



اَوْنُوْرَسِيْتِي تِكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

SOCIAL MEDIA PORTFOLIO

PREPARED BY

FACULTY : FACULTY OF ACCOUNTANCY
PROGRAMME : BACHELOR OF ACCOUNTANCY
BUSINESS NAME : OLLIE HOODIES ENTERPRISE

NAME

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EXECUTIVE SUMMARY

Ollie Hoodies offers different types of hooded sweatshirt, or commercially mentioned and known as 'hoodie'. Each of the products is distinguished by the main material used in producing the garments, which gives each of them different purposes and characteristics.

Our initial concept in launching the product is 'plain and simple'. Thus, most of our products are plain in design, which in our viewpoint, is why it is suitable and wearable in many occasions. As for the price, we provide our customers all type of products at a fixed price of RM32. This is to ensure our potential buyers could afford a high quality garment at a cheaper price than other competitors, as being stated in our mission.

Ollie Hoodies focuses on younger customers, majorly students, since our marketing and operating activities are based in UITM Puncak Alam, Selangor at this earlier stage. Despite not specifying any age of groups for the product, we do consider younger age as our prominent customers, since we believe that they could help our business to achieve its vision.

Ollie Hoodies marketing strategy are based on the social media platform, primarily Facebook. 7 teasers and 10 soft sells and hard sells each were posted as required to achieve the maximum mark for this assignment. Our soft sells mostly discussed on the history of hooded sweatshirt, which briefly explains how designers were inspired to invent the design, and how it has influence the fashion industry between years.

Additionally, we were required to reach our sales at the proposed amount of RM61. Therefore, besides online transactions, we also provide cash on delivery (COD) as an alternate option of payment, in order to accelerate our sales. However, the COD service is only limited to few districts in Selangor.

As for the upcoming future, we planned to grow more new products with different features. Moreover, we also planned to expand our COD service, and at the same time maintaining the cost and price of our product.

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i. BUSINESS REGISTRATION (SURUHANJAYA SYARIKAT MALAYSIA (SSM))



BORANG D (KAEDAH 13)



**PERAKUAN PENDAFTARAN
AKTA PENDAFTARAN PERNIAGAAN 1956**

Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama

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