





SOCIAL MEDIA PORTFOLIO

STOREBAGMY

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

FACULTY & PRORAMME : BUSINESS & MANAGEMENT / FINANCESEMESTER: 4NAME: MUHAMMAD NUR HAZREEN BIN NIZAMUDDINSTUDENT ID: 2019455206

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ACKNOWLEDGEMENT

In the name of "Allah", the most beneficent and merciful who gave me strength and knowledge to complete this assignment. This assignment is a part of my subject Principles of Entrepreneur (530). This assignment has proved to be very helpful and is a great experience for me.

I would like to express my gratitude to my lecturer Dr. Syukrina Alini who gave me this opportunity to fulfil this report with full support. Also, she guided me in different matters regarding the assignment.

I have taken efforts in this project. However, it would not be possible without the help of my parents and families. They have given me a lot of ideas and helped me in various ways too. I would like to express my gratitude to my parents and family for their kind cooperation and encouragement which helps me a lot in the completion of project.

EXECUTIVE SUMMARY

Storebagmy is a dropship business that sell handbag from United States outlet and the Facebook page post has successfully achieved the goals to post copywriting 6 teasers, 16 soft sells, 16 hard sells. The copywriting post started from November till end of December.

The business is started from March 2019 and the business already sold the bag more than 100 of units. There are a lot of good and positive feedback from the customers that buy from Storebagmy. Customers satisfied with the services and they gain confidence to buy from Storebagmy because of the feedback from previous customer and the video that Storebagmy provide is convincing. The product that Storebagmy sell also have a constant demand in the market and it provide a good insight for the continuation of sale to our customers.

The bag was sold average 5 bag per month and they way we attract our customers by providing a good video and pictures to gain their trusts. To find a new customer Storebagmy use digital marketing which is the Facebook Advertisement. The advertisement spend is RM30 per day and usually Storebagmy will run the advertisement by end of month and early of month only. Therefore, by constantly post a content and run the advertisement the business can grow more and maintain the sales every month.

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1.0 GO-ECOMMERCE REGISTRATION

Go-eCommerce				номе		ROFILE	MY BUSINESS	MY LEARNING		
PERSONAL PROFILE	BUSINESS PR	OFILE								
	Personal Info	ormation								
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