



اَوْنِيُوْزِيسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**PRINCIPLES OF ENTREPRENEURSHIP**

**ENT530**

**SOCIAL MEDIA PORTFOLIO**

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## **EXECUTIVE SUMMARY**

Kickshop Malaya is a business that carries out online business for sneakers shoes. Kickshop Malaya product consist different type of vans shoes. This business is created to provide an opportunity to all customers who love sneakers shoes and want to have them at affordable price. Apart from selling products to consumer, Kick shop Malaya Perfume also provides useful tips and info to our lovely customer.

Retaining Kick Shop Malaya's customers is a very strong suit for this business and so we have strategies in place to ensure that our customers remain happy with our products and services. This can be achieved if we employ the best customer services executives who are adept at handling orders, promptly attending to complaints and inquiries. We also intend to provide a listening ear to our clients for feedbacks that will help make the company progress.

In addition to reinforcing strategies for maintain customer loyalty toward Kick Shop Malaya's, expanding and exploring ways to promote this online product and services business in social media is important. Skills and ways to know how to attract customers are important. Start by giving teaser a customer to give the customer a sense of excitement to know which product to sell. Next, the skills to make soft sell to give you an idea of exactly what the product is going to sell in the right way. Last but not least, hard-sell-making skills to customers to attract customers continue to buy promoted products.

Kick Shop Malaya can further enhance the entrepreneurial knowledge to further develop this business in the near future

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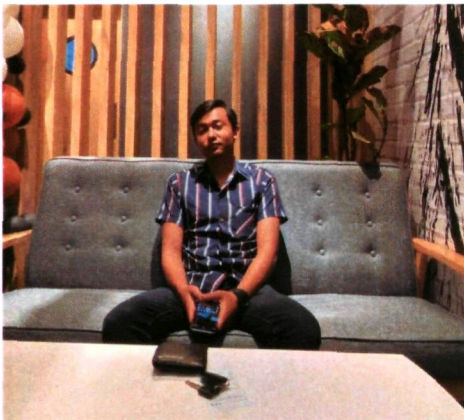
## 1. INTRODUCTION OF BUSINESS

### Name & Address

Name of the business is Kick Shop Malaya. This business B1-T01-U02 KuartersFasa 1c 62550 Putrajaya, Wilayah Persekutuan Putrajaya. This business is only conducted by one staff member and he is the owner of this business. As the only person in charge of doing this business, the task of the Kick Shop Malaya owner is to manage and update the Facebook account of Kick Shop Malaya by promoting the product released. In addition, record buyer details and record cash flow and entry by providing sales report. Lastly, he as a person who manage postage and shipping items ordered by the customer.

### Organizational Chart

Owner



Muhammad Adlan Bin Abdul Jamil

### Vision & Mission

Kick Shop Malaya mission is to ensure provide an quality shoes and comfortable shoes to our customer. We not only exceed our domestic customer's expectations but also intrigue the senses of our business customers and make them strive to build a sustainable relationship with us. Our vision which is to be the leading selling sneakers shoes in Klang Valley as well as the whole of the Selangor and Kuala Lumpur will be achieved as we have put together the best strategies to ensure that these goals and missions are achieved.

## Description of Product Services

Kick Shop Malaya is intends to deal in all sort of shoes for both sex (female and women). We will ensure that we constantly carry out researches so as to make our customer to enjoy our variety of shoes product. Kick shop Malaya serving the quality product to every customer that come and deal with us.

### Quality Shoes

Kick Shop Malaya offers all the best original brands perfumes enthusiasts but at affordable price. The Original Brands shoes network offered by Kick Shop Malaya has 3 types of original brands shoes. This quality shoes is very stylist and hardy shoes among sneakers shoes. Kick Shop Malaya offer 3 different type of shoes to our consumer which is vans old skool, vans classic era, authentic, sk8-hi and vans slip on.

