



اَوْنِيُوْزْ سِيْتِيْ بَاتِيْكَوْ لُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA



SOCIAL MEDIA PORTFOLIO: ALYSS SPARKLE

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): INDIVIDUAL PROJECT

FACULTY & PROGRAMME	: FACULTY OF BUSINESS AND MANAGEMENT BACHELOR IN OFFICE SYSTEM.
SEMESTER	: 3
PROJECT TITLE	: SOCIAL MEDIA PORTFOLIO
NAME	: SITI INTAN SURAYA BINTI MAHADI
LECTURER	: DR. SYUKRINA ALINI BINTI MAT ALI

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EXECUTIVE SUMMARY

The name of my business is Alyss Sparkle where 'Alyss' is my favourite Germany's name. Meanwhile, "Sparkle" is stand for shining. It is means, people who styling our products will always shining and bright on other's preferences on you. Based from the name of my business, I am serving the customers a various type of different handbags and our main target market is a teenager.

Alyss Sparkle was founded by Intan Suraya, who first began interested on handbags and started to running the business in 2020. In addition, she chooses Facebook as her main platform of business. This business offers many types of handbag with different color which become trendy nowadays among teenagers such as yellow, lilac, black, white, and green. For now, Alyss Sparkle have launched two different handbag which called Pouchy Bag and Bloomy Bag. Price placed for all the products are around RM40 to RM50 only which was really affordable and reasonable for the target market.

In order to keep the business running smoothly, all the post on Facebook have been arranged with a teaser, soft sell, hard sell, and frequency of posting. All this posting needed to keep the business stay relevant and get attention from customers.

1.0 GO-ECOMMERCE REGISTRATION

HOME
MY PROFILE
MY BUSINESS
MY LEARNING
MY NOTIFICATIONS
MORE

PERSONAL PROFILE
BUSINESS PROFILE

Siti Intan

Personal Information

Name	: Siti Intan	Phone/Mobile	: 0126554736	Edit
New Identity Card No.	: 990920106496	Home Address	: Lot 1977, Jalan Intan Kiri, Bukit Changgang	
Email Address	: intnsuraya.m@gmail.com	District	: Kuala Langat	
City	: Banting	Postcode	: 42700	
State	: Selangor	Personal Instagram	: intn.suraya	
Personal Facebook	: Intan Suraya	Race	: Malay	
Gender	: Female	Special Need Required	: No	
Marital Status	: Single			

Institution Information

UITM Puncak Alam - EN 530-PRINCIPLE OF ENTREPRENEURSHIP-BA2323D OKT 2020

Type of Institution	: IHL	Institution List	: Universiti Teknologi MARA	
State of Institution	: Selangor	Name of Institution	: UITM Puncak Alam	
Address of Institution	: Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, .	City	: Puncak Alam	
		Postcode	: 42300	
District of Institution	: Kuala Selangor	Study Status	: Full time	Edit Delete
Level of Study	: Bachelor Degree	Class Name	: BA2323D	
Course Name	: EN 530-PRINCIPLE OF ENTREPRENEURSH IP-BA2323D OKT 2020	Year Enrolling the subject	: 2020	
Subject Name	: PRINCIPLE OF ENTREPRENEURSH IP	Lecturer Name	: Syukrina Alini Binti Mat Ali	
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	: 1	
Expected Year To Complete Study	: 2021			
Related To Study Field	: Yes			

PERSONAL PROFILE
BUSINESS PROFILE

Siti Intan

Company Name	: Alyss Sparkle	Company Registration No.	:	Edit
Type Of Business	: Sdn. Bhd	Business Role	: Product Owner	
Facebook Page	: Alyss Sparkle	Business Category/Business Sub-Category	: Apparel, Health & Beauty / Apparel & Accessories	
Wechat for Business	:	Business Instagram Page	:	
Marketplace	: Others	Business Website	: https://www.facebook.com/Alyss.Sparkle	
Business Related to Your Study Field	: Yes	Type Of Website	: Mini Site (Landing Page)	
		Experience in International Export	: No	

Figure 1.1