



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS AND MANAGEMENT

BA232

BACHELOR IN OFFICE SYSTEMS MANAGEMENT (HONS)

ENT530

PRINCIPLES OF ENTREPRENEURSHIP

PAIR ASSIGNMENT :

SOCIAL MEDIA PORTFOLIO

PREPARED BY :

ANIS FARHANA BINTI SABRI

(2022660218)

NOOR MARDYANA BINTI AHMAD TARMIZI

(2022886844)

GROUP :

530I

PREPARED FOR :

NORFAZLINA BINTI GHAZALI

DATE OF SUBMISSION :

14 JULY 2023

ACKNOWLEDGEMENT

First and foremost, we would like to express our gratitude to Allah (SWT) and Prophet Muhammad (SAW) for providing us with spiritual guidance that enabled us to complete the task in spite of our carelessness and laziness. We wouldn't be able to begin the mission without His will. With my earnestness and unwavering resolve, we had now successfully completed this group project.

We also want to express our gratitude to Miss Norfazlina binti Ghazali, our Principles of Entrepreneurship (ENT530) lecturer, who helped us with our group project. She gave us instructions on how to look for information and resources as we were working on this task. Not only that, but she frequently reminds us to do so in order to avoid getting lost or left out. She gave us many recommendations and words of encouragement that helped us create the ideal assignment.

We are hoping that our task will be well received. With the acknowledgement that we had to look for information and ideas, we gave the assignment our sweat and tears. We hoped that the time and sleepless nights we invested in this assignment was worthwhile. Thank you.

EXECUTIVE SUMMARY

In this report, firstly, we introduced our business name, CRYpuff the Frozen Food, and other several information about our business. It includes our logo, mission and vision. The business we ventured for our assignment is under the Food and Beverage category. We established a partnership type of business, involving ourselves, Anis Farhana binti Sabri and Noor Mardiana binti Ahmad Tarmizi in order to strengthen our business. We also have attached our official MyENT registrations, SSM registrations and Go-ecommerce registrations. Furthermore, we established an online Facebook (FB) page to boost promote on our frozen curry puffs. We did a bit tease to the audiences about us and the products to excite them. We also attached our copywriting of hard sell and soft sell techniques. Soft sell is more to we promote our product to attract many potential customers to our product and business which means to let the audiences know about our start-up business. While hard sell is more give a push and give confidence to the customers who have interested to buy our products, only they need to do for last step is to contact us to purchase. Besides that, we acknowledge the fact that an entrepreneur must possess the entrepreneurial competencies for the business to run smoothly. The competencies can also encourage entrepreneurs to think various ways on how to overcome the obstacles in the business field. It astounded us how entrepreneurs could put those concepts into their daily life management. To simplify, as students, it was our pleasure to learn about the business field management and the entrepreneur way of thinking into solving problems while managing the franchises successfully. We conclude that entrepreneurship is a space for the community to build connection amongst each other and acknowledge the self-improvement needed.

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1.0 Go-Ecommerce Registration

Business Profile

PERSONAL PROFILE	BUSINESS PROFILE																																			
 ANIS FARHANA BINTI SABRI	<table><tbody><tr><td>Company Name</td><td>: CRYpuff</td><td>Company Registration No.</td><td>:</td><td>Edit</td></tr><tr><td>Type Of Business</td><td>: Enterprise</td><td>Business Role</td><td>:</td><td>Stockist/ Wholesaler</td></tr><tr><td>Facebook Page</td><td>: CRYpuff</td><td>Business Category/Business Sub-Category</td><td>:</td><td>Food & Beverages / Food & Beverages</td></tr><tr><td>Wechat for Business</td><td>:</td><td>Business Instagram Page</td><td>:</td><td></td></tr><tr><td>Marketplace</td><td>: Others</td><td>Business Website</td><td>:</td><td></td></tr><tr><td>Business Related to Your Study Field</td><td>: Yes</td><td>Type Of Website</td><td>:</td><td></td></tr><tr><td></td><td></td><td>Experience in International Export</td><td>:</td><td>No</td></tr></tbody></table>	Company Name	: CRYpuff	Company Registration No.	:	Edit	Type Of Business	: Enterprise	Business Role	:	Stockist/ Wholesaler	Facebook Page	: CRYpuff	Business Category/Business Sub-Category	:	Food & Beverages / Food & Beverages	Wechat for Business	:	Business Instagram Page	:		Marketplace	: Others	Business Website	:		Business Related to Your Study Field	: Yes	Type Of Website	:				Experience in International Export	:	No
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		Experience in International Export	:	No																																

Personal Profile of Partner Anis Farhana

PERSONAL PROFILE	BUSINESS PROFILE																																																																		
 ANIS FARHANA BINTI SABRI	<table><tbody><tr><td colspan="2">Personal Information</td><td>Edit</td></tr><tr><td>Name</td><td>: ANIS FARHANA BINTI SABRI</td><td>Phone/Mobile</td><td>:</td><td></td></tr><tr><td>New Identity Card No.</td><td>:</td><td>Home Address</td><td>:</td><td></td></tr><tr><td>Email Address</td><td>:</td><td>District</td><td>:</td><td></td></tr><tr><td>City</td><td>:</td><td>Postcode</td><td>:</td><td></td></tr><tr><td>State</td><td>:</td><td>Personal Instagram</td><td>:</td><td>null</td></tr><tr><td>Personal Facebook</td><td>:</td><td>Race</td><td>:</td><td>Malay</td></tr><tr><td>Gender</td><td>: Female</td><td>Special Need Required</td><td>:</td><td>No</td></tr><tr><td>Marital Status</td><td>: Single</td><td></td><td></td><td></td></tr></tbody></table>	Personal Information		Edit	Name	: ANIS FARHANA BINTI SABRI	Phone/Mobile	:		New Identity Card No.	:	Home Address	:		Email Address	:	District	:		City	:	Postcode	:		State	:	Personal Instagram	:	null	Personal Facebook	:	Race	:	Malay	Gender	: Female	Special Need Required	:	No	Marital Status	: Single																										
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Personal Profile of Partner Noor Mardyana

PERSONAL PROFILE

BUSINESS PROFILE



**NOOR MARDYANA
BINTI AHMAD
TARMIZI**

Personal Information

Name	: NOOR MARDYANA BINTI AHMAD TARMIZI	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	:			Female	
Marital Status	:			Single	

Institution Information

[Add New](#)

UiTM Puncak Alam - ENT530-I

Type of Institution	: IHL	Institution List	:	Universiti Teknologi MARA	
State of Institution	: Selangor	Name of Institution	:	UiTM Puncak Alam	
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		Postcode	:	42300	
District of Institution	: Kuala Selangor	Study Status	:	Full time	Edit
Level of Study	: Bachelor Degree	Class Name	:	ENT530-I	Delete
Course Name	: ENT530-I	Year	:	2023	
Subject Name	: ENT530I	Enrolling the subject	:		
Month	: 3	Lecturer Name	:	Norfazlina Ghazali	
Enrolling the Subject	:	Year Of Internship Enrollment	:		
Internship Enrollment	: No	Period of Internship Training	:		
Month of Internship Enrollment	:	Expected Month To Complete	:	2	
Expected Year To	: 2025				

Go-Ecommerce Certificates



2.0 MyENT Certificate



3.0 SSM Registration

Business Information



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

**** MAKLUMAT PERNIAGAAN ****

NAMA PERNIAGAAN : CRY PUFF THE FROZEN FOOD
NO PENDAFTARAN : 202303167832 (003507639-T)
ALAMAT UTAMA PERNIAGAAN :

BENTUK PERNIAGAAN : PERKONGSIAN
TARIKH MULA BERNIAGA : 09-05-2023
TARIKH PENDAFTARAN : 04-07-2023
TARIKH LUPUT PENDAFTARAN : 03-07-2024
STATUS : AKTIF

**** JENIS PERNIAGAAN ****

MAKANAN

**** MAKLUMAT CAWANGAN ****

*** TIADA CAWANGAN ***

UserID : EZBIZ Tarikh : Tue Jul 04 10:18:54 MYT 2023

1 / 2

Nama Perniagaan : CRY PUFF THE FROZEN FOOD
Nombor Pendaftaran : 202303167832 (003507639-T)



**** MAKLUMAT PEMILIK PERNIAGAAN TERKINI ****

NAMA : ANIS FARHANA BINTI SABRI
ALAMAT KEDIAMAN :

NO K/P (LAMA) :
NO K/P (BARU) :
TARIKH LAHIR :
BANGSA :
JANTINA :
KEWARGANEGARAAN :
TARIKH MASUK :

NAMA :
ALAMAT KEDIAMAN :

NO K/P (LAMA) :
NO K/P (BARU) :
TARIKH LAHIR :
BANGSA :
JANTINA :
KEWARGANEGARAAN :
TARIKH MASUK :

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

PENDAFTAR PERNIAGAAN, SEMENANJUNG MALAYSIA
TARIKH : 04/07/2023

DOKUMEN INI ADALAH CETAKAN KOMPUTER. TANDATANGAN TIDAK DIPERLUKAN.

UserID : EZBIZ Tarikh : Tue Jul 04 10:18:54 MYT 2023

2 / 2

Business Certificate


SURUHANSAYA SYARIAH MALAYSIA
COMPANIES COMMISSION OF MALAYSIA

BORANG D (KAEDAH 13)



**PERAKUAN PENDAFTARAN
AKTA PENDAFTARAN PERNIAGAAN 1956**

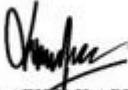
Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama

CRY PUFF THE FROZEN FOOD
NO. PENDAFTARAN: 202303167832 (003507639-T)

telah didaftarkan dari hari ini sehingga **3 JULAI 2024** di bawah Akta Pendaftaran
Perniagaan 1956, beralamat di

Bil. Cawangan: TIADA

Bertarikh di **SISTEM EZBIZ** pada **4 JULAI 2023**.


DATUK NOR AZIMAH ABDUL AZIZ
Pendaftar Perniagaan
Semenanjung Malaysia

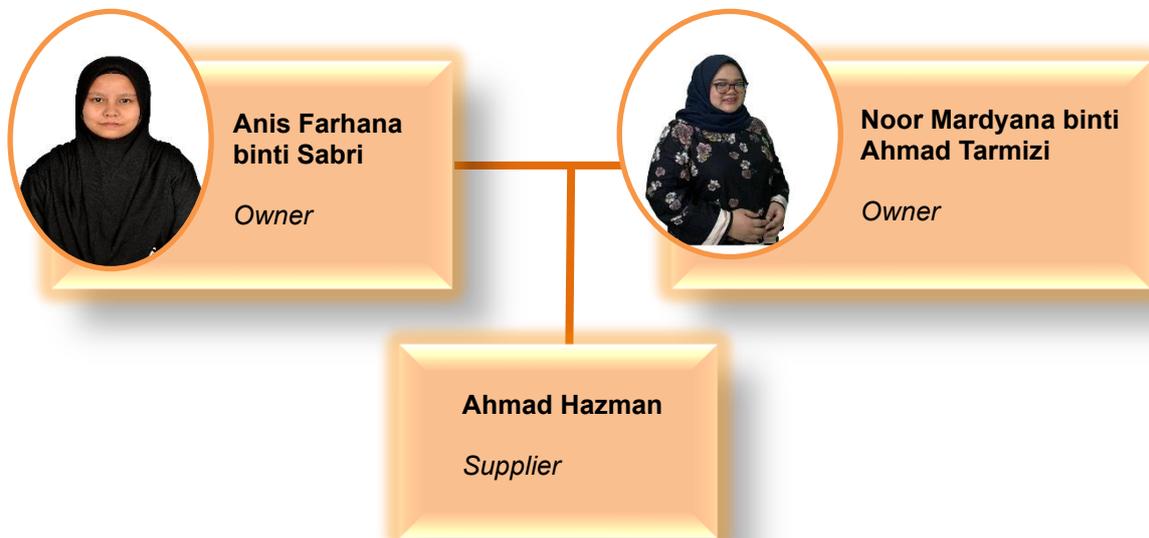
Unit03_EZBIZ Doc: Tm 04 04 10 10:52 MYT 2023

4.0 Introduction of Business



Our official business name is CRYpuff, short for **Curry** puff the Frozen Food. We provide homemade frozen curry puffs to sell to our customers. We also offer delivery service for customers near our premise which is in Puncak Alam, Selangor. The official owners of this business are under a partnership of Anis Farhana binti Sabri and Noor Mardiana binti Ahmad Tarmizi. Our business address is

Organizational Chart



Vision

To be the best-selling local product of homemade frozen curry puffs nationwide.

Mission

To reach hundreds of thousand units sold per year in Puncak Alam.

Descriptions Of Products

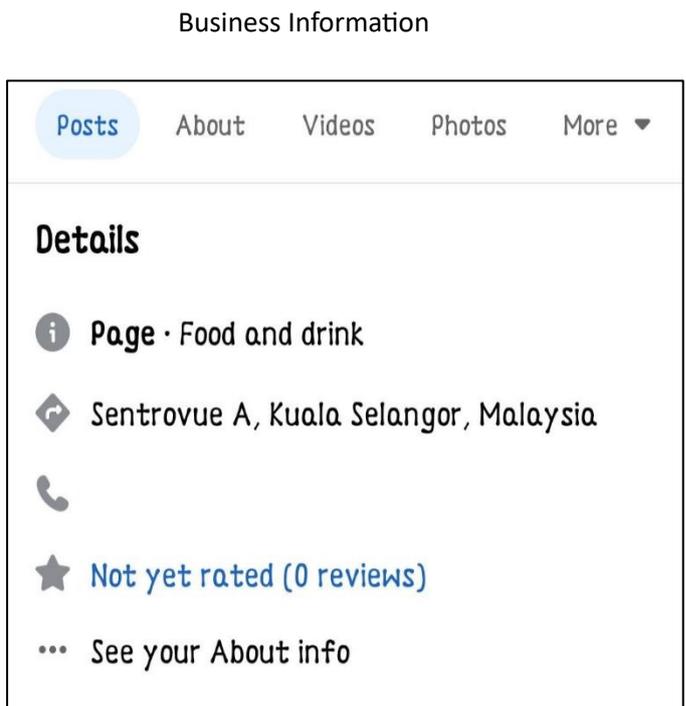
We established an online store on Facebook (FB) to attract more customers and increase our sales. We offered three types of fillings for our curry puffs which is the original potato filling, chicken curry filling and sardines filling. Below we provide the list of our pricing.

Product Fillings	Price (RM)
Original potato	RM12
Chicken Curry	RM12
Sardines	RM12

However, to attract the customer's attention, we offered a few discounts and flash sales that we advertised on our Facebook (FB) page. We offered RM20 for two packs of frozen curry puffs so that our customers can save up to RM4.

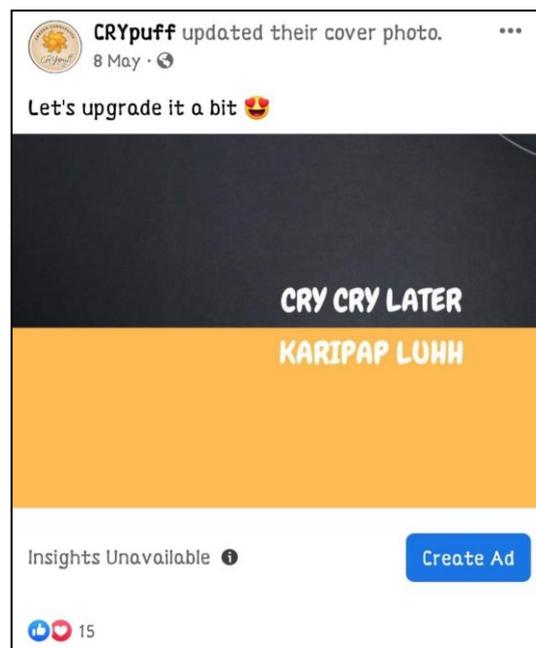
Facebook (FB) Page

Link to our page: <http://facebook.com/crypuff>



5.0 Facebook (FB)

5.1 Facebook (FB) post – Teaser



CRYpuff is 🤪 feeling goofy. 20 Jun · 🌐

(BIG TEASER) Can you find all the fillings that are available in our store? 🤖

COMMENT DOWN BELOW

#currypuffs #frozenfood #PuncakAlam

Name: _____

FIND ALL FILLINGS

C	H	I	C	K	E	N	C	U	R	R	Y
H	Y	D	E	N	N	X	X	B	S	Y	S
G	N	O	T	T	H	I	S	O	N	E	E
H	K	N	P	G	Y	R	M	R	R	Y	G
J	O	R	I	G	I	N	A	L	O	W	X
B	V	D	C	E	I	H	M	Z	T	T	J
R	S	A	R	D	I	N	E	Z	U	O	A
Y	O	U	G	O	T	R	I	C	K	E	D

Find the following words in the puzzle.
Words are hidden → and ↴.

See Insights and Ads Boost post

👍 Like 💬 Comment ➦ Share

👍❤️ 16

CRYpuff 2 Jul · 🌐

can u guess what filling is this? 🤖

Hint: Green

We are selling frozen curry puffs with three fillings as for now!
#currypuffs #frozen #puncakalam

like, follow and share ya

5.2 Facebook (FB) post – Copywriting (Hard Sell)

CRYPuff
9 May · 🌐

GRAND OPENING OF CRYPUFF
🔥 LIMITED TIME OFFER 🔥

We are now opened for orders of our delicious frozen curry puffs. Experience the crunchy and smooth texture of our tasty curry puffs during break hours, tea time or anytime you want! Suitable for any age especially for busy moms who are always on a rush!

We now offer limited discount for purchases of 2 packs or more. Each pack contains 10+ pieces of frozen curry puff for RM12.

Buy More, SAVE MORE !!
2 FOR RM20 !! (Save up to RM4)

FREE SELF PICKUP
COD AVAILABLE PUNCAK ALAM ONLY

Kindly click this link for more details/to order :

COME & GET YOURS NOW!

CRYPUFF
FROZEN CURRY PUFFS
LOOKING FOR A QUICK SNACK?
INTRODUCING CRYPUFF!

- Get these frozen curry puffs for more than 10 pieces for RM12 only! With just one bite, you will come back for more!
- Perfect for busy moms looking to fry up some quick snacks for their hungry children!
- Have it during break hours! Tea time! Or anytime you want! Crispy on the outside, soft and mushy on the inside.
- These doughy treats are full of flavor and texture!
- Don't miss out on this limited time offer! Buy more to SAVE MORE!

GET YOURS NOW!

Messenger Send Message

[See Insights and Ads](#) Boost post

CRYPuff is 😊 feeling blessed.
16 Jun · 🌐

Look who just rolled in!

Our sales are currently ongoing and it has been going steadily 😊

As you can see, our customers are ordering easily through our WHATSAPP! We are looking forward for feedbacks and much love from our customers 🌸

What are you waiting for?
Get some for yourself NOW!

Contact us :

[#currypuff](#) [#puncakalam](#)

The screenshots show two WhatsApp conversations. The first is with 'Fithalyia' where she orders 'We cod around puncak alam ya' and provides her name (Aila), filling (kari ayam/kentang/sardines), and address (sentrove apartment A). The second is with 'balqis' where she orders 'Hi Acu Mar I would like to order...' and provides her name (Balqis), filling (kari ayam/sardine/kentang), and address (UITM Puncak Alam).

CRYPuff
26 Jun · 🌐

Get in line!

People are lining up to get a taste of our flavours!
Chicken curry? Signature potato? Sardines? We got it ALL!

Join the others in experiencing these glorious flavours by purchasing a pack! **ONLY RM12!**

Want more? Get **TWO** packs for RM20! Keep in mind these puffs are limited. We are restocking them as fast as possible for our customers.

Contact us to pre-order!
Whatsapp :

[See Insights and Ads](#) Boost post

👍❤️ 9



CRYpuff

27 Jun · 🌐



IT'S LIT! 🔥

Grab your chance on getting to taste our fresh homemade frozen puffs for RM12!

You can save up to RM4 for TWO packs!

We are fully stocked and good to go! Orders are coming in hot! You do not want to miss out on these babies 😍

So what are you waiting for? GET YOURS NOW!
Order here :



[See Insights and Ads](#)

[Boost post](#)

👍❤️ 10

CRYpuff
6 d · 🌐

Happy weekend!

What are you planning this weekend? Did you already have a meal plan? If you haven't had one, why not give our frozen meal a try?

Our curry puffs have a balanced nutrition, a little bit of green, a little bit of protein and carbs, and a little bit of scrumptious delight!

Get our curry puffs NOW while the stocks last!
Order here :



[See Insights and Ads](#) [Boost post](#)

5.3 Facebook (FB) post – Copywriting (Soft Sell)

CRYpuff
9 May · 🌐

Lazy Monday? but hungry? Curry Puff Frozen is easy and simple as your first day of the week's meal.

ONE of the benefits of curry puffs frozen;
Look forward for more
We are happy to share with you

Don't forget to like and share our page
Have a lovely Tuesday! 🌸



[See Insights and Ads](#) [Boost post](#)

 **CRYpuff** 10 Jun · 🌐

Happy Saturday!! We hope everyone will have a nice weekend.

Imagine the crispy curry puff with hot coffee or tea to start your day 😊 I would definitely go for it!!

Hehe if you don't know where to get it or lazy to get up from your bed just click here
and we'll send it to you
(around Puncak Alam only)

[ps: Sorry for being inactive lately, both of the admins are busy with studies.]

[See Insights and Ads](#) [Boost post](#)

  13

 Like  Comment  Share

 **CRYpuff is at Sentrovue.** 11 Jun · 🌐

Aw it's already Sunday :(but good news to everyone,

NOW you guys can buy from the vendor/walk-in to S ME MINIMART @ Apartment Sentrovue A to grab Frozen Curry Puffs while it stocks!!

The ready stock is limited, you have to wait for another batch if u miss this one ya!

!! We also can COD to you just contact us now
(Puncak Alam only)

- acu Mar

[See Insights and Ads](#) [Boost post](#)

  12



CRYpuff is 😊 feeling amused.

15 Jun · 🌐



One of the ingredients inside curry puffs are potatoes.

Do you know that potatoes are good for your health ?

These are five nutrition facts and health benefits of potatoes

You may follow us to stay updates. Don't forget like and share ya gais

[#currypuffs #frozen #puncakalam]

- acu Mar

5 POTATOES
NUTRITION FACTS AND
HEALTH BENEFITS

- 1 Cholesterol-free
- 2 Low-sodium
- 3 Fat-free
- 4 Good source of Fiber
- 5 Potassium available

 **CRYpuff** 3 Jul · 🌐

Hello everyone!

We also provide self pick-up ya. This is one of our customer self pick-up her orders as she lives around here

Don't worry we can also COD to your door around Puncak Alam and IT IS FREE (if you buy more than one)!!

Unfortunately, we are unavailable for delivery/postage.

Three fillings available:

- 🍴original
- 🍴chicken curry
- 🍴sardines

[#puncakalam](#) [#frozencurrypuffs](#)

like, follow and share 🍷



 **CRYpuff** 23 Jun · 🌐

Oh no! There is no rice at home after a rough day at work 😭 I'm so tired BUT HUNGRY

Wait yeah I just remembered I have frozen curry puffs! This time I want chicken curry!! I just need to defrost, fry and then ready to eat. It is so convenient for me

Where do I order? I click this link [\[redacted\]](#) and then place my order

😊 so easyy!!

They also response very fast! All items are ready-stock but pre-order usually every Sunday.

[#currypuffs](#) [#frozen](#) [#puncakalam](#)



[See Insights and Ads](#) [Boost post](#)

CRYpuff 29 Jun · 🌐

Salam Aidiladha from us 🌙🕌

Admin dah makan tiga kali rendang daging hari ini 😊👍 how about you guys? Comment below

Don't forget to like, follow and share our page
Thank you and have a nice day

See Insights and Ads Boost post

👍❤️ 7

CRYpuff 3 Jul · 🌐

Alhamdulillah our curry puffs have sold-out in s me minimart.

Hence, we are only taking pre-orders this week ya. Sorry for inconvenience

You can order through this link
[Link]

Thank you ❤️

api.whatsapp.com
Share on WhatsApp

See Insights Boost a Post

CRYpuff 4 d · 🌐

"Frozen food provide a quick and easy solution to prepare tasty, out-of-the-ordinary meals in minutes, no matter how hectic our day is"

Hmm let see 😊😊😊

Watch this video 📺👉👉👉
what do you guys think? Comment below

Visit our page for more info.
Also, don't hesitate to ws us to order/ask any ya
[#frozenfood](#) [#currypuffs](#) [#puncakalam](#)

See Insights and Ads Boost post



CRYpuff

2 h · 🌐



Hello, ALAMAK admin lupa nak share customer datang jauh untuk self pick-up curry puff frozen! Rezeki dia karipap masih ada stok ditanga, tak perlu tunggu pre-order hihihi....

!! 1 pack = RM12 ONLY !!

- 🍷 original potato
- 🍷 chicken curry
- 🍷 sardine

Any inquiry can comment below or ws us

Follow, like and share our page.
Thank you so much Jumaat barakah ❤️





CRYpuff is 😊 feeling loved.



1 h · 🌐

Can anyone guess our best-selling filling (as for now)???

Jeng...

Jeng...

jeng....

Of course our signature original potato filling!!! Potato curry is everyone's favourite including me 🤗

- ✅ Only RM12 per pack
- ✅ Self-pickup and COD available

Follow, like and share our page ❤️

Any question you may ask us directly in the comment below or pm us here



CRYpuff is 😊 feeling inspired.



45 m · 🌐

One of the benefits of FROZEN food is FLEXIBLE.

Frozen food will keep until you are ready to eat. This means it does not matter if you change at last minute or you're not feeling that hungry.

Remember that frozen food allows us to keep it for much longer !!

Therefore, it is alright if you forgot to eat our curry puff right after bought it. This is because you still have few days to consume and it is still as good as new 👍 as long as you keep it in the fridge 😊😊

Follow us to learn more!

Like and share will be much appreciated!



CRYpuff

8 m · 🌐



Second benefit of FROZEN food is EASY

Ready meals are so easy! Now we can pre-heat or cook in microwave OR air fryer other than using cooking stove



Not only it is easy to prepare, but also easy to order. Working adult especially mom, I gotchu! Feed your children and not forget yourself too before rush to work. Everything is at your fingertip ✨

You only have to ws this number | and wait for your orders 🍷





CRYpuff is 😊 feeling lovely.



1 m · 🌐

Apologise. I also forgot to share one of our customer's feedback 😭 Final week was hectic.

Thank you so much for buying with us. This customer does not like "karipap angin", don't worry our curry puff is filled with filling not with air 😊 it's guaranteed 👍👍

Don't believe? Then, go ahead buy one and see yourself

Click this link

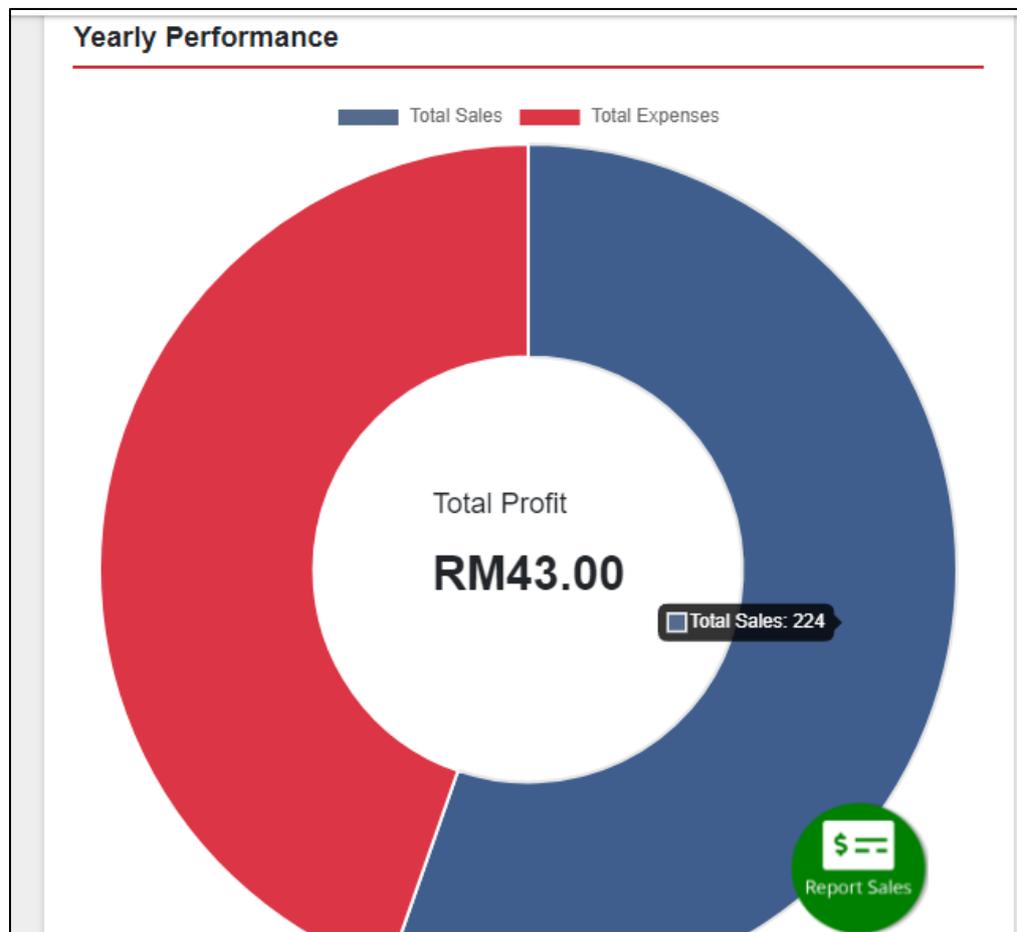
to order

FOLLOW, LIKE AND SHARE ❤️



5.4 Sales Report

CUSTOMER'S NAME	ADDRESS	PAYMENT METHOD	DELIVERY METHOD	TRACKING NO.
Sarah Nadya	Sentrovue A	Cash	Self Pick-Up	-
Fatihah	Sentrovue A	QR/Online Transfer	Self Pick-up	-
Liah	Jalan Meru Setia, Kapar	Cash	Self-Pick-Up	-
Balqis	Raflessia, UiTM Puncak Alam	QR/Online Transfer	Delivery	-
Letchumy a/p	Sentrovue A	Cash	COD	-
Suhana	Sentrovue A	QR/Online Transfer	Self Pick-Up	-
Kak A a/p	Sentrovue A	Cash	COD	-



6.0 Conclusion

In conclusion, we have chosen CRYpuff the Frozen Food as our brand name and have a unique multi-flavoured frozen curry puffs as our core business product. We strongly believe that with a strong capital foundation, it will help us operate our business activities better. Also, we learnt RM20 for two, RM12 for 1 promotion undoubtedly has attracted many audiences to our page. Besides, it also enables us to accomplish our vision and mission. We also learnt it is crucial to regularly update the copywriting for soft sells and hard sells in order to keep our potential and already customers engaged to our business. Thus, even there might have risks and challenges to encounter by choosing this journey, we will try our very best and be a good business to reach our customer satisfaction objectives so that it will worth their purchase. With the combination of skills and hard work that was put into this business from our partnership, we believe that our company can be a great business in the near future and keep on growing. As stated above, we have provided detail descriptions about our business and we are proud to be as a team to be involved in this industry. We hope that we can be a successful local brand with high quality products for all of our customers and also to be proud entrepreneurs for our company.

**RUBRIC
SOCIAL MEDIA PORTFOLIO (40%)**

COURSE NAME : PRINCIPLES OF ENTREPRENEURSHIP
COURSE CODE : ENT530
STUDENT'S NAME : ANIS FARHANA BINTI SABRI (2022660218)
NOOR MARDYANA BINTI AHMAD TARMIZI (2022886844)
LECTURER'S NAME : NORFAZLINA BINTI GHAZALI
PROGRAM : BA232 – BACHELOR IN OFFICE SYSTEM MANAGEMENT
GROUP : 530I

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 <ul style="list-style-type: none"> ● Cover page (1 mark) ● Acknowledgement (1 mark) ● Executive summary (2 marks) ● Table of contents (1 mark) 	Provide moderate preliminary materials <ul style="list-style-type: none"> ● Cover page (1 mark) ● Acknowledgement (1 mark) ● Executive summary (2 marks) ● Table of contents (1 mark) 	Provide satisfactory preliminary materials <ul style="list-style-type: none"> ● Cover page (1 mark) ● Acknowledgement (1 mark) ● Executive summary (2 marks) ● Table of contents (1 mark) 	Provide good preliminary materials <ul style="list-style-type: none"> ● Cover page (1 mark) ● Acknowledgement (1 mark) ● Executive summary (2 marks) ● Table of contents (1 mark) 	Provide excellent preliminary materials <ul style="list-style-type: none"> ● 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				5 marks	
		Do not do registration				Do registration	
MyENT registration	5 marks	0 mark				5 marks	
		Do not do registration				Do registration	
SSM registration/Business registration	5 marks	0 mark	2 marks			5 marks	
		Do not do registration	Registration in progress			Do registration	
Introduction of business	5 marks	1 mark	2 marks	3 marks	4 marks	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 	

		<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"> ● 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 (%)
Copywriting – Hard Sell**	20 marks	0 mark	1-5 marks	6-10 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	6-10 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	5-6 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 (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	5 marks	1 mark	2 marks	3 marks	4 marks	5 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

****For hard sell and soft sell copywriting: No marks will be given for any post that does not follow the right structure of copywriting.**

**** Student may use English/Malay for copywriting based on their targeted audience.**