



اَوْنِيُوْسُتِيْكَوْلُوْجِيْ مَآرَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF BUSINESS AND MANAGEMENT**  
**PRINCIPLES OF ENTREPRENEURSHIP (ENT530)**

**SOCIAL MEDIA PORTFOLIO**

**PIEKA WARDROBE**

PREPARED BY:

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## **Executive summary**

Pieka closet offering customers a brand-new shopping experience like never before. Our online business sells pre-loved women's clothes with a wide variety of items, including designs, colors, sizes and price ranges. Facebook is our primary media network where buyers can browse through an unlimited variety of latest fashion, compare prices and purchase products at affordable price, and make the most of the sales and discounts available.

In addition, the target market focuses on women from teenagers to adults who are interested in the latest clothing fashion with affordable prices and high quality of clothing. Although our online business only offers preloved clothing, most of it is imported from Australia, Japan & USA. There are many well-known designer clothes and achieve quality standards.

We also want to bring our consumers a gratifying shopping experience with only a few mouse clicks, and orders can land in front of customers in a couple of days. Moreover, our business does some promotions such as combo prices, discounts, and free shipping at certain times. Not only that, but we also attract the attention of the public by promoting our products with teaser posts, hard sell, and soft sell on our Facebook page platform.

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## 1.0 Go-Ecommerce registration

Go-eCommerce  
BETA

HOME

MY PROFILE

MY BUSINESS

MY LEARNING


MY NOTIFICATIONS

MORE

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

PERSONAL PROFILE

BUSINESS PROFILE



Wan Afiqah binti Wan Zaki

Company Name : Pieka Wardrobe

Type Of Business : Sdn. Bhd

Facebook Page : Pieka Wardrobe

Wechat for Business :

Marketplace : Others

Business Related to Your Study Field : Yes

Company Registration No. :

Business Role : Product Owner

Business Category/Business Sub-Category : Apparel, Health & Beauty / Fashion & Lifestyle

Business Instagram Page :

Business Website :

Type Of Website :

Experience in International Export : No

Edit