



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF BUSINESS AND MANAGEMENT**

**BACHELOR IN OFFICE SYSTEM MANAGEMENT (Hons.)(BA232)**

**PRINCIPLES OF ENTREPRENEURSHIP (ENT 530) ASSIGNMENT: SOCIAL  
MEDIA PORTFOLIO (40%)**

Prepared by:

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Prepared for:

**MISS NORFAZLINA BINTI GHAZALI**

Due Date:

WEEK 14

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## **ACKNOWLEDGEMENTS**

First and foremost, we would like to thank God, Allah SWT, for allowing us to accomplish the task without trouble.

Second, we cannot express how grateful we are to Miss Norfazlina binti Ghazali, our ENT530 lecturer, for providing us with the opportunity to gain new experience with this assignment. Her wonderful assistance has been a big source of bravery for us in successfully finishing this task. We appreciate her patience and assistance.

We would also like to thank both of our parents for their encouragement and help in finishing the project. We would be unable to accomplish this project successfully without them.

Last but not least, we would like to thank our friends in this course who willingly helped us while doing this assignment. They have been a big helper and backbone to us throughout the assignment.

## EXECUTIVE SUMMARY

Rose Bathrisyia and Nurul Illya, the owners of Sambal Podeh, are two delightful individuals. They sell Sambal Bilis Podeh, a *sambal* product made with anchovies. The name of the brand was inspired by the Malay term "*pedas*," but we adopted the dialect of a state called Negeri Sembilan. Podeh, also known as *pedas*, means spicy. To clarify, folks from Negeri Sembilan are widely renowned for their strong hot taste buds in dishes, which is why we chose to adopt their dialect because our product is spicy. It is suitable for people who enjoy spicy and hot dishes. The product is made of various types of chilis and peppers that are self-planted by the owners in their housing area! Hence, we only use the ingredients that are in excellent quality and condition because the plants are taken care of by the owners themselves.

We chose to start a business with sambal as our first product because we believe that sambal is an essential component of every meal. When you consume your meals without a spicy side dish, it feels like something is missing. If you have one, it is equivalent to a full course. As a result, practically everyone needs this substance because Malaysians enjoy spicy cuisine, and it is addicting. We attract customers by using social media such as Facebook, Messenger, and others to ease the deal. We also run our business online because we are just getting started, thus we are based in our homes and handle everything ourselves. We accept online banking and COD (Cash on Delivery) payments. Using the Lalamove or Grab courier, the delivery process takes only 1-3 days. Thus, our target market consists of both genders' boys and ladies between the ages of 20 and 60 who enjoy dry sambal.

Finally, the company's marketing methods include hard sell and soft sell. This method may attract customers and provide them with more information about our items. Because they are all drawn to our posts, our product sales may eventually increase.

## B.(i) Go-Ecommerce Registration

**Go-eCommerce** beta

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**ROSE BATHRISYIA BINTI MOHD RIZAL**

**Personal Information** Add New

Name	ROSE BATHRISYIA BINTI MOHD RIZAL	Phone/Mobile		<a href="#">Edit</a>
New Identity Card No.		Home Address		
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 - ENT530-I**

Type of Institution	IHL	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	<a href="#">Edit</a> <a href="#">Delete</a>
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	No	Year Of Internship Enrollment		
Month of Internship Enrollment		Period of Internship Training		
Expected Year To Complete Study Related To Study Field	2025 Yes	Expected Month To Complete Study	9	

Picture 1: Rose E-commerce Registration

**Go-eCommerce** beta

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**PERSONAL PROFILE** **BUSINESS PROFILE**

**Nurul Ilyia Batrisya binti Aziz**

**Personal Information** Add New

Name	Nurul Ilyia Batrisya binti Aziz	Phone/Mobile		<a href="#">Edit</a>
New Identity Card No.		Home Address		
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 - ENT530-I**

Type of Institution	IHL	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	<a href="#">Edit</a> <a href="#">Delete</a>
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	No	Year Of Internship Enrollment		
Month of Internship Enrollment		Period of Internship Training		
Expected Year To Complete Study Related To Study Field	2025 Yes	Expected Month To Complete Study	9	

Picture 2: Nurul Ilyia E-commerce Registration

(ii) MyEnt certificate



Picture 3: Rose MyEnt certificate



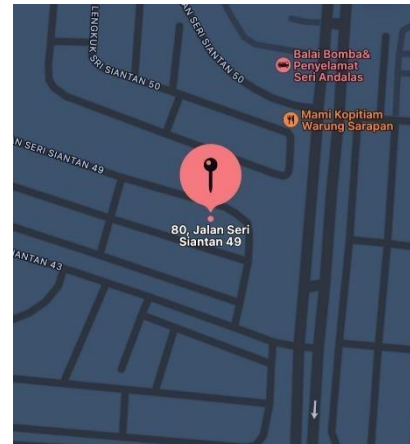
Picture 4: Nurul Illya MyEnt certificate

## 2.0 Introduction to Business

### 2.1 Name and Address Business



*Business Logo*



*Location of Business*

Sambal PODEH is a partnership business that focuses mainly on sambal bilis which is a spicy flavour. For the product name we choose the Malay word "pedas," which served as the basis for the brand name and served its inspiration, but we chose to use the dialect of the state of Negeri Sembilan instead. The product is manufactured from a variety of pepper and chilli varieties that the proprietors themselves self-planted in their residential neighbourhood! Because the proprietors personally take care of the plants, we only utilise ingredients that are of the highest quality and condition. Each batch of our sambal paste is handcrafted with love and care, using only the freshest, premium ingredients. We believe in quality over quantity, ensuring that every jar of our chilli paste delivers the same consistent, bold flavours that our customers have come to adore. Moreover, we maintain strict quality control by producing our sambal paste in small batches. This allows us to meticulously monitor the cooking process and ensure that every jar meets our highest standards of taste and quality.

Furthermore, Sambal PODEH is located at Malaysia which is a place where we are based in our homes and handles everything ourselves to keep out stock and make the sambal to restock for all the orders. It is because the business that we do is more focused on online shopping.

## 2.2 Organizational Chart

### Founders of Sambal Podeh



Rose Bathrisyia binti Mohd Rizal



Nurul Illya Batrisyia binti Aziz

Sambal Podeh is a partnership business that is owned and managed and run by two friends that are Rose Bathrisyia and Nurul Illya. A partnership firm is fairly simple to set up, yet there may be lower risks because partners would share in any responsibilities or risks. Other than that decision-making, company development, and overall strategic direction may all be shared with fresh ideas for this small firm. Thus, the founder is the only employee in our company. The founders participated in the Diploma in Office Management at UiTM Alor Gajah Melaka and graduated. Additionally, Sambal Podeh's creator is approachable and capable of displaying a pleasant attitude towards their customers. They are certain that Sambal Podeh will become larger and better because to their tenacity and the overwhelming support of its customers.

## 2.3 Mission and Vision

- **Sambal Podeh Mission:** To delight and satisfy spice enthusiasts worldwide by providing the finest quality and authentic spicy sambal paste products that enhance



the flavours of their meals, while maintaining a commitment to sustainability, innovation, and customer satisfaction.

- **Sambal Podeh Vision:** Our vision is to create a community of spice lovers who share our passion for bold flavours and exceptional culinary experiences.

#### *2.4 Description of Products*



A basic component of many traditional food styles, sambal podeh is primarily created with chilli peppers, which give it its unique heat. However, based on physical variances and individual tastes, exact ingredients and cooking techniques may change. Along with chilli peppers, sambal frequently contains additional ingredients like anchovies, shallots, and others. To make a thick, crispy sambal, these ingredients are often mixed or pounded together. We take pride in maintaining the integrity of age-old recipes that have been handed down through the centuries. Our sambal paste perfectly captures the flavour of Southeast Asian food by fusing fragrant herbs, acidic lime, tart vinegar, and other undiscovered spices to produce a symphony of tastes that will tantalise your palate.

Our sambal paste is a flexible sidekick that goes well with a variety of foods, so it is more than just an accompaniment. A spoonful of our fiery sambal paste will turn any dish—grilled meats, steaming vegetables, noodles, rice, even sandwiches—into a mouthwatering feast.. The heat level is likewise somewhat high, and each person's tolerance for spice varies. The sambal's size is also medium to ensure that it is reasonably priced at RM20 and convenient for bringing anywhere the consumer wants to take it.

All things considered, sambal podeh is a well-liked condiment that provides a mouthwatering fusion of spice, flavours, and textures. It is a mainstay in Southeast Asian cuisine and a worldwide favourite among spice connoisseurs due to its adaptability and capacity to improve the flavour of a broad variety of foods.

### *2.5 Price List*

We are a newly formed business that has just started early this year, so our choices of products are still limited however we do have future plans to expand our choices of products to varieties kind of food. Our premium Sambal Bilis is priced at an affordable **RM20** per jar. We believe in offering our customers exceptional value for their money without compromising on quality or taste. Each jar is filled with the perfect blend of fiery chillies and crispy anchovies, carefully handcrafted to deliver a delightful and addictive flavour.

We understand that quality ingredients and meticulous production methods contribute to the exceptional taste of our sambal bilis. Despite the affordable price point, we never compromise on the integrity of our product. Every jar is filled with the same love and attention to detail that sets our brand apart.

### 3.0 Facebook Page

#### 3.1 Creating Facebook Page

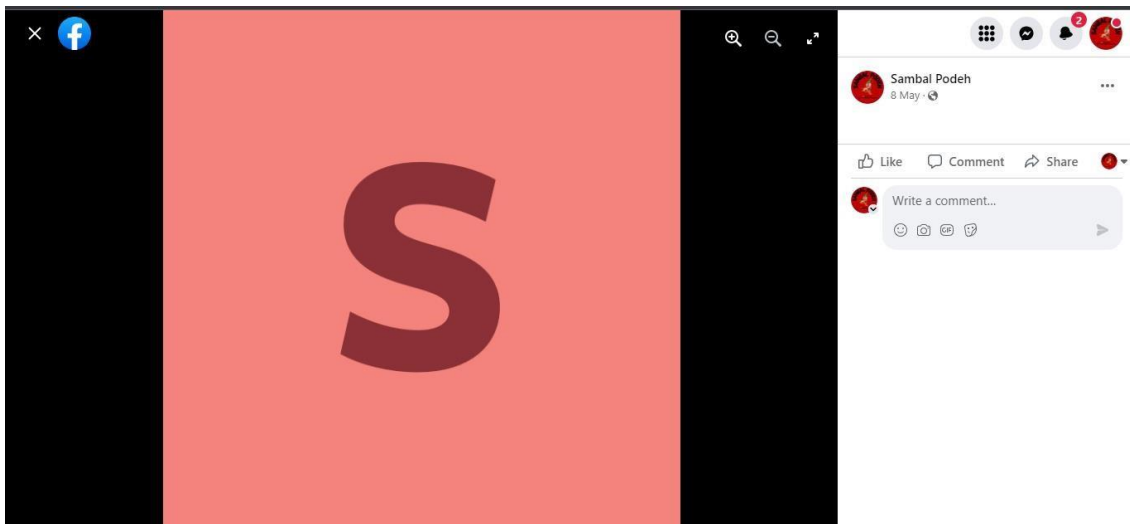
Sambal Podeh was created on 8<sup>th</sup> May 2023 and the business started to operate on 15<sup>th</sup> Jun 2023 after confirmation and consent from Suruhanjaya Syarikat Malaysia (SSM). We chose to utilise a Facebook Page to describe how the company will function because today's clients are more likely to use social media platforms. Our clients may quickly locate our Facebook Page by entering Sambal Podeh, just as simple as that and you will find our business page.



People can find this page by SambalPodeh.my in Facebook or through the URL:

<https://www.facebook.com/profile.php?id=100092295051696&mibextid=LQQJ4d>

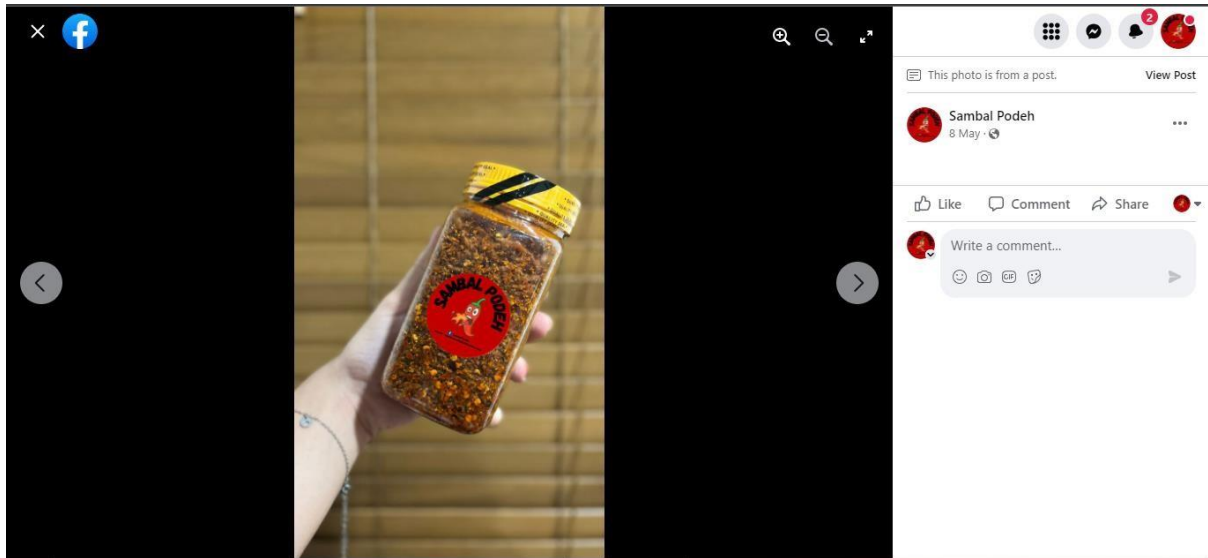
### 3.2 Teaser



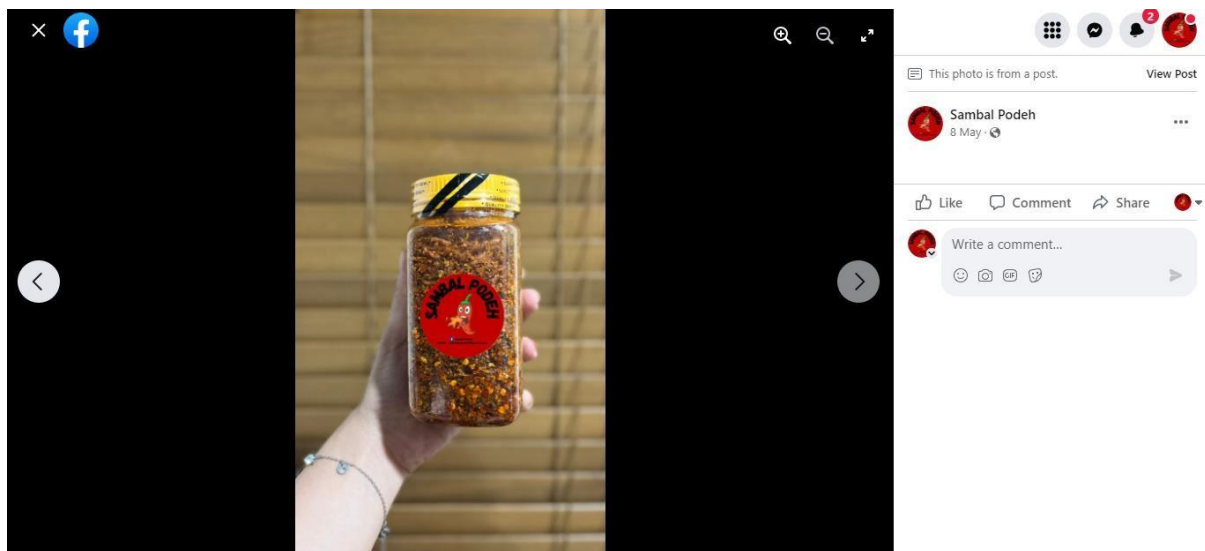
Teaser 1



Teaser 2



**Teaser 3**



**Teaser 4**

*3.3 Copywriting Hard Sell*



Hard sell 1



Hard sell 2

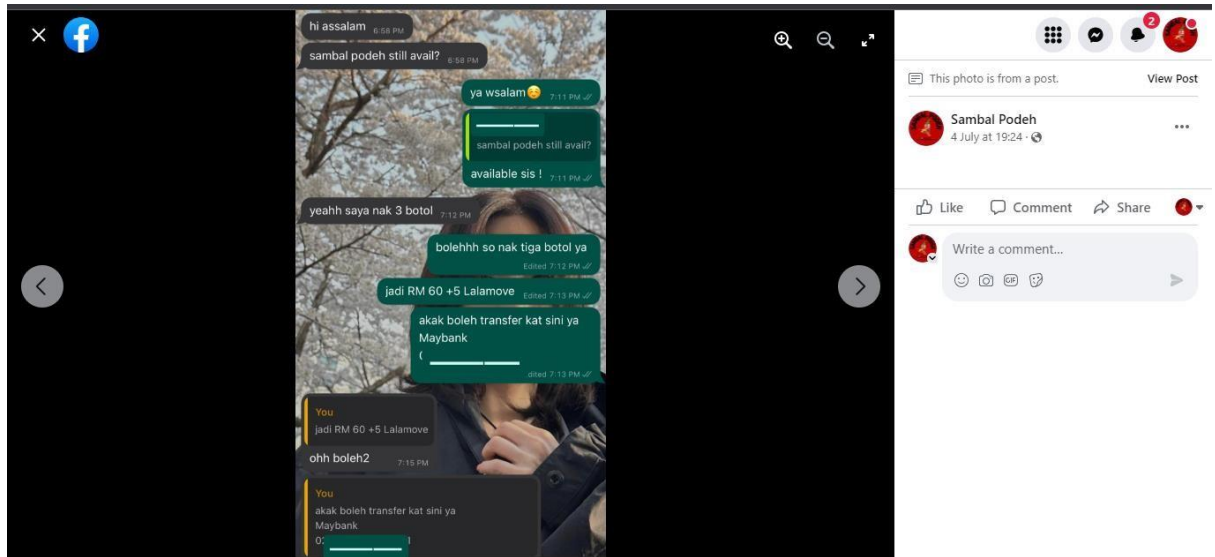


Hard sell 3

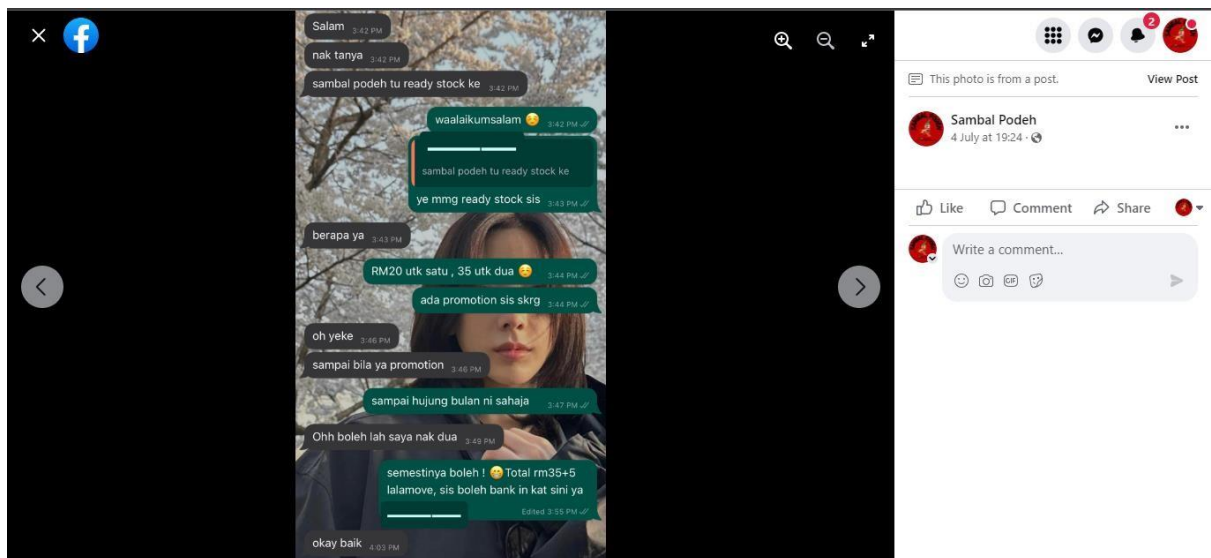


Hard sell 4



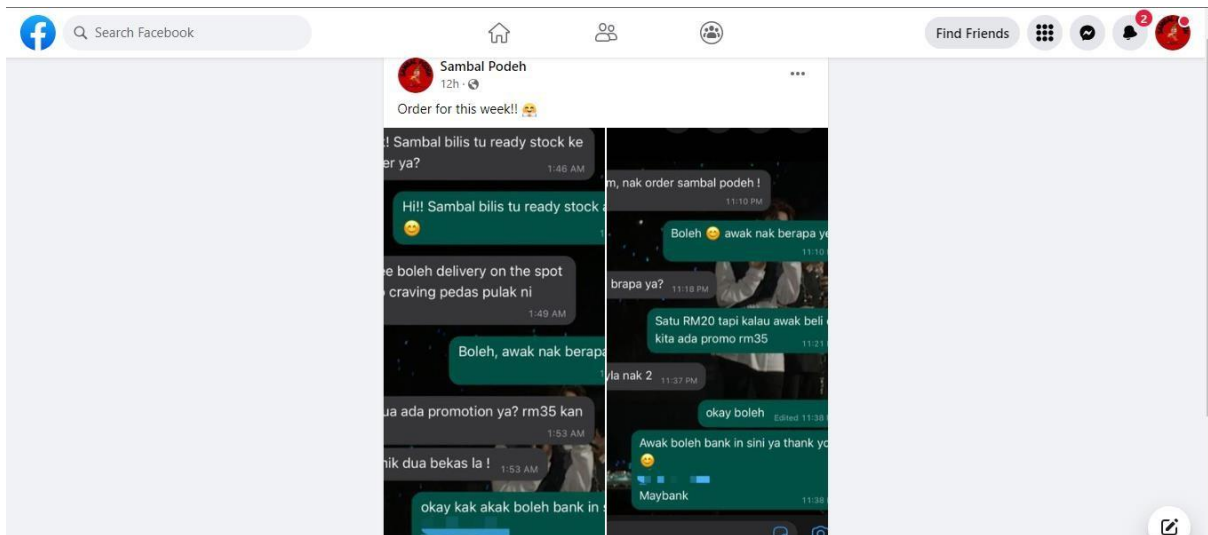


### Hard sell 5



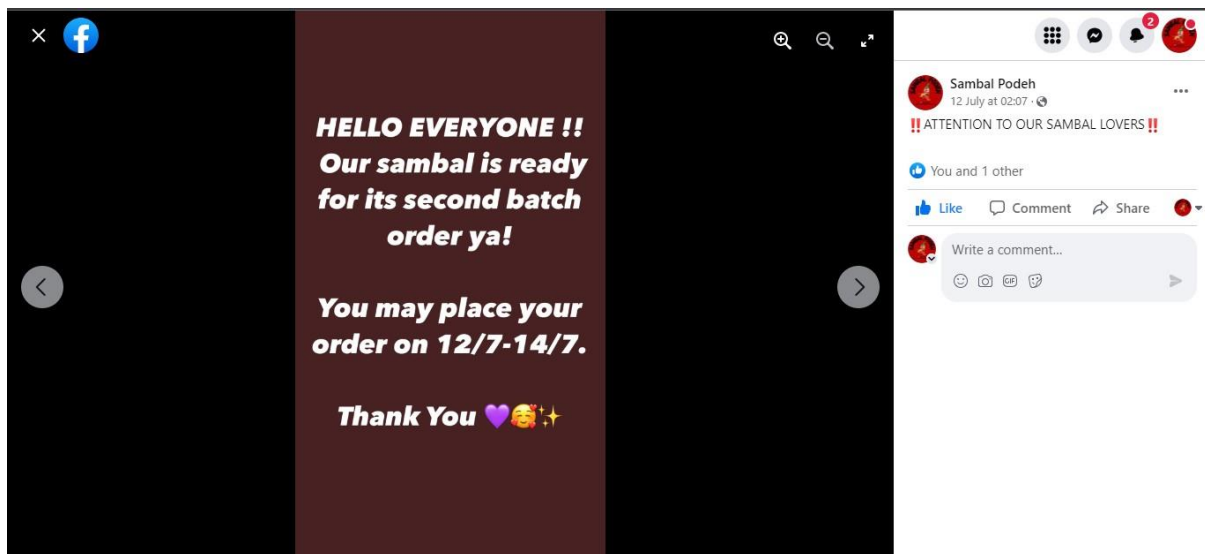
### Hard sell 6



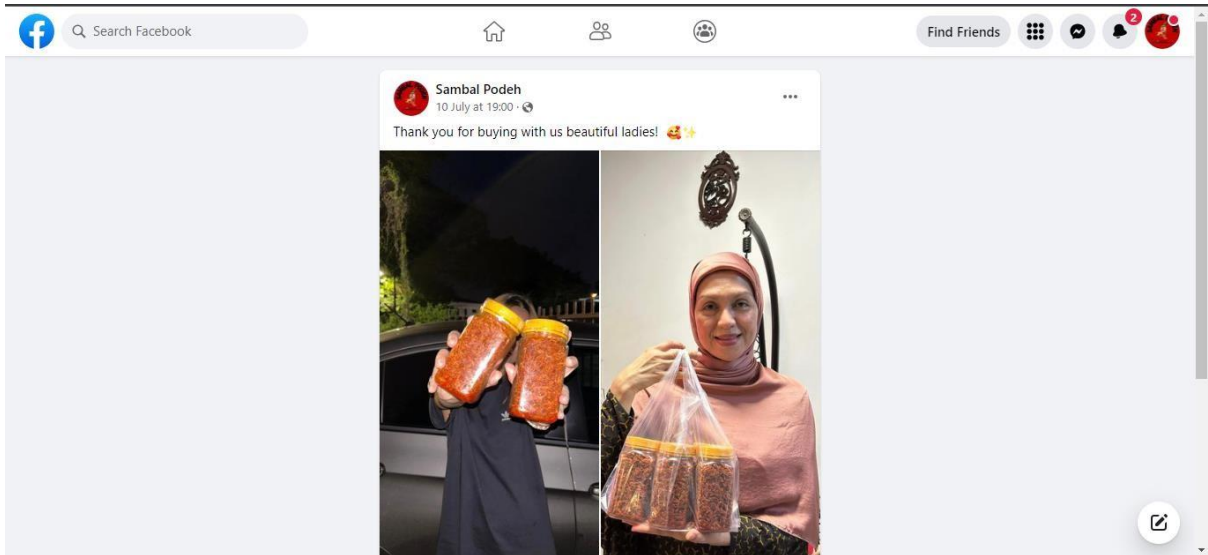


Hard sell 6

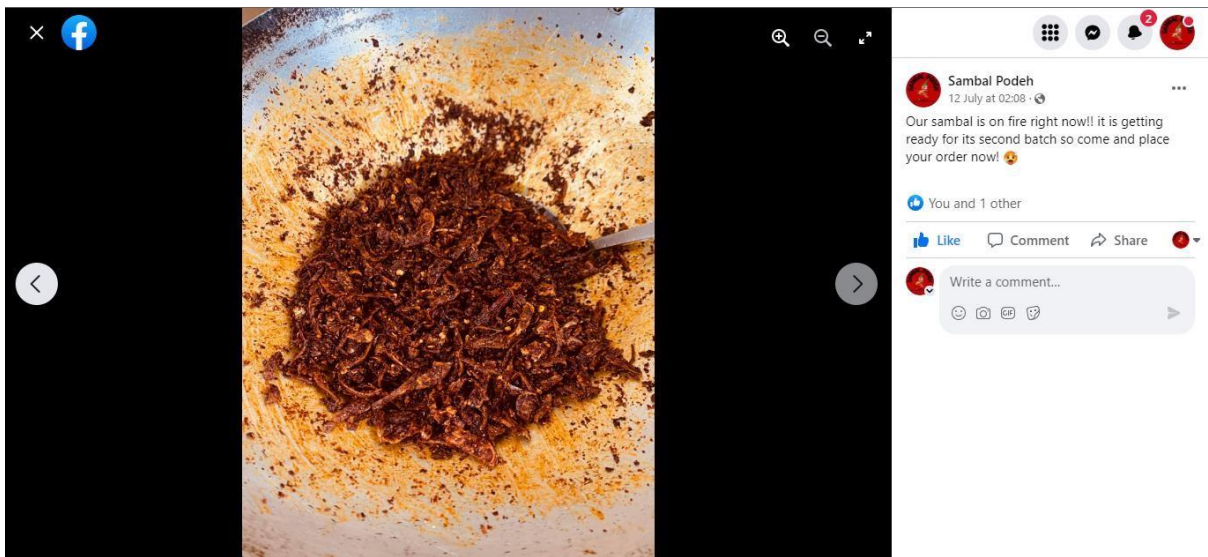
### 3.6 Copywriting Soft Sell



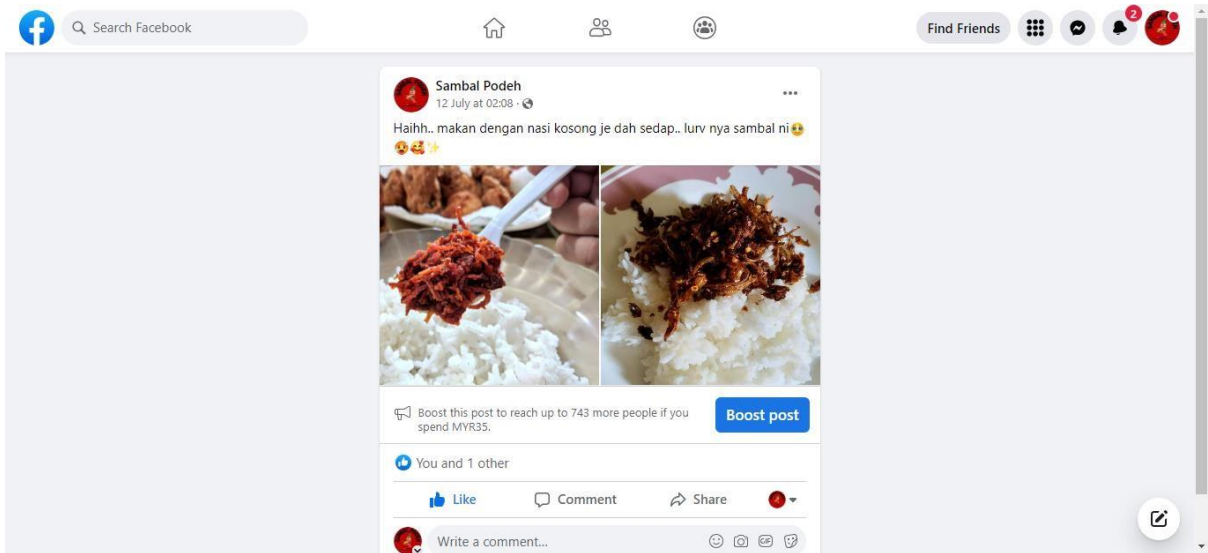
Soft sell 1



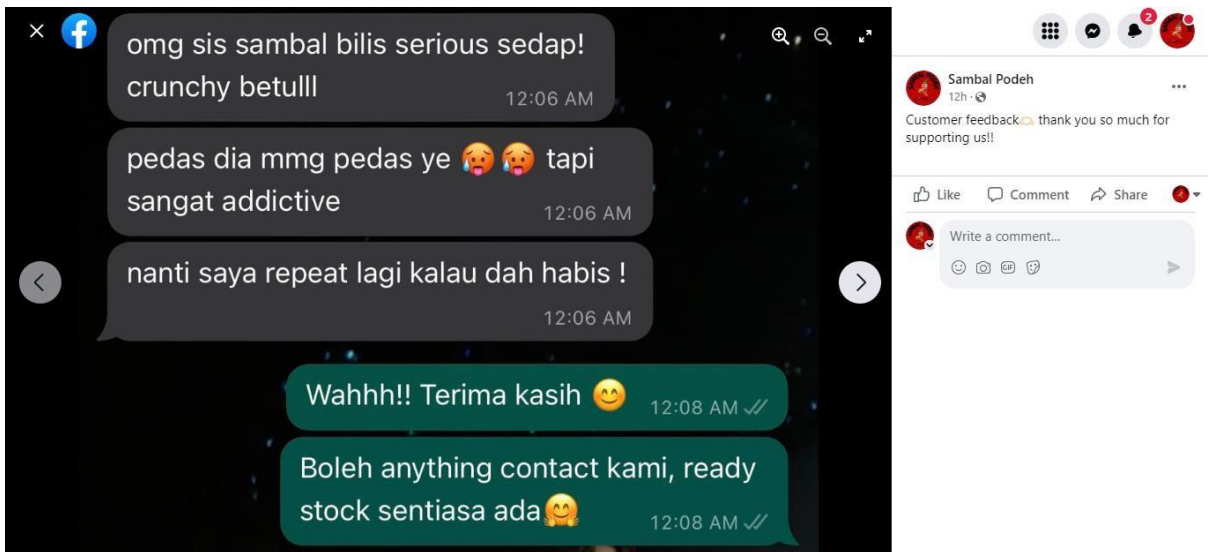
Soft sell 2



Soft sell 3



Soft sell 4



Soft sell 5



**Soft sell 6**

## SALES REPORT

Our business was started on the month of May 2023, because of that we only have two months' worth of sales report which is for the month of May and June 2023. So these are the report for the two months. Each of the jar cost RM20;

MONTH	SALES (RM)
MAY	10 jars x RM20 = 200
JUNE	25 jars x RM20= 5,000

## CONCLUSIONS

To begin with, Rose Bathrisyia binti Mohd Rizal and her business partner, Nurul Ilyya Batrisya binti Aziz, are the only owners and operators of Sambal Podeh. Chilli paste with anchovy flavour is sold by Sambal Podeh. This company grows as a result of the knowledge and abilities we have gained via entrepreneurship platforms like Go-ecommerce, MyEnt, and most notably our course topic ENT530. For new enterprises like ours, these components of gaining business skills are particularly beneficial. The spicy sambal paste market offers a distinct opportunity to cater to spice enthusiasts who crave intense flavours. We emphasize the use of traditional recipes, premium ingredients, and small-batch production to help build credibility and establish our brand as a provider of high-quality sambal paste that delivers a truly authentic experience. We are hoping to Foster a sense of community around the brand by engaging with customers through social media, and feedback. Experience the thrill of our unique spicy sambal paste and let it ignite your culinary creativity. Discover a world of bold flavours and indulge in the perfect balance of heat, tang, and aromatic spices. Join us on this spicy adventure and elevate your meals to new heights with Sambal Podeh's Spicy Sambal Paste! So, treat yourself to a jar of our Sambal Bilis at an attractive price of RM20. It's a small price to pay for the bold flavours and incredible taste that will leave you craving more. Don't miss out on the opportunity to enhance your meals and join the growing community of spice enthusiasts who swear by our product.