



اَوْنِبُوْرَسِيْتِيْ بِاَتِيْكَوْلُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**BACHELOR IN OFFICE MANAGEMENT SYSTEM
FACULTY OF BUSINESS MANAGEMENT
ENT530 PRINCIPLES OF ENTREPRENEURSHIP**

**INDIVIDUAL ASSIGNMENT:
SOCIAL MEDIA PORTFOLIO**

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I am extremely grateful to my parents for their love, prayers, caring and sacrifices for educating and preparing me for my future. Also, I would like to express my thanks to my brothers for their support and valuable prayers. My Special thanks goes to my classmates for the help and guidance they gave me in order to finish this report. This report cannot be completed without all of the person whom I mentioned. I am grateful for their unwavering support.

EXECUTIVE SUMMARY

“Your Life Companion” is a tagline for Mirorcle My which means that mirrors are seen by everyone in their daily life. The main objective for the business is to offer a good quality of mirrors with variety of shapes and colours with an affordable and reasonable price. We started our online business on the early Covid-19 pandemic, 18 June 2020 by using social media platform. Our targeted customers are customers who wants to decorate their place which they called home. Even though mirrors are fragile, after 9 months of testing and researching regarding the safest packaging, we managed to get customer’s trust by buying fragile items by online through our Facebook page. Our policy which a one week guarantee to replace with a new one if customers received a scattered mirror is what ease customers buying experience better.

Since our first opening, we received a lot of good feedback from the customers regarding the quality of the mirror and how fast the delivery is. We offered the-same-day delivery service by Lalamove with charge to those customers who needs the item urgently. We also offered a self-pickup service where customers can come and visit our store and buy. Some customers requested for us to wrap the mirrors nicely and put a wish card together as gift box to those who wants to surprise their loved one. This is one of our marketing to attract more customer to come and buy our product. Since our official launching on 1st August 2020 until now, we have sold more than 10,000 units of mirrors. Our highest sales record is MYR 50,000 which are more than we targeted. We manage to achieve this target before the end of half of the year 2021. We also recruited 150 dropshipper and they are one of our backbone in achieving these goals.

Mirorcle My marketing strategy is by making creative posters to attract customers. Not just that, we also are active in having monthly sales which is 1/1 sales, 11/11 sales, year end sales, birthday sales, anniversary sales, festive sales and many more. That is what attract more customers to our Facebook Page. Other than that, we also explore Facebook Ads which is one of the most useful tools for small businesses to promote their products to the targeted customers. Our business is registered with Syarikat Suruhanjaya Malaysia (SSM) since 2019.

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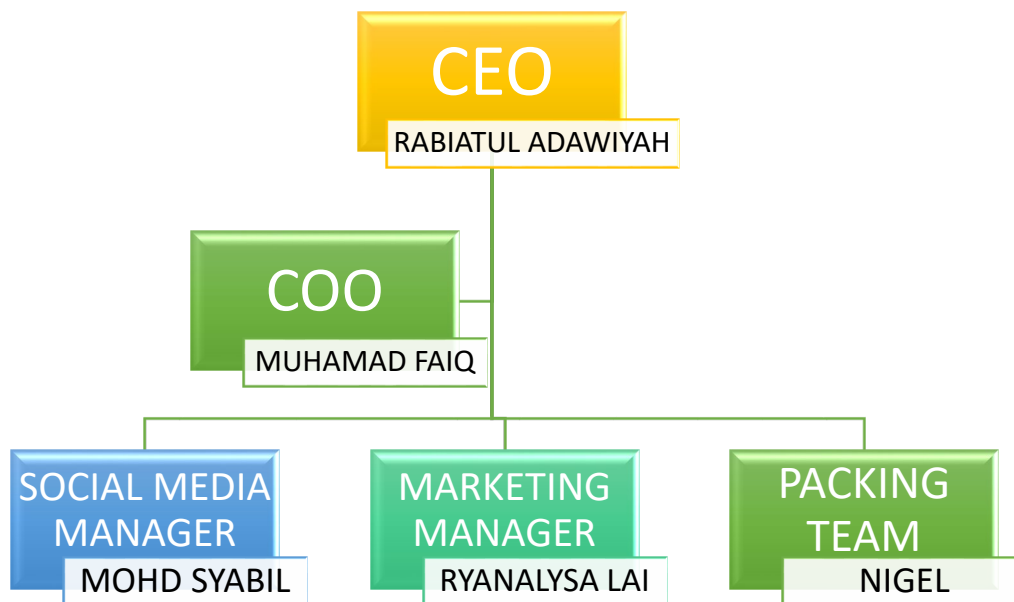
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2.2 INTRODUCTION OF BUSINESS

NAME AND ADDRESS OF BUSINESS

The name for this business is called Mirrorcle My. I personally pick this name because we sell mirrors and wanted a unique and special name than others. I suddenly think of the miracle that brought me and my partner to venture this business and that is how the name Mirrorcle is created. "My" represents Malaysia as our mirror are fully made in Malaysia. Since we first start this business in 2020, we are based at UKM Bangi but now we have moved to a bigger store which is located at No.61-1, Jalan Universiti Bangi 1, Taman Universiti Bangi, 43600 Bangi, Selangor.

ORGANIZATIONAL CHART



MISSION AND VISION

