



اوتونو سينيقي بارتينكو لوتو كيني مابارا
UNIVERSITI
TEKNOLOGI
MARA



Wafa X SLING BAG

PRINCIPLES OF ENTERPRENUERSHIP (ENT530) : SOCIAL MEDIA PORTFOLIO

BUSINESS NAME	Wafa X SLING BAG
NAME	Wafa Binti Mohd Taib
SEMESTER	4
PROGRAMME AND FACULTY	HM2404A/ HOTEL MANAGEMENT
LECTURE	SIR MOHAMAD ZAIM BIN MOHD SALLEH

ACKNOWLEDGEMENT

The success and final outcome of this assignment required a lot of guidance and assistance from many people and i extremely fortunate to have got this all along the completion of my assignment work. Whatever i have done is only due to such guidance and assistance and we would not forget to thank them. I respect and thank to En Zaim for giving me an opportunity to do this assignment work and providing me all support and guidance which made me complete the assignment on time. I extremely grateful to him for providing such a nice support and guidance. I are really grateful because i managed to complete this assignment within the time given by En Zaim. Last but not least, i would like to express our gratitude to our classmates and parents for support and willingness to spend time with me. Thank you.

EXECUTIVE SUMMARY

First of all I would like to story about my entrepreneurship product that I sell. I have an idea to sell this product is because I see people nowadays they get into fashion and will get the thing as soon as the product is sell in the market. So I decided to sell sling bag. This sling bag is trending nowadays because it fashion and comfortable to use. This sling bag gone viral because of the different design at the bag and the colourful of the bag. People will attract to this bag because it easy to carry everywhere and can store important items such as smart phone, wallet, makeup and keys.

Besides, our target market of this bag is for teenagers and especially women. It is because the design of the bag is more to women and beautiful for women to wear it. So I target to sell it among student Uitm Puncak Alam. Thus, the market segmentation of this product comes from demographic and geographic. I am using method cash of delivery (COD) to area campus and colleges Uitm Puncak Alam which are Casuarina, Rafflesia, Angsana and Dahlia.

Last but not least I hope my business will grow fast in the future and give me more profit. I hope that I will learn more about business in the future and make my business more stable that can marketed abroad.

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i. BUSINESS REGISTRATION



BORANG D (KAEDAH 13)



**PERAKUAN PENDAFTARAN
AKTA PENDAFTARAN PERNIAGAAN 1956**

Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama

**WAFATAIB ENTERPRISE
NO. PENDAFTARAN: 002884800-T**

telah didaftarkan dari hari ini sehingga **21 SEPTEMBER 2019** di bawah Akta Pendaftaran Perniagaan 1956, beralamat di **LOT 1123 JALAN DENAI 5, KAMPUNG KEMPAS BARU, 81200 JOHOR BHARU, JOHOR.**

Bil. Cawangan : TIADA

Bertarikh di UTC PUDU SENTRAL pada **22 SEPTEMBER 2018.**


DATO' ZAHRAH ABD WAHAB FENNER
Pendaftar Perniagaan
Semenanjung Malaysia