



اَوْنِبُوْرَسِيْتِيْ بِاَتِيْكَوْلُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA



SOCIAL MEDIA PORTFOLIO

GiftShop.Stylish Headscarf

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

FACULTY & PROGRAMME	: FACULTY OF BUSINESS MANAGEMENT (BA240)
SEMESTER	: 4
PROJECT TITLE	: SOCIAL MEDIA PORTFOLIO
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ACKNOWLEDGEMENT

The accomplishment of this report benefits and direction from my dear madam, Madam Norliza Binti Saiful Bahry. Madam is always happy and willing to help me solve the confusion and direct me to the right approach to the final of the report. On top of that, Madam Norliza is an easy going and open-minded person, whom is also a good lecturer of mine. She was always there for me when I am struggled with this report.

Bearing mind that I am using this opportunity to deepest gratitude and special thanks to Madam Norliza and UiTM Puncak Alam (Business Studies Faculty) who in spite of being extraordinary busy with her duties, took some time out to hear, guide me and keep me on the correct path and allowing me to carry out my project to its completion. Without her encouragement, I would not finish this final work in my ENT530 Social Media Report. Thank you very much, Madam Norliza.

EXECUTIVE SUMMARY

GiftShop.Stylish is a company based in Kelantan. We sell woman's apparel specialize in woman's headscarf or tudung. The company is only for part time as I am currently studying full time at UiTM Puncak Alam. However, during mid semester break me, my brother and a friend decided to make an extra income during our free time. We decided to create our own product, redesign and rebrand those products. Since Kelantan have a lot of Scarf suppliers that are selling it very cheap that were made in Thailand and were selling it at a wholesale, we had the advantage of getting our raw material and premade scarf at such a low price. For one scarf we get around Rm5-Rm10 per pieces and able to buy it in bulk. The redesigning and the re-brand in the product per pieces cost us around RM5-Rm7 depends on how heavy the product needed to be redesign.

GiftShop.Stylish start to operate in Kelantan in late September 2020. During that time all 3 of us were on our mid semester break. We started selling it without any brand and new innovation. It started to grab many customers and attention from them. We were able to scale up our business. From there we decided to create our own tags, brand and designs that generate higher profit and our company brand. The scarf is popular among students and workers since it is very cheap and very comfortable scarf to be worn. Hence, the scarf had the advantage of having a merely similar raw material from the big brand such as duck scarf, SugarScarf and etc. However, those big company is not our competitor as we are selling it at such low and affordable price to our customers. That's when we realized that it could scale up much higher since, we had the best quality and materials that satisfy customers very well.

To increase our business profit and sales. We have done some research that nowadays e-platform and e-commerce have becoming a trend. We created a Facebook page and learn to use teaser, soft sell and hard sell to penetrate the target market. Using this platform as an advertising tools we were able to reach many customers and the page insight kept us in track about customer's behavior and create new strategy for our upcoming product.

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INTRODUCTION OF BUSINESS

GiftShop.Stylish or known as GiftShop is a business where we focus on selling women's headscarf (Tudung) with the current and latest style so that we are able to satisfy our customer's needs. The scarf is made to be suited in today's modern wear where some of the people that wear scarf prefer it to be more minimalist at an affordable price. In GiftShop we were able to provide the customers with their needs. We sell our scarf at such a low priced and have a lot of benefit to it. For example, the scarf that we sell are ironless and stylish. We get our product from the supplier near Rantau Panjang where most of the items are unbranded and finished goods and able to purchase it at such a low price. We were able to rebrand the product with our own name and resell and improved the product in term of design and finishing.

We have developed the skills to attract customers with the quality product. We learn some mistakes in term of what customer hates with feedback and innovate the scarf to be much more attractive with the colors, design and better materials. We have utilized the best and the most premium quality of our headscarf so that our customers will be much happy with our product.