



اُنِيُوْزِيسِيْتِي تِيْكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**PRINCIPLES OF ENTREPRENEURSHIP
(ENT530)**

SOCIAL MEDIA PORTFOLIO

**FACULTY OF ACCOUNTANCY
BACHELOR OF ACCOUNTANCY (HONS)**

NAME :

MUHAMMAD AMIR SYAHMI BIN MOHD AZHARI

MATRIC NO :

2018660764

GROUP :

AC2203N

LECTURER :

EN MOHAMMAD ZAIM BIN MOHD SALLEH

ACKNOWLEDGEMENT

I would like to express my special thanks of gratitude to Encik Mohammad Zaim Bin Mohd Salleh for his valuable and constructive suggestion on this project. His willingness to give his time to help my project become better has been very appreciated.

I would like to thanks to my friends for their help in giving me brilliant ideas and suggestion for me to complete this project.

Last but not least, many thanks to the people that keep supporting me for this project, my family whose have invested their full effort in guiding me in achieving the goal and their constant source of inspiration.

EXECUTIVE SUMMARY

This business started on 15 October 2019, a few day after we got our certificate from Suruhanjaya Syarikat Malaysia (SSM). I have registered this business under SSM using the name of Dot 2 Loot Market. This business was inspired by the online gaming community in Facebook.

Basically, the product was previously acquired via my playthrough of Dota 2. The product then resell to the Steam Community Market for a very affordable price.

I promote this product through online platform such as Whatsapp and Facebook. Sometimes through direct promotion via friends. For marketing purposes I have use social media platform by utilizing Facebook (FB). For three months I have successfully achieve the target sales by RM110.

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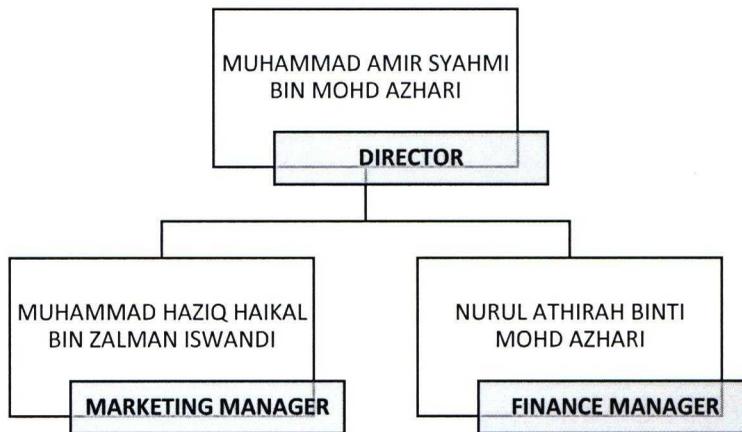
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2.0 INTRODUCTION OF BUSINESS

2.1 Name and Address of Business

Name : Dota 2 Loot Market
Address : No.10, Jalan Autoville 3,
Persiaran Multimedia, Cyber 10,
63000 Cyberjaya, Selangor
Malaysia.

2.2 Organizational Chart



2.3 Mission and Vision

Mission : *We strive to offer our customers the lowest possible prices, the best available selection, and the utmost convenience*
Vision : *To make commerce better for gamer*

2.4 Descriptions of Products

We provide Dota 2 equipment. Equipment are cosmetic items that modify heroes' clothing and appearances. Equipment comes with two rarity: Arcana and Immortal.

Arcana : Arcana items are among the rarest items in Dota 2. They come with extensive customizations such as particle effects, animations, icons, sounds, and more.

Immortal : Immortal items are usually released alongside Valve-organized events and generally include custom ability icons, effects and animations.

2.5 Price List

Arcana : RM 110
Immortal : RM 30