



اَوْنِيُوْ سَيِّتِيْ تِيْكَوْ لُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA



STORE
BAGMY

SOCIAL MEDIA PORTFOLIO

STOREBAGMY

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

FACULTY & PRORAMME : BUSINESS & MANAGEMENT / FINANCE

SEMESTER : 4

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ACKNOWLEDGEMENT

In the name of “Allah”, the most beneficent and merciful who gave me strength and knowledge to complete this assignment. This assignment is a part of my subject Principles of Entrepreneur (530). This assignment has proved to be very helpful and is a great experience for me.

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EXECUTIVE SUMMARY

Storebagmy is a dropship business that sell handbag from United States outlet and the Facebook page post has successfully achieved the goals to post copywriting 6 teasers, 16 soft sells, 16 hard sells. The copywriting post started from November till end of December.

The business is started from March 2019 and the business already sold the bag more than 100 of units. There are a lot of good and positive feedback from the customers that buy from Storebagmy. Customers satisfied with the services and they gain confidence to buy from Storebagmy because of the feedback from previous customer and the video that Storebagmy provide is convincing. The product that Storebagmy sell also have a constant demand in the market and it provide a good insight for the continuation of sale to our customers.

The bag was sold average 5 bag per month and they way we attract our customers by providing a good video and pictures to gain their trusts. To find a new customer Storebagmy use digital marketing which is the Facebook Advertisement. The advertisement spend is RM30 per day and usually Storebagmy will run the advertisement by end of month and early of month only. Therefore, by constantly post a content and run the advertisement the business can grow more and maintain the sales every month.

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1.0 GO-ECOMMERCE REGISTRATION

Go-eCommerce
BETA

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PERSONAL PROFILE BUSINESS PROFILE



Muhammad Nur Hazreen bin Nizamuddin

Personal Information

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Personal Facebook	: https://www.facebook.com/muhdnur.hazreen.1	Race	: Malay	
Gender	: Male	Special Need Required	: No	
Marital Status	: Single			

Institution Information

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UITM Puncak Alam - ENT530-PRINCIPLE OF ENTREPRENEURSHIP-BA2424F-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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Level of Study	: Bachelor Degree	Study Status	: Full time	Edit Delete
Course Name	: ENT530-PRINCIPLE OF ENTREPRENEURSHIP-BA2424F-OKT 2020	Class Name	: BA2424F OKT 2020	
Subject Name	: PRINCIPLE OF ENTREPRENEURSHIP	Year Enrolling the subject	: 2020	
Month Enrolling the Subject	: 10	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	: 12	
Related To Study Field	: Yes			

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Have you updated your sales today? Update your sales regularly to collect more points!

PERSONAL PROFILE BUSINESS PROFILE



Muhammad Nur Hazreen bin Nizamuddin

Company Name	: JEN GLOBAL	Company Registration No.	: 003096584-W	Edit
Type Of Business	: Enterprise	Business Role	: Dropshipper	
Facebook Page	: https://www.facebook.com/storebagmy	Business Category/Business Sub-Category	: Apparel, Health & Beauty / Fashion & Lifestyle	
Wechat for Business	:	Business Instagram Page	: https://www.instagram.com/storebagmy_/_/	
Marketplace	: Others	Business Website	: https://storebagmy.yezza.store/instagram	
Business Related to Your Study Field	: No	Type Of Website	: eCommerce Platform	
		Experience in International Export	: No	