



اَوْبُوْ سَيِّدِيْ تَيْكُوْلُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA



SOCIAL MEDIA PORTFOLIO

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

FACULTY : FACULTY OF BUSINESS AND MANAGEMENT
PROGRAMME : BACHELOR IN OFFICE SYSTEMS MANAGEMENT (HONS.)
SEMESTER : 3
PROJECT TITLE : ZAZZY WARDROBE
NAME : HAZIMAHTUN HASYIMAH BINTI MD SHARIFF (2020974051)
GROUP : M1BA2323C
LECTURER : MADAM RAHAYU BINTI HASAN

EXECUTIVE SUMMARY

Zazzy Wardrobe is a sole proprietorship type of business that was established on 1st October 2020 by Hazimahtun Hasyimah Binti Md Shariff. The company is located at Jalan Kluang-Jemaluang, Taman Sam Hoe, Kampung Gunung Lambak, Kluang, Johor, 86000, Malaysia. Three people who work alongside Hazimahtun are Nurul Syuhada Binti Roslan as Administrative Manager, Nurul Syafiqah binti Saher as Financial Manager, and Zulaikha Nadia binti Mohd Hashim as Marketing Manager. Each of us has the background and qualification in entrepreneurship and business which enables us to share the knowledge and contribute it to the business flow and progress.

Zazzy Wardrobe is a celebration of effortless feminine allure. The label provides women with timeless wardrobe essentials – from chic yet comfortable basics to intricate a lifestyle brand for the modern city girl and occasion wear. Playful, yet classy. Stylish, yet friendly. Urban chic and cool. These characteristics have become hallmarks of the company.


High-quality materials at an affordable price, Zazzy Wardrobe prides itself in creating loyal customers by providing a high level of comfort for the dresser. With its unswerving focus on quality and attention to detail, Zazzy Wardrobe provides the everywoman a piece of wearable history – at the heart of each collection is a charismatic mosaic of personal stories. At Zazzy Wardrobe, we believe in the power of telling stories and of course, in wearing them.

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1.0 GO-ECOMMERCE REGISTRATION

1.1 Personal Profile

PERSONAL PROFILE	BUSINESS PROFILE																																																																																																									
 <p>Hazimahtun Hasyimah binti Md Shariff</p>	<h3>Personal Information</h3> <table><tr><td>Name</td><td>: Hazimahtun Hasyimah binti Md Shariff</td><td>Phone/Mobile</td><td>: 0197265456</td><td>Edit</td></tr><tr><td>New Identity Card No.</td><td>: 990210015282</td><td>Home Address</td><td>: No. 32, Jalan Intan 1/5, Taman Intan</td><td></td></tr><tr><td>Email Address</td><td>: tun.hasyima@gmail.com</td><td>District</td><td>: Kluang</td><td></td></tr><tr><td>City</td><td>: Kluang</td><td>Postcode</td><td>: 86000</td><td></td></tr><tr><td>State</td><td>: Johor</td><td>Personal Instagram</td><td>:</td><td></td></tr><tr><td>Personal Facebook</td><td>:</td><td>Race</td><td>: Malay</td><td></td></tr><tr><td>Gender</td><td>: Female</td><td>Special Need Required</td><td>: No</td><td></td></tr><tr><td>Marital Status</td><td>: Single</td><td></td><td></td><td></td></tr></table> <h3>Institution Information</h3> <p>Add New</p> <p>UiTM Melaka Kampus Bandaraya Melaka - BBA OFFICE MANAGEMENT</p> <table><tr><td>Type of Institution</td><td>: IHL</td><td>Institution List</td><td>: Universiti Teknologi MARA</td><td></td></tr><tr><td>State of Institution</td><td>: Melaka</td><td>Name of Institution</td><td>: UiTM Melaka Kampus Bandaraya Melaka</td><td></td></tr><tr><td>Address of Institution</td><td>: UiTM Cawangan Melaka Kampus Bandaraya Melaka, 110, Off Jalan Hang Tuah 75300 Melaka</td><td>City</td><td>: Bandaraya Melaka</td><td></td></tr><tr><td></td><td></td><td>Postcode</td><td>: 75300</td><td></td></tr></table> <table><tr><td>District of Institution</td><td>: Melaka Tengah</td><td>Study Status</td><td>: Full time</td><td>Edit Delete</td></tr><tr><td>Level of Study</td><td>: Bachelor Degree</td><td>Class Name</td><td>: M1BA2323C</td><td></td></tr><tr><td>Course Name</td><td>: BBA OFFICE MANAGEMENT</td><td>Year Enrolling the subject</td><td>: 2020</td><td></td></tr><tr><td>Subject Name</td><td>: ENT530</td><td>Lecturer Name</td><td>: Rahayu Hasan</td><td></td></tr><tr><td>Month Enrolling the Subject</td><td>: 10</td><td>Year Of Internship Enrollment</td><td>:</td><td></td></tr><tr><td>Internship Enrollment</td><td>: No</td><td>Period of Internship Training</td><td>:</td><td></td></tr><tr><td>Month of Internship Enrollment</td><td>:</td><td>Expected Month To Complete Study</td><td>: 7</td><td></td></tr><tr><td>Expected Year To Complete Study</td><td>: 2022</td><td></td><td></td><td></td></tr><tr><td>Related To Study Field</td><td>: Yes</td><td></td><td></td><td></td></tr></table>	Name	: Hazimahtun Hasyimah binti Md Shariff	Phone/Mobile	: 0197265456	Edit	New Identity Card No.	: 990210015282	Home Address	: No. 32, Jalan Intan 1/5, Taman Intan		Email Address	: tun.hasyima@gmail.com	District	: Kluang		City	: Kluang	Postcode	: 86000		State	: Johor	Personal Instagram	:		Personal Facebook	:	Race	: Malay		Gender	: Female	Special Need Required	: No		Marital Status	: Single				Type of Institution	: IHL	Institution List	: Universiti Teknologi MARA		State of Institution	: Melaka	Name of Institution	: UiTM Melaka Kampus Bandaraya Melaka		Address of Institution	: UiTM Cawangan Melaka Kampus Bandaraya Melaka, 110, Off Jalan Hang Tuah 75300 Melaka	City	: Bandaraya Melaka				Postcode	: 75300		District of Institution	: Melaka Tengah	Study Status	: Full time	Edit Delete	Level of Study	: Bachelor Degree	Class Name	: M1BA2323C		Course Name	: BBA OFFICE MANAGEMENT	Year Enrolling the subject	: 2020		Subject Name	: ENT530	Lecturer Name	: Rahayu Hasan		Month Enrolling the Subject	: 10	Year Of Internship Enrollment	:		Internship Enrollment	: No	Period of Internship Training	:		Month of Internship Enrollment	:	Expected Month To Complete Study	: 7		Expected Year To Complete Study	: 2022				Related To Study Field	: Yes			
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1.2 Business Profile

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 <p>Hazimahtun Hasyimah binti Md Shariff</p>	<table><tr><td>Company Name</td><td>: Zazzy Wardrobe</td><td>Company Registration No.</td><td>:</td><td>Edit</td></tr><tr><td>Type Of Business</td><td>: Sdn. Bhd</td><td>Business Role</td><td>: Product Owner</td><td></td></tr><tr><td>Facebook Page</td><td>: Zazzy Wardrobe</td><td>Business Category/Business Sub-Category</td><td>: Apparel, Health & Beauty / Fashion & Lifestyle</td><td></td></tr><tr><td>Wechat for Business</td><td>:</td><td>Business Instagram Page</td><td>:</td><td></td></tr><tr><td>Marketplace</td><td>: None</td><td>Business Website</td><td>: https://www.facebook.com/zazzywardrobe</td><td></td></tr><tr><td>Business Related to Your Study Field</td><td>: Yes</td><td>Type Of Website</td><td>: Mini Site (Landing Page)</td><td></td></tr><tr><td></td><td></td><td>Experience in International Export</td><td>: No</td><td></td></tr></table> <p>Hello there!</p>	Company Name	: Zazzy Wardrobe	Company Registration No.	:	Edit	Type Of Business	: Sdn. Bhd	Business Role	: Product Owner		Facebook Page	: Zazzy Wardrobe	Business Category/Business Sub-Category	: Apparel, Health & Beauty / Fashion & Lifestyle		Wechat for Business	:	Business Instagram Page	:		Marketplace	: None	Business Website	: https://www.facebook.com/zazzywardrobe		Business Related to Your Study Field	: Yes	Type Of Website	: Mini Site (Landing Page)				Experience in International Export	: No	
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2.0 INTRODUCTION OF BUSINESS

2.1 Name and Address of Business



Zazzy Wardrobe is a business name that had decided based on our main product. Zazzy means something shiny or flashy, and wardrobe is a standing closet used for storing a collection of wearing apparel. The reason we choose Zazzy Wardrobe as our business name because we want to show the word 'zazzy' suitable to describe the ecstatic and happy feeling our customers will experience when buying our company's product. Besides, our company's motto is "Let's us get zazzy!" which shows that our products are cool and worthwhile,

that would catch the eye of our customers. This is also one of our marketing strategies to attract people to fall in love with our products.

Our business's address is located at Jalan Kluang-Jemaluang, Taman Sam Hoe, Kampung Gunung Lambak, Kluang, Johor, 86000, Malaysia. We choose this location because it is located in the middle of town. Thus, all the basic amenities such as the electrical, water, telephone, and internet facilities are in great condition.



Besides, it is also easier for us to sell our products to more potential customers due to our strategic business location. Our building is surrounded by numerous amenities such as Target Hypermarket, Eco Shop, Sekolah Jenis Kebangsaan Tamil (SJKT) Haji Manan, Kluang Mall, food courts, and children's playground. It is easier for our potential customers to come to our company.