



SOCIAL MEDIA PORTFOLIO



SAPIQSTORE ENTERPRISE

PRINCIPLES OF ENTREPRENEURSHIP (ENT530):

**FACULTY & PROGRAMME : FACULTY BUSINESS AND MANAGEMENT
: ENTEPRENEURSHIP**

GROUP : BA233 3A

PROJECT TITLE : SOCIAL MEDIA PORTFOLIO (BA2333A)

NAME : SYAFFIQ FAHMY BIN MOHD HASBULLAH SALIMI

STUDENT ID : 2019256102

LECTURER NAME : NORFAZLINA GHAZALI

TABLE OF CONTENT

	PAGE
TITLE PAGE	i
ACKNOWLEDGEMENT	ii
EXECUTIVE SUMMARY	iii
1. GO-ECOMMERCE REGISTRATION	
2. INTRODUCTION OF BUSINESS	
3. FACEBOOK	
4. CONCLUSION	

Acknowledgement

First of all, I would like to thank Allah S.W.T as I was finally able to complete this competitor analysis report given to me by my lecturer on principles of entrepreneurship. I had to take the assistance and encouragement from my lecturer, who deserves my greatest gratitude, to perform this task. Completing this assignment gives me a lot of pleasure.

I would like to express my appreciation to Mrs. Norfazlina Ghazali, Course Instructor, MARA University Technology (UiTM) for providing me with a good guide through various consultations for this assignment. As a student, her passion, vision, sincerity, and excitement strongly inspired me and motivated me. She explained to us all the guidelines for the competitor analysis to perform as nicely as possible. Working and learning under her guidance was a great chance and respect.

I would also like to extend my sincere gratitude to all those who have guided me directly and indirectly in writing this competitor analysis. Without the help of my family, professor, mentors, and friends, this assignment would not have been achievable. To my parents, thank you for helping me to pursue my dreams in all my efforts and inspiring me.

Finally, thank you to my dear friend who always keeps together and helps me build a successful assignment as well. I hope that all the work will give me and this individual assignment a lot of advantages. Thanks to all individuals, especially my classmates made valuable suggestions on this social media portfolio that gave me the inspiration to enhance my assignment

Executive Summary

Sapiqstore is a small business that offer an innovative product which is Sweatshirt bundle and preloved. This product is the has their own value that can give a customer satisfaction. This product also famous in Malaysia

Sweatshirt is the main product of Sapiqstore. It's a bundle and preloved items that take at Selayang and also Klang. Our company provide an affordable price with high quality sweatshirt. We also give them an education about sweatshirt to make them be more attracted.

We choose this product because it's a trend for Malaysia people, especially young people. This is because the product mostly sell at the lower price in the market but for vintage items, the price will be increased because the items are limited edition. Then, it is flexible business. We can swap the review of the product with another seller. So it can growth the networking and reduce the cost for marketing purpose.

1. Introduction of business

Name and address of business

- Sapiqstore.my
- A3, Bangunan LKNP Bandar Baru Chenor, 28100 Maran, Pahang.

E-commerce Registration

The screenshot displays the user profile page for 'Go-eCommerce BETA'. The user is logged in as 'Syaffiq Fahmy Bin Mohd Hasbullah Salimi'. The page is divided into several sections:

- Personal Information:** Name: Syaffiq Fahmy Bin Mohd Hasbullah Salimi; Phone/Mobile: 01119929290; New Identity Card No.: 990815065995; Email Address: syafiqfahmy99@gmail.com; City, State, Personal Facebook, Gender, and Marital Status are listed but empty.
- Institution Information:** A section for adding institution details, currently empty.
- eCertificates:** A section for downloading eCertificates, with a link and eligibility criteria: 'This is only available for users who: • Have completed all 7 eUshawan chapters on Malaysia Digital Academy before end of 2018 • Have completed a digital entrepreneurship course at a partnering tertiary institution'.
- Completed Online Training:** A section for listing completed training, currently empty.

A chatbot character in the bottom right corner says: 'Hello there! My name is Abang Iz and I'm here to assist you.'

Mission and Vision

- Sapiqstore.my vision is to be leader company in bundle industry that can create networking with another bundle businessperson to make industry become more wide and attractive
- Sapiqstore.my mission is to provide bundle or preloved outfit with a good quality and affordable price.