



اَوْنُوْزَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

SOCIAL MEDIA PROTFOLIO

ENT 530

NAME : MOHAMAD ZAILANI BIN SAPARI

COURSE : PRINCIPLES OF ENTERPRENEURSHIP

GROUP : AC2203N

**LECTURER : SIR MOHAMMAD ZAIM BIN MOHD
SALLEH**

DATE OF SUBMISSION : 22/11/2019

ACKNOWLEDGEMENT

First of all, I grateful to Allah S.W.T for giving me the strength and patience to complete this report on social media portfolio as it is one of the requirements in the course work assessment for ENT530.

I also want to express my appreciation to my parents and that give full support and cooperation to me during the preparation of this report. Not to mention that they give many ideas to be more creative in every aspect of the requirement needed. Without them obviously, I would have experienced a very hard time to complete this project properly.

A special gratitude I would give to my lecturer Sir Mohammad Zaim Bin Mohd Salleh, the lecturer of Principles of Entrepreneurship (ENT530). His contribution in stimulating suggestions, giving the right guidance and his encouragement helped me to be a more creative person on the completion of this report. Although he has a very tight schedule and a busy lecturer, he still gives his best to help me directly and indirectly to finish this portfolio. Without his assistance, I am doubly that I will properly complete this report.

Lastly, I would like to appreciate my friends that always suggest how to improve for my post on my Facebook page. Their comments are also very useful that it makes me realize there is something wrong about it and this allows me to fix it before completing this report.

EXECUTIVE SUMMARY

For this project, I choose to set up a business which is selling hoodie and sweatshirt. This business is managed and also owned by me. This business is officially started on 30th September 2019 and located at No 59, Kampung Parit Lapis Mahang, 83200, Senggarang Batu Pahat, Johor. I would search for the order made by the customer and ship it out to them as fast as possible.

This idea of selling hoodie and sweatshirt is because of my interest in the hoodie. Besides, I get to know about buying a hoodie with a cheaper price with the same quality rather than purchase it through a retail shop or another online market. This also can give benefits to me in the future. That is the reason and how this business was established.

Our prospects and customers can find us through a Facebook page called Fashion Design. They can easily get more information about this product on that page. Then, we accept the order from either on social media sites or through Whatsapp application. After the purchase of our product, the customer just needs to wait about 7 days for that order arrived at their place.

Fashion Design is selling a lot of various design of hoodie that comes with many sizes to make it compatible with all of our customers. There are sizes from M to 2XL. The price depends on the type of materials and their designs.

TABLE OF CONTENTS

No	Content	Page
1.	ACKNOWLEDGMENT	2
2.	EXECUTIVE SUMMARY	3
3.	TABLE OF CONTENT	4
4.	BUSINESS REGISTRATION (SSM)	5
5.	INTRODUCTION OF BUSINESS - NAME AND ADDRESS - ORGANIZATIONAL CHART - MISSION AND VISION - DESCRIPTION OF PRODUCT - PRICE LIST	6-7
6.	FACEBOOK - FACEBOOK PAGE - URL FACEBOOK PAGE - TEASER (7 POSTS) - SOFT SELL (10 POSTS) - HARD SELL (10 POSTS) - FREQUENCY OF POSTING (16 POSTS) - SALES REPORT	8-38
7.	CONCLUSION	39

BUSINESS REGISTRATION SURUHANJAYA
SYARIKAT MALAYSIA (SSM)



BORANG D (KAEDAH 13)



PERAKUAN PENDAFTARAN
AKTA PENDAFTARAN PERNIAGAAN 1956

Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama

MOHAMAD ZAILANI BIN SAPARI
NO. PENDAFTARAN: 003024776-P

telah didaftarkan dari hari ini sehingga **2 OKTOBER 2020** di bawah Akta Pendaftaran
Perniagaan 1956, beralamat di **POS 59, KAMPUNG PARIT LAPIS MAHANG ,**
83200 SENGGARANG, JOHOR

Bil. Cawangan: TIADA

Bertarikh di **SISTEM EZBIZ** pada **3 OKTOBER 2019**.

DR. AZMAN BIN HUSSIN
Pendaftar Perniagaan
Semenanjung Malaysia