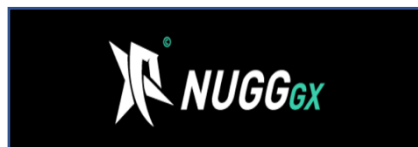




SOCIAL MEDIA PORTFOLIO (NUGG.Gx)



PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

FACULTY & PROGRAMME : FACULTY OF INFORMATION MANAGEMENT
(IM246)
SEMESTER : 3
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GROUP : IM2463ST4
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SUBMISSION DATE : 29TH JANUARY 2021

ACKNOWLEDGEMENT

In completing this assignment, I took guideline from respected person who deserve my greatest gratitude. The completion of this assignment gives me so much pleasure. I would like to show my gratitude to Sir Muhammad Hafizi Zamri lecturer of subject ENT530 Principles of Entrepreneurship in Organizations University Teknologi MARA (UiTM) for giving me a good guideline and useful critiques for this assignment. Her willingness to give her time to generously has been very much appreciated.

I also like to expend my deepest gratitude to all those who have directly and indirectly guided me and have made valuable comments and suggestions.

EXECUTIVE SUMMARY

It all started in year 2015 when we (me and the founder) actively playing FIFA Online 3 game competitively, the journey start when an eSports team named *Royal Flush* by Team Orange offered us to represent them in a tournament at Selangor. The founder of Nugg.GX or as known as Ashraf is well-known with his low-key designing skills, especially using Adobe Photoshop. An Orange Setiawangsa Cyber-Café outlet owner see his potential so he offered Ashraf to design a brand-new jersey for us to use it for the tournament.

With modern design and catchy look, his design has caught so many people and organizations eyes. Some of them offered him to design for their own eSports team and even for personal use. Ashraf took this opportunity to make some money and at the same time can improve his editing and designing skills.

A year past, many people and eSports team started to recognize his design. So, with overwhelm demand, Ashraf started to open this business named Nugg.GX with help of some friends including me. The name of this company is inspired from his FIFA Online 3 in-game-name which is *Nuggretos* and “GX” is stand for “graphic”.

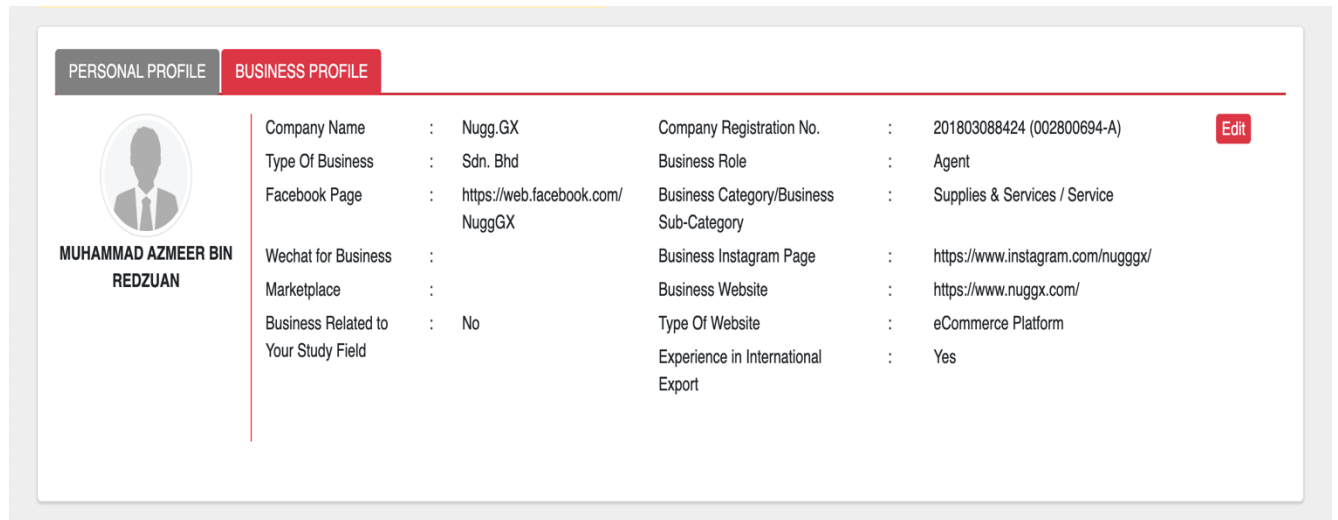
We never thought with just hobby, we able to make it this far. Whereas, nowadays Nugg.GX has successfully entered the eSports world and well-known as a famous eSports jersey designer and even we’ve dealt with eSports team from oversea such as from Singapore, Brunei and recently Thailand. Moreover, many eSports teams from all over platform and games such as *PUBG*, *PUBGM*, *Mobile Legends* and *CS:GO* is using Nugg.GX design.

We decided to stay as an ecommerce mainly company, so there is no physical store available. In future, we all are looking forward to expand Nugg.GX legacy worldwide.

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1.0 Go-Ecommerce Registration



The image shows a screenshot of a Go-Ecommerce Business Profile for NuggGX. The profile is divided into two tabs: 'PERSONAL PROFILE' and 'BUSINESS PROFILE'. The 'BUSINESS PROFILE' tab is active. On the left, there is a circular profile picture of a man in a suit, with the name 'MUHAMMAD AZMEER BIN REDZUAN' below it. The main content area displays various business details in a key-value format, organized into two columns. An 'Edit' button is visible in the top right corner of the profile area.


PERSONAL PROFILE	BUSINESS PROFILE																																			
 MUHAMMAD AZMEER BIN REDZUAN	<table><tbody><tr><td>Company Name</td><td>: Nugg.GX</td><td>Company Registration No.</td><td>: 201803088424 (002800694-A)</td><td>Edit</td></tr><tr><td>Type Of Business</td><td>: Sdn. Bhd</td><td>Business Role</td><td>: Agent</td><td></td></tr><tr><td>Facebook Page</td><td>: https://web.facebook.com/NuggGX</td><td>Business Category/Business Sub-Category</td><td>: Supplies & Services / Service</td><td></td></tr><tr><td>Wechat for Business</td><td>:</td><td>Business Instagram Page</td><td>: https://www.instagram.com/nugggx/</td><td></td></tr><tr><td>Marketplace</td><td>:</td><td>Business Website</td><td>: https://www.nuggx.com/</td><td></td></tr><tr><td>Business Related to Your Study Field</td><td>: No</td><td>Type Of Website</td><td>: eCommerce Platform</td><td></td></tr><tr><td></td><td></td><td>Experience in International Export</td><td>: Yes</td><td></td></tr></tbody></table>	Company Name	: Nugg.GX	Company Registration No.	: 201803088424 (002800694-A)	Edit	Type Of Business	: Sdn. Bhd	Business Role	: Agent		Facebook Page	: https://web.facebook.com/NuggGX	Business Category/Business Sub-Category	: Supplies & Services / Service		Wechat for Business	:	Business Instagram Page	: https://www.instagram.com/nugggx/		Marketplace	:	Business Website	: https://www.nuggx.com/		Business Related to Your Study Field	: No	Type Of Website	: eCommerce Platform				Experience in International Export	: Yes	
Company Name	: Nugg.GX	Company Registration No.	: 201803088424 (002800694-A)	Edit																																
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Wechat for Business	:	Business Instagram Page	: https://www.instagram.com/nugggx/																																	
Marketplace	:	Business Website	: https://www.nuggx.com/																																	
Business Related to Your Study Field	: No	Type Of Website	: eCommerce Platform																																	
		Experience in International Export	: Yes																																	

Figure 1: NuggGx Go-Ecommerce Business Profile