



اٰلِیٰوْرْسِیْتِیْیٰ تِیْکُوْلُوْکِنِ مٰرَا  
UNIVERSITI  
TEKNOLOGI  
MARA

Fakulti  
Filem, Teater  
dan Animasi

**UNIVERSITI TEKNOLOGI MARA**  
**FACULTY OF FILM, THEATER AND ANIMATION (FiTA)**

**ENT530**  
**PRINCIPLES OF ENTERPRENEURSHIP**



**SOCIAL MEDIA PORTFOLIO: VSM.CO SCRUNCHIES**

**PREPARED BY:**  
**SYAHIMAH ASNI BINTI RAZMAN (2020988239)**  
**VICTORIA JONAS (2020978423)**

**PREPARED FOR:**  
**MISS NUR NAJDAH BT ABD RAHIM**

## **ACKNOWLEDGEMENT**

All praises to Allah and His blessing for the completion of this assignment. We thank God for all the opportunities, trials and strength that have been showered on us to complete this assignment. We express our deep gratitude to Him for giving us an opportunity to do this assignment successfully, for this Principles of Entrepreneurs classes (ENT 530). We experienced so much during this online distance learning.

First and foremost, we would like to sincerely thank to our lecturer, Miss Nur Najjah Binti Abd Rahim, for her sincere guidance, understanding, patience, and most importantly she has provided us an endless encouragement to finish this assignment. It has been a great pleasure and honour to have as our lecturer.

Our deepest gratitude goes to all of our family members with their unending prayers. Because it would not be possible to completes this assignment without the support and helps from them. Also, deepest thankful to them because always support us spiritually throughout our life when we had a problem.

Then, we would sincerely like to thank to all our beloved classmates who are with us and support us through thick and thin. Our classmates in this class who always helps each other if some of us had a problem. May Allah blessed all of you guys.

## **EXECUTIVE SUMMARY**

VSM.co scrunchies is the business of a trend hairband for women. We sell a high quality scrunchies handmade with love at affordable price. We already choose 6 different of pastel colors which is baby purple, buttercream, peaches, blue tiffany, baby yellow and also blush pink. This handmade scrunchies will give elegant hairstyle and it is easy to use and suitable as gift to someone special. VSM.co scrunchies work with any hair length and any hair texture such as straight, curly and wavy.

We using the best types of fabrics which is satin silk fabrics because we focusing more to create and design a functional scrunchies. We choose this type of fabrics because it can reduce hair problems like hair fall, split ends and also prevents breakage.

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# 1.0 GO-ECOMMERCE REGISTRATION

## Syahimah Asni Binti Razman



PERSONAL PROFILE	BUSINESS PROFILE				
 <p>Syahimah Asni Binti Razman</p>					
<b>Personal Information</b>					
Name	Syahimah Asni Binti Razman	Phone/Mobile	:		<a href="#">Edit</a>
New Identity Card No.		Home Address	:		
Email Address					
City		District	:		
State		Postcode	:		
Personal Facebook		Personal Instagram	:	null	
		Race	:	Malay	
Gender	: Female	Special Need	:	No	
Marital Status	: Single	Required	:		
<b>Institution Information</b>				<a href="#">Add New</a>	
<b>UITM Puncak Alam - ENT530 - PRINCIPLES OF ENTREPRENEURSHIP (FF2314A)</b>					
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	
		Postcode	:	42300	
District of Institution	: Kuala Selangor				
Level of Study	: Bachelor Degree	Study Status	:	Full time	<a href="#">Edit</a> <a href="#">Delete</a>
Course Name	: ENT530 - PRINCIPLES OF ENTREPRENEURSH IP (FF2314A)	Class Name	:	FF2314A	
		Year Enrolling the subject	:	2021	
Subject Name	: ENT530 - PRINCIPLES OF ENTREPRENEURSH IP	Lecturer Name	:	Nur Najjah binti Abd Rahim	
		Year Of Internship Enrollment	:	2022	
Month Enrolling the Subject	: 10	Period of Internship Training	:	12 Months	
Internship Enrollment	: Yes	Expected Month To Complete Study	:	1	
Month of Internship	: March				

Figure 1: Personal & institution information

PERSONAL PROFILE	BUSINESS PROFILE				
 <p>Syahimah Asni Binti Razman</p>					
Company Name	: Vsm.co	Company Registration No.	:		<a href="#">Edit</a>
Type Of Business	: Sdn. Bhd	Business Role	:	Product Owner	
Facebook Page	: https://www.facebook.com/VSMScrunchies-106714425145940/	Business Category/Business Sub-Category	:	Household, Hobbies & Lifestyles / Arts & Craft	
Wechat for Business	:	Business Instagram Page	:		
Marketplace	:	Business Website	:		
Business Related to Your Study Field	:	Type Of Website	:		
		Experience in International Export	:	No	

Figure 2: Business profile

# Victoria Jonas



**Personal Information**

Name	: Victoria Jonas	Phone/Mobile	:	<a href="#">Edit</a>
New Identity Card No.	:	Home Address	:	
Email Address	:		:	
City	:		:	
State	:	District	:	
Personal Facebook	:	Postcode	:	
Gender	: Female	Personal Instagram	:	
Marital Status	: Single	Race	:	Bumiputra Sabah
		Special Need Required	:	No

[Add New](#)

**Institution Information**

UTM Puncak Alam - EN7530 - PRINCIPLES OF ENTREPRENEURSHIP (FF2314A)

Type of Institution	: IHL	Institution List	:	Universiti Teknologi MARA
State of Institution	: Selangor	Name of Institution	:	UTM Puncak Alam
Address of Institution	: Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor.	City	:	Puncak Alam
		Postcode	:	42300
District of Institution	: Kuala Selangor	Study Status	:	Full time
Level of Study	: Bachelor Degree	Class Name	:	FF2314A
Course Name	: EN7530 - PRINCIPLES OF ENTREPRENEURSHIP (FF2314A)	Year Enrolling the subject	:	2021
Subject Name	: EN7530 - PRINCIPLES OF ENTREPRENEURSHIP	Lecturer Name	:	Nur Najah binti Abd Rahim
Month Enrolling the Subject	: 10	Year Of Internship Enrollment	:	2022
Internship Enrollment	: Yes	Period of Internship Training	:	12 Months
Month of Internship Enrollment	: April	Expected Month To Complete Study	:	2
Expected Year To Complete Study	: 2023			
Related To Study Field	: Yes			

[Edit](#) [Delete](#)

Figure 3: Personal & institution information

PERSONAL PROFILE

**BUSINESS PROFILE**



Company Name	: VSM.CO	Company Registration No.	:	<a href="#">Edit</a>
Type Of Business	: Sdn Bhd	Business Role	:	Service Owner
Facebook Page	: www.facebook.com/VSMSorunchies	Business Category/Business Sub-Category	:	Household, Hobbies & Lifestyles / Arts & Craft
Wechat for Business	:	Business Instagram Page	:	www.instagram.com/vsm.co
Marketplace	: EasyStore	Business Website	:	https://www.facebook.com/VSMSorunchies-100714425145940/
Business Related to Your Study Field	: Yes	Type Of Website	:	eCommerce Platform
		Experience in International Export	:	No

Figure 4: Business profile

## 2.0 MyENT CERTIFICATE

Syahimah Asni Binti Razman



**UNIVERSITI TEKNOLOGI MARA** Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)

**MASMED YOUNG ENTREPRENEUR (MyENT)**

**SLIP PENDAFTARAN PERNIAGAAN PELAJAR UTM**

No. Pelajar : 2020988239  
Nama : Syahimah Asni Binti Razman

Program Pengajian : SARJANA MUDA FILEM (KEPUJIAN) SINEMATOGRAFI  
Fakulti : Faculty of Film, Theater & Animation  
Kampus : Selangor

**MAKLUMAT PERNIAGAAN**

Mod Perniagaan : Online  
Bidang Perniagaan yg diceburi : Aksesori Dan Bekalan Jahitan  
Tempoh Berniaga :  
No. Pendaftaran Perniagaan :  
URL Perniagaan : <https://www.facebook.com/VSMScrunchies-106714425145940/>  
Alamat Premis Perniagaan :  
Tarikh Mendaftar : 24 Jan 2022  
Tarikh Kemaskini :  
Tarikh Cetak : 24 Jan 2022

Siti Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang ditanamkan oleh pelajar semasa tempoh pengajian di UTM. Siti ini secara tidak langsung akan terbatal apabila penama memamatkan pengajian atau tidak lagi aktif dalam sistem universiti.

Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED) juga berhak membatalkan siji ini tanpa sebarang notis. Penggunaan siji ini hanya diberikan untuk kegunaan urusan di dalam UTM sahaja. Urusan dan sebarang perniagaan yang ditanamkan oleh penama adalah risiko dan tanggungjawab sendiri tanpa melibatkan kepentingan dan nama Universiti.

SALINAN PENDAFTARAN INI DIPERAKU OLEH  
**PENOLONG NAIB CANSOLOR KEUSAHAWANAN UTM**  
Malaysian Academy of SME & Entrepreneurship Development (MASMED)

Victoria Jonas



**UNIVERSITI TEKNOLOGI MARA** Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)

**MASMED YOUNG ENTREPRENEUR (MyENT)**

**SLIP PENDAFTARAN PERNIAGAAN PELAJAR UTM**

No. Pelajar : 2020978423  
Nama : Victoria Jonas

Program Pengajian : SARJANA MUDA FILEM (KEPUJIAN) SINEMATOGRAFI  
Fakulti : Faculty of Film, Theater & Animation  
Kampus : Selangor

**MAKLUMAT PERNIAGAAN**

Mod Perniagaan : Hybrid  
Bidang Perniagaan yg diceburi : Aksesori Dan Bekalan Jahitan  
Tempoh Berniaga :  
No. Pendaftaran Perniagaan :  
URL Perniagaan : <https://www.facebook.com/VSMScrunchies-106714425145940/>  
Alamat Premis Perniagaan :  
Tarikh Mendaftar : 21 Jan 2022  
Tarikh Kemaskini :  
Tarikh Cetak : 21 Jan 2022

Siti Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang ditanamkan oleh pelajar semasa tempoh pengajian di UTM. Siti ini secara tidak langsung akan terbatal apabila penama memamatkan pengajian atau tidak lagi aktif dalam sistem universiti.

Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED) juga berhak membatalkan siji ini tanpa sebarang notis. Penggunaan siji ini hanya diberikan untuk kegunaan urusan di dalam UTM sahaja. Urusan dan sebarang perniagaan yang ditanamkan oleh penama adalah risiko dan tanggungjawab sendiri tanpa melibatkan kepentingan dan nama Universiti.

SALINAN PENDAFTARAN INI DIPERAKU OLEH  
**PENOLONG NAIB CANSOLOR KEUSAHAWANAN UTM**  
Malaysian Academy of SME & Entrepreneurship Development (MASMED)

### 3.0 INTRODUCTION OF BUSINESS

#### 3.1 Name and Address of Business

Vsm.co is the name of the business that been decided based on our names. 'V' is stand for our co-owner name, Victoria. 'S' is stand for the name of owner, Syahimah. 'M' is stand for our moments and '.co' itself is a short form of cooperation. So basically, this business name is all about Victoria and Syahimah moments. Both of us decided to choose 'scrunchie' as our main product as we are concerned on the health and beauty of women 's hair. It doesn't matter whether they are covered with scarf or not, because hair is the crown on every woman. Our scrunchies was handmade beautifully with good material for our hair. We choose to use satin silk material as it is a great benefit to our hair and scalp. These materials reduce the friction between the hair fiber and the pillowcase or surface. This is the key in helping to reduce bedhead, hair breakage, fine lines and wrinkles and dull, dry scalp. This product is target specifically to woman for all ages.



Name of Business	VSM.CO
Business Address	
Telephone Number	
Form of Business	Partnership
Main Activities	Shopping & retails sale
Facebook Page	VSMScrunchies



### 3.2 Organizational Chart



Syahimah Asni Binti Razman  
(Business Owner)



Victoria Jonas  
(Business Co - Owner)

### 3.3 Vision and Mission

Vision and mission are important for strategic direction. It is an integral part of a company's strategy that helps to set priorities, allocate resources, and ensure that everyone is working towards common goals and objectives, thus providing a road-map to the future.

#### **Mission**

First of all, our mission is to empower girls and women to feel beautiful and be more confident by teaching them to use VSMscrunchies to get a healthy hair because we always provide a high-quality handmade product. We want they become be more fashionable with our unique scrunchies.

#### **Vision**

Our vision is to create a comfortable high quality handmade scrunchies and also functional that would help to solve hairstyle problem.

### 3.4 Description of Product and Services.



Scrunchie is a circular band of fabric-covered elastic used for fastening the hair. A normal elastics hair band cause hair damage and breakage, a well-made scrunchie provides that extra layer of protection with the additional fabric. This is because our hair gets damaged mostly during the detangling process when you take out traditional hair ties. The price of each scrunchie is depends on the material that have been used to made.

We choose Pastel Collection as our first collection made from satin silk material. We also have a plan to use other material such cotton, velvet and organza for our next collection. Not to be forgotten for a few other designs of scrunchie which we can consider about. Having a lot of design, materials and colours giving the opportunity to choose to our potential future buyer.

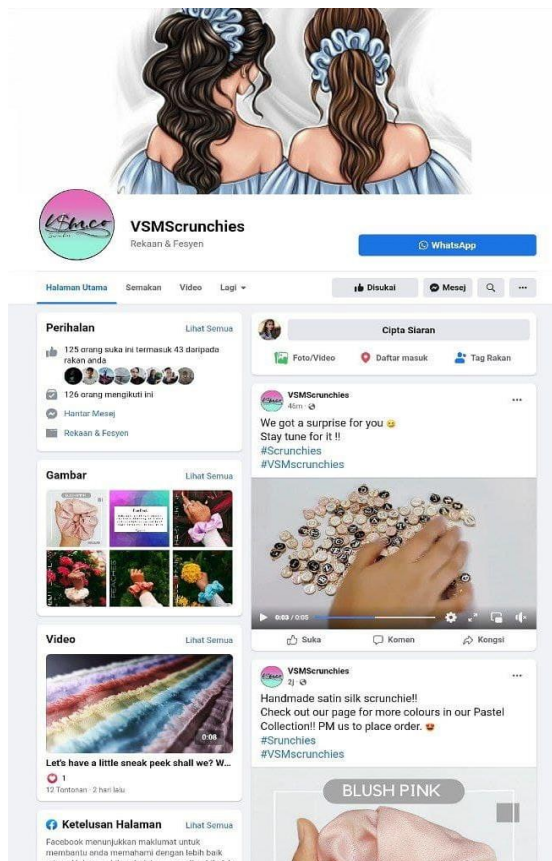
For now, the product is solely sold through Facebook page. We intend to expand our services by using Shopee app and Instagram shortly in the future. This because Shopee app is commission free for sellers. This will bring a good used especially for small businesses who just started like us. Besides, Shopee also provides a free shipping program under 5kg parcels for online sellers which is also a very helpful for online sellers and they would not have to worry about shipping rates. It also has insurance if the parcel is damaged by the courier, the buyers and seller could report and ask for refund which will avoid the risk of loss for damage due to third parties faulty.

### 3.5 Price List

Seasons	Package	Delivery charge (RM)	Price per package (RM)	Total price (RM)
Normal	1 pc	7	5	12
	3 pcs (Half set)		15	22
	6 pcs (Full set)		25	32
Holiday	1pc	6	4	10
	3 pcs (Half set)		14	20
	6 pcs (Full set)		24	30

## 4.0 FACEBOOK

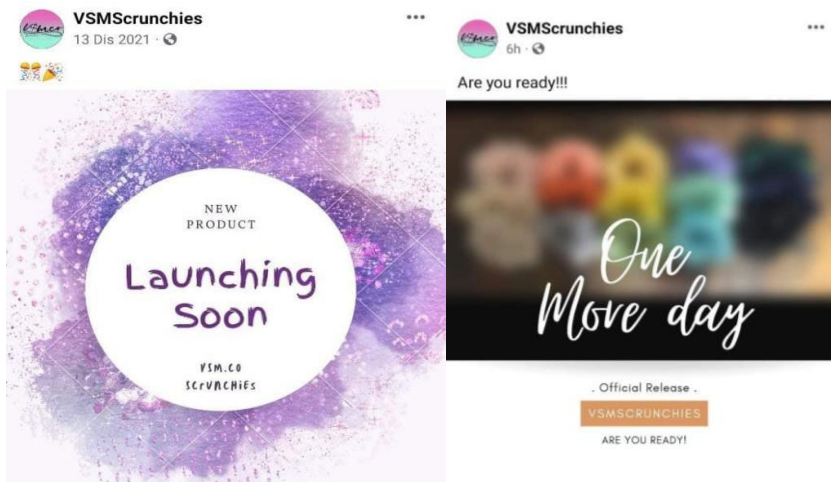
### 4.1 Creating Facebook (FB) page



### 4.2 Customizing URL Facebook (FB) Page

<https://www.facebook.com/VSMScrunchies-106714425145940/>

### 4.3 Facebook (FB) post - Teaser



## 4.4 Facebook (FB) post - Copywriting (Hard sell)

**VSMScrunchies**  
Yesterday at 10:00

We're announcing our Pastel Collection is absolute babe!! Match our favourite and purchase it now. Before it too late. 🥰  
#Scrunchies  
#VSMScrunchies

2 Likes

**VSMScrunchies**  
Yesterday at 17:00

Having one of our Pastel Collection is absolute babe!! Match our Baby Yellow scrunchie with your outfit. Pm us for price 🥰  
#Scrunchies  
#VSMScrunchies

2 Likes

**VSMScrunchies**  
Yesterday at 17:30

Having one of our Pastel Collection is absolute babe!! Match our Blush Pink scrunchie with your outfit. Pm us for price 🥰  
#Scrunchies  
#VSMScrunchies

2 Likes

**VSMScrunchies**  
Yesterday at 16:30

Having one of our Pastel Collection is absolute babe!! Match our Blue Tiffany scrunchie with your outfit. Pm us for price 🥰  
#Scrunchies  
#VSMScrunchies

2 Likes

**VSMScrunchies**  
Yesterday at 16:00

Having one of our Pastel Collection is absolute babe!! Match our Peaches scrunchie with your outfit. Pm us for price 🥰  
#Scrunchies  
#VSMScrunchies

2 Likes

**VSMScrunchies**  
Yesterday at 15:30

Having one of our Pastel Collection is absolute babe!! Match our Buttercream scrunchie with your outfit. Pm us for price 🥰  
#Scrunchies  
#VSMScrunchies

2 Likes

**VSMScrunchies**  
Yesterday at 15:00

Having one of our Pastel Collection is absolute babe!! Match our Baby purple scrunchie with your outfit. Pm us for price 🥰  
#Scrunchies  
#VSMScrunchies

1 Like

**VSMScrunchies**  
16 hrs

OMG!! All of these colours are absolute babe!! Never leave your house without a scrunchie! Have you add this Pastel Collection to your cart? ❤️  
#Scrunchies  
#VSMScrunchies

1 Like

**VMSScrunchies**  
11 hrs · 🌐

Handmade satin silk scrunchie!!  
Check out our page for more colours in our Pastel Collection!! PM us to place order. 🍷  
#Scrunchies  
#VMSscrunchies



**VMSScrunchies**  
11 hrs · 🌐

Handmade satin silk scrunchie!!  
Check out our page for more colours in our Pastel Collection!! PM us to place order. 🍷  
#Scrunchies  
#VMSscrunchies



**VMSScrunchies**  
12 hrs · 🌐

Handmade satin silk scrunchie!!  
Check out our page for more colours in our Pastel Collection!! PM us to place order. 🍷  
#Scrunchies  
#VMSscrunchies



**VMSScrunchies**  
12 hrs · 🌐

Handmade satin silk scrunchie!!  
Check out our page for more colours in our Pastel Collection!! PM us to place order. 🍷  
#Scrunchies  
#VMSscrunchies



**VMSScrunchies**  
13 hrs · 🌐

Handmade satin silk scrunchie!!  
Check out our page for more colours in our Pastel Collection!! PM us to place order. 🍷  
#Scrunchies  
#VMSscrunchies



**VMSScrunchies**  
13 hrs · 🌐

Handmade satin silk scrunchie!!  
Check out our page for more colours in our Pastel Collection!! PM us to place order. 🍷  
#Scrunchies  
#VMSscrunchies



## 4.5 Facebook (FB) post - Copywriting (Soft sell)

**VMSScrunchies**  
14 hrs · Facebook for Android · 🌐

The definition of scrunchie 🍷  
VMSscrunchies are the ideal choice for all hair types.  
#Scrunchies  
#VMSscrunchies



**VMSScrunchies**  
15 hrs · Facebook for Android · 🌐

Here's some quotes for you scrunchies lovers 🍷  
When you feel like no matter what you do to your hair and yet it still doesn't look good, worry not cause there will be a scrunchie to fix your problem 🍷  
#Scrunchies  
#VMSscrunchies



**VMSScrunchies**  
18 hrs · Facebook for Android · 🌐

The best hair scrunchie built for strong and ambitious woman 🍷  
It's time for you to try one for yourself and explore our collection of adjustable hair scrunchies.  
#Scrunchies  
#VMSscrunchies



1 Like

**VSMScrunchies**  
16 hrs · Facebook for Android · 🌐

This is the reasons why we should make the switch to Scrunchies 😊  
Scrunchies are less likely to cause headaches. ✨



1 Like

**VSMScrunchies**  
17 hrs · Facebook for Android · 🌐

Having problems with a small hair bun on the back when wear hijab or headscarf? Try VSMScrunchies and it will gives volume and make you be more fashionable. ✨

#Scrunchies  
#VSMscrunchies



Without Scrunchies

With Scrunchies

1 Like

**VSMScrunchies**  
19 hrs · Facebook for Android · 🌐

The hair-transforming product that will put any 2022 hair resolution within sight ✨

Put your hair up in style with our satin silk Scrunchies 😊  
DM us for more  
#Scrunchies  
#VSMscrunchies



1 Like

**VSMScrunchies**  
20 hrs · Facebook for Android · 🌐

Fun fact 🤩 ✨  
Good morning Scrunchies lovers ✨

Complete your day with our handmade scrunchies 🤩 Don't forget to get your Scrunchies today 😊

#scrunchies  
#VSMscrunchies



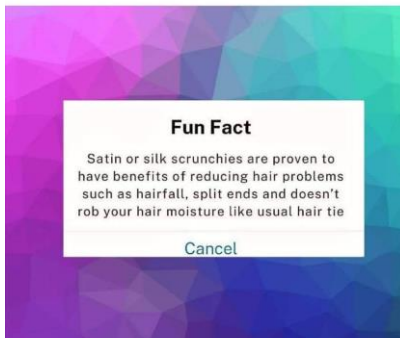
1 Like

**VSMScrunchies**  
21 hrs · Facebook for Android · 🌐

Fun fact 🤩 ✨  
Good morning Scrunchies lovers ✨

Complete your day with our handmade scrunchies 🤩 Don't forget to get your Scrunchies today 😊

#Scrunchies  
#VSMscrunchies

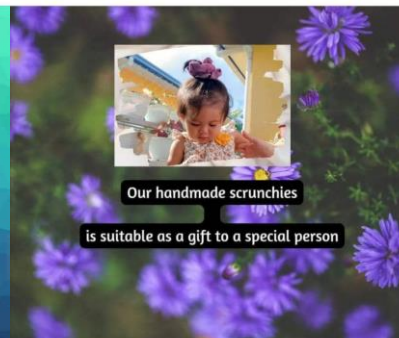


1 Like

**VSMScrunchies**  
Today at 00:05 · Facebook for Android · 🌐

Who looking for a scrunchies as a gift to a special person? Here we are 🤩

VSMScrunchies provide a high quality handmade scrunchies which is also suitable as a gift. If you choose our Scrunchies as a gift, the... More



1 Like

**VSMScrunchies**  
Yesterday at 23:05 · Facebook for Android · 🌐

If you are busy and don't have time to styling your hair? Never have to worry about minimizing performance due to readjusting your hair!! Just try VSMScrunchies it will becomes easy and fast.

After this you will become more confident and your friends will praise your beauty 🌟👑

#Scrunchies  
#VSMScrunchies



1 Like

**VSMScrunchies**  
Yesterday at 22:06 · Facebook for Android · 🌐

Let's try out our high quality handmade satin silk scrunchies 🌟

VSMScrunchies works with any hair length; long or short, and also any hair texture; straight, curly or wavy 🌟 DM us for more details👉

#Scrunchies  
#VSMScrunchies



1 Like

**VSMScrunchies**  
Yesterday at 21:01 · Facebook for Android · 🌐

What hairstyles we can do with VSMScrunchies?  
Here's 6 cute and beautiful example of hairstyles with Scrunchies.

1. The top knot
2. The high space bun
3. The low messy bun
4. The half pony
5. The braided ponytail
6. The scrunch ponytail

Which one is your favourite? 🌟

#Scrunchies  
#VSMScrunchies



2 Likes

**VSMScrunchies**  
Yesterday at 20:02 · Facebook for Android · 🌐

Our handmade scrunchies is really easy to wear and easy to make any kind of hairstyles.

With VSMScrunchies, you will be always in style 😊

#Scrunchies  
#VSMScrunchies



VSMScrunchies

2 Likes

**VSMScrunchies**  
Yesterday at 18:30 · 🌐

There are several steps to wash your satin silk scrunchies and the process was so much easier.

Follow the step and your hair will getting healthier 🌟

#Scrunchies  
#VSMScrunchies



2 Likes

**VSMScrunchies**  
Yesterday at 14:54 · Facebook for Android · 🌐

Good evening 🌟  
Today we want to share about our handmade Scrunchies.

Product Details:

- Type : Scrunchies
- Size : Free size
- Fabric material : Satin silk
- Colors : Pastel colors

Support our handmade product  
#Scrunchies  
#VSMScrunchies



2 Likes



## **Conclusion**

In conclusion, VSM.com scrunchies able to provide a high quality handmade scrunchies that can solve costumer's hairstyle problem. VSM.co scrunchies is a simple profitable business with very low investment, which can be even started from home. Scrunchies is actually uncomplicated manufacturing process and to make it has a good market potentiality we choose the best material such as satin silk fabrics. We have the unique ability to change a bad lifestyle because our product gives many benefits to our customers. VSM. Co scrunchies are very essential from children to women for a comfortable hairband and also for fashion purpose.

We are finally learned how to launching our first handmade products on social platform and the process was so simple to promoting our small product. From social platform like Facebook, we able to learn how to design and create a soft sell and hard sell advertisement so that we can gets every possible customer know about our product.

