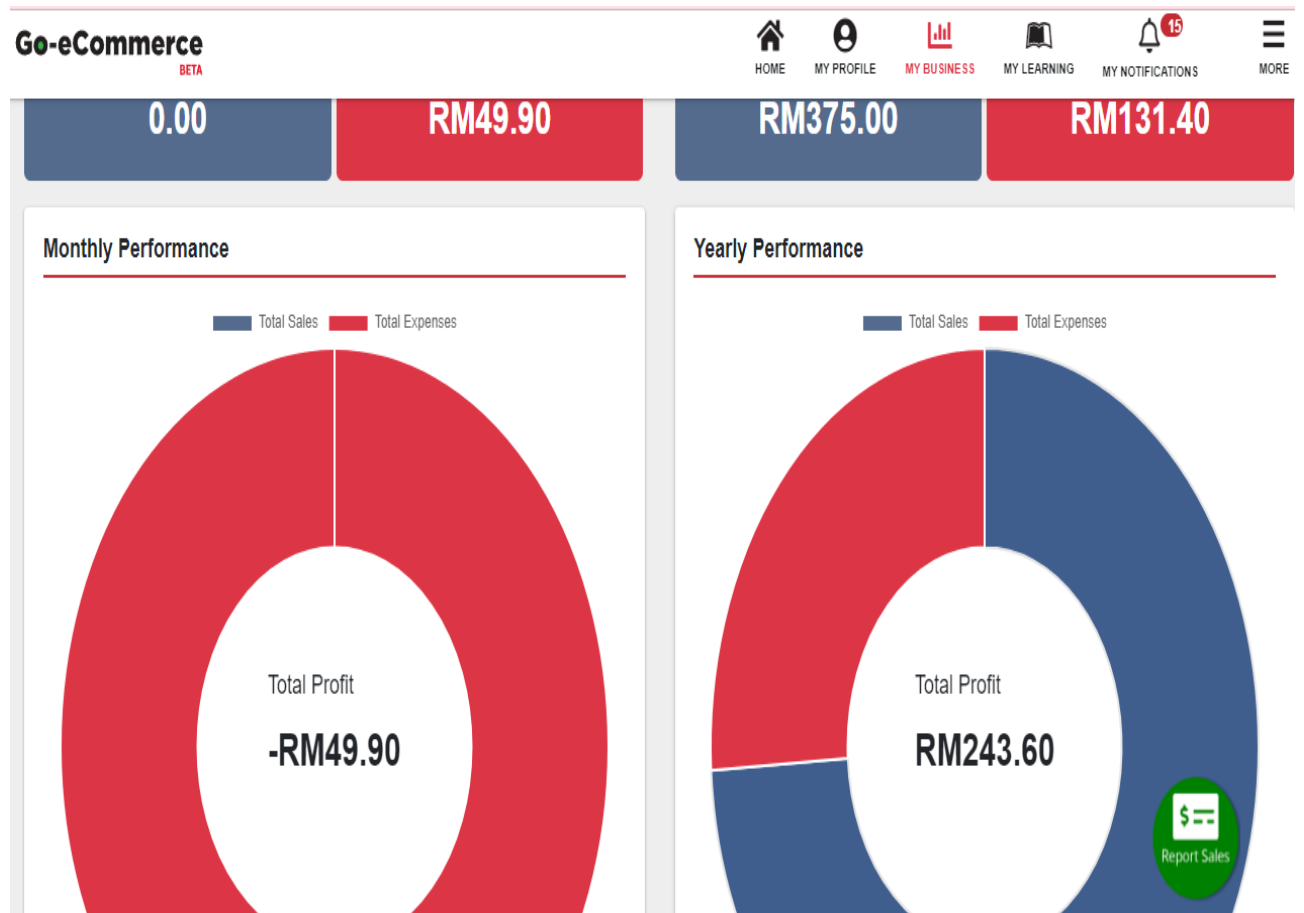


Figure 4 – Sales reporting of Farna's Ramen Roll on April

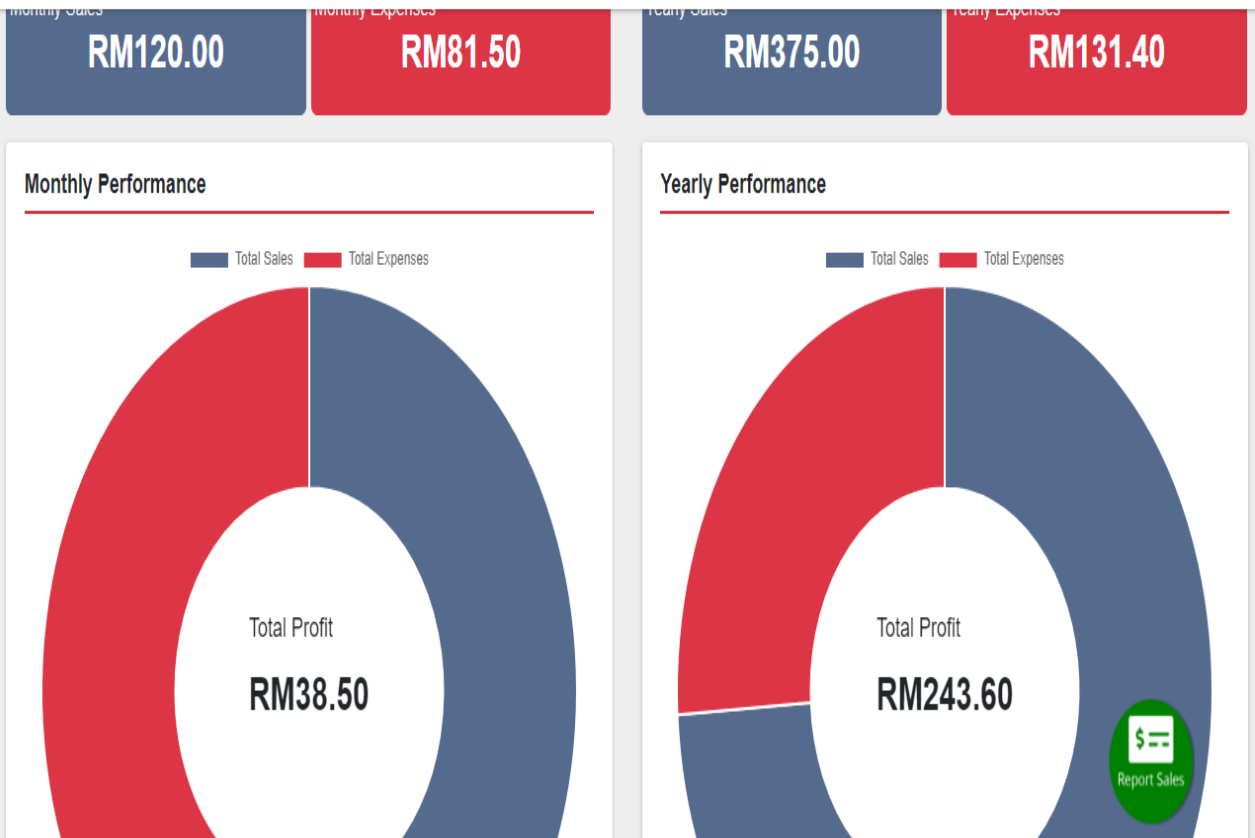


Figure 5 – Sales reporting on May

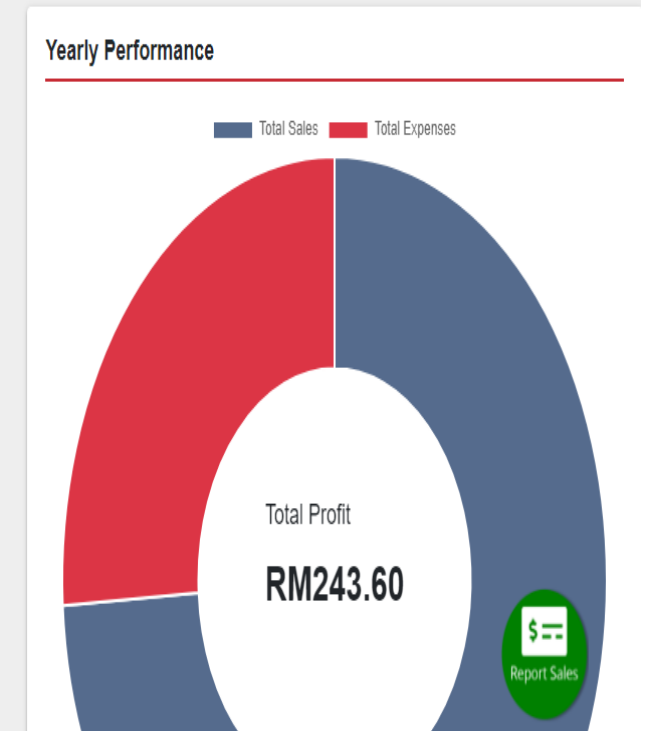
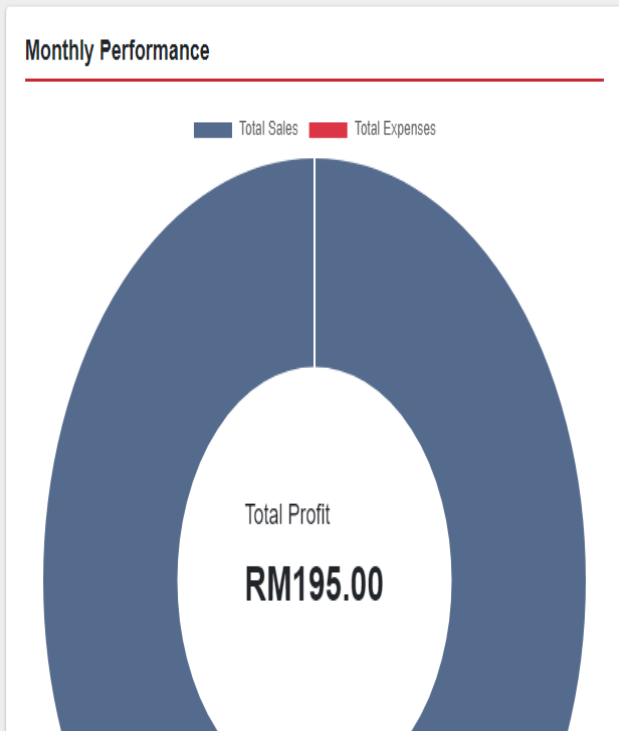


Figure 6 – Sales reporting on June

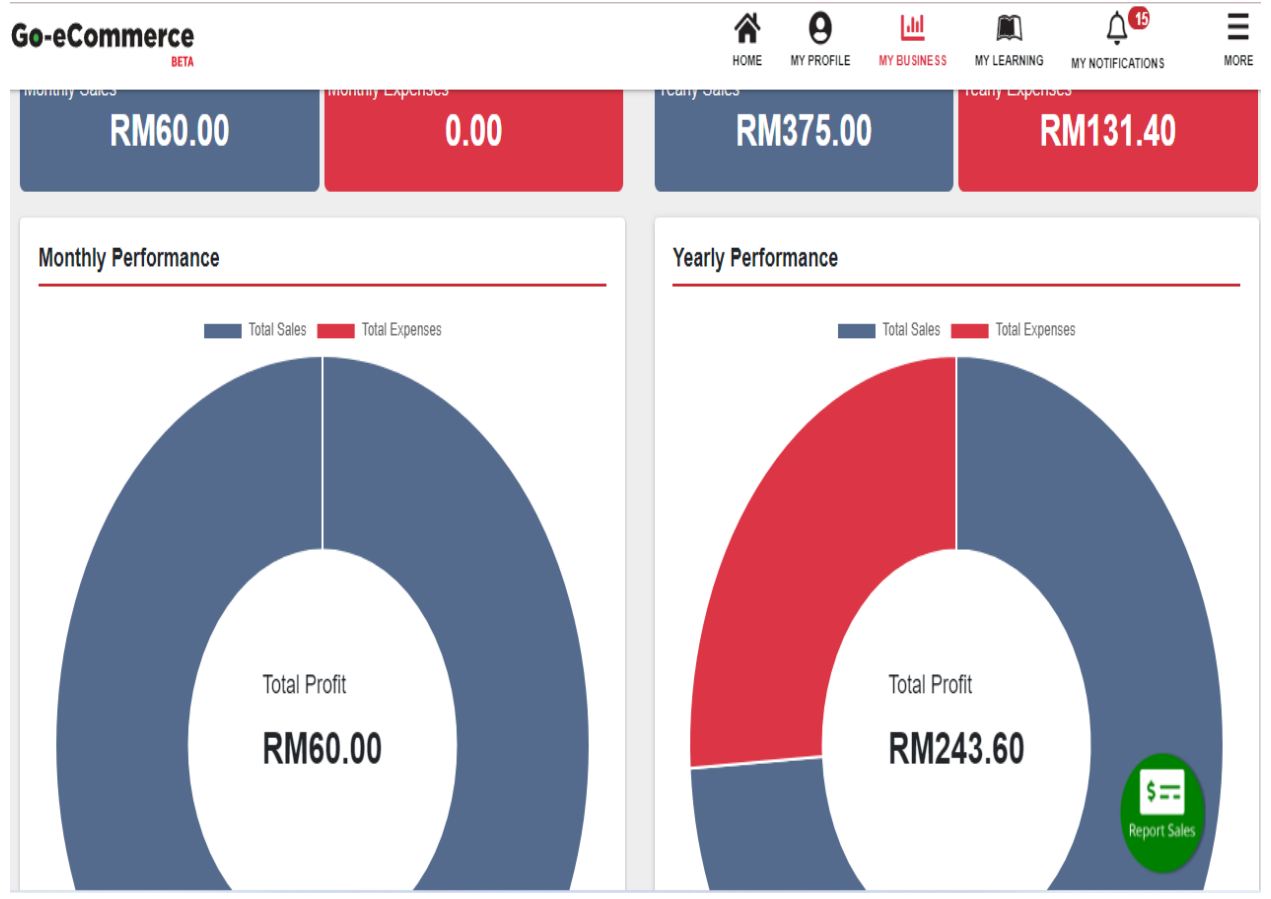


Figure 7 – Sales reporting on July

5.7 SALES REPORT

Go-eCommerce

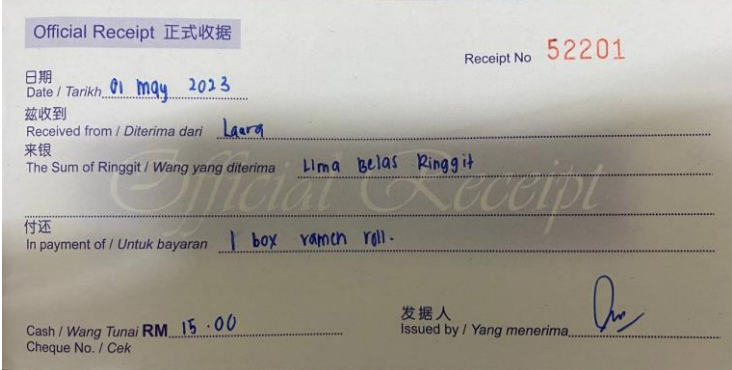

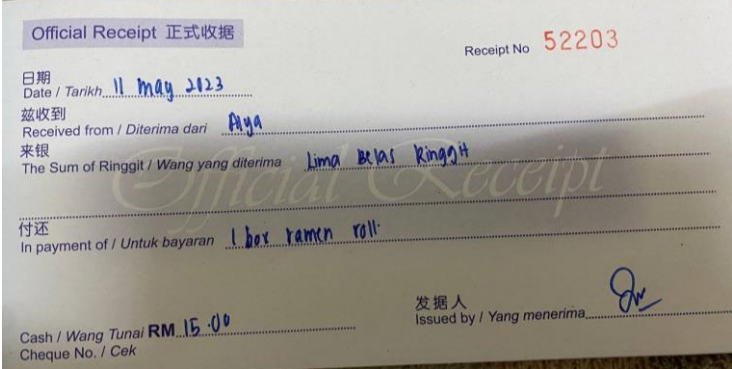
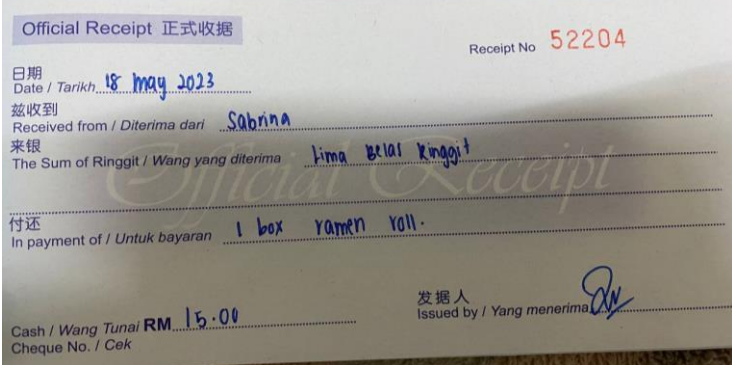
Business Name	Date	Type	Marketplace (if any)	Others Marketplace (if any)	Total Sales (RM)	Expense Category	Expenses Subcategory	Total Expenses (RM)	Descriptions	Created At
Farna's Ramen Roll	29/04/2023	expenses				Goods	Raw material	49.9	Buy raw material at RM49.90 such as ramen (RM25.00), sausage (RM6.50), rice paper (RM7.90), container (RM 5.50) and clear plastic bag (RM5.00)	27/06/2023
Farna's Ramen Roll	01/05/2023	offline	None		15				Laura (penghantaran ke Budiman Valley)	27/06/2023
Farna's Ramen Roll	04/05/2023	offline			15				Ameer (Penghantaran ke Alam Suria)	27/06/2023
Farna's Ramen Roll	11/05/2023	offline			15				Alya (Penghantaran ke Bandar Puncak Alam)	27/06/2023
Farna's Ramen Roll	18/05/2023	offline			15				Sabrina (Penghantaran ke Bandar Puncak Alam Fasa 1)	27/06/2023
Farna's Ramen Roll	25/05/2023	offline			30				Amirah (Penghantaran ke Bandar Puncak Alam Fasa 3)	27/06/2023
Farna's Ramen Roll	27/05/2023	expenses				Goods	Raw material	81.5	Buy raw material at RM81.50 such as 3 flavour of ramen (RM75.00) and sausage (RM6.50).	27/06/2023
Farna's Ramen Roll	28/05/2023	offline			30				Zuhayra (Pnehantaran ke Bandar Puncak Alam Fasa 2)	27/06/2023

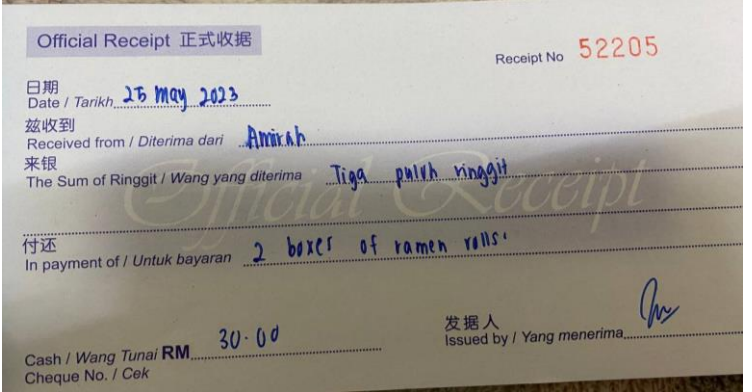
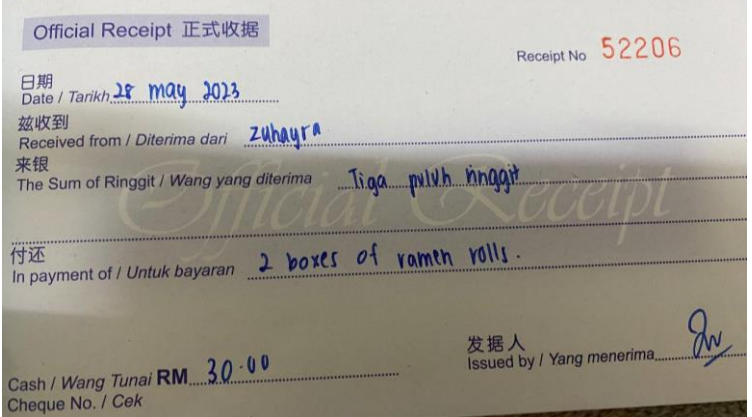

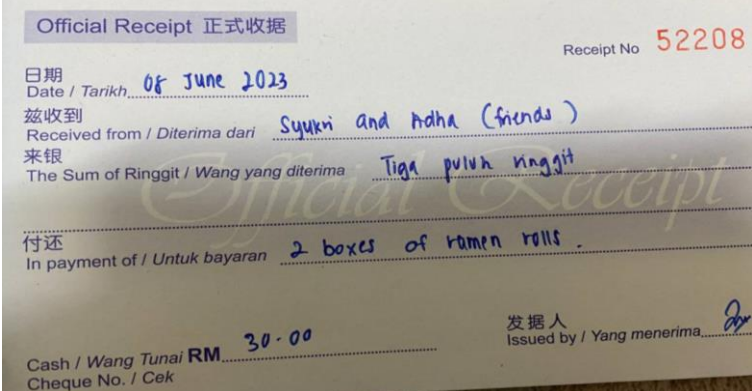
Farna's Ramen Roll	28/05/2023	offline			30				Zuhayra (Pneghantaran ke Bandar Puncak Alam Fasa 2)	27/06/2023
Farna's Ramen Roll	01/06/2023	offline			45				Amirul, Aidil and Syamil (Penghantaran ke Meru)	27/06/2023
Farna's Ramen Roll	08/06/2023	offline			30				Syukri and Adha (Penghantaran ke Kolej Casuarina 3)	27/06/2023
Farna's Ramen Roll	15/06/2023	offline			30				Batrisya and Fatin (Penghantaran ke Kolej Rafflesia 6)	27/06/2023





Business Name	Date	Type	Marketplace (if any)	Others Marketplace (if any)	Total Sales (RM)	Expense Category	Expenses Subcategory	Total Expenses (RM)	Descriptions	Created At
Farna's Ramen Roll	18/06/2023	offline			15				Allyssa (Penghantaran ke Saujana Utama 3)	27/06/2023
Farna's Ramen Roll	22/06/2023	online			30				Fahim and Aini (Penghantaran ke Budiman Valley)	27/06/2023
Farna's Ramen Roll	29/06/2023	offline			30				Penghantaran ke Bandar Puncak Alam	14/07/2023
Farna's	06/0	offline			30				Penghantaran ke Saujana Utama	14/0

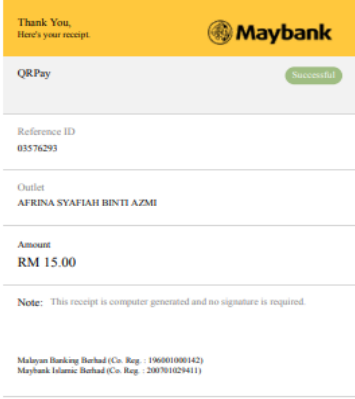
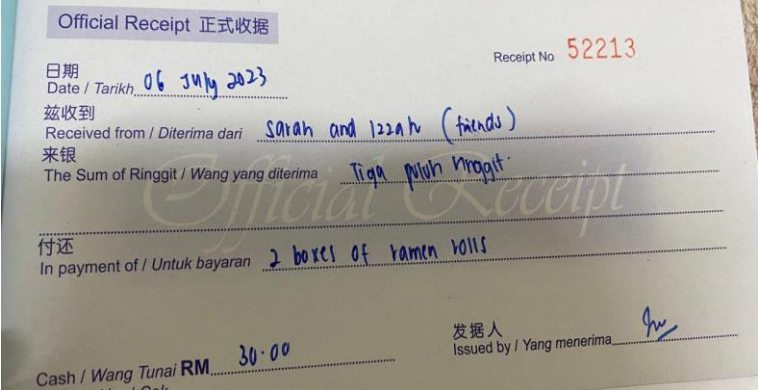

Business Name	Date	Type	Marketplace (if any)	Others Marketplace (if any)	Total Sales (RM)	Expense Category	Expenses Subcategory	Total Expenses (RM)	Descriptions	Created At
Farna's Ramen Roll	18/06/2023	offline			15				Allyssa (Pengantaran ke Saujana Utama 3)	27/06/2023
Farna's Ramen Roll	22/06/2023	online			30				Fahim and Aini (Pengantaran ke Budiman Valley)	27/06/2023
Farna's Ramen Roll	29/06/2023	offline			30				Pengantaran ke Bandar Puncak Alam	14/07/2023
Farna's Ramen Roll	06/07/2023	offline			30				Pengantaran ke Saujana Utama	14/07/2023
Farna's Ramen Roll	09/07/2023	offline			15				Pengantaran ke Bandar Hillpark	14/07/2023
Farna's Ramen Roll	13/07/2023	offline			15				Pengantaran ke Eco Grandeur (Dania)	14/07/2023
Farna's Ramen Roll	30/06/2023	online	Others	Qr pay	15				Pengantaran ke Alam Suria (Fitri and Subly)	14/07/2023

Sale Evidence and Receipts

Date	Customer Information	Evidence
01 May 2023	Laura <ul style="list-style-type: none"> • 1 box • Rm 15.00 • Cash • Cod- Budiman Valley 	 <p>Official Receipt 正式收据 Receipt No 52201</p> <p>日期 / Date / Tarikh: 01 May 2023 兹收到 / Received from / Diterima dari: Laura 来银 / The Sum of Ringgit / Wang yang diterima: Lima Belas Ringgit</p> <p>付还 / In payment of / Untuk bayaran: 1 box ramen roll.</p> <p>Cash / Wang Tunai RM 15.00 Cheque No. / Cek</p> <p>发据人 / Issued by / Yang menerima: [Signature]</p>
04 May 2023	Ameer <ul style="list-style-type: none"> • 1 box • Rm 15.00 • Cash • Cod- Alam suria 	 <p>Official Receipt 正式收据 Receipt No 52202</p> <p>日期 / Date / Tarikh: 04 May 2023 兹收到 / Received from / Diterima dari: Ameer 来银 / The Sum of Ringgit / Wang yang diterima: Lima Belas Ringgit</p> <p>付还 / In payment of / Untuk bayaran: 1 box ramen roll.</p> <p>Cash / Wang Tunai RM 15.00 Cheque No. / Cek</p> <p>发据人 / Issued by / Yang menerima: [Signature]</p>
11 May 2023	Alya <ul style="list-style-type: none"> • 1 box • Rm 15.00 • Cash • Cod – Bandar Puncak Alam 	 <p>Official Receipt 正式收据 Receipt No 52203</p> <p>日期 / Date / Tarikh: 11 May 2023 兹收到 / Received from / Diterima dari: Alya 来银 / The Sum of Ringgit / Wang yang diterima: Lima Belas Ringgit</p> <p>付还 / In payment of / Untuk bayaran: 1 box ramen roll.</p> <p>Cash / Wang Tunai RM 15.00 Cheque No. / Cek</p> <p>发据人 / Issued by / Yang menerima: [Signature]</p>
18 May 2023	Sabrina <ul style="list-style-type: none"> • 1 box • Rm 15.00 • Cash • Cod – Bandar Puncak Alam Fasa 1 	 <p>Official Receipt 正式收据 Receipt No 52204</p> <p>日期 / Date / Tarikh: 18 May 2023 兹收到 / Received from / Diterima dari: Sabrina 来银 / The Sum of Ringgit / Wang yang diterima: Lima Belas Ringgit</p> <p>付还 / In payment of / Untuk bayaran: 1 box ramen roll.</p> <p>Cash / Wang Tunai RM 15.00 Cheque No. / Cek</p> <p>发据人 / Issued by / Yang menerima: [Signature]</p>

<p>25 May 2023</p>	<p>Amirah</p> <ul style="list-style-type: none"> • 2 boxes • Rm 30.00 • Cash • Cod – Bandar Puncak Alam Fasa 3 	 <p>Official Receipt 正式收据 Receipt No 52205</p> <p>日期 Date / Tarikh 25 May 2023 兹收到 Received from / Diterima dari Amirah 来银 The Sum of Ringgit / Wang yang diterima Tiga puluh ringgit</p> <p>付还 In payment of / Untuk bayaran 2 boxes of ramen rolls</p> <p>Cash / Wang Tunai RM 30.00 Cheque No. / Cek</p> <p>发据人 Issued by / Yang menerima</p>
<p>28 May 2023</p>	<p>Zuhayra</p> <ul style="list-style-type: none"> • 2 boxes • Rm 30.00 • Cash • Cod – Bandar Puncak Alam Fasa 2 	 <p>Official Receipt 正式收据 Receipt No 52206</p> <p>日期 Date / Tarikh 28 May 2023 兹收到 Received from / Diterima dari Zuhayra 来银 The Sum of Ringgit / Wang yang diterima Tiga puluh ringgit</p> <p>付还 In payment of / Untuk bayaran 2 boxes of ramen rolls</p> <p>Cash / Wang Tunai RM 30.00 Cheque No. / Cek</p> <p>发据人 Issued by / Yang menerima</p>
<p>01 June 2023</p>	<p>Amirul, Aidil, Syamil</p> <ul style="list-style-type: none"> • 3 boxes • Rm 45.00 • Cash • Cod – Meru 	 <p>Official Receipt 正式收据 Receipt No 52207</p> <p>日期 Date / Tarikh 01 June 2023 兹收到 Received from / Diterima dari Amirul, Aidil, Syamil (friends) 来银 The Sum of Ringgit / Wang yang diterima Empat puluh lima ringgit</p> <p>付还 In payment of / Untuk bayaran 3 boxes of ramen rolls</p> <p>Cash / Wang Tunai RM 45.00 Cheque No. / Cek</p> <p>发据人 Issued by / Yang menerima</p>
<p>08 June 2023</p>	<p>Syukri and Adha</p> <ul style="list-style-type: none"> • 2 boxes • Rm 30.00 • Cash • Cod – Kolej Casuarina 3 	 <p>Official Receipt 正式收据 Receipt No 52208</p> <p>日期 Date / Tarikh 08 June 2023 兹收到 Received from / Diterima dari Syukri and Adha (friends) 来银 The Sum of Ringgit / Wang yang diterima Tiga puluh ringgit</p> <p>付还 In payment of / Untuk bayaran 2 boxes of ramen rolls</p> <p>Cash / Wang Tunai RM 30.00 Cheque No. / Cek</p> <p>发据人 Issued by / Yang menerima</p>

<p>15 June 2023</p>	<p>Batrisya and Fatin</p> <ul style="list-style-type: none"> • 2 boxes • Rm 30.00 • Cash • Cod – Kolej Rafflesia 6 	<p>Official Receipt 正式收据</p> <p>Receipt No 52209</p> <p>日期 Date / Tarikh 15 June 2023</p> <p>兹收到 Received from / Diterima dari Batrisya and Fatin (friends)</p> <p>来银 The Sum of Ringgit / Wang yang diterima Tiga puluh ringgit</p> <p>付还 In payment of / Untuk bayaran 2 boxes of ramen rolls</p> <p>Cash / Wang Tunai RM 30.00</p> <p>Cheque No. / Cek</p> <p>发据人 Issued by / Yang menerima </p>
<p>18 June 2023</p>	<p>Allysa</p> <ul style="list-style-type: none"> • 1 box • Rm15.00 • Cash • Cod – Saujana Utama 3 	<p>Official Receipt 正式收据</p> <p>Receipt No 52210</p> <p>日期 Date / Tarikh 18 June 2023</p> <p>兹收到 Received from / Diterima dari Allysa</p> <p>来银 The Sum of Ringgit / Wang yang diterima Lima Belas Ringgit</p> <p>付还 In payment of / Untuk bayaran 1 box of ramen roll</p> <p>Cash / Wang Tunai RM 15.00</p> <p>Cheque No. / Cek</p> <p>发据人 Issued by / Yang menerima </p>
<p>22 June 2023</p>	<p>Fahim and Aini</p> <ul style="list-style-type: none"> • 2 boxes • Rm30.00 • Cash • Cod – Budiman Valley 	<p>Official Receipt 正式收据</p> <p>Receipt No 52211</p> <p>日期 Date / Tarikh 22 June 2023</p> <p>兹收到 Received from / Diterima dari Fahim and Aini (friends)</p> <p>来银 The Sum of Ringgit / Wang yang diterima Tiga puluh ringgit</p> <p>付还 In payment of / Untuk bayaran 2 boxes of ramen rolls</p> <p>Cash / Wang Tunai RM 30.00</p> <p>Cheque No. / Cek</p> <p>发据人 Issued by / Yang menerima </p>
<p>29 June 2023</p>	<p>Ikmal and Akid</p> <ul style="list-style-type: none"> • 2 boxes • Rm30.00 • Cash • Cod – Bandar Puncak Alam 	<p>Official Receipt 正式收据</p> <p>Receipt No 52212</p> <p>日期 Date / Tarikh 29 June 2023</p> <p>兹收到 Received from / Diterima dari Ikmal and Akid</p> <p>来银 The Sum of Ringgit / Wang yang diterima Tiga puluh ringgit</p> <p>付还 In payment of / Untuk bayaran 2 boxes of ramen rolls</p> <p>Cash / Wang Tunai RM 30.00</p> <p>Cheque No. / Cek</p> <p>发据人 Issued by / Yang menerima </p>

<p>30 June 2023</p>	<p>Fitri and Subly</p> <ul style="list-style-type: none"> • 2 boxes • RM30.00 • Qr Pay • Cod – Alam Suria 		
<p>06 July 2023</p>	<p>Sarah and Izzah</p> <ul style="list-style-type: none"> • 2 boxes • Rm30.00 • Cash • Cod- Saujana Utama 		
<p>09 July 2023</p>	<p>Azri</p> <ul style="list-style-type: none"> • 1 box • Rm 15.00 • Cash • Cod – Bandar Hill park 		

13
July
2023

Dania

- 1 box
- Rm 15.00
- Cash
- Cod – Eco Granduer

Official Receipt 正式收据

Receipt No 52215


日期
Date / Tarikh..... 13 July 2023

兹收到
Received from / Diterima dari Dania

来银
The Sum of Ringgit / Wang yang diterima Lima Belas Ringgit

付还
In payment of / Untuk bayaran 1 box of Ramen roll

Cash / Wang Tunai RM 15.00

发据人
Issued by / Yang menerima..... 

6.0 EXPERIENTIAL LEARNING.

As you all know, when we running this business, we have learnt to run this a business from my parents. They guide us from the beginning until the end. They teach us how to earn more profit. However, when this assignment has been introduced, we'll already set in my mind that we want to sell ramen rolls. In fact, ramen rolls are the easiest things to sell and make money. All people from the youngest to the oldest can buy the ramen rolls. If we all have been wondering why we want to sell these ramen rolls, the first thing that we believe that the taste of this ramen rolls is very pricey and tasty. So, we decided to sell it and give people a tester. Despite the fact that we just joined as an owner, we have learnt how to operate a business. However, this is a new and significant experience for us because we have never run a business on my own before in our whole life. When we initially heard about this concept, the first thing that sprang to us as a product to offer was ramen. As we all know, during a pandemic, the majority of people prioritise their comfort food, and dessert is one of those important comfort foods. That's when we decided to seize the chance to sell the ramen since we know a lot of people will enjoy the flavours. It was a little tough for us to go deliver the ramen rolls since there was a point when we had to postpone bringing the ramen rolls to the client because we were very busy with other work, but we still made it happen so that the customer could give me favourable feedback. Because the ramen is similar to the famous ramen noodle and people will enjoy the taste. We sell a lot of ramen, mainly to our immediate surrounds, which include our family and friends. They loved the ramen and most of them ordered again, which made us very pleased and pushed us to work even harder to grow our business. What we can say is that selling these ramens for our ENT530 project has inspired us to start my own business in the future.

7.0 CONCLUSION

In conclusion, being an entrepreneur and operating this business is not a simple endeavour, as we have discovered during this journey. To be successful in our company venture, we must sacrifice time, energy, money and passion in the entrepreneurship process. People are increasingly using social media and their ability to communicate with others to promote and learn more about the company. It is difficult to get the attention of clients without the use of social media. Understanding cash flow is also crucial since it is utilised to calculate the business's cash position. We have no idea running any business by ourself before. Since we became a pair by selling these ramen rolls, we felt like we love to run this business and interact with people. Hence, we know a little bit about business and how to handle the business.

APPENDICES.



FIGURE 1



FIGURE 2



FIGURE 3



FIGURE 4



FIGURE 5

REFERENCES.

1. <https://www.facebook.com/profile.php?id=100091230955553&mibextid=LQQJ4d>
2. <https://ezbiz.ssm.com.my/?0>
3. <https://lms.go-ecommerce.my/>

RUBRICS

RUBRIC SOCIAL MEDIA PORTFOLIO (40%)

COURSE NAME : PRINCIPLES OF ENTREPRENEURSHIP
 COURSE CODE : ENTS30
 STUDENT'S NAME : AFRINA SYAFIAH BINTI AZMI
NUR FARAH AMIRAH BINTI MOHAMAD
 LECTURER'S NAME : NORFAZLINA BINTI GHAZALI
 PROGRAM : BACHELOR OF BUSINESS ADMINISTRATION (HONS.) TRANSPORT (BA247)
 GROUP : ENT 530 - I

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 • Cover page (1 mark) • Acknowledgement (1 mark) • Executive summary (2 marks) • Table of contents (1 mark)	Provide moderate preliminary materials • Cover page (1 mark) • Acknowledgement (1 mark) • Executive summary (2 marks) • Table of contents (1 mark)	Provide satisfactory preliminary materials • Cover page (1 mark) • Acknowledgement (1 mark) • Executive summary (2 marks) • Table of contents (1 mark)	Provide good preliminary materials • Cover page (1 mark) • Acknowledgement (1 mark) • Executive summary (2 marks) • Table of contents (1 mark)	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-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	
		0 mark	2 marks			5 marks	

33M registration/Bu/00 0% 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/mohin.kishan (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 Mark Obtained (%)	

Copywriting – Hard Sell**	20 marks	0 mark	1-5 marks	8-10 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	8-10 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	5-8 marks	7 marks		
Sales Reporting	7 marks	Unable to provide any sales report and evidence (print screen – go-ecommerce 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-ecommerce 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 – go-ecommerce 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-ecommerce 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-ecommerce Portal)		
Conclusion	6 marks	1 mark	2 marks	3 marks	4 marks	6 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	