



**Z-STATIONERY**  
GET ANYTHING U WANT!!

# SOCIAL MEDIA PORTFOLIO

“Z-STATIONERY”

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530): SOCIAL MEDIA PORTFOLIO**

**FACULTY & PROGRAMME : BACHELOR OF BUSINESS ADMINISTRATION IN  
IN FINANCE (BA242)**

**SEMESTER : 4 (BA2424B)**

**PROJECT TITLE : SOCIAL MEDIA PORTFOLIO OF Z-STATIONERY**

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**LECTURER : MRS NORLIZA BINTI SAIFUL BAHRY**

## **ACKNOWLEDGEMENT**

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## **EXECUTIVE SUMMARY**

Z-Stationery is an online stationery shop that is social media retailing based that operates by Noor Zahazrina on her own. It is a small business that offers stationeries product for high school students, university students, and officers. We operate this business to make profits and at the same time, we give our customers value for their money. We only conduct this business using social media platform like Facebook to promote our product because nowadays people are browsing online and they are many people into e-commerce to buy their convenience product. We also provide an affordable price for consumers as well as to attract customers buying our product we use hard sell and soft sell copywriting. Before that, we use the teaser before launching our product to people on the Facebook page. There are processes in making a Facebook page for selling products which starts from registration of e-commerce until posting the soft sell of our product.

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## 1.0 GO-ECOMMERCE REGISTRATION

**Go-eCommerce**  
BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

**PERSONAL PROFILE** BUSINESS PROFILE

**PERSONAL INFORMATION**

Name	: NOOR ZAHAZRINA BINTI ZAMRI	Phone/Mobile	: 01123860974	<a href="#">Edit</a>
New Identity Card No.	: 970826105990	Home Address	: NO 70 JALAN UTAMA 28, TAMAN JAYA UTAMA 42500 TELOK PANGLIIMA GARANG, KUALA LANGAT, SELANGOR	
Email Address	: zahazmin97@gmail.com			
City	: TELOK PANGLIIMA GARANG			
State	: Selangor	District	: Kuala Langat	
Personal Facebook	: zahaz zamri	Postcode	: 42500	
Gender	: Female	Personal Instagram	: null	
Marital Status	: Single	Race	: Malay	
		Special Need Required	: No	

**INSTITUTION INFORMATION**

UiTM Puncak Alam - BA242

Hi there!  
My name is Abang Iz and I'm here to assist you.

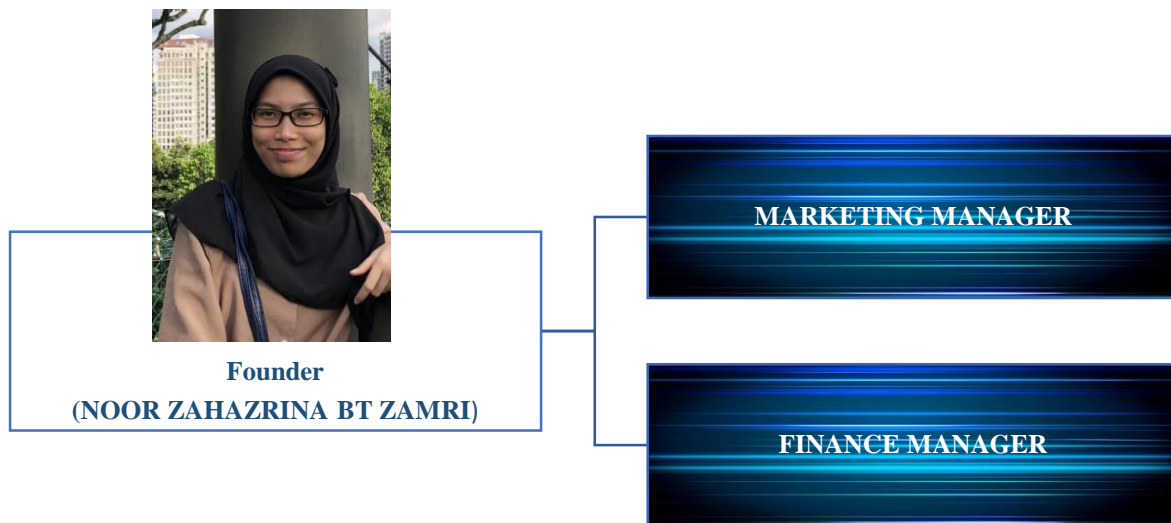
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## 2.0 INTRODUCTION OF BUSINESS

### 2.1 Name and address of business

Z-Stationery or Zahaz Stationery owned by Noor Zahazrina Binti Zamri and established in October 2020. It is social media retailing based oriented which is we are offering varieties of stationery product. The main customers of our stationery shop include students, teachers, and office assistants that doing administrative work. We are using Facebook as our marketing strategy which is social media to instantly inform customers about sales, the arrival of new products and exclusive promotions. As it is a sole proprietorship business, we are located at No.70 Jalan Utama 28, Taman Jaya Utama 42500 Telok Panglima Garang, Kuala Langat, Selangor.

## 2.2 Organizational chart



Z-Stationery is handled by founder Noor Zahazrina which is a sole proprietorship business that runs by one person which is she manages on her own. There is no legal distinction between the owner and business entity. She manages to be both marketing manager and finance manager which is promoting products through social media and editing the marketing tools. In the meantime, she is also develop marketing and pricing strategies, manage marketing budgets as well as analyze trends. Thus, she manages financial budgeting for Z-Stationery products by providing the financial statements which record the business activities to know the company performance.

## 2.3 Mission and Vision

Z-Stationery mission is to offer an online, easy to use, cost-effective, quality guaranteed, service orientated stationery purchasing method for school goers, personal and small business. Locally based service and community responsibility, coupled with purchasing convenience are the cornerstones of our business model. Thus, our vision is to become the national online stationery shopping portal of choice, while maintaining a localized service offering. To create social responsibility programs with our customers to uplift the local communities we operate in by donating the products to educate and enhance their future. To sponsor at least one local underprivileged school goer with fundamental stationery throughout their studies.