



اَوْنَبُوْ سَيِّدِيْ تَيْكُوْنُوْ كِيْ مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA



SOCIAL MEDIA PORTFOLIO: SINIKER

PRINCIPLES OF ENTREPRENEURSHIP (ENT 530): SOCIAL MEDIA PORTFOLIO

FACULTY & PROGRAMME : FACULTY OF BUSINESS AND MANAGEMENT,
BACHELOR OF BUSINESS ADMINISTRATION
(HONS.) OPERATION MANAGEMENT

SEMESTER : 4

PROJECT TITLE : SOCIAL MEDIA PORTFOLIO: SINIKER

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FAUZI

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CLASS : BA 244 4A

LECTURER : MADAM NADIAH MAISARAH BINTI ABDUL
GHANI

ACKNOWLEDGEMENT

In preparation of my assignment, I had to take the help and guidance of some respected persons, who deserve my deepest gratitude. As the completion of this assignment gave me much pleasure, I would like to show my gratitude Madam Nadiah Maisarah Binti Abdul Ghani, ENT 530 Lecturer for giving me a good guideline for assignment throughout numerous consultations. I would also like to expand my gratitude to all those who have directly and indirectly guided me in writing this assignment.

Many people, especially my classmates have made valuable comment suggestions on my paper which gave me an inspiration to improve the quality of the assignment.

EXECUTIVE SUMMARY

This social media portfolio under subject Principle of Entrepreneurship has given to us, which is we need to study and analyse our skills to marketing our online product or services and this portfolio are related with our topic about entrepreneurship and can be used for our future and guideline for start-up a small business. By creating a small business of provide services give a lot information to study and plan market the services. A good strategy and planning will help your business boost up and customers will aware. This business is established by young entrepreneur who are don't have any basic and background on entrepreneurship before this.

This business is on mission to be one of the leader trusted shoe seller and provide with good relationship between Siniker and customers. This was a dream that already been in my life after so long. I want to create something bigger in future when target to create an own local brand and expand to all around Malaysia and be one of the leaders in the local market scene. This dream become realistic after lot of local brand already expand their business in Malaysia. With a big discipline in myself, I assure that can fulfil all my objective that I wrote.


Important thing is, we in Siniker will keep doing research and development to ensure the dream can be true in future. Even only start small by FB page, it does not low my motivation even it increases the momentum to chase my dreams.

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1.0 GO-ECOMMERCE REGISTRATION

PERSONAL PROFILE
BUSINESS PROFILE



Dhabit Ahmaduzzakwan bin Mohamad Fauzi

Personal Information [Edit](#)


Name	Dhabit Ahmaduzzakwan bin Mohamad Fauzi	Phone/Mobile	0197518735
New Identity Card No.	990315016855	Home Address	NO 70, KG SEPAK HILIR, BATU 4,
Email Address	dhabit9@gmail.com	District	Kota Tinggi
City	Kota Tinggi	Postcode	81900
State	Johor	Personal Instagram	null
Personal Facebook	https://www.facebook.com/Siniker.byDZ	Race	Malay
Gender	Male	Special Need Required	No
Marital Status	Single		

Institution Information [Add New](#)

UITM Puncak Alam - ENT530_N (NMAG)

Type of Institution	IHL	Institution List	Universiti Teknologi MARA
State of Institution	Selangor	Name of Institution	UITM Puncak Alam
Address of Institution	Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, .	City	Puncak Alam
District of Institution	Kuala Selangor	Postcode	42300
Level of Study	Bachelor Degree	Study Status	Full time
Course Name	ENT530_N (NMAG)	Class Name	ENT530_N (NMAG) Edit Delete
Subject Name	ENT530_N (NMAG)	Year Enrolling the subject	2021
Month Enrolling the Subject	3	Lecturer Name	Nadiah Maisarah bt Abdul Ghani
Internship Enrollment	No	Year Of Internship Enrollment	
Month of Internship Enrollment		Period of Internship Training	
Expected Year To Complete Study	2022	Expected Month To Complete Study	3
Related To Study Field	No		

PERSONAL PROFILE
BUSINESS PROFILE



Dhabit Ahmaduzzakwan bin Mohamad Fauzi

Company Name	SINIKER	Company Registration No.	: Edit
Type Of Business	Sdn. Bhd	Business Role	Dropshipper
Facebook Page	SINIKER	Business Category/Business Sub-Category	Apparel, Health & Beauty / Fashion & Lifestyle
Wechat for Business		Business Instagram Page	
Marketplace	Others	Business Website	
Business Related to Your Study Field		Type Of Website	
		Experience in International Export	

2.0 INTRODUCTION OF BUSINESS



Name Of The Business	Siniker
Address	70, Kg Sepak Hilir, Batu 4, 81900 Kota Tinggi, Johor
Form Of Business	Sole Proprietorship
Nature Of Business	E Commerce Website
Telephone Number	019-751 8735
Email Address	siniker@gmail.com
Business Commencement	21/ May /2021
Owner Of The Business	Sir Dhabit Ahmaduzzakwan bin Mohamad Fauzi

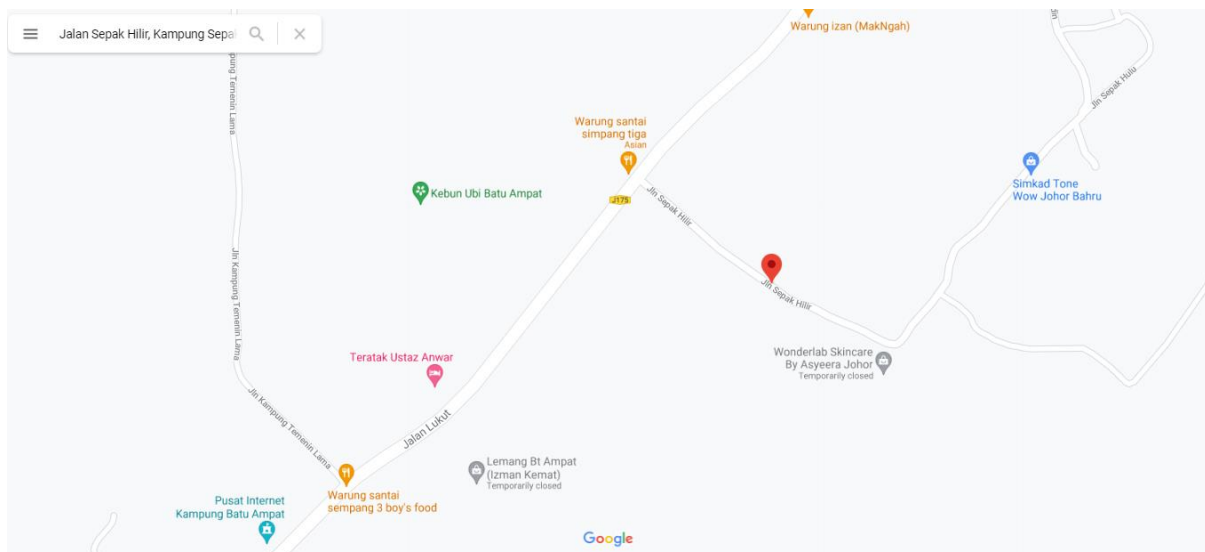
2.1 Name and Address of The Business



Name of Siniker is significantly take from Malaysia slang which means “Is it here?”. It is easy to pronounce in Malaysia language and be a symbolic to people recognize the name faster. The Vans Slip-On Classic’s icon in the middle representative with what we sell to the peoples which is sneakers shoes for lifestyles. With background that coloured with hot pink and yellow, it shows to be used to communicate playfulness between Siniker and targeted audience.

This business based on dropship method that handled by Makerz company. They supply goods to Siniker to sell their products and give commission for each product sold. The products will be post around Malaysia including Sabah and Sarawak for some price that will be charges for postage fee. The reason why Siniker is using this way because it easy to handle and reach lot of audience due to the brand of shoes. It also gives Siniker lot of time to focus on marketing and customer relationship as the postage process also production handle by Makerz itself.

The account is managed at address 70, Kg Sepak Hilir, Batu 4, 81900 Kota Tinggi, Johor and it handle by the owner of the business itself. Since the business just a dropship, Siniker just been manage at home.



2.2 Organizational Chart



DHABIT AHMADUZZAKWAN BIN MOHAMAD FAUZI
GENERAL MANAGER

Since this business is still new in market only established for couple of months and need a more resource to stabilize business, Siniker decided for start-up this business by not involve any people to works with this small business. As founder that work alone, it also become responsible to act like a general manager to ensure the business run smoothly time by time. From marketing, customer relationship until end-user satisfaction, the founder must to take care of all it. This is because, this business run a dropship method that only involve one member in team. As a founder too, I know that outside there have lot of competitors but from the analysis and survey did, it still has a big chance to penetrate the market especially when Siniker bring a local product that not all competitors do that.

Other than that, this business profit is still unstable that have a lot payment that need to pay such as usage of internet from Wi-Fi, mobile data and electrical usage since the business were mainly handle directly from home. All of this need a payment and is essential needs. If any one of these are unavailable can simply delay works and get complaint from customers like why I'm reply their text late or why I'm late to update shoes stock to them. This is one off the valid reason why Siniker managed by one person beside it maybe have a big possibility of miscommunication between staff if I hire anyone to be my partner since the business were 100 percent online. This stage is a crucial part, so as a someone new in the market, I cannot take a risk while I'm still unstable to take care of my business image credibility towards our customers.

2.3 Mission, Vision and Objective

a. Mission

- To be one of the leader trusted shoe seller and provide with good relationship between Siniker and customers.



b. Vision





- To create an own local brand and expand to all around Malaysia and be one of the leaders in the local market scene.

c. Objective

- To accessible people by not hardly finding good quality shoes into shopping mall.
- To increase awareness that local shoe industry is expanding to compete with bigger international brands.
- To give a best price to the customers with an affordable and cheap price to them to purchase.
- To develop knowledge about not only how to wear shoes but lot more such as how to take care of their shoes.

2.4 Description of Products and Price List

PRODUCTS	PRODUCT'S DESCRIPTION AND PRICE
	<p>MAKERZ ALL BLACK (RM 49)</p> <p>This shoe is a one of the hot sales that been made by Makerz. Coloured with full black and almost same with Vans's shoes version. Sizes available are from 36-45 euro with lowcut design. Made of canvas that super comfortable to wear.</p>
	<p>MAKERZ ALL WHITE BLACKSOLE (RM49)</p> <p>This shoe is highly demanded by the customers. Silky white in colour makes it more alluring. Sizes available are from 36-45 euro with lowcut design. Made of canvas and it has a black sole.</p>

	<p>MAKERZ VRO BLACKWHITE (RM 49)</p> <p>Velcro design is becoming a trend by now. Velcro straps make it easier for people to wear the shoes. Sizes available are from 36-45 euro with lowcut design. Made of canvas and it comes with the company's signature on the strap "Make It Move"</p>
	<p>MAKERZ VRO WHITE (RM 49)</p> <p>Another Velcro design that is very eye catching especially with white base and black stripe on the shoes. Sizes available are from 36-45 euro with lowcut design. Made of canvas and it comes with the company's signature on the strap "Make It Move"</p>
	<p>MAKERZ OS BLACKWHITE (RM 39)</p> <p>Almost similar with Vans's classic design, Makers made some changes with new front cover, and side design. Sizes available are from 36-45 euro with lowcut design. Made of canvas and it look classic to wear.</p>
	<p>MAKERZ OS CANDY POP (RM 49)</p> <p>Full with fun colours that really brings joy to the person who wear it. Combined with five colours and still have an affordable price to purchase it. Sizes available are from 36-45 euro with lowcut design. Made of canvas and it look classic to wear.</p>



VANS SLIP ON CHECKERBOARD PARTY BLACKWHITE (RM 95)

Classic design always wins the heart of who wear it. Same with this design, it gives classic and modern impact for those who wear it. Sizes available are from 36-45 euro with lowcut design. Made of canvas and it look classic to wear.



VANS CAUTIE WHITE (RM 130)

Modern design that been made really give a fresh outlook to wear it. White base and yellow colour with some black wording really give an additional look. Sizes available are from 36-45 euro with lowcut design. Made of canvas and it must to have in collection.



VANS CAUTIE BLACK (RM 130)

Same vibes with white's type but it more elegant looks. Black base and yellow colour stripes really make the shoes neat to wear. Sizes available are from 36-45 euro with lowcut design. Made of canvas and must to add in shoes rack.



VANS OS PRO NAVY (RM 95)

One of the best designs that was made and sold in our shop. Completely simple with great combination colours. Sizes available are from 36-45 euro with lowcut design. Made of canvas and need to be in collection for those who love blue colour.

3.0 FACEBOOK

3.1 Creating Facebook (FB) Page



This FB page was created on early April 2021 and the main business that been provided was sneaker shoes all around Malaysia. This page already reached until 142 like and 152 peoples follow Siniker page. Any visitor that visit this page and want to contact Siniker’s admin, they can click on the messenger or directly click on WhatsApp link that were provided on post for any inquiries. With “Siniker” name that common word that Malaysian said in daily life make this FB page easily to be recognize and search by people.

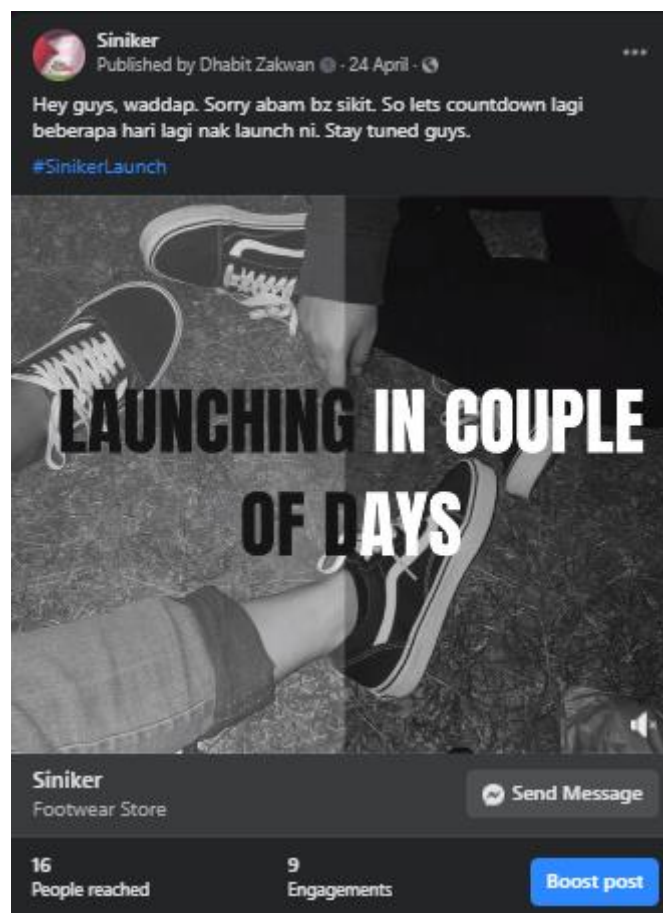
3.2 Costuming URL Facebook (FB) Page



Our URL Facebook Page was short too easy for customer to reach and can share it with others friends. <https://www.facebook.com/Siniker.byDZ> . This URL already describe our main business name. By clicking this link, customers will directly enter our official FB page. A good and short URL link will make our customers more recognised our business and easy to remember. To be more professionalism in selling, we want to give the best to our customers, our customers satisfied is our priority.

3.3 Facebook (FB) Post – Teaser

A pre-launch campaign that be done is a way to attract the people to see our business. It is also to gain new likes and follows to growth our business time by time. The purpose of is to create curiosity among our target market about our products that will be launch after that. Since from the survey before start-up the business, me as owner notice that people love to read a fact about their favourite products, due to that, Siniker took an initiative to variable our post by maximize the content about our product itself which is sneaker shoes. This is to ensure that people not only come and go to our page but also stay to read what they want.



Siniker
Published by Dhabit Zakwan · 24 April · 🌐

Kk, rilek. Ramai dm abam nak launch kasut apa kan? Cer vote sikit tgk korang prefer mana.

#SinikerVote

17 People reached 8 Engagements +1.3x higher Distribution score [Boost post](#)

Siniker
Published by Dhabit Zakwan · 24 April · 🌐

Hold up. Korang yang pakai Vans ni tahu tak siapa dua orang idola abam ni? Kalau tak tahu, takyahlah pakai Vans tu. Dua orang ni yang naikkan nama Malaysia kat International Level tau dengan hasil karya diorang. Tapi bagi abam antara dua ni, kasut Pak Din hitam kuning tu memang superb. Korang pakai kat Johor, awek dari Subang dah usya padat dah. Okay, nanti abam share lagi. Abam sayang korang tau.

#SinikerShare


24 People reached 9 Engagements +1.8x higher Distribution score [Boost post](#)

Siniker
Published by Dhabit Zakwan · 24 April · 🌐

Okay settle share pasal dua idola abam. Kenal tak? Kalau tak pi check post abam sebelum ni. Okay, kalini abam nak share 5 Perkara Vans Yang Ramai Tak Tahu:

1. Syarikat kasut Vans ni asalnya Syarikat Getah Van Doren
2. Pada tahun 1970-an, Vans ni pi buat kasut untuk US Air Force tau!
3. Sebelum ada nama official setiap jenis tu, diorang ni guna nombor je sebagai nama dia tu. Ha, faham tak?
4. Korang mesti kenal jenama Supreme an? Vans ni jenama first yang diorang collab. Ha padu tak padu guys.
5. Vans ni ada sediakan biasiswa tau actually. Tapi untuk orang US jelah. Abam tak ingat syaratnya, nanti korang search lah sendiri.

[#SinikerShare](#)



22 People reached 10 Engagements +1.8x higher Distribution score [Boost post](#)

Siniker
Published by Dhabit Zakwan · 24 April · 🌐

Dari masa ke masa, setiap company mesti ada inovasi an. Meh abam share inovasi baru Vans ni. Nama dia ialah Trek Slips On. Dia macam Crocs ah tapi lagi nice. Tapi takyah risau, abam tak jual benda ni, sebab harga keras ah kalau nak bawak masuk. Menarik an? A... See more



19 People reached 8 Engagements +1.7x higher Distribution score [Boost post](#)

Siniker
Published by Dhabit Zakwan · 24 April · 🌐

Okay guys, benda ni memang interesting ah nak share. Meh abam share 5 kasut Vans yang ikonik ah bagi penggemar Vans ni.

1. Vans Authentic (Debut: 1966)
2. Vans Era (Debut: 1976)
3. Vans Classic Slip On (Debut: 1977)
4. Vans SK8-Hi (Debut: 1978)
5. Vans Half Cab (Debut: 1992)

Cuba share korang minat Vans mana satu? Air Jordan bukan Vans tau btw hihi

#SinikerShare




27 People reached 10 Engagements +2.0x higher Distribution score [Boost post](#)

Siniker
Published by Dhabit Zakwan · 24 April · 🌐

JAPPP! Korang tahu tak ada satu Vans Pa'Din ni yang terjual hampir RM 5,000? Terkejut an, actually memang ada which is Vans Mengkuang ni. Dia buat untuk Vans Checkered Day. And paling menarik ialah, dia open bid serendah RM 82 je. Ha dah hilang terkejut belum?

#SinikerShare



**VANS MENGGUANG
PA'DIN MUSA HAMPIR
CECAH RM 5,000!**

27 People reached 10 Engagements +2.2x higher Distribution score [Boost post](#)

From the perspective of statistic, the teaser really works to gain followers by looking at how many people reached and engage each post. The increase of number in distribution score from first post to another post really impressive.

3.4 Facebook (FB) Post – Soft Sell

Soft sell is a crucial part to persuasive our target market to stay close to us. It is an approach to focus on persuasion and casual language. The techniques intend to create a low-pressure sales experience to the customers. This technique is not directly sell the product away, it is a process to the customers to get along and gain little knowledge what the products that they will see after that. From the experience also, the conversation in post should be relax and comfortable tone to help buyers ease throughout the process.



Siniker
Published by Dhabit Zakwan · - 19 May · 🌐

SINIKER'S GANG STAND WITH PALESTINE!

Sudah beberapa hari saudara Islam kita di Palestin dibantai, dibedil dengan Zionis. Untuk tunjukkan solidariti, kami iaitu Siniker akan menukar dp page.

Tetap checkout and tunggu barang baek dari kami tau! Sayang saudara Islam sebagaimana sayang keluarga kandung sendiri ya.

#SinikerStandWithPalestine



27 People reached 3 Engagements ↑ +2.4x higher Distribution score **Boost post**

VANS X SIMPSONS

Dalam banyak banyak collaboration Vans dengan siri kartun ni, abam paling minat bila dia collab ngn Simpsons Family ni. Smart perabis mat, lagi lagi yang dalam gambar abam tu. Nanti abam nak try tarik kasut ni masuk dalam list jualan abang tapi harga keras ah sebab barang pun keras ni. Stay tune gais!

Klik link ni untuk tengok full collection diorang
<https://sneakemews.com/.../03/vans-simpsons-release-info/>

#SinikerShare



25 People reached 4 Engagements ↑ +1.7x higher Distribution score **Boost post**

TOP 5 SNEAKER FOR MAN

Jap, korang dah ada belum beberapa kasut ni dalam collection? Meh abam nak share 5 top sneaker untuk 2021 bagi abam memang patut korang ada lah untuk tahun ni. So check this out

1. Mesh Lace Up 700 (New Balance)
2. 990v5 (New Balance)
3. Air Force 1 Crater (Nike)
4. Air Force 1 Shadow (Nike)
5. Sk8-Hi (Vans)

Korang boleh check top trend dekat sini tau
<https://stylecaster.com/sneaker-trends-2021/#slide-6>. Jangan risau ada kasut dalam list ni abam bawak masuk. Stay tune gais!

#SinikerShare



TOP 5 SNEAKER FOR WOMAN 2021

Tadi abam share untuk kasut lelaki kan? Ni abam nak share untuk girls pulak. Kasut-kasut abam share ni make sure korang check, memang cun piaw abam gerenti. Rugi kalau takde dalam robok korang tu.

1. Adidas x Lotta Volkova (Adidas)
2. Comme des Garcons PlayPeek-A-Boo High-Top Canvas (Converse)
3. Puma x KidSuper Mirage Mox (Puma)
4. New Balance 997 Classic (New Balance)
5. Vans Women's Checkerboard Slip-On (Vans)

Okay ni list yang bagi abam memang cun denyut beb tengok. Kalau nak tengok lagi, klik link ni <https://www.popsugar.com/fashion/Best-Women-Sneakers-4431163>. Make sure korang check tau, mana abam mampu tarik masuk jualan tu, abam tariklah. Korang kena stay tune je tau.

#SinikerShare



CARA UKUR SAIZ KASUT ONLINE

Abam selalu dengar orang tanya "Wah cane eh nak beli kasut online? Aku takut salah saiz ah" Meh abam ajar cara ukur.

Amil jalan yang selamat, abam akan ukur kaki sendiri pakai kertas, tape ukur atau pembaris dan pensil atau pen. Tekap ukuran kaki pada kertas. Lukis keliling kaki. Ukur bahagian paling panjang dan paling lebar di kaki. Itulah ukuran yang di gunakan untuk mengenalpasti ukuran kasut yang sepatutnya di pakai. Pastu, korang matchingkan dengan carta yang abam letak ni. Easy je kan?

So, lepasni korang tak perlu takut nak beli kasut dari abam lagipun kalau salah saiz, insyaAllah abam baik hati untuk tukar semula. Asalkan ikut t&c Siniker.

#SinikerShare

UK Size	33	34	35	36	37	38	39
M'sia Size	4.5	5	5.5	6	6.5	7	7.5
Length (cm)	19-20	20-21	21.5-22.5	22.6-23	23.1-23.5	23.6-24	24.1-24.5
Width (cm)	8	8.1-8.4	8.5	9	9.1-9.4	9.5	9.6-10
UK Size	40	41	42	43	44	45	
M'sia Size	8	8.5	9	9.5	10	10.5	
Length (cm)	24.6-25	25.1-25.5	25.6-26	26.1-26.5	26.6-27	27.1-27.5	
Width (cm)	9.6-9.9	10	10.1-10.4	10.5	10.6-10.9	11	

18 People reached

4 Engagements

+1.2x average Distribution score

Boost post

ALIPH: JENAMA KASUT BUATAN MALAYSIA YANG PALING MAHAL

Tahun 80-an telah menjadi mercu tanda terhadap jenama kasut buatan Malaysia ini. Kegilaannya menjadi fenomena apabila kasut ini mendapat permintaan terlampau tinggi sehingga tidak dapat menampung lalu menjadi antara sebab jenama ini terkubur.

Namun bagi penggemar kasut vintaj, kasut Aliph merupakan salah satu kasut yang wajib dimiliki dan ada kasut Aliph yang mencecah RM3,000 sepasang zaman sekarang ini. Strategi Aliph yang menaja kumpulan muzik rock seperti Search telah menjadi punca mengapa mereka menjadi kegunaan rakyat Malaysia ketika itu. Baca artikel selanjutnya di <https://rencah.com/aliph-jenama-kasut-buatan-malaysia.../>

Tulah orang kata, benda yang dah pergi baru nak dihargai. Tapi apa pun, abam share ni bukan sebab abam nak bawak masuk. Eh takkk, mana mungkin, kang tak terbayar korang nanti. Stay tune lagi gais, abam nak start jual bila2 masa ni. Tak sabar rasanya nak menjual.

#SinikerShare #KasutAliph



Siniker
Published by Dhabit Zakwan · 20 May ·

WARNA SNEAKER YANG MATCH DENGAN SEMUA OUTFIT KORANG

Pernah tak korang rusing sebab tak tahu nak matchingkan outfit dengan warna sneaker apa? Korang lepasni takyah risau lagi, meh abam share warna yang mudah nak matching untuk OOTD korang.

1. Hitam
2. Putih
3. Kelabu Asap
4. Coklat
5. Navy Blue

So, siap list ni, abam nak share kalau korang pening sangat, main dengan warna hitam putih je. Sumpah masuk dengan mana mana outfit and abam pun ada banyak kasut yang dua warna ni hehe. So korang takyah risau okay?. Korang nak abam share apa lagi? Boleh komen di bawah tau.

Comment as Siniker
Press Enter to post.

SUPPORT LOCAL AND ORIGINAL

STOP THE PIRACY

July 13, 2020

Siniker
Published by Dhabit Zakwan · 23 May · ...

STOP THE PIRACY "CIPLAK"

Baru baru ni ada cerita tentang seorang pengusaha kasut yang barang jualan nya telah dirampas oleh pihak berkuasa kerana menjual kasut ciplak. Dan dianggarkan sebanyak lebih RM 25 ribu hasil rampasan tersebut. Berbalik semula ke point abam, sampai bila kita nak support barang ciplak ni? Designer dan company jenama asli telah bersusah payah mengerah idea keringat untuk hasilkan produk berkualiti tetapi ada pihak yang tidak bertanggungjawab mencuri hasil titik peluh mereka. Oleh itu, Siniker menyeru untuk berhenti menyokong barang ciplak ini. Support local brand kita ya! Baca link ni untuk lebih lanjut <https://www.hmetro.com.my/.../wanita-diberkas-jadi-tauke...>

Btw, abam tak jual kasut ciplak ya. Nantikan koleksi kasut2 abam nak bawak keluar tak lama lagi tau. See ya!

Comment as Siniker
Press Enter to post.

MAKERZ "MAKE IT MOVE"

LOCAL SHOES GOING FIGHT INTERNATIONAL BRANDS

Siniker
Published by Dhabit Zakwan · 23 May · ...

MAKERZ JENAMA LOKAL KIAN MENYENGAT

Asyik borak pasal jenama antarabangsa kan? Meh abam share jenama lokal yang sekarang ni tengah hot dalam kalangan penggemar kasut. Makerz OL Retaka merupakan kasut mereka yang telah mencipta satu fenomena apabila laris terjual setakat ni. Dengan design yang fresh dengan rekaan yang superb ah bagi abam, ia membuka mata bahawa orang Malaysia pun mampu menyaingi jenama antarabangsa yang lain. Harga pun bagi abam memang sesuai dengan apa yang dihasilkan. Okay, takyah cerita lebih, nah link then korang pi beli okay? <https://makerzempire.easy.co/>

Tapi minta maafah, abam tak dapat bawak masuk kasut ni dalam list kasut abam, but still korang boleh check kasut yang lain hehe. Korang nak lagi tak abam share pasal kasut lokal ni? Kalau nak, komen NAK tau!

Comment as Siniker
Press Enter to post.

VANS AMBASSADOR

ANDERSON.PAAK
First-Ever Global Music Ambassador

Siniker
Published by Dhabit Zakwan · 23 May · ...

ANDERSON .PAAK IS VANS' FIRST GLOBAL MUSIC AMBASSADOR

Pada tahun lepas, Vans mengumumkan artis global, Anderson.Paak menjadi duta artis muzik global mereka yang pertama. Beliau mempunyai sejarah panjang dengan jenama tersebut, sebelum ini beliau bekerja di salah satu kedai runcutnya di Topanga Canyon, California, kemudian perform di panggung House of Vans dan tampil dalam siri kandungan muzik global Vans, Sidestripe Sessions. Paak juga mengeluarkan koleksi kasut dan aksesori eksklusif yang diilhami oleh akar muzik California Selatan dan album awal beliau, Venice dan Malibu (gambar satu lagi). Boleh baca lanjut di <https://www.highsnobiety.com/.../anderson-paak-vans-...>

Kasut ni abam tak bawak masuk ya, sebab kasut ni bukan kaleng kaleng. Nanti abam share kasut apa yang abam bawak masuk. Tak lama lagi ni, jangan risau. Stay tune!

Comment as Siniker
Press Enter to post.

SEPATU 'KASUT' COMPASS DISEBUT SEPATU GAIB

Akibat menjadi kasut buruan penggemar sniker di negara jiran, Indonesia, kasut jenama lokal Compass ini telah dilabel sebagai kasut ghaib kerana terlalu cepat habis selepas dirilis. Masih gah nama di persada kasut, jenama yang hadir dari tahun 1998 tetap menjadi kebanggaan Indonesia.

Abam pun dapat tahu yang kasut ni dah penetrate market Jepun kalau tak silaplah. Kalau betul, abam memang banggalah dengan jenama jiran kita ni. Kasut Malaysia lokal macam Makerz pun bleh follow step diorang supaya dapat bawak nama Malaysia ke antarabangsa. Korang boleh check website Compass untuk usya koleksi diorang <https://sepatucompass.com/>.

Abam akan cuba bawak masuk kasut Compass ni kalau ada permintaan banyak okay? Dont worry, stay tune gais, sikit lagi abam nulis kasut dalam stor ni.

#SinikerShare #Indopride #Localpride



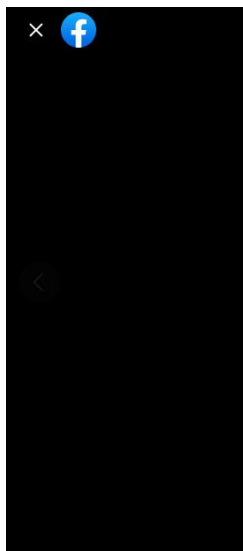
33

People reached

4

Engagements

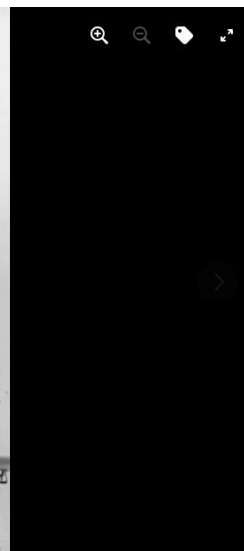
Boost post



Dulu2 kalau nak beli kasut Ayah ukur dengan tali rafia ja kaki kami...kami tak payah pi kedai...Ayah bawa tali tu ja...



Page :Pelukis Rakyat Shidie Art



Siniker
Published by Dhabit Zakwan · 25 May at 15:00 ·

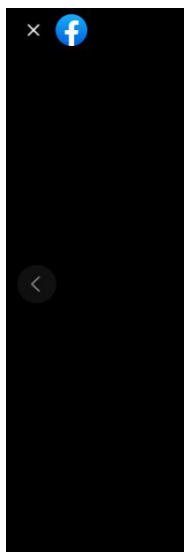
KENANGAN TALI RAFIA

Masih ingat kenangan yang diceritakan abah dulu pasal macam mana arwah atok belikan dia kasut di bandar. Arwah akan amik tali rafia kemudian potong ikut panjang kaki abah. Kemudian arwah akan naik bas dari simpang kampung untuk pergi ke bandar sambil bawak beberapa tali rafia adik beradik lain. Dulu arwah tiada kereta nak bawak semua adik beradik, so dia jelah wakil pergi bandar. Abah memang suka betul kalau borak pasal kenangan dia tu, senyum je kerja dia hahaha. Sayang abah sangat sangat.

Lepasni kalau korang nak ukur saiz kasut, ha bolehlah guna tali rafia tu, lepastu pos ke abam untuk abam ukur. Taklah, abam gurau je. Jangan risau, Siniker akan pastikan kepuasan pelanggan okay? Kalau salah saiz ke apa, boleh refund atau tukar ikut T&C. Stay tune gais, barang dah nak rilis ni. Tunggu tau.

Comment as Siniker

Press Enter to post.



Siniker
Published by Dhabit Zakwan · 26 May at 00:48 ·

BEST SNEAKER BRANDS IN THE WORLD

Macam korang tahu, ada banyak jenama kasut sniker kat dunia ni. Tapi korang tau tak jenama jenama top selain Vans and Nike? If korang dah tahu takpe, abam nak share jugak malamni. Check list bawah ni okay?

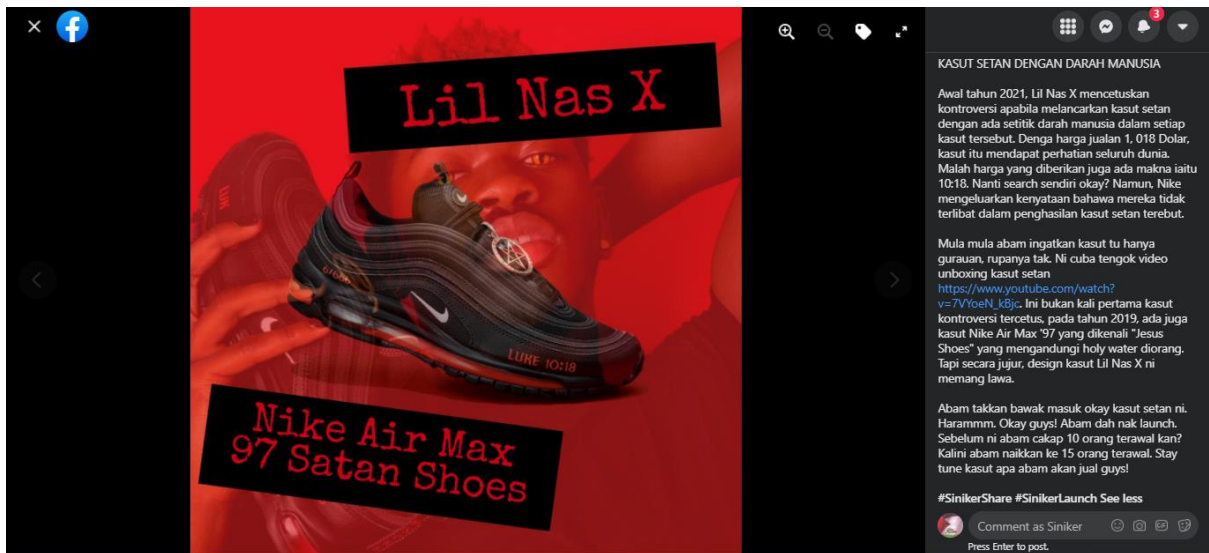
1. Balenciaga
2. Gucci
3. Reebok
4. DC
5. Adidas

5 nama jenama ni memang besar dalam industri kasut. Tapi macam abam cakap sebelum ni, tolong support original okay? Abam faham, memang keras kalau nak kumpul kasut sniker yang top brands tapi ukur baju di badan sendiri tau. Kesian diorang hm.

Btw, kasut dalam list tu abam tak bawak masuk tau. Abam pun takde modal nak bawak yang berat berat ni hahaha. Okay guys, goodnight, esok lusa abam akan keluarkan koleksi abam. 10 pelanggan terawal akan dapat special sikit okay?

Comment as Siniker

Press Enter to post.



This are the soft sell that been provided in Siniker page. It shows about how to take care of our shoes, interesting facts that can grab our target market attention. The description also by research that be done to deliver a real information to the audiences.

3.5 Facebook (FB) Post – Hard Sell

This is when we implement aggressive approach to sell our products to the audience. The marketing is directly towards the products that want to be sell. After had grab audience customer, Siniker provided with several promotion to make the audience buy from us. One of the reasons we use this strategy is to constantly remind our consumers and provide them with the most recent information about our products and services. The most significant benefit of hard selling is that it allows you to communicate a clear and concise message to your consumers. With right way, the hard sell can bring a big profit to the company such as they push advertise on certain dates like early month when the people have their income, when festive season and more. This is why important to learn the soft sell and hard sell to generate the revenue.

Aside from that, we provide comments and photographs of our satisfied customers to assist them trust us. We also provide them a daily performance report so they can see how well our items are selling. We offer a pricing list with each post so that audience may remain up to date on the most recent pricing adjustments.

SINIKER
IT'S FINALLY OPEN GENG
15 ORANG TERAWAL AKAN DAPAT SOMETHING SPECIAL GENG

Siniker
Published by Dhabit Zakwan · 17 June at 15:07

Say No More Geng! Siniker on the track and dah start jual yaa
KASU! DAH READY UNILUK JUAL GUYSSSS

Okay, Bismillah, harini dengan rasminya abam dah bukak untuk jualan. Minta maaf sangat sebab lambat sebab ada masalah supplier sikit tapi alhamdulillah abam dah berjaya. Okay pasni abam show off kasut apa abam akan jual okay geng? Macam abam janji, 15 orang terawal abam akan bagi something special. Ha nak tau tak? Ha kena selit order dulu ah geng hehe.

Thank you kepada geng2 yang sanggup tunggu abam, dm2 abam bila nak release. Kalini abam release bebetul Stay tune gais! Harga kasut semua abam jamin bawah bajet korang je ni.

See less

3 5 views

8 People reached 3 Reactions, comments and shares

5 3-second video views Retention curve

MAKERZ KICK WHITE
MAKERZ KICK WHITE
MAKERZ KICK WHITE
MAKERZ KICK WHITE

Siniker
Published by Dhabit Zakwan · 17 June at 15:36

MAKERZ KICK WHITE BLACKSOLE

HARGA: RM 49

Saiz: 36-45 Euro
Material: Canvas ✓
Type shoes: Lowcut ✓
Tech: Vulcanies
Sole: Rubber

Untuk postage:
Semenanjung RM 10
Sabah/Sarawak RM 15

Okay ni kasut memang bagi abam superb, lawa, kemas n macho. Korang boleh matchingkan dengan mana mana outfit sebab dia clean white bebek. Klik link geng untuk order! Jadi yang 15 terawal tau
<http://www.wasap.my/+60197518735/abam.nakk>

See less

Comment as Siniker

Press Enter to post.

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MAKERZ ALL BLACK
MAKERZ ALL BLACK

Siniker
Published by Dhabit Zakwan · 17 June at 15:40

MAKERZ ALL BLACK

HARGA: RM 49

Saiz: 36-45 Euro

Material: Canvas ✓
Type shoes: Lowcut ✓
Tech: Vulcanies
Sole: Rubber

Untuk postage:
Semenanjung RM 10
Sabah/Sarawak RM 15

Okay ni kasut memang abam minat sebab hitam. Kalau korang lepak dengan abam, taulah abam punya outfit memang segalanya hitam hahaha. Korang boleh matchingkan dengan mana mana outfit sebab dia mercek beb. Klik link geng untuk order! Jadi yang 15 terawal tau
<http://www.wasap.my/+60197518735/abam.nakk>

Comment as Siniker

Press Enter to post.



Published by Dhabit Zakwan @ · 17 June at 16:44 · 🌐

BANG, KASUT PUTIH ADA LAGI TAK?

Geng, come on ah, takkan dah habis stok kot. Ni abam lanje lagi kasut putih yang lain haaa. Ni budak budak 90-an calap kasut zip-zap ha. Apa? Kasut apa ni? Ha meh abam bagi details

■ **MAKERZ VRO WHITE** ■

HARGA RM49

Saiz: 36-45 Euro

Materi: Canvas ✓
Type shoes: Lowcut ✓
Tech: Vulcanies
Sole: Rubber

Untuk postage:
Semenanjung RM 10
Sabah/Sarawak RM 15

So far puas hati tak dengan kasut abam ni? Nak lagi? Bolehhh. Nak tanya apa apa atau nak letak order boleh direct ke abam okay? Cambiasa 15 orang terawal akan dapat something haaa. <http://www.wasap.my/+60197518735/abam.nakk.asut> See less

Comment as Siniker
Press Enter to post.



Published by Dhabit Zakwan @ · 17 June at 17:19 · 🌐

BANG TRY HITAM PULAK, ADA TAK YANG ZIP ZAP WARNA HITAM?

Eh confirm ah ada. Abam warna hitam ni memang gian kalau boleh semua kasut abam nak hitam je hehe. Eh ni kasut apa? Ha ni kasut..

■ **MAKERZ VRO BLACKWHITE** ■

HARGA RM49

Saiz: 36-45 Euro

Materi: Canvas ✓
Type shoes: Lowcut ✓
Tech: Vulcanies
Sole: Rubber

Untuk postage:
Semenanjung RM 10
Sabah/Sarawak RM 15

Onz tak onz? Cantik an? Ada sebarang pertanyaan tak? Kalau ada just komen atau klik link ni okay? 🙏 <http://www.wasap.my/+60197518735/abam.nakk.asut> See less

Comment as Siniker
Press Enter to post.



GENG GENG GENGI, NAK KASUT VANS TAPI NAK ORI TAPL.. TAKDE BAJET?

Ni meh abam lanje kasut lokal Makerz yang hampir sama dengan Vans tapi lagi piaw dia punya style. Korang check abam letak berapa harga dia. Memang mampu miliklah geng!

■ **MAKERZ OS BLACKWHITE** ■

HARGA RM39

Saiz: 36-45 Euro

Materi: Canvas ✓
Type shoes: Lowcut ✓
Tech: Vulcanies
Sole: Rubber

Untuk postage:
Semenanjung RM 10
Sabah/Sarawak RM 15

Ha tak percaya kan calap abam, harga memang cun kaw kaw piaw abam bagi. Mana nak dapat kasut style dengan harga macamni? Okay tunggu apa lagi? Cepatah grab dengan klik ws ni, abam layan sampai kasi jadi <http://www.wasap.my/+60197518735/abam.nakk.asut> See less

Comment as Siniker
Press Enter to post.

SINIKER

DISCLAIMER

KENAPA BANYAK KASUT MAKERZ NI BOS?

0:01 / 0:05

Published by Dhabit Zakwan @ · 17 June at 17:30 ·

BOS, KENAPA BANYAK KASU MAKERZ NI?

Okay, kenapa abam jual kasut Makerz ni sebab dia lokal. Haritu banyak dm abam tanya pasal kasut lokal ni. So sebabtu abam ambil inisiatif jadi penjual kasut Makerz ni. Selain dapat meniahkan #sapotlokal abam nak tunjukkan jugak kasut lokal ni nice and kemas perabis ha.

So far okay je kan kasut kasut Makerz abam jual ni haa. Nak lagi? Lepasni abam bagi lagi. Apa apa pertanyaan boleh direct link abam okay? 🙏🙏

<http://www.wasap.my/+60197518735/abam.nakk.asut>

See less

2 6 views

7 People reached 2 Reactions, comments and shares

6 3-second video views Retention curve

View More Video Details

Like Comment Share

Up next

BOSAN LAH MAKERZ, ADA VANS?

Ha ni abam dapat banyak soalan dekat dm. Mestilah ada geng. Siapa cakap takde? Meh kita tukar selera. Lawa an kasut dalam gambar tu? Tu kasut...

■ VANS CAUTIE WHITE ■

HARGA RM130

Saiz: 36-45 Euro

Material: Canvas ✓

Type shoes: Lowcut ✓

Tech: Vulcanies ●

Sole: Rubber ●

Untuk postage:
Semenanjung RM 10
Sabah/Sarawak RM 15

Ha GILA TAK GILA? Murah gila an? Korang boleh check youtube kasut kasut abam jual ni. Abam dah cakap, kasut Makerz ni memang bagus kualiti. Sebabtu abam berani jual kasut diorang. Ada soalan atau ketidakkpastian? Meh direct ke abam

<http://www.wasap.my/+60197518735/abam.nakk.asut>

See less

Comment as Siniker

Press Enter to post.

HITAM MENJADI PUJAAAN AWEK SUBANG

Ha, kalau korang nak tau, Awek Subang suka lalui pakai Vans Courtie Hitam ni ha. Tak percaya? Hek eh, abam tau lah sebab abang ada sorang awek Subang sangkut kat abam masa buat ollie guna kasut ni ha. Nak tau details tak? Check this out bebeh

■ VANS CAUTIE BLACK ■

HARGA RM130

Saiz: 36-45 Euro

Material: Canvas ✓

Type shoes: Lowcut ✓

Tech: Vulcanies ●

Sole: Rubber ●

Untuk postage:
Semenanjung RM 10
Sabah/Sarawak RM 15

Abam takyah explain lagi kot kenapa korang patut angkat kasut abam yang ni lagi lagi untuk GENG SENDU SINGLE tu. Meh pm abam kat link ni


<http://www.wasap.my/+60197518735/abam.nakk.asut>

See less

Comment as Siniker

Press Enter to post.

PUZZLE TIME!



Komen kat bawah geng jawapan dia, abam random pilih, siapa betul abam bagi free postage

Siniker
Published by Dhabit Zakwan @ · 17 June at 19:28 ·

ASYIK HITAM PUTIH JE BOS 🤔

Siapa cakap abam jual hitam putih je? Korang jangan cepat nilai abam 🤔. Ha ni abam bagi teaser sikit kasut berwarna ha. Bagi soalan senang je tu, siapa tak dapat jawab memang ah sedih ish ish ish.

Okay, nanti abam random select pemenang dia okay? Syarat nak join ni just:

1. Follow page Siniker
2. Share page Siniker
3. Like 5 post Siniker
4. Komen jawapan korang

Easy kan? So tunggu apa lagi? Kalau nak tanya apa apa, korang boleh direct abang kat dm atau klik link ni
<http://www.wasap.my/+60197518735/abam,nakkasut> See less

Edit

2 likes · 1 comment

Comment as Siniker

Press Enter to post.



TADAAAAA COLOUR RARE BEB

Siapa cakap abam tak jual warna lain? Nah abam jual warna warni ni haa, Cantik kan? Ha jangan ingat ni kasut harga RM 100 tau walaupun warna lawa gini. Nak tau harga dia berapa? Meh abam bagitau kat bawah.

■ MAKERZ OS CANDY POP ■

HARGA RM49

Size: 36-45 Euro

Materi: Canvas ✓
Type shoes: Lowcut ✓
Tech: Vulcanies ●
Sole: Rubber ●

Untuk postage:
Semenanjung RM 10
Sabah/Sarawak RM 15

Abam malas cerita lebih gini. Abam tau korang tengok je dah malas fikir untuk taknak beli kan? Siapa je taknak kasut stylo milo ni beb, Dengan harga gitu hahahaha ruji jelah korang pi scroll kasut ni ish ish ish. Cambiasa, jangan malu, jangan segan. Meh dekat dengan abam
<http://www.wasap.my/+60197518735/abam,nakkasut>

Comment as Siniker

Press Enter to post.

FEEDBACK!



Siniker
Published by Dhabit Zakwan @ · 17 June at 21:38 ·

SINIKER NI REAL KE TAK? KE SCAM?

Ha ada soalan masuk dm abam. Macam abam cakap, abam join jual kasut lokal ni sebab #sapatlokal haaa. Mana ada abam nak scam ni. Ni abam tunjukkan antara customer dari member abam yang jual kasut lokal ni jugak. 100% dari diorang bagi feedback terbaik tau.

Kalau tak percaya lagi, boleh je dm abam atau klik link ni ha mana tau terangkat kasut jugak dari abam hehehe
<http://www.wasap.my/+60197518735/abam,nakkasut>

Oh ya, lepasni abam burst share kasut Vans lagi okay? Amacam? Onz tak onz?

Disclaimer: Ni feedback dari seller kasut Makerz lain okay? Eheh See less

Edit

Like Comment Share

Comment as Siniker

Press Enter to post.



SRS AH KASUT NI ABAM JUJAL?

Bro, jangan main main eh. Abam dah cakap abam akan bagi yang terbaik untuk korang kan. Nak ke nak kasut ni? Apa? Nak? Ohh nak tengok details. Okay? hehe.

■ VANS SLIP ON CHECKERBOARD PARTY BLACKWHITE ■

HARGA RM 95

Saiz: 36-45 Euro

Materi: Canvas ✓
Type shoes: Lowcut ✓
Tech: Vulcanies ✓
Sole: Rubber ✓

Untuk postage:
Semenanjung RM 10
Sabah/Sarawak RM 15

Jap, Kenapa muka terkejut harga bawah 100 tu? Hahahaha sampai masuk alat tu awak nganga ish ish. Amacam? Boleh tahan nafsu nak beli tu tak? Tak perlu fikir lama, meh direct je ke abam <http://www.wasap.my/+60197518735/abam.nakk.asut> See less

Comment as Siniker
Press Enter to post.



RASA SEDIH TAK DIPANDANG MEMBER SEBAB KASUT TAK PADU?

Lah kenapa dah rasa gitu tak cari abam? Abam bukanlah pakar fesyen ke apa tapi bab nak style dipandang orang ni, celah gigi abam je ni. Nak try usya kasut ni? Ni meh abam cerita sikit kasut apa ni

■ VANS OS PRO NAVY ■

HARGA RM 95

Saiz: 36-45 Euro

Materi: Canvas ✓
Type shoes: Lowcut ✓
Tech: Vulcanies ✓
Sole: Rubber ✓

Untuk postage:
Semenanjung RM 10
Sabah/Sarawak RM 15

Bak kata orang, tak payah sembang "sneakerhead" kalau tak pernah beli dari abam. Ha jangan buat malu okay? Meh mari rapat rapat dekat order we abam <http://www.wasap.my/+60197518735/abam.nakk.asut> See less

Comment as Siniker
Press Enter to post.



Siniker
Published by Dhabit Zakwan @ · 17 June at 23:19 ·

CEPAT GENGGGG SELIT ORDER SELAGI MAMPU

Korang bayangkan banyak kotak untuk di pos masa pklp ni ha. Ni gambar dari HQ abam. Adalah selit 2,3 order dari abam. Thank you geng hehe 🙏
Takkan korang nak terlepas an beli kasut dari abam. Nanti boleh buat konten ootd kat TikTok ha, nanti pemes abam tak claim pun 🙏

Mana nak yang nak selit order tu meh meh ler, tak payah takut. Abam ni friendly tau ihiks. Cepat cepat klik link abam ni <http://www.wasap.my/+60197518735/abam.nakk.asut>

Edit

Like Comment Share

Comment as Siniker
Press Enter to post.

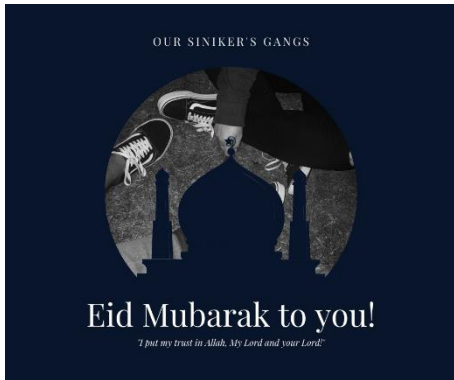


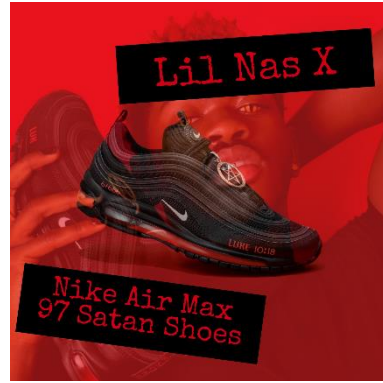
3.6 Graphics

Those are several graphics that was created by me to attract the audience to see our FB page. 100 percent of it is using a Canva and myself. The graphic is so important to ensure the posting become more cheerful and look great to see by peoples.









4.0 CONCLUSION

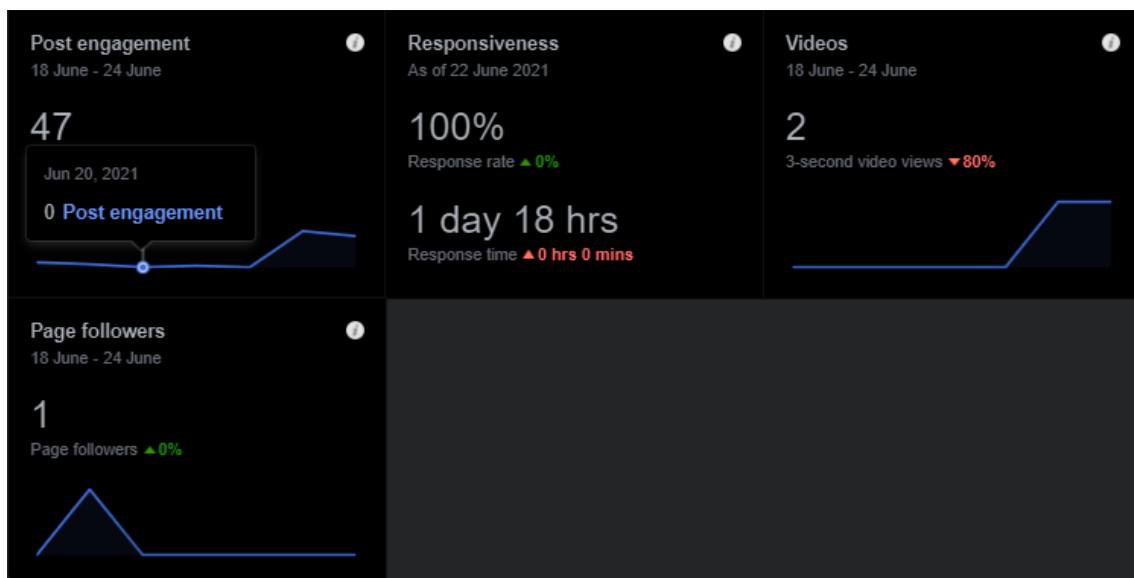
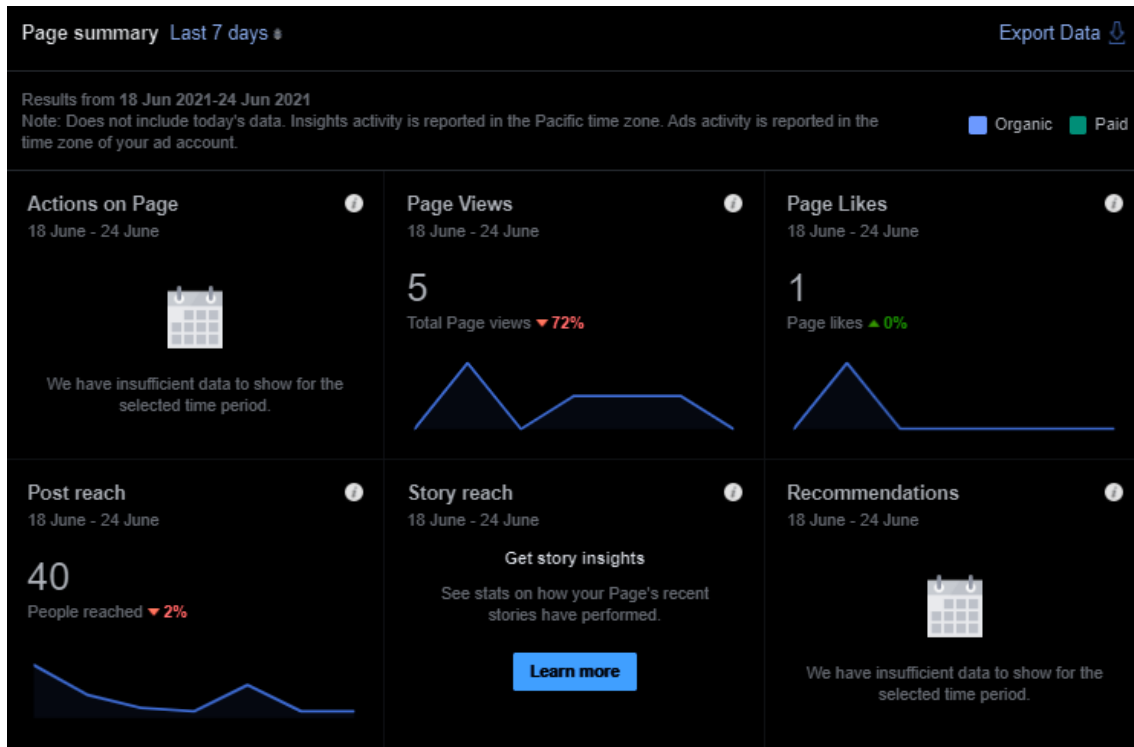
To sum up, using social media platforms, particularly Facebook, to market your business is a smart method and way to do so. As everyone knows, we live in a contemporary era when the majority of us use the internet in our everyday lives. Most of our consumers will look for items on any social media platform since using the internet can save you a lot of time and energy when compared to walking around and looking for physical businesses. As a new business, we must follow to our personal standards as well as how other businesses, particularly on Facebook, have grown their businesses. By utilising social media platforms, we can make it easier for our consumers to search and receive results in less than one minute, and then click to select the best option based on the comments of other customers. Many great entrepreneurs began their careers with an internet or small business.

To guarantee that our company is recognised by clients, we, as entrepreneurs, must use a few strategies, particularly in our daily social media postings. We need to know that the majority of our clients and followers are average-aged teens or adults, students, or workaholics. A good, creative, and interesting advertisement will easily entice them to buy from us. If they just inquire about pricing and everything connected to items, it will have a positive influence on them, and they will notice our business. Our captions in posts are also very essential. It's critical to include a hard pitch and a soft sell.

Every firm has its own strategy and set of issues, and as entrepreneurs, we must consider how to overcome these obstacles and sell our products. We may obtain information and study with this social media platform in order to enhance our everyday posting. We can also use social media to improve communication, enhance website traffic, obtain client feedback quickly, and build a strong brand.





















APPENDIX

Provide with overview of Siniker FB Page insight and official Makerz's telegram group for their dropshiper.



Your 5 Most Recent Posts Create Post

■ Reach: Organic/Paid
 ■ Post clicks
 ■ Reactions, comments & shares
 ●

Published	Post	Type	Targeting	Reach	Engagement	Promote
17/06/2021 23:41	 BELUM POST DAH RESTOCK SEBAB SOLDOUT???? 🙄🙄🙄	📄	🌐	8 	1  1 	Boost post
17/06/2021 23:19	 CEPAT GENGGGGG SELIT ORDER SELAGI MAMPU Korang bayangkan	📄	🌐	8 	1  1 	Boost post
17/06/2021 23:10	 RASA SEDIH TAK DIPANDANG MEMBER SEBAB KASUT TAK	📄	🌐	9 	1  1 	Boost post
17/06/2021 22:01	 SRS AH KASUT NI ABAM JUAL? Bro, jangan main main eh. Abam dah	📄	🌐	9 	1  1 	Boost post
17/06/2021 21:38	 SINIKER NI REAL KE TAK? KE SCAM? Ha ada soalan masuk dm	📄	🌐	11 	3  2 	Boost post




[See All Posts](#)

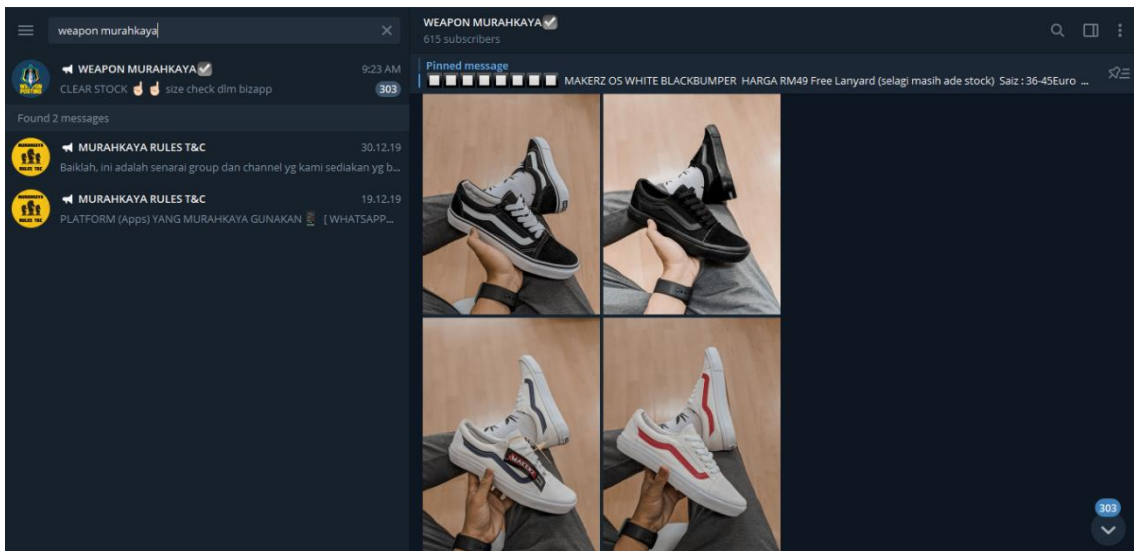
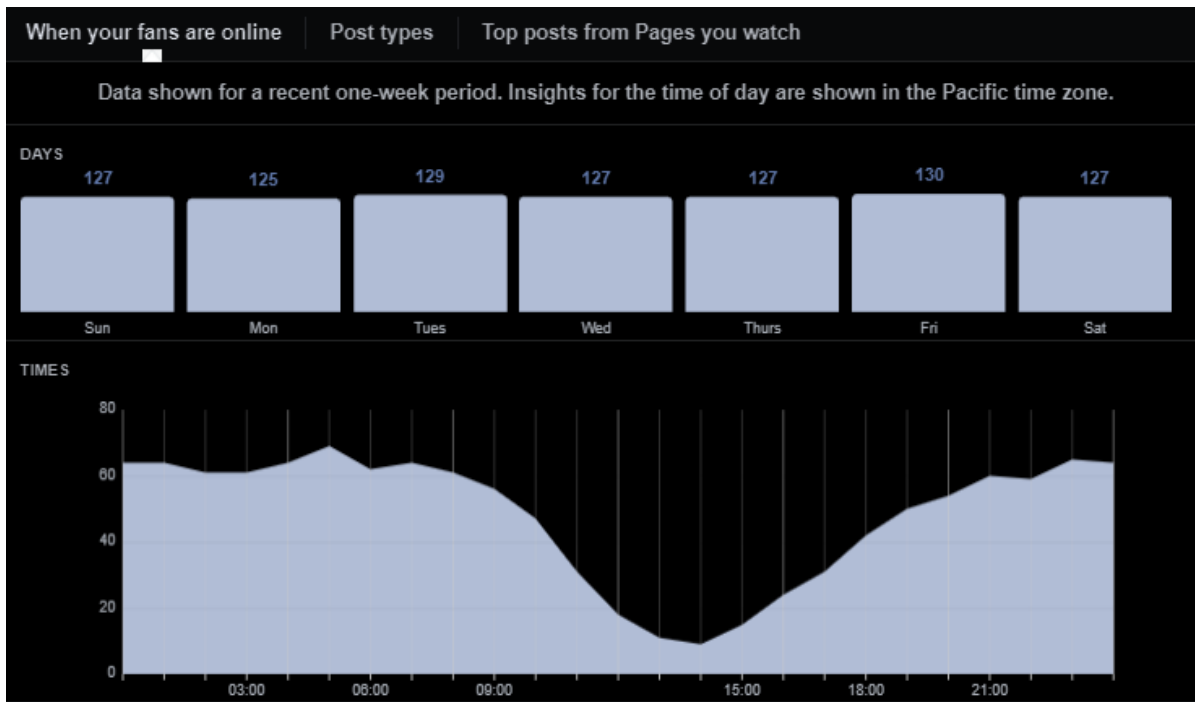
Pages to Watch Create Post

Compare the performance of your Page and posts with similar Pages on Facebook.

i Pages to Watch helps you compare the performance of your Page and posts with similar Pages on Facebook. [Add Pages](#) to get started.

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