



اَوْنِيُوْزِ سِيْتِيْ بِاَتِيْكَوْلُوْ كِيْ فَايَا
UNIVERSITI
TEKNOLOGI
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FACULTY OF BUSINESS AND MANAGEMENT
PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

SOCIAL MEDIA PORTFOLIO

PIEKA WARDROBE

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Acknowledgement

The success and final outcome of this assignment required a lot of guidance and assistance. I would like to express my special thanks of gratitude to my lecturer, Dr. Syukrina Alini Mat Ali who gave me the golden opportunity to utilize Facebook (FB) for run online business. While I was completing this project assignment, I gain knowledge on how to manage my Facebook page. I feel really grateful because managed to submit this assignment within the time given.

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Executive summary

Pieka closet offering customers a brand-new shopping experience like never before. Our online business sells pre-loved women's clothes with a wide variety of items, including designs, colors, sizes and price ranges. Facebook is our primary media network where buyers can browse through an unlimited variety of latest fashion, compare prices and purchase products at affordable price, and make the most of the sales and discounts available.

In addition, the target market focuses on women from teenagers to adults who are interested in the latest clothing fashion with affordable prices and high quality of clothing. Although our online business only offers preloved clothing, most of it is imported from Australia, Japan & USA. There are many well-known designer clothes and achieve quality standards.

We also want to bring our consumers a gratifying shopping experience with only a few mouse clicks, and orders can land in front of customers in a couple of days. Moreover, our business does some promotions such as combo prices, discounts, and free shipping at certain times. Not only that, but we also attract the attention of the public by promoting our products with teaser posts, hard sell, and soft sell on our Facebook page platform.

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1.0 Go-Ecommerce registration

The screenshot displays the Go-eCommerce user interface. At the top, the logo 'Go-eCommerce BETA' is on the left, and navigation icons for HOME, MY PROFILE, MY BUSINESS, MY LEARNING, MY NOTIFICATIONS, and MORE are on the right. A yellow banner below the header reads: 'Have you updated your sales today? Update your sales regularly to collect more points!'. The main content area is divided into two tabs: 'PERSONAL PROFILE' and 'BUSINESS PROFILE'. The 'BUSINESS PROFILE' tab is active, showing a list of business details. On the left, there is a profile picture placeholder and the name 'Wan Afiqah binti Wan Zaki'. The business details are as follows:

Company Name	: Pieka Wardrobe	Company Registration No.	:		Edit
Type Of Business	: Sdn. Bhd	Business Role	:	Product Owner	
Facebook Page	: Pieka Wardrobe	Business	:	Apparel, Health & Beauty / Fashion & Lifestyle	
Wechat for Business	:	Category/Business Sub-Category	:		
Marketplace	: Others	Business Instagram Page	:		
Business Related to Your Study Field	: Yes	Business Website	:		
		Type Of Website	:		
		Experience in International Export	:	No	