



اُنِيُوْكَرْسِيْتِيْ تِيْكَنُوْلُوْجِيْ مَآرَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS AND MANAGEMENT

BA247: BACHELOR OF BUSINESS ADMINISTRATION (HONS.)

TRANSPORT

ENT530: PRINCIPLES OF ENTREPRENEURSHIP

GROUP ASSIGNMENT

SOCIAL MEDIA PORTFOLIO: @iSocks.Co by NS Premium Store

Prepared By:

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Group:

ENT530L

Prepared For:

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Submission Date:

14th JULY 2022

1. PRELIMINARY MATERIALS

ACKNOWLEDGEMENT

First and foremost, we would to praise Allah SWT and Prophet Muhammad SAW for blessed us with strength to complete this task timely without facing difficulty which might discourage us. Without His help we might possibly not have made it in time.

Besides, we would like to express our gratitude to our beloved lecturer, Madam Norfazlina Binti Ghazali, for providing us with many helpful directions, ideas, and encouragement throughout countless consultations. This assignment's accomplishment brings us great joy. We really appreciate your faith in our ability to produce this report on time.

Furthermore, we also like to thank our parents for their supportive effort by giving motivation and advice in completing this task especially by providing us with a comfortable environment during our learning process. Without their encouragement and support we might not succeed in completing the task on time.

Not to forget, we would also like to say a Million thank you to our classmates who helped us either directly or indirectly in making it possible to complete this report by giving us ideas, opinions and comments so that we can improve our work in many ways.

Last but not least, thank you to our group members for their participation in completing the task given successfully. Without our cooperation and effort this assignment might not succeed as we are not confronting each other due to the pandemic. Nevertheless, we still manage to stay connected with our group members via social media platforms to discuss and ensure that the task given can be finished on time and produce a good report.

EXECUTIVE SUMMARY

Isocks.co is a business that sells socks on the Online platform. Socks goods are made from high-quality materials that are both stylish and functional. The business is created to provide an opportunity to all customers who love variety designs and good quality clothes, and want to have them at affordable prices. Apart from selling products to consumers, Isock.co also provides useful info and tips to socks customers.

Isocks.co has three different styles of socks, which are referred to as low cut, extreme low cut, and mid calf. Isocks, on the other hand, operates only via online. The company does not operate any physical store. Therefore, sustaining the development and success of the business requires copy-writing that is posted on social media platforms in order to market their company.

Maintaining customer retention is crucial, but so is extending and experimenting with new methods to market Isocks' online goods and services company through social media. Skills and techniques for attracting customers are critical. As part of my social media strategy, I also set up a Facebook page for my company, where I can post teaser products, soft sales, and hard sells. It is also necessary for me to increase sales by at least RM 15 and above cautious expenditure for every product in order to prevent a decrease in profit.

Isocks obtains more information about their customers through the feedback that is provided on their Facebook page. Isocks uses the feedback to assist them design their next marketing approach and develop their company. Because of this, Isocks puts a lot of work into keeping an interesting Facebook page in order to both keep their existing clients and attract new consumers as well as new business chances in the future.

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2. GO- ECOMMERCE REGISTRATION



Certificate of Completion

This acknowledges that

NUR NADHIRAH BINTI IDRIS

has successfully completed

eUsahawan Course **Level 1 – Go Digital**

organised by



Have you updated your sales today? Update your sales regularly to collect more points!

PERSONAL PROFILE

BUSINESS PROFILE



SITI NURSAADAH BINTI
SAAT

Company Name	:	Issocks.co	Company Registration No.	:		Edit
Type Of Business	:	PLT	Business Role	:	Stockist/ Wholesaler	
Facebook Page	:	@iSocks.Co	Business Category/Business Sub-Category	:	Apparel, Health & Beauty / Fashion & Lifestyle	
Wechat for Business	:	NA	Business Instagram Page	:	NA	
Marketplace	:	Others	Business Website	:		
Business Related to Your Study Field	:	Yes	Type Of Website	:		
			Experience in International Export	:	No	

Available Contest

PERSONAL PROFILE

BUSINESS PROFILE



SITI NURSAADAH BINTI SAAT

Personal Information

Name	:	SITI NURSAADAH BINTI SAAT	Phone/Mobile	:		Edit
New Identity Card No.	:		Home Address	:		
Email Address	:		District	:		
City	:		Postcode	:		
State	:		Personal Instagram	:		
Personal Facebook	:		Race	:	Malay	
Gender	:	Female	Special Need Required	:	No	
Marital Status	:	Single				

Institution Information

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- Have completed all 7 eUsahawan chapters on Malaysia Digital Academy before end of 2018
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3. MYENT CERTIFICATE



MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UiTM

No. Pelajar : 2021868468
Nama : NUR NADHIRAH BINTI IDRIS
Program Pengajian : SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN)
PENGANGKUTAN
Fakulti : Faculty of Business & Management
Kampus : Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Online
Bidang Perniagaan yg
diceburi : Pakaian dan Kelengkapan
Tempoh Berniaga : 1 tahun
No. Pendaftaran Perniagaan : 202203115793
URL Perniagaan : <https://www.facebook.com/iSocks.Co>
Alamat Premis Perniagaan :

Tarikh Mendaftar : 16 May 2022
Tarikh Kemaskini :
Tarikh Cetak : 16 May 2022

Sijil Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dijalankan oleh pelajar semasa tempoh pengajian di UiTM.
Sijil ini secara tidak langsung akan terbatal apabila penama menamatkan pengajian atau tidak lagi aktif dalam sistem universiti.

Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED) juga berhak membatalkan sijil ini tanpa sebarang notis.
Penggunaan sijil ini hanya diterima untuk kegunaan urusan dalaman UiTM sahaja. Urusan dan aktiviti perniagaan yang
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SLIP PENDAFTARAN PERNIAGAAN PELAJAR UiTM

No. Pelajar : 2021492382
Nama : SITI NURSAADAH BINTI SAAT
Program Pengajian : SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN)
PENGANGKUTAN
Fakulti : Faculty of Business & Management
Kampus : Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Offline
Bidang Perniagaan yg diceburi : Pakaian dan Kelengkapan
Tempoh Berniaga :
No. Pendaftaran Perniagaan : 202203115793
URL Perniagaan : https://www.facebook.com/iSocks.Co/?ref=page_internal
Alamat Premis Perniagaan :
Tarikh Mendaftar : 23 May 2022
Tarikh Kemaskini :
Tarikh Cetak : 23 May 2022

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PENOLONG NAIB CANSELOR KEUSAHAWANAN UiTM

4. SSM REGISTRATION

BORANG D (KAEDAH 13)



**PERAKUAN PENDAFTARAN
AKTA PENDAFTARAN PERNIAGAAN 1956**

Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama

NS PREMIUM STORE

NO. PENDAFTARAN: 202203115793 (003396740-X)

telah didaftarkan dari hari ini sehingga **10 MEI 2023** di bawah Akta Pendaftaran
Perniagaan 1956, beralamat di

Bil. Cawangan: TIADA

Bertarikh di **SISTEM EZBIZ** pada **11 MEI 2022**.

DATUK NOR AZIMAH ABDUL AZIZ

Pendaftar Perniagaan
Semenanjung Malaysia

5. INTRODUCTION OF BUSINESS

5.1. Name and address business



The name of the business is Isocks.co and we decided to use this name based on our product, which is socks. We do have various types of socks such as low cut, mid calf and extreme low cut. These socks have numerous kinds of designs. We choose this name because it sounds cool and trendy since our target market is students , they most likely would be attracted to this brand name.

Since the company is local and home-based, all processes such as marketing, advertising and customer service is done through online platforms such as Facebook and Whatsapp. Physical processes such as buying the materials and packaging is done by the owner at his home office which is located in Taman Indah Jaya, Petaling Jaya. Customers can get their socks by self-pickup and delivery by third parties such as Pgeon courier services. This company is also registered under the Go-e-commerce system and has complied with Malaysian Regulation and Consumer Protection of e-commerce and Online Business.

Name of Business	Ns Premium Store
Business Address	
Telephone Number	
Form of business	Partnership corporation
Main Activities	Retail sale of clothing product
Date of commencement	11th May 2022
Registration Number	202203115793 (003396740-X)
Name of Bank	Bank Islam
Bank Account Number	

5.2. Organizational Chart



5.3. Vision and Mission

Vision

Isocks.co's vision is to be the first option for customers and consumers in Malaysia by establishing a benchmark for quality in the socks sector, observing the need for more design socks, and ensuring the company's long-term success.

Mission

Isock.co's Mission is to make sure shopping is enjoyable but not expensive for every people who loves to wear socks. Isocks.co also wants to provide excellent quality and stylish socks for customers at an affordable price.

5.4. Description of Products or Service

Isocks.co is a business that provides a variety trendy design of socks to our customers with good quality material at affordable prices. We divided our products into 10 collections and name based on pattern of socks. Very first collection we publish is White collection & Go Away collection. Followed by Drippy collection, Purple collection, Fruity collection, Green collection, La Fin collection, Chocolate collection, Days collection, Tangy collection and lastly Muslimah collection. We are not limiting our product to one design only, but we do have each socks with different materials and a variety of choices of pattern and color. Customer can choose according to their personal preferences.

We choose to sell Socks because nowadays most of people needs socks. sock business is a good niche product to sell online, but the stock market is quite competitive now. Apart from that, There are many socks of suppliers around the world. So, our job is to find the right supplier where we can get high quality material and variation of design so we can provide good products to our customer with affordable prices. To make our customer feel happy with our services, we also include free gift to our customers such as gift card and drinks. More, we use cute packaging and they can use that in their daily. We also make bundle sale for our customers where buy more can save more money. This kind of promotion or sales does help us to gain more customers.

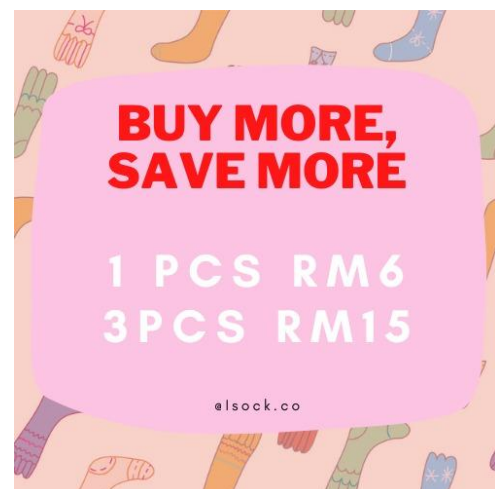
5.5. Price

Every of collection has a same price and not included postage fee:

1Pcs RM 6

3Pcs RM 15

With every purchase more than 3 pcs will get a discount of RM1.



6. FACEBOOK (FB)

6.1. Facebook (FB) Page

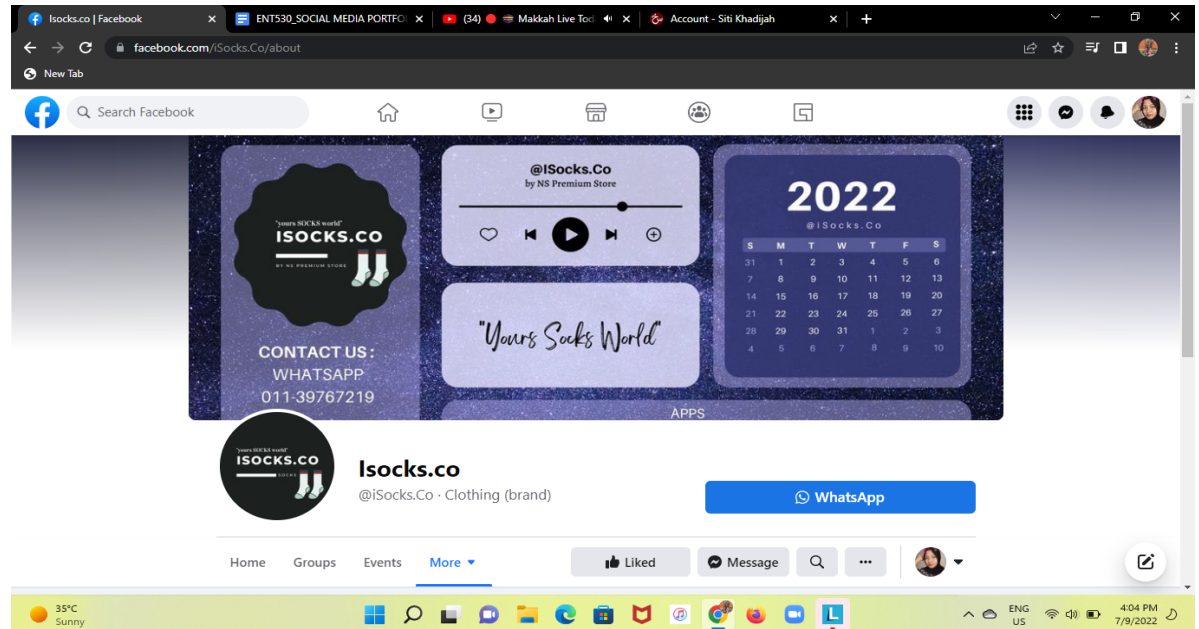


Diagram 1: Facebook Page @iSocks.Co by NS Premium Store

6.2. URL Facebook (FB) Page

The attached link is the link that will direct to our Facebook page @iSocks.Co by NS Premium Store.

<https://www.facebook.com/iSocks.Co/>

6.3. Facebook (FB) Post- Teaser

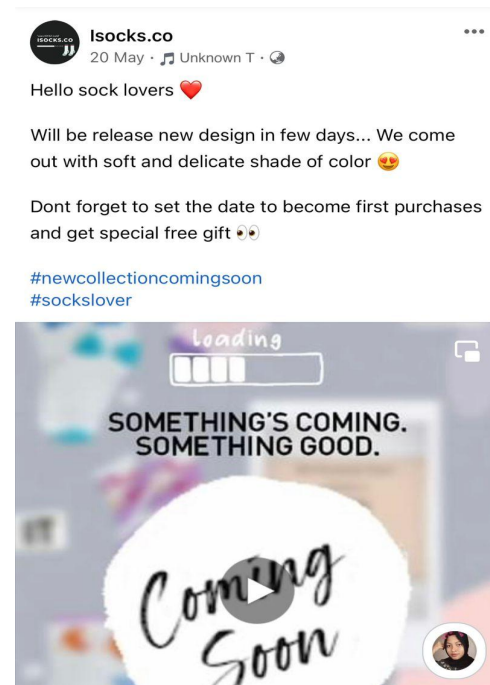
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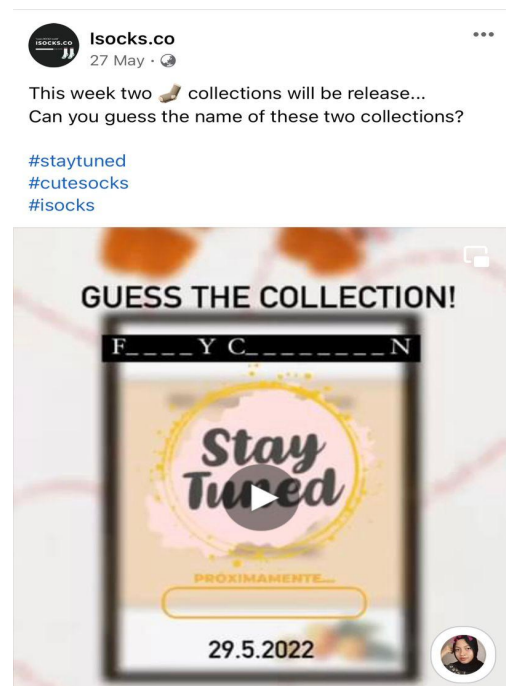
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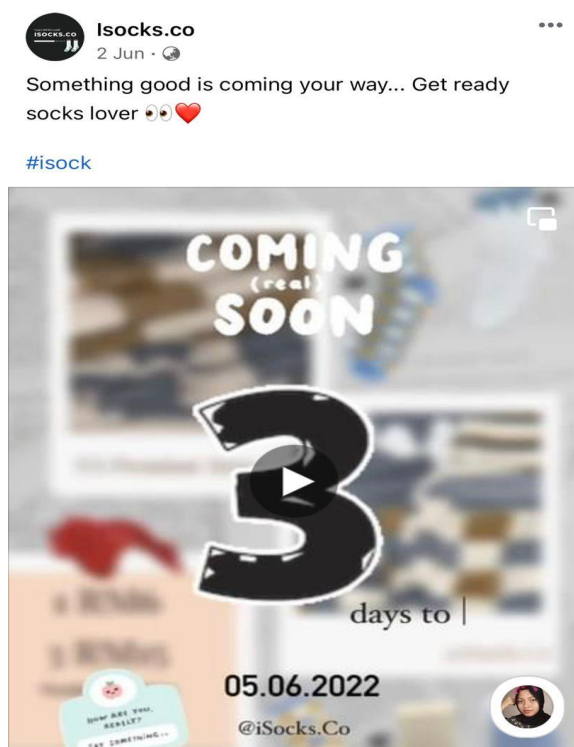
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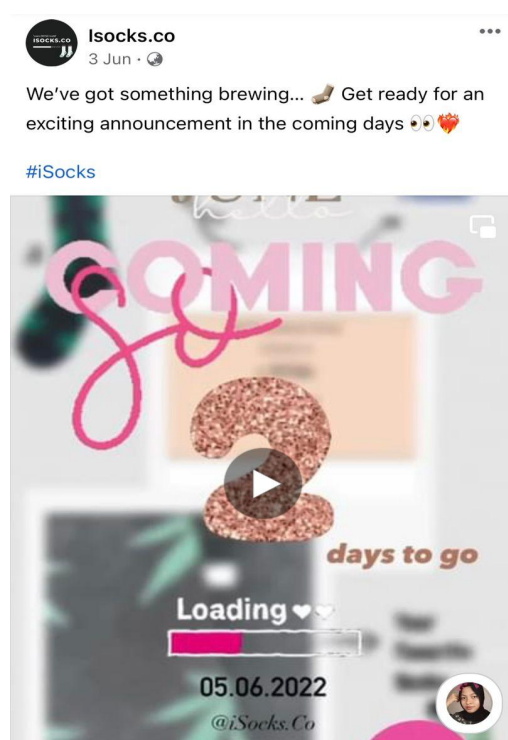
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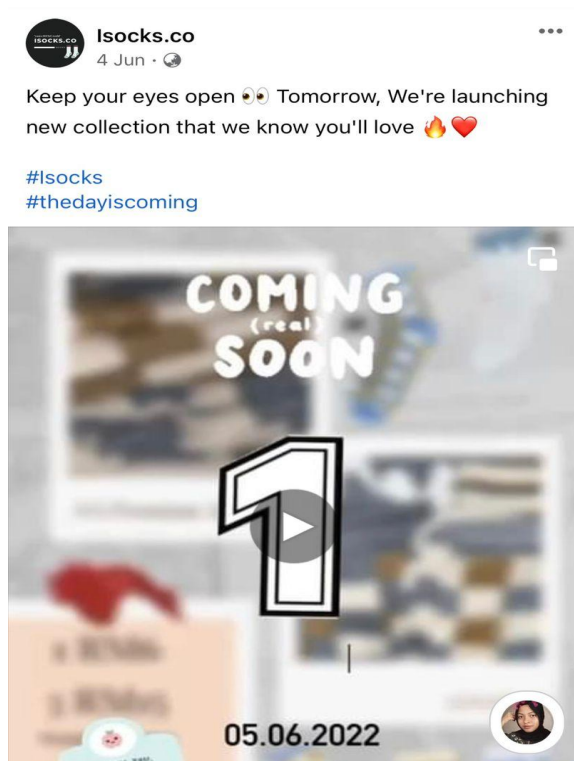
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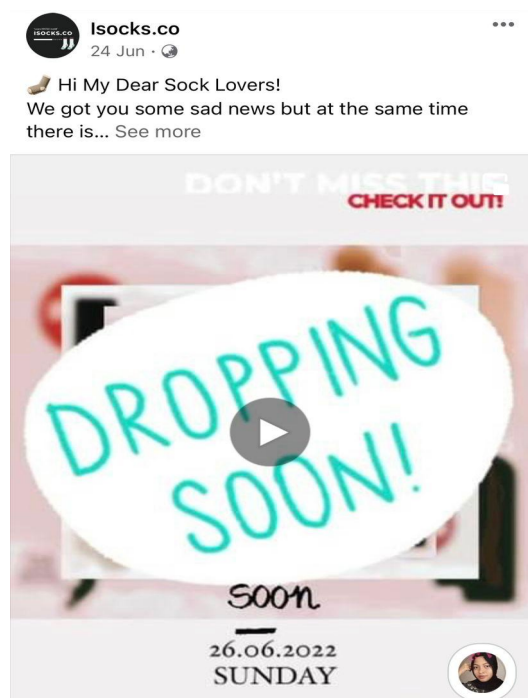
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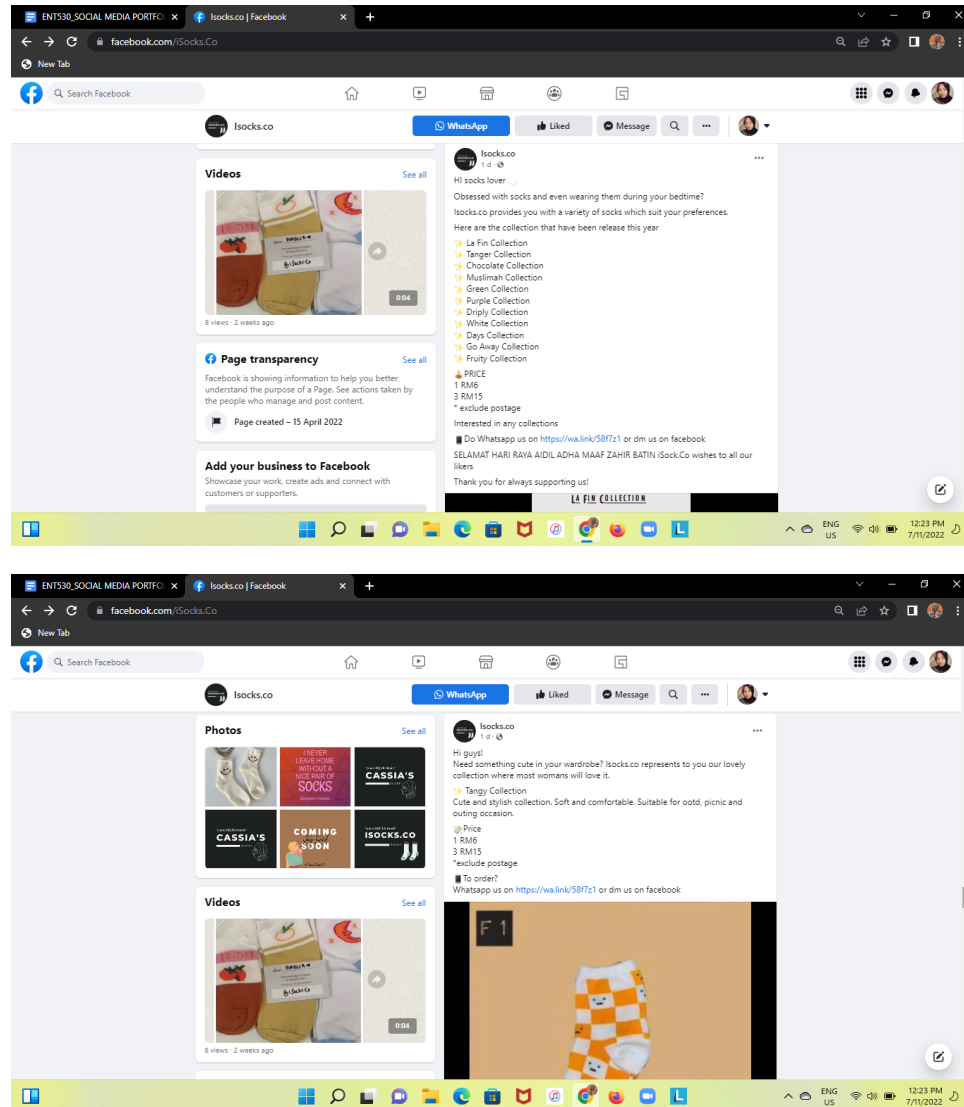
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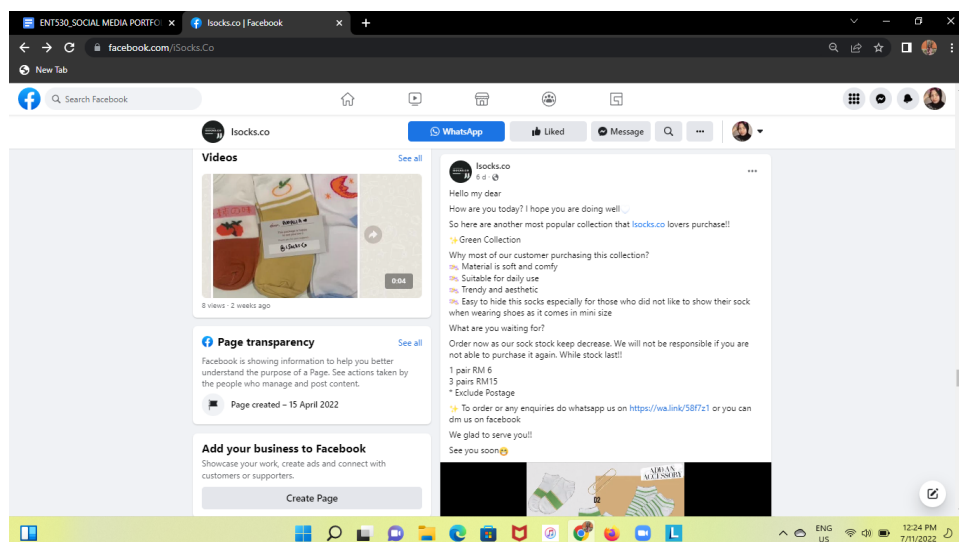
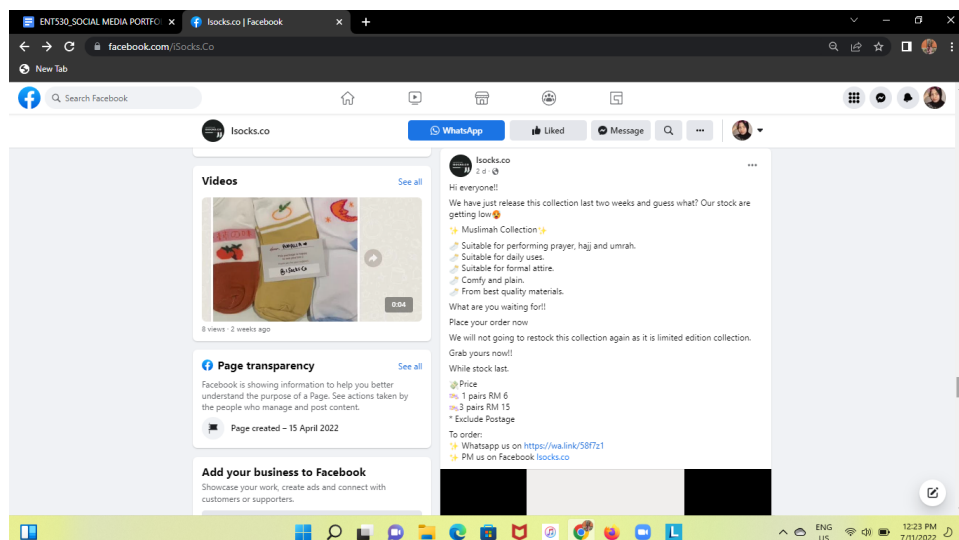
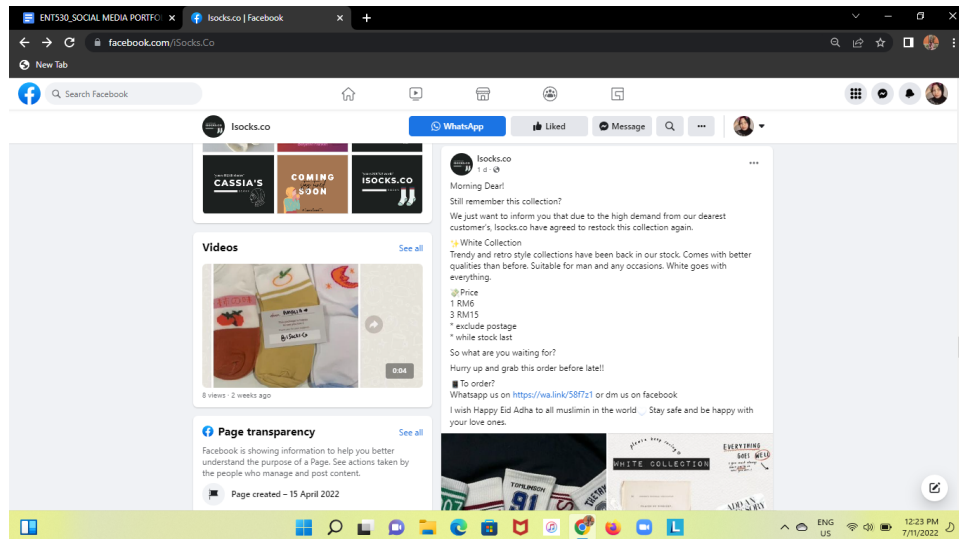


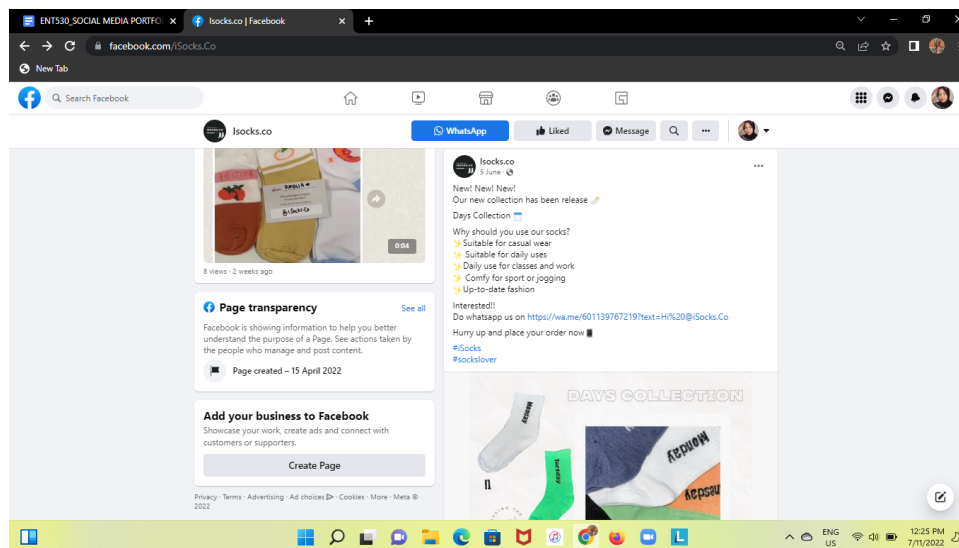
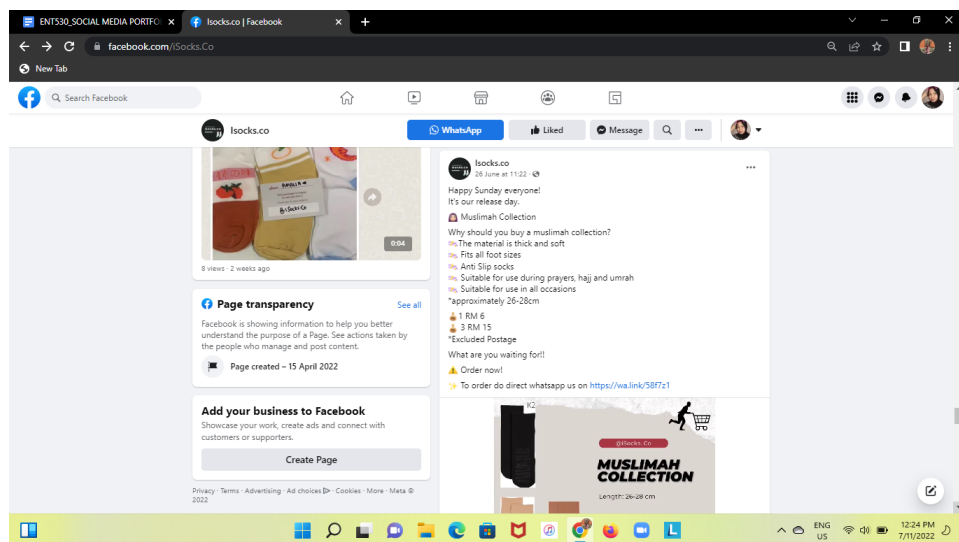
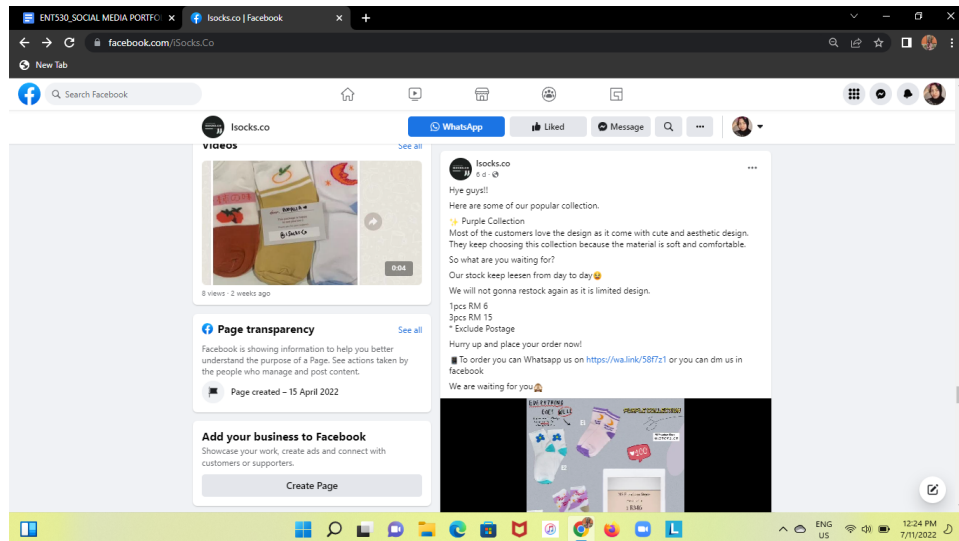
Teaser 8

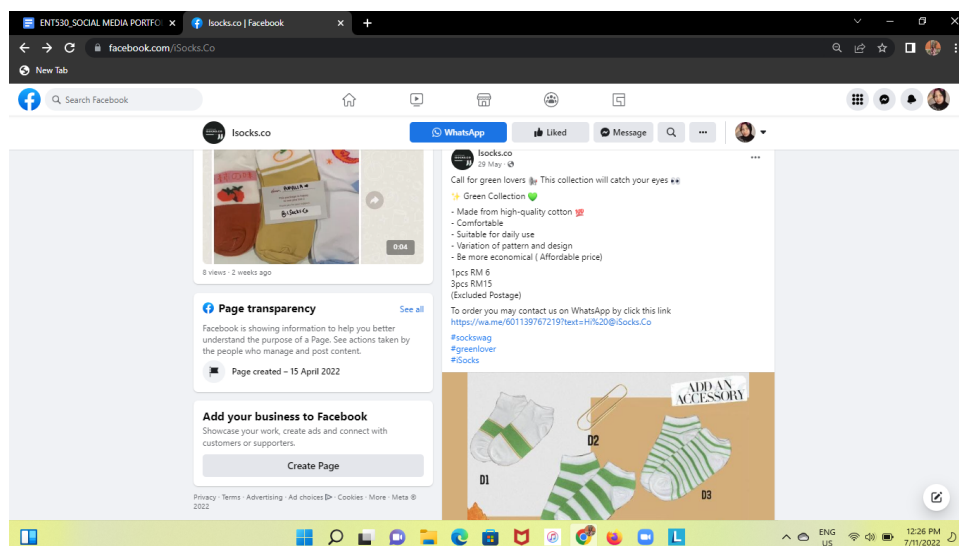
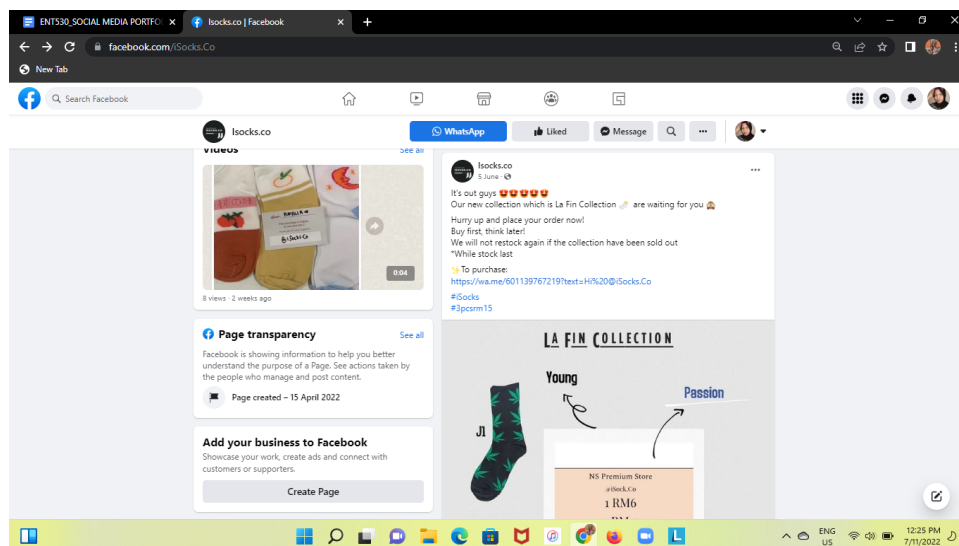
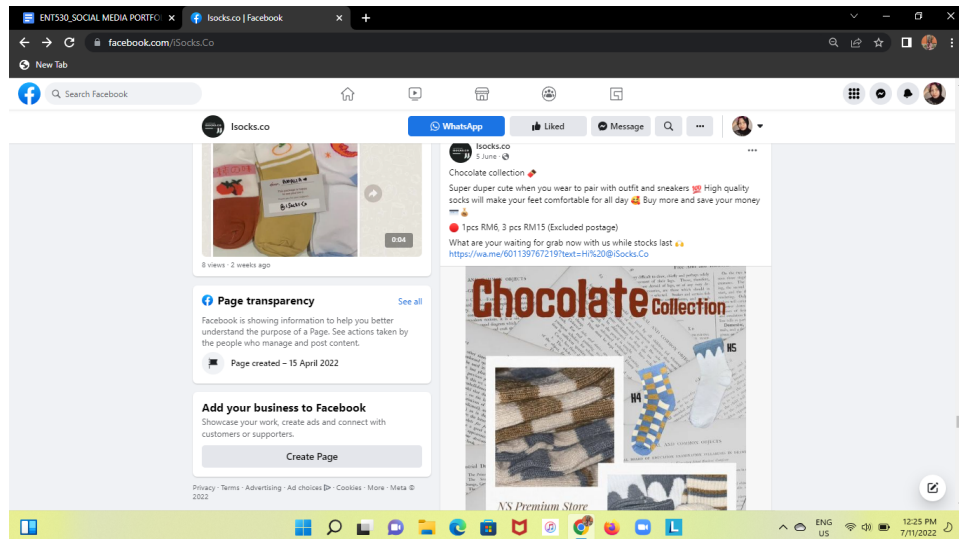


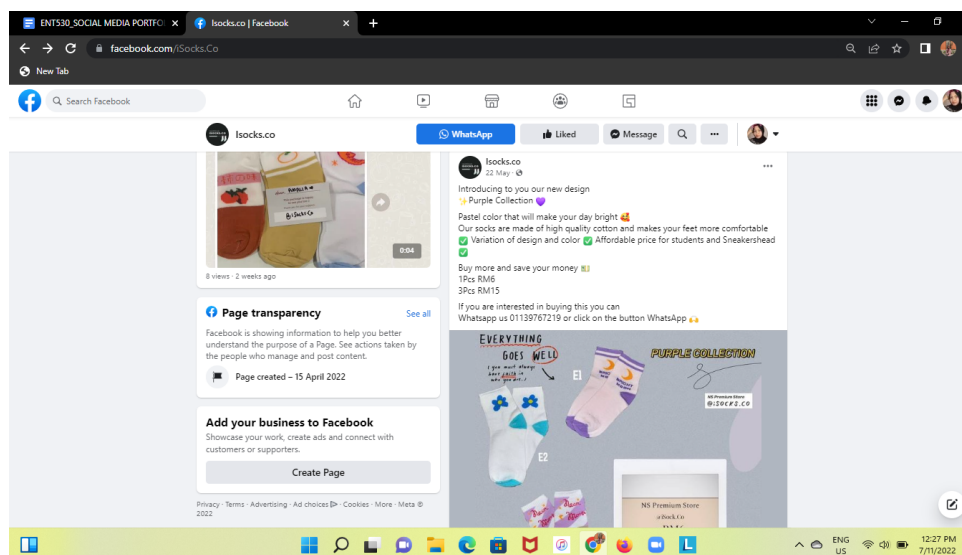
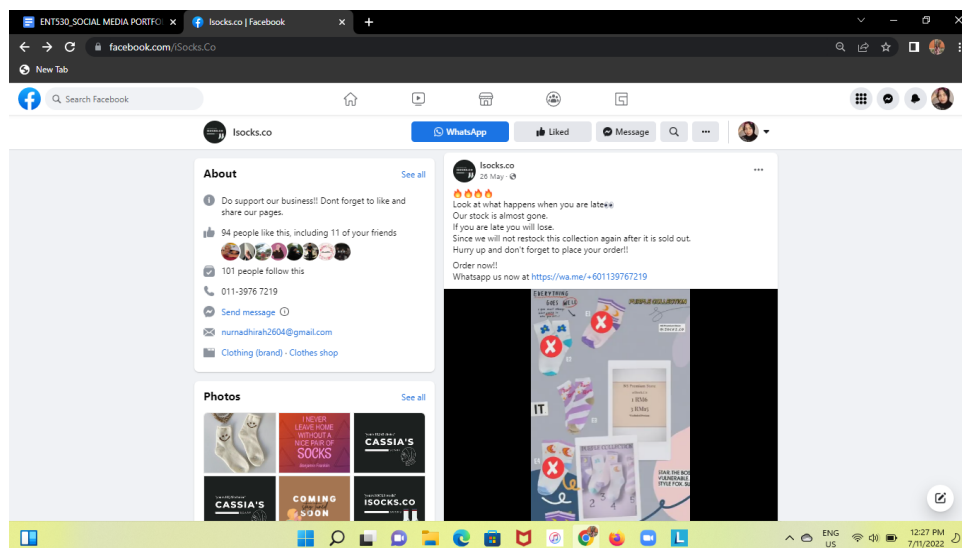
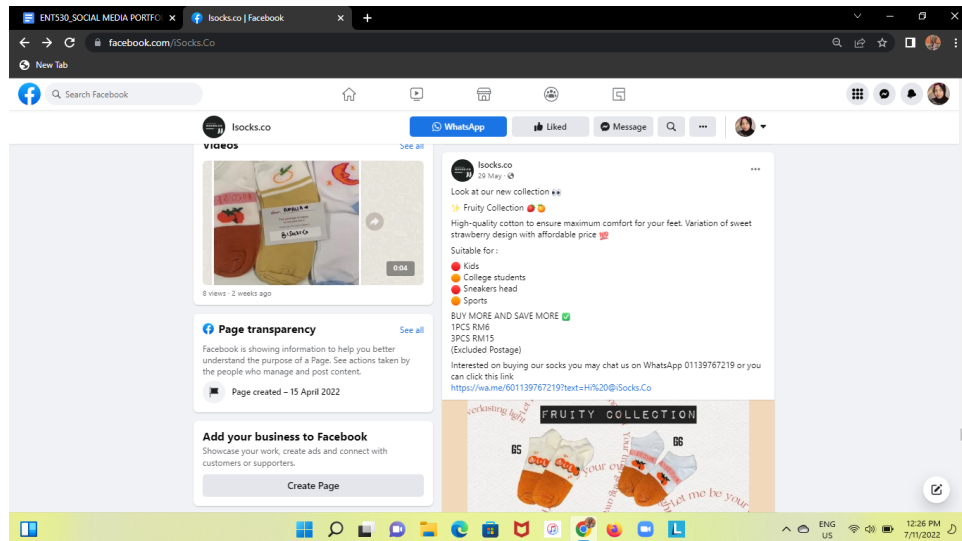
6.4. Facebook (FB) Post- Copywriting (Hard Sell)

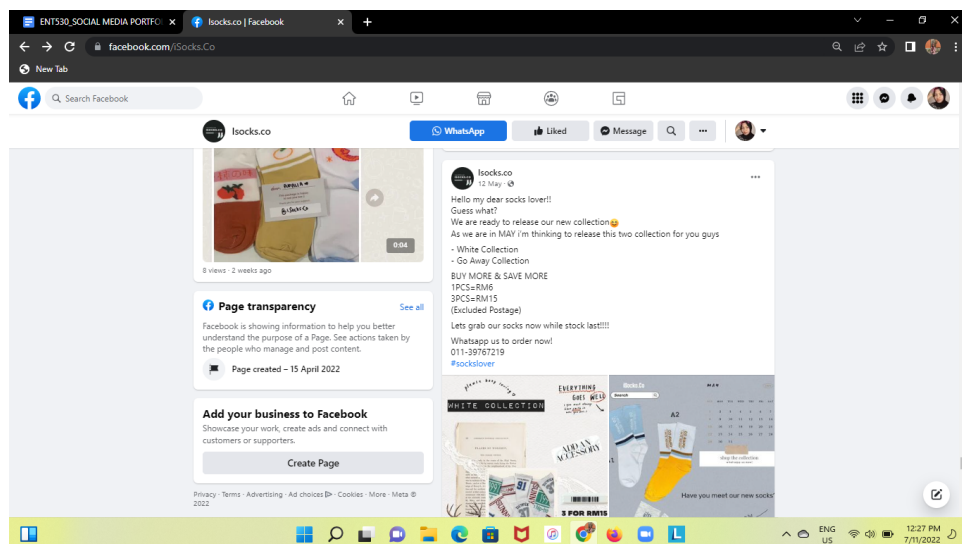
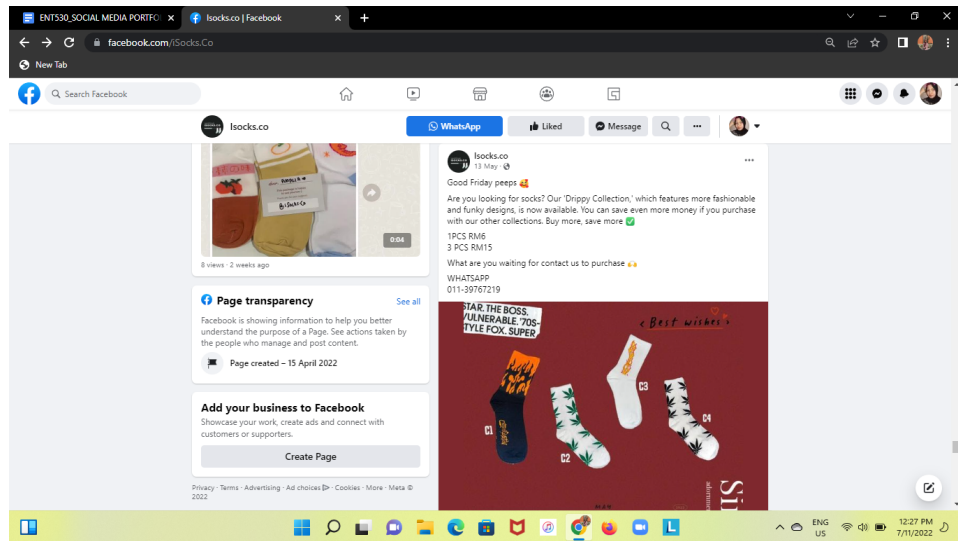




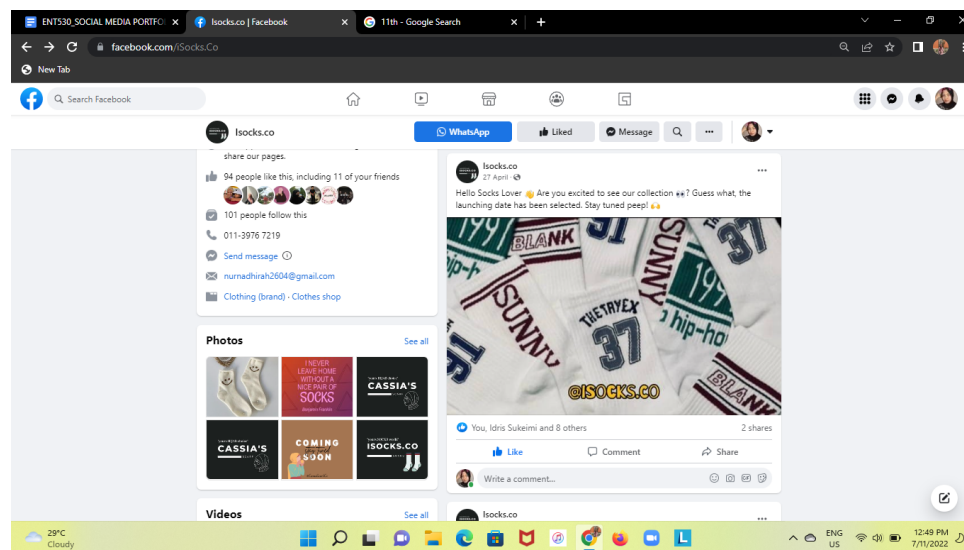
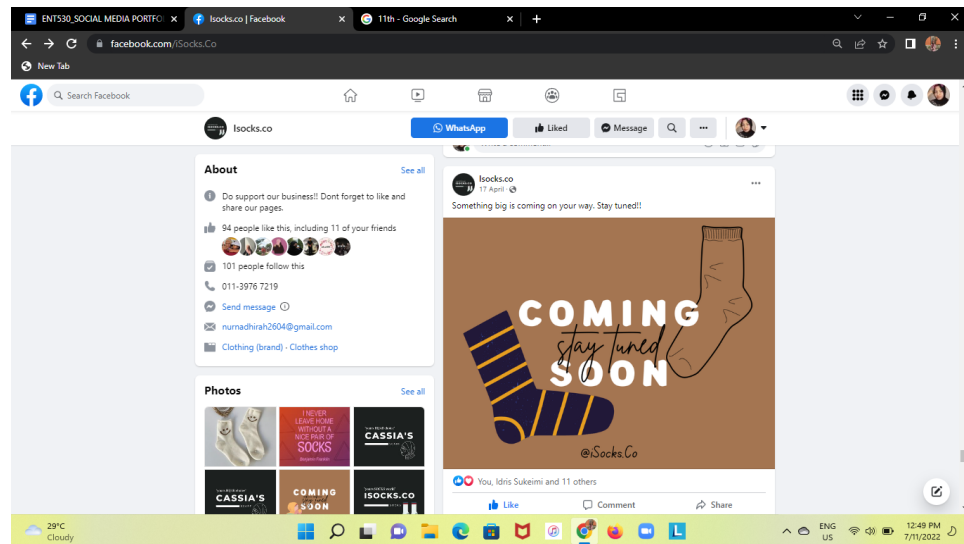


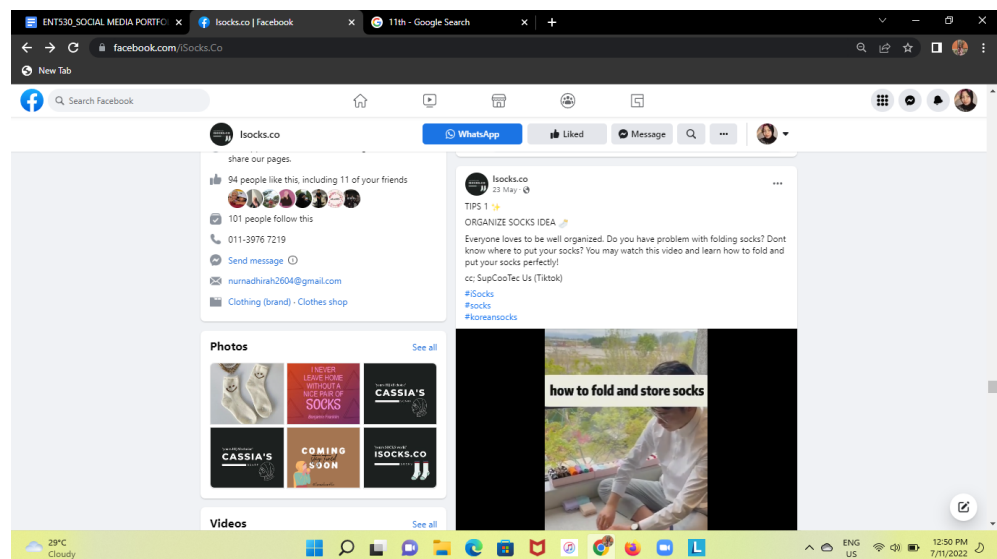
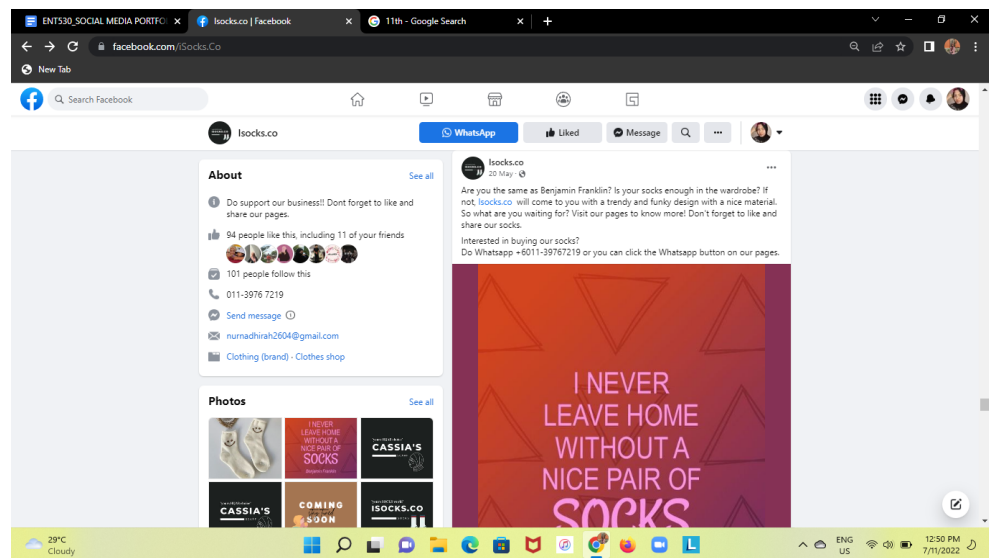
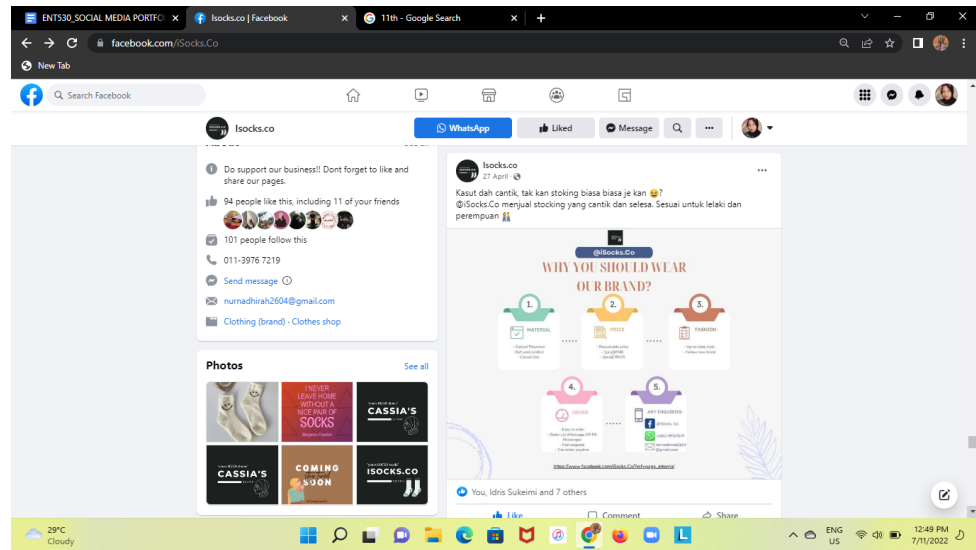


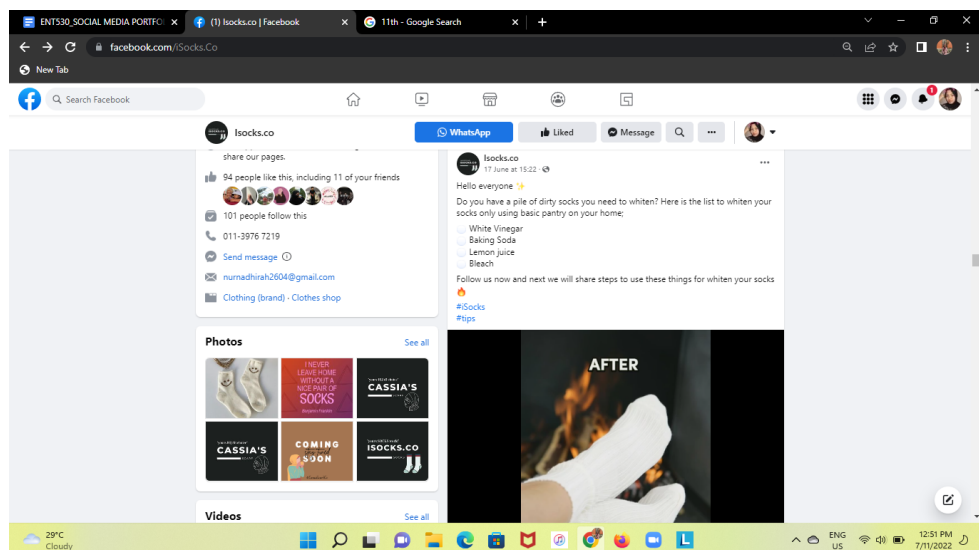
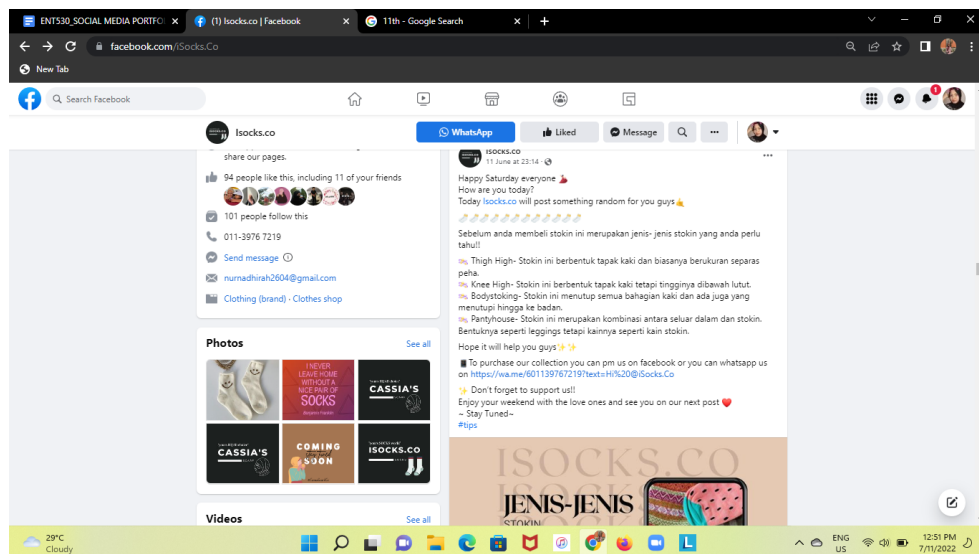
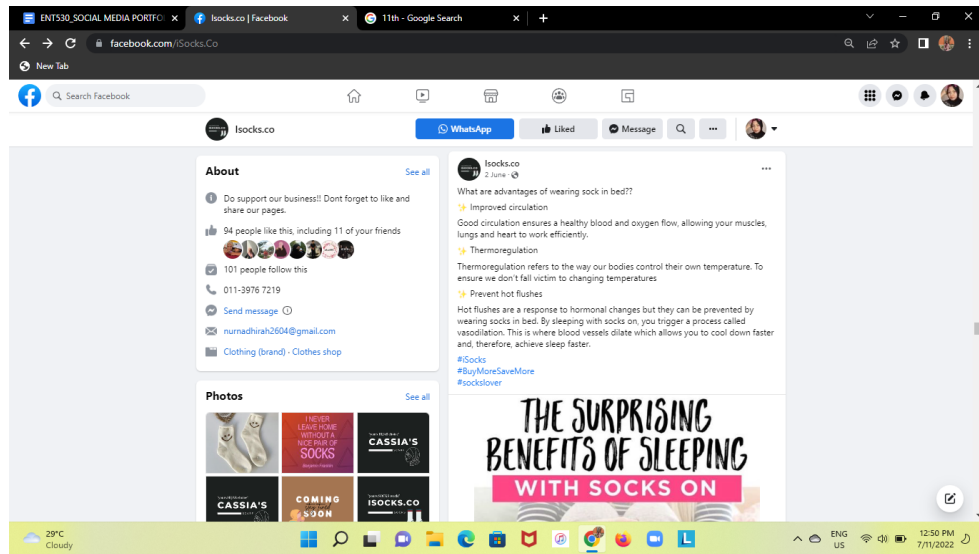


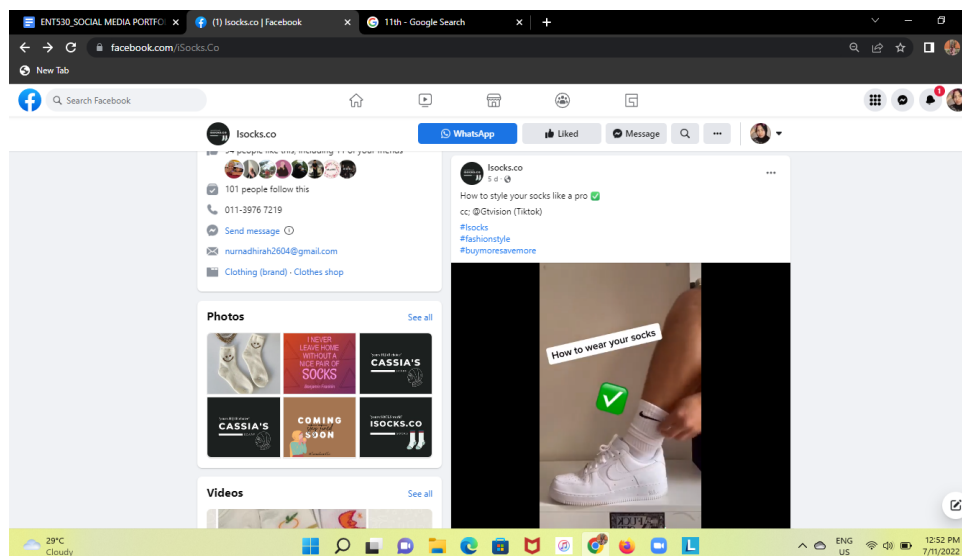
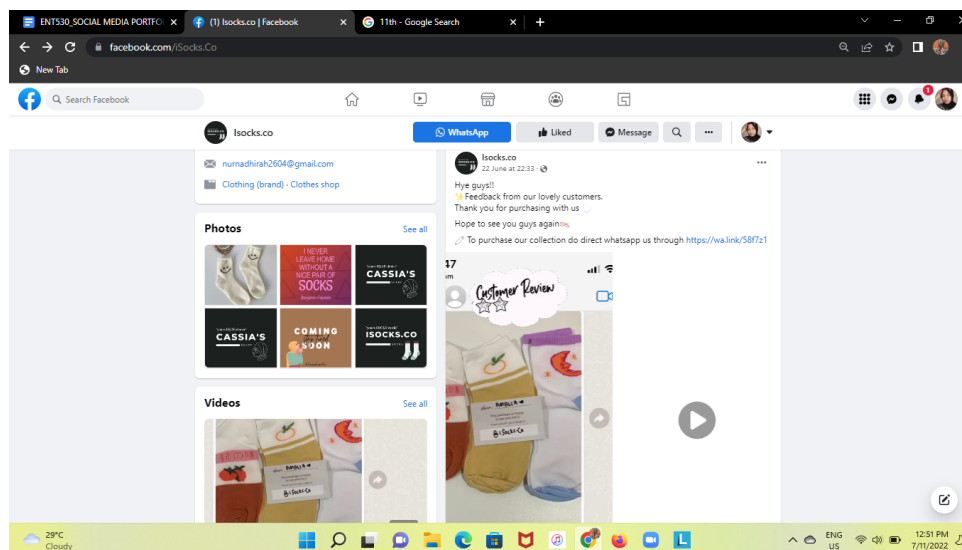
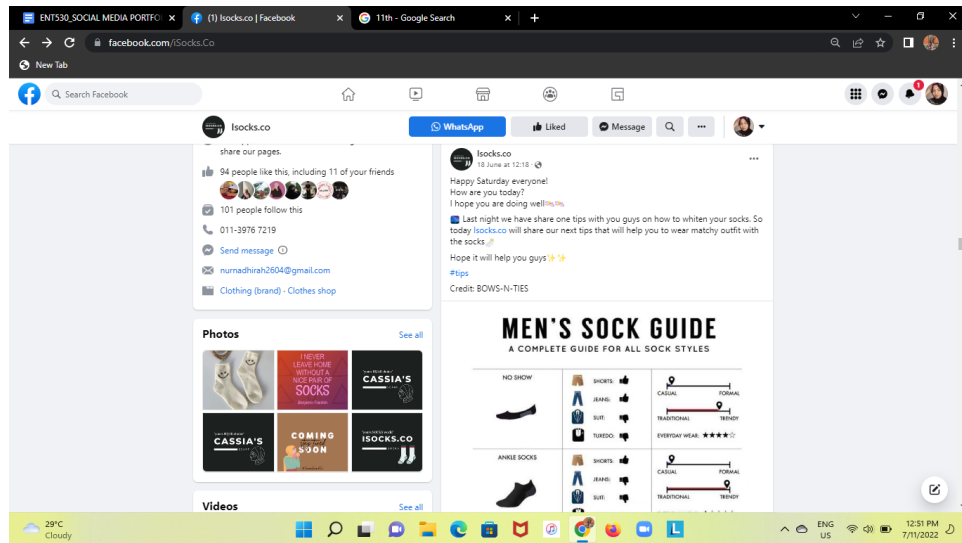


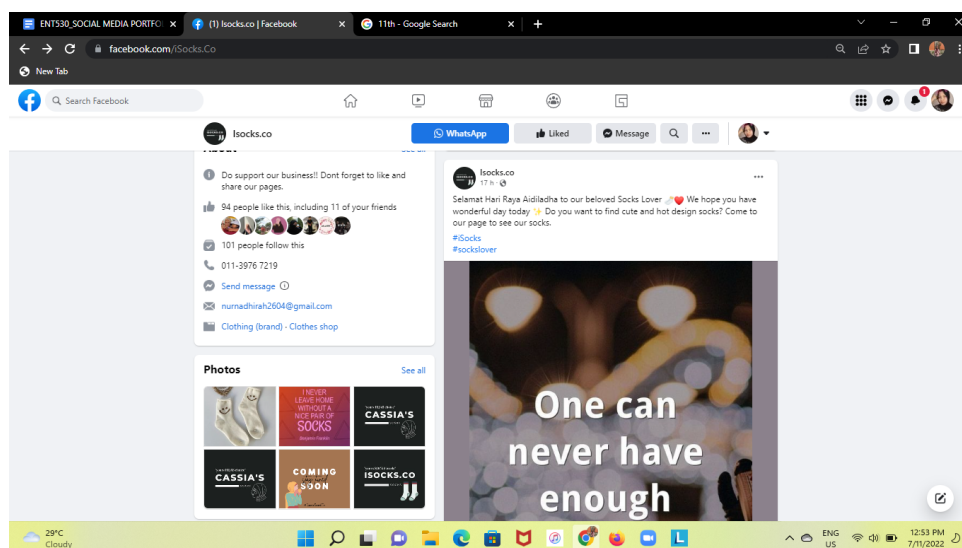
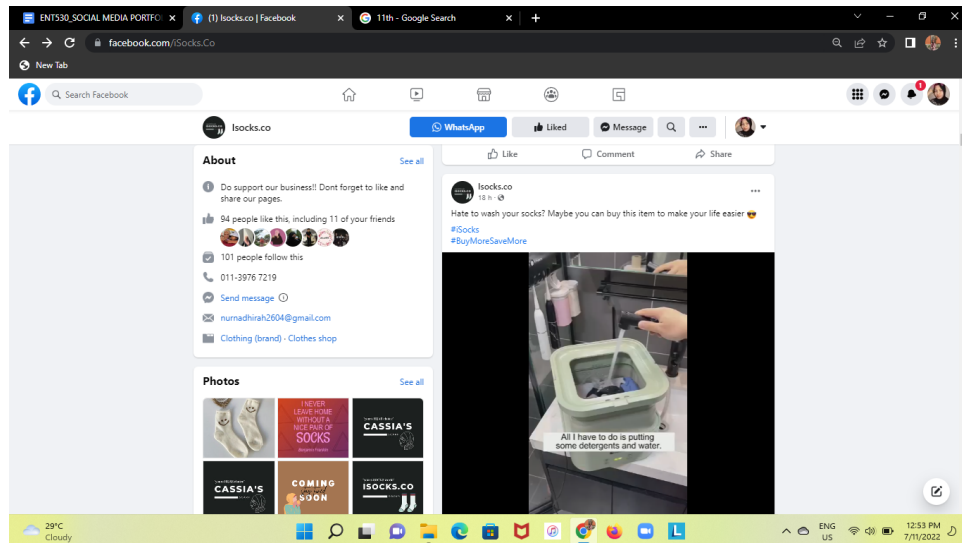
6.5. Facebook (FB) Post- Copywriting (Soft Sell)



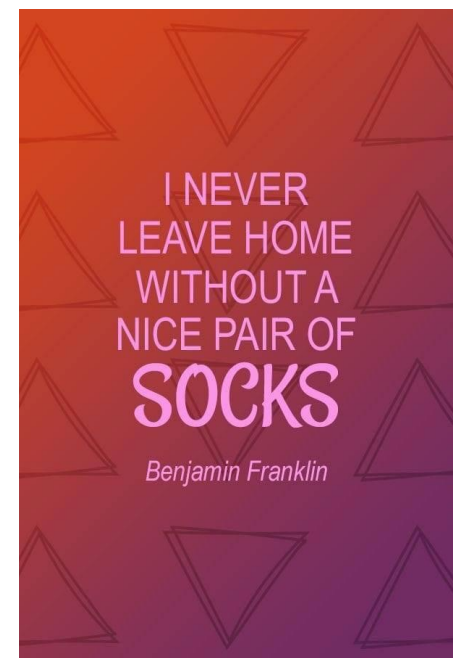
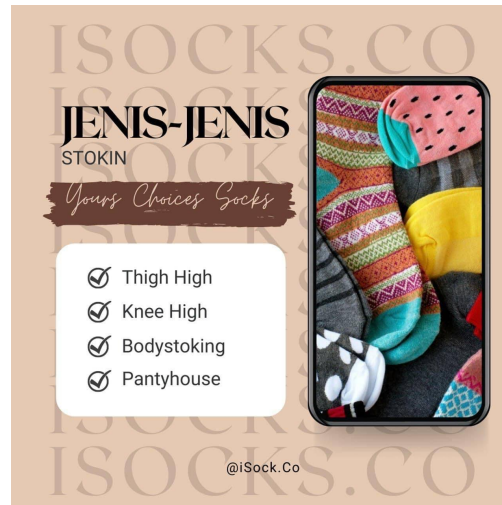


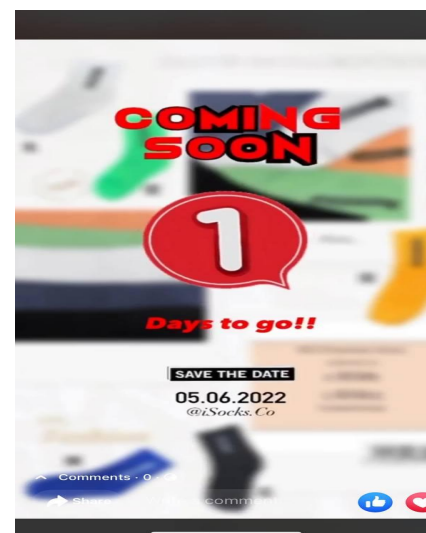
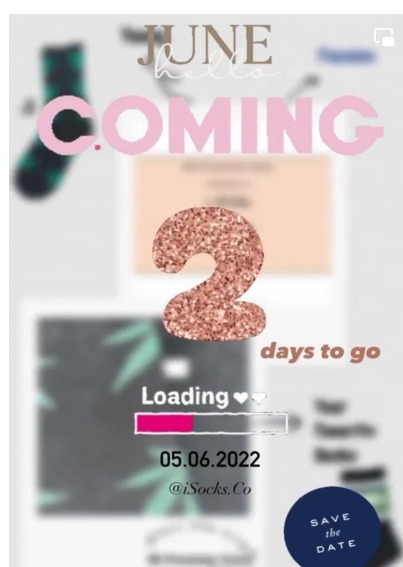
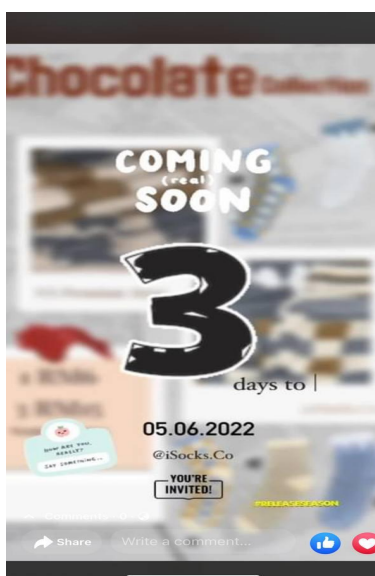
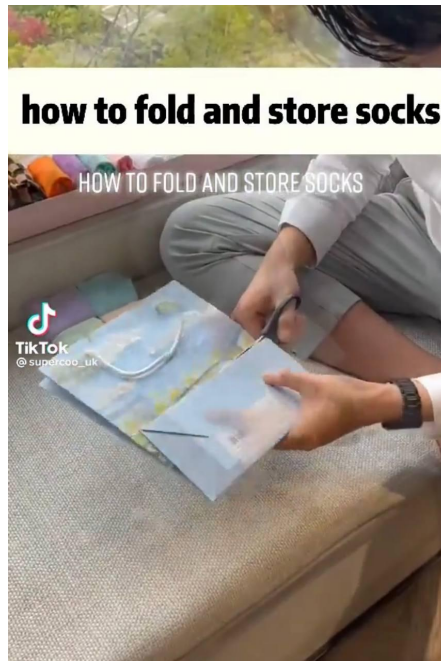


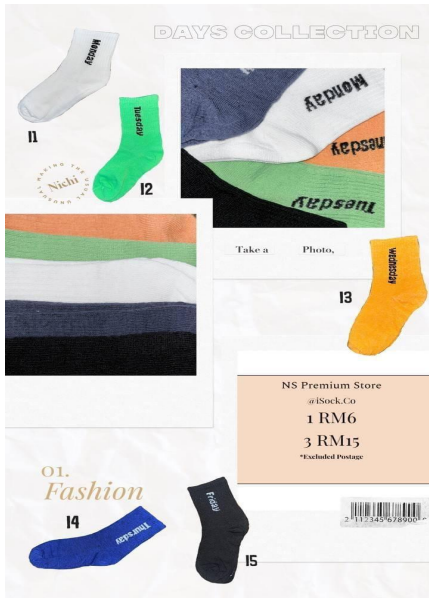




6.6. Graphics





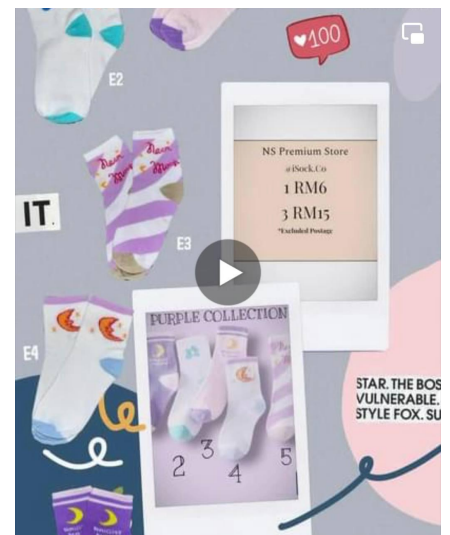
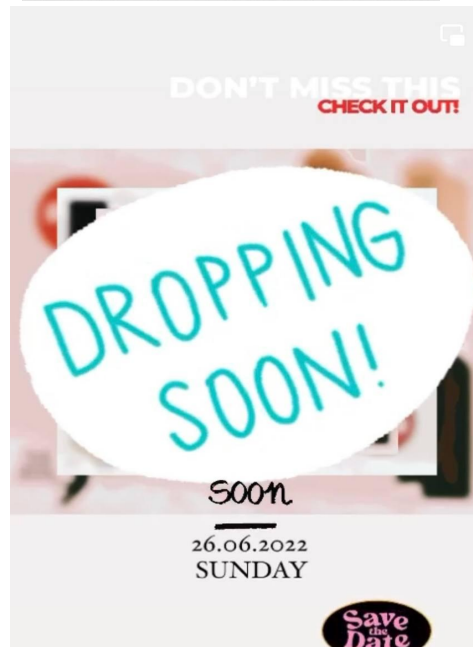


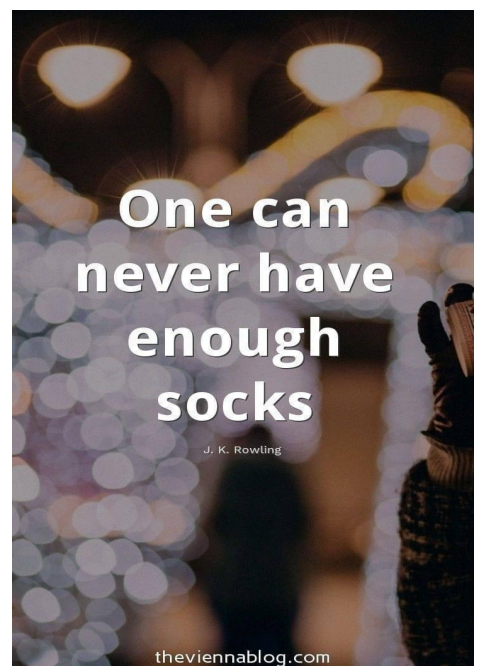
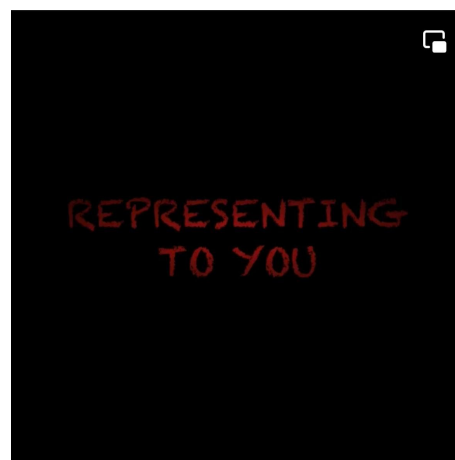
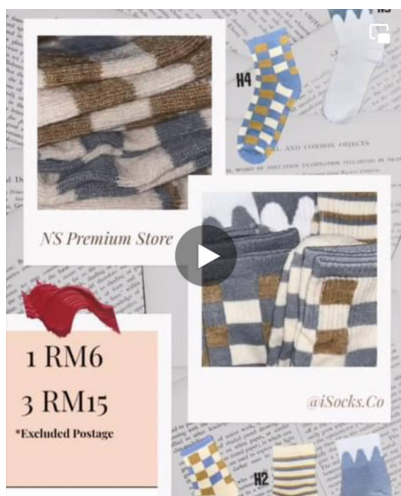
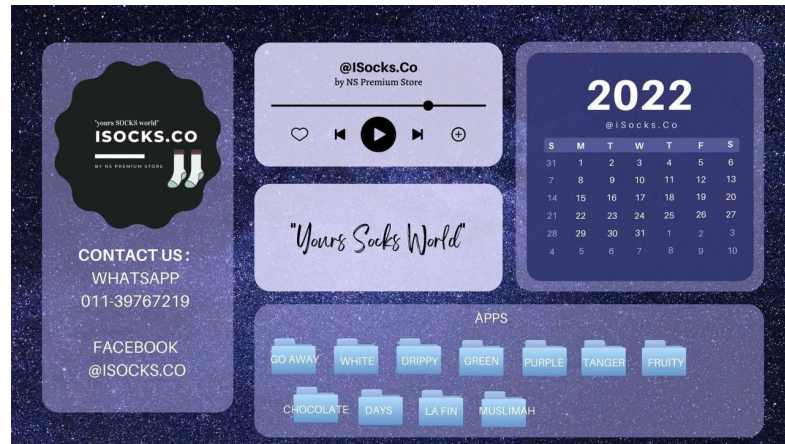
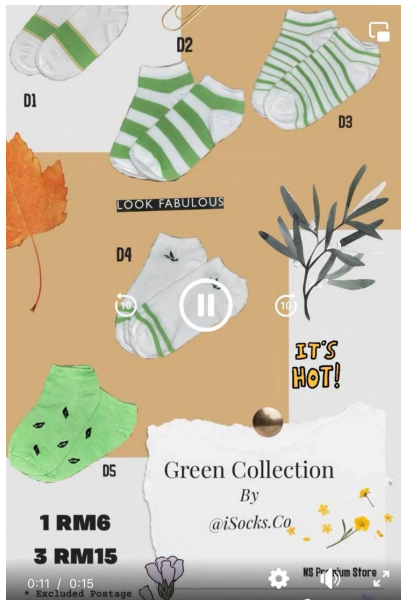
MEN'S SOCK GUIDE

A COMPLETE GUIDE FOR ALL SOCK STYLES

SOCK STYLE	SHORTS	JEANS	SUIT	TUXEDO	CASUAL	FORMAL	TRADITIONAL	TRENDY	EVERYDAY WEAR
NO SHOW	👍	👍	👍	👍	👍	👍	👍	👍	★★★★☆
ANKLE SOCKS	👍	👍	👍	👍	👍	👍	👍	👍	★★★★☆
ATHLETIC SOCKS	👍	👍	👍	👍	👍	👍	👍	👍	★★★★☆
MID CALF SOCKS	👍	👍	👍	👍	👍	👍	👍	👍	★★★★☆
OVER THE CALF SOCKS	👍	👍	👍	👍	👍	👍	👍	👍	★★★★☆

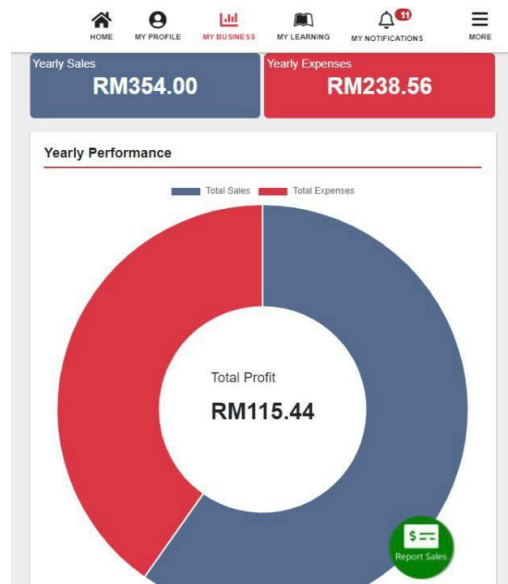
BOWS-N-TIES





6.7. Sales Report

As iSocks.Co has chosen to establish partnership types of business, each contributor contributes RM83.28 for buying stocks and other expenses. iSocks.Co has gained profits from this selling approximately RM115.44 after deducting other expenses like delivery charge and stocks. We successfully achieve our sales about RM354.00. Besides, each contributor agrees to divide the profit with a ratio of 50:50. Thus each of the contributors will receive a profit of about RM57.72. Below are sales of iSocks. Co during the month of July 2022.



Go-eCommerce

Business Name	Date	Type	Marketplace (if any)	Others Marketplace (if any)	Total Sales (RM)	Expenses Category	Expenses Subcategory	Total Expenses (RM)	Descriptions	Create d At
NS Premium Store	13/05/2022	online	Social Media		21				White Collection (B2, B3) Go Away Collection (C8)	17/05/2022
NS Premium Store	17/05/2022	expenses				Delivery	Postage	6	PGEON Prime	17/05/2022
NS Premium Store	14/05/2022	online	Social Media		21				White Collection (B4, B5) Drippy Collection (C3)	17/05/2022
NS Premium Store	17/05/2022	expenses				Delivery	Postage	6	PGEON Prime	17/05/2022
NS Premium Store	14/05/2022	online	Social Media		15				Purple Collection (E2) Green Collection (D1) Chocolate Collection (H3)	17/05/2022
NS Premium Store	15/05/2022	online	Social Media		21				Purple Collection (E4) Tanger Collection (F4) Fruity Collection (G4)	17/05/2022
NS Premium Store	17/05/2022	expenses				Delivery	Postage	6	PGEON Prime	17/05/2022
NS Premium Store	17/05/2022	online	Social Media		36				Go Away Collection (A2, A3, A4) White Collection (B1) Drippy Collection (C1, C6)	17/05/2022
NS Premium Store	17/05/2022	expenses				Delivery	Postage	6	PGEON Prime	17/05/2022
NS Premium Store	17/05/2022	online	Social Media		6				Purple Collection (E1)	17/05/2022
NS Premium Store	17/05/2022	online	Social Media		21				Tangy Collection (F5) Fruity Collection (G3) Chocolate Collection (H5)	17/05/2022
NS Premium Store	17/05/2022	expenses				Delivery	Postage	6	PGEON Prime	17/05/2022
NS Premium Store	18/05/2022	online	Social Media		6				Chocolate Collection (H4)	18/05/2022

Business Name	Date	Type	Marketplace(If any)	Others Marketplace (If any)	Total Sales (RM)	Expenses Category	Expenses Subcategory	Total Expenses (RM)	Descriptions	Create d At
NS Premium Store	18/05/2022	expenses				Delivery	Postage	6	Pgeon Prime	18/05/2022
NS Premium Store	19/05/2022	online	Social Media		21				La Fin Collection (J1) Drippy Collection (C5,C7)	23/05/2022
NS Premium Store	19/05/2022	expenses				Delivery	Postage	6	Pgeon Prime	23/05/2022
NS Premium Store	25/05/2022	online	Social Media		21				Fruity Collection (G1,G2,G5)	28/05/2022
NS Premium Store	25/05/2022	expenses				Delivery	Postage	6	Pgeon Prime	28/05/2022
NS Premium Store	26/05/2022	online	Social Media		15				Muslimah Collection (K1,K1,K1)	28/05/2022
NS Premium Store	26/05/2022	online	Social Media		21				Green Collection (D3, D4, D5)	28/05/2022
NS Premium Store	26/05/2022	expenses				Delivery	Postage	6	Pgeon Prime	28/05/2022
NS Premium Store	27/05/2022	online	Social Media		21				Green Collection (D2) Tangy Collection (F1) Chocolate Collection (H1)	28/05/2022
NS Premium Store	27/05/2022	expenses				Delivery	Postage	6	Pgeon Prime	28/05/2022
NS Premium Store	28/05/2022	online	Social Media		36				Purple Collection (E3) Tangy Collection (F2) Chocolate Collection (H2) Muslimah Collection (K1,K2, K3)	28/05/2022
NS Premium Store	28/05/2022	expenses				Delivery	Postage	6	Pgeon Prime	28/05/2022
NS Premium Store	28/05/2022	online	Social Media		36				Drippy Collection (C2,C4) La Fin Collection (J2) Purple Collection (E5)	28/05/2022

Business Name	Date	Type	Marketplace(If any)	Others Marketplace (If any)	Total Sales (RM)	Expenses Category	Expenses Subcategory	Total Expenses (RM)	Descriptions	Create d At
									Tangy Collection (F3) Days Collection (I3, I1)	
NS Premium Store	28/05/2022	expenses				Delivery	Postage	6	Pgeon Prime	28/05/2022
NS Premium Store	28/05/2022	online	Social Media		30				Muslimah Collection (K1, K2, K2, K3) Days Collection (I4, I5)	28/05/2022
NS Premium Store	28/05/2022	expenses				Goods	Stock	166.56	Socks stock	28/05/2022
NS Premium Store	28/05/2022	online	Social Media		6				Go Away Collection (A5)	08/06/2022

7. CONCLUSION

In conclusion, Facebook is a great platform for a company to use to launch and market their product since it has such a large user base. With all of the resources at their disposal, companies may more easily market their goods and grow their operations thanks to Facebook. Not just for businesses conducted online, but also for those operated through the more traditional form of face-to-face interaction. Because most individuals in this day and age want to do some research before heading to a location, they may be able to attract customers by Facebook. They are able to get all of the necessary information and read positive reviews from previous clients on Facebook.

Facebook does assist our business, Isocks.co, develop and expand our reach to a greater number of potential consumers. Even if the platform that we use is adequate, we still have a lot to learn about how to expand our client base so that we can improve our talents. For instance, we need to be aware of the kinds of pictures and captions that might successfully attract the attention of customers.

For a company to thrive, it is essential to have a platform and the ability to attract customers. Without these, we would not be able to reach and attract our target market. The product we offer is the most crucial component of our company, and it must have additional value in order to stand out from the competition.