



اَوْنِبُوْرَسِيْتِيْ بِاِتِيْكَوْلُوْكِ مِيْمَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

83

**FACULTY OF BUSINESS AND MANAGEMENT**  
**BACHELOR OF BUSINESS ADMINISTRATION (HONS)**  
**TRANSPORT (BA247)**  
**BA2473A**

**PRINCIPLES OF ENTREPRENEURSHIP**  
**ENT530**

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**SOCIAL MEDIA PORTFOLIO**  
**INDIVIDUAL PROJECT**

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**PREPARED FOR**  
**DR NOR ZAWANI MAMAT@IBRAHIM**

**PREPARED BY**

<b>NAME</b>	<b>STUDENT ID</b>
NUR SYAZWANI BINTI MOHAMAD RADZI	2020988101

**DATE OF SUBMISSION**

**15 JULY 2021**

## **ACKNOWLEDGEMENT.**

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## EXECUTIVE SUMMARY.

By.Mellodies is my ready-existing online business that I created on 2017 starting from as a Drop-shipper and re-branding to my own brand on 2020. This brand are completely about variety of head scarves with different material, style and measurement that suit for every women.

My business was fully started as my own branding on January 2020 with 3-4 Dropship and Agent under this brand. We started with 100 pieces of scarves back then and hire a photographer for the product photography and myself as a product 'presenter'. Our brand are available on E-commerce website (Yezza), Shopee and Authorized Dropship. Basically, our best product are Bawal Cotton Voile that loved by so many people with price only at RM15/pieces. Then, with successful of this first collection, I started to bring in another collection with different material and type.

Since 2020, we had sold more than 300 pieces of scarves since the business are only online basis and we had regular customer that regularly waiting for our collection. We are known because of the affordable price and great material provided to our customer.

## GO-ECOMMERCE REGISTRATION.



## INTRODUCTION OF BUSINESS.

**SSM**  
SURUHANJAYA SYARIKAT MALAYSIA  
COMPANIES COMMISSION OF MALAYSIA

BORANG E (KAEDAH 13)

**PERAKUAN PEMBAHARUAN PENDAFTARAN  
AKTA PENDAFTARAN PERNIAGAAN 1956**

Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama

**NUR SYAZWANI BINTI MOHAMAD RADZI**  
NO. PENDAFTARAN: 201903309848 (003041655-D)

telah didaftarkan dari hari ini sehingga 24 MAC 2022 di bawah Akta Pendaftaran  
Perniagaan 1956, beralamat di

**Bil. Cawangan: TIADA**

Bertarikh di SISTEM EZBIZ pada 25 MAC 2021.

*Nor Azimah Binti Abdul Aziz*  
**NOR AZIMAH BINTI ABDUL AZIZ**  
Pendaftar Perniagaan  
Semenanjung Malaysia

Ukuran 120x80 Datar Malar 23 Mac 2021 10:57 AM

**Figure 1 :** By.Mellodies registration certification under Suruhanjaya Syarikat Malaysia (SSM)

## NAME AND ADDRESS OF BUSINESS.

Our business name is By.Mellodies that I inspired from my personal interest which is Music. We want to bring in the positive and enjoyabel vibes to our customer when they are wearing our collection. Our business motto is “Be Bold Be Confidence” which represent our collection that making every women feel prettier in their own way and increase their confidence level. As for our target market, By.Mellodies are pretty known for teenagers and adult at age range 15 until 45 years old.

## **BUSINESS INFORMATION.**

# **Business Information.**



### **NAME OF BUSINESS**

By.Mellodies



### **BUSINESS ADDRESS**

No 268, Jalan Teratai 9, Taman Teratai,  
Nilai 7, 71800, Nilai, Negeri Sembilan.



### **EMAIL ADDRESS & CONTACT**



### **FOR OF BUSINESS & ACTIVITIES**

Sole proprietorship  
Retail brand of head scarves



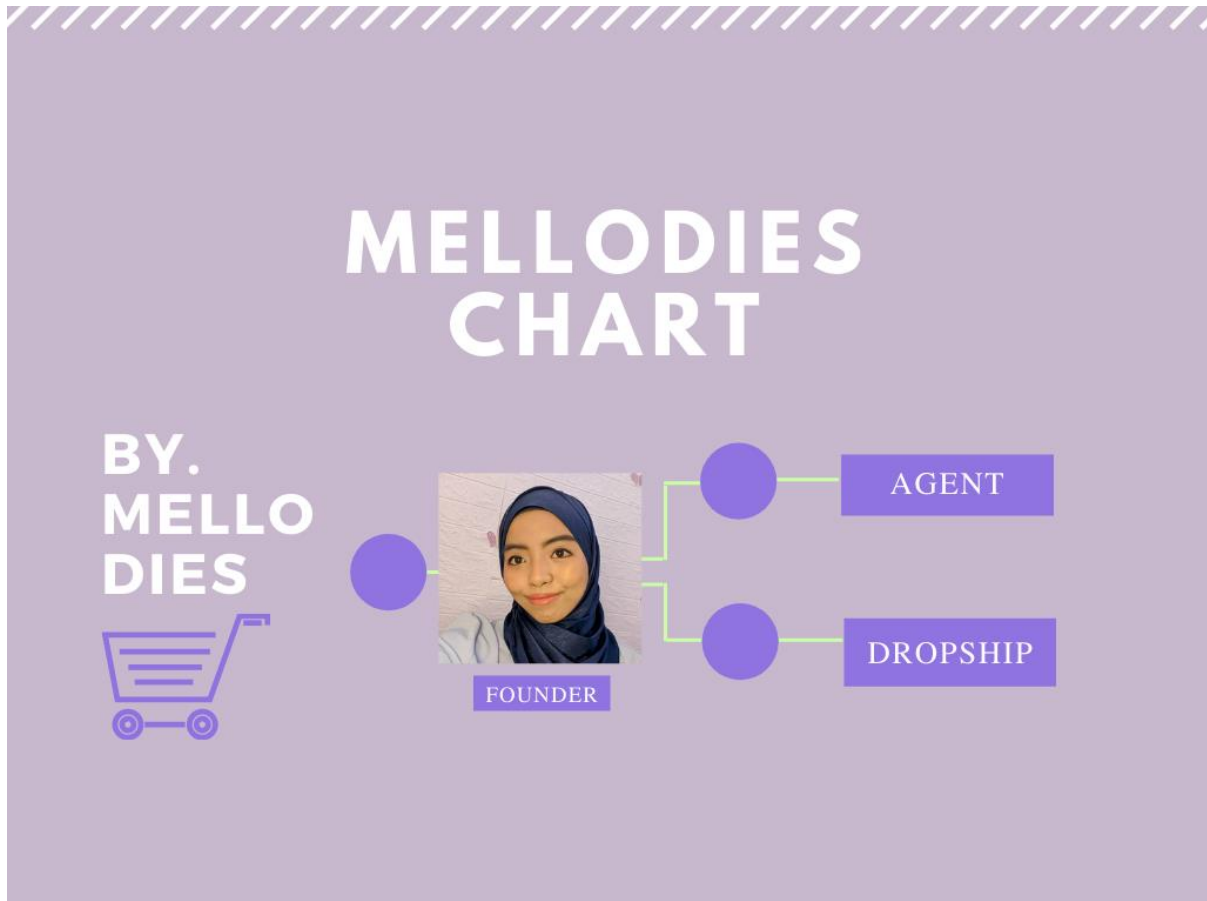
### **DATE OF STARTED BUSINESS**

January 2020

**Figure 2:** Business information of By.Mellodies

## ORGANIZATIONAL CHART.

By.Melodies is a sole proprietorship business form and our business are online-based business that only had one person as for all roles in organization which is myself as the owner and also as marketing, finance, sales person.



**Figure 3:** By.Melodies organizational chart that only consist of myself as the owner.

## **MISSION / VISION.**

I believe that every business should have mission/vision to achieve short & long-term goals in the future. Despite only as a small business, I also had a mission/vision for my business.

### **Mission:**

- ✧ To encourage and put a trust in people to purchase high quality product at affordable price.
- ✧ To give best experience for our customer that wear our collection.
- ✧ To help students and those who in need to do online business as side income.
- ✧ To become the best scarves supplier that provide variety of head scarves.
- ✧ To make it easier for people in a journey of wearing scarves as a Muslim.

### **Vision:**

- ✧ To bring By.Melodies to an international level at affordable price and high-quality material that well known to everyone and encourage people to enjoy wearing head scarves.



## **DECRPTIONS OF PRODUCTS / SERVICES.**

By.Melodies is a business that offer variety of scarves such as square scarves and shawl. We choose to start this type of business because of the big market of scarves that every Muslim will wear and purchase regularly. Selling variety of scarves is easier as long as we can provide variety of scarves at one time (colors, material). With affordable price, it's also can encourage students to keep purchasing repeatedly without doubt since college students will change their scarves everyday.

I also provide services for birthday and surprise. We offer surprise box with wish card as low as RM1 include bubble wrap and special ribbon for our customer. Our packaging are a box, ribbon and bubble wrap for purchase more than 2 pieces and zip lock bag for purchase only 1 pieces.

In order to encourage customer to purchase our product, we also sell on Shopee which provide free shipping if you purchase at minimum rate RM15 and our products are as low as RM15 per pieces. We also provide variety of courier chosen such as Poslaju, Ninja Van and DHL services that can send out your parcel in front of your door. Not only focusing on postage, we also can delivery by cash on delivery through our Agent and at Nilai, Negeri Sembilan area.



### **ARYANA**

Bawal Cotton  
Voile with  
measurement "45  
**RM15/pieces**

### **SABREENA**

Pure Cotton Shawl  
at measurement  
1.7m  
**RM20/pieces**



### **SARAH**

Satin Muna shawl  
at measurement  
1.8m  
**RM25/pieces**

### **MELLODIES BOX**

Free if you purchase  
more than 2 pieces.

**RM1/box**

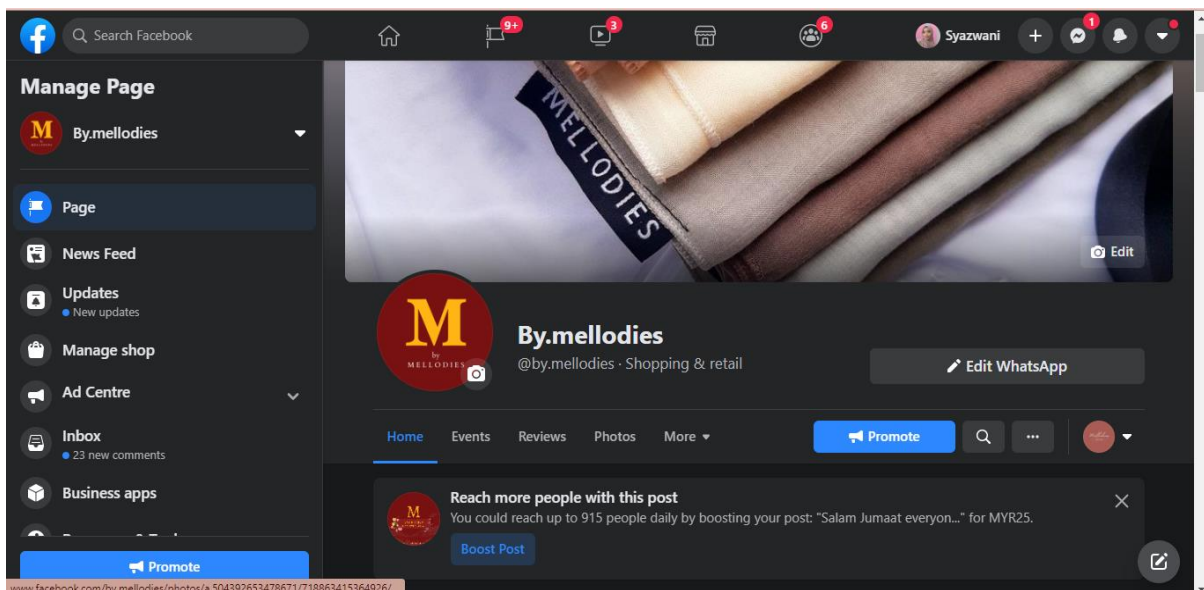


**Figure 4:** Product description and price details.

## FACEBOOK (FB)

### Creating Facebook (FB) page

We had created a Facebook Page since our first day of business along with Instagram and Twitter. We believe that social media is one of the common and basic platform needed to promote every business since we are living in 2021 that everyone are using social media to find things. Therefore, this is one of the way to reach bigger audience for our business.

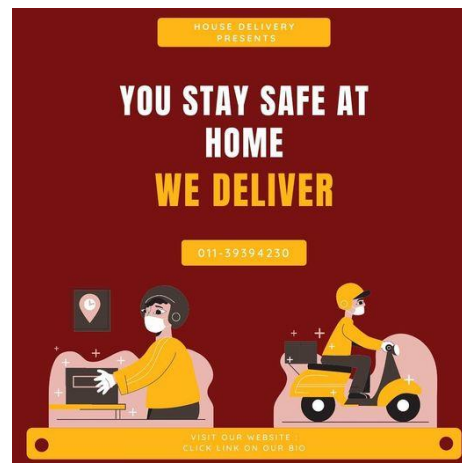
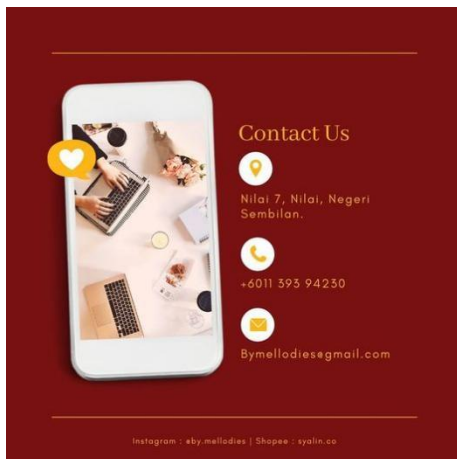
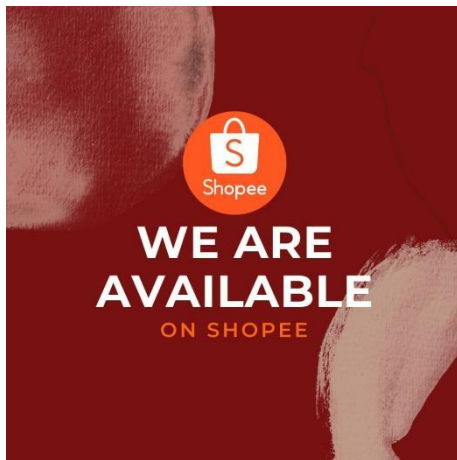


**Figure 5:** By.Mellodies Facebook Page that connected with Instagram Account.


### Customing URL Facebook (FB) page

FB Pages URL : <https://www.facebook.com/by.mellodies>

**FACEBOOK (FB) POST – TEASER**



## FACEBOOK (FB) POST – COPYWRITING (HARD SELL)



Facebook post interface showing a close-up of a brown shawl with a knot. The post is from the account **By.melodies**, published on 29 May at 15:37. The item is **Sarah Satin Muna Shawl**, Type: Shawl, Material: Satin Muna, Measurement: 1.8m x 0.68m, Collection: #MelodiesRaya2021, Price: RM25. The post includes the hashtags #ByMelodies and #SarahSatinMunaShawl, and is located in Seremban (City).

By.melodies  
Published by IG B A W A L ·  
29 May at 15:37 · Instagram ·

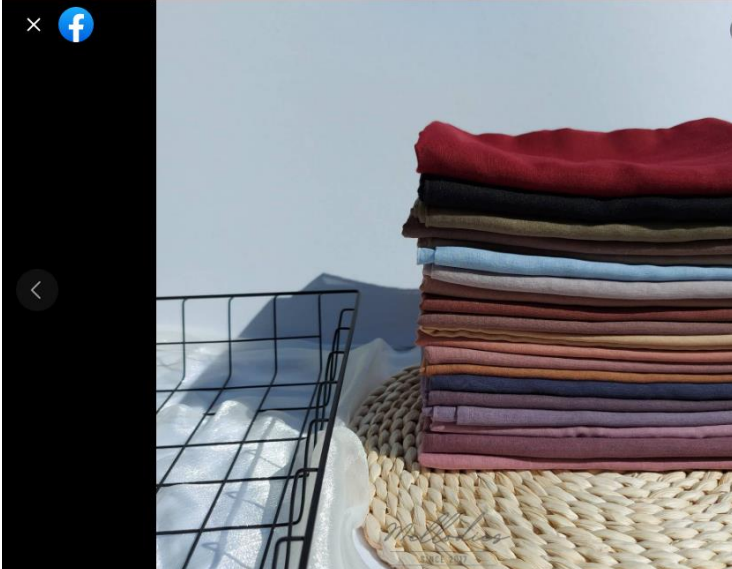
Item : Sarah Satin Muna Shawl  
Type : Shawl  
Material : Satin Muna  
Measurement : 1.8m x 0.68m  
Collection : #MelodiesRaya2021  
Price : RM25

#ByMelodies #SarahSatinMunaShawl  
— in Seremban (City).

Edit

Like Comment Share

Comment as By.mello...  
Press Enter to post.



Facebook post interface showing a stack of colorful shawls on a woven basket. The post is from the account **By.melodies**, published on 25 May at 16:11. The text states: "Sabreena Pure Cotton Shawl are still available for purchase at price only RM16 (NP : RM20) 🤔 Grab yours now on our Website, Shopee or Authorized Dropship and Agent." The post includes the hashtags #ByMelodies and #SabreenaPureCottonShawl, and is located in Kuala Lumpur, Malaysia.

By.melodies  
Published by IG B A W A L ·  
25 May at 16:11 · Instagram ·

Sabreena Pure Cotton Shawl are still available for purchase at price only RM16 (NP : RM20) 🤔 Grab yours now on our Website, Shopee or Authorized Dropship and Agent.

Click link on our bio to purchase.

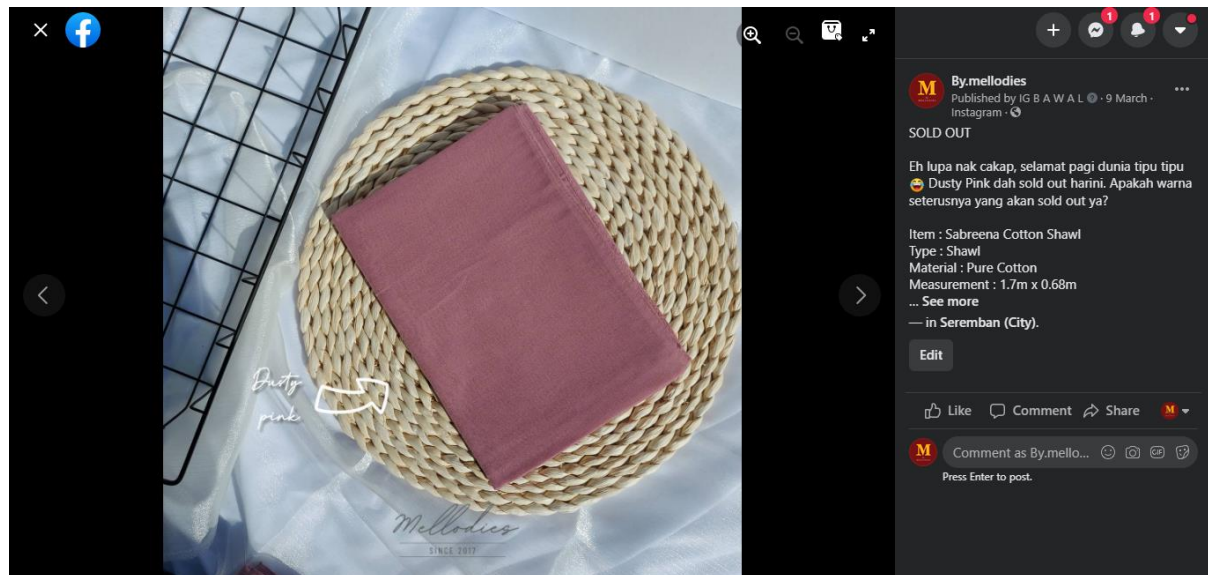
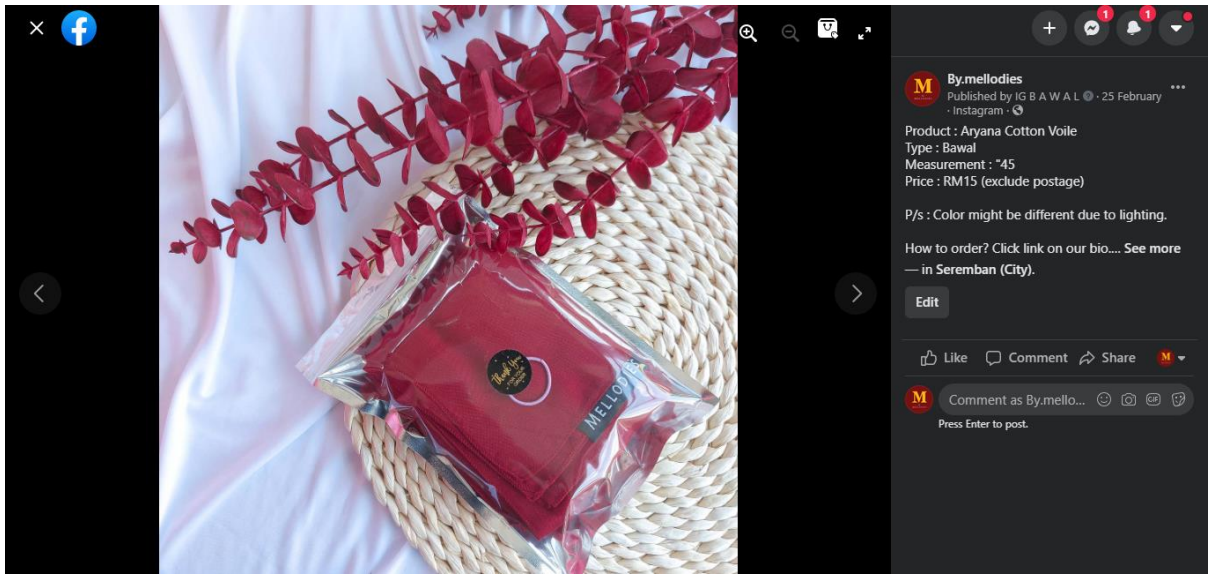
#ByMelodies #SabreenaPureCottonShawl  
— in Kuala Lumpur, Malaysia.

Edit

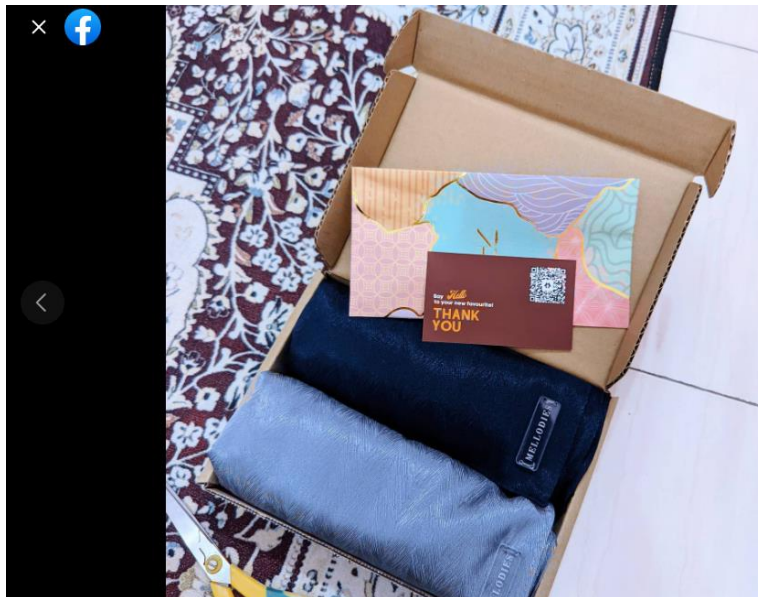
Like Comment Share

Comment as By.mello...  
Press Enter to post.





## FACEBOOK (FB) POST – COPYWRITING (SOFT SELL)



Facebook post by By.melodies (Instagram) published on 21 April. The image shows an open cardboard box containing a roll of blue shawl fabric and a card that says "THANK YOU".

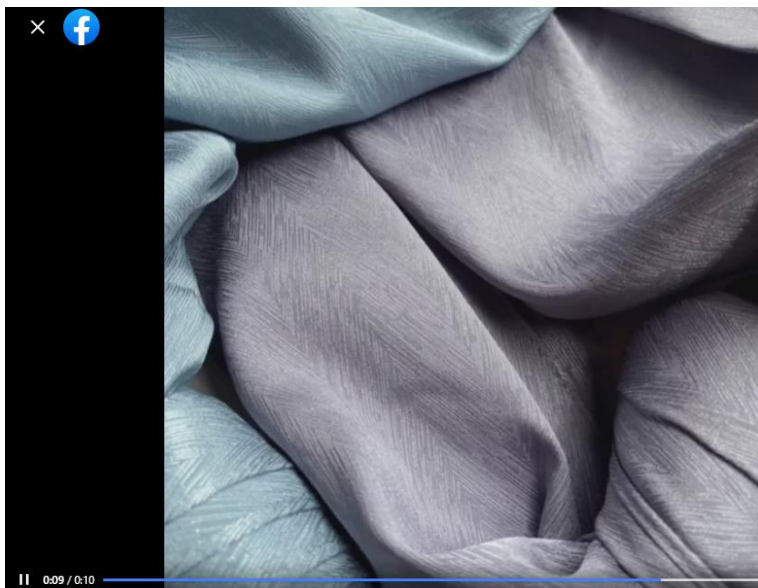
Tak sabar nak tengok #MellBabes pakai Sarah Satin Muna Shawl raya nanti 🤩 Confirm takkan sama dengan jiran sebelah, kawan sekelas atau anak makcik Senah sebab tak ramai lagi online seller berani keluarkan design ni padahal design ni tengah hit tahun ni tau.

Dengan harga RM25 memang lebih double triple berbaloi untuk material dan texture yang eksklusif.

Item : Sarah Satin Muna Shawl  
Type : Shawl  
Material : Satin Muna  
Measurement : 1.8m x 0.68m  
... See more  
— in Seremban (City).

Like Comment Share

Comment as By.mello...  
Press Enter to post.



Facebook video post by By.melodies (Instagram) published on 19 March. The video shows a close-up of light-colored shawl fabric.

Adakah masih terlalu awal untuk collection Raya? Wani bagitahu awal-awal supaya korang tak menyesal dah beli tudung yang lain nanti 😊 Our new collection akan masuk pada bulan Ramadhan nanti, siapa excited macam wani juga? Tapi kita tak ada nama lagi ni, boleh korang bagi nama untuk collection kalini? Okay wani nak nama bermula dari huruf S boleh? Korang comment ramai-ramai dan banyak-banyak kat bawah nanti kita buat Giveaway 🎁

#newcollection #rayacollection  
#rayacollection2021 #bymelodies  
#mellodiesraya2021 #tudungraya2021  
See less

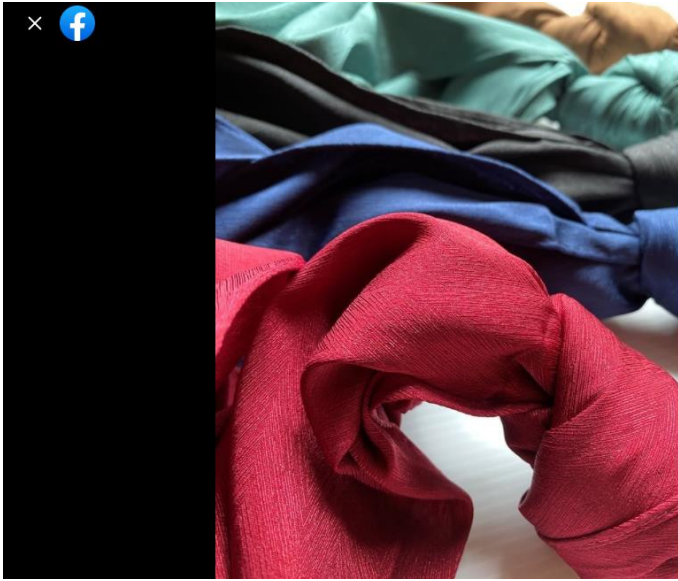
1 3 views

Like Comment Share

Up next

Comments See all

Comment as By.mello...  
Press Enter to post.



By.melodies  
Published by IG B A W A L · 29 April · Instagram ·

Tengok dalam gambar ni ada Cherry Blossom, Navy Blue, Black and Emerald Green 🍷

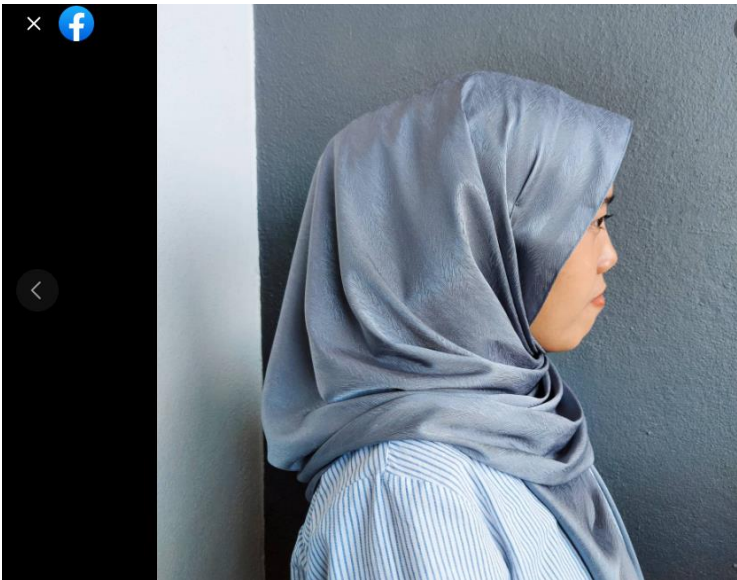
Textured Satin Muna ni yang paling onz tahun ni, ramai business seller berebut nak keluarkan collection ni sebab mostly feedback yang kita sendiri dapat dari customer semuanya baik-baik. Sebab material ni dia terletak elok even dari segi awning atau drape.

Item : Sarah Satin Muna Shawl  
Type : Shawl  
Material : Satin Muna  
Measurement : 1.8m x 0.68m  
Collection : #MelodiesRaya2021  
Price : RM25 See less  
— in Seremban (City).

Edit

Like Comment Share M

Comment as By.mello...  
Press Enter to post.



By.melodies  
Published by IG B A W A L · 15 April · Instagram ·

Code : Stone Grey

Jangan risau sebab masih available ya code color ni so kalau korang nak boleh lah click laju-laju link dekat profile kita sebelum orang lain sambar selepas membaca caption Wani ini 🍷

Untuk family Grey kita ada Stone Grey dan juga Silver Grey. Dua-dua cantik cuma bezanya Stone Grey ni dia ada aura-aura biru sikit bukan semata-mata Grey. Eh korang faham ke apa Wani cakap ni 🍷

Item : Sarah Satin Muna Shawl  
Type : Shawl  
M... See more  
— in Seremban (City).

Edit

Like Comment Share M

Comment as By.mello...  
Press Enter to post.



● Graphics

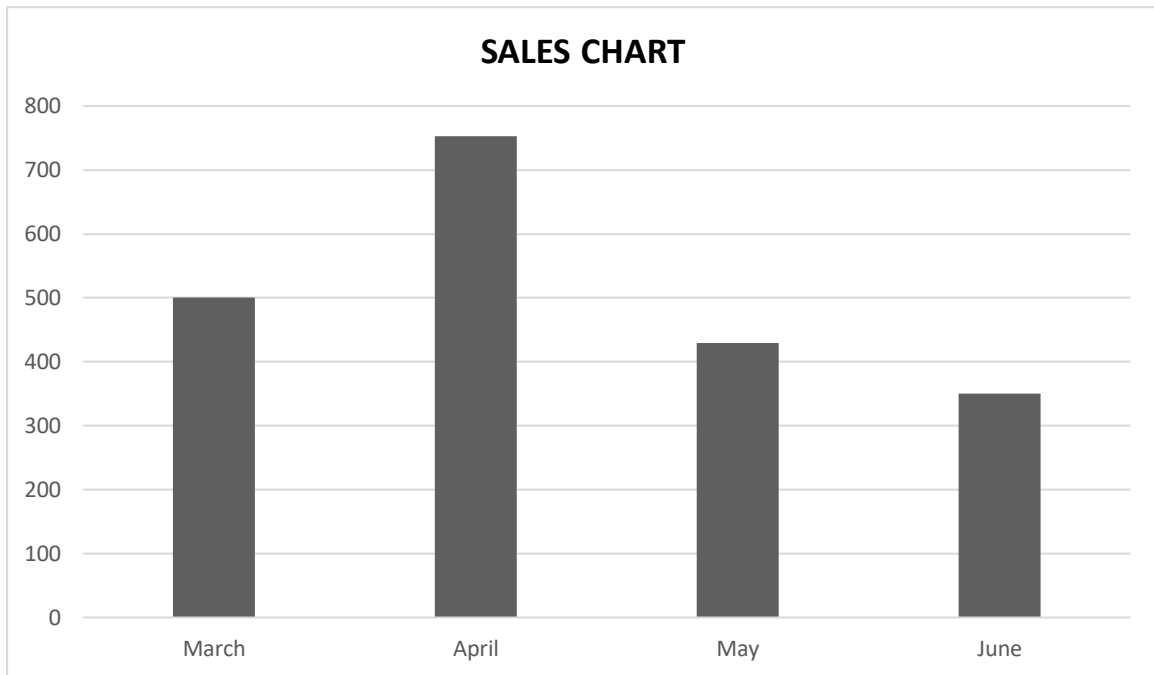
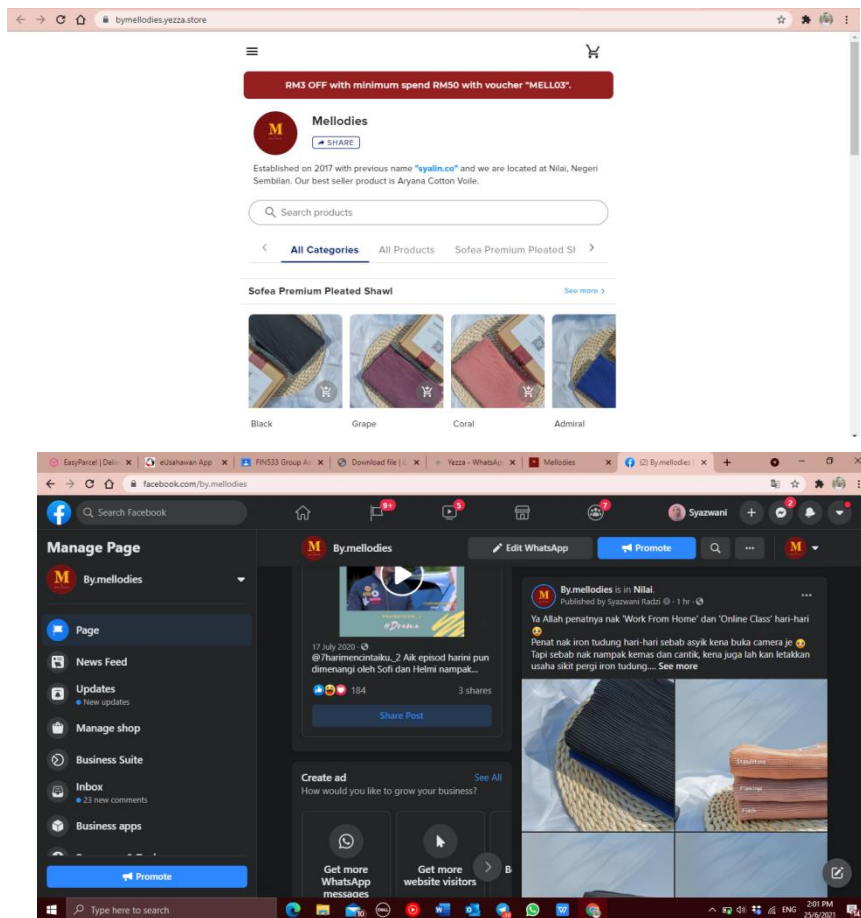


Figure 6: Sales chart for By.Mellodies since March 2021 until June 2021.



## **CONCLUSION.**

In a word, By.Melodies is a business that sell variety of scarves through online platform that enhance more on Facebook and Instagram with additional platform such as Shopee and Yezza. I made the right decision when I decided to started with Facebook page since it help me to grow my audience bigger. I able to use the business tools on Facebook well with affordable price rate and can connect with my Instagram account without having to post it twice on both account.

In addition, we can focus on two category of customer which is adult on Facebook and teenagers on Instagram. Since we are in 2021, I need to keep follow the IT development to keep my business on the right track.

With Facebook page helps, we manage to achieve bigger audience and more sales by posting it on social media daily and regularly. I hope that in the future, By.Melodies can reach more audience on all social media platform with more quality posting and products.