



## **SOCIAL MEDIA PORTFOLIO**

### **PARACORD FUTURE**



#### **PRINCIPLES OF ENTREPRENUERSHIP (ENT530)**

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## **EXECUTIVE SUMMARY**

The business had start since 2015 with just a hobby. As the feedback from friends and relatives, in 2018, the business had start to invest more of the raw materials and sell in on Ecommerce website as a main store, by far there had been 20 units sold on previous year with minimum advertising. Recently, the business had gone global through Shopee International program that covers from other Southeast Asia Countries, like Singapore. Paracord future is a local made product and focusing on high quality handcrafted goods by creating bracelet, lanyard, mask extender and keychain by using the paracord rope. There are two types of paracord, one is 550 paracord for premium quality and the other one is basic paracord that focus for only the quality products. All the products are made to perfection by a specially trained staff.

Recently, the business had used a proper copywriting and using a Facebook as a marketing and advertising content. The content covers from teaser, hard sell, and soft sell. The page had run with several content and it had reach 30 new followers, and 11 sales within 5 months due to the content awareness of the page to the public. Not to mention, the customer had already given a positive feedback and trusted to the Paracord Future. The effectiveness of the proper copywriting had given a great opportunity for the business to keep on using Facebook as a platform for the sales and new potential customers.

## 2.0 INTRODUCTION TO BUSINESS

### 2.1 BUSINESS INFORMATION

Paracord future named based on a parachute cord that is used to make accessories such as bracelet, lanyard, mask extender keychain in the business. This product is amazing because it has its own functionality and style. Most of these products used for camping as a survival rope or fire starter and many more of its feature. Therefore, the business proudly handmade a bracelet, keychain, and lanyard from the material as their main products.

Paracord future philosophy is to create a modern, versatile, minimal design. Therefore, a monochromatic color and a simple logo shows the identity of the brand. The name of Paracord Future is the idea to create a timeless and sustainable product by using Paracord rope. While a dark blue color represents peace and quality look. Cord by D. stands for all the handcrafted cord made by the owner which is Ahmad Daniel Bin Razali or known as Daniel. Therefore, the logo summed up as a paracord future brand.



Figure 1: Business Logo