



# UNIVERSITI TEKNOLOGI MARA

FACULTY OF BUSINESS MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION (HONS.) HUMAN  
MANAGEMENT (BM243)

ENT530 - PRINCIPLES OF ENTREPRENEURSHIP

SOCIAL MEDIA PORTFOLIO REPORT

SEMESTER SEPTEMBER 2017 - JANUARY 2018

PREPARED BY :

NO	NAME	MATRIX NO	GROUP
1.	NUR HASYIMAH BINTI ABDUL KHALIL	2011401692	NBH6B
2.	SITI HAJAR BINTI ISMAIL	2016511047	
3.	WAN SYAMIN IZZATI BINTI WAN SUHAIMI	2016263946	

PREPARED FOR:

MADAM ZANARIAH BINTI ZAINAL ABIDIN

SUBMISSION DATE : 10<sup>TH</sup> DECEMBER 2017

## **ACKNOWLEDGEMENT**

First and foremost, we would like to thank to our supervisor of this case study report, our ENT 530 lecturer, Madam Zanariah Binti Zainal Abidin for the valuable guidance and advice. She inspired us greatly to work in this assignment. Her willingness to motivate us contributed tremendously to our assignment. We also would like to thank her for showing us some example that related to the topic of our assignment. Besides, we would like to thank the authority of University Teknologi Mara (UiTM) for providing us with a good environment and facilities to complete this report. Finally, an honorable mention goes to our families and friends for their understandings and supports on us in completing this assignment. Without helps of the particular that mentioned above, we would face many difficulties while doing this. Lastly, A special thanks goes to our team mate Nur Hasyimah Binti Abdul Khalil, Siti Hajar Binti Ismail, and Wan Syamin Izzati Binti Wan Suhaimi, whose have invested their full effort in achieving the goal.

## **1. EXECUTIVE SUMMARY**

Seek.My is a start-up vintage and prelove online store and thrift shop establishment located in the heart of Kuala Lumpur. Seek.My is a vintage and prelove online platform for vintage lovers managed by three young female entrepreneurs, Nur Hasyimah Binti Abdul Khalil (31), Siti Hajar Binti Ismail (22), and Wan Syamin Izzati Binti Wan Suhaimi (22). Venturing into business with a small team of trusted and like-minded individuals, these partners represent sales, operation management, and finance and administration areas, respectively. The partners provided funding from their own savings, which will cover start-up expenses and provide a financial cushion for the first months of operation.

Seek.My aims to offer its vintage collection and prelove products at a competitive price to meet the demand of the middle to higher income local market area residents and tourists. Seek.My expects to catch the interest of a regular loyal customer base with its variety of vintage collections and prelove stuffs. The company plans to build a strong market position in Kuala Lumpur, due to the partners' industry experience and mild competitive climate in the area.

### **1.1. OBJECTIVES**

These are the goals for the next three years for Seek.My :

- Achieve profitability by August Year 2.
- Contribute 40% of profit to registered charity body.
- Pay owners a reasonable salary while running at a profit.

### **1.2. MISSION**

The mission of Seek.My is to provide vintage and prelove product of all types at the lowest possible prices in Kuala Lumpur. Seek.My additionally seeks to provide a comfortable atmosphere for its customers that promotes browsing, relaxation and an enjoyable environment to spend extend time in.

## Introduction of business

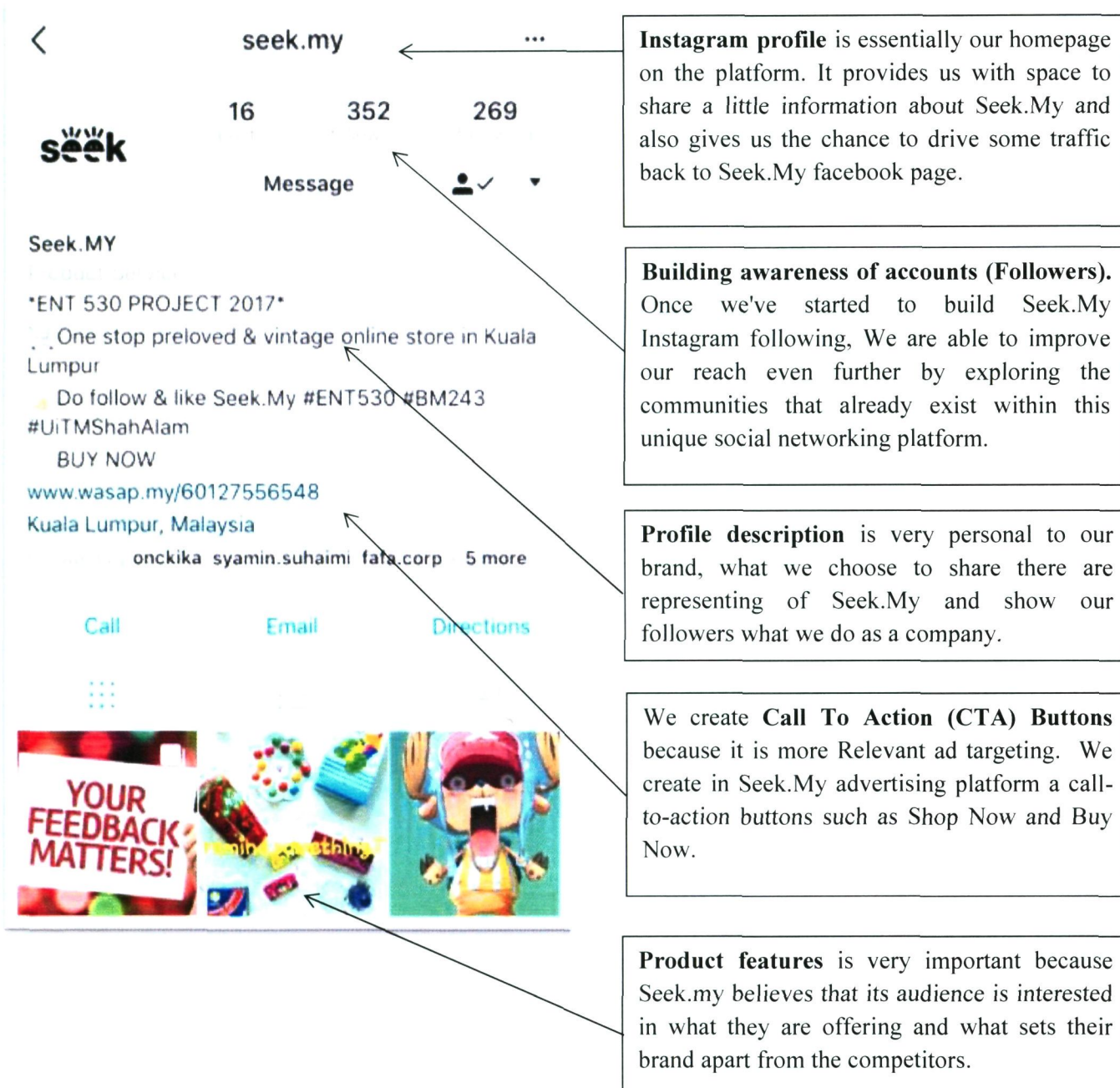


Company Logo

Name	Seek.My
Address of Business	B-8-9, Block B, 8 <sup>th</sup> Floor, Unit 9, Megan Avenue II, 12 Jalan Yap Kwan Seng, 50450 Kuala Lumpur, Malaysia.
Organizational Chart	Wan Syamin Izzati Binti Wan Suhaimi Chief Executive Officer  Nur Hasyimah Binti Abdul Khalil Chief Operating Officer  Siti Hajar Binti Ismail Chief Finance Officer
Mission	To be Earth's most customer-centric company where people can find and discover anything they want in store and online.
Vision	Our paramount responsibility is to make every "Seek-ing" moment in store and online an enjoyable, extraordinary experience.
Descriptions of services	Vintage and Preloved goods
Price list	<ol style="list-style-type: none"><li>1) Belly Button Iced Gem Biscuits In A Jar – RM6.00/Per Jar</li><li>2) Book Bundles – RM 10.00/Per Set</li><li>3) Kompang – RM 80.00/Per Set</li><li>4) Classic Clock Box – RM 25.00</li><li>5) Periuk Belanga – RM 20.00/Each</li></ol>

## Contents in Instagram

We want Seek.My Instagram marketing strategy to reach targeted demographics, engage users and drive real social value. Seek.My takes more than publishing attractive images, it is the product of thoughtful strategy, a well-defined brand identity grounded in visual creativity and effective community management.



The image shows a screenshot of an Instagram profile for 'seek.my'. The profile has 16 posts, 352 followers, and 269 following. The bio includes the text: 'Seek.MY', '\*ENT 530 PROJECT 2017\*', 'One stop preloved & vintage online store in Kuala Lumpur', 'Do follow & like Seek.My #ENT530 #BM243 #UiTMS ShahAlam', 'BUY NOW', and 'www.wasap.my/60127556548'. Below the bio are buttons for 'Call', 'Email', and 'Directions'. The profile picture is a colorful illustration of a character with a red cap and a yellow shirt. At the bottom, there are three images: a sign that says 'YOUR FEEDBACK MATTERS!', a collection of colorful candies, and a character with a red cap and a yellow shirt.

**Instagram profile** is essentially our homepage on the platform. It provides us with space to share a little information about Seek.My and also gives us the chance to drive some traffic back to Seek.My facebook page.

**Building awareness of accounts (Followers).** Once we've started to build Seek.My Instagram following, We are able to improve our reach even further by exploring the communities that already exist within this unique social networking platform.

**Profile description** is very personal to our brand, what we choose to share there are representing of Seek.My and show our followers what we do as a company.

We create **Call To Action (CTA) Buttons** because it is more Relevant ad targeting. We create in Seek.My advertising platform a call-to-action buttons such as Shop Now and Buy Now.

**Product features** is very important because Seek.my believes that its audience is interested in what they are offering and what sets their brand apart from the competitors.