



UNIVERSITI TEKNOLOGI MARA

FACULTY OF BUSINESS AND MANAGEMENT

BACHELOR OF OFFICE SYSTEM MANAGEMENT (BA232)

ENT530: PRINCIPLE OF ENTREPRENEURSHIP



SOCIAL MEDIA PORTFOLIO: M.N Jersey

**GROUP:
ENT530K**

Prepared by:

ALIFF NAJMI BIN ABDUL YAZID	2021511901
MEGAT AIRIL ROSSYAIDI BIN MEGAT AHMAD TARMIZI	2021349615

Prepared for:
Sir Raslan bin Nordin

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1.0 Acknowledgment

First and foremost, we would like to thank Allah s.w.t for giving us the strength and ability to complete this report successfully and in time. We would like to express our deepest expressions to our lecturer for all the precious comments, guidance, ideas, advice, and also encouragement throughout the development of this report. With her guidance, we were able to gain a lot of knowledge in making this report.

We wish to express our deepest gratitude to our lecture, Sir Raslan bin Nordin, who had taught us the Principle of Entrepreneurship (ENT530). We are immensely grateful to him because he had dedicated his energy and resources to give us a clearer way to complete this assignment.

We also want to thank University Technology MARA (UiTM) for including this assignment as a requirement for this subject as we have gained through it. We would also like to thank my group mates for contributing by sharing their ideas and providing guidance to complete this report. Not to forget the support and encouragement they gave to each of us throughout this period.

Special thanks to our parents and siblings that have provided us with moral support and strength to complete this report. To them, we would like to extend our obligation and gratitude for their continuous support, patience, prayer, and advice are much appreciated. Not to mention all your kindness, support, and opinion. Thank you all very much.

2.0 Executive Summary

Social media, in its broadest sense, refers to websites and software that promote collaboration, sharing of content, engagement and community-based input. Social media used by people to connect with their friends, families, and other communities. In order to accomplish their marketing and branding objectives, the majority of businesses in the world of business develop and publish content on social media networks. The goal of this assignment is to teach us a variety of new skills related to selling online using social media, how to use teaser advertisements, hard sells, and soft sells. To do this, we need to use ADICA techniques to pique the interest of potential customers, draw them in with offers to buy our products, and ultimately increase our sales.

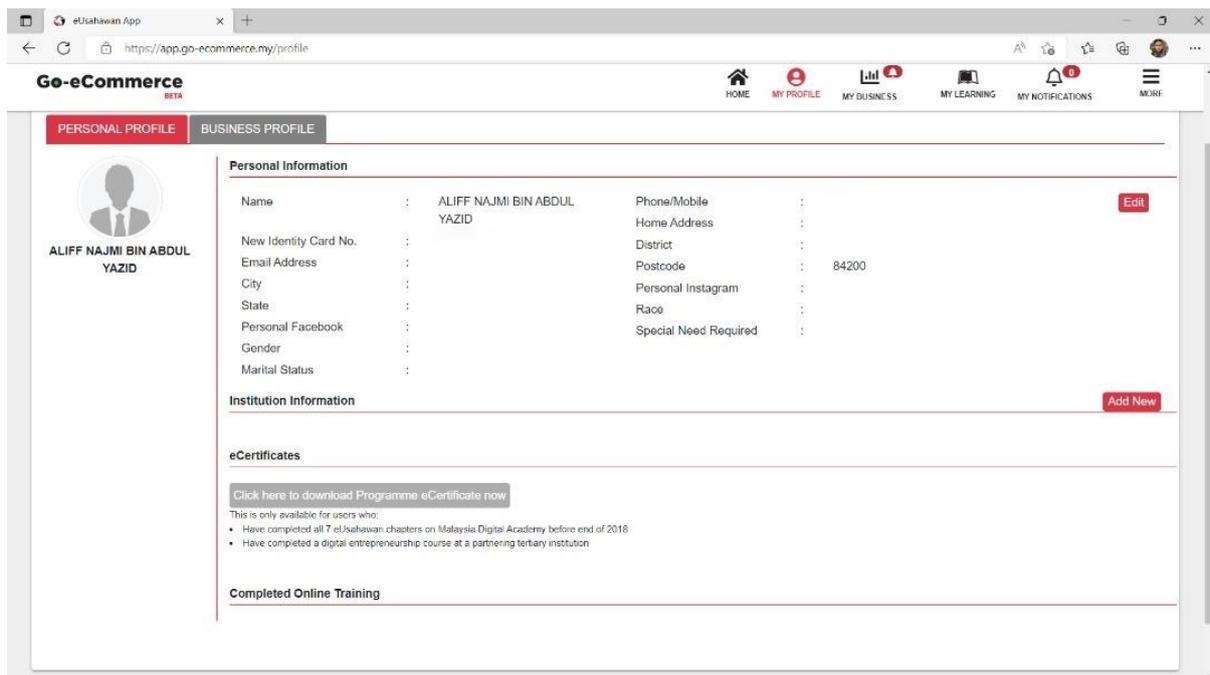
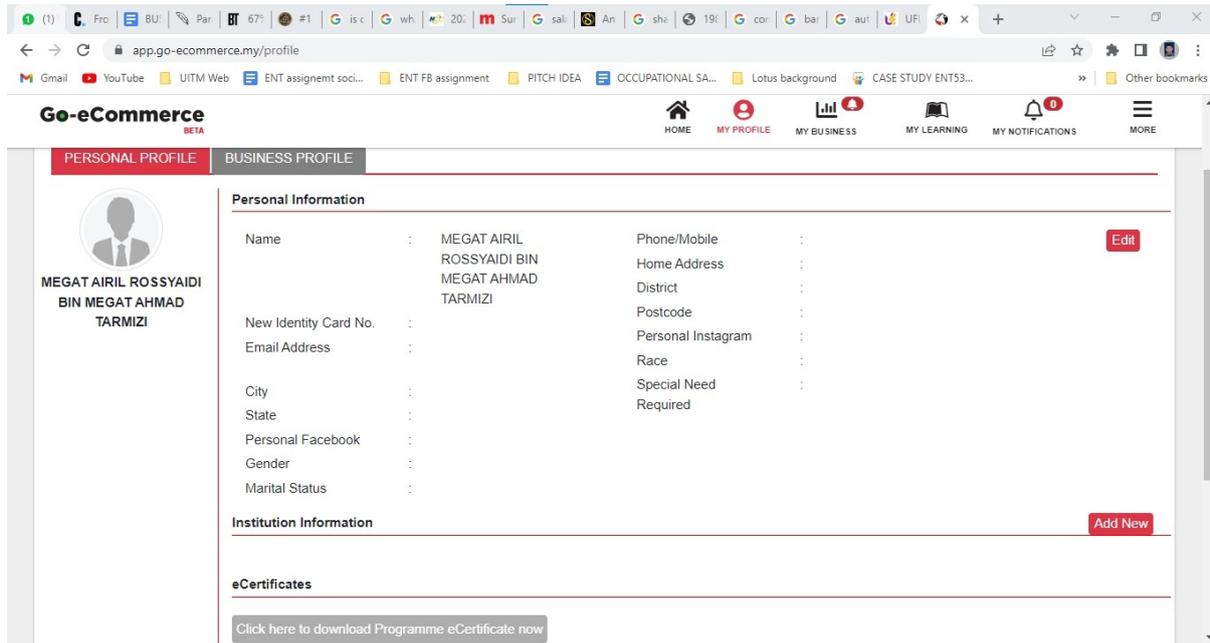
M.N Jersey is a partnership business that sells a variety of football jersey from all Europe teams. Our jersey is using two types of fabrics such as cotton and microfiber. Customers can choose which type of fabrics make that comfortable for them. Cotton material is soft on skin which makes it one of the most comfortable fabrics available in the market. Customers are recommended to choose cotton fabric if they see themselves wearing it in air conditioner environment, or for a short walk. Microfiber fabric is the most ideal type of jersey to wear in hot weather like Malaysia as it keeps you cool and comfortable outside.

M.N Jersey will extensively promote the business online, using sites such as Facebook. Customers can therefore buy our products that they choose to. Despite of our lack of skills in advertising, Facebook is a platform that can help us as entrepreneurs to accomplish our objectives. Facebook make it simpler for us to create sales and contact our customers because it is affordable and easy to track. With the price ranging from RM55 to RM80 for our jersey, we have made several offer every month for which brings value for customer to buys football kits from us.

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3.0 Go-Ecommerce Registration



4.0 INTRODUCTION OF BUSINESS

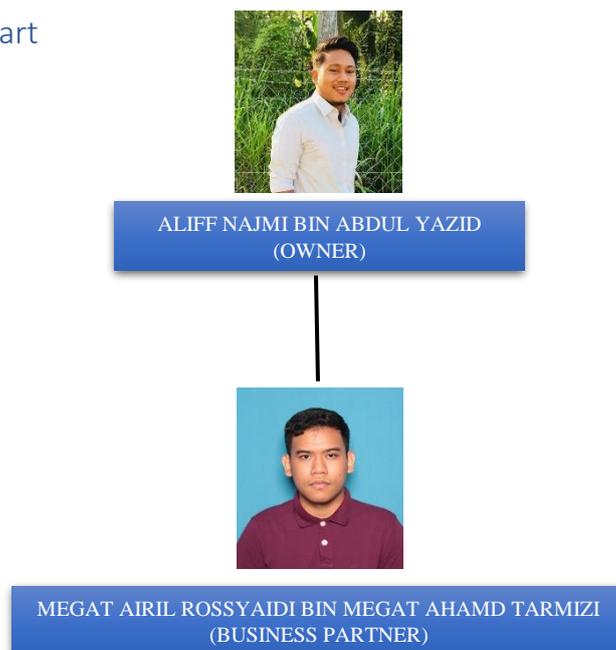
a) Name and Address of Business

M.N Jersey is a business name that we had decided which is to show that our main product is selling jersey or football kits. M.N is the acronym of our name, and the word jersey is to represent that our organization are focus on selling jersey business. Our target market are football fans especially adult and teenagers around the age of 13 and above who watch European league and competition.



Business Name:	M.N Jersey
Slogan:	High quality jersey for all.
Categories of Business:	Jersey shop
Business Address:	

b) Organizational Chart



c) Mission and Vision

MISSION	VISION
To be the best retails in shop in Malaysia by providing a high quality jersey at affordable price.	To M.N Jersey as a well know brand in Malaysia to find jersey top quality jersey

d) Description of Product and Price

M.N Jersey product are guarantee high quality and customer will be given point card that they can collect until the certain amount, and it can be used to get a discount on their next purchases. In addition, the packaging is clean and neat which will enhance the customer experience when buying from our store.

PRODUCTS	DESCRIPTION AND PRICE
	<p><u>Juventus Home 22/23</u></p> <p>Type: Player Issue Size: S to 2XL Postage: RM 8</p> <p>Price: RM 55</p>
	<p><u>Arsenal Third 22/23</u></p> <p>Type: Player Issue Size: S to 2XL Postage: RM 8</p> <p>Price: RM 55</p>
	<p><u>Juventus 4th 21/22</u></p> <p>Type: Player Issue Size: S to 2XL Postage: RM 8</p> <p>Price: RM 60</p>
	<p><u>England Home</u></p> <p>Type: Player Issue Size: S to 2XL Postage: RM 8</p> <p>Price: RM 70</p>
	<p><u>Tottenham Home 22/23</u></p> <p>Type: Player Issue Size: S to 2XL Postage: 8</p> <p>Price: RM 70</p>

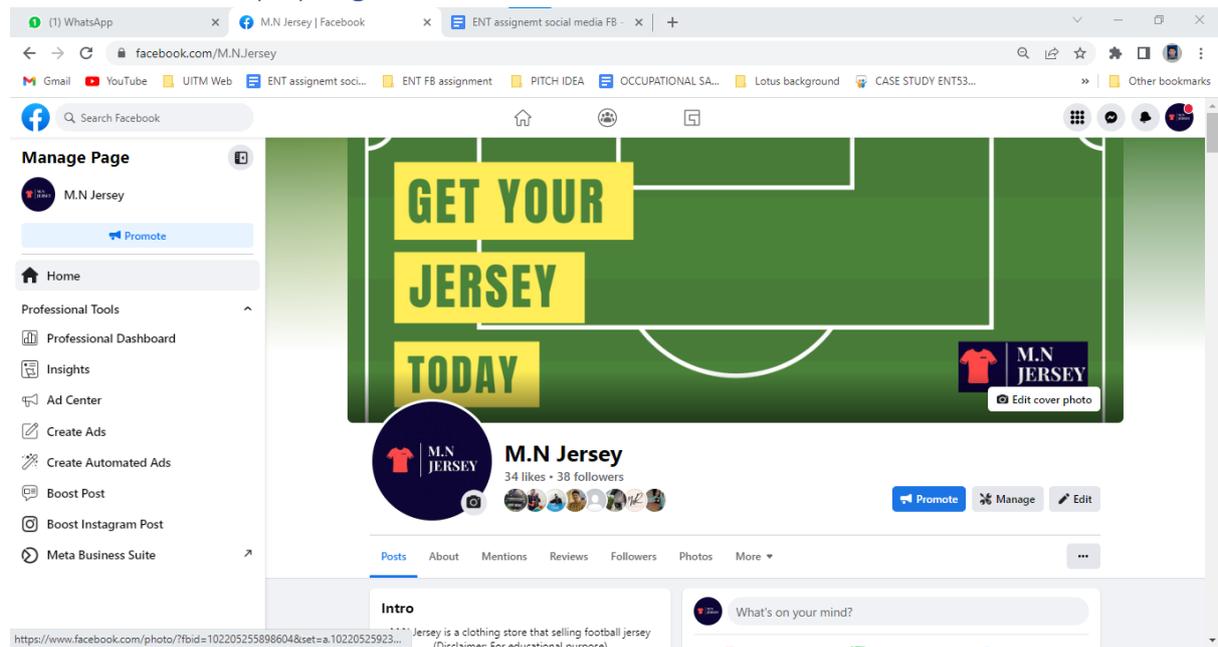
	<p style="text-align: center;"><u>Real Madrid Home 22/23</u></p> <p>Type: Player Issue Size: S to 2XL Postage: RM 8</p> <p>Price: RM 60</p>
	<p style="text-align: center;"><u>Liverpool Away 22/23</u></p> <p>Type: Player Issue Size: S to 2XL Postage: RM 8</p> <p>Price: RM 70</p>
	<p style="text-align: center;"><u>Manchester United Special Edition Camo</u></p> <p>Type: Player Issue Size: S to 2XL Postage: RM 8</p> <p>Price: RM 70</p>
	<p style="text-align: center;"><u>Bayern Munich Special Edition Red</u></p> <p>Type: Player Issue Size: S to 2XL Postage: RM 8</p> <p>Price: RM 70</p>
	<p style="text-align: center;"><u>Arsenal Special Edition</u></p> <p>Type: Player Issue Size: S and M Postage: RM 8</p> <p>Price 70</p>
	<p style="text-align: center;"><u>Arsenal Away 22/23</u></p> <p>Type: Player Issue Size: S to 2XL Postage: RM 8</p> <p>Price: RM 80</p>
	<p style="text-align: center;"><u>Manchester City Away 22/23</u></p> <p>Type: Player Issue Size: S to XL Postage: RM 8</p> <p>Price: RM 70</p>
	<p style="text-align: center;"><u>Chelsea Black 22/23</u></p> <p>Type: Player Issue Size: S to L Postage: RM 8</p> <p>Price: RM 60</p>

5.0 FACEBOOK

We have set up a Facebook page for our business. This was done to help us to promote our products through online platform. Our target market are football fans, especially those who live close to our place of business.

Other than that, we are also aware that nowadays customer prefer to search and find information through online. Therefore, setting up a Facebook page is one of the best ways for our business to communicate with customer.

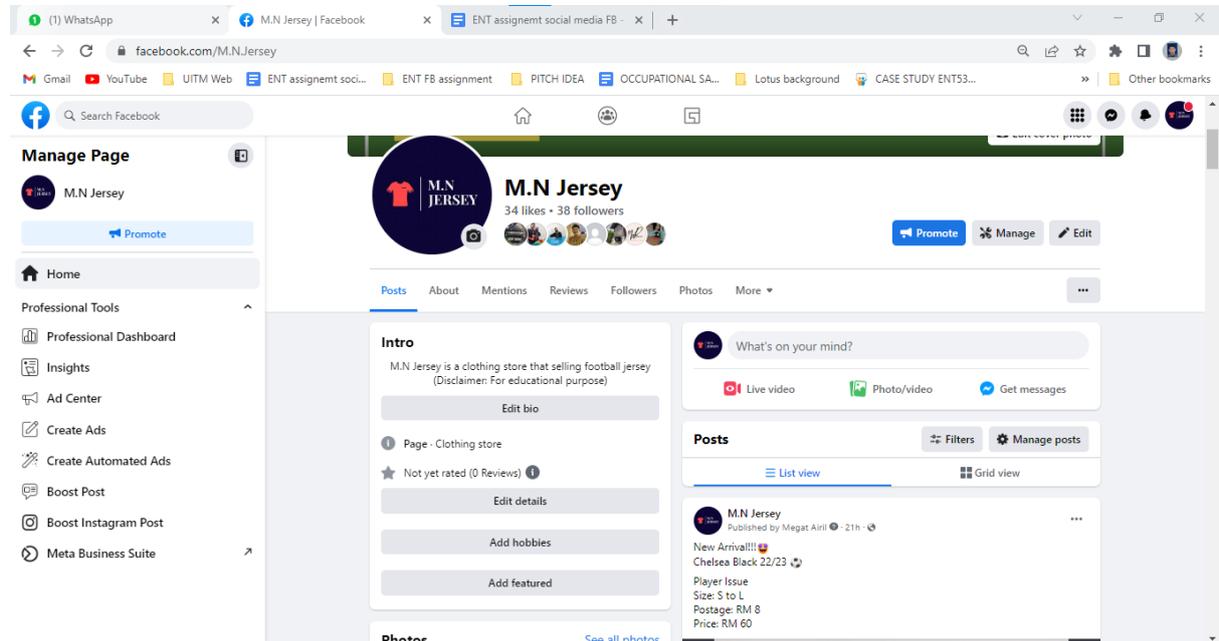
Create Facebook (FB) Page



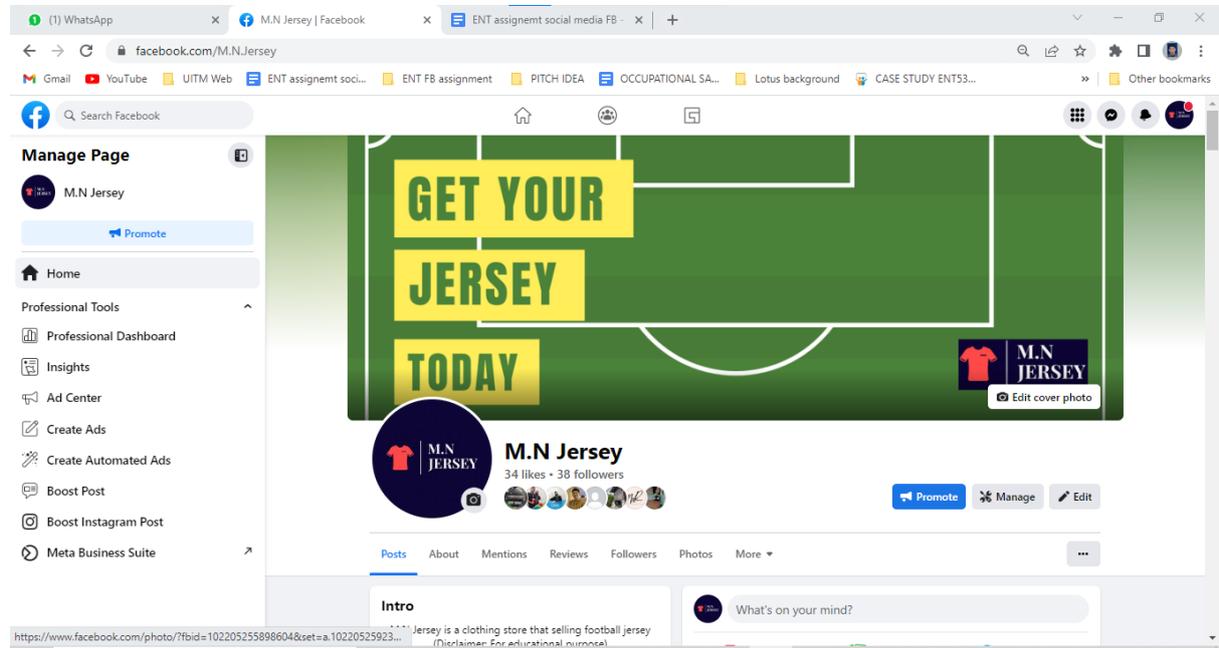
Customize URL Facebook (FB) Page

URL FB PAGE:

<https://www.facebook.com/M.N.Jersey>



Number of Likers



Facebook (FB) Post – Teaser Advertisement

- Teaser 1



- Teaser 2



- Teaser 3

M.N Jersey
Published by Megat Airil · June 29 at 10:59 AM · 🌐

Get ready for the new season 22/23 🎉
Here at @M.N.Jersey we have a big announcement for you!!!
STAY TUNED 🤫🤫🤫



See Insights [Boost post](#)

- Teaser 4

M.N Jersey
Published by Megat Airil · July 6 at 2:52 AM · 🌐

We're happy to announce that our
Raya Aidil Adha Promo is coming soon 🎉
Exciting Deals for this Raya Festive 🔥🔥🔥



See Insights [Boost post](#)

- Teaser 5

M.N Jersey
Published by Megat Airl · July 22 at 5:41 PM · 🌐

Stay tuned...



See Insights [Boost post](#)

👍 1

- Teaser 6

M.N Jersey
Published by Megat Airl · July 22 at 7:42 PM · 🌐

Get excited our new products has just arrived 😄😄😄



See Insights [Boost post](#)

- Teaser 7

M.N Jersey
Published by Megat Airil · July 22 at 7:44 PM · 🌐

New kits from Premier League Club and many more 😄😄😄

@M.N Jersey

See Insights [Boost post](#)

Facebook (FB) Post- Hard Sell

- Hard Sell 1

M.N Jersey
Published by Alif Najmi • April 28

JUVENTUS HOME 22-23

- ✓ GRED PLAYER ISSUE
- ✓ S to 2XL
- ✓ POSTAGE RM 8 (Semenanjung)
- ✓ PENGHANTARAN KE SELURUH SEMENANJUNG MALAYSIA, SABAH & SARAWAK

RM 55 not including postage

Grab your jersey now



See Insights [Boost post](#)

4

- Hard Sell 2

M.N Jersey
Published by Alif Najmi • May 1

ARSENAL THIRD 22-23

- ✓ PLAYER ISSUE
- ✓ S to 2XL
- ✓ POSTAGE RM 8
- ✓ POST TO ALL MALAYSIA, SABAH & SARAWAK

RM 55 not include postage

GRAB YOUR JERSEY NOW



See Insights [Boost post](#)

4

Like Comment Share

- Hard Sell 3

M.N Jersey
Published by Aliff Najmi • May 6

JUVENTUS 4TH 21-22RM!! 🔥

- ✓ GRED PLAYER
- ✓ SIZE S TO 2XL
- ✓ POSTAGE RM 8 (SM)

RM 60 exclude postage
Grab your jersey now!! 🔥



See Insights [Boost post](#)

4

- Hard Sell 4

M.N Jersey
Published by Aliff Najmi • May 7

ENGLAND HOME
PLAYER ISSUE
S M L XL 2XL : RM 70
-
Tak termasuk postage



See Insights [Boost post](#)

4

- Hard Sell 5

M.N Jersey
Published by Aiff Najmi • May 10

TOTTENHAM HOME 22-23
✓ GRED PLAYER ISSUE
✓ SIZE S TO 2XL
✓ POSTAGE RM 8 (SEMENANGJUN)

Only RM 70 exclude postage
GRAB YOUR JERSEY NOW !! 🔥



See Insights [Boost post](#)

4

- Hard Sell 6

M.N Jersey
Published by Aiff Najmi • May 12

REAL MADRID HOME 22-23
✓ GRED PLAYER ISSUE
✓ SIZE S TO 2 XL
✓ POSTAGE RM 8

RM60 exclude postage
GRAB YOUR JERSEY NOW !! 🔥



See Insights [Boost post](#)

5

Like Comment Share

- Hard Sell 7

M.N Jersey
Published by Alim Najmi • May 14

LIVERPOOL AWAY 22-23
PLAYER ISSUE
S M L XL 2XL : RM 70
Tak termasuk postage



See Insights [Boost post](#)

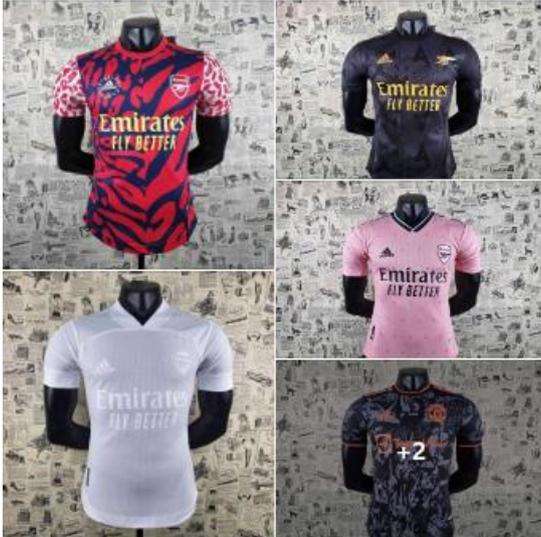
4

Like Comment Share

- Hard Sell 8

M.N Jersey
Published by Alim Najmi • May 17

Jersey Manchester United & Arsenal
✓ Player issue
✓ S to 2XL
✓ Postage RMB
RM60 exclude postage
Grab your jersey now 🛒🔥



See Insights [Boost post](#)

6

- Hard Sell 9

M.N Jersey
Published by Alif Najmi • May 27

MAN UNITED SPECIAL EDITION CAMO
PLAYER ISSUE
S M L XL : RM 70

Tak termasuk postage



See Insights [Boost post](#)

+ 1

Like Comment Share

- Hard Sell 10

M.N Jersey
Published by Alif Najmi • May 27

BAYERN MUNICH SPECIAL EDITION RED
PLAYER ISSUE
S M L XL 2XL : RM 70

Tak termasuk postage



See Insights [Boost post](#)

+ 1

Like Comment Share

- Hard Sell 11

M.N.Jersey
Published by Alif Najm • May 27

ARSENAL SPECIAL EDITION
PLAYER ISSUE
S M : RM 70

Tak termasuk postage



See Insights Boost post

1

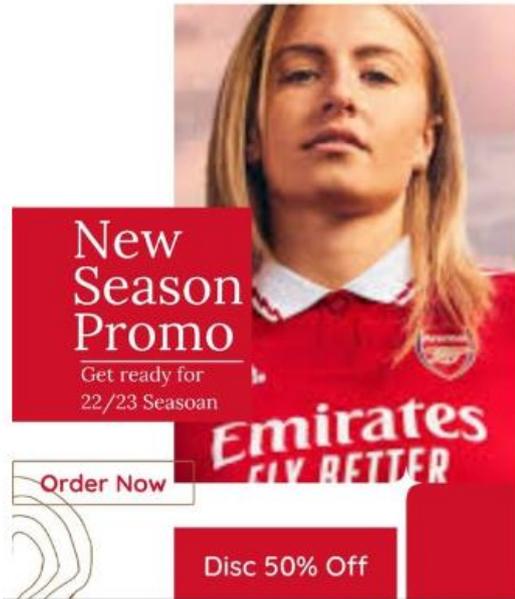
Like Comment Share

- Hard Sell 12

M.N.Jersey
Published by Megat Auli • June 29 at 2:47 PM

For the upcoming season 22/23 🏆🏆🏆
We're having a 50% discount for every kits purchases 🛒
Available for limited time only
Order Now!!!

@M.N.Jersey



See Insights Boost post

- Hard Sell 13

M.N Jersey
Published by Megat Airl · June 29 at 10:10 PM

REMINDER 📢📢📢

**OUR NEW SEASON 22/23 OFFER
ARE FOR LIMITED TIME ONLY**



DON'T MISS OUT
@M.N.JERSEY

See Insights [Boost post](#)

Like Comment Share

- Hard Sell 14

M.N Jersey
Published by Megat Airl · July 6 at 7:25 PM

Its finally here!!!
Order Now 🛒



AIDIL ADHA PROMO
50% discount for two kits purchases

See Insights [Boost post](#)

1

Like Comment Share

- Hard Sell 15

M.N Jersey is 😊 feeling thankful.
Published by Megat Airil · 21h · 🌐

New Arrival!!!! 🎉
Arsenal Away 22/23 🌐

Player Issue
Size: S to 2XL
Postage: RM 8
Price: RM 80



See Insights [Boost post](#)

👍 Like 💬 Comment ➦ Share

Write a comment... 🗨️ 📷 📺 🗣️

- Hard Sell 16

M.N Jersey
Published by Megat Airil · 21h · 🌐

New Arrival!!!! 🎉
Man City Away 22/23 🌐

Player Issue
Size: S to XL
Postage: RM 8
Price: RM 70



See Insights [Boost post](#)

👍 Like 💬 Comment ➦ Share

Write a comment... 🗨️ 📷 📺 🗣️

- Hard Sell 17



Facebook (FB) Post- Soft Sell

SOFT SELL 1

M.N Jersey
Diterbitkan oleh Aliff Najmi · 19j · 🌐

Find your favorite jersey ?. We provide a variety of your favorite club jerseys. if interested please pm us at the WhatsApp link provided.



The image shows a Facebook post for 'M.N Jersey'. The main visual is a promotional graphic for Real Madrid. It features a man's face in the background, a soccer ball, and two white Real Madrid jerseys on mannequins. The text 'HALA MADRID' is written in a stylized, outlined font. The jerseys have the Adidas logo and 'Emirates FLY BETTER' printed on them. At the bottom of the post, there is a 'WhatsApp' button.

M.N Jersey

WhatsApp

SOFT SELL 2

M.N Jersey
Diterbitkan oleh Aliff Najmi · 18j · 🌐

Arsenal jerseys are now among the hottest jerseys on the market. Have sizes for all ages!!!!
Grab Your jersey nowwww !!!!



The image shows a Facebook post for 'M.N Jersey'. The main visual is a promotional graphic for Arsenal. It features a mannequin wearing a red and white Arsenal jersey with the Adidas logo and 'Emirates FLY BETTER' printed on it. The background includes the Arsenal crest and the text 'THE GUNNERS' in a stylized font. At the bottom of the post, there is a 'WhatsApp' button.

M.N Jersey

WhatsApp

SOFT SELL 3

M.N Jersey
Diterbitkan oleh Aliff Najmi · 18j · 🌐

Want to have a jersey like liverpool star Darwin Nunez? We mn jersey provide high quality jersey that can not be where the store. buy it now!!



The advertisement features a dark red background with the text 'RED TOGETHER' in a stylized, outlined font. Below the text is a large, faint watermark of the Liverpool FC crest. In the center, there is a smaller inset image showing the back of a red Liverpool jersey with the name 'DARWIN' and the number '27' printed on it.

[Lihat Wawasan](#) [Galakkan Siaran](#)

SOFT SELL 4

M.N Jersey
Diterbitkan oleh Aliff Najmi · 18j · 🌐

We MN jersey provide high quality jersey that can not be where the store. buy it now!!



The advertisement shows a red and white horizontally striped jersey displayed on a black mannequin. The jersey features the Adidas logo on the right chest, the Bayern Munich club crest on the left chest, and a large white 'T' logo with a horizontal line through it across the front.

[Lihat Wawasan](#) [Galakkan Siaran](#)

SOFT SELL 5

M.N Jersey
Diterbitkan oleh Aliff Najmi · 18j · 🌐

High-quality jerseys that can't be where the store is.
MN jersey is a place that offers the desired quality.
Buy it now!!



SOFT SELL 6

M.N Jersey
Diterbitkan oleh Aliff Najmi · 18j · 🌐

A wide range of attractive jersey offers at MN Jersey .
From various leagues around the world. Buy right away while the stock is still there!!



SOFT SELL 7

M.N Jersey
 Diterbitkan oleh Aliff Najmi · 18j · 🌐

Ajax Amsterdam is one of the strongest forces in continental Europe. They have given birth to the talents of the world's young talents. The featured jersey interests you? Come buy it with us now!!



SOFT SELL 8

M.N Jersey
 Diterbitkan oleh Aliff Najmi · 18j · 🌐

Spotify has been among the sponsors of Spain's biggest club, Barcelona. Interested in This Design?
 Pm immediately



M.N Jersey
 Kedai Pakaian

WhatsApp

SOFT SELL 9

M.N Jersey
Diterbitkan oleh Aliff Najmi · 18j · 🌐

The Malaysian jersey is our pride jersey. Let us all support our beloved national team Malaysia together!!
DemiMu Malaysia



SOFT SELL 10

M.N Jersey
Diterbitkan oleh Aliff Najmi · 18j · 🌐

We also provide printing services such as names, numbers and even patches of each league!
Buy Jersey now with your own name !!



SOFT SELL 11

M.N Jersey
Diterbitkan oleh Aliff Najmi · 18j · 🌐

Your opinion is all about the new design of the PSG jersey. Please give your opinion. Definitely quality and lawful design



[Lihat Wawasan](#) [Galakkan Siaran](#)

SOFT SELL 12

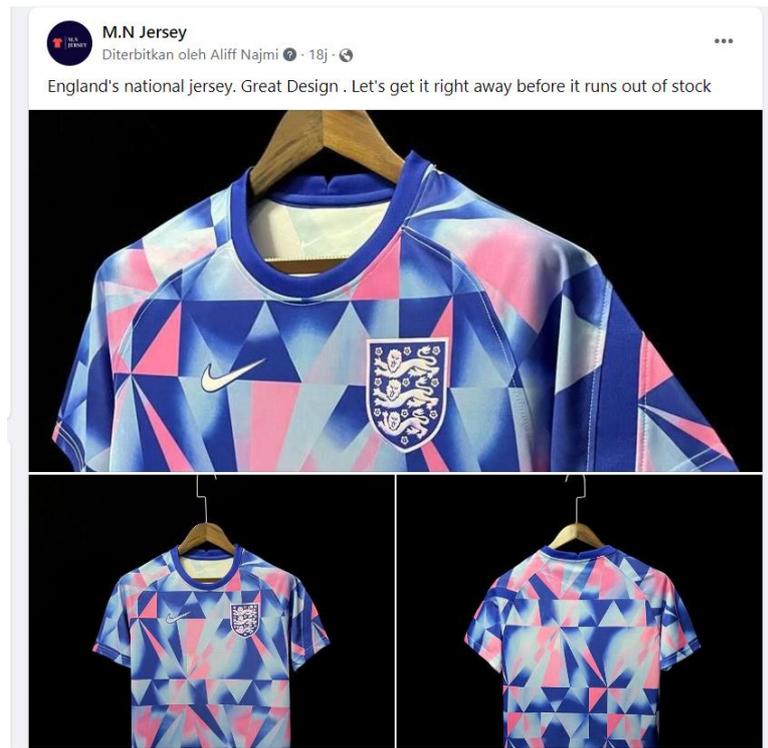
M.N Jersey
Diterbitkan oleh Aliff Najmi · 18j · 🌐

MN JERSEY also offers local team jerseys. Let's support the local club together for the sake of football Malaysia!! Ayuh MalaysiaKu! Tanah Tumpahnya DarahKu!!!!



[Lihat Wawasan](#) [Galakkan Siaran](#)

SOFT SELL 13



SOFT SELL 14



Graphic to each post/ Copywriting

TEASER

<p>TEASER 1</p>	
<p>TEASER 2</p>	
<p>TEASER 3</p>	
<p>TEASER 4</p>	

<p>TEASER 5</p>	
<p>TEASER 6</p>	
<p>TEASER 7</p>	

HARD SELL

<p>HARD SELL 1</p>			<p>HARD SELL 10</p>
<p>HARD SELL 2</p>			<p>HARD SELL 11</p>
<p>HARD SELL 3</p>			<p>HARD SELL 12</p>
<p>HARD SELL 4</p>			<p>HARD SELL 13</p>

<p>HARD SELL 5</p>			<p>HARD SELL 14</p>
<p>HARD SELL 6</p>			<p>HARD SELL 15</p>
<p>HARD SELL 7</p>			<p>HARD SELL 16</p>
<p>HARD SELL 8</p>			<p>HARD SELL 17</p>

<p>HARD SELL 9</p>			
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SOFT SELL

<p>SOFT SELL 1</p>			<p>SOFT SELL 8</p>
<p>SOFT SELL 2</p>			<p>SOFT SELL 9</p>
<p>SOFT SELL 3</p>			<p>SOFT SELL 10</p>
<p>SOFT SELL 4</p>			<p>SOFT SELL 11</p>
<p>SOFT SELL 5</p>			<p>SOFT SELL 12</p>

<p>SOFT SELL 6</p>			<p>SOFT SELL 13</p>
<p>SOFT SELL 7</p>			<p>SOFT SELL 14</p>

6.0 Conclusion

Overall, my partner and I feel really fortunate to have been able to successfully execute and complete this pair project. This project has given us a plethora of new information on how to market online using social media. We've learned how to employ a teaser. ads, hard sales, and soft sells need the adoption of AIDCA tactics to arouse interest our consumers' curiosity and entice them with an offer that requires them to act Purchase our stuff right away. Furthermore, as students studying office systems and management, we will profit from this project in the future if we work in a field that requires us to engage in marketing. Furthermore, by obtaining information and expertise in this pair project involving social media marketing, we are encouraged and given the opportunity to establish a business, become an agent, or dropship while we are studying. This may allow us to obtain more experience while also earning money while studying.