



SOCIAL MEDIA PORTFOLIO

AFIQ BATIK

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): SOCIAL MEDIA PORTFOLIO

FACULTY & PROGRAMME : FACULTY BUSINESS MANAGEMENT
BACHELOR OF EVENT MANAGEMENT (HONS)
(BA236)

SEMESTER : SEMESTER 2

PROJECT TITLE : SOCIAL MEDIA PORTFOLIO

NAME : AHMAD AMIRUL AFIQ BIN AHMAD KAMAL
(2020608404)

LECTURER : DR SYUKRINA ALINI BINTI MAT ALI

AKNOWLEDGEMENT

In the name of Allah, the most beneficent and merciful who provide us a good health and knowledge for us to accomplish the report. This report is a task given to us in the subject called Principles of Entrepreneurship (ENT530).

I would like to express my appreciation to my lecturer Dr Syukrina Alini Binti Mat Ali for helping me to complete this evaluation. It is my gratitude for Dr Syukrina Alini for her guidance, patience, comprehension and, her supportive environment towards her students.

A major thanks to University Technology Mara (UiTM) for making this project a part of our business education recognition syllabus. I also want to thank to my beloved clients who are willing to accept my services and put their faith in my product. To create a better result for my potential clients, I will improve my services.

Finally, an honourable mention goes to my family and friends who willing to support and give me some advice to complete my report.

EXECUTIVE SUMMARY

Afiq Batik provides batik shirt for their customers with affordable price. Our business offers two types of “Batik” which is long and short sleeve. Our product use cotton as the main material for the “Batik” and the size of our “Batik” are in the range of S to L. During festive season, Afiq Batik will offer buy one free one item to the consumer if they purchase the “Batik”. Men is our target audience regardless of age as we only provide “Batik” for men. For the price list, we offer the same price for all type of “Batik” to our customer which is RM35.

At the moment, Afiq Batik is owned by Ahmad Amirul Afiq Bin Ahmad Kamal with the help of one employee. Afiq Batik uses Facebook page as the platform, to attract with the customer, gain more knowledge and generate more sales. We promote Afiq Batik by doing teaser post, soft sell and hard sell as our sale posting on Facebook to promote our services.


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1. GO-ECOMMERCE REGISTRATION

1.1 PERSONAL PROFILE

PERSONAL PROFILE
BUSINESS PROFILE



AHMAD AMIRUL AFIQ BIN AHMAD KAMAL

Personal Information			
Name	: AHMAD AMIRUL AFIQ BIN AHMAD KAMAL	Phone/Whatsapp	: 013337815
File Identity Card No.	: 80051105198	Home Address	: NO 28 JALAN SIPHAN MURNI 1/7 SALLIANA NIPAN
Email Address	: afiq99@gmail.com	District	: Kajang
City	: KAJANG	Postcode	: 43000
State	: Selangor	Personal Instagram	: null
Personal Facebook	: https://www.facebook.com/aminulafiq.kamal/	Relig	: Islam
Gender	: Male	Special Need Required	: No
Marital Status	: Single		

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Institution Information			
UTM Puncak Alam - SYUKRIYA-ENT350-BA23238-CH72020			
Type of Institution	: PUC	Institution List	: Universitas Teknologi MARA
State of Institution	: Selangor	Name of Institution	: UTM Puncak Alam
Address of Institution	: Universiti Teknologi MARA Cawangan Selangor	City	: Puncak Alam
	: Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor	Postcode	: 42300
District of Institution	: Kuala Selangor		
Level of Study	: Bachelor Degree	Study Status	: Full time
Course Name	: SYUKRIYA-ENT350-BA23238-CH72020	Class Name	: BA23238
Subject Name	: PRINCIPLE OF ENTREPRENEURSHIP	Year Enrolling the subject	: 2020
Month Enrolling the Subject	: 10	Lecturer Name	: Syukrina Aini Binti Malai
Internship Enrolment	: No	Year Of Internship Enrolment	: -
Month of Internship Enrolment	: -	Period of Internship Training	: -
Expected Year To Complete Study	: 2021	Expected Month To Complete Study	: 1
Related To Study Field	: Yes		

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The form includes the following:

- Have completed all 7 incubation chapters in Malaysia Digital Academy before end of 2019
- Have completed a digital entrepreneurship course at a governing tertiary institution

Completed Online Training

1.2 BUSINESS PROFILE

PERSONAL PROFILE
BUSINESS PROFILE



AHMAD AMIRUL AFIQ BIN AHMAD KAMAL

<table border="0" style="width: 100%;"> <tr> <td>Company Name</td> <td>: Afq Bank</td> </tr> <tr> <td>Type Of Business</td> <td>: Sole Prop</td> </tr> <tr> <td>Facebook Page</td> <td>: Afq Bank</td> </tr> <tr> <td>Wechat for Business</td> <td>: -</td> </tr> <tr> <td>Marketing</td> <td>: -</td> </tr> <tr> <td>Business Related to Your Study Field</td> <td>: Yes</td> </tr> </table>	Company Name	: Afq Bank	Type Of Business	: Sole Prop	Facebook Page	: Afq Bank	Wechat for Business	: -	Marketing	: -	Business Related to Your Study Field	: Yes	<table border="0" style="width: 100%;"> <tr> <td>Company Registration No.</td> <td>: -</td> </tr> <tr> <td>Business Risk</td> <td>: Product Owner</td> </tr> <tr> <td>Business Category/Business Sub-Category</td> <td>: Household, Hobbies & Lifestyles Retail</td> </tr> <tr> <td>Business Instagram Page</td> <td>: -</td> </tr> <tr> <td>Business Website</td> <td>: www.afqbank.com.my</td> </tr> <tr> <td>Type Of Website</td> <td>: Mini Site (Landing Page)</td> </tr> <tr> <td>Experience in International Export</td> <td>: -</td> </tr> </table>	Company Registration No.	: -	Business Risk	: Product Owner	Business Category/Business Sub-Category	: Household, Hobbies & Lifestyles Retail	Business Instagram Page	: -	Business Website	: www.afqbank.com.my	Type Of Website	: Mini Site (Landing Page)	Experience in International Export	: -
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