



ADAPTER 2 IN 1 LIGHTNING SOCIAL MEDIA PORTFOLIO

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ACKNOWLEDGEMENT

In the name of Allah, the Most Gracious, The Most Merciful. Praise to Allah S.W.T, Lord of the universe, who gives the blessings and strength to complete this project paper for my social media assignment. Peace and prayers be upon His Final Prophet and Messenger, Muhammad S.A.W, the ideal role model for every human-being.

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1.0 INTRODUCTION OF BUSINESS

Gaming Gadget Shop conducts an online business based on Facebook. It is a sole proprietorship business which is owned by Luqman Hakim Bin Norazmi. The location of the business is at Lot 135 Kg Dewan Beta, 15100 Kota Bharu Kelantan. This location is very strategic because it is near to town where everything is accessible including to post the parcel and can cash on delivery with customers.


The expectation of the establishment of this business is to help customer who cannot use charging cable and earphone at the same time on their iPhone 7 and above. We plan to build a strong market position and wish to expand our business, making Gaming Gadget Shop known to people all over Malaysia.

One of the reasons the business chooses online shopping because it is very convenient not only for the seller but also for the customers. Internet can change the way consumers shop to buy goods and services as it has rapidly evolved into a global phenomenon. The business has started using the Internet with the aim of cutting marketing costs, thereby reducing the price of the products and services in order to stay ahead in highly competitive markets. The business also using the Internet to convey, communicate and disseminate information in order to sell the product, to take feedback and also to conduct satisfaction surveys with customers. Customers use the Internet not only to buy the product online, but also to compare prices and product features especially from the feedback and review of other customers.

We aim to offer our product at an affordable price so that everyone can enjoy our product. Our target market is everyone especially iPhone user and young people who owns iPhone 7 and above since our product can be enjoyed by people of all ages.

In conclusion, we hope to achieve our vision to give the best quality of adapter. We want to make sure our business provides the best quality product and can satisfy our customers demand. We also hope that our product will be well known in Malaysia and can obtain higher profit.

2.0 BUSINESS REGISTRATION (SSM)


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

LUQMAN GADGET HOUSE
NO. PENDAFTARAN: 202003158629 (LA0021749-T)

telah didaftarkan dari hari ini sehingga **13 JULAI 2021** di bawah Akta Pendaftaran
Perniagaan 1956, beralamat di **LOT 135 KG DEWAN BETA , 15100 KOTA
BHARU, KELANTAN**

Bil. Cawangan : SATU (1)

Bertarikh di **SISTEM EZBIZ** pada **14 JULAI 2020**.


NOR AZIMAH BINTI ABDUL AZIZ
Pendaftar Perniagaan
Semenanjung Malaysia

UserID: EZBIZ Date: Tue Jul 14 11:42:59 MYT 2020