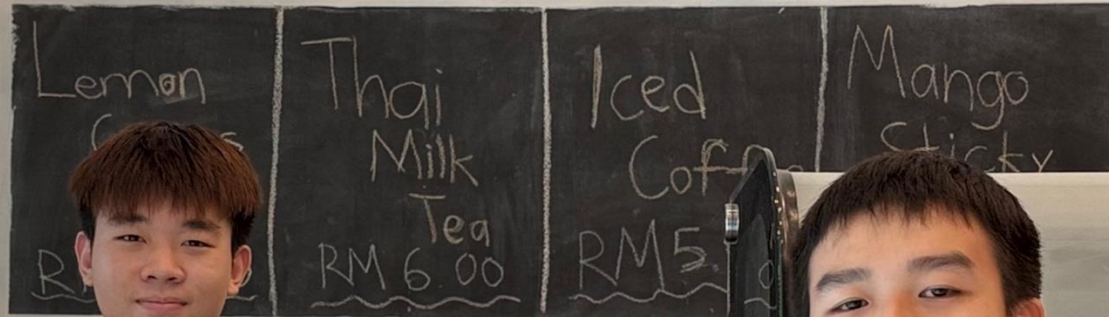


## Thai Menu (Week 7)

Angie Chang, Tan Hao Yi, Ng Sim Kai, Tony Loh

# STUDENT PORTFOLIO: SOCIAL MEDIA MARKETING



KAGC  
education

KAGC  
COLLEGE

PLL  
ACADEMY

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# EXECUTIVE SUMMARY

- Met week 7's business objectives:

	Target	Actual
Revenue	RM940.00	RM959.50
Gross Profit Margin	63%	64%

- Successfully improved walk-in traffic and new customer's order from 0 to >10 pax
- The Meta paid campaign generate some leads but can be improved as pre-ordering lunch is not a usual behavior and due to the low awareness of Avante 2 Go. However, the campaign has garnered decent engagements over 4 days:
  - Reach: 2,173
  - View: 2,357

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# PROJECT OVERVIEW

- The **Avante 2 Go Café Project** is an experiential collaboration between **Culinary Arts (CA) students** and **Digital Marketing (DM) students**.
- The café, operating every Wednesday at the **lobby of KAGC College** from **8:30 AM to 1:00 PM**, allows CA students to experience menu planning, purchasing, food preparation, and business operations in a real-world setting.
- For the first time, DM students are joining forces with CA students, tasked with promoting the café's weekly rotating menu.
- The project's business goal is simple but challenging:

✅ ***To fully sell off the planned food quantity and make a profit.***

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# PROJECT OVERVIEW

- This project mirrors a **live business scenario**, training students to **drive sales** through **marketing, operations, and strategic coordination**.
- To execute the project, students are encouraged to utilize both the **organic** and **paid** method of the **social media techniques**.



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# MARKETING EXECUTION & OBJECTIVES

Task	Objective
<b>Marcom:</b> Redesign marketing leaflet.	To enhance its visual clarity, improve information hierarchy, and strengthen the call-to-action (CTA) to drive higher engagement and conversion.
<b>Social Media Marketing:</b> Organic with 4 postings leading up to the business operations day.	To reconnect with followers and foster community engagement as the page has been ideal for almost 3 years.
<b>Social Media Marketing:</b> Paid targeting working adults within 2KM radius from KAGC College.	To generate leads by encouraging prospects to message us via WhatsApp.
<b>WhatsApp Business:</b> Setting up product catalog and distribution list.	To enhance customer engagement, streamline product discovery, and facilitate direct communication.
<b>Digital Display:</b> Create visually engaging short-form video content (.mov files) that effectively showcases key menu items.	To attract attention, stimulate interest, and enhance the customer's on-site experience through high-impact, screen-based promotion in a real-world food service environment.

# THAI MENU LEAFLET



THAI LAND

4/6/2025 (Wednesday)



MENU



Rm5



Rm6



Rm5

BREAKFAST

FRIED TOMYAM MEE HOON

SNACK

MANGO STICKY RICE

STREET FOOD

CHICKEN PORRIDGE WITH FRIED DONUT



Rm9



Rm9

BEVERAGE

• Thal Milk Tea RM6

• Lemongrass Tea RM3.5

• Ice Coffee RM5

DESSERT

• Tiramisu RM6

LUNCH

PHAT KAPHREA RICE

LUNCH

CHICKEN MAGGIE TOMYAM



KAGC



KAGC COLLEGE

ERIC +601116839537

HONGYI +60194420419

9, Jalan Gereja, City Centre, 50100 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur.

Before



ARO I

SET

Lunch + Drinks

RM12.50

RM10

ON June 4!!!



PHAT KAPHRAO RICE

OR



CHICKEN MAGGIE TOMYAM

+



LEMONGRASS TEA

CHANGE TO:



Iced Coffee (+RM 1.50)



Thai Milk Tea (+RM 2.50)



KAGC



KAGC COLLEGE

SCAN ME TO ORDER!



After



LUNCH THAI !

MENU



Breakfast: FRIED TOMYAM MEE HOON RM 5



Breakfast: CHICKEN PORRIDGE WITH FRIED DONUT RM 5



Dessert: MANGO STICKY RICE RM 6



Lunch: PHAT KAPHRAO RICE RM 9



Lunch: CHICKEN MAGGIE TOMYAM RM 9



Drinks: THAI MILK TEA RM 6



Drinks: LEMONGRASS TEA RM 3.50



Drinks: ICED COFFEE RM 5

DESSERT

TIRAMISU - ONLY RM6

9, JALAN GEREJA, CITY CENTRE, 50100 KUALA LUMPUR (KAGC COLLAGE)

SCAN ME TO ORDER!





# Avanté 2 Go

## THAI WEEK

### June 4

**FACEBOOK – COVER PHOTO**

# FACEBOOK – ORGANIC POSTING 1 (TEASER)

## 🌶️ Spicy Alert... Thai Delights Are Coming! TH

Get ready to ignite your taste buds and experience the bold, fiery flavors of Thailand! From rich and creamy Tom Yum soup, to sizzling spicy stir-fries, and tangy, mouthwatering street food classics —

we're bringing you the sour, spicy soul of authentic Thai cuisine, straight to your plate!

📅 Opening Date: Wednesday, June 4

🕒 Time: 8:30 AM – 1:00 PM

📍 Location: KAGC College, Hall

🎁 Special Promotions...

🔥 The earlier you come, the more you enjoy. Don't miss it!

We'll be waiting for you!

## 🌶️ 热辣来袭...泰国美味即将登场! TH

准备好点燃您的味蕾，体验泰国大胆、奔放的风味吧！从浓郁香醇的东炎、火辣的爆炒菜肴，到酸辣开胃的街头经典美食——我们将带您感受泰式料理的热辣与灵魂，让这份地道的美味直达您的餐桌！

📅 开业时间：6月4日（星期三）

🕒 时间：上午8:30 - 下午1:00

📍 地点：KAGC学院，大厅

🎁 特别优惠...

🔥 越早来，越尽兴。千万别错过！

我们等你来！

#kagccollege #avante2go #ThaiFoodLovers #FoodieAlert

**Objective:** Posted it on 13 days prior to the business operations to create awareness, drive conversation and generate early interest.



Avanté 2 go

23 May at 03:07 · ⚙️

🌶️ Spicy Alert... Thai Delights Are Coming! 🇹🇭

Get ready to ignite your taste buds and experience the bold, fiery flavors of Thailand!

Fr... See more

See translation



Avanté 2 go

Café

WhatsApp

# FACEBOOK – ORGANIC POSTING 2 (COMBO SETS)

🌶️🌶️🌶️ Sawadee, Flavor Seekers! 🌶️🌶️🌶️

Something Aroi is Stirring at Avante 2 Go... 👁️👁️

Get ready to dive into a crave-worthy journey of bold Thai flavors starting June 4, 2025! 🇹🇭

🍴 Satisfy Your Thai cravings with our delicious combo sets! 🍴

🌟 Combo A: Pad Kra Pao (Stir Fried Basil Chicken with Rice) + Iced Lemongrass Water

🌟 Combo B: Maggie Tom Yum Chicken Noodle Soup + Iced Lemongrass Water

🌟 Pre-order by May 30, 2025 for only RM10 each! (Regular Price: RM12.50)

📍 FREE delivery to Wisma Lee Rubber & OCBC Bank HQ

🚗 Delivery to other areas available — fee applies based on distance from KAGC College

🛒 Limited servings. Don't miss out — pre-order now and taste Thailand without the airfare!

🇹🇭🔥 泰式套餐重磅来袭 – 超级“Aroi”美味! 🔥🇹🇭

🍴 解锁你对泰国美食的渴望，就在Avante 2 Go! 🍴

🌟 套餐A：泰式打抛鸡饭（Pad Kra Pao）+ 冰镇香茅水

🌟 套餐B：冬阴鸡肉Maggi面汤 + 冰镇香茅水

🌟 立即预订！5月30日前仅需RM10！（原价RM12.50）

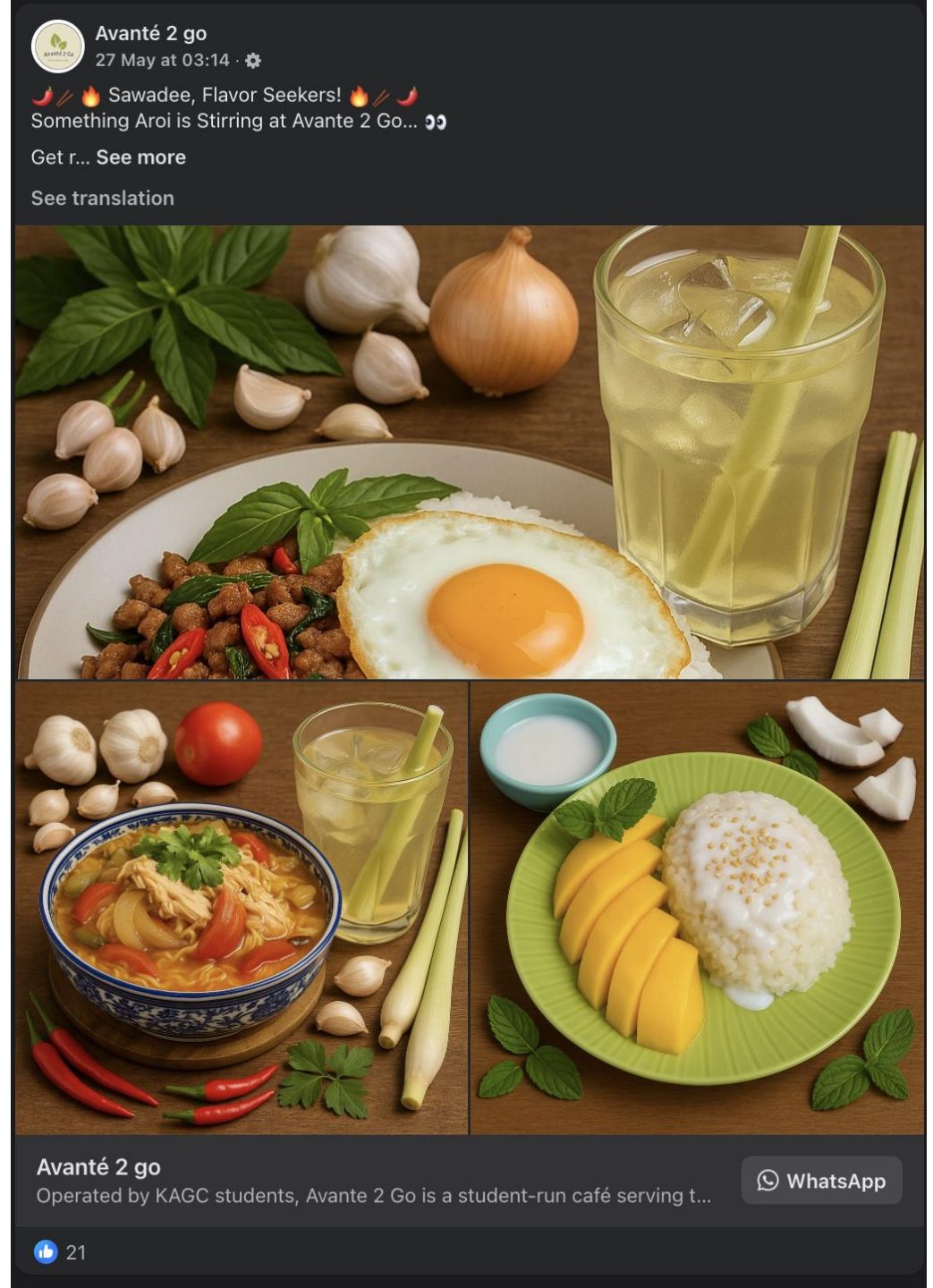
📍 Wisma Lee Rubber与OCBC银行总部免费送达！

🚗 其他地区可安排送餐，费用将根据距离KAGC学院计算。

🛒 数量有限，先到先得！现在就预订，享受泰国风味美食！

#KAGCCollege #Avante2Go #Aroithai #ThaiFoodLovers #ComboDeals #SpiceUpYourDay

**Objective:** Posted it on 7 days prior to the business operations to create awareness on the combo deals and generate interest.










 **【LUNCH THAI! Authentic TH Thai-Style Lunch is Here】**

Main Dishes:

- Drinks:

-  Thai Milk Tea – RM6  
 Lemongrass Tea – RM3.50  
 Iced Coffee – RM5

Dessert:

-  Tiramisu – Only RM6!
-  Order Now!
-  Self Pickup Point: KAGC College (9, Jalan Gereja)
-  Free Delivery Areas:
-  Wisma Lee Rubber & OCBC HQ – Free delivery
-  Lightning-fast WhatsApp Orders: +60 17-552 0592
-  Muslim-friendly · No pork added

⚠ Note: Images for illustration only — the real deal smells 300% better!

**TH** Authentic Thai flavors — Travel to Thailand without leaving KL!

#KAGCCollege #Avante2Go #Aroithai #ThaiFoodLovers #ComboDeals #SpiceUpYourDay

Avanté 2 go

Published by 陈浩艺

· 29 May at 14:29 · ⚙️

🔥 【LUNCH THAI! Authentic 🇹🇭 Thai-Style Lunch is Here】

Craving Thai food? We've got you covered! Avante 2 Go is launching a value-packed Thai lunch menu — delicious and affordable!

Main Dishes:

🌶️ Fried Tomyam Mee Hoon – RM5

👉 C... See more

BREAKFAST

Fried Tomyam Mee Hoon

RM5

Chicken Porridge With Fried Donut

RM5

LUNCH

Phat Kaphrao Rice

RM9

Chicken Maggie Tomyam

RM9

DESSERT

Mango Sticky Rice

RM6

Tiramisu

RM6

DRINKS

Thai Milk Tea

• RM6

Lomongrass Tea

• RM3.50

Iced Coffee

• RM5

ORDER NOW!

CONTACT US

017-552 0592

See insights

Create Ad

11

# FACEBOOK – ORGANIC POSTING 4 (FULL MENU)

🔥 Final 48 Hours! Don't Miss Out! TH

The Ultimate Thai Flavor Fiesta — Miss it now, wait another year!

📅 Only 2 Days Left!

🕒 June 4 (Wednesday) | 8:30 AM – 1:00 PM

📍 KAGC College, Hall | (Next to the Telekom Museum)

🎁 Special Promotions...

🚚 Fulfillment Options:

✅ Pick-Up: Directly from KAGC College

🚚 Delivery:

FREE to Wisma Lee Rubber & OCBC Bank HQ

Other areas: Delivery fee applies based on distance from KAGC College

🔥 最后48小时！手慢无！TH

泰式风味终极狂欢 —— 错过再等一年！

📅 倒计时2天！

🕒 6月4日（周三） | 8:30AM-1:00PM

📍 KAGC学院大厅 | （Telekom博物馆旁）

🎁 特别优惠...

🚚 领取方式：

✅ 自取：KAGC College

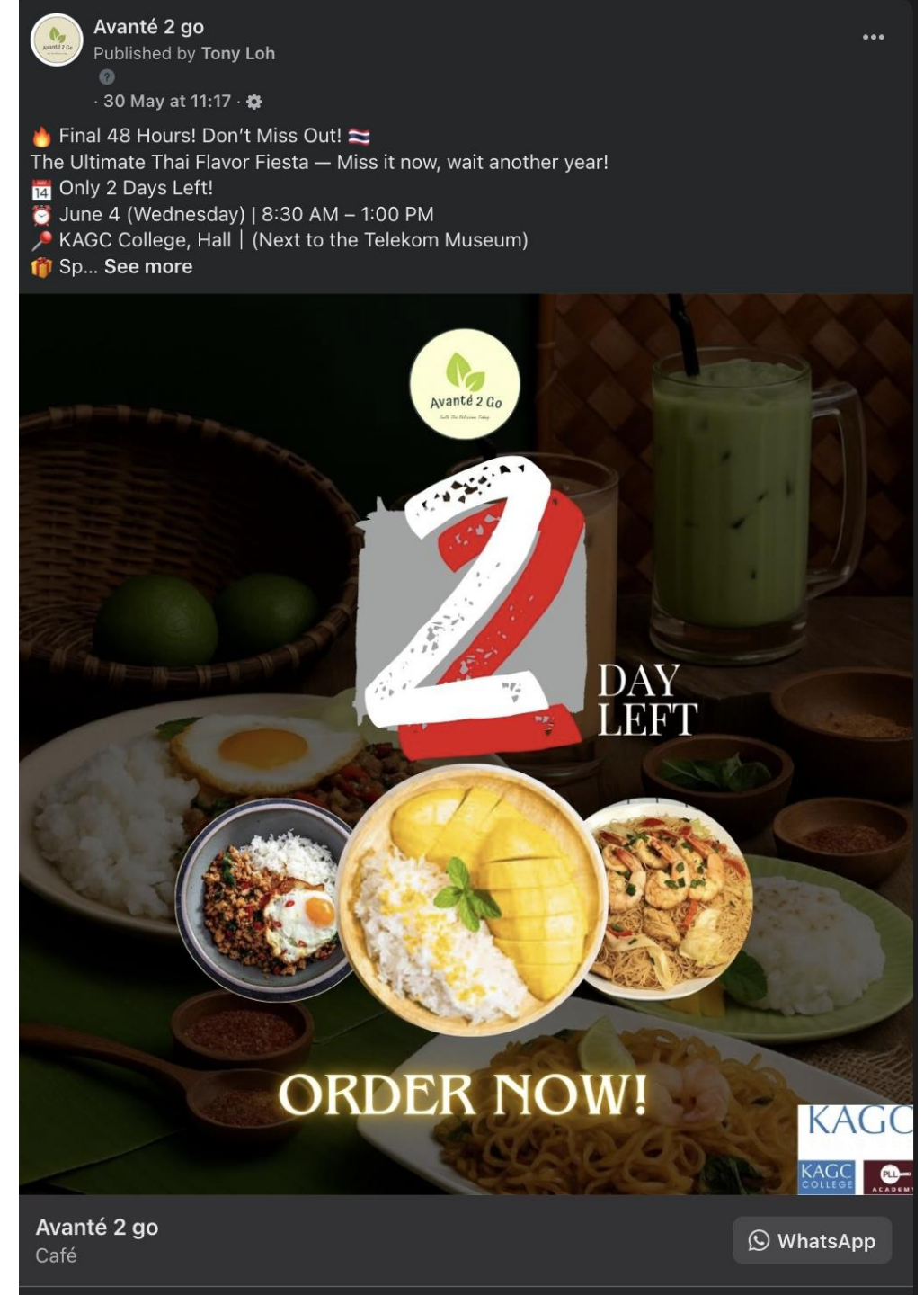
🚚 送餐服务：

免费送达：Wisma Lee Rubber & OCBC 银行总部

其他地区：运费将根据与KAGC College的距离计算

#KAGCCollege #Avante2Go #Aroithai #ThaiFoodLovers #ComboDeals #SpiceUpYourDay

**Objective:** Posted it on 2 working days prior to the business operations to remind the TA to pre-order their combo deals before the promotions run out.



# FACEBOOK – PAID (ROUND 1)

## Key Message:

- Thai menu combo ready for order

## Objective:

- Drive messages to WA

## Audience:

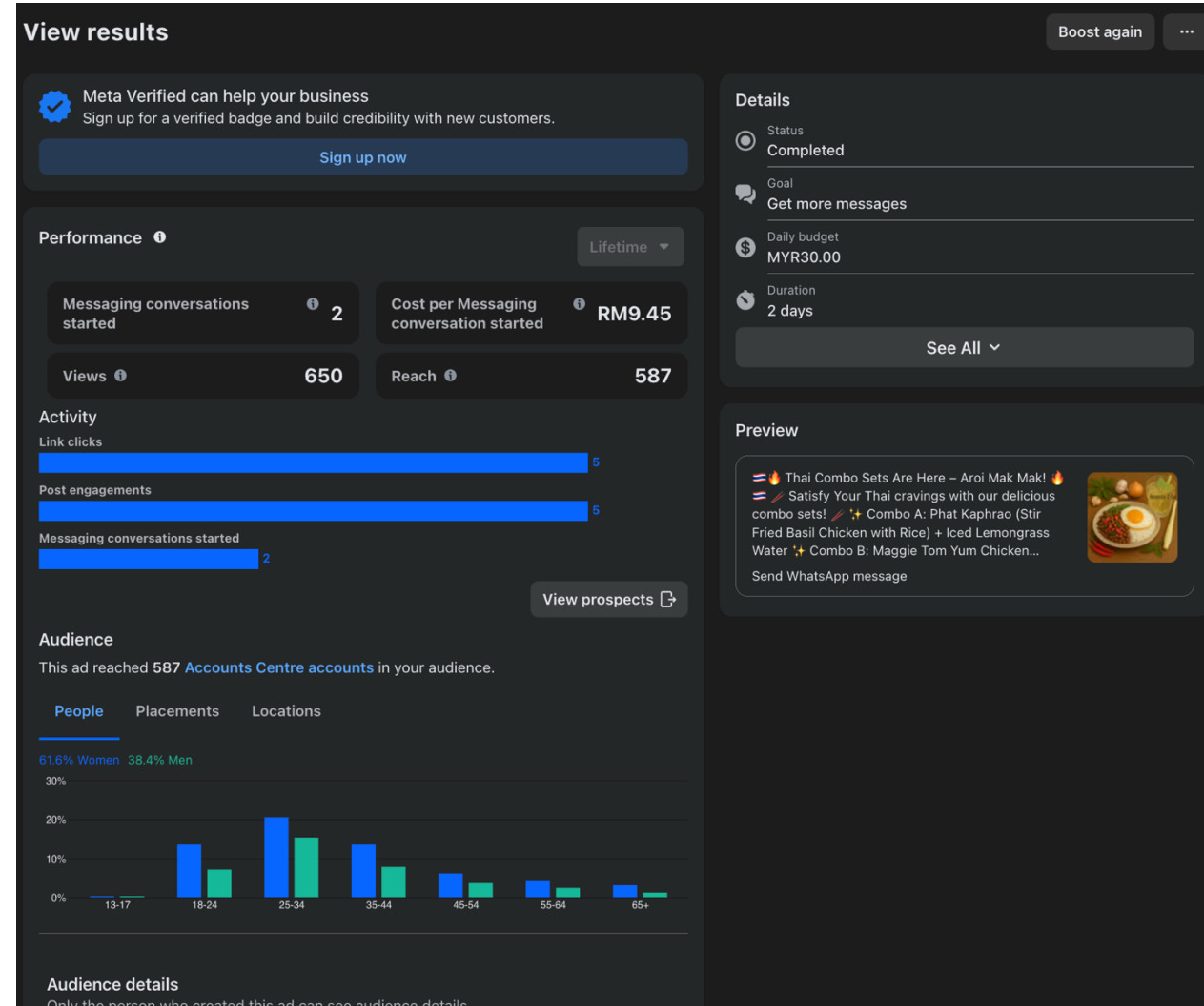
- Males, females 18 years old+
- Location: 1KM radius from KAGC College

## Budget and Schedule:

- RM20/day
- May 26 - 28, 2025

## Results:

- Reach = 587
- Impression = 650
- Lead = 2



# FACEBOOK – PAID (ROUND 2)

## Key Message:

- Last day to pre-order combo deal

## Objective:

- Drive messages to WA

## Audience:

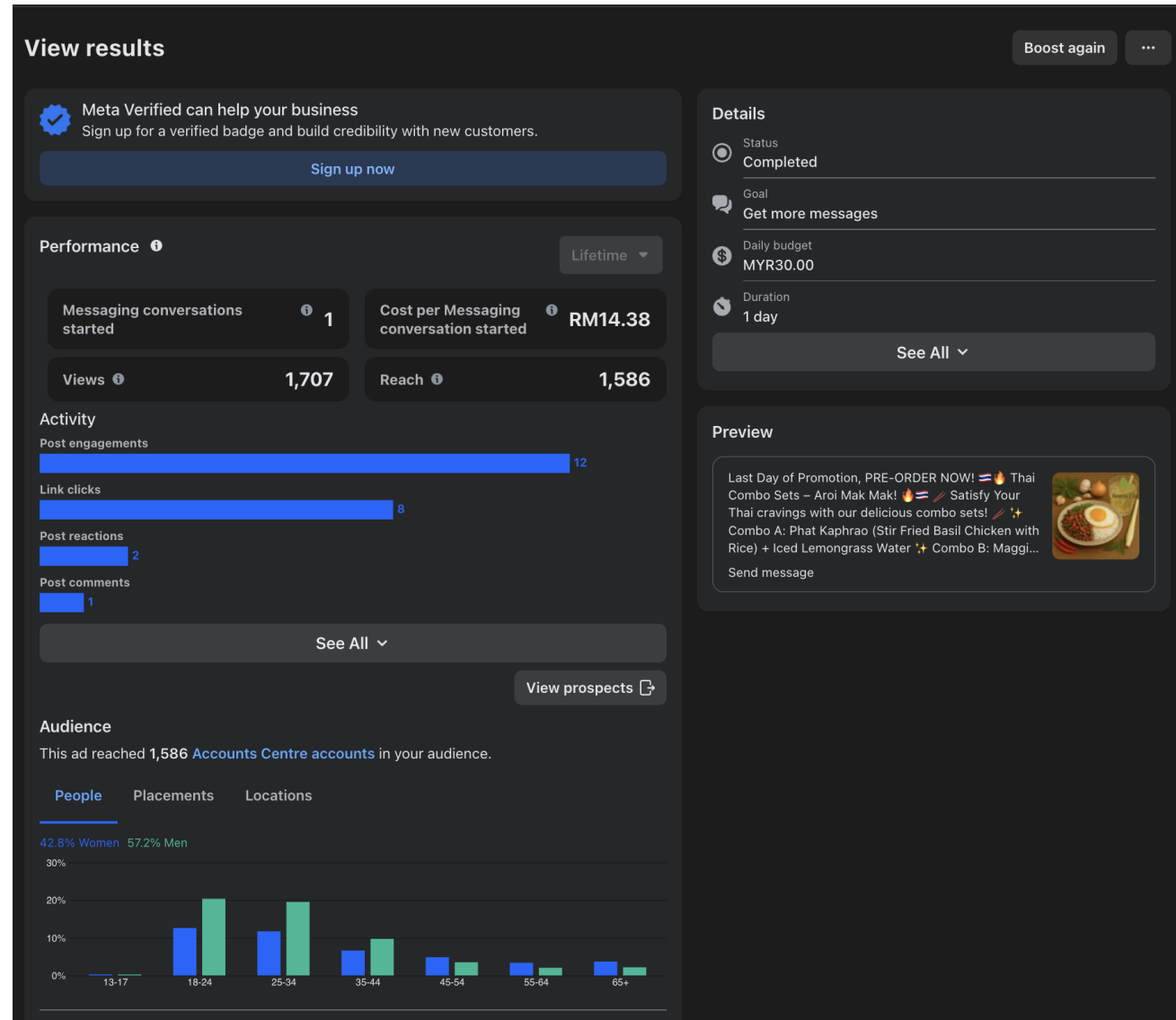
- Chinese males, females 18 years old+
- Location: 2KM radius from KAGC College

## Budget and Schedule:

- RM30/day
- Jun 2 – 3, 2025

## Results:



- Reach = 1,586
- Impression = 1,707
- Lead = 1





# WHATSAPP BUSINESS

## What were executed:

- Set up **business catalog** for order efficiency and customer service
- Set up **auto replies**:
  - Welcome message
  - After operating hours message
- Set up **distribution list** for regular customers

Image	Description	Ingredient
	Combo A (Phat Kaphrao Rice + Lemongrass Tea)	Phat Kaphrao Rice: ⇒ Minced chicken 鸡肉碎 ⇒ Basil leaf 罗勒叶 ⇒ Millet pepper 小米椒 ⇒ Garlic 蒜 ⇒ Water spinach 空心菜 ⇒ Egg 单
	Combo B (Chicken Maggie Tomyam + Lemongrass Tea)	Chicken Maggie Tomyam: ⇒ Vit's Noodles 唯一面 ⇒ Chicken 鸡肉 ⇒ Straw Mushroom 草菇 ⇒ Lemongrass 香茅 ⇒ Lemon leaves 柠檬叶 ⇒ Lime 青柠 ⇒ South ginger 南姜 ⇒ Millet pepper 小米椒 ⇒ Tomyam sauce 椰浆 ⇒ Coconut milk 椰浆 ⇒ Onion 洋葱 ⇒ Garlic 蒜 ⇒ Coriander 香菜 ⇒ Porret 小葱

	CHICKEN MAGGIE TOMYAM	⇒ Vit's Noodles 唯一面 ⇒ Chicken 鸡肉 ⇒ Straw Mushroom 草菇 ⇒ Lemongrass 香茅 ⇒ Lemon leaves 柠檬叶 ⇒ Lime 青柠 ⇒ South ginger 南姜 ⇒ Millet pepper 小米椒 ⇒ Tomyam sauce 椰浆 ⇒ Coconut milk 椰浆 ⇒ Onion 洋葱 ⇒ Garlic 蒜 ⇒ Coriander 香菜 ⇒ Porret 小葱	RM9
	MENGO STICKY RICE	⇒ Thai sticky rice 泰式糯米 ⇒ Coconut milk 椰浆 ⇒ Mango	RM6
	TIRAMISU	Have alcohol 有酒精	RM6
	THAI MILK TEA		RM6

	LEMONGRASS TEA	RM3.50
	ICED COFFEE	RM5



## DIGITAL DISPLAY (SCREEN SHOT)

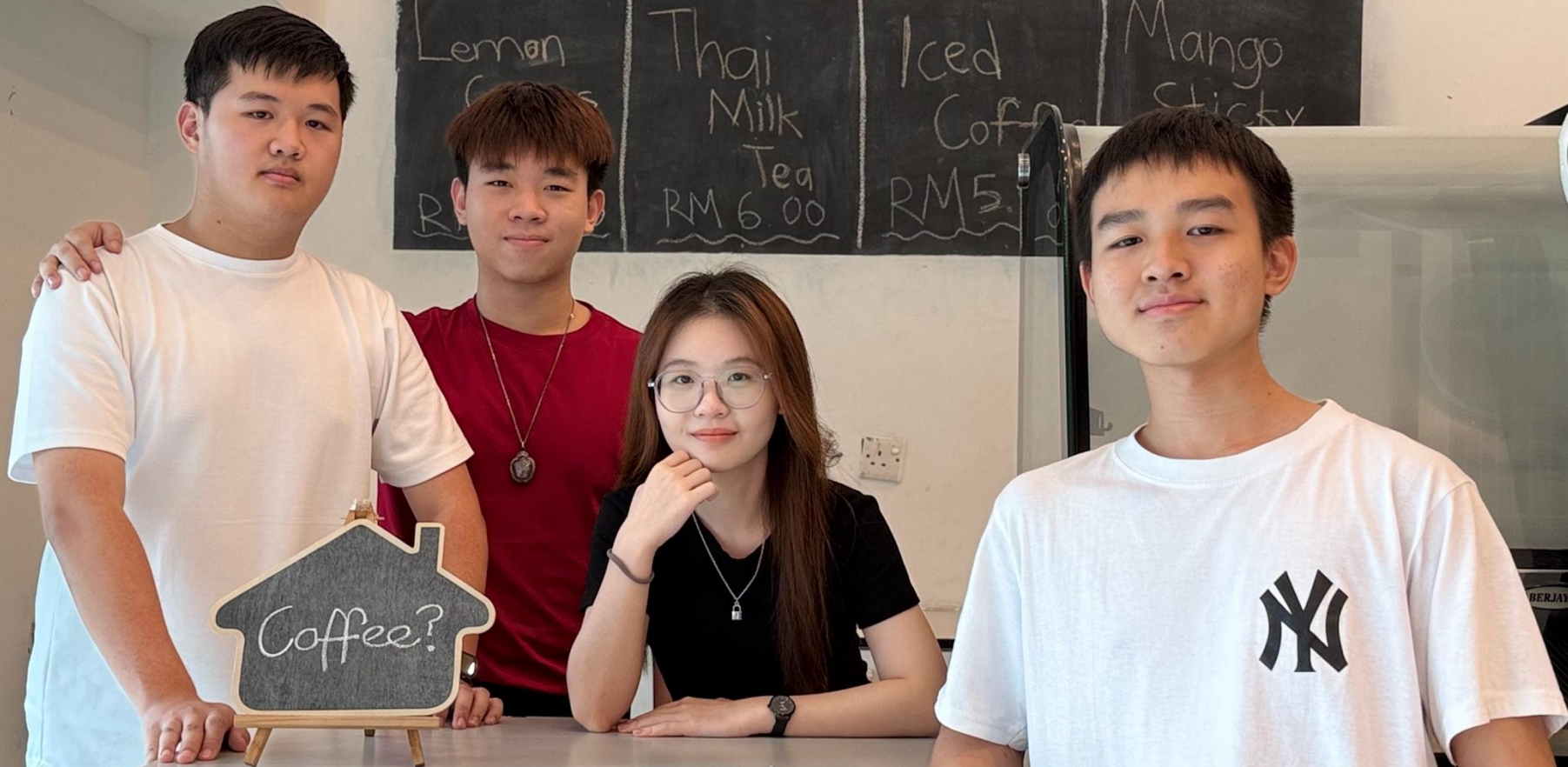


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## **DIGITAL DISPLAY (FULL CLIP)**

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# THANK YOU



**TAN Hao Yi**

**NG Sim Kai**

**Angie CHANG**

**Tony LOH**

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