



اَوْبُو سَيِّدِي تَيْكُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530)**

**SOCIAL MEDIA PORTFOLIO**



**(WAWAASCARVES)**

Faculty & Programme: Bachelor of Business Administration (Hons) Finance

Semester: 03

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## **Acknowledgement**

In the name of Allah, the most beneficent and merciful who provide us a good health and knowledge for us to accomplish this report. This report is a result of a task assigned to us in the course Principles of Entrepreneurship (ENT530)

I would like to thank Madam Siti Zaitun, our lecturer, for guiding us through the process of conducting online business and providing moral support in several matters related to the subject. She has provided us with instructions to assist us in completing the work. A great thank you to University Technology Mara (UiTM) for include this subject in our syllabus to recognise business education.

Last but not least, I'd also like to express my gratitude to my family and friends for all of their support, advice and encouragement in enabling me to accomplish this assignment.

## **Executive summary**

This business is based on a sole proprietorship. Wawaascarves is located at Lot 1680, Batu 3, Lorong Salak, Kg Telok Menegon, Seksyen 36, 40470, Shah Alam. Wawaascarves Enterprise was established on 1st July 2017. Wawaascarves is a business that is categorized in apparel and clothing. It has their own mission and vision to provide a good quality product with an affordable price that is different from the others and hoping to expand the business in the near future.

The product is basically targeted to a woman. Wawaascarves offer three types of materials fabrics which is cotton, chiffon and also satin. All of these fabrics are from high quality and comfortable to use and also have their own benefit. Wawaascarves product consist of Satin Shawl, Printed Cotton Shawl, Marvin Collection Printed Cotton Shawl, Camellia Pleated Shawl and Leopard Series. The price is up from RM16 to RM25 based on the type material use.

Wawaascarves also often doing a promotion on a specific date to attract more customers to purchased their product and also give their customer free gift such as gift box, scrunchies and others.

Student are required to create a platform such as Facebook page and have to post teaser, hard sell and soft sell. All of these are the requirements needed to ensure that student follow the rubric given by lecturer. At the end of this report, there are proofs that the student followed the criteria needed in order to fulfil the objectives of this report.

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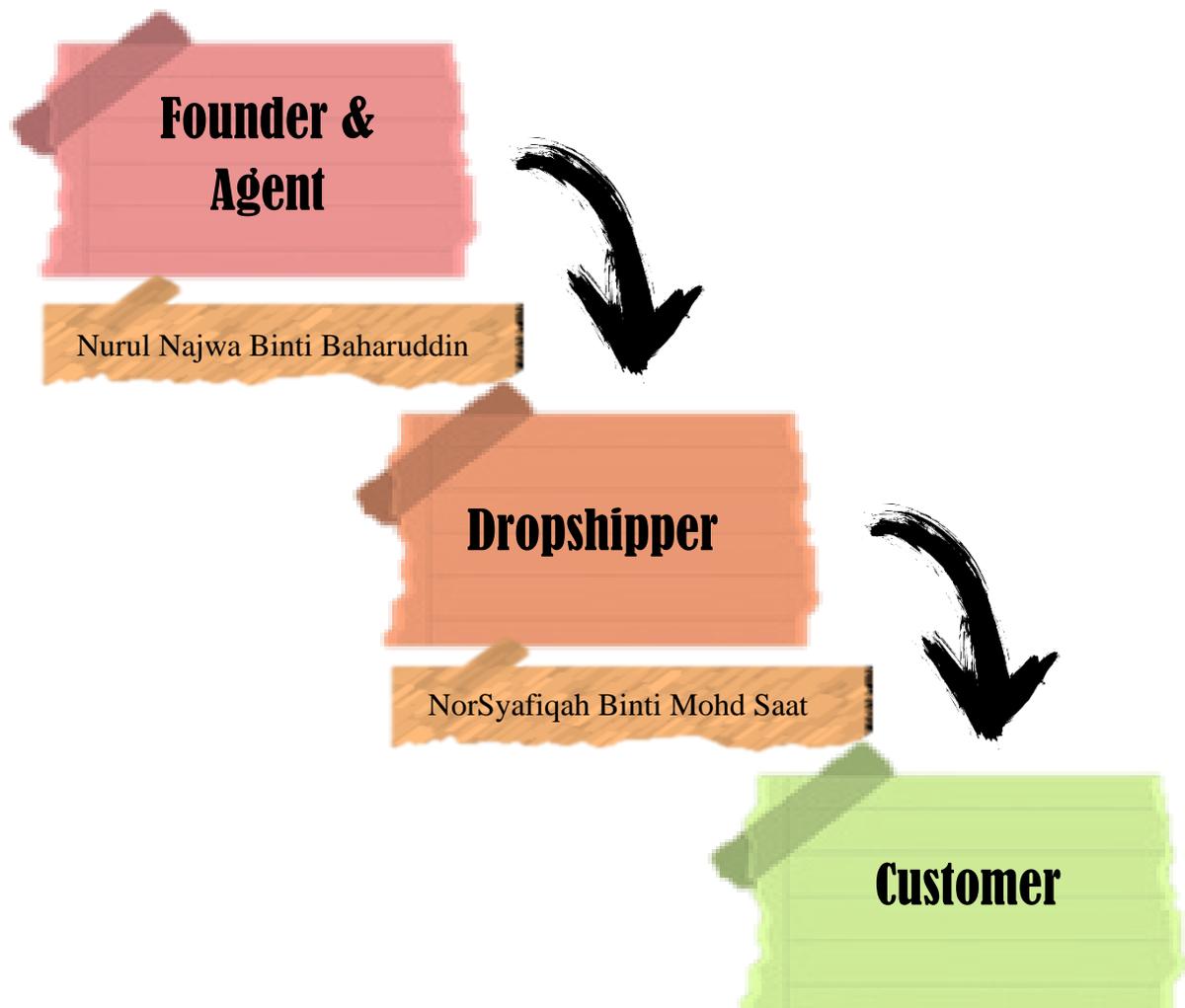
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## Introduction To Business

Name: Wawaascarves Enterprise

Address: Lot 1680, Batu 3, Lorong Salak, Kg Telok Menegon, Seksyen 36, 40470, Shah Alam.

### Organizational Chart



This business operation had been operated based on the organizational chart above. A founder and agent are from Penang and will provide the product available for the customer.

Dropship agents are in charge of assisting in the sale of the goods but do not store stock. They also work as product marketers and promote the product on behalf of the founder. The founder will offer all marketing materials and information such as price, delivery charge and stock availability for the dropshipper to use in promoting the product in social media.