



اَوْبُنُوْرَسِيْتِيْ بِاَتِيْكَوْلُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA



STREETWEAR BENZ

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): SOCIAL MEDIA PORTFOLIO

FACULTY & PROGRAM : FACULTY OF BUSINESS, OFFICE SYSTEMS
MANAGEMENT

SEMESTER : 3

PROJECT TITLE : SOCIAL MEDIA PORTFOLIO

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GROUP : BA232 3D

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DATE OF SUBMISSION : 30 DECEMBER 2020

ACKNOWLEDGEMENT

In the name of Allah Almighty, Most Gracious and Most Merciful, I would like to thank to Allah SWT. By His grace, Alhamdulillah I am able to complete and finish this project in the period given to me. This case study was completed by me and it went well as expected without any problem for me to complete it. I would like to express my deepest love and gratitude to my parents and siblings for their constant support and encouragement throughout my educational career. Special thanks also go to my principles of entrepreneurship lecturer Prof. Dr. Syukrina Alini binti Mat Ali for her technical support, guidance and encouragement in in the realization of this project.

Besides that, I would also like to thank to my fellow classmates that help me understand how to do some part of this project. Not forget to mention Facebook who provide us platform for this project. Lastly, I would like to thank Universiti Teknologi Mara (UiTM) for giving me the opportunity to be among the few selected for this programme.

EXECUTIVE SUMMARY

Streetwear Benz is a small business that were created by me in this semester. My business in based on clothing industry where we specialize in selling and supplying streetwear fashion clothes and accessories of famous brand that are from outside of Malaysia. This company's business has been registered in the Go-Ecommerce with the guide of my lecturer.

Furthermore, this business is located at Klang, Selangor where we focus on marketing our business in that area. The reason why I choose to open this type of business is because to give exposure to people that do not know of the existence of streetwear fashion. In this modern era, this type of fashion is thriving at global market thus making all the items or product of this streetwear fashion valuable although it is produced long time ago.

Despite of the range of price that are often consider expensive, it is not stopping people who follow this kind of fashion trend from stop buying them. This is because in this industry, vintage or rare product of famous brands tends to increase on its price through out the time. This means product that you buy at RM100 can increase to triple of its amount in couple of years.

My mission for this business is that I can be on of the top local company that supply and sells streetwear fashion clothing and accessories and able to secure existing customer for long period. For my vision, I hope that we can transform this company to be able to compete with big company or firm in Malaysia and create job opportunities for local people.

By using knowledge that I get from subject that I learn which is Principles of Entrepreneurship. I am able to produce and create teaser which is to attract potential customer to stick with my business in order to buy products that I sell. I am also able to produce hard sell posting using the correct technique which involves AIDCA. Lastly, I also able to do soft sell posting using the right techniques which involves CTA.

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1. Go-Ecommerce registration

Go-eCommerce BETA

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PERSONAL PROFILE BUSINESS PROFILE

MUHAMMAD NAZIRUL BIN ZULKEFLI

Personal Information

Name	: MUHAMMAD NAZIRUL BIN ZULKEFLI	Phone/Mobile	: 0172329050	Edit
New Identity Card No.	: 980919106107	Home Address	: Lot 4578	
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City	: Klang	Postcode	: 41250	
State	: Selangor	Personal Instagram	: null	
Personal Facebook	: Muhammad Nazirul Zulkefli	Race	: Malay	
Gender	: Male	Special Need Required	: No	
Marital Status	: Single			

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Marital Status : Single

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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
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District of Institution	: Kuala Selangor	Postcode	: 42300
Level of Study	: Bachelor Degree	Study Status	: Full time
Course Name	: EN 530-PRINCIPLE OF ENTREPRENEURSHIP-BA2323D OKT 2020	Class Name	: BA2323D
Subject Name	: PRINCIPLE OF ENTREPRENEURSHIP	Year Enrolling the subject	: 2020
Month Enrolling the Subject	: 9	Lecturer Name	: Syukrina Alini Binti Mat Ali
Internship Enrollment	: No	Year Of Internship Enrollment	:
Month of Internship Enrollment	:	Period of Internship Training	:
Expected Year To Complete Study	: 2021	Expected Month To Complete Study	: 1
Related To Study Field	: Yes		

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PERSONAL PROFILE BUSINESS PROFILE

MUHAMMAD NAZIRUL BIN ZULKEFLI

Company Name	: Streetwear Benz	Company Registration No.	:	Edit
Type Of Business	: Sdn. Bhd	Business Role	: Product Owner	
Facebook Page	: Streetwear Benz	Business Category/Business Sub-Category	: Apparel, Health & Beauty / Retails	
Wechat for Business	:	Business Instagram Page	:	
Marketplace	: None	Business Website	: https://www.facebook.com/StreetwearBenz	
Business Related to Your Study Field	: Yes	Type Of Website	: Mini Site (Landing Page)	
		Experience in International Export	: No	