



FALCULTY OF ART AND DESIGN

## **ENT530**

PRINCIPLES OF ENTREPENUERSHIP

### **ASSIGMENT 2**

SOCIAL MEDIA REPORT

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## **EXECUTIVE SUMMARY**

Resin Art by HalooSunshine is a art and craft product made by local. HalooSunshine is located near Klang, Selangor. Resin Art by HalooSunshine is my business name in a social media portfolio. The type of business for my social media portfolio is art and craft. In the beginning, I was not sure to sell or start an online business, but with the guidance of the lecturers and the knowledge I gained from this subject, I put courage and tried to start an online business. Finally, I started my online business by selling resin art with 4 products available which is phone case, card holder, bookmark and keyring.

For a brief explanation, I got my business name from Facebook friends and I get info that HalooSunshine local made product by my own friend and its quite popular product among girls nowadays. As we know, it is difficult to do business online especially when we are a student. But with my determination, I can achieve sales targets at one time. I also frequently make posts on my social media to get more subscribers. In addition to frequent posts, I also do some hard and soft sales to attract customers. Facebook also helped me promote my product and design.

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# 1.0 Introduction of Businesses

## 1.1 Introduction

“HALOOSUNSHINE” is online based entrepreneurship in form of sole priorities by Nor Alia Zawani binti Zainudin and will be operated at Kampung Jawa, Klang. HalooSunshine sells art craft solely made by resin and with some decoration such as dried flowers and glitters. HalooSunshine have 4 items of art craft and provide reasonable prices, variety of citations, quality and quantity worth buying. The social media that I used to operate the business is by Facebook with the username, “Resin Art by HalooSunshine” and URL link provided <https://www.facebook.com/Resin-Art-By-HalooSunshine-103659518322070>. However, due to Covid-19 and lockdown, I was unable to register my business at SSM.

I choose this product to start my online business because I want to promote to all people get a new style for the life. I become a drop shipper for this product from my own friend’s business. Therefore, I take this opportunity to become a drop shipper and start selling this product online. There are many challenges I must face when selling this. One is, sometimes the customer makes a booking but does not take it. Therefore, I must work hard in promoting and marketing this product to get more buyers.