



اَوْنِيُوْ سِيْتِيْ بَاتِيْكَوْ لُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ACCOUNTANCY

UNIVERSITI TEKNOLOGI MARA

KAMPUS PUNCAK ALAM

AC220 - BACHELOR OF ACCOUTANCY (HONOURS)

ENT530 – PRINCIPLES OF ENTREPRENEURSHIP

CLASS : AC220B4D

SOCIAL MEDIA PORTFOLIO

PREPARED FOR:

MR RASLAN BIN NORDIN

PREPARED BY:

NO	NAME	STUDENT ID
1	LYN ANAK PALRICK	2020853598
2	FATIN NURSYUHADA BINTI AZLIN	2020482718

ACKNOWLEDGEMENT

First and foremost, I would like to express my gratitude to Mr. Raslan bin Nordin, our ENT530 lecturer, who has taught me and my classmates a lot of interesting things regarding entrepreneurship in which have given us the chance to be a step closer into the business world. I believe that through his guidance and support, we become super motivated to start our own small business in the future. Through his teachings, he made us realised that we all have hidden entrepreneurship skills inside in which we didn't realise beforehand. We would like to give him our biggest appreciation because he has tirelessly guided us throughout our assignment journey. Truly, he has played an important role in producing this social media portfolio.

Aside from that, we would like to thank our friends and classmates in AC220B4D for being there and lending us help when confusion occurred. Their amazing support have led us this far and we are grateful for that. It is such an exhausting and mentally draining semester but through their support and holding upon one another shoulders, we manage to go through this fine and well. They help us a lot in producing this portfolio and support our business by spreading words to others.

Last but not least, we would like to thank our family members for being a great support when it comes to starting a small business. They have been giving us ideas on what products are being sought after and providing us financial aids to start our small business journey. This left us feeling motivated and in return, everything turns out better than we had expected. This leaves us the urge on wanting to start our very own business in the future, one step at a time.

EXECUTIVE SUMMARY

One of the most wanted entrepreneur goals is achieving a successful business in the future. To gain success in the business does not only depends on what you have, but also on what you learn. Not only that, but hard work is also one of the keys on how an entrepreneur can achieve their goal. Since everything is at our fingertips, online platform is now a leading way to start a business by the new and old entrepreneur outsiders. It is a very convenient way of shopping, and everyone is slowly turning into it in this era. It only took us a second to make use of this opportunity to build a stable business via online platform alongside building a loyal customer base before deciding on expanding it even further.

FL Borneo Store is an online business that focuses on promoting Sarawak's most sought-after fabric and handmade crochet items. Since both are a 'hard-to-find' items, we decided to take the risk to become an agent as fabric resellers and crocheting products which requires a lot of process and time consuming. Both products have their own speciality and benefits to users. We aim to promote happiness through our products by ensuring its' quality and guaranteed fast delivery, right at their doorstep. FL stands for Fatin and Lyn, which is adapted from their name initial letter. As for the name 'Borneo store', the idea comes from the fact that we are both Sarawakian people.

We focus on promoting our products through social media platform. We choose Facebook for it is a low-cost marketing approach especially for a small business that had just started. Due to limited business budget, we decided to cut cost by turning to online platform and make use of word-of-mouth marketing. Since we are still in the recovery phase from this endemic, a vast majority of people opt for online shopping. We make use of this situation to attract potential customers through social media by posting aesthetic and eye-catching posts regarding our products. By having a goal to achieve, mission and vision, it gives us motivation and determination to achieve our goals of becoming a successful entrepreneur with a well-known online business platform in the future.

Last and not least, we believe that our Batik products will benefit both gender and people of different age groups. It is a pride symbol for Borneo people, and we would like to share the uniqueness to other people as well. As for the crochet items, it is a handmade item with love in which we are aiming to put a smile on people's face. We prioritise more in spreading happiness, which is why our items are all set affordable for all. Despite being a student, that does not hinder us from starting our own business journey and making our dream into reality.

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1.0 BUSINESS REGISTRATION

1.1 Go - Ecommerce Registration (FATIN and LYN)

app.go-ecommerce.my/profile

Go-eCommerce BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

Personal Information

Fatin Nursyuhada bt Azlin

Name	: Fatin Nursyuhada bt Azlin	Phone/Mobile	:	Edit
New Identity Card No.	:	Home Address	:	
Email Address	:	District	:	
City	:	Postcode	:	
State	:	Personal Instagram	:	
Personal Facebook	:	Race	:	Bumiputra Sarawak
Gender	: Female	Special Need Required	:	No
Marital Status	: Single			

Institution Information [Add New](#)

UITM Puncak Alam - Entrepreneurship Semester Mar 2022

Type of Institution	: IHL	Institution List	:	Universiti Teknologi
---------------------	-------	------------------	---	----------------------

app.go-ecommerce.my/profile

Go-eCommerce BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, .	Postcode	:	42300	
District of Institution	: Kuala Selangor	Study Status	:	Full time
Level of Study	: Bachelor Degree	Class Name	:	AC220B4D
Course Name	: Entrepreneurship Semester Mar 2022	Year Enrolling the subject	:	2022
Subject Name	: Principle of Entrepreneurship	Lecturer Name	:	Raslan Nordin
Month Enrolling the Subject	: 3	Year Of Internship Enrollment	:	
Internship Enrollment	: No	Period of Internship Training	:	
Month of Internship Enrollment	:	Expected Month To Complete Study	:	6
Expected Year To Complete Study	: 2024			
Related To Study Field	: Yes			

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

PERSONAL PROFILE **BUSINESS PROFILE**

Fatin Nursyuhada bt Azlin

Company Name	: FL Borneo Store	Company Registration No.	:	Edit
Type Of Business	: PLT	Business Role	:	Stockist/ Wholesaler
Facebook Page	: FL Borneo Store	Business Category/Business Sub-Category	:	Household, Hobbies & Lifestyles / Retails
Wechat for Business	:	Business Instagram Page	:	
Marketplace	:	Business Website	:	
Business Related to Your Study Field	: Yes	Type Of Website	:	
		Experience in International Export	:	

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

PERSONAL PROFILE BUSINESS PROFILE



LYN ANAK PALRICK

Personal Information

Name	: LYN ANAK PALRICK	Phone/Mobile	:	Edit
New Identity Card No.	:	Home Address	:	
Email Address	:	District	:	
		Postcode	:	
City	:	Personal Instagram	:	
State	:	Race	:	Bumiputra Sarawak
Personal Facebook	:	Special Need Required	:	No
Gender	: Female			
Marital Status	: Single			

Institution Information [Add New](#)

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	Study Status	:	Full time Edit Delete
Level of Study	: Bachelor Degree	Class Name	:	AC220B4D
Course Name	: Entrepreneurship Semester Mar 2022	Year Enrolling the subject	:	2022
Subject Name	: Principle of Entrepreneurship	Lecturer Name	:	Raslan Nordin
Month Enrolling the Subject	: 3	Year Of Internship Enrollment	:	
Internship Enrollment	: No	Period of Internship Training	:	
Month of Internship Enrollment	:	Expected Month To Complete Study	:	10
Expected Year To Complete Study	: 2024			
Related To Study Field	: Yes			

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

PERSONAL PROFILE BUSINESS PROFILE



LYN ANAK PALRICK

Company Name	: FLBorneoStore	Company Registration No.	:	202203143978 (003405488-V) Edit
Type Of Business	: PLT	Business Role	:	Product Owner
Facebook Page	: https://www.facebook.com/FLBorneoStore/	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	:	

Available Contest

1.2 My- ENT Certificate

	UNIVERSITI TEKNOLOGI MARA	Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)
MASMED YOUNG ENTREPRENEUR (MyENT)		
SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM		
No. Pelajar	:	2020482718
Nama	:	FATIN NURSYUHADA BINTI AZLIN
Program Pengajian	:	SARJANA MUDA PERAKAUNAN (KEPUJIAN)
Fakulti	:	Faculty of Accountancy
Kampus	:	Selangor
MAKLUMAT PERNIAGAAN		
Mod Perniagaan	:	Hybrid
Bidang Perniagaan yg diceburi	:	Penjualan kain batik
Tempoh Berniaga	:	
No. Pendaftaran Perniagaan	:	202203143978 (003405488-V)
URL Perniagaan	:	https://www.facebook.com/FLBorneoStore/
Alamat Premis Perniagaan	:	
Tarikh Mendaftar	:	12 Jun 2022
Tarikh Kemaskini	:	
Tarikh Cetak	:	18 Jun 2022
<p>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.</p> <p>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 dijalankan oleh penama adalah risiko dan tanggungjawab sendiri tanpa melibatkan kepentingan dan nama Universiti.</p>		
SALINAN PENDAFTARAN INI DIPERAKUI OLEH		
PENOLONG NAIB CANSOLOR KEUSAHAWANAN UITM		
Malaysian Academy of SME & Entrepreneurship Development (MASMED)		



UNIVERSITI
TEKNOLOGI
MARA

Akademi
Pembangunan PKS dan
Keusahawanan Malaysia
(MASMED)

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar : 2020853598
Nama : LYN ANAK PALRICK
Program Pengajian : SARJANA MUDA PERAKAUNAN (KEPUJIAN)
Fakulti : Faculty of Accountancy
Kampus : Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Hybrid
Bidang Perniagaan yg diceburi : Mengait bag kecil dan sling bag
Tempoh Berniaga :
No. Pendaftaran Perniagaan :
URL Perniagaan : <https://www.facebook.com/FLBorneoStore/>
Alamat Premis Perniagaan :
Tarikh Mendaftar : 12 Jun 2022
Tarikh Kemaskini :
Tarikh Cetak : 12 Jun 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 dijalankan oleh penama adalah risiko dan tanggungjawab sendiri tanpa melibatkan kepentingan dan nama Universiti.

SALINAN PENDAFTARAN INI DIPERAKUI OLEH
PENOLONG NAIB CANSOLOR KEUSAHAWANAN UiTM

Malaysian Academy of SME & Entrepreneurship Development (MASMED)

1.3 SSM Registration


SURUHANJAYA SYARIKAT MALAYSIA
COMPANIES COMMISSION OF MALAYSIA

BORANG D (KAEDAH 13)



**PERAKUAN PENDAFTARAN
AKTA PENDAFTARAN PERNIAGAAN 1956**

Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama

FL BORNEO STORE
NO. PENDAFTARAN: 202203143976 (003405488-V)

telah didaftarkan dari hari ini sehingga **8 JUN 2023** di bawah Akta Pendaftaran
Perniagaan 1956, beralamat di **KOLEJ DAHLIA 3, UITM PUNCAK ALAM ,
42300 BANDAR PUNCAK ALAM, SELANGOR**

Bil. Cawangan: TIADA

Bertarikh di **SISTEM EZBIZ** pada **9 JUN 2022**.


DATUK NOR AZIMAH ABDUL AZIZ
Pendaftar Perniagaan
Semenanjung Malaysia

UserID: EZBIZ Date: Thu Jun 09 14:17:40 MYT 2022

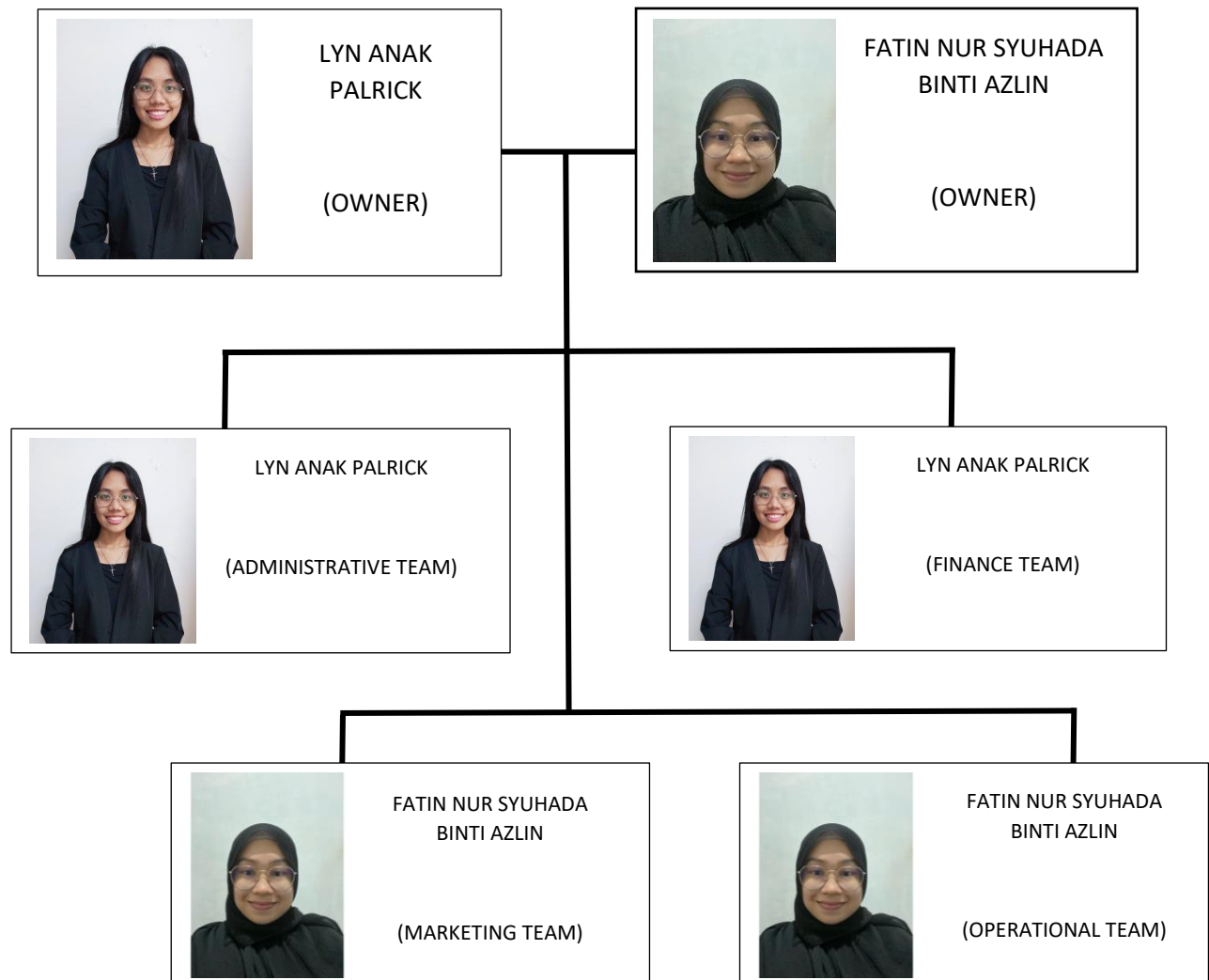
2.0 INTRODUCTION OF BUSINESS

2.1 Name and address of the business

FL Borneo Store is a small business which focuses on selling products via online platform. This business officially commences in June 2022 and our products are known as Batik Viral and crochet bags. The business offers two products at one time, giving customers the opportunity to choose while promising an affordable price for all. We provide delivery services throughout Malaysia and supports cash upon delivered. Through Facebook, we have attracted customers from different states, thus giving us the chance to deliver items via Pos Laju courier.

NAME OF BUSINESS	FL Borneo Store
LOGO	
FACEBOOK WEBPAGE	https://web.facebook.com/FLBorneoStore/
BUSINESS ADDRESS	Kolej Dahlia 3, UiTM Puncak Alam, 42300 Bandar Puncak Alam Selangor
BUSINESS EMAIL	
CONTACT NUMBER	
FORM OF BUSINESS	Partnership
MAIN ACTIVITIES AND TYPES OF PRODUCTS	Selling Batik fabric and crochet bags
DATE OF COMMERCEMENT	6 June 2022
NAME OF BANK	Bank Islam
ACCOUNT NUMBER	

2.2: Organizational Chart



2.3: Mission and vision of the business

The mission of our business is to meet the needs of everyone regardless of their gender and age group and to bring up their sense of fashion effortlessly, spiralling up their confidence and feeling good about themselves.

Our vision is to reach the concept of 'your happiness is our priority' through good quality guaranteed and affordable price for all.

2.4: Descriptions of products

PRODUCT	DESCRIPTIONS
	<p style="text-align: center;">BATIK VIRAL (FABRIC)</p> <ul style="list-style-type: none"> • Soft material • Free size (one size fits all) • Does not fade easily • Available in different colours and designs • Shipped directly from Sibu, Sarawak
	<p style="text-align: center;">BATIK VIRAL PALAZO AND BLOUSE (FABRIC)</p> <ul style="list-style-type: none"> • Free size • Suitable for all sizes • Requested design (with pocket or zip) • Handmade sewing cloth
	<p style="text-align: center;">BATIK SHIRT</p> <ul style="list-style-type: none"> • Size can be requested • Suitable for men • High quality handmade sewing shirt • Can be used it for special ceremony • Soft material
	<p style="text-align: center;">CROCHET POUCH BAG</p> <ul style="list-style-type: none"> • Soft yarn • The pouch is stretchable • Detailed yarn stitches • Comes in 5 colour variations • Drawstring allows easy closing



PHONE HOLDER

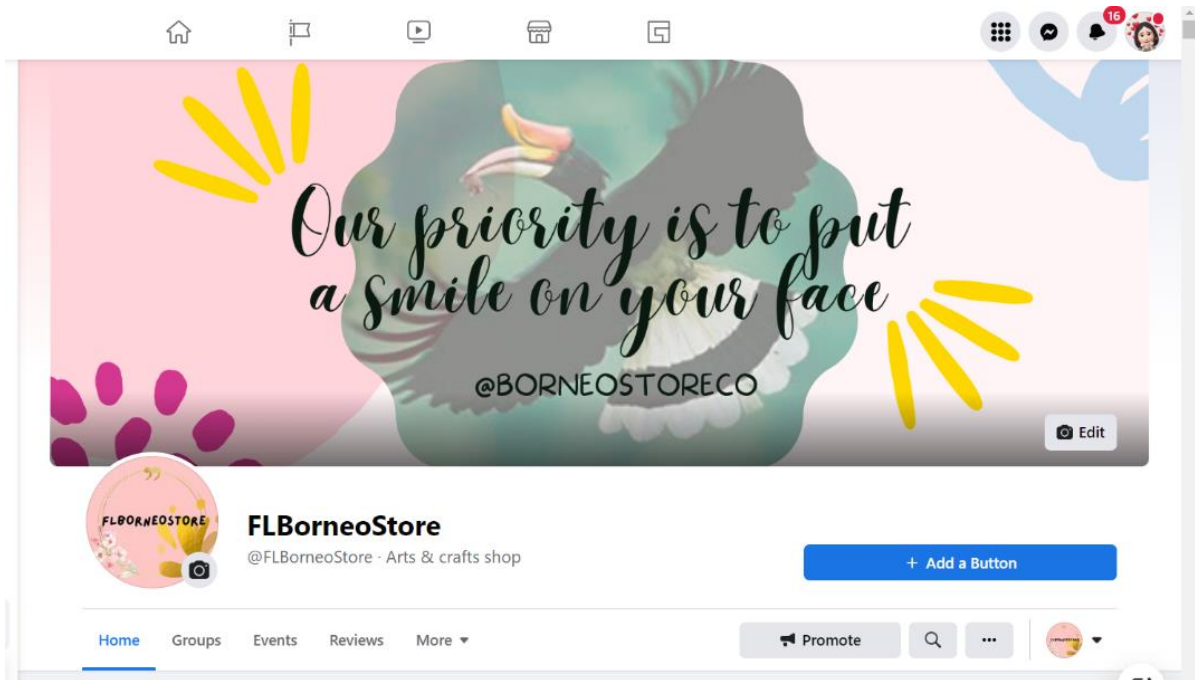
- Button to keep phone secured
- Comes with sting for easy handling
- Soft material
- Based on size request
- Two designs and 5 different colours

2.5: Price list of the product

PRODUCT	PRICE
Batik viral (Fabric)	RM10
Palazo and blouse	RM35
Batik shirt	RM30
Crochet pouch bag	RM12
Phone holder	RM30 / RM35

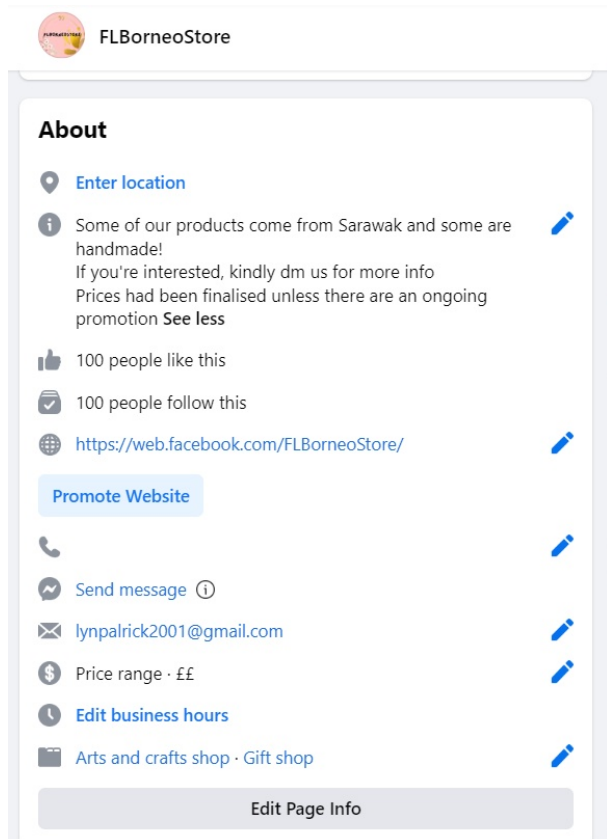
3.0 FACEBOOK PAGE

3.1 CREATING FACEBOOK PAGE



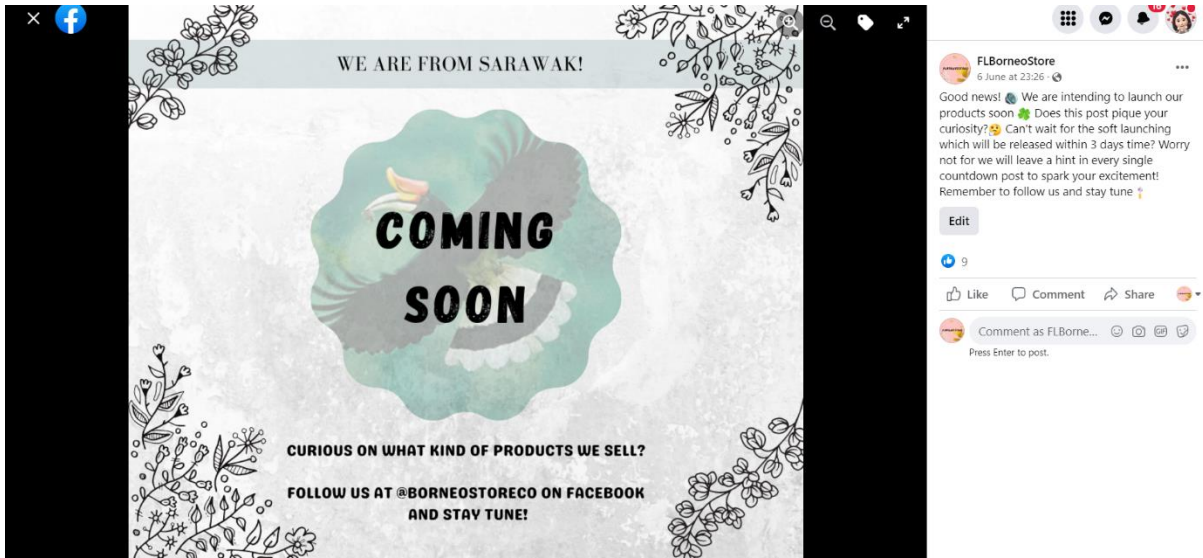
3.2: CUSTOMIZING URL FACEBOOK(FB) PAGE:

<https://web.facebook.com/FLBorneoStore/>



3.3: FACEBOOK POST (8 TEASERS)

Teaser 1



WE ARE FROM SARAWAK!

COMING SOON

CURIOUS ON WHAT KIND OF PRODUCTS WE SELL?
FOLLOW US AT @BORNEOSTORECO ON FACEBOOK AND STAY TUNE!

FLBorneoStore
6 June at 23:26 · 🌐

Good news! 🎉 We are intending to launch our products soon 🌱 Does this post pique your curiosity? 🤔 Can't wait for the soft launching which will be released within 3 days time? Worry not for we will leave a hint in every single countdown post to spark your excitement! Remember to follow us and stay tune 📣

Edit

9

Like Comment Share

Comment as FLBorneoStore · 🌐 📷 📹 📺

Press Enter to post.

Teaser 2



BORNEOSTORECO

EXCITING THING IS COMING YOUR WAY!

We do things for ourselves
And not to please others!

Buy what you love
Not what you loath

+601131799303 Borneostoreco

FLBorneoStore
6 June at 23:41 · 🌐

Are you excited for the D' Day? 🥳 The countdown is starting soon 🕒 so stay tune! 📣

Edit

9

Like Comment Share

Comment as FLBorneoStore · 🌐 📷 📹 📺

Press Enter to post.

Teaser 3

3 Days left!

CAN YOU GUESS?

PO__CH

B__

@BORNEOSTORE.CO

FLBorneoStore
7 June at 00:03

We are back with another post just for you! Can you guess the missing alphabets below? Why? What's that? It's a bit difficult! Let me help you! We will make things easier for you! We leave a blurred photo for you to guess and a hint - Crochet! Slide into our dm once you have completed! If you guess it right, we will give you 10% off for your very first purchase! Limited to only 2 people!! Until 9 June 2022 !!

11 likes, 1 comment

Dayang Senandung Dib
POUCH BAG
Like Reply Hide 1w

Teaser 4

BORNEOSTORE.CO

I SEE IT I WANT IT

I LIKE I GOT IT

IN LOVE WITH HANDMADE ITEMS OR WANNA RENEW YOUR WHOLE WARDROBE?

STAY TUNED BECAUSE IT IS COMING SOON!

@BORNEOSTORE.CO

FLBorneoStore
7 June at 12:52

Can't wait for the day to arrive! It is coming your way soon so turn on your notification for more exciting news! For the time being, why don't you join our countdown and participate in our guessing game?

11 likes, 1 comment

Comment as FLBorneoStore

Teaser 5

2 days left!

CAN YOU GUESS?

B__I__

U__AL

@BORNEOSTORE.CO

FLBorneoStore
7 June at 14:22

Hello borneostore.co followers! We are back with yet another post just for our lovely followers. Can you guess the missing alphabets below?

Again? You're still confuse? Dont worry! We will help you by giving out blurred images for you to guess. Here's the clue - Sarung that mostly woman wear and it's really popular!

Slide into our dm once you have completed! If you can guess our product correctly, we will give you an extra 10% for your first purchase. It's only 1... See more

8 likes, 1 comment

Dayang Senandung Dib
BATIK VIRAL
Like Reply Hide 1w

Teaser 6

Which one do you prefer?

THIS OR THAT?

SHARE US YOUR THOUGHTS!

+601131799303 FLBORNEOSTORE

FLBorneoStore
8 June at 14:43 · 🌐

Everyone has their own preferences but which one would you prefer most? Do you like crochet items or those which requires sewing? But 🤔 why choose one when you can have both? We are spoil for choices but in some circumstances, we can have them all! Tell us your thoughts!

Edit

4

Like Comment Share

Comment as FLBorneoStore... 📷 📧 📧 📧

Press Enter to post.

Teaser 7

1 days left!!

@FLBORNEOSTORE

FLBorneoStore
8 June at 14:45 · 🌐

Ready to learn more about our products? There's only one day left! Mark your calendar now because the launching will begin on 9 June 2022. Stay tuned!

Edit

5

Like Comment Share

Comment as FLBorneoStore... 📷 📧 📧 📧

Press Enter to post.

Teaser 8

What is it for?

HERE ARE SOME IDEAS FOR YOU!

IT CAN BE YOUR MINI MONEY POUCH BAG

OR EVEN CARD HOLDER

ALSO WHEN YOU NEED TO BRING AROUND YOUR SMALL MAKEUP KITS!

FOLLOW US FOR MORE TIPS AND IDEAS FOR WE WILL POST MORE ON THIS!

@FLBORNEOSTORE

FLBorneoStore
13 June at 11:58 · 🌐

Hye gorgeous and handsome, are you looking for ideas on how to made use of any small pouch bag? Here are some ideas for you ^^

Edit

3

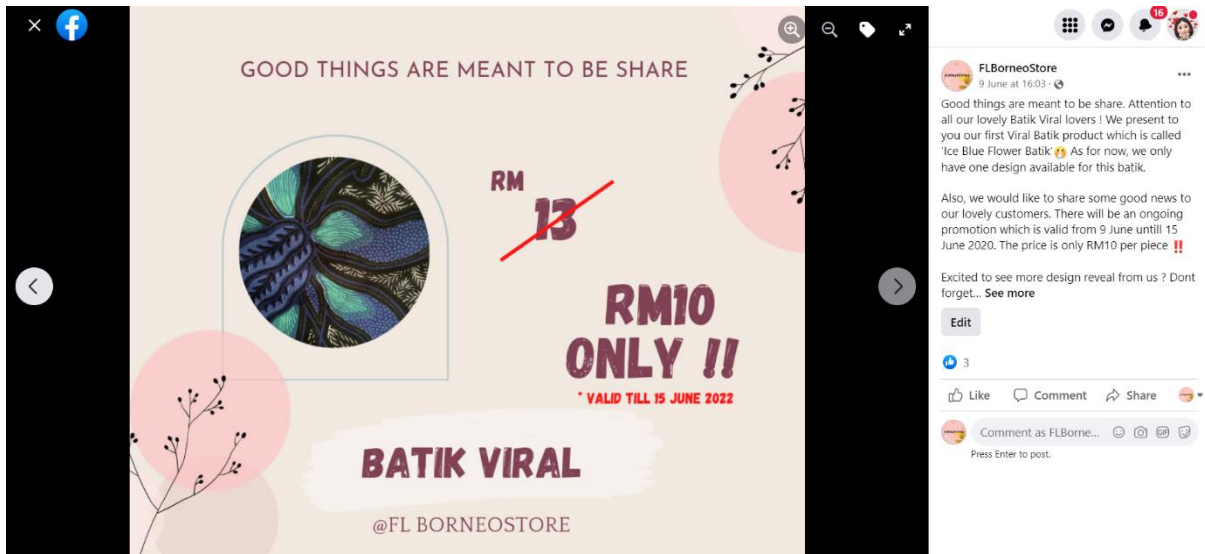
Like Comment Share

Comment as FLBorneoStore... 📷 📧 📧 📧

Press Enter to post.

3.4: FACEBOOK POST: COPYWRITING (HARD SELL)

Hard sell 1



GOOD THINGS ARE MEANT TO BE SHARE

~~RM 13~~
RM10 ONLY !!
* VALID TILL 15 JUNE 2022

BATIK VIRAL
@FL BORNEOSTORE

FLBorneoStore
9 June at 16:03

Good things are meant to be share. Attention to all our lovely Batik Viral lovers ! We present to you our first Viral Batik product which is called 'Ice Blue Flower Batik' 🌸 As for now, we only have one design available for this batik.

Also, we would like to share some good news to our lovely customers. There will be an ongoing promotion which is valid from 9 June until 15 June 2020. The price is only RM10 per piece !!

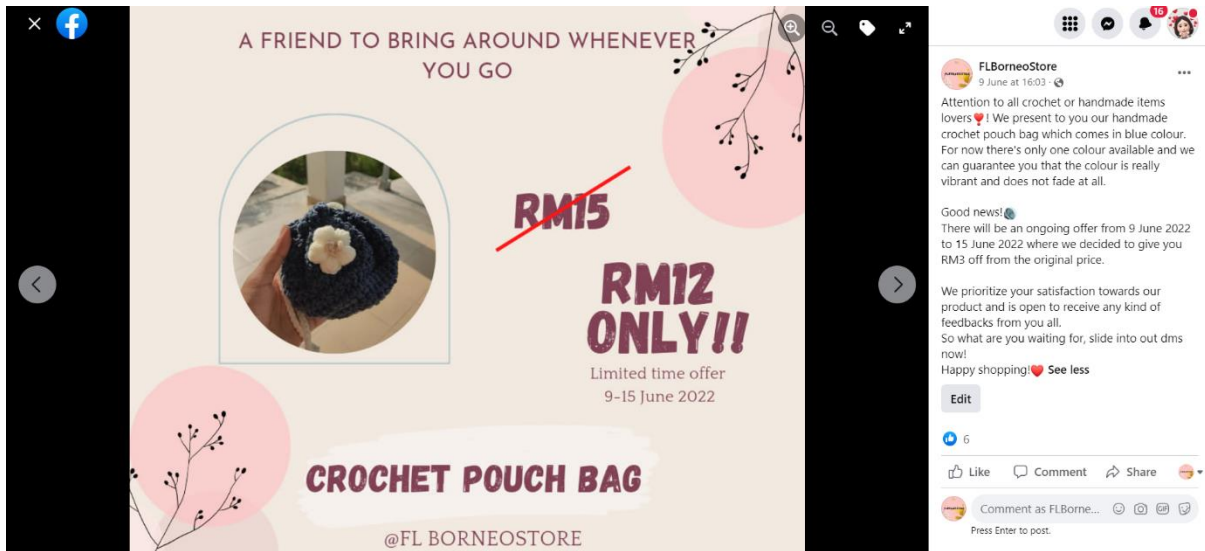
Excited to see more design reveal from us ? Dont forget... [See more](#)

3

Like Comment Share

Comment as FLBorneoStore...
Press Enter to post.

Hard sell 2



A FRIEND TO BRING AROUND WHENEVER YOU GO

~~RM15~~
RM12 ONLY!!
Limited time offer
9-15 June 2022

CROCHET POUCH BAG
@FL BORNEOSTORE

FLBorneoStore
9 June at 16:03

Attention to all crochet or handmade items lovers 🧶 ! We present to you our handmade crochet pouch bag which comes in blue colour. For now there's only one colour available and we can guarantee you that the colour is really vibrant and does not fade at all.

Good news! 🎉
There will be an ongoing offer from 9 June 2022 to 15 June 2022, where we decided to give you RM3 off from the original price.

We prioritize your satisfaction towards our product and is open to receive any kind of feedbacks from you all. So what are you waiting for, slide into out dms now!
Happy shopping! 🛍️ [See less](#)

6

Like Comment Share

Comment as FLBorneoStore...
Press Enter to post.

Hard sell 3



Earthly Scent
DARK CHOCOLATE

GRAB IT NOW

BEFORE !!15 JUNE 2020!
~~RM15~~ **12**

@FLBORNEOSTORE

This photo is from a post. [View Post](#)

FLBorneoStore
13 June at 12:01

To all our lovely followers, we have decided to come up with different colour variations so that you can pick and match according to your mood! When life gives you many options, why opt for one when you can have all?
We are currently doing promotion until 15 June 2022! It will end in 2 days time so act quick while stock lasts!
ONLY RM12 FOR ONE!!

Like Comment Share

Comment as FLBorneoStore...
Press Enter to post.

Hard sell 4

Cloudy Ivory
CREAM WHITE

GRAB IT NOW

BEFORE !!15 JUNE 2020!

RM15 **12**

@FLBORNEOSTORE

This photo is from a post. View Post

FLBorneoStore
13 June at 12:01

To all our lovely followers, we have decided to come up with different colour variations so that you can pick and match according to your mood! When life gives you many options, why opt for one when you can have all?
We are currently doing promotion until! 15 June 2022! It will end in 2 days time so act quick while stock lasts!
!!ONLY RM12 FOR ONE!!

Edit

Like Comment Share

Comment as FLBorneoStore...
Press Enter to post.

Hard sell 5

Not Khaki
BEIGE

GRAB IT NOW

BEFORE !!15 JUNE 2020!

RM15 **12**

@FLBORNEOSTORE

This photo is from a post. View Post

FLBorneoStore
13 June at 12:01

To all our lovely followers, we have decided to come up with different colour variations so that you can pick and match according to your mood! When life gives you many options, why opt for one when you can have all?
We are currently doing promotion until! 15 June 2022! It will end in 2 days time so act quick while stock lasts!
!!ONLY RM12 FOR ONE!!

Edit

Like Comment Share

Comment as FLBorneoStore...
Press Enter to post.

Hard sell 6

Sakura Bloom
DARK PINK

GRAB IT NOW

BEFORE !!15 JUNE 2020!

RM15 **12**

@FLBORNEOSTORE

This photo is from a post. View Post

FLBorneoStore
13 June at 12:01

To all our lovely followers, we have decided to come up with different colour variations so that you can pick and match according to your mood! When life gives you many options, why opt for one when you can have all?
We are currently doing promotion until! 15 June 2022! It will end in 2 days time so act quick while stock lasts!
!!ONLY RM12 FOR ONE!!

Edit

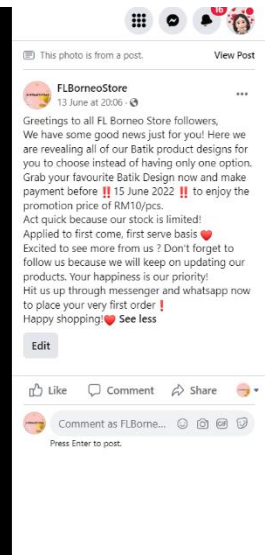
Like Comment Share

Comment as FLBorneoStore...
Press Enter to post.

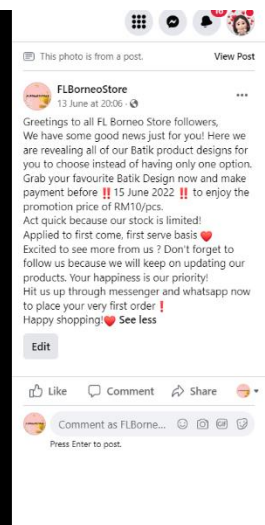
Hard sell 7



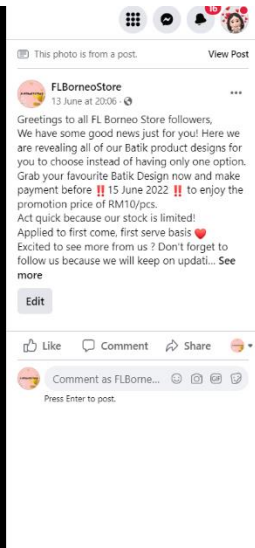
Hard sell 8



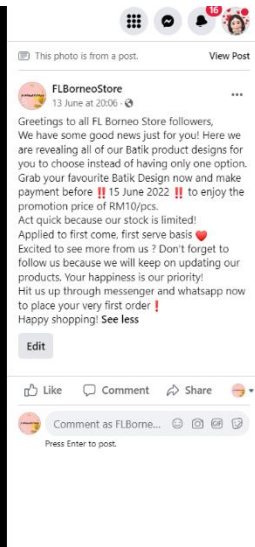
Hard sell 9



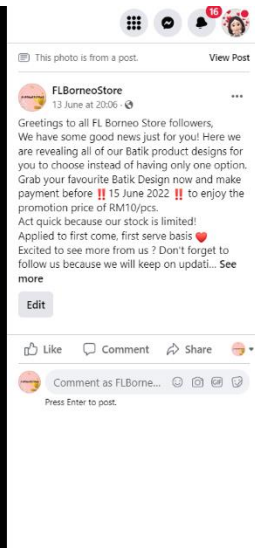
Hard sell 10



Hard sell 11



Hard sell 12



Hard sell 13



Froggy phone holder

- ✓,BUTTON TO KEEP YOUR PHONE SECURED
- ✓,COMES WITH STRING FOR STRING FOR EASY HANDLING
- ✓,SOFT MATERIAL
- ✓,SIZE REQUEST

RM35

@FLBORNEOSTORE

This photo is from a post. View Post

FLBorneoStore
16 June at 21:36

Dear followers,
Here are some good news for you! We finally decided to add in two more handmade crochet products into our list. It is made solely for you to put your phone inside to make it easier for you to bring it around.
We have two different designs, named froggy crochet phone holder and clam phone holder. What makes our products special is that you may ask for different colours: beige, blue grey, cream, dark pink and dark chocolate. The size is customized, giving you the ability to decide the right size measurement for your very own phone holder.
The price is set lower compared to other stores because we want to ensure that it is affordable for everyone. We can guaranteed you that the material is durable and of a good quality yarn. Your happiness is our priority,
!! Dm us now to place your order because it will take a week-2 weeks to process your order !!
Happy shopping! See less

Edit

Like Comment Share

Comment as FLBorneoStore... Press Enter to post.

Hard sell 14



Clam phone holder

- ✓,BUTTON TO KEEP YOUR PHONE SECURED
- ✓,COMES WITH STRING FOR EASY HANDLING
- ✓,SOFT MATERIAL
- ✓,SIZE REQUEST

RM30

@FLBORNEOSTORE

This photo is from a post. View Post

FLBorneoStore
16 June at 21:36

Dear followers,
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We have two different designs, named froggy crochet phone holder and clam phone holder. What makes our products special is that you may ask for different colours: beige, blue grey, cream, dark pink and dark chocolate. The size is customized, giving you the ability to decide the right size measurement for your very own phone holder.
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!! Dm us now to place your order because it will take a week-2 weeks to process your order !!
Happy shopping! See less

Edit

Like Comment Share

Comment as FLBorneoStore... Press Enter to post.

Hard sell 15



BATIK SHIRT

- ✓ SIZE REQUESTED BY CUSTOMER
- ✓ SUITABLE FOR MEN
- ✓ HIGH QUALITY HANDMADE SEWING SHIRT
- ✓ CAN USE IT FOR SPECIAL CEREMONY
- ✓ HIGHLY RECOMMENDED FOR BATIK LOVER

RM 35 only
*price shown exclude postage

@FL BORNEO STORE

This photo is from a post. View Post

FLBorneoStore
17 June at 16:27

Dear FL Borneo Store followers
We want to share some good news with you all
!! We finally decided to add two outfit designs for your wardrobe. This is via requests made by many in which we decided on launching our very own design, which are "Batik Viral Blouse & Palazzo". It's a one set outfit in which you don't have to worry about pairing it up with other clothes. Take note that it's free size.
You may request for extra pocket sewing or zip. Worry not for the additional charged fee is affordable for all. Wouldn't it be a perfect gift for your loved one ?
We also make "Batik Shirt" which is suitable for men. It is mostly used in a special ceremony.
How about the size ?
You may request for different size and we will alter it according to your body measurements. It's of high quality material and we can guarantee you that it will worth every single penny you spend on it !
High quality outfit with affordable price ?
FLBorneoStore is the answer.
"Your happiness is our priority"
!! Dm us now to place your order. It will take a week time to process your order !
Happy Shopping See less

Edit

Comment as FLBorneoStore... Press Enter to post.

Hard sell 16

BATIK VIRAL PALAZO & BLOUSE

- ✓ FREE SIZE PALAZO & BLOUSE
- ✓ SUITABLE FOR ALL SIZES
- ✓ REQUESTED DESIGN (with pocket @ zip)
- ✓ HANDMADE SEWING CLOTH
- ✓ HIGHLY REQUESTED ORDER

RM 30^L only
*price shown exclude postage

@FL BORNEO STORE

Dear FL Borneo Store followers
We want to share some good news with you all
! We finally decided to add two outfit designs for your wardrobe. This is via requests made by many in which we decided on launching our very own design, which are " Batik Viral Blouse & Palazo". It's a one set outfit in which you don't have to worry about pairing it up with other clothes. Take note that it's free size.
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High quality outfit with affordable price ?
FLBorneoStore is the answer.
"Your happiness is our priority"
! Dm us now to place your order. It will take a week time to process your order !
Happy Shopping 🛍️ See less

3.5: FACEBOOK POST - COPYWRITING (16 SOFT SELLS)

Soft sell 1

GRAB YOURS NOW AND LOOK FASIONABLE THAN EVER!

- UNIQUE DESIGN
- VIVID COLOUR
- VARIETIES
- POPULAR
- SOFT MATERIAL
- MULTIPURPOSES

BATIK VIRAL
@FL BORNEOSTORE

FLBorneoStore
9 June at 15:41 · 🌐

Day-0 has finally come and let me first introduce you to our first product 🥰
'Batik viral'
There will be an ongoing promotion for a short period of time too just for you 🥰
The price is affordable and trust us, it will worth every single penny you spend!
It's one of Sarawak local speciality and is really popular throughout Malaysia!
Varies designs and colours are available and you know what? It serves as multi purposes such as covering yourself up after shower, as your bed covers or even as collection! Interesting isn't it?
See less

Edit

3

Like Comment Share

Comment as FLBorneoStore · 🌐 📷 📧 📧 📧
Press Enter to post.

Soft sell 2

GRAB THIS AND YOU'RE GOOD TO GO!

- HANDMADE
- STRETCHABLE
- SPACIOUS
- POPULAR
- HARD TO FIND
- CONVENIENT

CROCHET POUCH BAG
@FL BORNEOSTORE

FLBorneoStore
9 June at 15:44 · 🌐

Day-0 has finally come and here is our second product 🥰
Our handmade 'Crochet pouch bag'
There will be an ongoing promotion for a short period of time too just for you 🥰
The price is affordable and trust us, it will worth every single penny you spend!
You can fit your small daily items inside plus it's a hard to find item because it requires effort and plenty of time to work on.
It's really convenient to bring around and we can promise you that it can last for a long period ...
See more

Edit

3

Like Comment Share

Comment as FLBorneoStore · 🌐 📷 📧 📧 📧
Press Enter to post.

Soft sell 3

What is it for?

HERE ARE SOME IDEAS FOR YOU!

- IT CAN BE YOUR MINI MONEY POUCH BAG
- OR EVEN CARD HOLDER
- ALSO WHEN YOU NEED TO BRING AROUND YOUR SMALL MAKEUP KITS!

FOLLOW US FOR MORE TIPS AND IDEAS FOR WE WILL POST MORE ON THIS!

@FLBORNEOSTORE

FLBorneoStore
13 June at 11:58 · 🌐

Hye gorgeous and handsome, are you looking for ideas on how to made use of any small pouch bag? Here are some ideas for you ^^

Edit

3

Like Comment Share

Comment as FLBorneoStore · 🌐 📷 📧 📧 📧
Press Enter to post.

Soft sell 4

What is it for 2?

HERE ARE SOME IDEAS FOR YOU!



**DON'T MISPLACE YOUR THINGS.
PLACE YOUR EARPOD/EARPHONE
IN A POUCH INSTEAD!**

**HOW ABOUT YOUR
RUBBERBANDS AND HAIRCLIPS?**

**ALSO FOR CANDY SUPPLIERS
INSTEAD OF USING PLASTIC BAG
SAVE THE EARTH!**

FOLLOW US FOR MORE
TIPS AND IDEAS FOR WE
WILL POST MORE ON
THIS!

@FLBORNEOSTORE

FLBorneoStore
14 June at 18:44

Hye gorgeous and handsome, do you want more ideas on how to made use of any small pouch bag? Here is our part 2 version for you! ^^^

3

Like Comment Share

Comment as FLBorneoStore...
Press Enter to post.

Soft sell 5

Batik Viral

HERE ARE WAYS TO MAXIMIZE THE
UTILIZATION OF YOUR BATIK



GIVE IT A NEW SHAPE INSTEAD!

**IT CAN BE A SKIRT
OR YOUR VERY OWN
PERSONALISED PYJAMAS
OR A VINTAGE PENCIL CASE**

FOLLOW US FOR MORE IDEAS
"YOUR HAPPINESS IS OUR PRIORITY"

@FLBORNEOSTORE

FLBorneoStore
13 June at 20:04

Seeking for ideas on how to transform your plain batik into a whole new shape? Here are some ideas which you can use!

4

Like Comment Share

Comment as FLBorneoStore...
Press Enter to post.

Soft sell 6

A glimpse on crochet stitches

EVERYONE HAS THEIR OWN PREFERENCES




**COMBINATION OF SINGLE
CROCHET AND HALF
DOUBLE CROCHET**

FOLLOW US FOR MORE INFORMATION
REGARDING OUR SMALL CROCHETING
WORLD!

@FLBORNEOSTORE

This photo is from a post. View Post

FLBorneoStore
14 June at 18:49

Have we ever provoke your curiosity on what are those basic stitches used in crocheting? Here are some of the most common one and maybe, by exposing you to this, you might be eager to learn it yourself! It is an ideal hobby for your pastime ^^^

Like Comment Share

Comment as FLBorneoStore...
Press Enter to post.

Soft s

- Type of yarn we used -

QUALITY IS A PRIORITY

80% COTTON 20% ACRYLIC (MILK FIBER)
ECO-FRIENDLY SUSTAINABLE
SUPER SOFT
5 PLY YARN

3.5 MM CROCHET HOOK

MILK COTTON BRAND

FOLLOW US FOR MORE INFORMATION REGARDING OUR SMALL CROCHETING WORLD!

@FLBORNEOSTORE

This photo is from a post. View Post

FLBorneoStore
14 June at 18:49

Have we ever provoke your curiosity on what are those basic stitches used in crocheting? Here are some of the most common one and maybe, by exposing you to this, you might be eager to learn it yourself! It is an ideal hobby for your pastime ^^

Edit

Like Comment Share

Comment as FLBorneoStore...
Press Enter to post.

Soft sell 8

Another tips just for you!

HERE ARE WAYS TO MAXIMIZE THE UTILIZATION OF YOUR BATIK

GIVE IT A NEW SHAPE BY SEWING IT INTO A BAG SO THAT YOU CAN CARRY IT AROUND

THAT WAY YOU DON'T HAVE TO PAY FOR PLASTICS WHICH MADE UP TO 12.2% OF WASTE IN THE WORLD.

KILL TWO BIRDS WITH ONE STONE. YOU CAN SAVE MONEY AND CONTRIBUTE TO OUR MOTHER EARTH AT THE SAME TIME!

FOLLOW US FOR MORE IDEAS
"YOUR HAPPINESS IS OUR PRIORITY"

@FLBORNEOSTORE

This photo is from a post. View Post

FLBorneoStore
14 June at 23:35

Give it a new shape by sewing it into a bag so that you can carry it around 🍷

That way you don't have to pay for plastics which made up to 12.2% of waste in the world 🌍

Kill two birds with one stone. You can save money and contribute to our mother earth at the same time !

Edit

3

Like Comment Share

Comment as FLBorneoStore...
Press Enter to post.

Soft sell 9

Features of Batik Virali

ARE YOU LOOKING FOR THE FEATURES ?

THE COLOUR DOES NOT EASILY FADED

- ✔ LIGHT MATERIAL
- ✔ SUITABLE FOR PREGNANT MOTHER
- ✔ COTTON 90%, LINEN 10%
- ✔ THE MATERIAL IS SOFT
- ✔ 2 METERS CLOTH
- ✔ COMFORTABLE TO WEAR
- ✔ MODERN AND TRADITIONAL DESIGN
- ✔ HIGH QUALITY
- ✔ EASY TO IRON

FOLLOW US FOR MORE IDEAS
"YOUR HAPPINESS IS OUR PRIORITY"

@FLBORNEOSTORE

This photo is from a post. View Post

FLBorneoStore
15 June at 20:20

Hello FL Borneo Store follower 🍷 are you looking the batik material features ? Here are some information that I can assist you with . We will also be providing you ways to maintain the quality of your batik. Happy reading !

Edit

Like Comment Share

Comment as FLBorneoStore...
Press Enter to post.

Soft sell 10

Ways to maintain the quality of your Batik
LOOKS NEW EVEN AFTER YEARS OF USAGE

- 1) NEVER USE BLEACH UPON WASHING
- 2) DO NOT SOAK THE BATIK FOR TOO LONG
- 3) HAND WASH ONLY
- 4) DO NOT BRUSH IT FREQUENTLY
- 5) WASH ONLY FROM THE INNER PART TO PREVENT YOUR BATIK FROM FADING

FOLLOW US FOR MORE IDEAS
"YOUR HAPPINESS IS OUR PRIORITY"

@FLBORNEOSTORE

This photo is from a post. View Post

FLBorneoStore
15 June at 20:20

Hello FL Borneo Store follower 🙏 are you looking the batik material features ? Here are some information that I can assist you with . We will also be providing you ways to maintain the quality of your batik .
Happy reading !

Edit

Like Comment Share

Comment as FLBorneoStore...
Press Enter to post.

Soft sell 11

Another day another tips!
DID YOU KNOW ? THE WAY YOU WEAR YOUR BATIK CAN ACTUALLY DETERMINE YOUR STATUS ?

IF HEAD OF BATIK:

- 1) ARE INSIDE KAIN BATIK - SINGLE WOMAN
- 2) AT THE BACK - MARRIED WOMAN
- 3) INFRONT AND OUTSIDE - WIDOW

FOLLOW US FOR MORE IDEAS
"YOUR HAPPINESS IS OUR PRIORITY"

@FLBORNEOSTORE

This photo is from a post. View Post

FLBorneoStore
15 June at 20:21

Another day , another tips just for you !

Did you know that the way you wear your batik can actually determine your current status ? Why not learning new knowledge from us ?

Follow us for more ideas 🙏

Edit

3

Like Comment Share

Comment as FLBorneoStore...
Press Enter to post.

Soft sell 12

Another ideas to change your batik!
LOOKING STYLISH THAN EVER

DO YOU PREFER BAJU KURUNG BATIK OR PARIO SKIRT ?

DID YOU KNOW THAT BY USING ONLY 4 METERS OF BATIK VIRAL. YOU CAN GET A BEAUTIFUL BAJU KURUNG BATIK ?

HOW ABOUT PARIO SKIRT ? YOU ONLY NEED TO HAVE 1.5 METERS TO 2 METERS OF BATIK VIRAL !

NEED MORE INFORMATION ON THAT ?
FOLLOW US FOR MORE IDEAS !
"YOUR HAPPINESS IS OUR PRIORITY"

@FLBORNEOSTORE

This photo is from a post. View Post

FLBorneoStore
15 June at 20:26

Looking stylish than ever ! 🙏

These are some examples of cloth that can be made by our Batik Viral , isn't it wonderful ? Are you curious about how many meters you need to make the clothes like that ? Here are some information for you ! 🙏

Want more ? Don't miss out any tips from us !

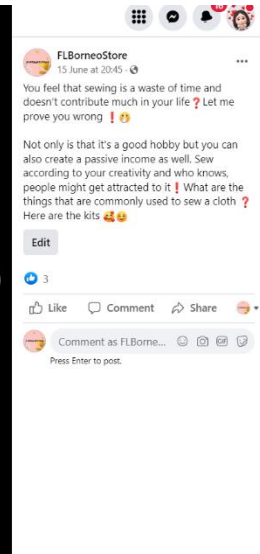
Edit

3

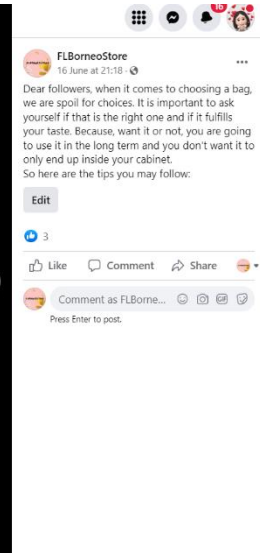
Like Comment Share

Comment as FLBorneoStore...
Press Enter to post.

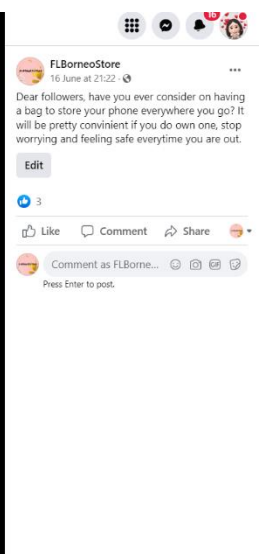
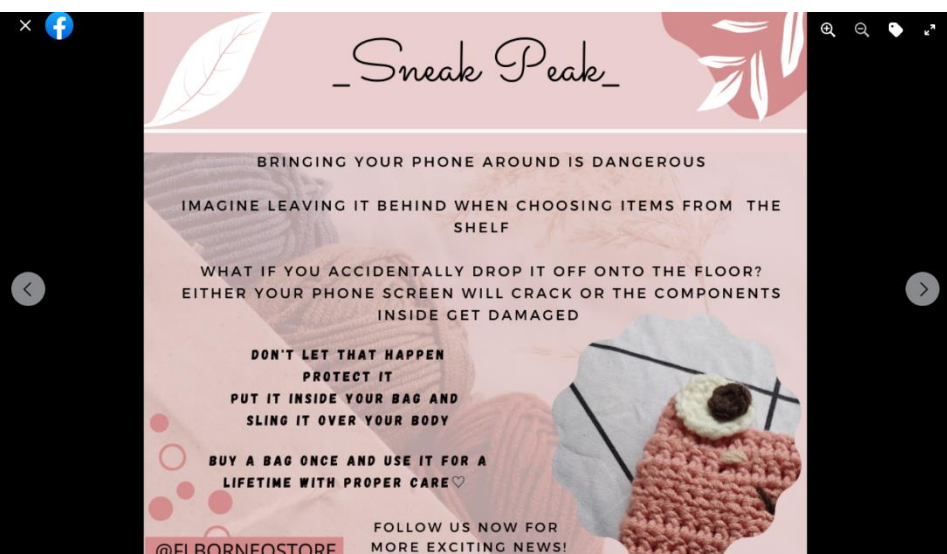
Soft sell 13



Soft sell 14



Soft sell 15



Soft sell 16

The image is a screenshot of a Facebook post from the page 'FLBorneoStore'. The post features a pink and white graphic with the following text:

*Ways to maintain your
crochet bag*

LOOKING NEW EVEN AFTER YEARS

- 1. NO HARSH WASHING**
- 2. PLACE IT ON SMOOTH SURFACE**
- 3. NO RUBBING ON UNEVEN WOOD SURFACE**
- 4. AVOID RAIN OR GETTING IT SOAK IF POSSIBLE**
- 5. HAND WASH ONLY**
- 6. USE MILD LAUNDRY DETERGENTS**

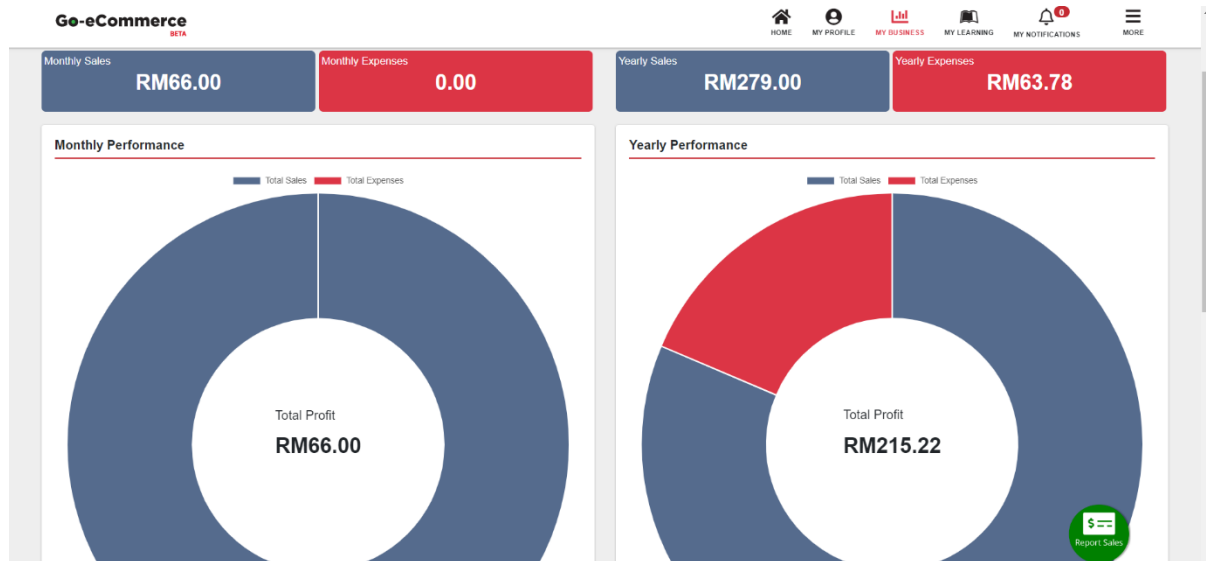
@FLBORNEOSTORE

FOLLOW US FOR MORE TIPS AND IDEAS FOR WE WILL POST MORE ON THIS!

The post is dated '16 June at 2:45'. The text of the post reads: 'Important notes on ways to take care of your crochet products! Usually people do not disclose this information widely and first time user usually made mistakes which will lead to their crochet products become overly stretch and shedding. We don't want this to happen so please do take note on these!'. Below the text are options to 'Like', 'Comment', and 'Share'. There are 3 likes shown. A comment box is visible with the text 'Comment as FLBorneo...' and a 'Press Enter to post.' prompt. The browser's address bar shows the URL 'web.facebook.com/FLBorneoStore/photos/a.117635604290857/121680390553045'. The Windows taskbar at the bottom shows the date '22/6/2022' and time '1:42 AM'.

4.0 SALES REPORT

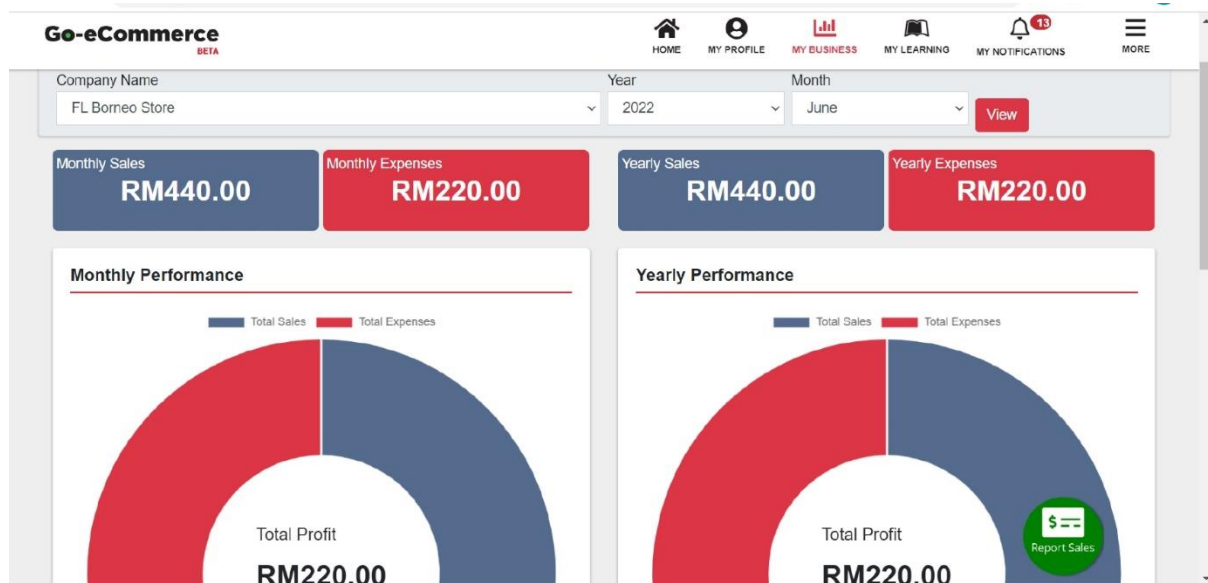
CROCHET PRODUCTS (SELF-MADE PRODUCTS) SALES:



Go-eCommerce

Business Name	Date	Type	Marketplace (if any)	Others Marketplace (if any)	Total Sales (RM)	Expenses Category	Expenses Subcategory	Total Expenses (RM)	Descriptions	Created At
FLBorneo Store	10/06/2022	offline			12				Blue crochet pouch bag	12/06/2022
FLBorneo Store	10/06/2022	offline			24				Two pink crochet pouch bags	12/06/2022
FLBorneo Store	12/06/2022	online	Others	Whatsapp	24				Khaki and dark chocolate crochet pouch bag	12/06/2022
FLBorneo Store	18/06/2022	offline			12				Cream white crochet pouch bag	12/06/2022
FLBorneo Store	18/06/2022	offline			12				Cream white crochet pouch bag	12/06/2022
FLBorneo Store	20/06/2022	offline	null	null	66				Khaki, pink, chocolate crochet pouch bag and one froggy sling bag	12/06/2022
FLBorneo Store	17/06/2022	offline	null	null	30				Froggy pouch bag	12/06/2022
FLBorneo Store	08/06/2022	offline	null	null	12				Beige crochet pouch bag	12/06/2022
FLBorneo Store	16/06/2022	offline	null	null	15				Beige crochet pouch bag- Cat Paw	12/06/2022
FLBorneo Store	12/06/2022	offline			12				Beige crochet pouch bag	12/06/2022
FLBorneo Store	22/06/2022	offline			30				Crochet clam sling bag	12/06/2022
FLBorneo Store	28/04/2022	expenses				Others	Others	45.22	Dolphin yarn-1 Blue grey yarn-2 Milk cocoa yarn-1 Milky yarn-4 Pink yarn-6 Vintage blue yarn-2 Vanilla yarn-4 Dark brown yarn-3	12/06/2022
FLBorneo	17/05/	expe				Others	Others	18.56	Packing box , wrapper and stickers	12/06/

BATIK VIRAL(RESELLING) SALES:



Go-eCommerce

Business Name	Date	Type	Marketplace(if any)	Others Marketplace (if any)	Total Sales (RM)	Expenses Category	Expenses Subcategory	Total Expenses (RM)	Descriptions	Created At
FL Borneo Store	03/06/2022	expenses				Goods	Raw material	220	Buy Kain Batik Viral stock	22/06/2022
FL Borneo Store	05/06/2022	online	Others	whatsapp	220				Goods sold	22/06/2022
FL Borneo Store	08/06/2022	online	None		110				goods sold	22/06/2022
FL Borneo Store	15/06/2022	online	None		110				goods sold	22/06/2022

CROCHET PRODUCTS SALES:



Cash on delivery



Completing orders



Customer receiving orders



Packing froggy crochet phone holder



Customer picture with green froggy phone holder

BATIK VIRAL PRODUCTS SALES:



Happy customer receiving Batik Viral order



5.0 CONCLUSION

We are very grateful for the opportunity given to do this assignment. The doubt we once had and not being bold enough in chasing our dreams turns out to be a mistake. This assignment grants us a step closer into achieving our dream of opening our own small business in the years to come. We did not expect that it will turn out well, proving us that we indeed have a hidden business skills which need a little cultivation. The challenges we faced to finish up this assignment had made us realise how tough it is but giving up is never an option.

Last and not least, we will continue brushing our skills in marketing, promoting, and budgeting for the sake of becoming a small entrepreneur in the future. We will keep on promoting and expanding our Facebook page, making full use of our SSM certificate until year 2023. We will keep on implementing the concept "Your happiness is our priority" because seeing all the happy customers upon receiving our products is an achievement. Our hard work finally pays off and it motivates us to keep on selling and exploring the business world.