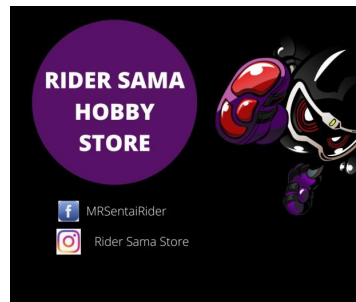




# UNIVERSITY TEKNOLOGI MARA

ENT 530

PRINCIPLES OF ENTREPRENEURSHIP



SOCIAL MEDIA PORTFOLIO: RIDER-SAMA HOBBY STORE

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## EXECUTIVE SUMMARY

Rider Sama Hobby store is an online based hobby store. It is a store that specializes in selling products that would be considered as hobby such as toys, video games and figurines. Rider Sama Hobby Store mainly does its business through social media mainly the use of Facebook.

The business started around early November 2020. Through the use of social media Rider Sama Hobby Store was able to do quite a lot in the span of two months. Through the use of Facebook also Rider Sama Hobby store were able to keep in touch with followers of Rider Sama Hobby Store by use of teasers in the Facebook page. Not forgetting copy writing such as soft sell and hard sell. It will also be a part that will be done in the Facebook posting as well.

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## 2. INTRODUCTION OF BUSINESS

### 2.1 Name, Address and Nature of Business

Rider sama Hobby store is name that I have decided on based on the famous series from the kamen rider series. It is most well-known by both children and adults alike. Kamen rider is afamous for the toys that it sells all over japan. Also by incorporating sama in the back is astyle where I choose to do in order to add a sort of japanese theme in it to sound cooler. By adding the hobby store in the back, people would know that I would be selling items consisting of hobby based. The main nature of business for our store is based on selling products that is deem as collection or hobby in nature as it is clearly written in our store name which is Rider Sama Hobby Store. We specialize in selling products such as toys figurines and also video games as in to cater to people of all ages enjoy these hobbies.

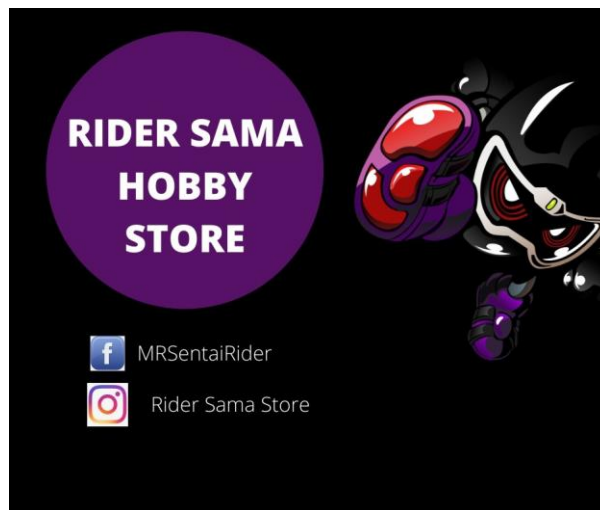


FIGURE 1.1 RIDER SAMA HOBBY STORE LOGO