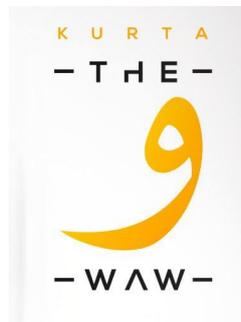




اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

FACULTY OF HOTEL AND TOURISM MANAGEMENT



76

## SOCIAL MEDIA PORTFOLIO

### PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

Prepared by:

**ISMAIL BIN MOHAMAD SALLEH**  
(2019872422)

Prepared for:

**NOR ZAWANI BT MAMAT@IBRAHIM**



## ACKNOWLEDGEMENT

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I'd also like to express my gratitude to my parents and other individuals who have assisted me, either directly or indirectly, for their cooperation. Also, thank you to my friends and to everyone who has been encouraging me and assisting me throughout the report's progress till it has been totally done. Finally, I would want to express my gratitude to Universiti Teknologi Mara (UiTM) for providing me with the opportunity to study this topic and learn about the Principles of Entrepreneurship (ENT530). ✓

## EXECUTIVE SUMMARY

This company sells Kurtas in twenty different colours at an affordable price. This kurta is manufactured totally in the Malaysian state of Selangor by a Malaysian brand. This kurta is appropriate for men of all ages, including children, teenagers, adults, and senior citizens. Due to the fact that this outfit is typically chosen in connection with a special occasion, it attracts a huge number of family groupings. Nowadays, you should be able to grab the attention of a huge number of people using modern design. This establishment will provide discounted rates on all holidays, including Raya days, Hajj, school holidays, and other significant events. Their connection with this company began in 2019, and I serve as one of the drop ship agents. Due to the fact that this business is totally centered on social media platforms, I am responsible for taking orders from customers, packing them, and delivering those by courier services to customers. ✓

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## 2.1 Go-Ecommerce registration

PERSONAL PROFILE
BUSINESS PROFILE



**ISMAIL BIN MOHAMAD  
SALLEH**

**Personal Information** Edit

Name	ISMAIL BIN MOHAMAD SALLEH	Phone/Mobile	:
New Identity Card No.	:	Home Address	:
Email Address	:	District	:
City	:	Postcode	:
State	:	Personal Instagram	: null
Personal Facebook	:	Race	: Malay
Gender	: Male	Special Need Required	: No
Marital Status	: Single		

**Institution Information** Add New

UITM Puncak Alam - NZI ENT530

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	NZI ENT530	Class Name	NZI ENT 530
Subject Name	PRINCIPLE OF	Year Enrolling the	2021

Edit
Delete

**Personal Information**

Personal Facebook	:	Race	Malay
Gender	: Male	Special Need Required	: No
Marital Status	: Single		

**Institution Information** Add New

UITM Puncak Alam - NZI ENT530

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	NZI ENT530	Class Name	NZI ENT 530
Subject Name	PRINCIPLE OF ENTREPREEURSHIP	Year Enrolling the subject	2021
Month Enrolling the Subject	3	Lecturer Name	NOR ZAWANI BT MAMAT@JIBRAHIM
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	9
Related To Study Field	Yes		

Edit
Delete

**eCertificates**



PERSONAL PROFILE

BUSINESS PROFILE



ISMAIL BIN MOHAMAD  
SALLEH

Company Name	:	Waw Collection	Company Registration No.	:	
Type Of Business	:	Sdn. Bhd	Business Role	:	Dropshipper
Facebook Page	:	<a href="https://www.facebook.com/AizGlobal">https://www.facebook.com/AizGlobal</a>	Business Category/Business Sub-Category	:	Apparel, Health & Beauty / Apparel & Accessories
Wechat for Business	:		Business Instagram Page	:	
Marketplace	:		Business Website	:	
Business Related to Your Study Field	:		Type Of Website	:	
			Experience in International Export	:	

Edit



## 2.2 Introduction of business

### 2.2.1 Name and address of business



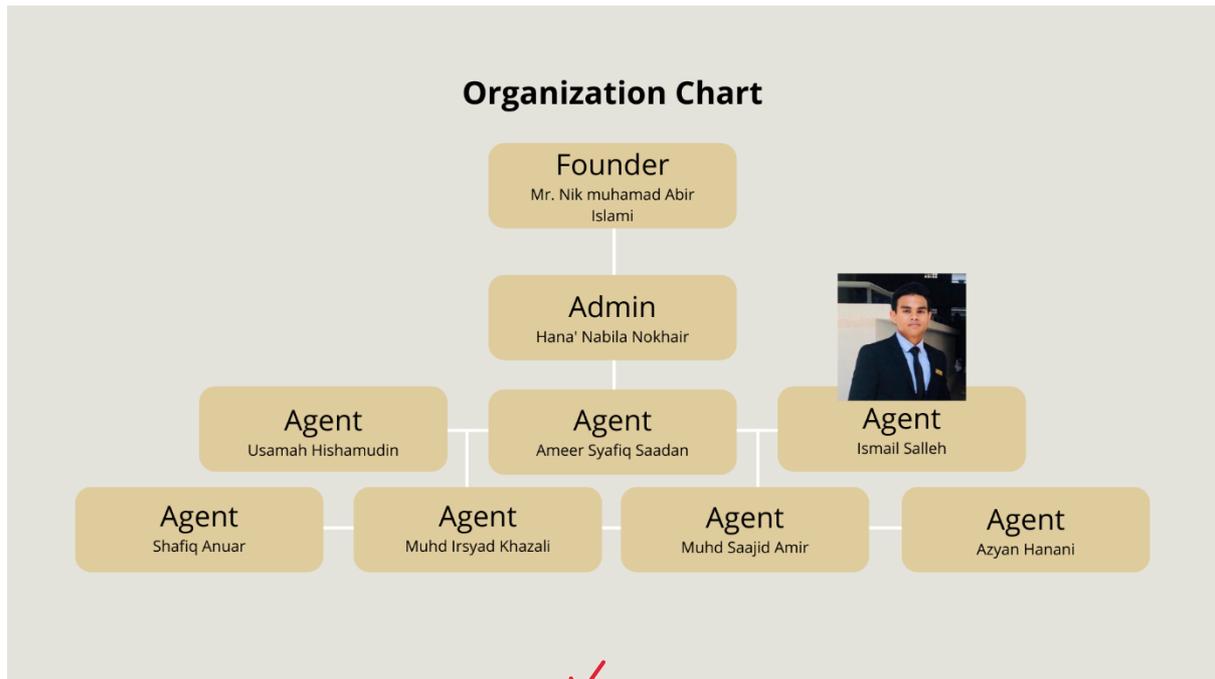
Waw Collection is a clothing line that sells kurta-style clothing. For all types of events or celebrations, appropriate clothing is worn that is appropriate for all ages, including children, teenagers, adults, and senior citizens, among others. Customers readily accept this product due to its attractive design and the use of materials that are comfortable to wear. My company's address is No. 40, Lorong Perusahaan Ringan 1, 68100, Batu Caves Selangor, Malaysia. Waw Collection offers low-cost kurtas for those who are looking for fashionable clothing at a reasonable cost.

### Waw Collection Business Information

Name of Business	Waw Collection
Address	No. 40, Lorong Perusahaan Ringan 1, 68100, Batu Caves Selangor, Malaysia.
Corresponding Address	<a href="mailto:ismailsalleh97.is@gmail.com">ismailsalleh97.is@gmail.com</a>
Telephone Number	
Business Role	Dropship
Primary Activities	Selling Kurta



## 2.2.2 Organizational chart



### 2.2.3 Mission and Vision

#### Mission

My mission is to produce the greatest service to maximize customer satisfaction through the supply of comfortable clothing, especially for event and regular days.



#### Vision

My vision is to develop a traditional apparel company in Malaysia with current designs.



#### 2.2.4 Descriptions of products

Kurta Idris is the name of this item. The kurta is produced and sold in 12 sizes, six for adults (S, M, L, XL, XXL, XXXL) and six for children (2, 4, 6, 8, 10, 12). This kurta is made from a premium fabric known as crepe, which is a lightweight, stretchy, and breathable fabric. This kurta's left side features a zipper, which makes it simple for customers to unzip and wear. This kurta is ideal for all ages and features an exceptionally tidy cut (smart fit).

There are a total of twenty different color available:

- Black.
- Nude.
- Smoke grey.
- Mustard.
- Leaf green.
- Salmon.
- Emerald green.
- Sky blue.
- Teal blue.
- Green mint.
- Maroon.
- Peach.
- Cream white.
- Navy blue.
- Dark purple.
- Dark grey.
- Prussian blue.
- Dark brown.

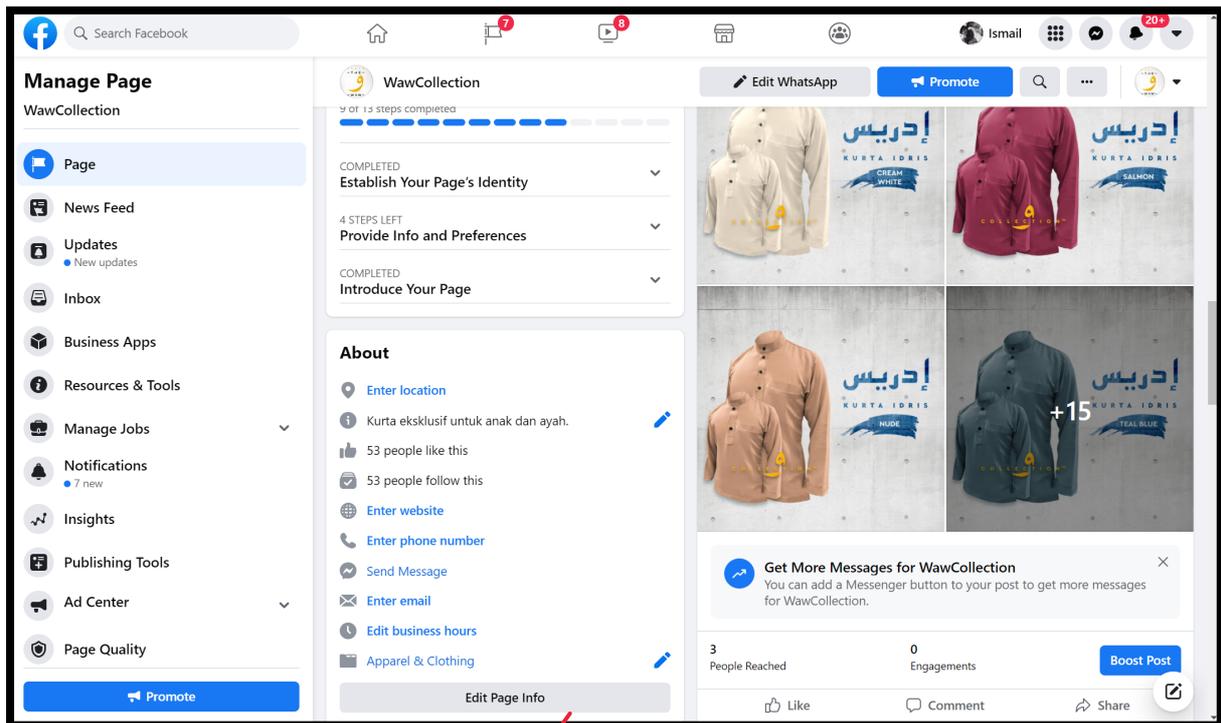
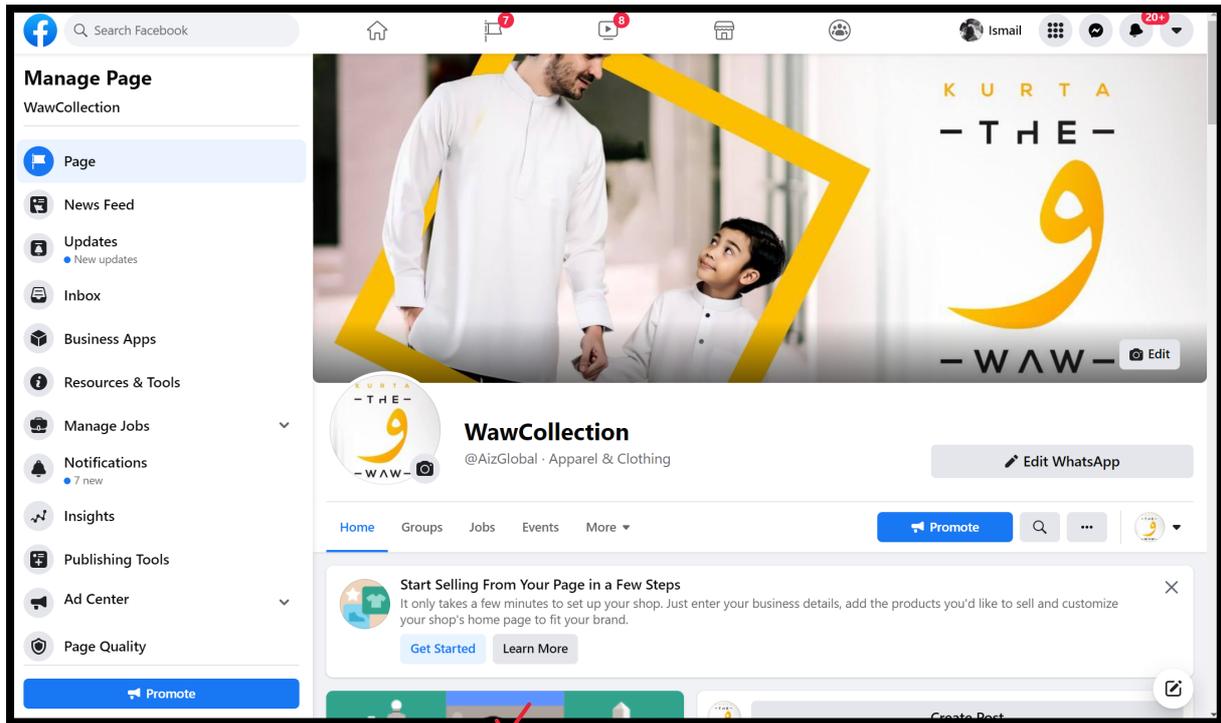
### 2.2.5 Price list

<b>Product</b>	<b>Size</b>	<b>price</b>	<b>Combo Price</b>
Kurta Idris	Adult (S, M, L, XL, XXL, XXXL)	RM70	RM120 (2 adult)
	Kid (2, 4, 6, 8, 10, 12)	RM60	RM100 (1 kid, 1 adult)
	Postage: RM10 (peninsular Malaysia) RM15 (Sabah & Sarawak)		



## 2.3 Facebook

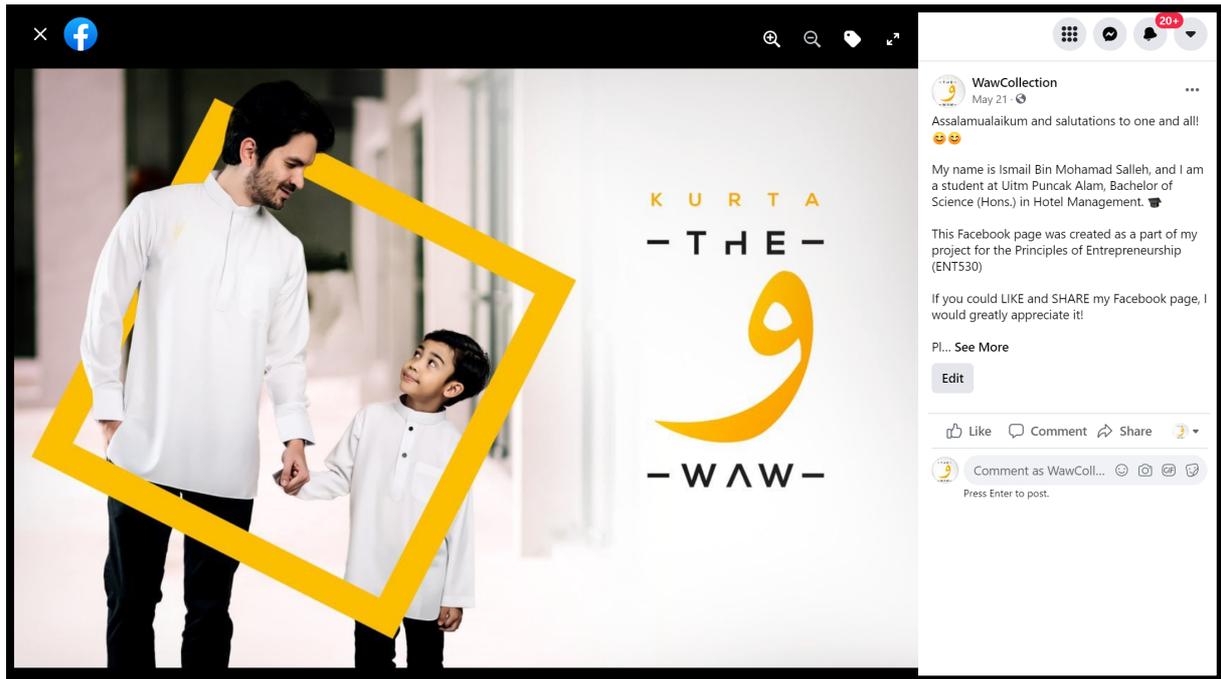
### 2.3.1 Facebook page



### 2.3.2 Custom URL Facebook (FB) Page

Facebook page URL: <https://www.facebook.com/AizGlobal>

### 2.3.3 Facebook (FB) post – Teaser



## 2.3.4 Facebook (FB) post – Copywriting (Hard sell)

**Manage Page**  
WawCollection

- Page
- News Feed
- Updates
  - New updates
- Inbox
- Business Apps
- Resources & Tools
- Manage Jobs
- Notifications
  - 6 new
- Insights
- Publishing Tools
- Ad Center
- Page Quality

**Create New Ad**  
Make an ad using text, photos or videos to promote your business

**Boost a Post**

**Automated Ads**  
Get personalized ads that adjust over time to help you get better results.

**Free Facebook Business Tools**

- Sell Your Products**  
Set up a shop on your Page to start selling products online
- Add Appointment Bookings**  
Display your services and availability so that people can book an appointment.
- Host Paid Online Events**  
Create online events that people can pay to access.
- Post a Job**  
Find qualified candidates by posting job opportunities with your business on Facebook.

**Insights** [See All](#)

**WawCollection** Edit WhatsApp Promote

**PROMOSI RAYA HAJI!**  
KURTA COMBO:

- Kurta Dewasa RM70
- Kurta Kid RM60
- COMBO A 2 HELAI RM100 Sahaja (Dewasa + Kids)
- COMBO B 2 HELAI RM120 Sahaja (Dewasa)

KURTA IDRIS (MINT GREEN, SKY BLUE, DARK BLUE, DUSTY PINK)

**Manage Page**  
WawCollection

- Page
- News Feed
- Updates
  - New updates
- Inbox
- Business Apps
- Resources & Tools
- Manage Jobs
- Notifications
  - 6 new
- Insights
- Publishing Tools
- Ad Center
- Page Quality

**Enter location**

Kurta eksklusif untuk anak dan ayah.

53 people like this

53 people follow this

**Enter website**

**Enter phone number**

**Send Message**

**Enter email**

**Edit business hours**

**Apparel & Clothing**

**Edit Page Info**

**Suggested Groups for Your Page**  
Find groups with Pages like yours and people who may be interested in WawCollection.

- Beg Murah BRANDED/INSPIRED**  
10K members • 2 posts a day [Join](#)
- kain batik borong murah**  
6K members • 8 posts a month
- Kasut Plus Size Ladies Besar Size 9-13**  
7.1K members [Join](#)

**WawCollection** Edit WhatsApp Promote

(Dewasa)

**PROMOSI RAYA HAJI!**  
**DENGAN 20 PILIHAN WARNA!**

KURTA IDRIS (MINT GREEN, SKY BLUE, DARK BLUE, DUSTY PINK)

### 2.3.5 Facebook (FB) post – Copywriting (Soft sell)

WawCollection  
2h

THE BEST KURTA ON THE MARKET! CAN BE USED FOR VARIOUS EVENTS AND ACTIVITIES! (CODE AVAILABLE)

- 🔥 ADULT SIZE (S-3XL)
- 🔥 CHILDREN'S SIZE (2-12)
- 🔥 HIGH-QUALITY COMO CREPE
- 🔥 STRETCHABLE
- 🔥 TAILORED FIT (ZIP ON THE EDGE)
- 🔥 TWO POCKETS
- 🔥 20 EXCITING COLORS

GET IT NOW FOR MCO PROMO !! See Less

Like Comment Share

Comment as WawColl...  
Press Enter to post.

WawCollection  
2h

#PROMOCOMBO KURTA IDRIS

- 🔥 20 PILIHAN WARNA
- 🔥 SAIZ DEWASA (S-3XL)
- 🔥 SAIZ KANAK KANAK (2-12)
- 🔥 MATERIAL HIGH QUALITY COMO CREPE
- 🔥 ZIP YANG KEMAS DI TEPI

PM UNTUK DAPATKAN PROMO SEKARANG !

Like Comment Share

Comment as WawColl...  
Press Enter to post.

## CONCLUSION

In a nutshell, Kurta Idris is an online store of kurta-style clothing. By creating a Facebook Page, this product may sell broadly and effortlessly reach its target market without relying on traditional promotion. We may deduce that by using a Facebook Page and setting the advertisement to Facebook Advertisement, we can save money. The cost is between RM5 to RM10 each day. It is market-dependent. The larger the target market, the more money the business will spend.



Additionally, Facebook Pages assist us in staying current with technology and lifestyle trends. As a result, it assists us in gaining expertise and observing how other businesses market their products. This business can observe how other businesses market their products to attract customers and adapt accordingly. Furthermore, it assists us in improving our technological skills, such as creating templates to promote our product and generate interest from the target market. By utilizing a Facebook Page, it is possible to avoid becoming an out-of-date businessman. As a growing product, we choose to promote our goods through a Facebook Page. This is because they are less expensive and assist us in accomplishing our corporate mission and vision. It assists us in optimizing our marketing strategy.



# APPENDICES



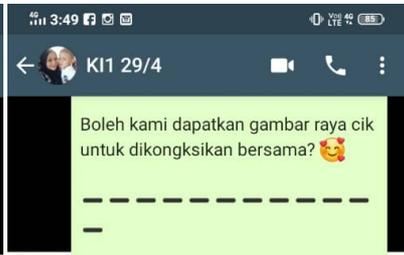
**إدریس KURTA IDRIS SIZING CHART**

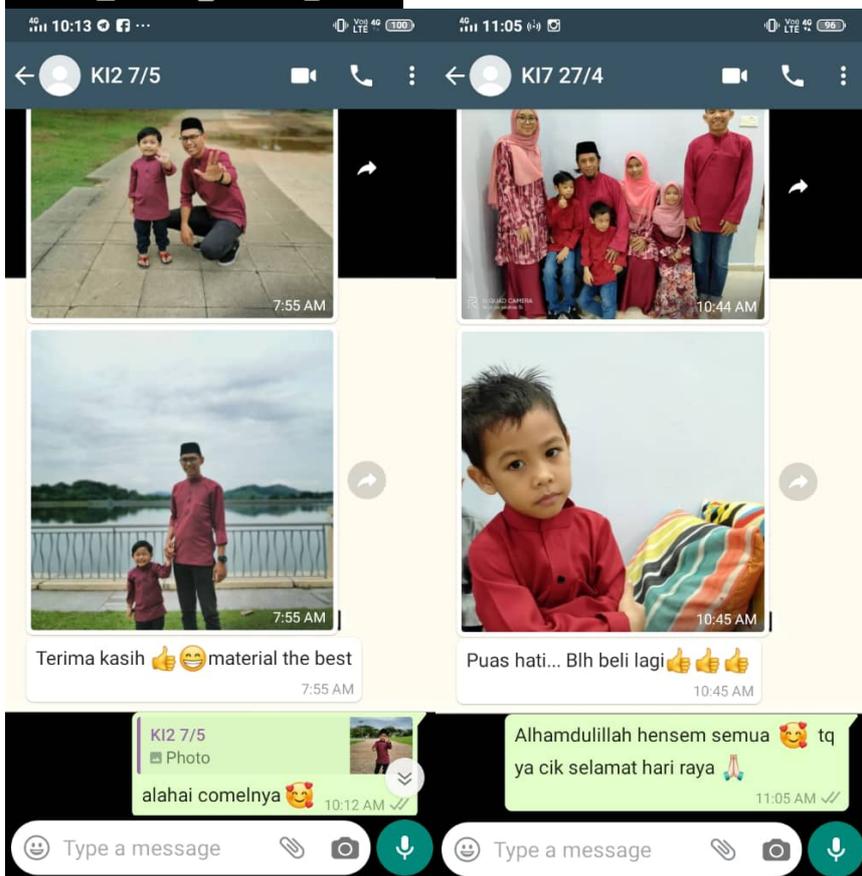
	DEWASA					
	S	M	L	XL	2XL	3XL
BAHU	16.5	17.5	18.5	19.5	20	21
DADA	39	41	43	45	47	49
LABUH	29	29	30	31	33	33
KETIAK	19	20	21	22	23	24
LENGAN	23	23	24	24	24	25
KOLAR	17	17.5	18	19	20	20.5
PINGGANG	37	39	41	43	45	47
PUNGGUNG	39	41	43	45	47	49

	KANAK KANAK					
	2	4	6	8	10	12
BAHU	10	11	12	13	14	15
DADA	26	28	30	32	34	36
LABUH	17	19	21	23	24	25
KETIAK	10	11	12	13	14	15

MEASUREMENT IN INCH







## *Certificate of Completion*

This acknowledges that

ISMAIL BIN MOHAMAD SALLEH (970530385057)

---

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