

ENT530

(PRINCIPLES OF ENTREPRENEURSHIP)

SOCIAL MEDIA PORTFOLIO

(FINAL SUBMISSION)

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Acknowledgement

I'd like to thank our lecturer, Madam Rahayu Hasanordin, for her assistance during this assignment. She was a huge assistance to us, and we appreciate her patience and expertise in helping us.

I also wanted to thank my classmates for being so helpful in sharing their expertise on business in Social Media. During the three months, I learned a lot about doing business online and that being a good and successful business woman is not an easy road. All downs in business must be conquered with tenacity, and all ups must be earned by hard effort.

Through these challenges, I've learned to be more organized and mature in dealing with problems that arise in my business. This portfolio includes social media company using Facebook, generating soft sells, hard sells, and teasers to entice customers..

Last but not least, I'd want to express my appreciation to everyone who has contributed directly or indirectly to the success of these social media projects. Finally, I want to express my heartfelt appreciation to my wonderful parents. Your words of encouragement are both welcomed and followed through difficult times. Also, I'd want to thank my parents for always providing needs for my comfort while I worked on the project.

Executive Summary


DK2(SONADON) (Clothing business):

DK2 (SONADON) is an apparel design company that established in June 2014 as one of Malaysian local clothing business. Since then, appeal of the collection more to minimalist, urban and typography concept. Furthermore, DK2 (SONADON) also provide design services for graphic purposes. DK2 is dynamic and vibrant company where standard in business practice and communication. DK2 is committed to not only discussion but also exceeding all customer expectation, thus granted a 100% quality target is carried throughout every step of the manufacturing process.

Table of Contents

No.	Contents	Page
1)	Acknowledgement	1
2)	Executive Summary	2
3)	Body of the Report: I. Go-Ecommerce Registration (Print screen) <ul style="list-style-type: none">• Personal Profile• Business Profile II. Introduction of business: <ul style="list-style-type: none">• Name & Address of business• Organizational Chart• Mission/Vision• Descriptions of products / services• Price list	4-5 5-6
4)	Facebook (FB) III. Creating & IV. Customize URL Facebook (FB) page V. Facebook (FB) likes VI. Facebook (FB) post: <ul style="list-style-type: none">• Teaser (7)• Hard Sell (16)• Soft Sell (16)	7 8 8 9-31
5)	Conclusion	32

- **Business Profile**

PERSONAL PROFILE	BUSINESS PROFILE																																										
 MOHD NORAKMAAL HAKIMI BIN NOORDIN	<table><tr><td>Company Name</td><td>: SONADON DESIGN</td><td>Company Registration No.</td><td>:</td><td></td><td>Edit</td></tr><tr><td>Type Of Business</td><td>: Enterprise</td><td>Business Role</td><td>:</td><td>Product Owner</td><td></td></tr><tr><td>Facebook Page</td><td>: facebook.com/grphxlicious</td><td>Business Category/Business Sub-Category</td><td>:</td><td>Household, Hobbies & Lifestyles / Arts & Craft</td><td></td></tr><tr><td>Wechat for Business</td><td>:</td><td>Business Instagram Page</td><td>:</td><td>dk2.clo</td><td></td></tr><tr><td>Marketplace</td><td>: Shopee</td><td>Business Website</td><td>:</td><td></td><td></td></tr><tr><td>Business Related to Your Study Field</td><td>: Yes</td><td>Type Of Website</td><td>:</td><td></td><td></td></tr><tr><td></td><td></td><td>Experience in International Export</td><td>:</td><td>Yes</td><td></td></tr></table>	Company Name	: SONADON DESIGN	Company Registration No.	:		Edit	Type Of Business	: Enterprise	Business Role	:	Product Owner		Facebook Page	: facebook.com/grphxlicious	Business Category/Business Sub-Category	:	Household, Hobbies & Lifestyles / Arts & Craft		Wechat for Business	:	Business Instagram Page	:	dk2.clo		Marketplace	: Shopee	Business Website	:			Business Related to Your Study Field	: Yes	Type Of Website	:					Experience in International Export	:	Yes	
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		Experience in International Export	:	Yes																																							

Available Contest

- **Introduction of Business**

- **Name & Address of Business:**

DK2 (SONADON) is a apparel line product and freelance designer service established in 2014, located in Jitra, Kedah. The initial stage for DK2 (SONADON) goods, on the other hand, is likewise a sticker and has been updated to the t-shirt area to further extend the market. This garment store is a tiny market that is more well-known in Jitra, Kedah. Every work generated, such as design, product, and delivery, is developed by its own owner.

Regular t-shirts, Jersey t-shirts, and even hoodies are sold at a fixed price of RM40 for each / different clothing.

- **Organizational Chart:**

- This business is operating totally by Mohd Norakmaal Hakimi Bin Noordin (Me)
- Design / Delivery: Mohd Norakmaal Hakimi Bin Noordin (Me)
- Product: T - Shirt Concept & Freelance designer.