



**PLEASE NOTE**

All assignments are the responsibility of the student.  
Ensure you keep a copy of your assignment before submitting.

**We declare that, to the best of our knowledge and belief, this assignment is our own work, all sources have been properly acknowledged, and the assignment contains no plagiarism. This assignment or any part thereof has not previously been submitted for assessment at this or any other University.**

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## PANDUAN TUGASAN 1

- Tugas ini adalah tugas berkumpulan (10 orang).
- Setiap kumpulan dikehendaki memilih jenis perniagaan sama ada berbentuk produk atau perkhidmatan.
- Setiap kumpulan dikehendaki mencipta akaun facebook page dan juga Instagram bagi tujuan promosi perniagaan.
- Pelajar dikehendaki menggunakan teknik copywriting (teaser, softsell dan hardsell) bagi tujuan pemasaran. Jumlah *post* untuk teaser, softsell dan harsell yang diperlukan adalah seperti berikut:
  - Kumpulan yang mempunyai 9-10 ahli wajib menyediakan (*posting*) 5 teaser, 5 softsell dan 5 hardsell.
  - Kumpulan yang mempunyai 11 ahli wajib menyediakan (*posting*) 5 teaser, 5 softsell dan 6 hardsell.
  - Syarat posting (copywriting) untuk tugas ini adalah 1 hari: 1 teaser, 1 softsell dan 1 hardsell. Walaubagaimanapun, sekiranya pelajar ingin membuat posting lebih daripada syarat yang dinyatakan, tiada masalah. Namun tiada markah tambahan akan diberikan.
- Pelajar dikehendaki menjalankan perniagaan bermula minggu **kelapan** dan **kesembilan**.
- Sila sertakan bukti pembelian berikut (disertakan dalam ruangan **BAHAGIAN 2: C2**):
  - Resit pembelian (cth: petrol, stock, dll)
  - Resit jualan (cth: *online receipt, printscreen online bank transaction*)
- Setiap pelajar dikehendaki membuka akaun **go-ecommerce**:
  - Kemaskini maklumat peribadi dan perniagaan.
  - Kemaskini jumlah jualan yang telah dijalankan.
  - *Screenshot/snipping tool* maklumat peribadi, perniagaan dan jualan untuk setiap ahli dan disertakan di **BAHAGIAN 2: 2A**.
- Font type: Arial, Font Size: 11, Justify, line spacing: 1.5.
- Submission date: **27 JAN 2022/ 5.00 PM (M14)** (Ketua Kumpulan hantar kepada pensyarah melalui email secara personal).

## TUGASAN 1 (45%)

### BAHAGIAN 1: SOSIAL MEDIA

#### A. Create FB Page

Screen capture FB Page

#### B. Custom URL FB Page

Able to acquire 80 likes and above as well as changed FB URLs to Custom URLs Eg:  
[www.facebook.com/rochin-kitchen](http://www.facebook.com/rochin-kitchen) (print screen)

**C. Create Instagram**

Screen capture Instagram page

**D. Instagram # Hashtag**

Hashtags were well prepared, relevant and potentially significant to the target market (print screen)

**E. Teaser Post**

Provide 5 teasers post (print screen)

Teaser 1 (Date: \_\_\_\_\_ / link: \_\_\_\_\_)

Teaser 2 (Date: \_\_\_\_\_ / link: \_\_\_\_\_)

Teaser 3 (Date: \_\_\_\_\_/link: \_\_\_\_\_)

Teaser 4 (Date: \_\_\_\_\_/link: \_\_\_\_\_)

Teaser 5 (Date: \_\_\_\_\_/link: \_\_\_\_\_)



**F. Softsell Post (Copywriting)**

Provide 5 softsell posts using the correct soft sell technique – Title – Introduction of story – Storytelling – CTA (print screen).

Softsell 1 (Date: \_\_\_\_\_/name: \_\_\_\_\_/

link: \_\_\_\_\_)

Softsell 2 (Date: \_\_\_\_\_/name: \_\_\_\_\_)

link: \_\_\_\_\_)

Softsell 3 (Date: \_\_\_\_\_/name: \_\_\_\_\_)

link: \_\_\_\_\_)

Softsell 4 (Date: \_\_\_\_\_/name: \_\_\_\_\_)

link: \_\_\_\_\_)

Softsell 5 (Date: \_\_\_\_\_/name: \_\_\_\_\_)

link: \_\_\_\_\_)

**G. Hardsell Post**

Provide 5-6 Hardsell posts using the correct hard sell technique - AIDCA (print screen).

Hardsell (Date: \_\_\_\_\_/name: \_\_\_\_\_)

link: \_\_\_\_\_)

Hardsell 2 (Date: \_\_\_\_\_/name: \_\_\_\_\_)

link: \_\_\_\_\_)

Hardsell 3 (Date: \_\_\_\_\_/name: \_\_\_\_\_)

link: \_\_\_\_\_)



Hardsell 4 (Date: \_\_\_\_\_/name: \_\_\_\_\_)

link: \_\_\_\_\_)

Hardsell 5(Date: \_\_\_\_\_/name: \_\_\_\_\_)

link: \_\_\_\_\_)

Hardsell 6 (Date: \_\_\_\_\_/name: \_\_\_\_\_)

link: \_\_\_\_\_)

## BAHAGIAN 2: LAPORAN JUALAN (GO-ECOMMERCE)

### A. Personal Profile & Business Profile

Screen capture the personal profile & business profile section from Go e-Commerce Portal for each member.

**Group Member 1:**

**Group Member 2:**

**Group Member 3:**

**Group Member 4:**

**Group Member 5:**

**Group Member 6:**

**Group Member 7:**

**Group Member 8:**

**Group Member 9:**

**Group Member 10:**



**Group Member 11:**

**B. Sale generated & Go e-Commerce evidence**

Screen capture sales report (pie chart) from Go e-Commerce Portal for each members in the group.

**Group Member 1:** \_\_\_\_\_

**Group Member 2:** \_\_\_\_\_

**Group Member 3:** \_\_\_\_\_

**Group Member 4:** \_\_\_\_\_

**Group Member 5:** \_\_\_\_\_

**Group Member 6:** \_\_\_\_\_

**Group Member 7:** \_\_\_\_\_

**Group Member 8:** \_\_\_\_\_

**Group Member 9:** \_\_\_\_\_

**Group Member 10:** \_\_\_\_\_

**Group Member 11:** \_\_\_\_\_

**C. Sales records for all members.**

1) Bookkeeping (Combine all customer details for all members of group):

**Group Member 1:** \_\_\_\_\_

BIL	BULAN	TARIKH	NAMA PELANGGAN	NO TELEFON	JENIS STOKIN	HARGA JUAL SEUNIT (RM)	KUANTITI	JUMLAH BELIAN	COD/Postage	JUMLAH BAYARAN YANG DIPEROLEHI
1	FEB	26/2//2020	NAJIHAH HAMID	013-2906666	CARTOON	RM7	4	4 unit X RM 7		RM 28
2	FEB	26/2//2020	FAIRUZ	013-2906666	CARTOON	RM7	3	3 unit X RM 7		RM 21
3	FEB	26/2//2020	AZMA NAJMI	013-2906666	CARTOON	RM7	1	1 unit X RM 7		RM7
<b>Total</b>										

**Group Member 2:** \_\_\_\_\_

BIL	BULAN	TARIKH	NAMA PELANGGAN	NO TELEFON	JENIS STOKIN	HARGA JUAL SEUNIT (RM)	KUANTITI	JUMLAH BELIAN	COD/Postage	JUMLAH BAYARAN YANG DIPEROLEHI
1	FEB	26/2//2020	NAJIHAH HAMID	013-2906666	CARTOON	RM7	4	4 unit X RM 7		RM 28
2	FEB	26/2//2020	FAIRUZ	013-2906666	CARTOON	RM7	3	3 unit X RM 7		RM 21
3	FEB	26/2//2020	AZMA NAJMI	013-2906666	CARTOON	RM7	1	1 unit X RM 7		RM7
<b>Total</b>										

**Group Member 3:** \_\_\_\_\_

BIL	BULAN	TARIKH	NAMA PELANGGAN	NO TELEFON	JENIS STOKIN	HARGA JUAL SEUNIT (RM)	KUANTITI	JUMLAH BELIAN	COD/Postage	JUMLAH BAYARAN YANG DIPEROLEHI
1	FEB	26/2//2020	NAJIHAH HAMID	013-2906666	CARTOON	RM7	4	4 unit X RM 7		RM 28
2	FEB	26/2//2020	FAIRUZ	013-2906666	CARTOON	RM7	3	3 unit X RM 7		RM 21
3	FEB	26/2//2020	AZMA NAJMI	013-2906666	CARTOON	RM7	1	1 unit X RM 7		RM7
<b>Total</b>										

**Group Member 4:** \_\_\_\_\_

BIL	BULAN	TARIKH	NAMA PELANGGAN	NO TELEFON	JENIS STOKIN	HARGA JUAL SEUNIT (RM)	KUANTITI	JUMLAH BELIAN	COD/Postage	JUMLAH BAYARAN YANG DIPEROLEHI
1	FEB	26/2//2020	NAJIHAH HAMID	013-2906666	CARTOON	RM7	4	4 unit X RM 7		RM 28
2	FEB	26/2//2020	FAIRUZ	013-2906666	CARTOON	RM7	3	3 unit X RM 7		RM 21
3	FEB	26/2//2020	AZMA NAJMI	013-2906666	CARTOON	RM7	1	1 unit X RM 7		RM7
<b>Total</b>										



**Group Member 5:** \_\_\_\_\_

BIL	BULAN	TARIKH	NAMA PELANGGAN	NO TELEFON	JENIS STOKIN	HARGA JUAL SEUNIT (RM)	KUANTITI	JUMLAH BELIAN	COD/Postage	JUMLAH BAYARAN YANG DIPEROLEHI
1	FEB	26/2//2020	NAJIHAH HAMID	013-2906666	CARTOON	RM7	4	4 unit X RM 7		RM 28
2	FEB	26/2//2020	FAIRUZ	013-2906666	CARTOON	RM7	3	3 unit X RM 7		RM 21
3	FEB	26/2//2020	AZMA NAJMI	013-2906666	CARTOON	RM7	1	1 unit X RM 7		RM7
<b>Total</b>										

**Group Member 6:** \_\_\_\_\_

BIL	BULAN	TARIKH	NAMA PELANGGAN	NO TELEFON	JENIS STOKIN	HARGA JUAL SEUNIT (RM)	KUANTITI	JUMLAH BELIAN	COD/Postage	JUMLAH BAYARAN YANG DIPEROLEHI
1	FEB	26/2//2020	NAJIHAH HAMID	013-2906666	CARTOON	RM7	4	4 unit X RM 7		RM 28
2	FEB	26/2//2020	FAIRUZ	013-2906666	CARTOON	RM7	3	3 unit X RM 7		RM 21
3	FEB	26/2//2020	AZMA NAJMI	013-2906666	CARTOON	RM7	1	1 unit X RM 7		RM7
<b>Total</b>										

**Group Member 7: \_\_\_\_\_**

BIL	BULAN	TARIKH	NAMA PELANGGAN	NO TELEFON	JENIS STOKIN	HARGA JUAL SEUNIT (RM)	KUANTITI	JUMLAH BELIAN	COD/Postage	JUMLAH BAYARAN YANG DIPEROLEHI	
1	FEB	26/2//2020	NAJIHAH HAMID	013-2906666	CARTOON	RM7	4	4 unit X RM 7		RM 28	
2	FEB	26/2//2020	FAIRUZ	013-2906666	CARTOON	RM7	3	3 unit X RM 7		RM 21	
3	FEB	26/2//2020	AZMA NAJMI	013-2906666	CARTOON	RM7	1	1 unit X RM 7		RM7	
Total											

**Group Member 8: \_\_\_\_\_**

BIL	BULAN	TARIKH	NAMA PELANGGAN	NO TELEFON	JENIS STOKIN	HARGA JUAL SEUNIT (RM)	KUANTITI	JUMLAH BELIAN	COD/Postage	JUMLAH BAYARAN YANG DIPEROLEHI	
1	FEB	26/2//2020	NAJIHAH HAMID	013-2906666	CARTOON	RM7	4	4 unit X RM 7		RM 28	
2	FEB	26/2//2020	FAIRUZ	013-2906666	CARTOON	RM7	3	3 unit X RM 7		RM 21	
3	FEB	26/2//2020	AZMA NAJMI	013-2906666	CARTOON	RM7	1	1 unit X RM 7		RM7	
Total											

**Group Member 9:** \_\_\_\_\_

BIL	BULAN	TARIKH	NAMA PELANGGAN	NO TELEFON	JENIS STOKIN	HARGA JUAL SEUNIT (RM)	KUANTITI	JUMLAH BELIAN	COD/Postage	JUMLAH BAYARAN YANG DIPEROLEHI
1	FEB	26/2//2020	NAJIHAH HAMID	013-2906666	CARTOON	RM7	4	4 unit X RM 7		RM 28
2	FEB	26/2//2020	FAIRUZ	013-2906666	CARTOON	RM7	3	3 unit X RM 7		RM 21
3	FEB	26/2//2020	AZMA NAJMI	013-2906666	CARTOON	RM7	1	1 unit X RM 7		RM7
<b>Total</b>										

**Group Member 10:** \_\_\_\_\_

BIL	BULAN	TARIKH	NAMA PELANGGAN	NO TELEFON	JENIS STOKIN	HARGA JUAL SEUNIT (RM)	KUANTITI	JUMLAH BELIAN	COD/Postage	JUMLAH BAYARAN YANG DIPEROLEHI
1	FEB	26/2//2020	NAJIHAH HAMID	013-2906666	CARTOON	RM7	4	4 unit X RM 7		RM 28
2	FEB	26/2//2020	FAIRUZ	013-2906666	CARTOON	RM7	3	3 unit X RM 7		RM 21
3	FEB	26/2//2020	AZMA NAJMI	013-2906666	CARTOON	RM7	1	1 unit X RM 7		RM7
<b>Total</b>										

Group Member 11: \_\_\_\_\_

BIL	BULAN	TARIKH	NAMA PELANGGAN	NO TELEFON	JENIS STOKIN	HARGA JUAL SEUNIT (RM)	KUANTITI	JUMLAH BELIAN	COD/Postage	JUMLAH BAYARAN YANG DIPEROLEHI
1	FEB	26/2//2020	NAJIHAH HAMID	013-2906666	CARTOON	RM7	4	4 unit X RM 7		RM 28
2	FEB	26/2//2020	FAIRUZ	013-2906666	CARTOON	RM7	3	3 unit X RM 7		RM 21
3	FEB	26/2//2020	AZMA NAJMI	013-2906666	CARTOON	RM7	1	1 unit X RM 7		RM7
<b>Total</b>										

2) Receipts (Provides all proof of payments here. e.g: purchase receipts & sales receipts).

**Group Member 1:** \_\_\_\_\_

Group Member 2: \_\_\_\_\_

Group Member 3: \_\_\_\_\_

Group Member 4: \_\_\_\_\_



Group Member 5: \_\_\_\_\_

Group Member 6: \_\_\_\_\_

**Group Member 7:** \_\_\_\_\_

**Group Member 8:** \_\_\_\_\_

Group Member 9: \_\_\_\_\_

**Group Member 10:** \_\_\_\_\_

Group Member 11: \_\_\_\_\_