



اُنِيُوَرْسِيْتِي تِكْنُوْلُوْجِي مَآرَا
UNIVERSITI
TEKNOLOGI
MARA

BACHELOR OF ACCOUNTANCY (HONORS)

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

SOCIAL MEDIA PORTFOLIO

AC220- BACHELOR OF ACCOUNTANCY

SEMESTER 4 GROUP : AC220 4D

PREPARED BY:

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PREPARED FOR: SIR RASLAN NORDIN

DATE OF SUBMISSION: 30 JULY 2022

ACKNOWLEDGEMENT

First and foremost, in the name of Allah, the Most Gracious and Most Merciful, Alhamdulillah for the strength and chance as we were able to complete this Social Media Portfolio report successfully and in time. A big appreciation to our lecturer, Sir Raslan bin Nordin for giving us the right direction, proper guidance, ideas, advice and encouragement throughout the development of this report. He has inspired us greatly to work very hard on this report. We also would like to thank him for showing us some examples and guidelines related to the social media report.

Not to forget, we would like to express my appreciation to University Technology Mara (UiTM) for including this assignment as a requirement for this subject as we have gained a lot of knowledge through it. For example, now we have the knowledge regarding how to create a facebook page and market our product using the page, how to register our business through the Suruhanjaya Syarikat Malaysia (SSM) and the use of the Go-Ecommerce as the overview to the sales and expense we have incurred in the business.

Besides, we would like to sincerely thank our classmates who are willing to help and share their information, opinion and insight in this subject. We really appreciate their kindness and moral support during Online Distance Learning (ODL). Ultimately, special thanks to our families for their support, compassion, prayer and generosity in this current circumstance due to COVID-19, since we stay at home, especially to our parents and siblings. They have given us a lot of helpful positive feedback that have helped us a lot in completing this report. We hope that the information that we share in this Social Media Portfolio report will be beneficial to everyone. Thank you very much.

EXECUTIVE SUMMARY

A&A Lovable Bag Store is a partnership which is owned by me, Sharifah Aisyah and also my partner Nurul Athirah. Our business officially started on **18 April 2022** when we first released our product teaser. Our business sells tote bags that are made from a high quality canvas that is offered at a reasonable price. We decided to sell tote bags as we identified that tote bags are highly requested nowadays especially among students as it makes it easier for them to carry their things anywhere using the bags especially when going to class.

Besides that, since we came up with a tote bag that is made from a canvas material, hence this bag is reusable. This reusable bag helps our business stay competitive and connect with customers as it also motivates customers to purchase the tote bag to help the environment which then leads to a reduction in plastic usage. Since this tote bag is suitable to use at all ages, thus our business market target is females who age between 13 to 55 years old.

Our product is promoted through social media which is Facebook as it is an easy platform to use and able to spread around fast. Since the beginning of the A&A Lovable Bag store, we have received positive reviews from our customers such as how the material of the tote bag is so comfortable that makes them really like to wear it.

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1.0 BUSINESS REGISTRATION


1.1: Go-Ecommerce Registration

Go-eCommerce
BETA

[HOME](#)[MY PROFILE](#)[MY BUSINESS](#)[MY LEARNING](#)[MY NOTIFICATIONS](#)[MORE](#)

PERSONAL PROFILE

BUSINESS PROFILE



SHARIFAH AISYAH HUMAIRA
BINTI WAN SERAIL

Personal Information

Name	: SHARIFAH AISYAH HUMAIRA BINTI WAN SERAIL	Phone/Mobile	:		Edit
Home Address	:				
New Identity Card No.	:	District	:		
Email Address	:	Postcode	:		
City	:	Personal Instagram	:	a	
State	:	Race	:	Malay	
Personal Facebook	:	Special Need Required	:	No	
Gender	:	Female			
Marital Status	:	Single			

Go-eCommerce
BETA

[HOME](#)[MY PROFILE](#)[MY BUSINESS](#)[MY LEARNING](#)[MY NOTIFICATIONS](#)[MORE](#)

UiTM Puncak Alam - Entrepreneurship Semester Mar 2022

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	:	6	
Expected Year To Complete Study	: 2024				
Related To Study Field	: Yes				

PERSONAL PROFILE

BUSINESS PROFILE



SHARIFAH AISYAH HUMAIRA
BINTI WAN SERAIL

Company Name	: A&A Lovable.bag Store	Company Registration No.	:	202203141105 (003404700-V)	Edit
Type Of Business	: PLT	Business Role	:	Product Owner	
Facebook Page	: www.facebook.com/LOVABLE.BAG	Business Category/Business Sub-Category	:	Apparel, Health & Beauty / Apparel & Accessories	
Wechat for Business	:	Business Instagram Page	:		
Marketplace	: Others	Business Website	:	https://www.facebook.com/LOVABLE.BAG	
Business Related to Your Study Field	: Yes	Type Of Website	:	Mini Site (Landing Page)	
		Experience in International Export	:	No	

Figure 1.1 Go - Ecommerce Registration

PERSONAL PROFILE

BUSINESS PROFILE

NURUL ATHIRAH
FASIHAH BINTI LAJURI

Personal Information

Name	:	NURUL ATHIRAH FASIHAH BINTI LAJURI	Phone/Mobile	:		Edit
	:		Home Address	:		
New Identity Card No.	:		District	:		
Email Address	:		Postcode	:		
City	:		Personal Instagram	:		
State	:		Race	:	Bumiputra Sabah	
Personal Facebook	:		Special Need Required	:	No	
Gender	:	Female				
Marital Status	:	Single				

UITM Puncak Alam - Entrepreneurship Semester Mar 2022

Type of Institution	:	IHL	Institution List	:	Universiti Teknologi MARA	Edit Delete
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	
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	:	0	
Internship Enrollment	:	No	Period of Internship Training	:		
Month of Internship Enrollment	:	-	Expected Month To Complete Study	:	8	
Expected Year To Complete Study	:	2024				
Related To Study Field	:	Yes				

SINESS PROFILE

Company Name	:	A&A Lovable bag store	Company Registration No.	:	202203141105 (003404700-V)	Edit
Type Of Business	:	PLT	Business Role	:	Product Owner	
Facebook Page	:	http://www.facebook.com/LOVABLE.BAG	Business Category/Business Sub-Category	:	Apparel, Health & Beauty / Apparel & Accessories	
Wechat for Business	:		Business Instagram Page	:		
Marketplace	:	Others	Business Website	:	http://www.facebook.com/LOVABLE.BAG	
Business Related to Your Study Field	:	Yes	Type Of Website	:	Mini Site (Landing Page)	
	:		Experience in International Export	:	No	

Figure 1.2 Go - Ecommerce Registration

1.2: MyENT Certificate



The certificate is a rectangular document with a purple border. At the top left, there are logos for Universiti Teknologi MARA (UTM) and Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED). The title 'MASMED YOUNG ENTREPRENEUR (MyENT)' is centered in bold. Below it, the subtitle 'SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM' is centered. The main body contains registration details for a student named Sharifah Aisyah Humaira Binti Wan Serail, including her student ID, program (Sarjana Muda Perakaunan), faculty, and campus. A section titled 'MAKLUMAT PERNIAGAAN' lists business details such as the online platform (Jualan Premium Kanvas Tote Bag), duration (1 year), registration number, URL, address, and dates. A disclaimer at the bottom states that the certificate is a formal record and that the student is responsible for the business activities. The certificate is signed by the Penolong Naib Canselor Keusahawanan UiTM.

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

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar : 2020897968
Nama : SHARIFAH AISYAH HUMAIRA BINTI WAN SERAIL

Program Pengajian : SARJANA MUDA PERAKAUNAN (KEPUJIAN)
Fakulti : Faculty of Accountancy
Kampus : Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Online
Bidang Perniagaan yg diceburi : JUALAN PREMIUM KANVAS TOTE BAG
Tempoh Bermiaga : 1 TAHUN
No. Pendaftaran Perniagaan : 202203141105 (003404700-V)
URL Perniagaan : <https://www.facebook.com/LOVABLE.BAG>
Alamat Premis Perniagaan : KOLEJ DAHLIA 3 UITM PUNCAK ALAM, 42300 SELANGOR MALAYSIA
Tarikh Mendaftar : 27 May 2022
Tarikh Kemaskini : 10 Jun 2022
Tarikh Cetak : 10 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 CANSELOR KEUSAHAWANAN UiTM

Malaysian Academy of SME & Entrepreneurship Development (MASMED)

Figure 1.3 MyENT Certificate



**UNIVERSITI
TEKNOLOGI
MARA**

Akademi
Pembangunan PKS dan
Keusahawanan Malaysia
(MASMED)

**MASMED YOUNG ENTREPRENEUR
(MyENT)**

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UiTM

No. Pelajar	: 2020878776
Nama	: NURUL ATHIRAH FASIAH BINTI LAJURI
Program Pengajian	: SARJANA MUDA PERAKAUNAN (KEPUJIAN)
Fakulti	: Faculty of Accountancy
Kampus	: Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan	: Online
Bidang Perniagaan yg diceburi	: JUALAN PREMIUM KANVAS TOTE BAG
Tempoh Berniaga	: 1 TAHUN
No. Pendaftaran Perniagaan	: 202203141105
URL Perniagaan	: http://www.facebook.com/LOVABLE.BAG
Alamat Premis Perniagaan	: KOLEH DAHLIA 3 UiTM PUNCAK ALAM, 42300 SELANGOR MALAYSIA/
Tarikh Mendaftar	: 13 Jun 2022
Tarikh Kemaskini	:
Tarikh Cetak	: 13 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)

Figure 1.4 MyENT Certificate

1.3: SSM Certificate


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

A&A LOVABLE BAG STORE
NO. PENDAFTARAN: 202203141105 (003404700-V)

telah didaftarkan dari hari ini sehingga **6 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 **7 JUN 2022**.


DATUK NOR AZIMAH ABDUL AZIZ
Pendaftar Perniagaan
Semenanjung Malaysia

UserID: EZBIZ Date: Tue Jun 07 15:48:48 MYT 2022

Figure 1.5 A&A Lovable Bag Store Business Registration

2.0 INTRODUCTION OF BUSINESS

2.1: NAME AND ADDRESS OF THE BUSINESS

A&A Lovable Bag Store is our business's name. A&A is the combination of Athirah and Aisyah which is generally the name of the owner of the business. Furthermore, we chose the name 'Lovable Bag' because it shows how our business product has the qualities that attract affection and how easy it is to like our business's product. Besides, it fits the product that our business sold perfectly. A&A Lovable bag store targets those who are between 13 to 55 years old since our product is suitable for all ages. Our business officially started on 18 April 2022 which was when we started our soft opening by posting teaser on Facebook for our product.

The headquarter of our business is located at Kolej Dahlia 3 UiTM Puncak Alam, 42300, Selangor, Malaysia which is the place where we store our product. Whenever there is an order from customer we will retrieve our product from our store and do postage.



Figure 2.1 A&A Lovable Bag Store logo

2.2: ORGANIZATIONAL CHART

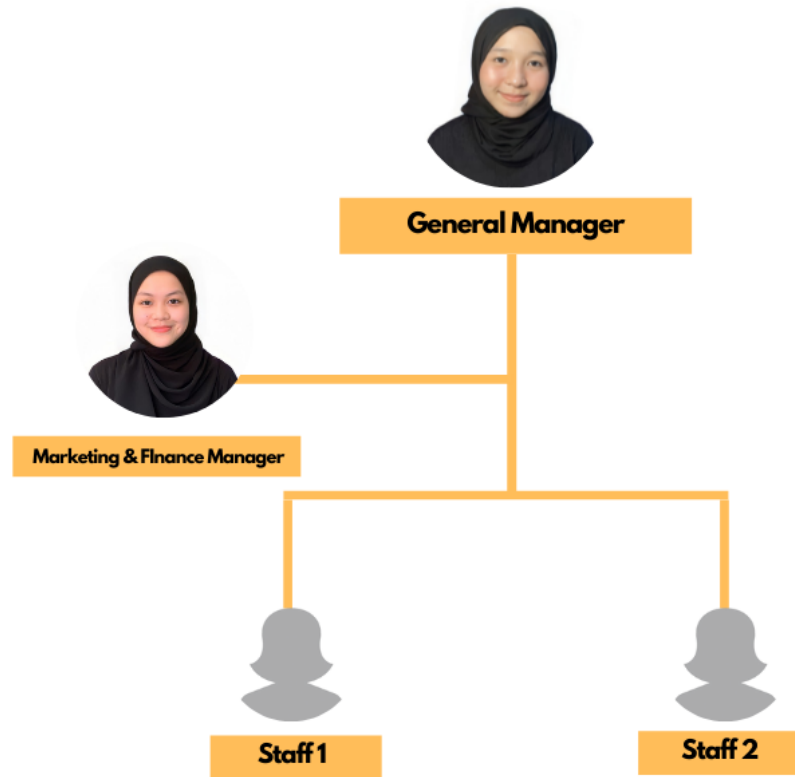


Figure 2.2 A&A Lovable Bag Store organizational chart

2.3: MISSION/VISION

A&A Lovable Bag Store mission is to go beyond customer satisfaction by producing and providing a high quality eco-friendly tote bag that is suitable to be used anytime and anywhere. We are keen to serve people the best quality products at a reasonable price with beautiful design in order to rapidly spread our eco-friendly bags to every corner of Malaysia. We will pursue processes that are designed to maximize efficiency, minimize waste of material and conserve resources.

A&A Lovable Bag Store vision is to become the leader and highly respected local tote bag manufacturers by becoming the first choice of the community. We aspire to be one of the major global businesses in the manufacture of reusable products to serve mankind by saving the environment in which it will satisfy our customers' needs and preferences.

2.4: DESCRIPTION OF PRODUCTS/SERVICES

A&A Lovable.bag Store is a business that is focusing on selling and marketing a premium canvas tote bag that is suitable for all ages especially the tote bag lovers. It is made up of a premium and high quality canvas, thus is very convenient for all. Our tote bags are excellent for all uses, therefore not only adults but even youngsters who enjoy tote bags can use them. Furthermore it is eco-friendly as it is reusable and can be a natural substitute to plastic back in which is why it makes this product more attractive. Currently, our business sells two designs of premium tote bags which are the Premium Cherry Design Tote bag and the Premium Feel the Feels Tote bag. We created these two styles since everyone has their own preferences for how they wish to dress and present themselves in public.

For the Premium Cherry Design Tote bag, we are targeting the one who is girly. Girly here means it is designed for a girl or woman who chooses to dress and behave in a traditionally feminine style. Someone who prefers to be feminine in their appearance will find that the Premium Cherry Tote bag catches their eyes when they go through our facebook page.



Figure 2.3 Premium Cherry Tote Bag

If the customer does not find themselves feminine, they have the second option where we came up with the second tote bag which is the Premium Feel the Feels Tote bag. This design is very suitable for someone who has bold or brash self-confidence or in other words they have a swag style. They want to present themselves in a trendy and confident manner. We have come up with two designs of tote bags so that we can attract people whether they prefer to be feminine or swag in their appearance.



Figure 2.4 Premium Feel the Feels Tote bag

Furthermore, not only do we come up with a very feminine and swag style of tote bag, the size of our tote bag is also very convenient. This is because the size of the bag is not too small, and not too big. The width of the bag would be 35 cm and the length of the bag is 40 cm. Thus, it is very suitable and convenient to be used whether to store stationery, books, makeup, laptop or even to be used as a customer's grocery bag.



Figure 2.5 The size of the tote bag

Besides that, we also deliver excellent service to our clients. This is because we used a cute and secure packing to ensure that our customers receive our product with sentiments of excitement and happiness when they unbox the tote bag they purchased. Since we post our product from Sabah, thus, customers who are from Sarawak, we will charge them RM7 for the postage fee. Customers from Sarawak will be charged an RM7 postage fee because we ship our products from Sabah. Customers in East Malaysia will be charged RM11.



Figure 2.6 The packaging of Tote bag

2.5: PRICE LIST

PRODUCT	NAME AND PRICE
 A white canvas tote bag with two grey handles. The front of the bag features a repeating pattern of small red cherries with green stems and leaves, arranged in a grid-like fashion.	Premium Cherry Tote Bag RM19 per bag, excluding postage
 A white canvas tote bag with two grey handles. The front of the bag features the phrase "feel the feels" printed in a red, lowercase, sans-serif font, with the words arranged in a slight curve.	Premium Feel the Feels Tote Bag RM19 per bag, excluding postage

3.0: FACEBOOK PAGE

3.1: CREATING FACEBOOK FB PAGE



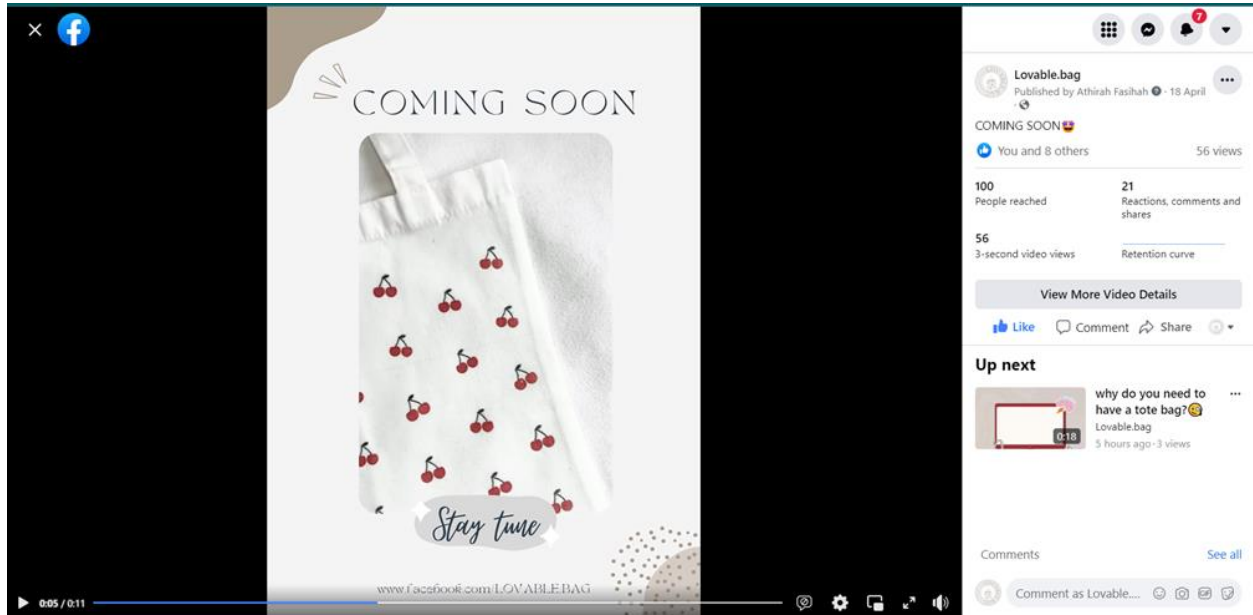
Figure 3.1 Facebook Page of A&A Lovable.bag Store

3.2: CUSTOMIZING URL FACEBOOK PAGE

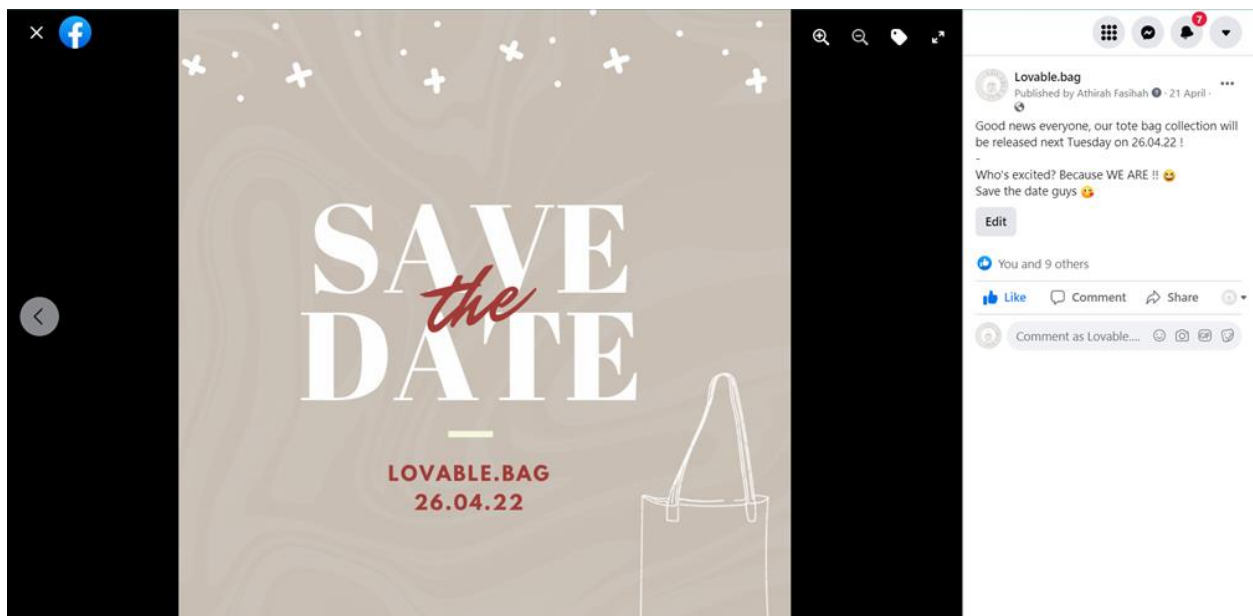
A&A Lovable.bag Store manage to customize our URL FB Page, where customers can easily find our page by clicking on the link <https://facebook.com/LOVABLE.BAG>

3.3: FACEBOOK (FB) POST- TEASER

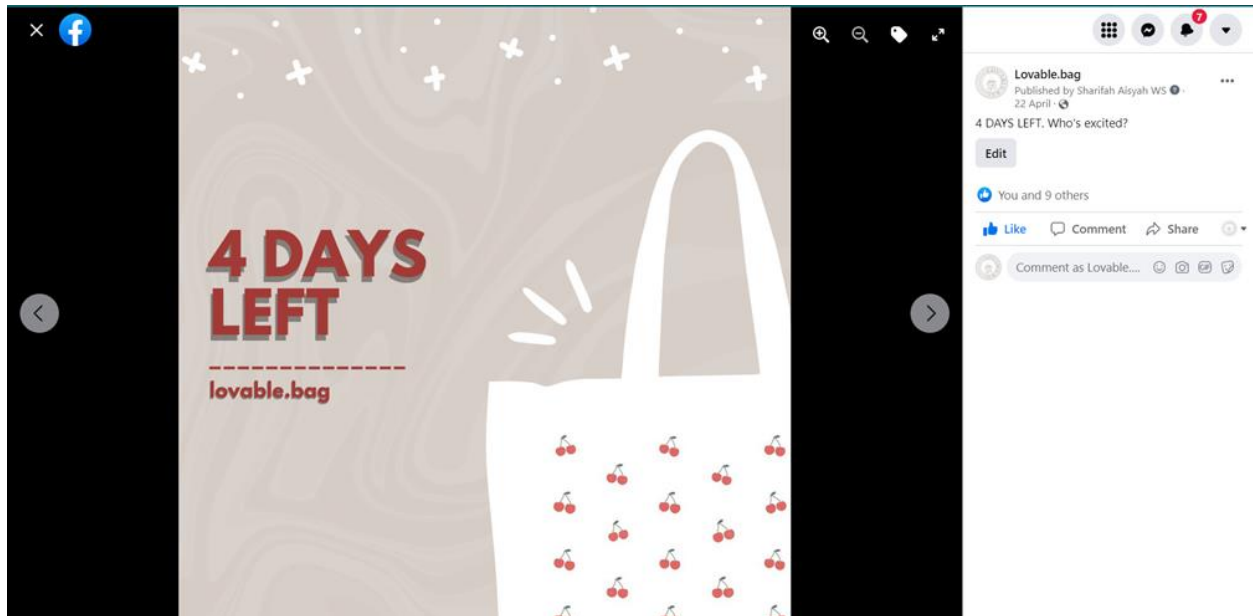
TEASER 1



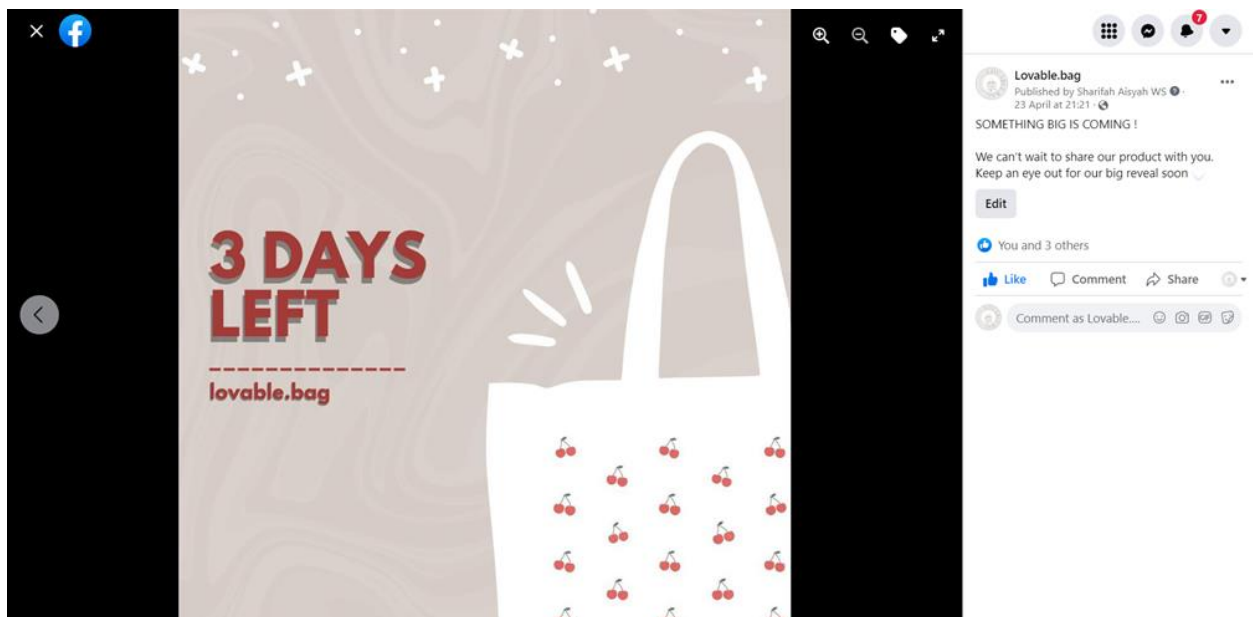
TEASER 2



TEASER 3



TEASER 4



TEASER 5

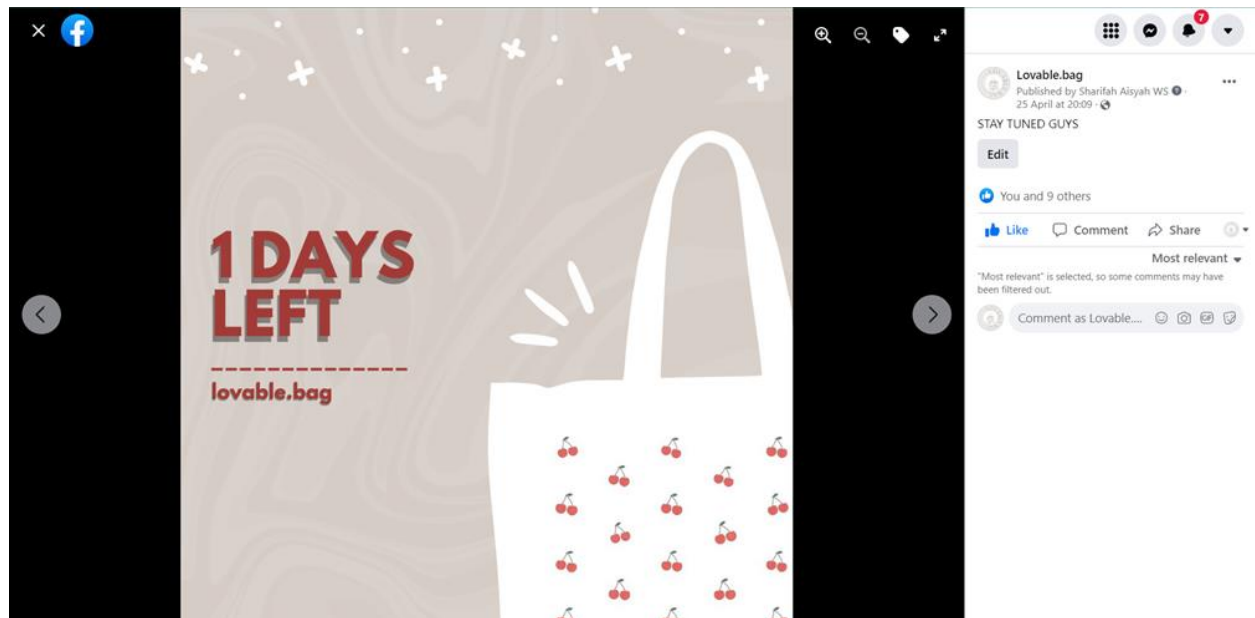
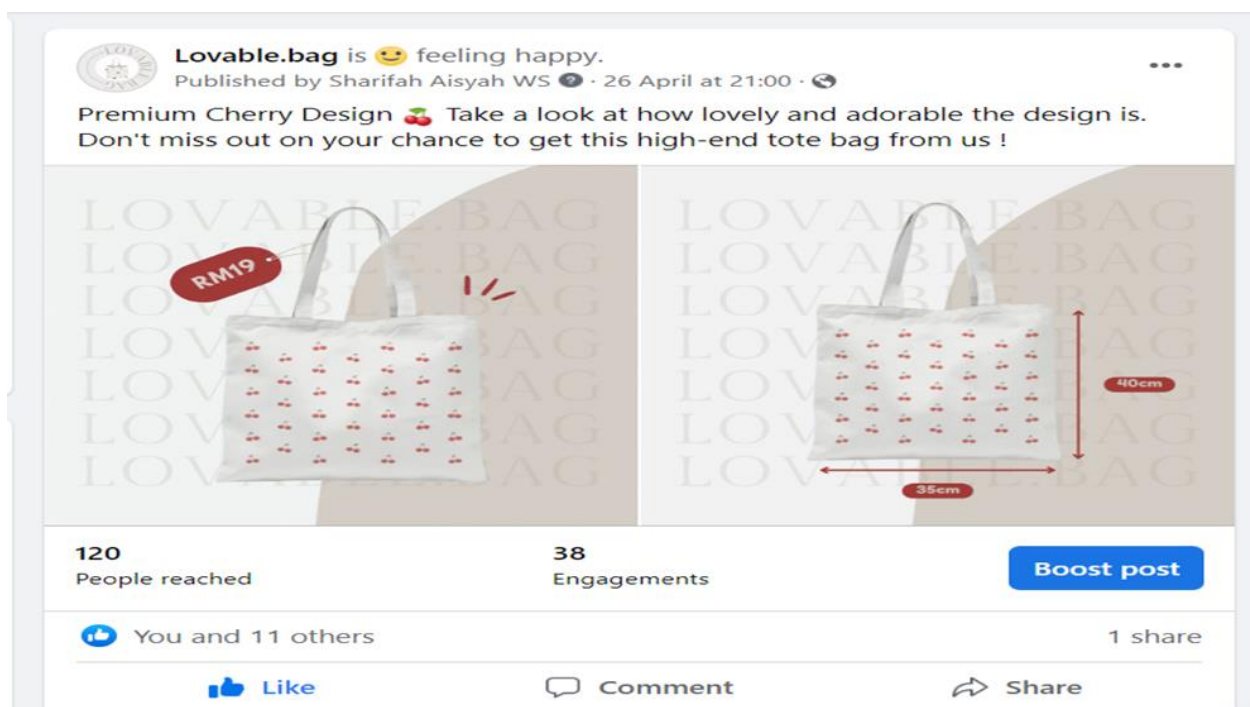
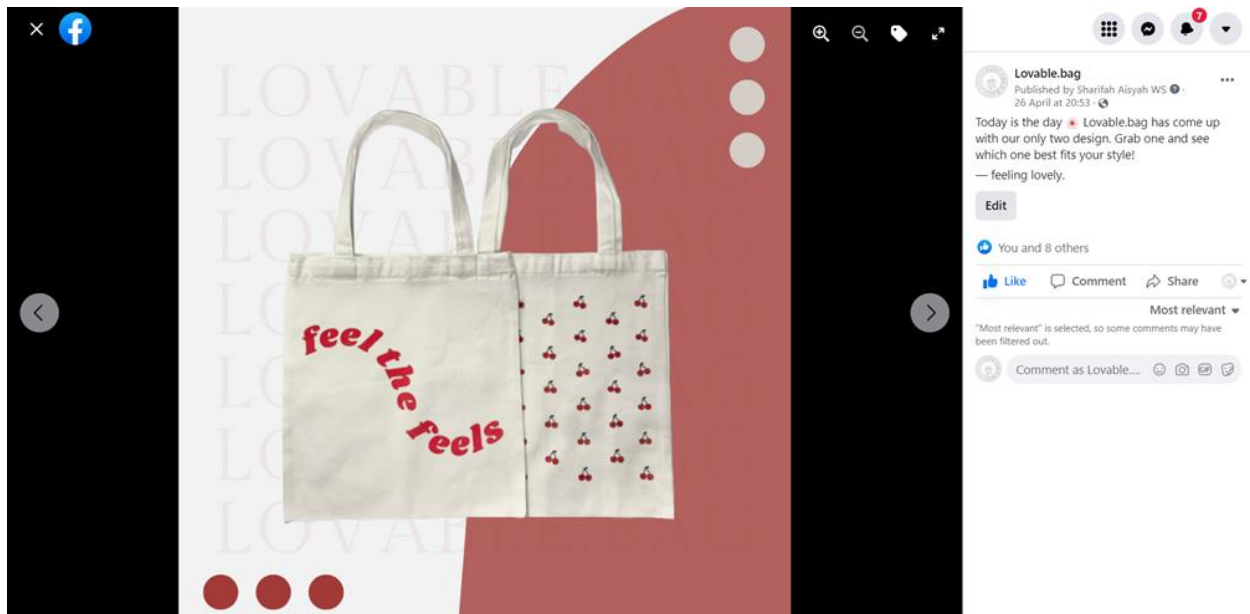
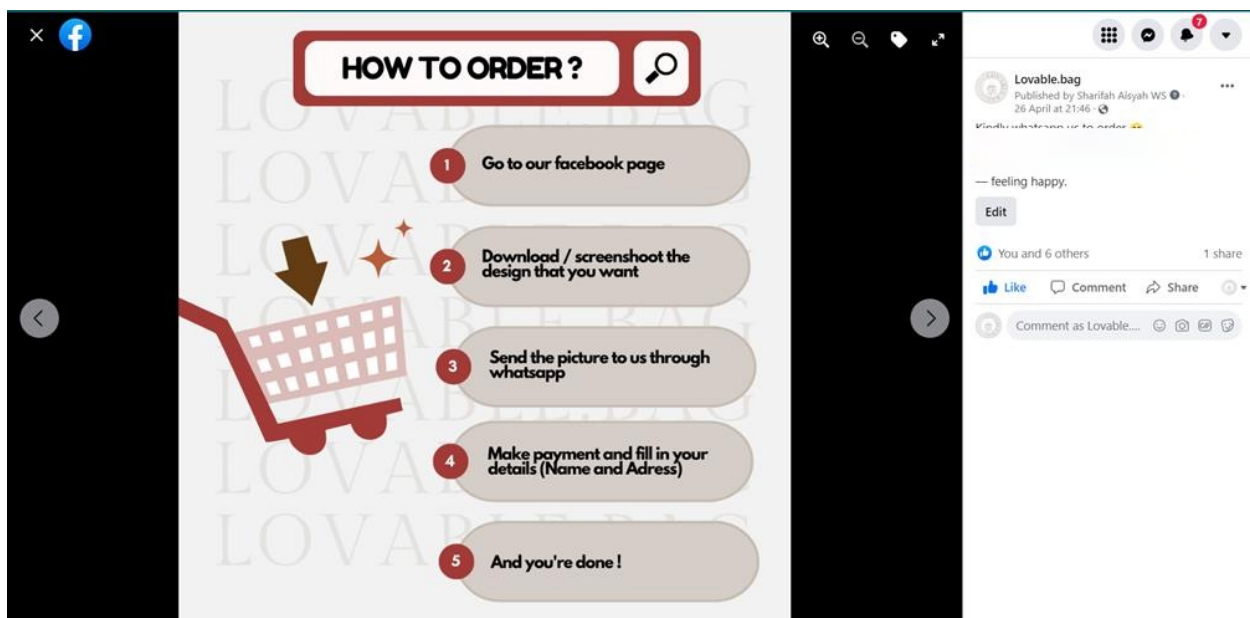


Figure 3.2 A&A Lovable.bag Store Teaser Posts

3.4: FACEBOOK (FB) POST- COPYWRITING (HARD SELL)





SPECIAL KAAMATAN OFFER

PURCHASE 1 BAG FOR ONLY RM18/BAG !

ONLY FOR THE FIRST 5 BUYER. SO, WHAT ARE YOU WAITING FOR? GO GRAB YOURS NOW!

Lovable.bag

Published by Sharifah Aisyah WS
30 May at 18:29

LOVELIES, PAY ATTENTION!

Lovable.bag has a special deal in honour of the Kaamatan Celebration 🇲🇾 You only have to pay RM18 each if you are one of the first five people to purchase our tote bag. Make your purchase as soon as possible! This promotion is only valid today, May 30th! So don't miss out on your chance to get one!

See less

You and 2 others
5 views

19 People reached
3 Reactions, comments and shares

5 3-second video views
Retention curve

View More Video Details

Like Comment Share

Up next

AAAA SO IN LOVE

Comments

Comment as Lovable...

A&A Lovable.bag Store

Published by Sharifah Aisyah WS
13 June at 23:57

PREMIUM FEEL THE FEELS DESIGN 🇲🇾 It would be adorable and cute to have the same design pf beg with your bestie or loved one, right. What about having this bag with your twin? 🇲🇾

HAAA, what are you waiting for? Do grab now or otherwise it will be out of stock !

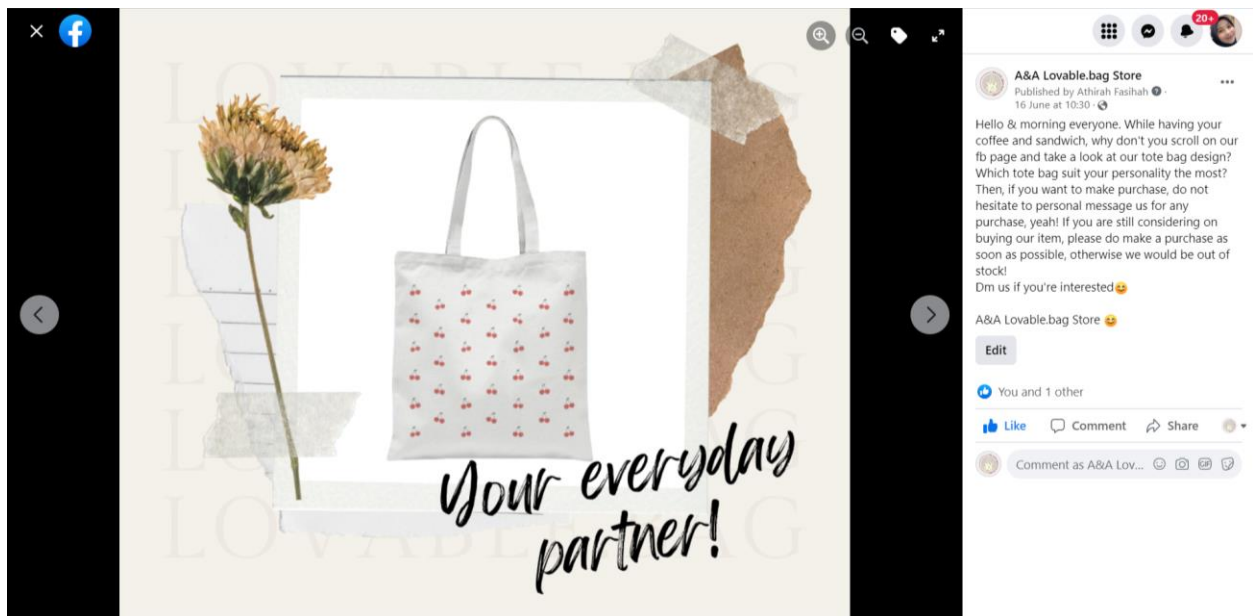
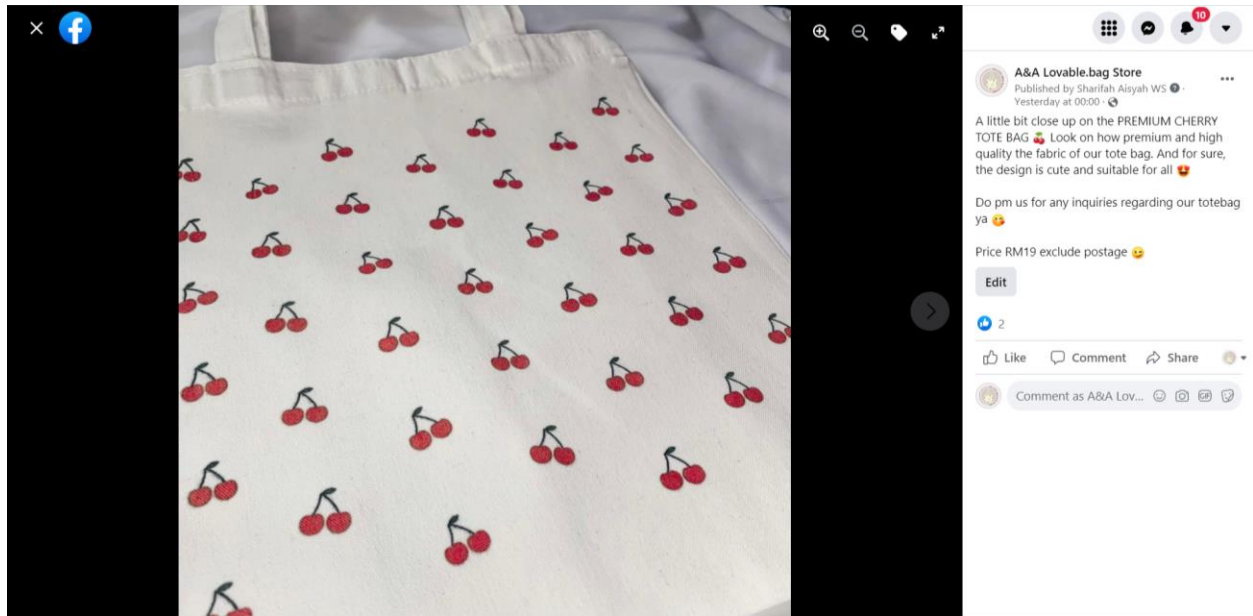
Price RM19 exclude postage 🇲🇾

Edit

1

Like Comment Share

Comment as A&A Lov...



Your everyday partner!

A&A Lovable.bag Store
Published by Athirah Fasihah · 16 June at 10:34 ·

Another limited design from us, the Premium Feel the Feels Design 🍷 Do you feel what I feel? The excitement and joy to have this tote bag design?! So, what are you waiting for! Do make your purchase now! Now! Dm if you're interested

A&A Lovable.bag Store 🍷

Edit

You and 1 other

Like Comment Share

Comment as A&A Lov...

BUY THIS COMBO SET
 PREMIUM CHERRY DESIGN &
 PREMIUM FEEL THE FEELS DESIGN

10% OFF

A&A Lovable.bag Store
Published by Sharifah Aisyah WS · 15h ·

HELLO! How was your day? Today, we have a very good news for all! HAAA, as you can see we have a very big deal for you! Purchase this combo set of Premium Cherry Design and Premium Feel the Feels Design, you will get 10% off 🍷 Hurray up! Do make your purchase now. Remember this deal only valid till tomorrow ya!

A&A LOVABLE.BAG STORE 🍷

Edit

A&A Lovable.bag Store

Like Comment Share

Comment as A&A Lov...

Say babe you say babe what you where you at where you at oh

A&A Lovable.bag Store
Published by Sharifah Aisyah WS
25 June at 16:04 · 🌐

Hello guys! Remember our promise? Haaa here is the 'Pack with us' video. Hope you enjoy the video. And for those who interested, dont be shy to pm us yaaa 🍷 And just for reminder we only have few bags left! So do grab yours now guys! Now! 🙏

RM19/bag exclude postage 📦
See less

👍 1 2 views

8 People reached	1 Reactions, comments and shares
------------------	----------------------------------

2 3-second video views Retention curve

View More Video Details

👍 Like 💬 Comment ➡ Share 🔔

Up next

We are hoping for a smile and happine...

Comments See all

Comment as A&A Lov... 🗨️ 📷 🎥 🔄 🔒



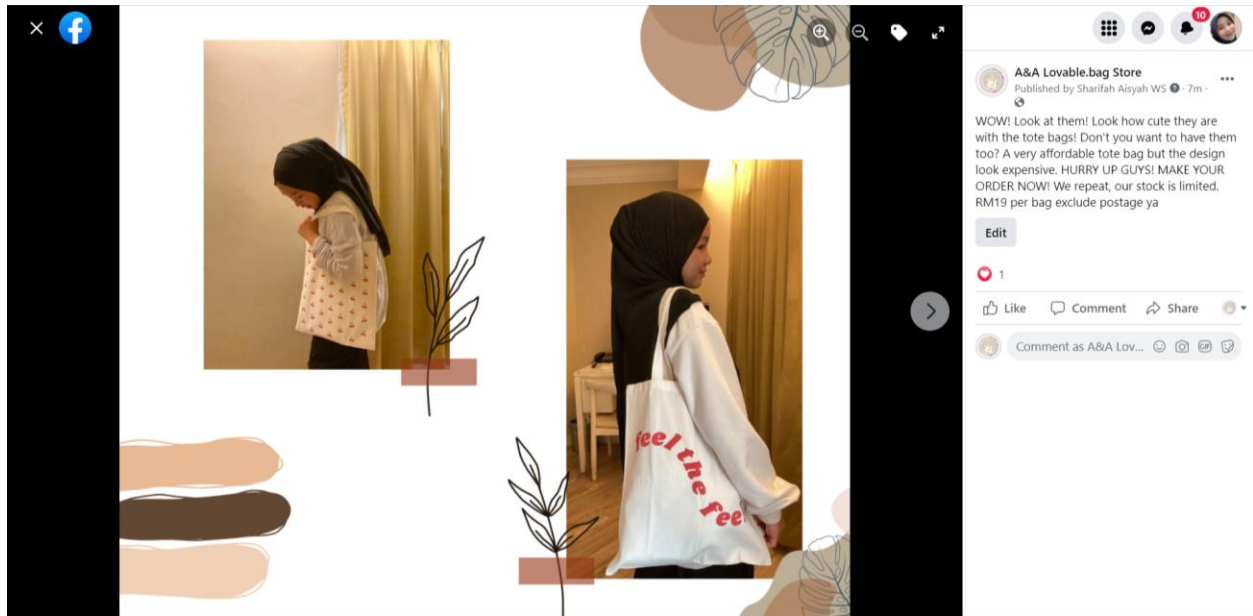
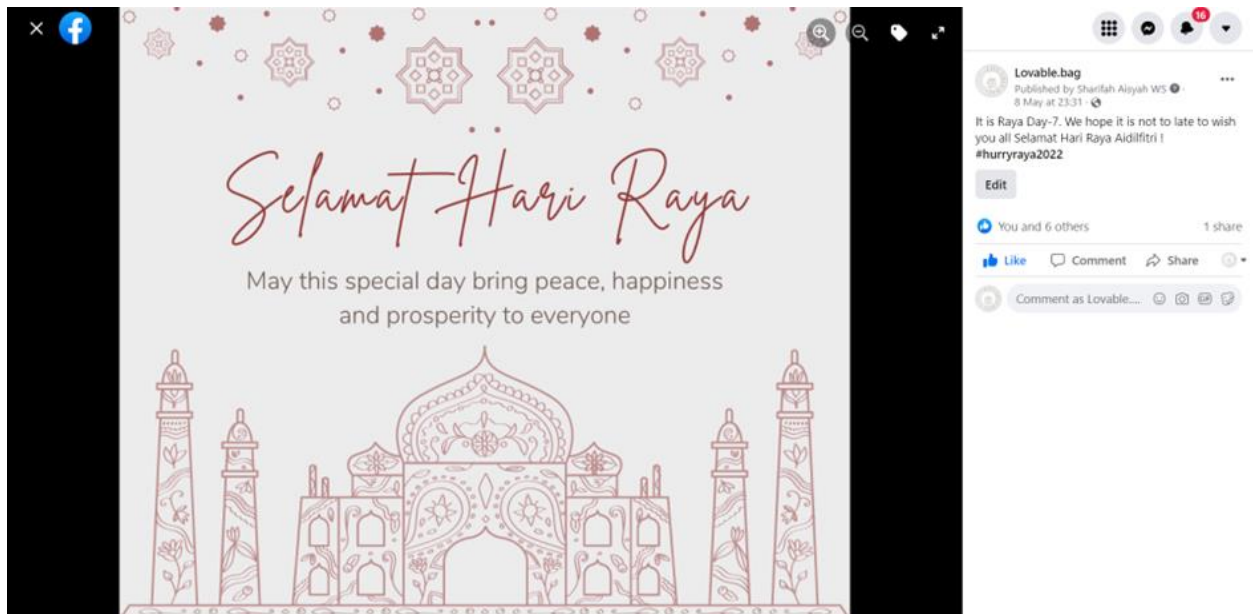
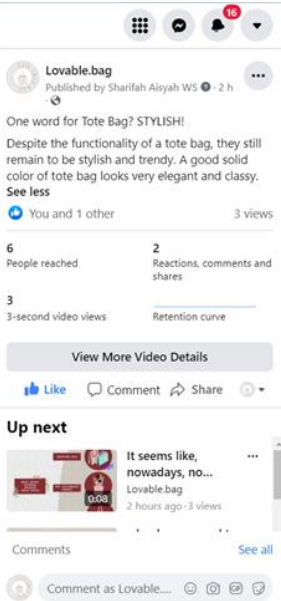


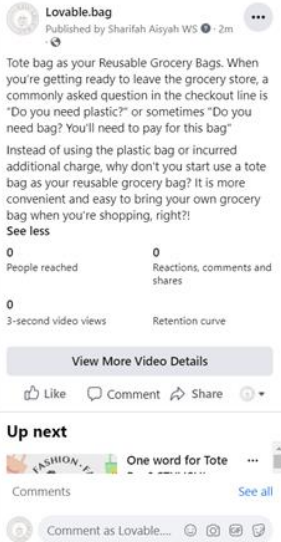


Figure 3.3 A&A Lovable.bag Store Teaser Hard Sell Posts

3.5: FACEBOOK (FB) POST- COPYWRITING (SOFT SELL)







Selamat Hari Gawai

Lovable.bag
 Published by Sharifah Aisyah WS · 31 May at 12:55 ·

We from LOVABLE.BAG wishing you all Selamat Hari Gawai Dayak. Wishing you longevity, wellness and prosperity. Stay safe 🙏

See less

2 views

11 People reached	0 Reactions, comments and shares
2 3-second video views	Retention curve

View More Video Details

Like Comment Share

Up next

AAAA SO IN LOVE
 HAAA WHAT...
 Lovable.bag
 5 minutes ago

SPECIAL KAKAPATAN OFFER
 LOVELIES, PAY ATTENTION!...

Comments

Comment as Lovable...

Lovable.bag
 Published by Sharifah Aisyah WS · 1m ·

Take a look at how adorable our packaging is 🍒 Thank you to those who have supported us. We are grateful for the love you have shown us, and we will do our very best to repay your kindness 🍒 And for those who has not grab our premium tote bag, do check on our fb page for more details ya!

#totebag #lovable.bag #totebagforstyle

Edit

Like Comment Share

Comment as Lovable...

×

f

0:06 / 0:11

Lovable.bag

Published by Sharifah Aisyah WS · 1m

AAAA SO IN LOVE 🥰 HAAA WHAT ARE YOU WAITING FOR? DO MAKE YOUR PURCHASE NOW! OR ELSE YOU WILL NOT HAVE THE CHANCE TO GET OUR LIMITED PREMIUM CANVA TOTE BAG!

See less

1

0

People reached

0

Reactions, comments and shares

0

3-second video views

Retention curve

View More Video Details

Like

Comment

Share

⋮

Up next

We from LOVABLE.BAG...

Lovable.bag

2 days ago · 2 views

Comments

See all

Comment as Lovable....

👤

🗨️

📷

📺

🔖

×

f

0:04 / 0:05

A&A Lovable.bag Store

Published by Sharifah Aisyah WS · 12h

Customer has received the parcel 📦 Anyone excited for the unboxing videos ? 🥰 For those who are interested, do whatsapp us for order !

See less

3 views

4

People reached

0

Reactions, comments and shares

3

3-second video views

Retention curve

View More Video Details

Like

Comment

Share

⋮

Up next

AAAA SO IN LOVE 🥰 HAAA WHAT...

A&A Lovable.bag Store

a week ago · 14 views

Comments

See all

Comment as A&A Lov...

👤

🗨️

📷

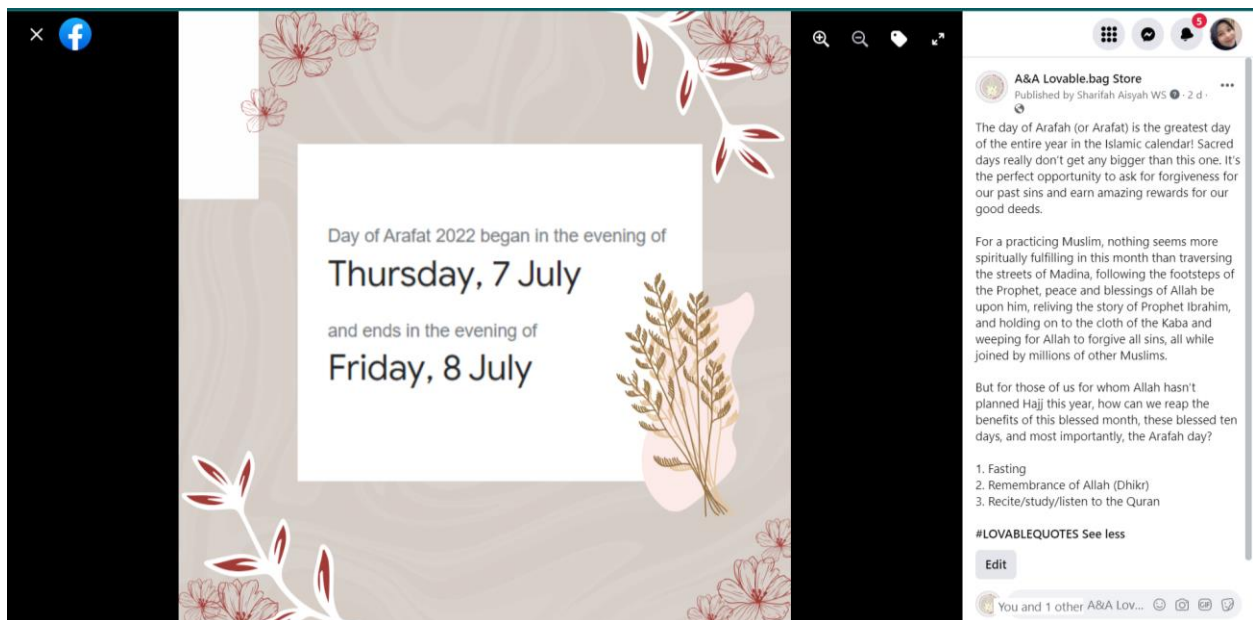
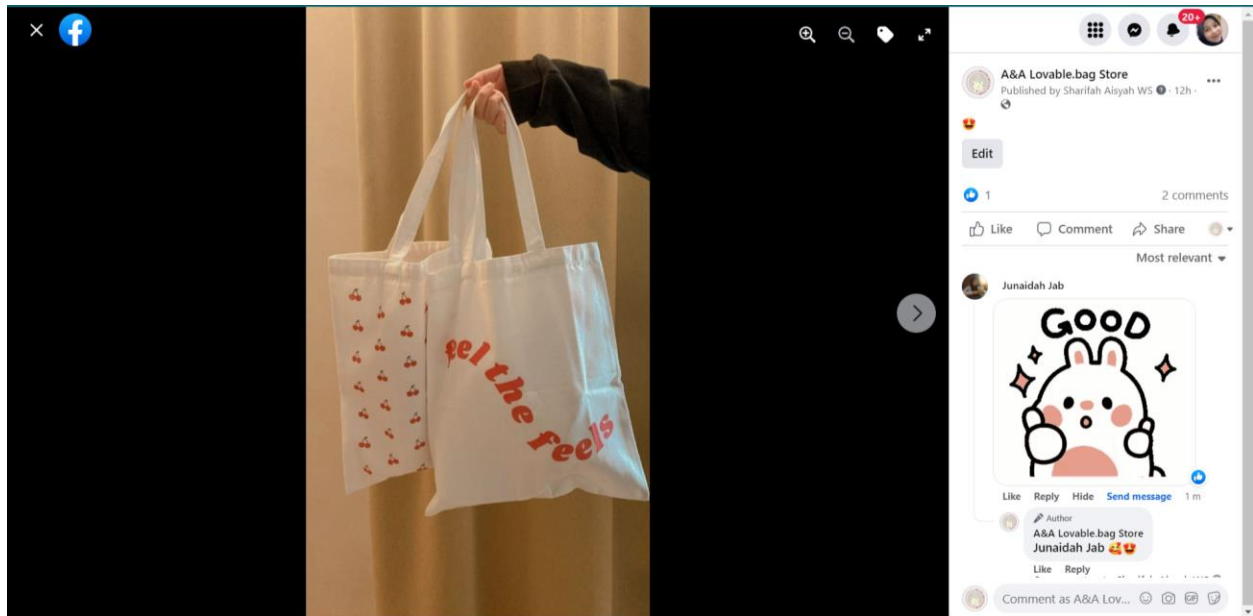
📺

🔖

A&A Lovable.bag Store

Published by Sharifah Aisyah WS · 11h · 🌐

Wrapping a gift using the wrapping paper might be boring sometime. How about come up with a new idea on how to give present to your loved one? Have you ever thought of puting the gift in a totebag? Sond interesting, right?! 🥰



A&A Lovable.bag Store
Published by Sharifah Aisyah WS · 10 July at 21:39 · 🌐

A&A Lovable.bag wishes everyone "Selamat Hari Raya Aidiladha" to all Muslims who are celebrating. May this Eid Al-Adha brings you peace and happiness with your loved ones 🌸

#LOVABLEDAY

Edit

You and 1 other

Like Comment Share

Comment as A&A Lov...

Type here to search

7:31 PM 14/7/2022

A&A Lovable.bag Store
Published by Sharifah Aisyah WS · 12 July at 00:11 · 🌐

Omg I can you believe it? A tote bag can actually fit a lot of stuff 🌸 It have enough capacity to fill in your everyday things such as book, pencil case or phone! Ahhhh, especially student, don't you think tote bag is a very suitable bag for you guys?! The choice is yours! If you are interested, do pm us yeah! So? what are you waiting for?! Go get your tote bag from A&A lovable.bag store now!

Kindly dm us to purchase ❤️

#LOVABLEBAGFORYOU

Edit

You and 1 other

Like Comment Share

Comment as A&A Lov...

WHAT'S IN MY TOTE BAG?

PHONE

WATER BOTTLE

KEYS

PENCIL CASE

BOOK

WALLET

LOVABLE.BAG

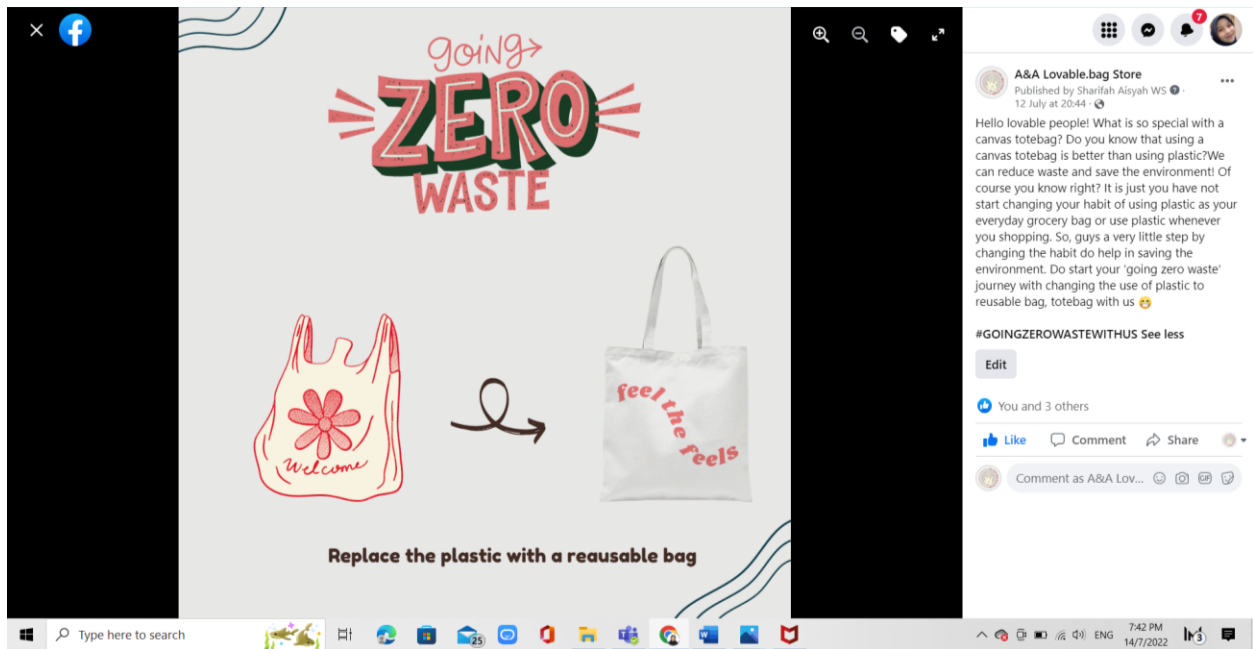


Figure 3.4 A&A Lovable.bag Store Teaser Soft Sell Posts

4.0: SALES REPORT

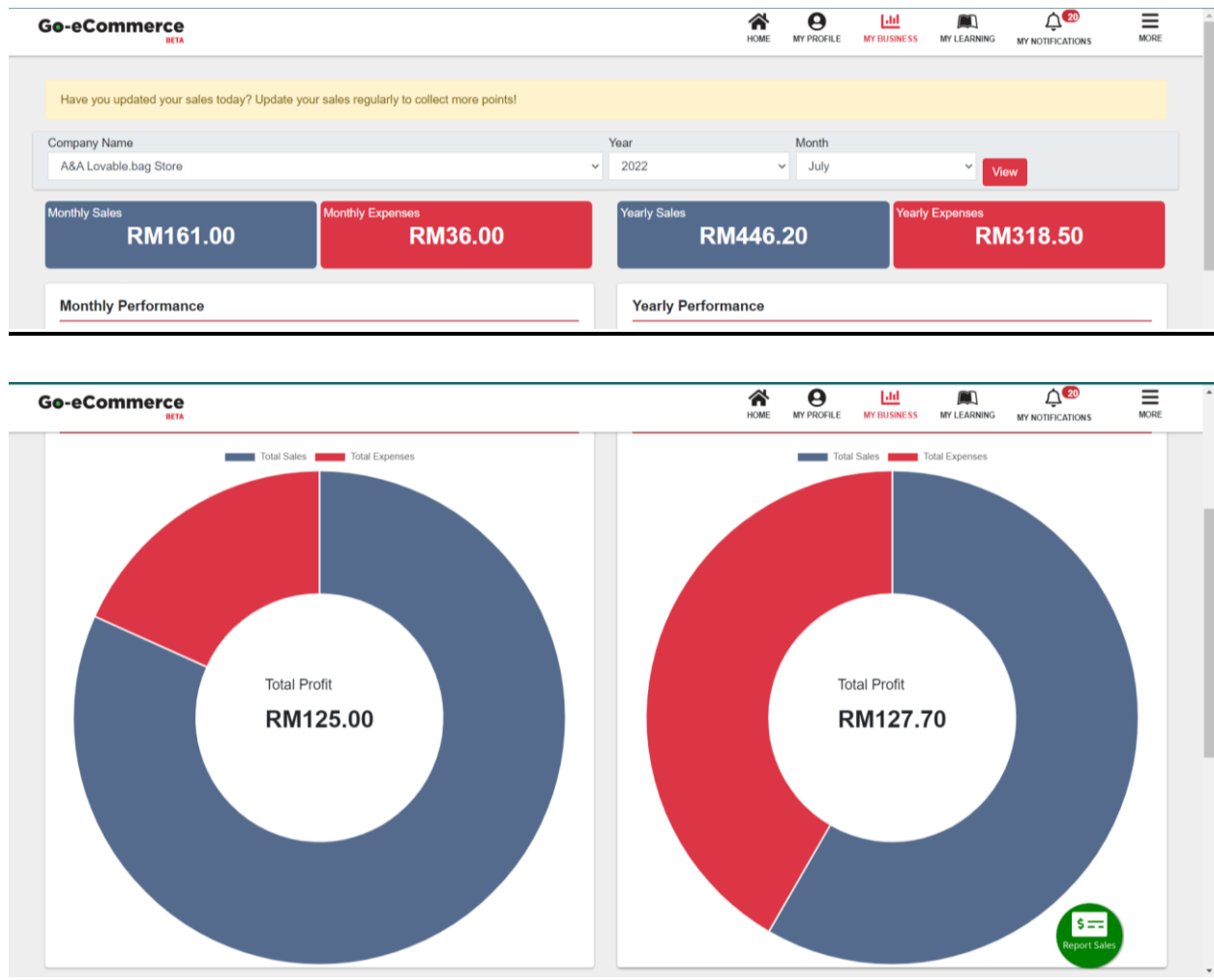


Figure 4.1 Sales Report from Go-ecommerce

Business Transaction List:

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
A&A Lovable.bag Store	26/05/2022	online	Others	Online Bank In	26				Bag Price RM19 + Postage RM7	26/05/2022
A&A Lovable.bag Store	26/05/2022	expenses				Delivery	Postage	7	RM7 Postage	26/05/2022
A&A Lovable.bag Store	30/05/2022	online	Others	Online Bank In	79				KAAMATAN PROMO RM18/BAG Customer bought 4 bag = RM72 + Postage RM7	30/05/2022
A&A Lovable.bag Store	30/05/2022	expenses				Delivery	Postage	7	POSTAGE FOR 4 BAGS = RM7	30/05/2022
A&A Lovable.bag Store	30/05/2022	online	Others	Online Bank In	61				3 BAGS = RM54 + Postage RM7	30/05/2022
A&A Lovable.bag Store	30/05/2022	expenses				Delivery	Postage	7	RM7 Postage	30/05/2022
A&A Lovable.bag Store	30/05/2022	online	Others	Online Bank In	29				1 bag = RM18 + Pos to Semenanjung RM11	30/05/2022
A&A Lovable.bag Store	30/05/2022	expenses				Delivery	Postage	11	RM11 Postage	30/05/2022
A&A Lovable.bag Store	10/05/2022	expenses				Goods	Stock	200	RM10/bag (For 20 bag = RM200 exclude postage)	21/06/2022
A&A Lovable.bag Store	10/05/2022	expenses				Delivery	Postage	15	Postage for 20 bags	21/06/2022
A&A Lovable.bag	10/05/2022	expenses				Goods	Stock	10	20 pieces of plastic for packaging. RM0.50 each	21/06/2022

Business Name	Date	Type	Marketplace (if any)	Others Marketplace (if any)	Total Sales (RM)	Expenses Category	Expenses Subcategory	Total Expenses (RM)	Descriptions	Created At
Store										
A&A Lovable.bag Store	10/05/2022	expenses				Goods	Stock	7.5	5 mini mirror as free gift is bought	21/06/2022
A&A Lovable.bag Store	21/06/2022	online	Others	Online Bank In	45.2				Bought 2 bag (Promotion buy Combo Design get 10% off) RM34.20 + RM11 Postage = RM45.20	21/06/2022
A&A Lovable.bag Store	21/06/2022	expenses				Delivery	Postage	11	Postage Cost	21/06/2022
A&A Lovable.bag Store	26/06/2022	online	Others	Online Bank In	45				2 bag	26/06/2022
A&A Lovable.bag Store	26/06/2022	expenses				Delivery	Postage	7	postage	26/06/2022
A&A Lovable.bag Store	06/07/2022	online	Others	Online Bank In	45				2 Feel the Feel Design	06/07/2022
A&A Lovable.bag Store	06/07/2022	expenses				Delivery	Postage	7	postage	06/07/2022
A&A Lovable.bag Store	07/07/2022	online	Others	Online Bank In	68				Bought 3 bags	07/07/2022
A&A Lovable.bag Store	07/07/2022	expenses				Delivery	Postage	11	postage to semenanjung	07/07/2022
A&A Lovable.bag Store	14/07/2022	online	Others	Online Bank in	22				Cherry Totebag Design	14/07/2022

Business Name	Date	Type	Marketplace (if any)	Others Marketplace (if any)	Total Sales (RM)	Expenses Category	Expenses Subcategory	Total Expenses (RM)	Descriptions	Created At
A&A Lovable.bag Store	14/07/2022	expenses				Delivery	Postage	7	postage	14/07/2022
A&A Lovable.bag Store	14/07/2022	online	Others	ONLINE BANK IN	26				cherry design	14/07/2022
A&A Lovable.bag Store	14/07/2022	expenses				Delivery	Postage	11	postage cost	14/07/2022

Figure 4.2 Business Transaction Lists from Go-Ecommerce

Customer Payment Details:

DATE	CUSTOMER DETAILS
26/5	<p data-bbox="267 386 703 422">Name: Ain Adawiyah binti Ahmad</p> <p data-bbox="267 789 516 825">Details: 1 bag only</p> <ul data-bbox="315 840 761 926" style="list-style-type: none">- Feel the Feels Design- RM19 + RM7 Postage = RM26
30/5	<p data-bbox="267 1100 613 1136">Name: Sitiawa binti Anboh</p> <p data-bbox="267 1398 826 1434">Details: 4 bag bought on Kaamatan Promo</p> <ul data-bbox="315 1480 761 1614" style="list-style-type: none">- 2 Feel the Feels Design- 2 Cherry Design- RM72 + RM7 Postage = RM79

30/5	<p>Name: Nurin Faihanah Binti Shahrizan</p> <p>Detail: 3 bag bought (Kaamatan Promo only RM18/each)</p> <ul style="list-style-type: none"> - 3 Cherry Design - RM54 + RM7 Postage = RM61
30/5	<p>Name: Hannah Adibah Binti Syahril</p> <p>Detail: 1 bag bought (Kaamatan Promo only RM18/each)</p> <ul style="list-style-type: none"> - Feel the Feel Design - RM18 + RM11 Postage = RM29

	<p>Name: Syahirah Loi binti Aziz Loi</p>
	<p>Detail: Bought 1 bag (Stock Clearance RM15/bag)</p> <ul style="list-style-type: none"> - Cherry Design - RM15 + RM7 Postage = RM22
	<p>Name: Nur Suhaila Binti Abdul Malik</p>
	<p>Detail: Bought 1 bag (Stock Clearance RM15/bag)</p> <ul style="list-style-type: none"> - Cherry Design - RM15 + RM11 Postage = RM26

Table 4.1 customer payment detail

5.0: CONCLUSION

In conclusion, A&A Lovable Bag Store is a successful business and can be expanded through the use of social media platforms such as Facebook. The business will improve its quality of product and service in the future in order to fulfill the customers' needs. The business will also be successful in providing high quality standards in order to create a long-term sustainable competitive advantage and thus providing a superior return for our business profits. There is a lot of knowledge gained from this Social Media Portfolio report. We can learn on how to manage a business effectively and how to attract customers to buy our products through posting on social media platforms.

In the future, we hope our business will expand its empire and be recognized by many people. Last but not least, by using the social media platform which is Facebook, it can help our business to reach new potential customers more effectively by using the Facebook advertisement and boosted post. Creating Facebook pages is a really great way to centralize data and engage in a one-on-one format with the customer base as well. Other than that, Facebook gives the space to create a longer-term interactive platform where we can truly engage our business with our customer base.

6.0: APPENDICES

