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FACULTY OF BUSINESS AND MANAGEMENT CAMPUS PUNCAK ALAM, SELANGOR

BACHELOR OF BUSINESS ADMINISTRATION (HONS)

OPERATIONS MANAGEMENT (BA244)

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

INDIVIDUAL ASSIGNMENT (SOCIAL MEDIA PORTFOLIO):

THRIFTED CLOTHES MIU

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GROUP:

ENT530-L

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Not to forget, I would like to acknowledge a number of people including my friends who have helped me up in this completion of Individual Assignment. Indeed, I would not have been able to complete this assignment without their help.

Executive Summary

Social media is the most powerful platform or medium for business's owner to expand their market. The social media includes the Facebook where most people choose to promote their business through the Facebook page. Through that, it somehow gives the knowledge for the beginner who is starting a business, to see the situation and get familiar with the market demand. The market demand here might be seen through the acceptable trends that people followed by, nowadays.

Thrifted Clothes MIU is one of the start-up business which has been operated almost 2 months. Its launch is not as other stores did, but it is launched only through online since the people nowadays are more familiar to buy online rather than buy directly to the stores. Plus, in these unprecedented circumstances, Covid-19, the possibility for people to go out and buy the stuff they want is low. Therefore, Thrifted Clothes MIU's vision is to be the reliable supplier of thrifted clothes through online while the mission determined as to widen the market throughout the Malaysia. Therefore, there are some of the information contained in this report which related to Thrifted Clothes MIU:

- We chose to offer tangible products such as thrifted clothes as our main products.
- The prices of each clothes we offer is an affordable price with the quality maintained.
- Our customizing Facebook (FB) page were to ease our customers: https://www.facebook.com/ThriftedClothesMiuuu.
- Specifically, our Facebook post based on the techniques suggested by eUsahawan which starts with the teaser, and followed by copywriting (hard sell and soft sell) which helps as a guideline to myself who is still a newbie in business.
- Graphics application the most used for the business: CapCut and Canva.

Foremost, all these contents reported once after the registration of the business in the Go-eCommerce websites are made.

Table of Contents

1.0 Go-Ecommerce Registration

Figure 1: Personal Information Registered in Go-eCommerce

Figure 2: Institution Information Registered in Go-eCommerce

2.0   Introduction of Business

2.1   Name and Address of business

Initially, Thrifted Clothes MIU has been launched since June 2021 that is founded by Siti Zulaiha Binti Azmin Sani who is pursuing bachelor at UiTM Puncak Alam, Sselangor. Besides, it is a new business run that is conducted only at home through online. Indeed, online business is the most low-cost business which allows us by no incur cost of rental premise in order to start-up a business. Specifically, Thrifted Clothes MIU is offering various thrifted clothes that target most girls out there who love fashion and follow new trends, but not enough money to spend. Therefore, Thrifted Clothes MIU is the platform for those girls. The girls here are not specifically of any age because mostly girls and women who have their own career could take a part as well. Not only that, for men, later we might offer clothes, or suits that are probably suitable for them in the next upcoming material's arrival.

Moreover, Thrifted Clothes MIU is in the progressing of start-up the business through online which addresses on Facebook (FB) page platform with the username @ThriftedClothesMiuuu and the page link as below:

https://www.facebook.com/ThriftedClothesMiuuu/

2.2 Organizational chart

Since it is a new business, there are only two staff to be hired due to prevent the high cost incurred. Thus, both staff are actually my sister and brother who help in packing orders and checking customer's orders respectively. Besides, the photography, edited video and update details regarding the Thrifted Clothes MIU's products in the Facebook page is conducted by the owner, myself.

SITI ZULAIHA BINTI AZMIN SANI
(Owner)

SITI NADIA	MUHAMMAD MUHAIMIN
(Staff of Checking Order)	**(Staff of Packing Order)**
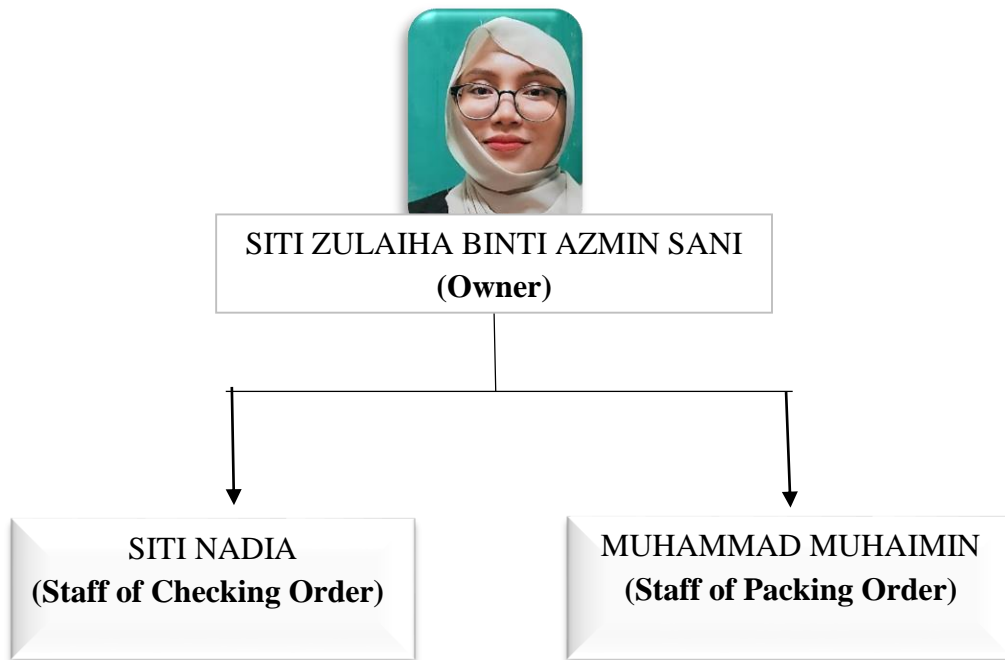
Organizational Chart of Thrifted Clothes MIU

2.3   Mission and Vision

Indeed, every company or business must determine their mission and vision to know how far the business can go by setting an objective that has to be achieved. This same goes to the Thrifted Clothes with MIU as a new start-up business. Hence, the vision determined by Thrifted Clothes MIU is to be the reliable supplier of thrifted clothes online. Meanwhile, the mission we're trying to achieve right now is to widen the online market throughout this country, Malaysia.

2.4   Description of products

Thrifted Clothes MIU chose to offer a tangible item which is a collection of thrifted clothes that is modern, ideal and unique. Obviously, this tangible item marketed for acquisition, and reached attention from potential customers. Foremost, Thrifted Clothes MIU only offer the best quality of clothes for customers in order to sustain the business for years.

2.5 Price list of Products

As you can see**,** below is the list price based on the products offered which mostly consists of clothes and it is followed by the code used in order to ease the communication with customers then.

Code: Floral Design
Price: RM 20

Code: Winter Edition
Price: RM 20
UNISEX

Code: Turqoise
Price: RM 15

Code: Grey Vest

Price: RM 25

Code: Reddish Stripe

Price: RM 20

Code: Sweater hoodie

Price: RM 40

UNISEX

3.0   Facebook (FB)

3.1   Facebook (FB) page

Here is the Facebook (FB) page of Thrifted Clothes MIU that offer the best quality of thrifted clothes.
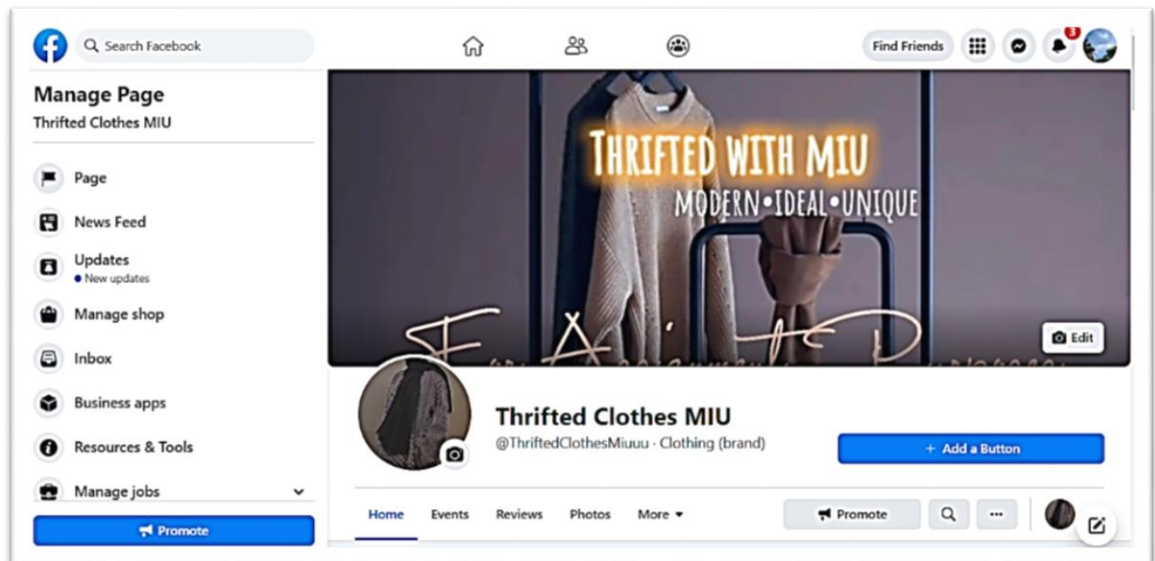
3.2   Customing URL Facebook (FB) page

By customizng the URL Facebook (FB) page, it makes it easier for potential customers to remember the platform of the Facebook page. In this case, it may driving customer to often visit and like the Facebook page due to easiest to remember. Hence, we take this alternative by making our own URL Facebook page which stated as below,

3.3   Facebook (FB) post – Teaser

As could tell, teaser is a commercial technique which functions as the preview of the products that will be offered by the seller. Normally, it is useful for the new launch products or services that will be offered in future. Therefore, I use this technique to expose the clothes that will be offered soon in order to attract customers' excitement. Below are several teaser posts that I've posted on FB page @ThriftedClothesMiuuu for the upcoming clothes arrival.

3.4 Facebook (FB) post – Copywriting (Hard sell)

Moving on, based on the post - copywriting of hard sell, it is defined as the direct sales towards the customers. In meaning to say, it is kind of directly straight to the forward on what the products or items or services that have been provided or offered. For the Thrifted Clothes MIU, as can see below, we make a copywriting hard sell by our own words that probably attracts customers to visit or tend to buy the products from our page. There are several copywriting hard sell posts from our Facebook page @ThriftedClothesMiuuu. For more, you may visit our page through this link, https://www.facebook.com/ThriftedClothesMiuuu. At the end of this paper (Appendixes), there's also more Facebook page (Thrifted Clothes MIU) posting regarding the copywriting hard sell.
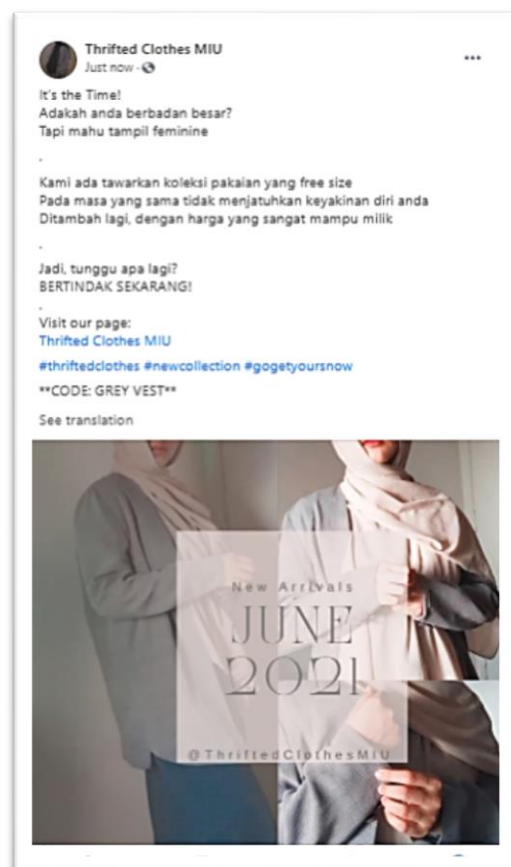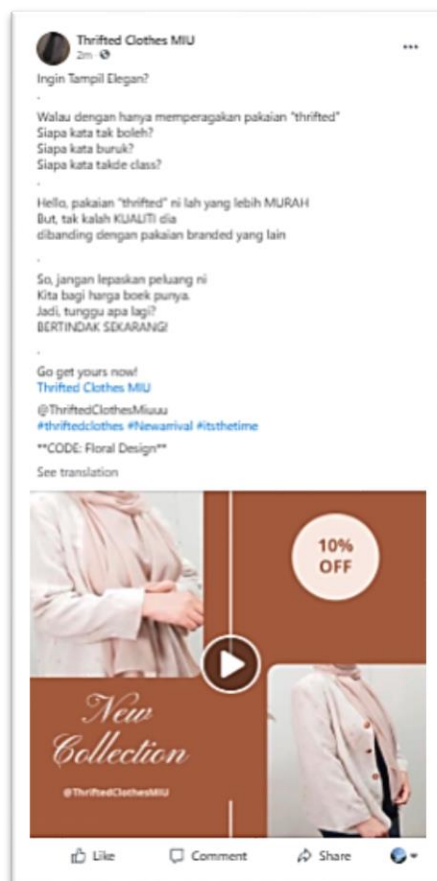
3.5   Facebook (FB) post – Copywriting (Soft sell)

As for information, the post of copywriting soft sell could be defined as the technique in which sellers choose to share some tips or their knowledge to audiciences that potentially could be their customers in future. The knowledge shared mostly related to their products, as well it can be done often. For Thrifted Clothes MIU, we do the Facebook post of copywriting (soft sell) where the contents are   mostly preferred to my opinion pertaining to how most people react to the thrifted clothes. Here are the Thrifted Clothes MIU's Facebook post – copywriting soft sell.

3.6   Graphics

Graphics could be photographs, designs or patterns that intend to reach audiences, customers or website users over the visual represented. For graphics of Thrifted Clothes MIU, I have been using the application CapCut which I already installed from Google Play Store on my mobile phone, as well as I edited it on the same device. I admit that through this application, it widened my creativity in making video graphics of the products that I sell. Besides, I've also used Canva's templates for promoting the upcoming or new arrival clothes as an example. Below are several graphics, I've been edited or made for the business of Thrifted Clothes MIU.
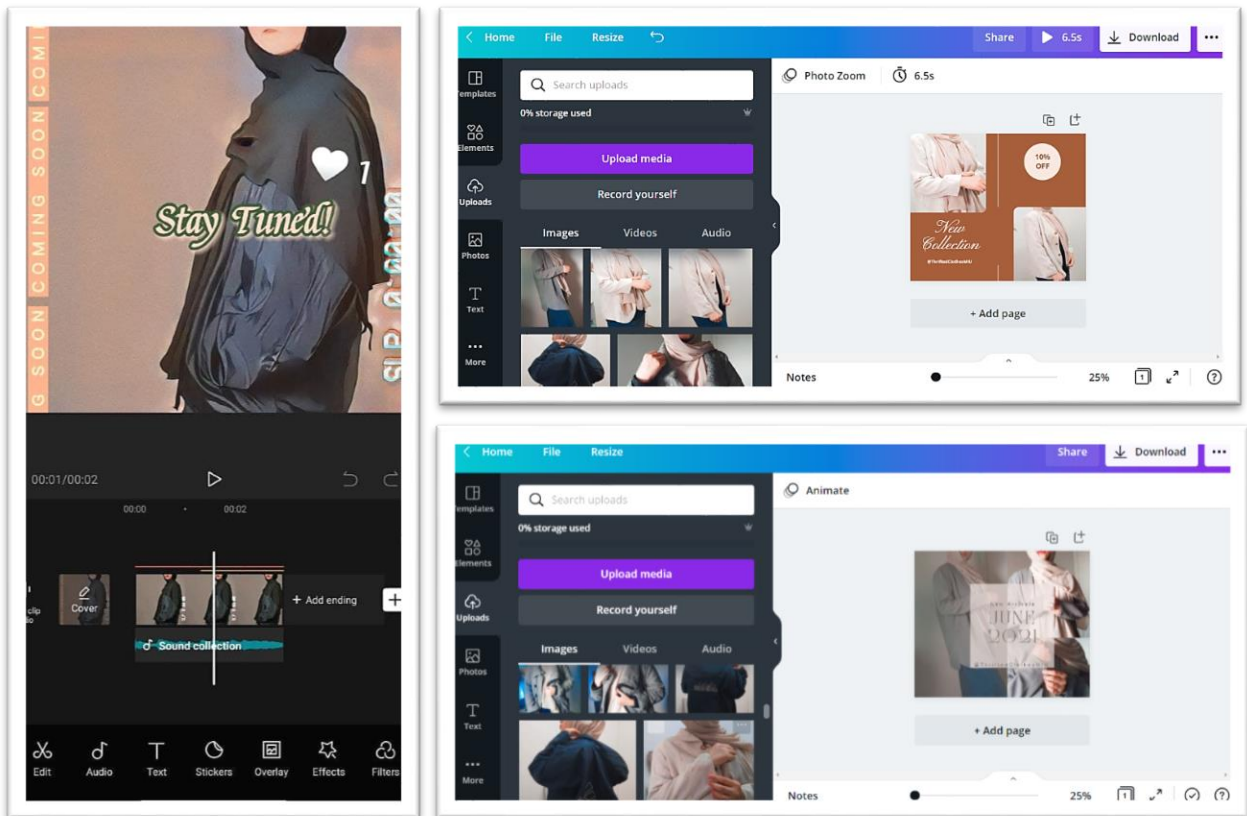
4.0   Conclusion

In a nutshell, in this era, social media is the most powerful platform to expand or start-up a new business. It can be done once you have more knowledge on IT and online marketing. This is because most of the business processes nowadays require the application of the digital technology in order to attract more customers and audiences. It also leads to the sustainability and productivity of the business run. However, in terms of marketing, there are several ways could be executed such as make a teaser of the products that will be offered, create URL for easy to recognized by customers, update post that tends to copywriting soft sell and hard sell, as well as ensure the products promoted is reaching the creative graphics as it should be.

Appendixes

Social media post (Facebook) — Thrifted Clothes MIU

Thrifted Clothes MIU
Just now ·

Ingin Tampil Kaya?

-

Walau dengan hanya memperagakan pakaian "thrifted"
Siapa kata tak boleh?
Siapa kata buruk?
Siapa kata takde class?

-

Hello, pakaian "thrifted" ni lah yang lebih MURAH
But, tak kalah KUALITI dia dibanding dengan pakaian branded yang lain

-

So, jangan lepaskan peluang ni
Kita bagi harga boek punya.
Tunggu apa lagi?
Go get yours now!
Thrifted Clothes MIU

#thriftedclothes

See translation

COMING SOON
Winter Attire
Winter Edition

@ThriftedClothesMiuuu

Something new
MIU
Thrifted Clothes

DISCOUNT
10 %

https://www.facebook.com/Thrifted-Clothes-105575108468549/

COMING SOON COMING SOON COMING SOON

NEW

JULY, 2021

FB Page: Thrifted Clothes MIU

NEW ARRIVALS
Introducing

ORDER NOW AT

HTTPS://WWW.FACEBOOK.COM/THRIFTED-CLOTHES-105575108468549/

SUPER SALE
5% OFF

https://www.facebook.com/Thrifted-Clothes-105575108468549/