



اُونِيُوَرْسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

BACHELOR IN OFFICE SYSTEM MANAGEMENT (HONS)

FACULTY OF BUSINESS AND MANAGEMENT

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

PAIRING ASSIGNMENT

BA232 (530I)

(PERIA CRISPY)

PREPARED BY:

NAME	NO MATRIC
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MISHA FARAHANA BINTI JOHARI	2022494914

PREPARED FOR:

MADAM NORFAZLINA GHAZALI

ACKNOWLEDGEMENT

Bismillahirrahmanirahim, Alhamdulillah we are grateful to Allah SWT for completing this assignment as one of the requirements for the course work evaluation for the code ENT530. First of all, we would like to express our thank you to our lecturer, Puan Nor Fazlina binti Ghazali for her direction, patience and most importantly provide us encouragement and a warm mood in order for us to complete this project. She had done us a favor by giving us vital information. We cannot do this project without her help.

Our heartfelt appreciation goes to our family members, particularly our parents. It would be impossible to complete this job without their assistance. They always brighten our spirits when we are having difficulty completing this project. We would like to express our heartfelt gratitude to every one of our classmates for their inspiration, prayers and genuine assistance.

Finally, we would like to thanks to all who were directly or indirectly engaged in this assignment. We are grateful and appreciate their work and initiative that they demonstrated in this report until we successfully accomplished this task.

EXECUTIVE SUMMARY



Peria Crispy was established in June 2023. This business is using Facebook as their social media platform. The business is on a partnership that is owned by Nur Hidayah binti Mohd Sapei, who is the founder and Misha Farahan binti Johari as a co-founder for Peria Crispy. Bitter gourd is a vegetable that has a lot of nutrients even though it tastes a bit bitter. So, we have come up with a solution that turns bitter gourd into a delicious snack namely Peria Crispy. Instead selling it through online customer also can reach us at

. We fry and flavor the bitter gourd with three different flavors, namely original, cheese and spicy. After frying and seasoning, the bitter taste goes away.

Peria Crispy is selling a food which the main character of this business is bitter gourd. It tastes good and with a large quantity is able to satisfy the customers who buy our products. Apart from being the choice of adults, children also love the Peria Crispy we produce. This is because it tastes good, less bitter and very crunchy. The Crispy Sweet Potatoes we produce can be posted to the entire Malaysian peninsula including Sabah and Sarawak.

By managing the business on Facebook, we are able to share with our customer about the teaser and post about our Peria Crispy to promote. In fact, we believe that Peria Crispy will be known by a lot of people.

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1. GO-ECOMMERCE REGISTRATION

1.1 Personal Profile

Ge-eCommerce HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MENU

PERSONAL PROFILE **BUSINESS PROFILE**


NUR Hidayah Binti Mohd Safiq

Personal Information

Name	NUR Hidayah Binti Mohd Safiq	Phone/Mobile	
New Identity Card No.		Home Address	Edit
Email Address		District	
City		Postcode	
State		Personal Instagram	
Personal Facebook		Race	Malay
Gender	Female	Special Need Required	No
Marital Status	Single		

Institution Information [Add New](#)

UTM Puncak Alam - ENT0304


Type of Institution	PL	Institution List	Universiti Teknologi MARA
State of Institution	Selangor	Name of Institution	UTM Puncak Alam
Address of Institution	Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42000 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	ENT0304	Class Name	ENT0304
Subject Name	ENT0304	Year Enrolling the subject	2023
Month Enrolling the Subject	3	Lecturer Name	Norfarzana Ghazali
Internship Enrollment	No	Year Of Internship Enrollment	
Month of Internship Enrollment		Period of Internship Training	
Expected Year To Complete Study	2025	Expected Month To Complete Study	0
Related To Study Field	Yes		

[Edit](#) [Delete](#)

Ge-eCommerce HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MENU

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

PERSONAL PROFILE **BUSINESS PROFILE**


MEINA FARHANA Binti Jonnar

Personal Information

Name	MEINA FARHANA Binti Jonnar	Phone/Mobile	
New Identity Card No.		Home Address	Edit
Email Address		District	
City		Postcode	
State		Personal Instagram	
Personal Facebook		Race	Malay
Gender	Female	Special Need Required	No
Marital Status	Single		

Institution Information [Add New](#)

UTM Puncak Alam - ENT0304

Type of Institution	PL	Institution List	Universiti Teknologi MARA
State of Institution	Selangor	Name of Institution	UTM 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	ENT0304	Class Name	ENT0304
Subject Name	ENT0304	Year Enrolling the subject	2023
Month Enrolling the Subject	3	Lecturer Name	Norfarzana Ghazali
Internship Enrollment	No	Year Of Internship Enrollment	
Month of Internship Enrollment		Period of Internship Training	
Expected Year To Complete Study	2025	Expected Month To Complete Study	2
Related To Study Field	Yes		

[Edit](#) [Delete](#)

eCertificate

[Click here to download Programme eCertificate now](#)

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* These are trademarks of digital entrepreneurship courses of a partnership tertiary institution.

Completed Online Training



Certificate of Completion

This acknowledges that

MISHA FARAHANA BINTI JOHARI

has successfully completed

**eUsahawan Course
Level 1 – Go Digital**

organised by



This is a digital-generated certificate. No signature is required.



Certificate of Completion

This acknowledges that

NUR HIDAYAH BINTI MOHD SAPEI

has successfully completed

**eUsahawan Course
Level 1 – Go Digital**

organised by



This is a digital-generated certificate. No signature is required.

1.2 Certificate of MASMED Young Entrepreneur

	Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)
MASMED YOUNG ENTREPRENEUR (MyENT)	
SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM	
No. Pelajar	: 2022475032
Nama	: NUR HIDAYAH BINTI MOHD SAPEI
Program Pengajian	: SARJANA MUDA PENGURUSAN SISTEM PEJABAT (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/profile.php?id=100091608826724&mibextid=lQJ4d
Alamat Premis Perniagaan	:
Tarikh Mendaftar	: 14 Jul 2023
Tarikh Kemaskini	:
Tarikh Cetak	: 14 Jul 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)	



Akademi
Pembangunan PKS dan
Keusahawanan Malaysia
(MASMED)

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar : 2022494914
Nama : MISHA FARAHANA BINTI JOHARI
Program Pengajian : SARJANA MUDA PENGURUSAN SISTEM PEJABAT (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/profile.php?id=1000916068826724&mibextid=LQJ4d>
Alamat Premis Perniagaan :
Tarikh Mendaftar : 14 Jul 2023
Tarikh Kemaskini :
Tarikh Cetak : 14 Jul 2023

Sijil Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dajarkan oleh pelajar semasa tempoh pengajian di UITM.
Sijil ini secara automatik terbit sah apabila penama menamatkan pengajian atau tidak lagi aktif dalam sistem universiti.

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Penggunaan sijil ini hanya dibenarkan 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)

2. INTRODUCTION OF BUSINESS

2.1 Name and address of the Business

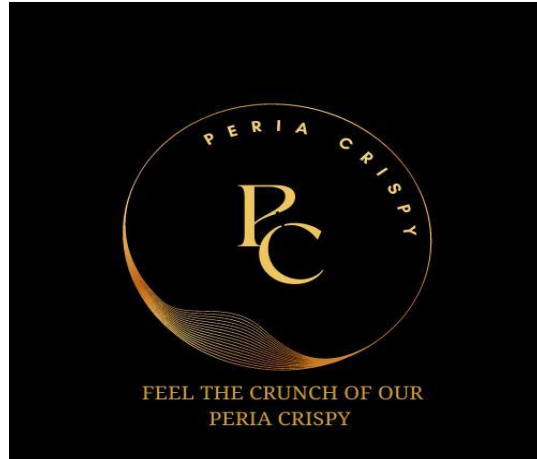
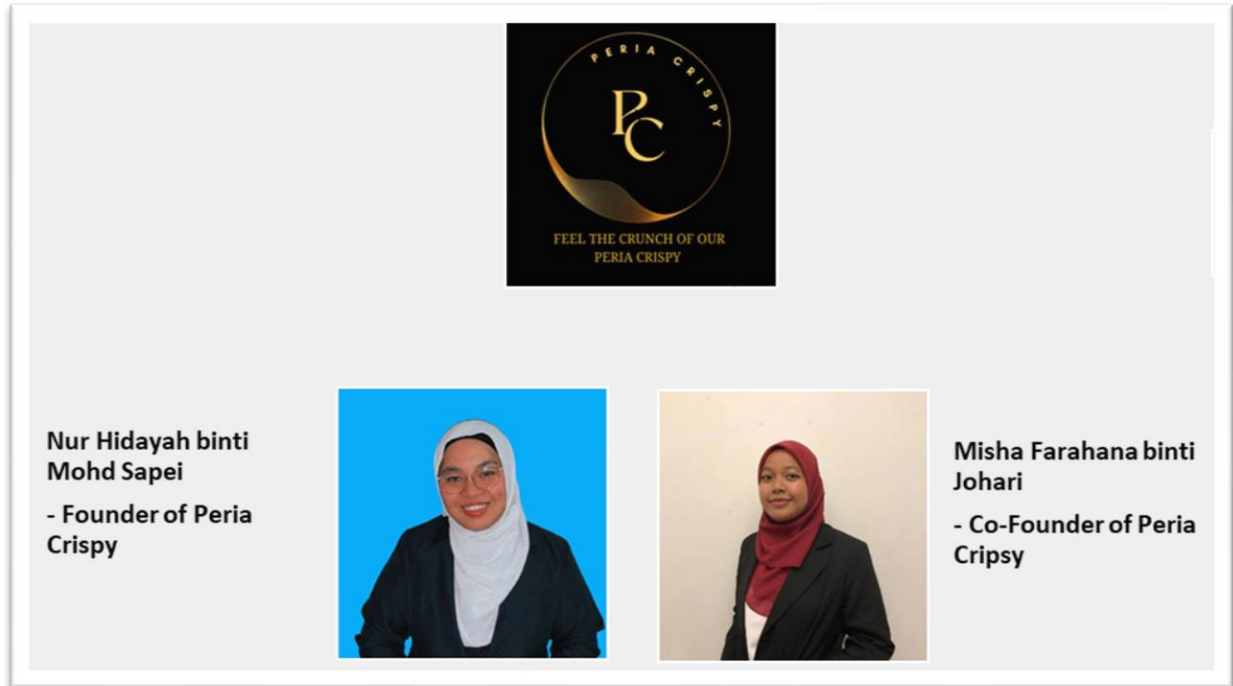


Figure 1: Business Logo

TERMS	DESCRIPTIONS
NAME OF THE BUSINESS	PERIA CRISPY
REGISTRATION NUMBER	-
BUSINESS ADDRESS	
ACTIVE E-MAIL	
FORM OF BUSINESS	
TELEPHONE NUMBER	
DATE OF REGISTRATION	
DATE START THE BUSINESS	
COMPANY REGISTERED	GO-ECOMMERCE MYENT SSM REGISTRATION (PARTNERSHIP)
MAIN ACTIVITIES	Food (Snack)
FACEBOOK LINK	https://www.facebook.com/profile.php?id=100091608826724&mibextid=LQQJ4d
NAME OF BANK	Bank Islam
BANK ACCOUNT NUMBER	

2.2 ORGANIZATIONAL CHART



2.3 VISSION & MISSION

VISSION

Provide customers with the highest quality, most delicious and nutritious Peria Crispy snacks that are made with natural ingredients and innovative cooking techniques.

MISSION

Create a healthier snacking experience for our customers by offering unique and delicious Peria Crispy snacks that are made with fresh, locally sourced ingredients and are free from preservatives and artificial flavors. We are committed to using innovative cooking techniques that preserve the natural flavors and nutrients of our ingredients, and to providing exceptional customer service that exceeds our customers' expectations.

2.4 DESCRIPTION OF PRODUCT

Peria Crispy is a premium snack that is made from fresh, locally sourced peria (bitter gourd) and prepared using a unique cooking process that preserves the natural flavors and nutrients of our ingredients. Our snacks are seasoned to perfection and are free from artificial flavors and preservatives, making them a healthier alternative to traditional processed snacks.

Our snacks are homemade and we do not create a large number of snacks at once in order to maintain quality and ensure that customers always receive fresh snacks from the oven. Peria Crispy contains high-quality ingredients such as peria, flour, salt, and spices. We select high-quality ingredients so that it can meet our vision and mission, which is to make our homemade snack memorable for everyone, as well as to provide uniqueness, satisfaction, and a different kind of snack made from the heart and souls.

Furthermore, our snacks can be eaten whenever and wherever you want. For instance, a school or office event, tea-time, a picnic, watching Netflix, and so on. Peria Crispy is a perfect snack for individuals who are looking for a delicious and nutritious snack that they can enjoy on-the-go, at work, or at home. Our snacks are a great source of vitamins and minerals, and are low in calories, making them a guilt-free snack option. At Peria Crispy, we are committed to using only the highest quality ingredients and ensuring that our snacks are prepared in a safe and hygienic environment.

2.5 PRICE LIST

PERIA CRISPY

Peria Crispy come with Original, Spicy, and cheese flavours

Boost your Happy Hormone

Good for Healthy Heart

Suitable for any age

RM 17
+ FREE SHIPPING IN UUTM PUNCAK ALAM

PERIA CRISPY

PERIA CRISPY

Peria Crispy come with Original, Spicy, and cheese flavours

Home Ads + Notifications Menu

Posts About Videos More ▾

Peria Crispy
May 9 · 🌐

Assalamualaikum and Hi to our beloved customer. How was your day? We hope that you have a wonderful day. What is the unique of our Peria Crispy?

Less bitter
Free from stagnant oil
Cut thinly
Fresh

We are back again, buy now before time runs out!!!

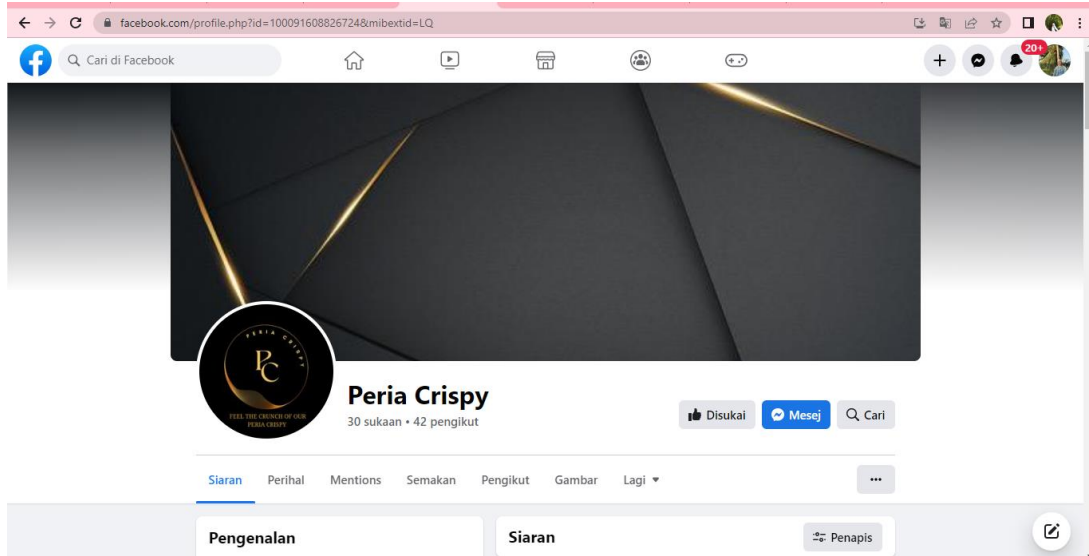
Shipping fee 🚚 !!
Peninsular Malaysia: RM 8
• Sabah and Sarawak: RM 12
Cod available:
• Uitm Puncak Alam

KINDLY DM IF INTEREST 🙏

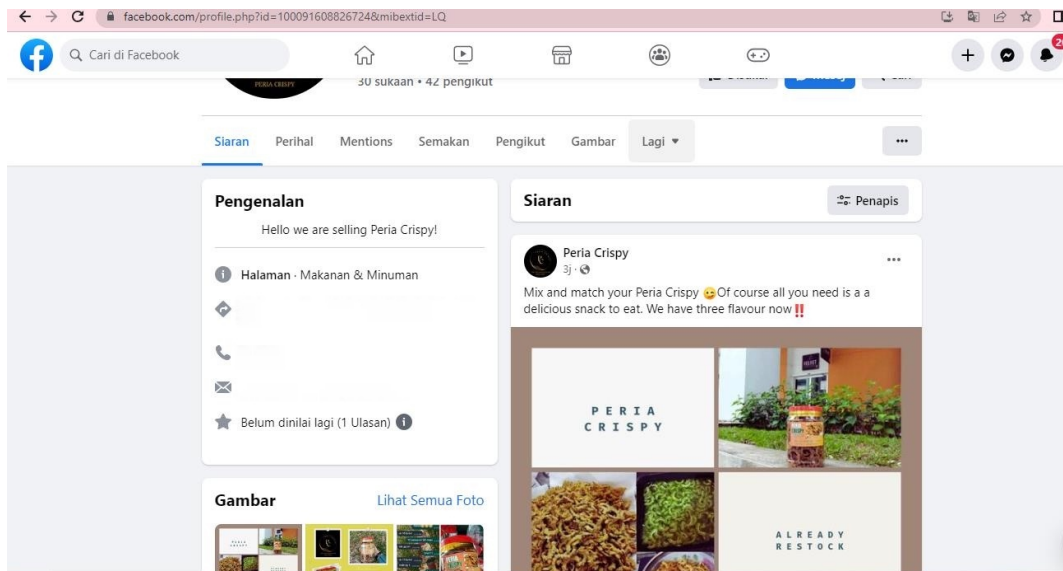
PRODUCT	PRICE LIST
Peria Crispy Original	RM17
Peria Crispy Spicy	RM17
Peria Crispy Cheese	RM20

3. FACEBOOK POSTING

3.1 FACEBOOK PAGE

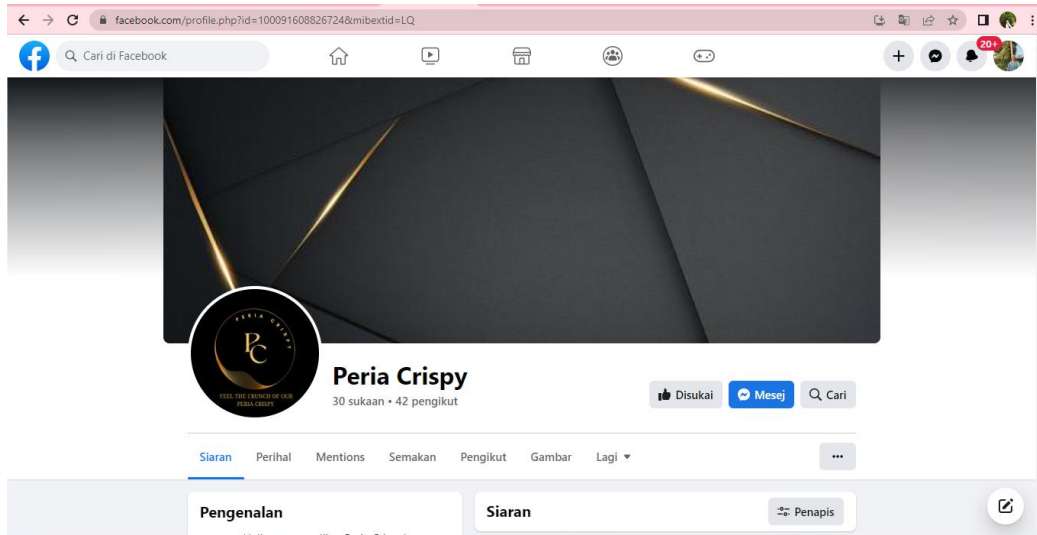


Peria Crispy Facebook page was created on 11 April 2023

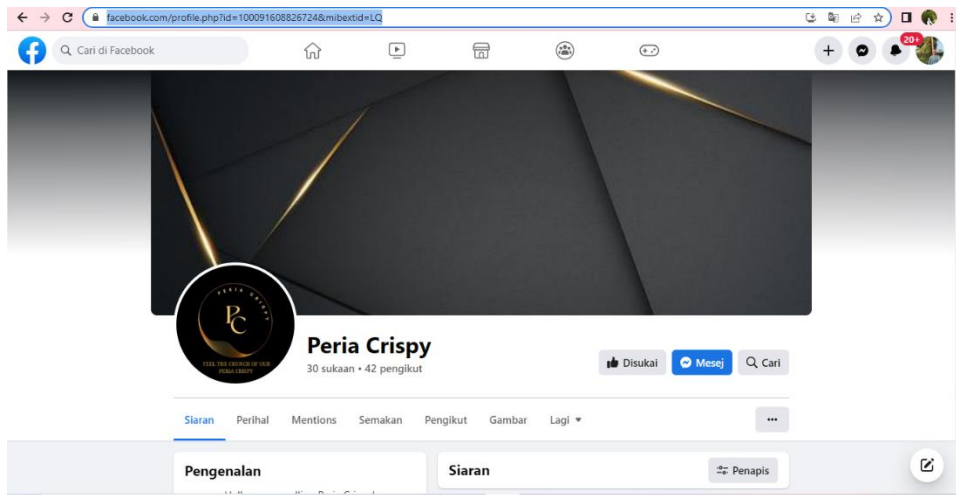


Here is business information about Peria Crispy

3.2 URL FACEBOOK PAGE

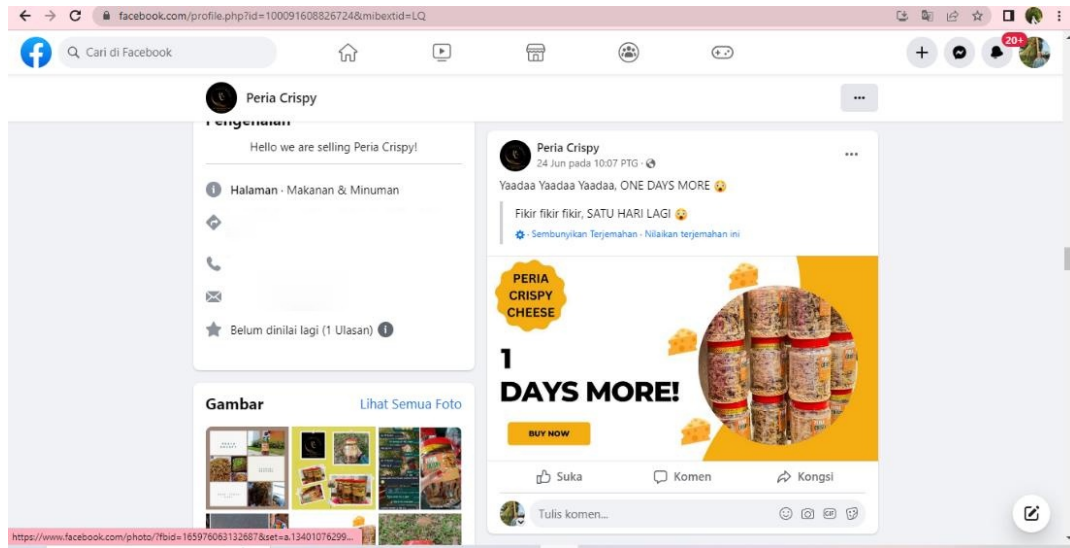
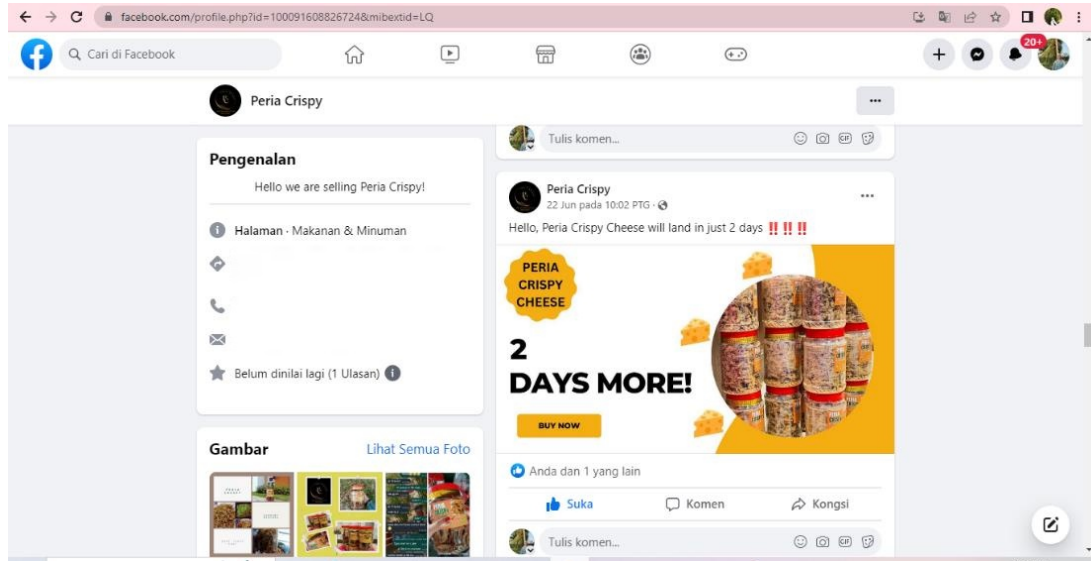


FB Page URL: <https://www.facebook.com/profile.php?id=100091608826724&mibextid=LQ>



Total likes and followers on facebook

3.3 FACEBOOK POST- TEASER



facebook.com/profile.php?id=100091608826724&mbxctid=LQ

Cari di Facebook

Peria Crispy


Pengenalan
Hello we are selling Peria Crispy!

Halaman · Makanan & Minuman

Belum dinilai lagi (1 Ulasan)

Gambar Lihat Semua Foto

Get ready to experience the ultimate snack sensation with Peria Crispy! Our unique blend of savory flavors and satisfying crunch make this the perfect snack for any occasion. Try it today and discover your new go-to snack! 🍷🍷🍷



Suka · Komen · Kongsi

facebook.com/profile.php?id=100091608826724&mbxctid=LQ

Cari di Facebook

Peria Crispy

Pengenalan
Hello we are selling Peria Crispy!

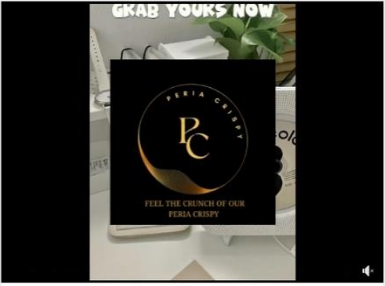
Halaman · Makanan & Minuman

Belum dinilai lagi (1 Ulasan)

Gambar Lihat Semua Foto

Tulis komen...

Peria Crispy
Hello everyone, want to know more about Peria Crispy? Dont forget to follow us okay !!!



Suka · Komen · Kongsi

facebook.com/profile.php?id=100091608826724&mbxctid=LQ

Cari di Facebook

Peria Crispy


Pengenalan
Hello we are selling Peria Crispy!

Halaman · Makanan & Minuman

Belum dinilai lagi (1 Ulasan)

Gambar Lihat Semua Foto

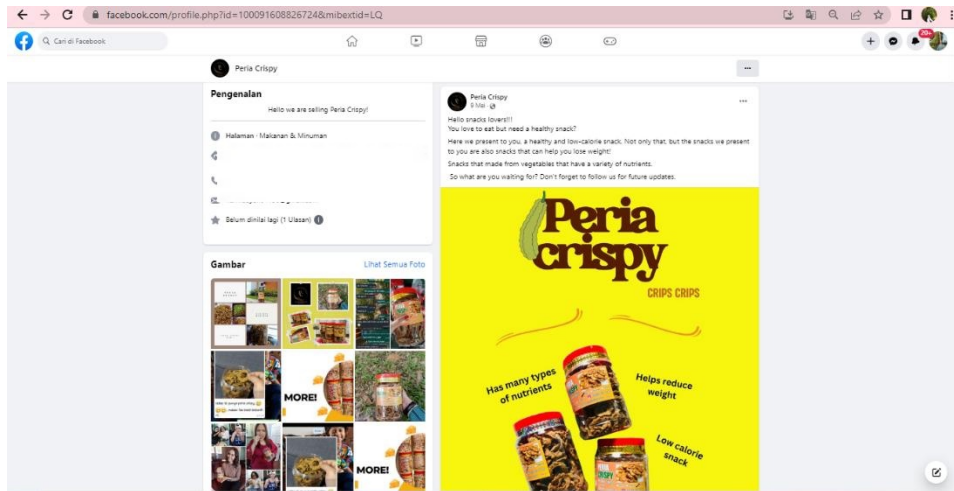
Hello snack lovers! Peria Crispy will do happy hour up to 15% for the second purchase on this Sundayyyyyyy 🍷🍷🍷



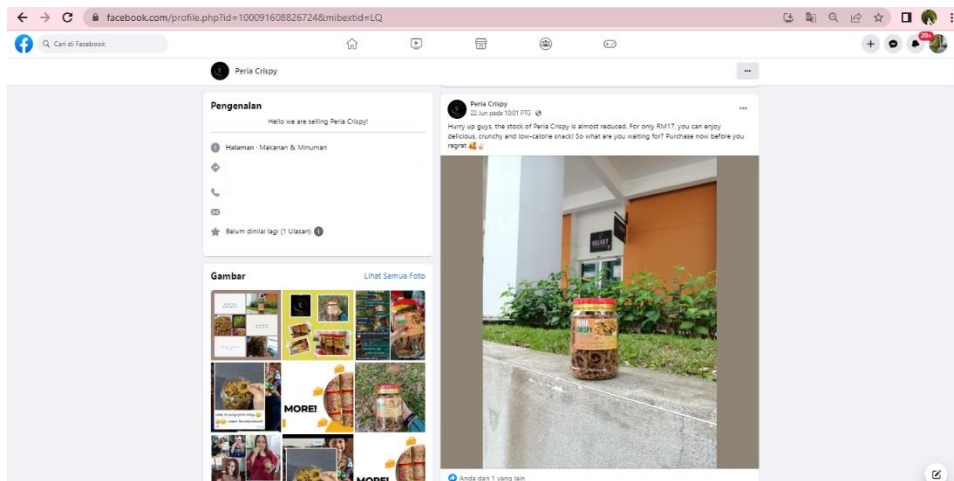
Suka · Komen · Kongsi

<https://www.facebook.com>

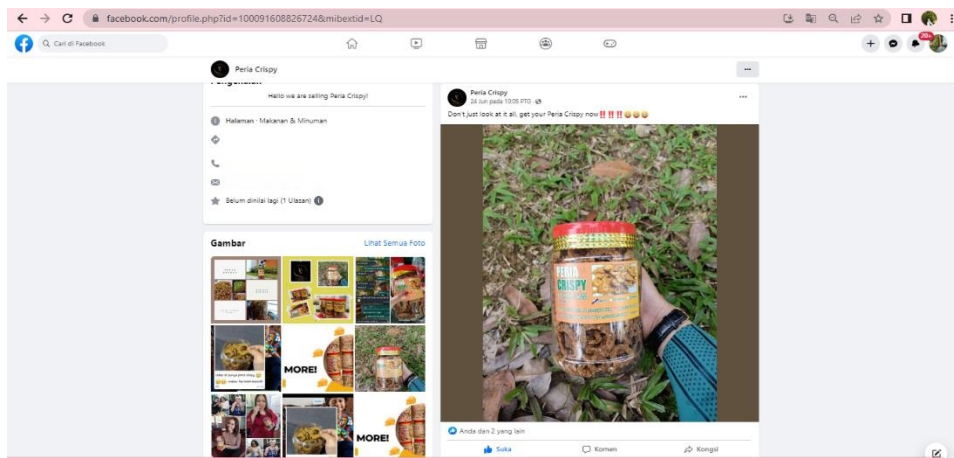
3.4 FACEBOOK POST- HARD SELL



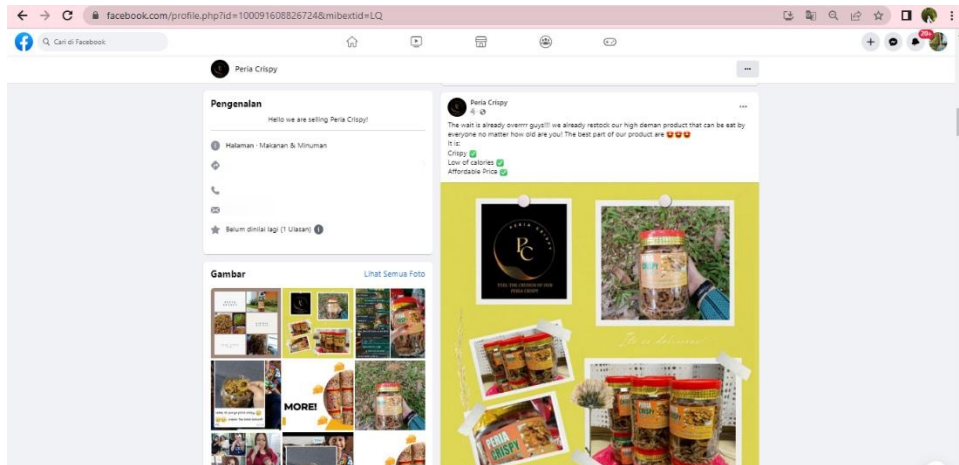
Hard sell 1



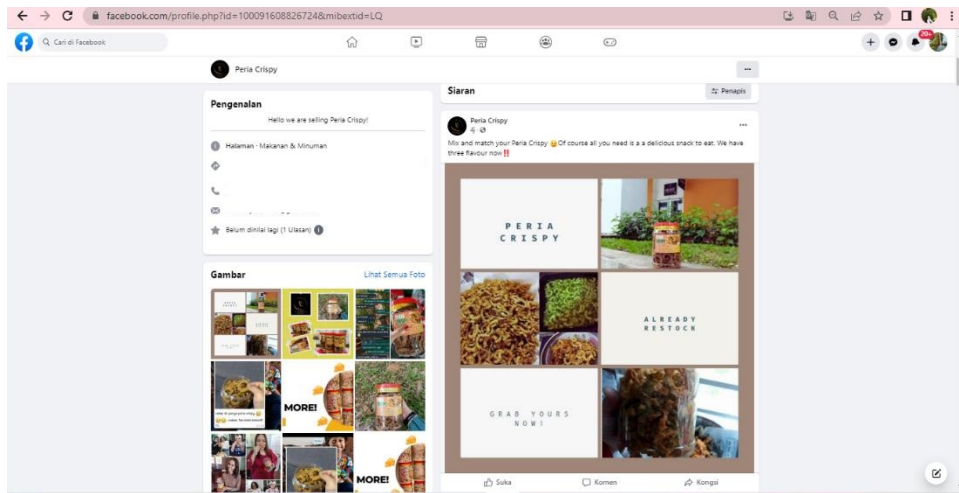
Hard sell 2



Hard sell 3



Hard sell 4



Hard sell 5

3.5 FACEBOOK POST - SOFT SELL



Peria Crispy

May 9 · 🌐

Assalamualaikum and Hi to our beloved customer. How was your day? We hope that you have a wonderful day. What is the unique of our Peria Crispy?

Less bitter
Free from stagnant oil
Cut thinly
Fresh

We are back again, buy now before time runs out!!!

Shipping fee 🚚!!
Peninsular Malaysia: RM 8
• Sabah and Sarawak: RM 12
Cod available:
• Uitm Puncak Alam

KINDLY DM IF INTEREST 🙏



SOFT SELL 1



Peria Crispy

May 22 · 🌐

Thank You UiTM Puncak Alam people for your support!!! Kindly dm to order our [Peria Crispy](#) 🙏
[#preorder](#) [#crispy](#)



SOFT SELL 2

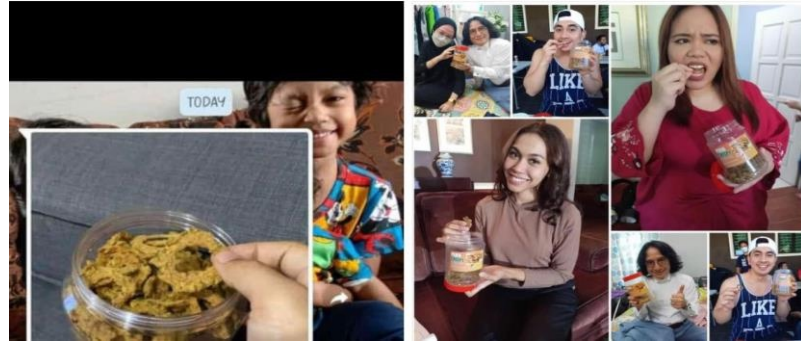


Peria Crispy



Jun 24 · 🌐

Our Peria Crispy is so irresistible that you won't be able to stop munching on it! Don't believe us? Just ask our loyal fans who keep coming back for more! If you haven't tried it yet, what are you waiting for? Give it a try and indulge in the delicious crunch and flavor of our crispy fried bitter melon. DO DM ME NOW OR WS



SOFT SELL 3



Peria Crispy



Jun 22 · 🌐

Crunchy, savory, and oh-so-satisfying, our PERIA CRISPY is the perfect snack for any occasion! Whether you're looking to unwind after a long day or need a quick energy boost, our Peria Crispy will hit the spot. Try it today and taste the difference



SOFT SELL 4

Peria Crispy 20h · 🌐

Another feedback from our customer 🥰👏 thank you so much for trusting us 🍷🍷🍷



SOFT SELL 5

Peria Crispy 20h · 🌐

Thankyou for supporting our business ❤️



SOFT SELL 6



Peria Crispy

Just now · 🌐

Our Peria Crispy is so good, you'll keep coming back for more! Thank you for your continued support 🙌🥰



SOFT SELL 7



Peria Crispy

20h · 🎵 **Scott Dugdale** · 🌐

Get ready to experience the ultimate snack sensation with Peria Crispy! Our unique blend of savory flavors and satisfying crunch make it the perfect snack for any occasion. Try it today and discover your new go-to snack! 🍿👍👉 <http://>



SOFT SELL 8

3.6 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	Created At
PERIA CRISPY	15/06/2023	online	Social Media		86				5 Peria Crispy	14/07/2023
PERIA CRISPY	17/06/2023	online	Social Media		34				2 Peria Crispy	14/07/2023
PERIA CRISPY	18/06/2023	online	Social Media		153				9 Peria Crispy	14/07/2023
PERIA CRISPY	19/06/2023	online	Social Media		51				3 Peria Crispy	14/07/2023
PERIA CRISPY	16/06/2023	expenses				Utilities	Phone Bill	30	Pay telephone bill	14/07/2023
PERIA CRISPY	18/06/2023	expenses				Travel	Gas/Petrol	35	Delivery by COD	14/07/2023
PERIA CRISPY	20/06/2023	online	Social Media		34				2 Peria Crispy	14/07/2023
PERIA CRISPY	14/07/2023	online	Social Media		119				7 Peria Crispy	14/07/2023
PERIA CRISPY	24/06/2023	online	Others	null	136				8 Peria Crispy	14/07/2023
PERIA CRISPY	23/06/2023	expenses				Travel	Postage	20	To post office	14/07/2023
PERIA CRISPY	28/06/2023	offline			119				7 Peria Crispy	14/07/2023
PERIA CRISPY	30/06/2023	expenses				Utilities	Internet	100	Pay for wifi bill	14/07/2023
PERIA CRISPY	04/07/2023	online	Social Media		34				2 Peria Crispy	14/07/2023
PERIA CRISPY	06/07/2023	online	Social Media		119				7 Peria Crispy	14/07/2023
PERIA	12/07/2023	expenses				Travel	Toll	10	Delivery to customer	14/07/2023

Business Name	Date	Type	Marketplace(if any)	Others Marketplace (if any)	Total Sales (RM)	Expenses Category	Expenses Subcategory	Total Expenses (RM)	Descriptions	Created At
CRISPY	023	ses							by COD	023

CONCLUSION

In conclusion, social media platforms are an excellent way for businesses to showcase and advertise their goods. It makes it simple for small businesses to make money and attract potential customers because it has a large user base and was the first online business platform. Not just for businesses with an online presence, but also for those with physical stores. This is due to the possibility that the company could advertise its goods or draw clients before they visited the store. On Facebook, for instance, they can find all the information they require and view customer reviews. Additionally, Facebook's numerous tools make it simpler for companies to market their goods and expand their operations.

At Peria Crispy, we are also focusing on Facebook as it helps us grow and reach more customers. We can join community groups and boost our posts to attract more customers. Although the platform itself is adequate, we still need to improve our abilities, utilize all of the tools available, and gain marketing knowledge in order to draw in more customers. For instance, we need to understand the kind of posts that can pique customers' interest. We believe that having the platform and the skills is essential for drawing clients and for a company to expand. We won't be able to reach and capture the attention of our target market without these platforms.

RUBRIC
SOCIAL MEDIA PORTFOLIO (40%)

COURSE NAME : PRINCIPLES OF ENTREPRENEURSHIP
COURSE CODE : ENTS30
STUDENT'S NAME : MISHA FARAHANA BINTI JOHARLAND NUR HIDAYAH BINTI MOHD SAPEL
LECTURER'S NAME : PUAN NORFAZLINA GHAZALI
PROGRAM : ENTS30 (BA2323B)
GROUP : ENTS30I

Criteria	Marks Allocated	Poor	Moderate	Satisfactory	Good	Excellent	Weighted Mark Obtained (%)
		0 mark	2 marks	3 marks	4 marks	5 marks	
Preliminary materials	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 Mark Obtained (%)
		0 mark				5 marks	
Go-commerce registration	5 marks	Do not do registration				Do registration	
		0 mark				5 marks	
MyENT registration	5 marks	Do not do registration				Do registration	
		0 mark	2 marks			5 marks	
SMM registration (e.g. Instagram registration)	5 marks	Do not do registration	Registration in progress			Do registration	
		1 mark	2 marks	3 marks	4 marks	5 marks	

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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	
		0 mark				2 marks	
Create FB page	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)	
		0 mark				3 marks	
Custom URL FB Page	3 marks	Unable to custom URL				Able to changed FB URLs to Custom URLs E.g. www.facebook.com/yourbizkitchen (print screen)	
		0 mark	1 mark	2 marks	3 marks	4 marks	
Number of likes/followers	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.	
		0 mark	1 mark	2 marks	3 marks	4 marks	
FB Teaser Post	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)	