



اَوْنِبُوْ سِيْتِيْ تِيْكَوْ لُوْ كِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**SOCIAL MEDIA REPORT**

**PRODUCT NAME: EJJI MERCH**

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530)**

**FACULTY & PROGRAMME** : FACULTY OF ART & DESIGN (AD241)  
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## **ACKNOWLEDGEMENT**

First and foremost, praises to Allah The Almighty, on whom ultimately, we depend on for sustenance and guidance. I am most grateful that I am able to complete this social media report as one of the requirements in order to finish the course assignment for the code ENT530, Principles of Entrepreneurship.

Secondly, my sincere appreciation goes to my ENT530 lecturer, Madam Salzainna Zainul Abidin, whose guidance and constructive comments were valuable. Her dedication to her students in making this report understandable and easy has helped me to write this and thus, I express my sincerest appreciation for her effective, considerate, and dedicated effort. Throughout this journey, I was able to manage and become more organize and more mature in dealing with the hardship to make this report a reality.

Finally, I would like to say thank to those who have involved and contributed directly and indirectly in my small business in order for me to complete this social media report. Without them, I would still be stuck until today, unable to complete my assignment. They were like the saviour that I did not expect in unexpected situations. This subject has awakened the businesswomen in me that I honestly thought that I didn't have, and I am now more interested in entrepreneurship compared to before.

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## INTRODUCTION OF BUSINESS

### 1.0 Business Background and History



Figure 1: Ejji Merch official logo

Ejji Merch was started in the late 2020's by an inspired artist and designer Nurulanis Adibah Binti Rahim who always had a yearning to see her designs out there being used and liked by people around the world. Hence, she decided to combine both her interests which are watching anime and drawing and then infused them into merchandise like T-shirts and tote bags since those tend to be popular among millennials as there were not many good choices out there. While naming the brand, the first thought on her mind was to name it as "Aesthetic Weeb" since the idea was to create something aesthetic for both anime lovers and those who are not. But it was already being used by many and there was not any uniqueness to it.

The need to come up with relatable and new name led her to go with "Ejji Merch", derived from edgy but in the Japanese language, which is almost another word for aesthetic. It seemed very fitting since both the ideas of being aesthetically pleasing and being related to anime were coinciding with each other. Ejji Merch have designed and produced t-shirts and are currently selling them through pre order method. They will be making their way into other accessories with different anime adaptations for their product line-up. Right now, the possibilities seem to be endless as they are focused on being a customer centric company. Creating new polls and letting the customers decide the next line of merch in order to gain

satisfaction and provide a product that is worth spending for and with that in mind they are looking to move forward towards a new tomorrow.

### 1.1 Mission

Ejji Merch mission is to make difference though their branding to stay ahead in the anime fashion market. It is also to innovate, to lead, to enhance and to provide the best quality of products and services to their customers.

### 1.2 Vision

While Ejji's vision is to be the best among other anime merchandise brand out there and to be a leader in anime fashion wear in Malaysia by empowering innovation and design to provide total customer satisfaction.

### 1.3 Ejji's Product

On December 31, 2020, Ejji Merch launched their first product called Jujutsu Kaisen Series (Gojo X Sukuna). The first product launch was based from the famous current on-going anime called Jujutsu Kaisen or in english Socery Fight and two most famous characters in the anime series. The targeted audiences for Ejji Merch products were the younger generation and those who likes anime in general.

