

ENT 530: PRINCIPLES OF ENTREPRENEURSHIP SOCIAL MEDIA PORTFOLIO



SEKAWAN TERUNA

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ACKNOWLEDGMENT

We are deeply grateful to Allah S.W.T for His mercy and guidance, and for giving us the strength to complete this ENT530 Social Media Portfolio. We have put our best effort into completing this assignment and overcome any difficulties that arise along the way.

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We are also grateful to our families for their love and support, both emotionally and physically. Without their support, we would not be able to complete this project. They have always been there for us, cheering us on and helping us through the tough times. We are truly blessed to have such supportive families.

We are grateful to our group members for their hard work and cooperation. We have learned a lot from this project, including the value of cooperation and the meaning of patience. We have also learned the importance of teamwork and how to work effectively with others. We are grateful for their patience and understanding, as we know that this project was not always easy. We are also grateful to our classmates for their help, ideas, and comments. Through their feedback, we were able to improve our project and make it even better. We are grateful for their willingness to help us and for their insights into our project.

Finally, we are grateful to the Almighty for giving us the opportunity to complete this project. We believe that this project has helped us to grow and develop as students and as individuals. We are grateful for the lessons that we have learned and for the memories that we have made. We would like to conclude by saying that we are truly grateful for the support of everyone who has helped us along the way.

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Figure 1: Go-Ecommerce Registration





Figure 2: MyENT Certificate

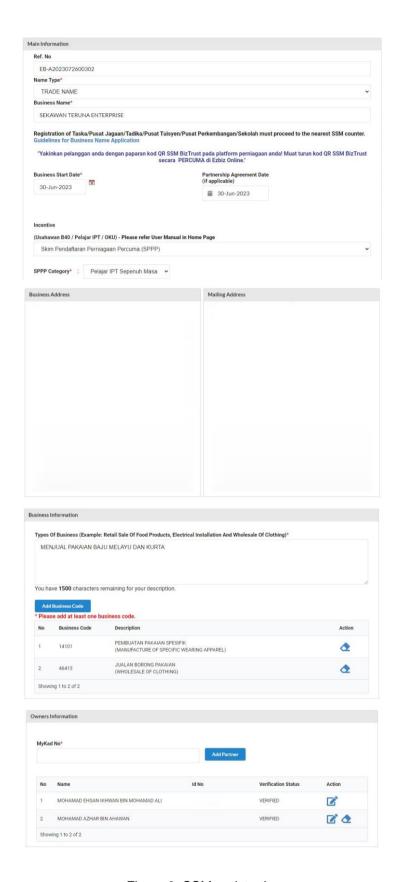


Figure 3. SSM registration

2.0 EXECUTIVE SUMMARY

Sekawan Teruna is a clothing company that specializes in printed tea patterns. The brand's name means "four friends" in Malay, and it is inspired by the close friendship of the four brothers who founded the company. Sekawan Teruna is known for its classic and timeless designs, which are made from high-quality materials. The brand's target market is men of all ages who appreciate quality and style.

Sekawan Teruna is based in Pasir Mas and mostly conducts business online. The company understands the value of having a social media presence, and it uses Facebook to market and sell its products. The Facebook page regularly publishes content and engages users directly through Facebook Messenger and WhatsApp.

Efficient delivery services are crucial to the brand's success, and it has partnered with J&T Malaysia, a reliable and fast delivery service. Customer satisfaction is a top priority for the brand, and it is achieved by offering a wide selection of quality products and excellent service.

Through this social media portfolio, Sekawan Teruna outlines how its business determines its objectives and thorough plan in accomplishing target goals by studying the strategy in terms of marketing, which includes soft sell and hard sell to tempt customers. All of these elements are addressed throughout the report with detailed explanations regarding the business.

3.0 INTRODUCTION OF BUSINESS

3.1 Business Background



Welcome to Sekawan Teruna, where we celebrate the rich heritage and timeless elegance of Baju Melayu. Our passion for preserving tradition, combined with a modern touch, brings you the finest collection of Baju Melayu Moden and Kurta. As a dedicated online store, we aim to cater to the fashion needs of individuals who appreciate the beauty and cultural significance of these iconic garments.

At Sekawan Teruna, we are more than just a business; we are a team of young, inspired entrepreneurs who value our cultural roots. "Sekawan Teruna" translates to "United Youth," representing our unified commitment to delivering quality products and exceptional service to our customers. We take pride in sharing the essence of Malay culture with the world through our curated collection of Baju Melayu and Kurta.

Our collection comprises Baju Melayu Moden and Kurta, carefully designed to blend traditional aesthetics with contemporary style. Baju Melayu Moden showcases the beauty of classic Baju Melayu with modern tailoring and details, while our Kurta collection offers comfort and elegance for any occasion. Each piece is crafted with precision, ensuring a perfect fit and an unmatched sense of grace.

Other than that, there is a fun fact about Baju Melayu. Did you know that Baju Melayu has a rich history dating back to the 15th century? It was initially worn exclusively by Malay nobles and aristocrats but has since become an integral part of Malay cultural identity. Today, Baju Melayu is cherished not only for its cultural significance but also for its timeless charm, making it a sought-after attire for various celebrations and events.

Sekawan Teruna is your one-stop destination for Baju Melayu Moden and Kurta, where tradition meets contemporary fashion. As we embark on this journey of preserving our cultural heritage, we invite you to join us and embrace the allure of Baju Melayu and Kurta. Experience the essence of Malay culture with Sekawan Teruna and add a touch of timeless elegance to your wardrobe. Thank you for being a part of our story since June 2023, and we look forward to dressing you in style as we move forward together.

Nature of Business	Fashion
Type of Business	Partnership
Business Address	Online
Correspondence Address	TehShatsu@gmail.com
Telephone Number	
Business Partner	1. MOHAMAD AZHAR BIN AHAWAN 2. MOHAMAD EHSAN IKHWAN BIN MOHAMAD ALI
Commencement Date	2 May 2023
Date of Registration	19 Jun 2023
Registration Number	
Name of Bank	Maybank
Bank Account Number	

3.2 Business' Mission, Vision and Objectives

Company's Vision	Clothing serves as a tool of self-expression and personal style as well as a means of covering the body.	
Company's Mission	Offering trendy and tea-inspired apparel options that let wearers to express their love for tea via their clothing.	
Company's Objectives	 To offer reasonable price to the customers To ensure the order is delivered on time To maintain coherence in the cash flow of the company 	

3.3 Organizational Structure

The business is run by two founders who share equal ownership and authority. The company has been divided into two major functions: management and production. Each founder is in charge of one function and makes all final decisions in that area. They do, however, collaborate and contribute to the other functions.



Figure 5. Organizational Chart

3.4 Description of products

Sekawan Teruna is a Malaysian brand of traditional Malay clothing that was founded in 1986. The brand's name means "four young men" in Malay, and it was inspired by the four founders of the company. Sekawan Teruna initially started out as a small clothing shop in Kuala Lumpur, but it has since grown into a successful brand with a wide range of products. Sekawan Teruna clothing is known for its stylish and comfortable designs. The brand offers a variety of baju melayu, baju kurung, and kurta for men, women, and children, in a wide range of colors and styles. Sekawan Teruna clothing is made from high-quality materials and is designed to last.

3.5 Lists of products

No.	Types of Printed Design	Selling price (RM)
1	BAJU MELAYU EMERALD GREEN	50.90
2	BAJU MELAYU MIDNIGHT GREEN	44.90
3	BAJU MELAYU PEARL WHITE	35.90
4	BAJU MELAYU BEEF RED	29.90
5	BAJU MELAYU DARK BROWN	60.90
6	BAJU MELAYU ASH BLUE	54.90
7	BAJU MELAYU PINK BELACAN	45.90
8	BAJU MELAYU NAVY BLUE	39.90
9	BAJU KURTA TURQUOISE	60.90
10	BAJU KURTA DEEP RED	54.90
11	BAJU KURTA KHAKI BROWN	45.90
12	BAJU KURTA DARK BROWN	39.90
13	BAJU KURTA BEEF RED	60.90
14	BAJU KURTA EMERALD GREEN	54.90
15	BAJU KURTA NAVY BLUE	45.90

4.0 Facebook

Sekawan Teruna has established an engaging Facebook Page to introduce our brand and highlight our distinctive items. We see the value of this platform for direct communication, feedback, and the development of a lively community. We hope to engage and bring value to our audience through insightful articles, interactive debates, and unique events. We can engage with millions of potential customers and promote Sekawan Teruna as a trusted and recognised brand thanks to Facebook's broad reach and low cost.

4.1 Creating a Facebook page

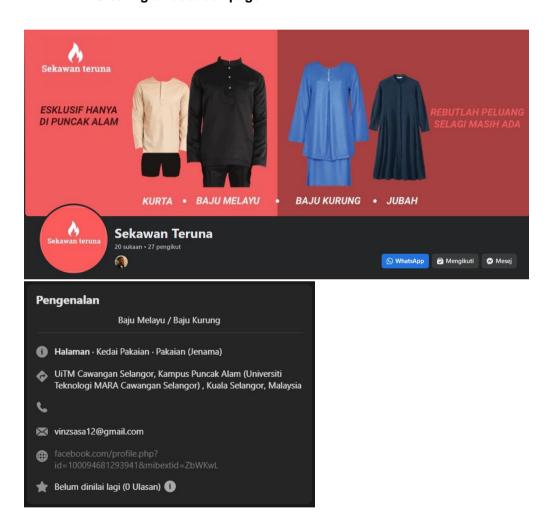


Figure 5. Facebook Page

4.2 Customizing Facebook page URL

This is the link to the customized URL for the Facebook page. We have changed it appropriately to be easily searchable for the public.

https://www.facebook.com/profile.php?id=100094681293941&mibextid=ZbWKwL

4.3 Facebook Teaser Posts

No.	TEASER POST	CAPTION
1	Sekawan teruna	Keeping you fuzzy and warm on the inside Stay Tuned #SekawanTeruna
2	Sekawan teruna COMING SOON	□ Discover Baju Melayu Elegance! □ Stay tuned for our exclusive collection. □ #ComingSoon #BajuMelayu Sekawan Teruna #SekawanTeruna
	Items will be available soon. Make sure you don't miss out	

3



□ Elevate Your Style: Baju Melayu Edition! □ Unveiling Soon. #StayTuned #BajuMelayu Sekawan Teruna

#SekawanTeruna

4



□ Tradition Meets Fashion: BajuMelayu Collection Coming Soon!□ #CountdownBegins#BajuMelayu Sekawan Teruna

Sekawan teruna

EST 14 JULY 2023

- 4 Days more!!
- □ Unmatched Elegance: Baju
 Melayu Unleashed Soon! □
 #StayTuned #BajuMelayu
 #YourBusinessName

#SekawanTeruna

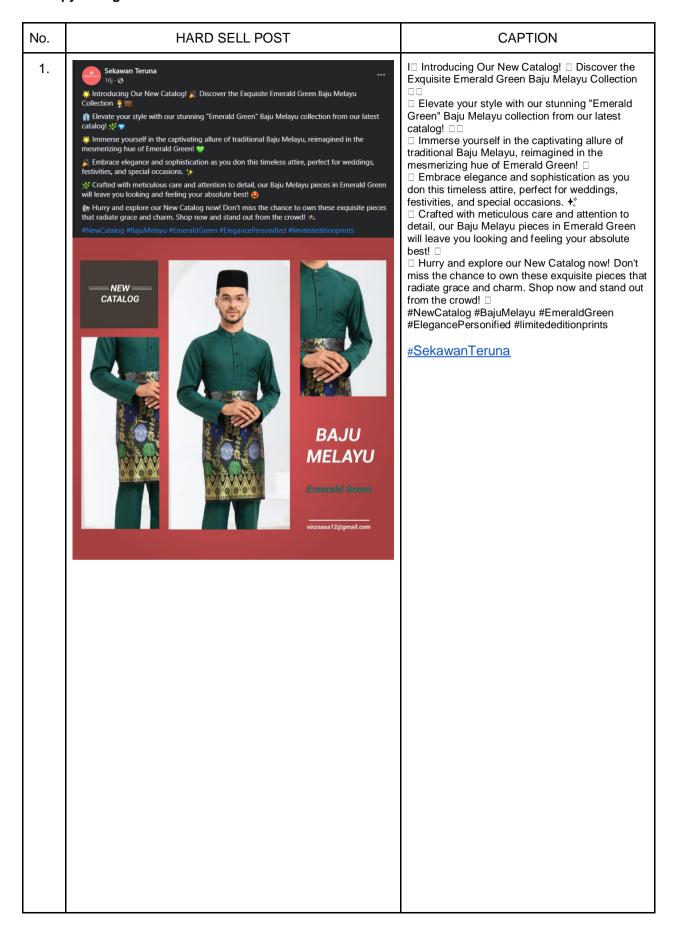
Sekawan teruna

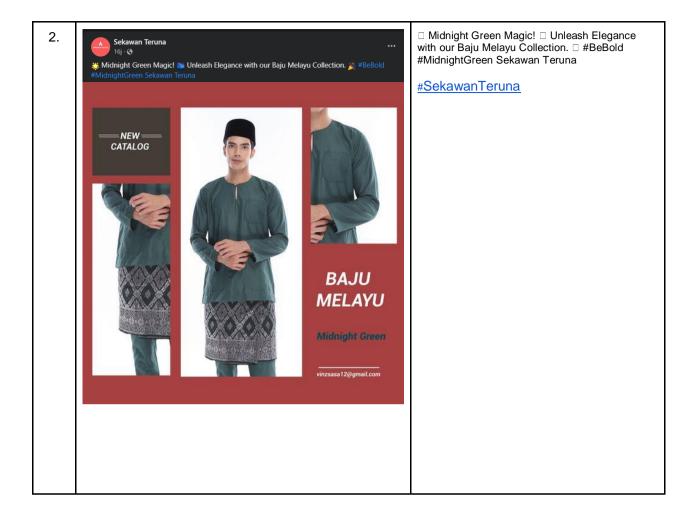
EST 14 JULY 2023

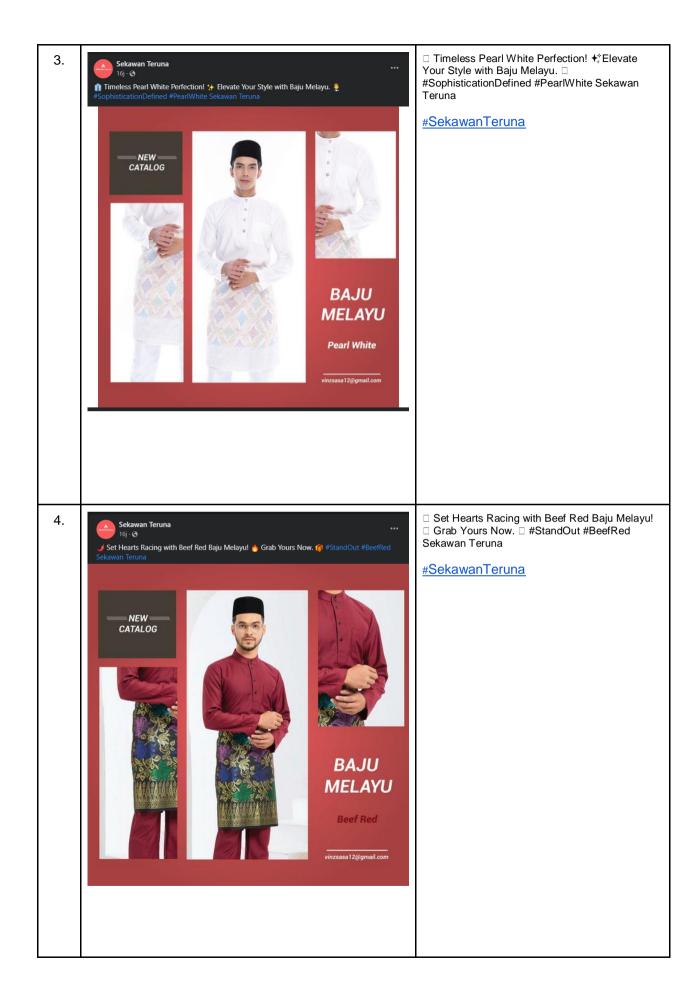
Countdown! 5 days from now.

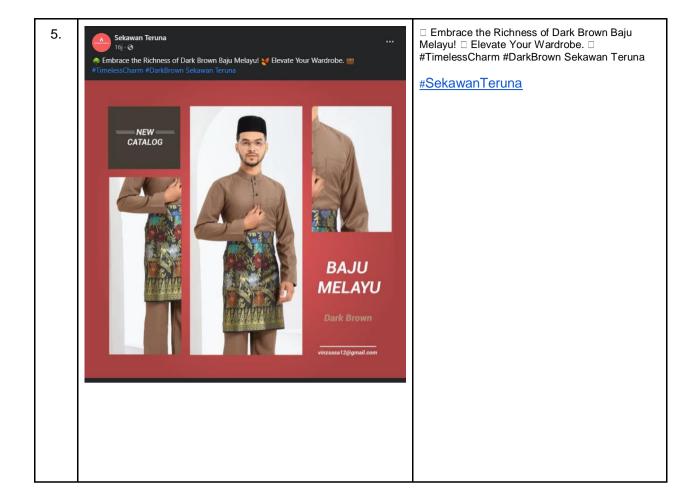
☐ Get Ready for Baju Melayu
Splendor! ☐ Unveiling Shortly.
#StayUpdated #BajuMelayu
Sekawan Teruna

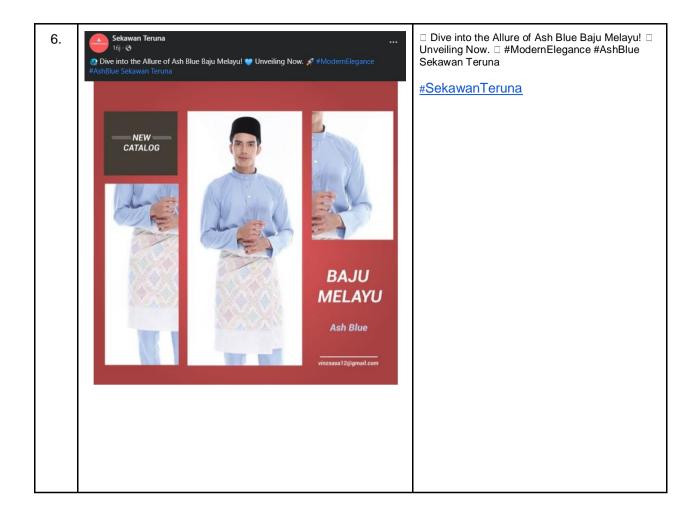
4.4 Copywriting - Soft Sell

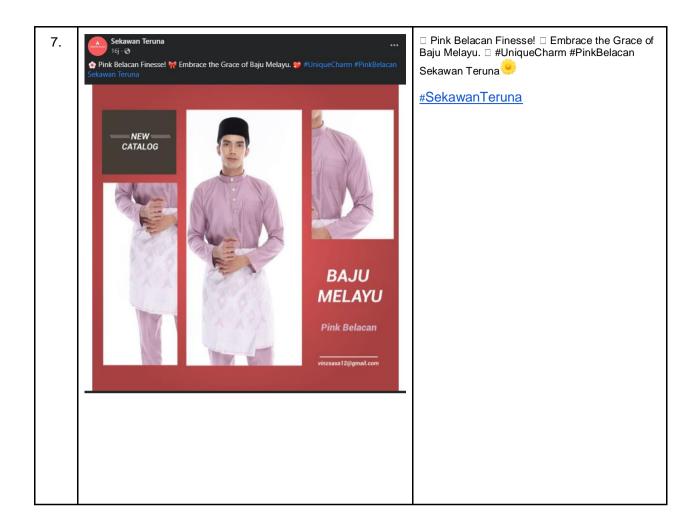


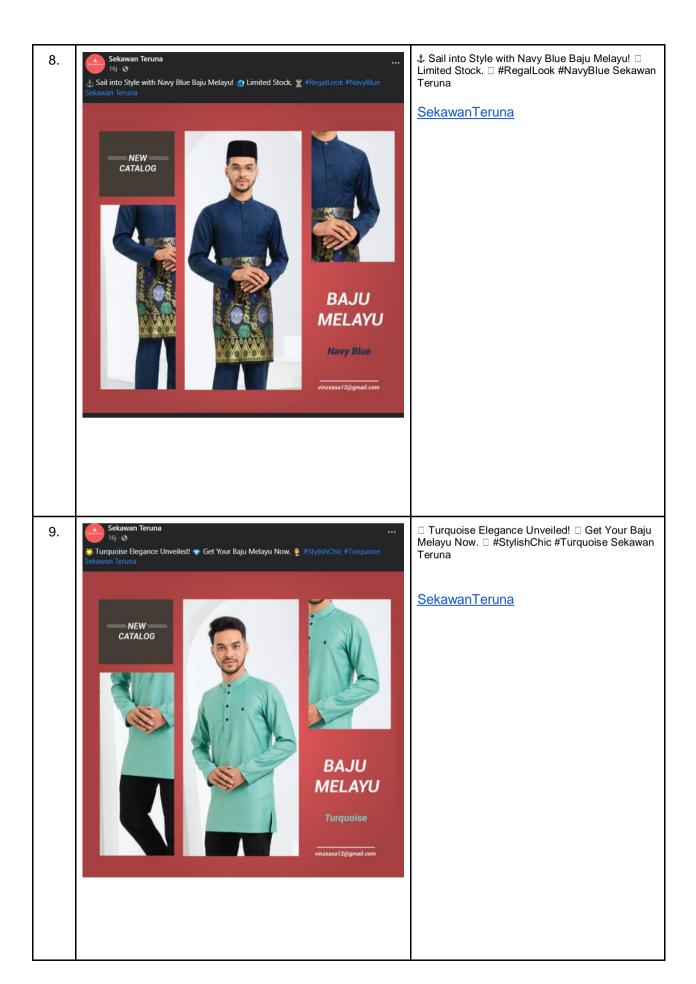














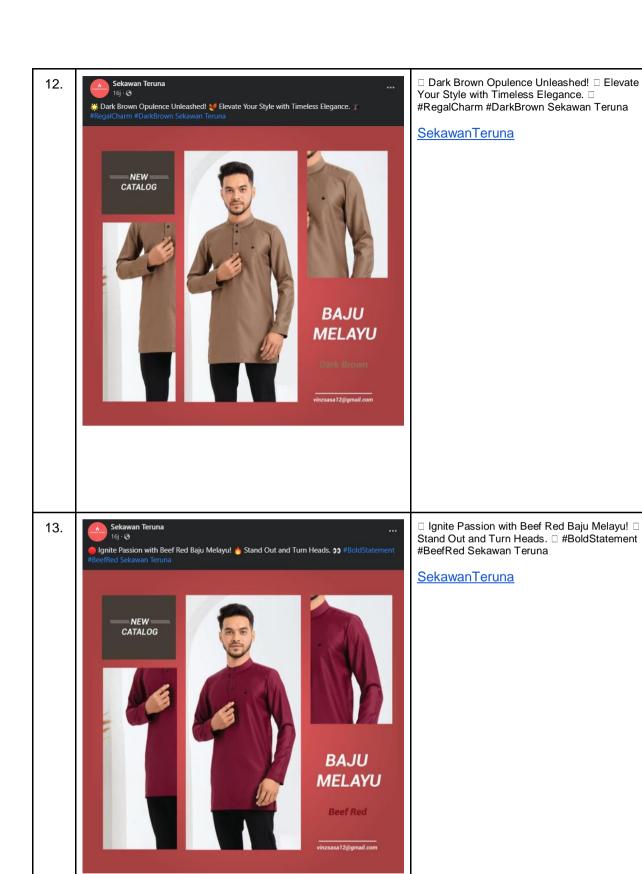
□ Deep Red Dazzle! □ Step into Glamour with Baju Melayu. □ #StrikingLook #DeepRed Sekawan Teruna

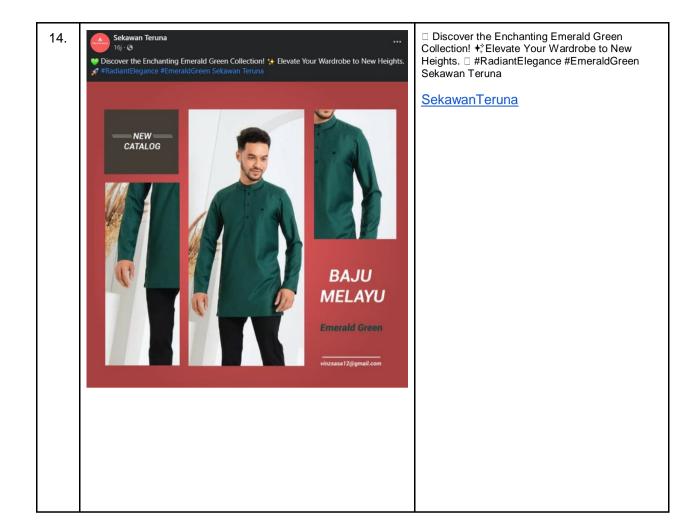
SekawanTeruna

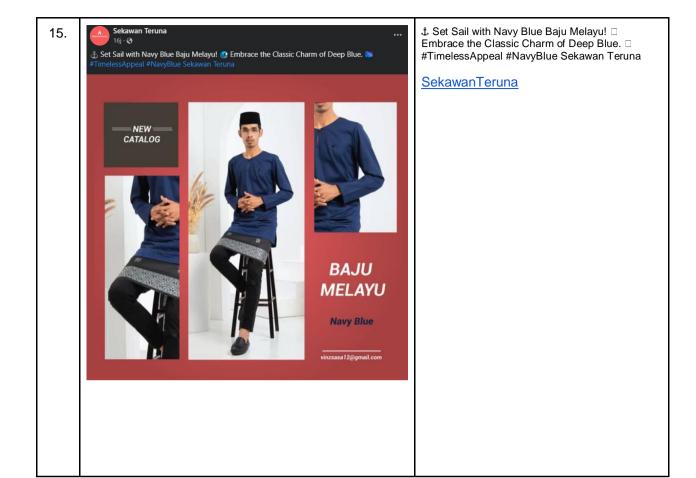


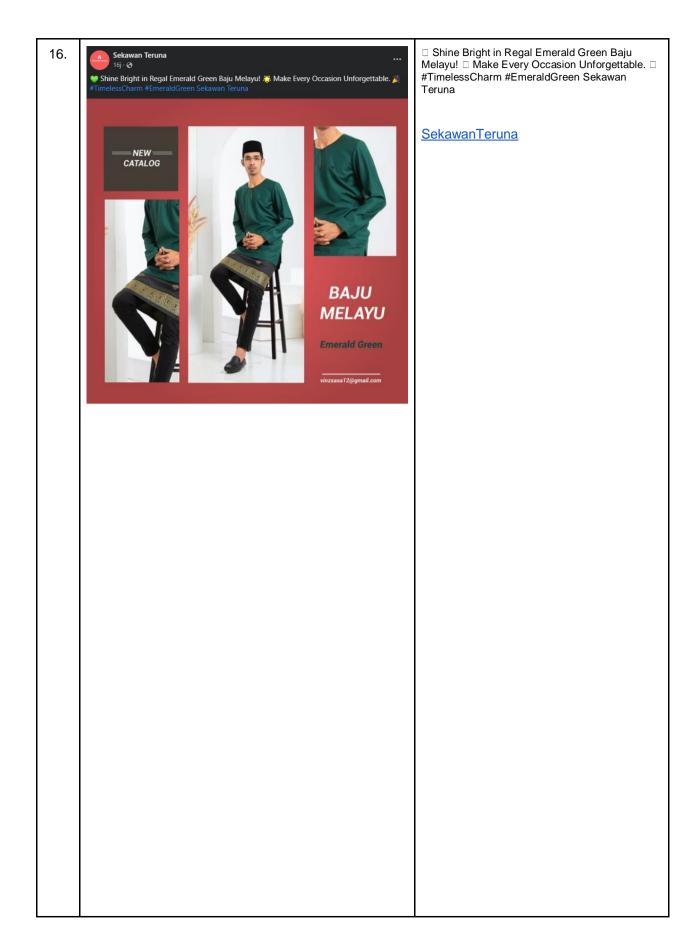
11.

□ Khaki Brown Sophistication! □ Elevate Your Wardrobe Today. □ #DistinctiveStyle #KhakiBrown Sekawan Teruna







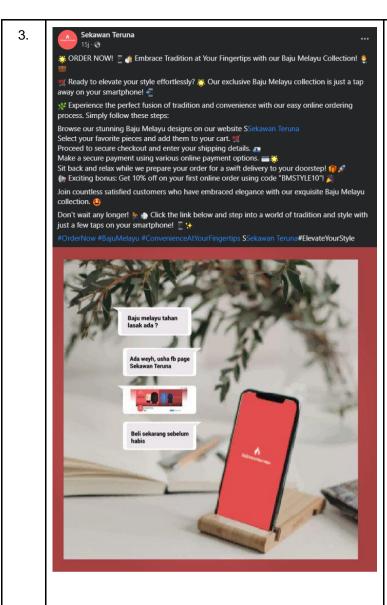


4.5 Copywriting - Hard Sell

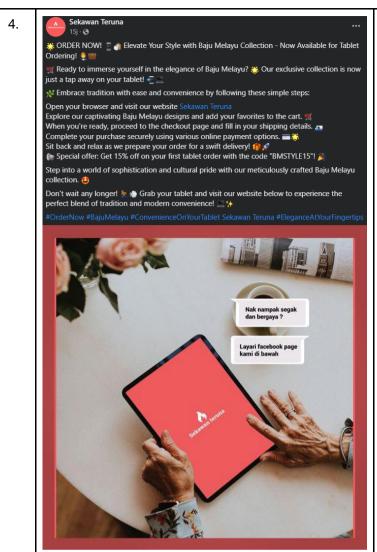




□ Exclusive Baju Melayu Giveaway! □ Embrace Tradition with Style and Elegance! ☐ It's Giveaway time at Sekawan Teruna, and we have something truly special for you on this joyful occasion! We're thrilled to offer you a chance to win an exquisite Baju Melayu set, thoughtfully presented in our elegant packaging box, making it a memorable experience! □+; ☐ Our Baju Melayu collection blends timeless tradition with modern sophistication, perfect for any special event! □□ □ Participating is easy: Like and Follow Sekawan Teruna on Facebook. Share this post to spread the word about the giveaway. Tag two friends who would love to rock the Baju Melavu stvle! □□ □ Don't miss out on this extraordinary opportunity to own a symbol of cultural heritage, packaged with love and care! ☐ The lucky winner will be announced in October. So, mark your calendars! Get ready to embrace elegance and make a statement with our captivating Baju Melayu designs! #ExclusiveGiveaway #BajuMelayu #ElegantPackaging Sekawan Teruna #CelebrateInStyle



ORDER NOW! □□ Embrace Tradition at Your Fingertips with our Baju Melayu Collection! ☐ Ready to elevate your style effortlessly? ☐ Our exclusive Baju Melayu collection is just a tap away on your smartphone! ☐ Experience the perfect fusion of tradition and convenience with our easy online ordering process. Simply follow these steps: Browse our stunning Baju Melayu designs on our website SSekawan Teruna Select your favorite pieces and add them to your cart. Proceed to secure checkout and enter your shipping details. Make a secure payment using various online payment options. [Sit back and relax while we prepare your order for a swift delivery to your doorstep! ☐ Exciting bonus: Get 10% off on your first online order using code "BMSTYLE10"! □ Join countless satisfied customers who have embraced elegance with our exquisite Baju Melayu collection. □ Don't wait any longer! □□ Click the link below and step into a world of tradition and style with just a few taps on your smartphone! □+; #OrderNow #BajuMelayu #ConvenienceAtYourFingertips SSekawan Teruna#ElevateYourStyle

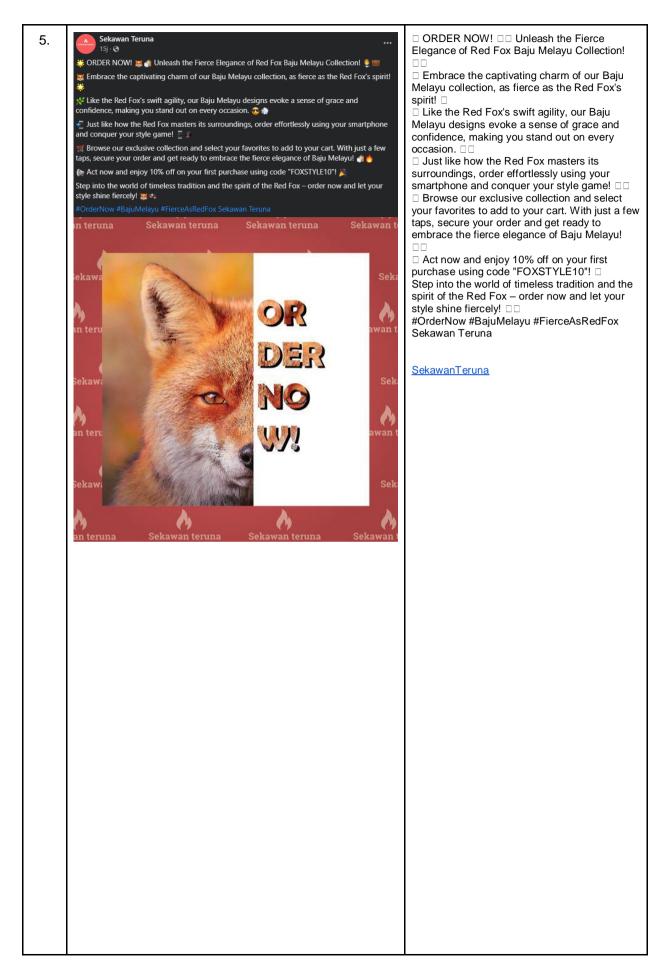


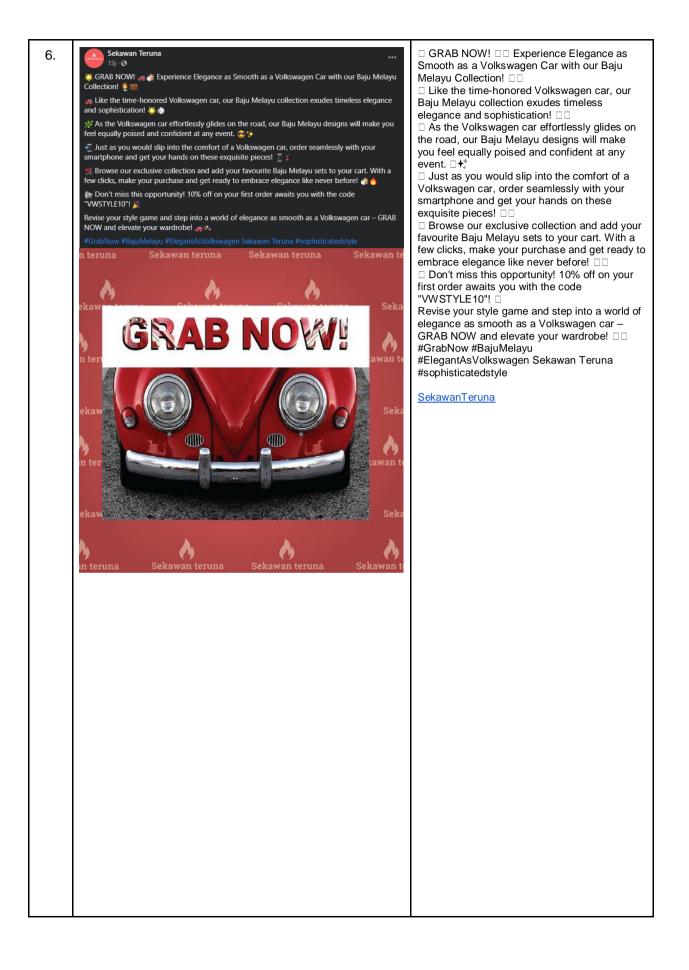
□ ORDER NOW! □□ Elevate Your Style with Baju Melayu Collection - Now Available for Tablet Ordering! □□ □ Ready to immerse yourself in the elegance of Baju Melayu?

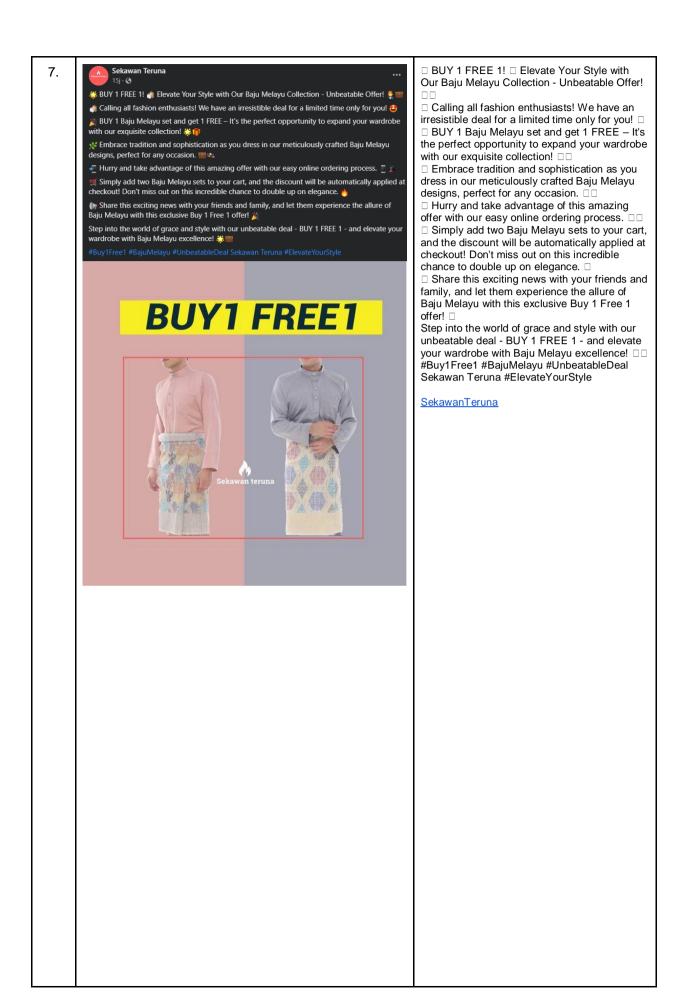
Our exclusive collection is now just a tap away on your tablet! ☐ Embrace tradition with ease and convenience by following these simple steps: Open your browser and visit our website Sekawan Teruna Explore our captivating Baju Melayu designs and add your favorites to the cart. When you're ready, proceed to the checkout page and fill in your shipping details. Complete your purchase securely using various online payment options. □□ Sit back and relax as we prepare your order for a swift deliverv! □□ ☐ Special offer: Get 15% off on your first tablet order with the code "BMSTYLE15"! Step into a world of sophistication and cultural pride with our meticulously crafted Baju Melayu collection. Don't wait any longer! □□ Grab your tablet and visit our website below to experience the perfect blend of tradition and modern convenience! □+; #OrderNow #BajuMelayu #ConvenienceOnYourTablet Sekawan Teruna

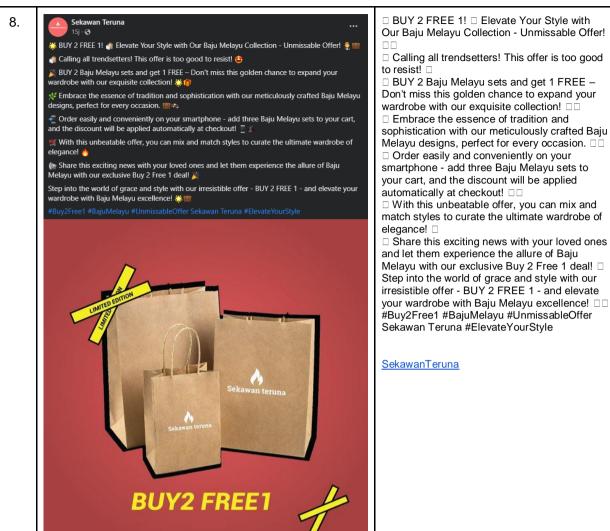
SekawanTeruna

#EleganceAtYourFingertips

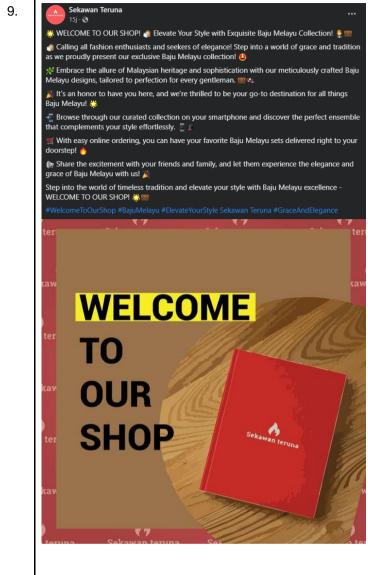




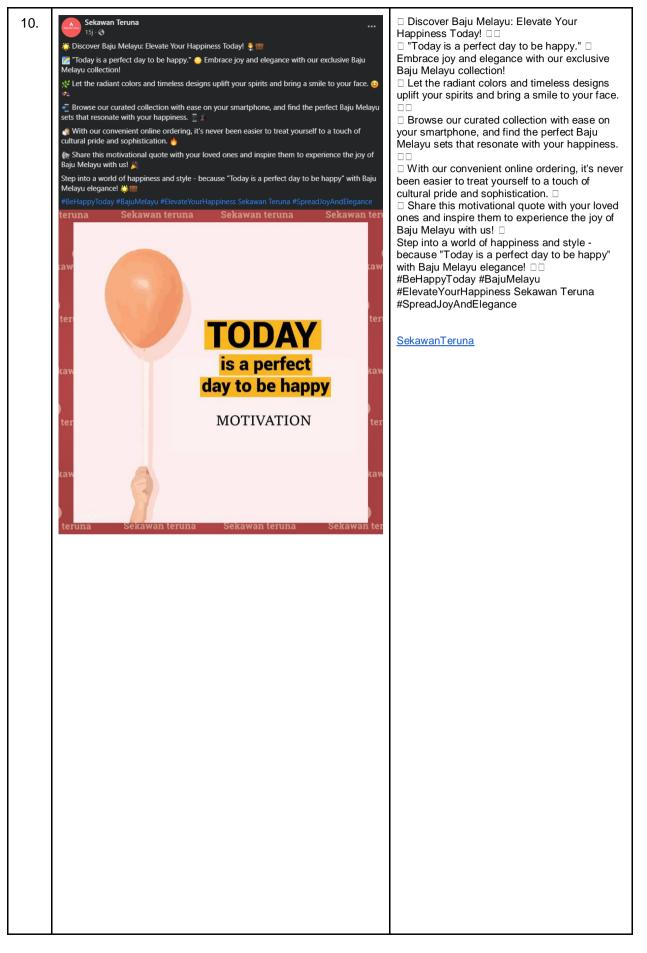




□ BUY 2 FREE 1! □ Elevate Your Style with Our Baju Melayu Collection - Unmissable Offer! □ Calling all trendsetters! This offer is too good to resist! □ BUY 2 Baju Melayu sets and get 1 FREE – Don't miss this golden chance to expand your wardrobe with our exquisite collection! ☐ Embrace the essence of tradition and sophistication with our meticulously crafted Baju Melayu designs, perfect for every occasion. □□ □ Order easily and conveniently on your smartphone - add three Baju Melayu sets to your cart, and the discount will be applied automatically at checkout! □ With this unbeatable offer, you can mix and match styles to curate the ultimate wardrobe of elegance! ☐ Share this exciting news with your loved ones and let them experience the allure of Baju Melayu with our exclusive Buy 2 Free 1 deal! □ Step into the world of grace and style with our irresistible offer - BUY 2 FREE 1 - and elevate



□ WELCOME TO OUR SHOP! □ Elevate Your Style with Exquisite Baju Melayu Collection! □ Calling all fashion enthusiasts and seekers of elegance! Step into a world of grace and tradition as we proudly present our exclusive Baju Melayu collection! □ Embrace the allure of Malaysian heritage and sophistication with our meticulously crafted Baju Melayu designs, tailored to perfection for every gentleman. ☐ It's an honor to have you here, and we're thrilled to be your go-to destination for all things ☐ Browse through our curated collection on your smartphone and discover the perfect ensemble that complements your style effortlessly. $\Box\Box$ With easy online ordering, you can have your favorite Baju Melayu sets delivered right to your doorstep! ☐ Share the excitement with your friends and family, and let them experience the elegance and grace of Baju Melayu with us! Step into the world of timeless tradition and elevate your style with Baju Melayu excellence -WELCOME TO OUR SHOP! #WelcomeToOurShop #BajuMelayu #ElevateYourStyle Sekawan Teruna #GraceAndElegance



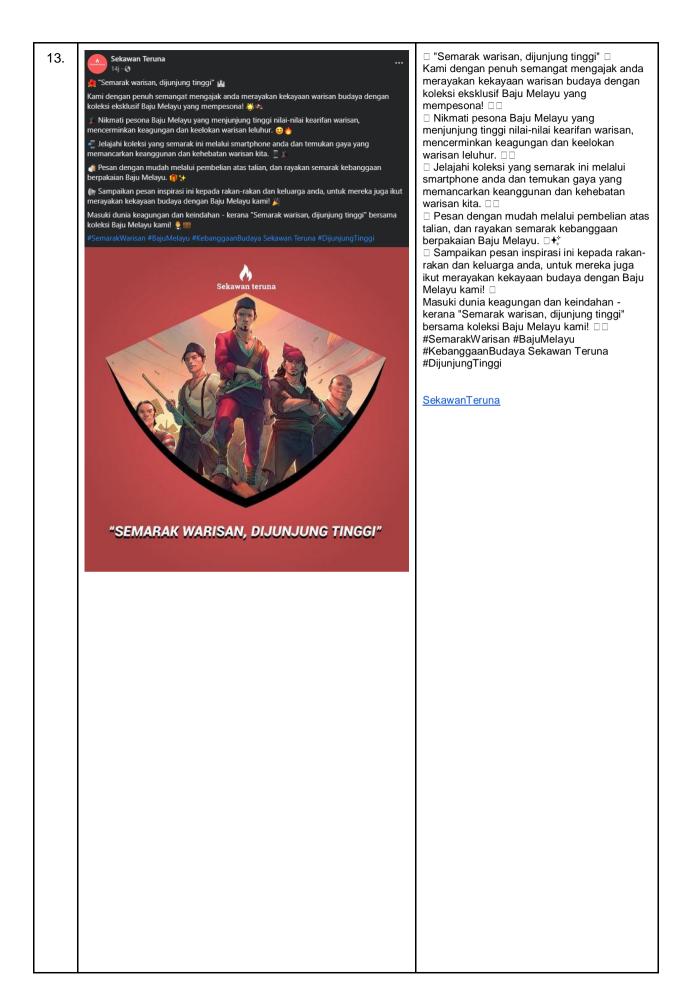


□ Menghiasi Warisan, Membawa Legasi: Baju Melayu, Jiwa Pahlawan Malaya! □ "Menyemai warisan membawa legasi, Kita menyambut dengan penuh semangat, koleksi eksklusif Baju Melayu yang bakal menghiasi warobe dan memaparkan kehebatan warisan budaya kita! 🗆 □ Nikmati keanggunan Baju Melayu yang mencerminkan jiwa pahlawan Malaya dengan setiap helaian sutera dan hiasan yang mengesankan. □ Jelajahi koleksi penuh cinta ini pada smartphone anda dan temukan gaya yang mencerminkan keberanian dan keindahan warisan kita. 🗆 🗆 □ Pesan dengan mudah melalui pesanan atas talian, dan bawalah pulang kepingan warisan untuk keluarga dan diri anda. □+; □ Sampaikan pesan inspirasi ini kepada sahabat-sahabat anda, untuk mereka turut menghiasi warisan dengan Baju Melayu kami! Masuki dunia kebanggaan dan gaya - kerana "Menyemai warisan membawa legasi, pahlawan Melayu jiwangga Malaya" bersama koleksi Baju Melayu kami! #WarisanDanLegasi #BajuMelayu #KebanggaanBudaya Sekawan Teruna

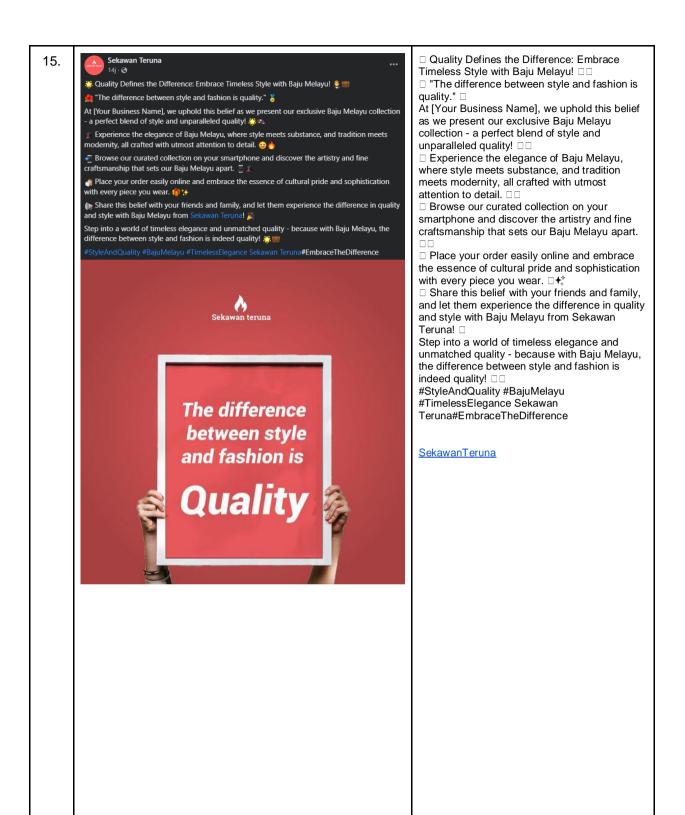
<u>SekawanTeruna</u>

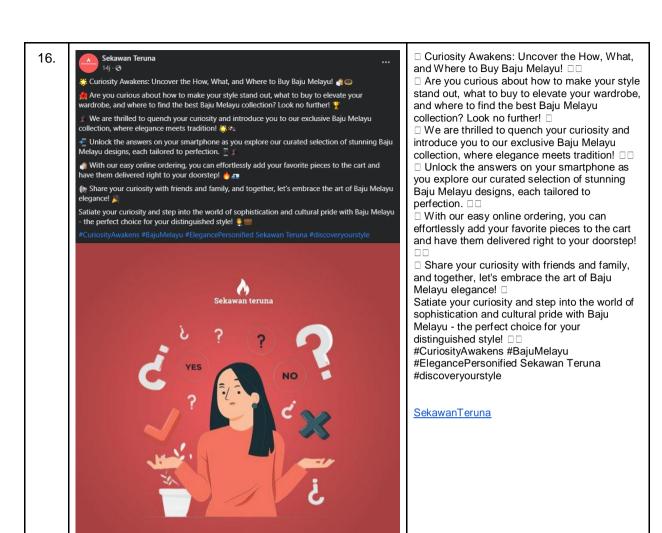
#pahlawanmelayu











5.0 Conclusion

Sekawan Teruna is a clothing brand that recognizes the importance of the global fashion industry and the need to innovate and develop to keep up with changing customer trends. In the post-pandemic era, Sekawan Teruna has seized the opportunity to provide distinctive and fashionable clothing designs that appeal to those looking for stylish yet functional clothing.

Sekawan Teruna focuses on post-pandemic fashion choices and aims to offer clothing options that express individual style while accommodating new norms and safety precautions. Social media marketing is incredibly important in the digital world for connecting with and interacting with customers. Sekawan Teruna uses social media platforms to promote its brand, raise brand awareness, and build strong relationships with its target market.

Sekawan Teruna can interact with customers, get feedback, and build a community by developing a vibrant online presence on websites like Facebook. The use of a Facebook business page is a valuable tool for Sekawan Teruna, as it allows for cost-effective communication with customers while providing a platform for social engagement. Sekawan Teruna encourages two-way communication by using messaging systems and encouraging customer reviews and comments, which allows for insightful feedback and opportunities for improvement.

Sekawan Teruna implements a comprehensive online marketing strategy that combines elements of both hard sell and soft sell techniques. The company uses the hard sell strategy to emphasize the benefits of its clothing designs and create a sense of urgency through attractive product presentations and time-limited deals. Sekawan Teruna also employs a soft-sell approach, focusing on a friendly and persuasive sales style that builds long-term customer relationships and encourages customer loyalty.

In conclusion, Sekawan Teruna embraces the post-pandemic fashion world by providing fashionable and functional clothing that meets the changing needs of consumers. Sekawan Teruna aspires to become a well-known brand in the fashion industry through smart social media marketing, successful customer engagement, and a well-balanced marketing strategy. Sekawan Teruna seeks to make a lasting impression on the post-pandemic fashion world by offering distinctive clothing options that reflect individual style and accommodate new conventions.