



اَبُو سَيِّدِي تَتِيكُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



FACULTY ART AND DESIGN

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530)**

## **SOCIAL MEDIA PORTFOLIO**

MARIPOSA.KCH

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SEMESTER: 5

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## **Acknowledgement**

I'd want to thank our lecturer, Madam Rahayu Hasanordin, for her assistance during this assignment. She was massive 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 knowledge on entrepreneurship in social media.

During this semester, I learned a lot about doing business online and that being a good and successful businesswoman is not an easy road. I must conquer all downs in the industry with tenacity, and all ups must be earned by laborious 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 posting on Facebook, generating soft sells, hard sells, and teasers to entice customers. Last but not least, I'd like to express my appreciation to everyone who has contributed directly or indirectly to the success of these social media projects.

## **Executive Summary**

In last year's pandemic era, there were economically affected groups. As a result, many communities engage in small businesses to supplement their income. At that time, small business was the most trending and popular business. Every small trader will support every other trader. Originally, Mariposa.Kch came from a temporary business only for side income. The origin name of "Mariposa.Kch" is from the Spanish word "butterfly", and the "Kch" stands for "Kuching."

Nur Nillam Sari solely runs this business. Mostly, the elements and concepts in this small business were inspired by trends from TikTok. At that time, the retro and vintage style was one of the trending fashions even abroad.

Mariposa.Kch is a business selling accessory items at affordable prices. The quality of the product is also in line with the price given. The company is also influenced by available skills, for example, graphic designer. These acquired skills can help in terms of advertising and posting on social media. The skills learned also have a way of drawing the audience's attention to our business. The target audience for this business is a young age group. In addition, a society that loves fashion and trends.

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## **1. Introduction of Business**

Mariposa.Kch was created when founder Nur Nillam Sari started buying the accessories in Shopee in July 2020. The origin name of "Mariposa.Kch" is from the Spanish word "butterfly", and the "Kch" stands for "Kuching". Then she finally thinks that the accessories that she bought rarely sell in Kuching. It's not just any typical accessories that might sell in Kuching. Next, she researched how to create a small business without using the high modal. After that, she starting to focusing on the process of delivering supplies to the business address. The vision is to expand this business throughout Malaysia further. All the stores, packaging, modal, promoting was handled by herself. She was focus on a simple set of values at every step of her journey. This business sells affordable price and quality accessories, which is necklaces, bracelets, and earring. All the name given is an idea from this business name, which is "Mariposa." Also, the COD (Cash on Delivery) and postage are available. The high levels of service are the promise that they will provide to the customer. Every product carries a guarantee of the very best in accessories consumer expectation. The mission is to develop the elements and concepts of this company, and the community can influence business.