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UNIVERSITI
TEKNOLOGI
MARA



SOCIAL MEDIA PORTFOLIO

PRINCIPLE OF ENTREPRENEURSHIP (ENT530)

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SEMESTER	:	OCTOBER – JANUARY 2020
FACULTY & PROGRAMME	:	BACHELOR IN BUSINESS ADMINISTRATION (HONS) INTERNATIONAL BUSINESS
GROUP	:	BA2463A
LECTURER	:	
SUBMISSION DATE	:	16 th NOVEMBER 2020

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ACKNOWLEDGEMENT

Alhamdulillah first and foremost, finally this social media portfolio assignment for Principles of Entrepreneurship (ENT530) has successfully completed. A lot of challenges during the completion, but I feel so bless I can make until the end. I have learnt a lot from this subject regarding social media which is Facebook page.

For this chance we would like to show our gratitude to some respected person, who deserve my greatest gratitude. We would like to say endless thank you to my lecturer, Madam Norfazlina Ghazali, UiTM Puncak Alam for giving me a good guideline for this assignment. Many people have made valuable comment and suggestions on this report which gave me an inspiration to improve my assignment, I thank to all those who have directly or indirectly guided me in completing this assignment.

Lastly, I would like to express my gratitude even during this restriction, I able to learn and gain knowledge at home with the teachings and guidance from our lecturer, Madam Norfazlina Ghazali who makes the online classes possible during this intersession. I really enjoyed my time while doing this portfolio because after I completed this assignment, I able to understand more regarding Facebook page for marketing purpose. Finally, I hope that I can apply this knowledge in the future and able to benefit this knowledge to other people as well in my working life.

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EXECUTIVE SUMMARY

Socks For You by Adlina Anuar Enterprise is a company that sell under clothing line sell socks with varieties of design and size. Our sock is unisex which means that both genders are suitable to wear our socks. Our design of socks is different from the socks in the market. We have physical store and online store. Both stores are important for us because it contributes to the sale each month. Our store is located at 72A, Jalan Universiti, Seksyen 13, 46200 Petaling Jaya, Selangor. This place is very strategic, and we store our stock there.

The establishment is owned and operated by Miss Nur Adlina Bt Anuar Amin that have experienced in managing a clothing shop. The owner prepared Business Model Canvas and found the purpose of preparing BMC for Socks For You to know and identify the problems that will be face and incoming problems for the business. The owner who is Nur Adlina Bt Anuar Amin acknowledge the problems that the business will faced before starting her business. BMC helped the owner to find the solution to the problems that they will face in the future. BMC help us to have our target market which is teenagers, kids and adult.

To improve our sale for each month we have developed our own market strategies. Socks For You created Facebook page as an online platform to attract more customers for our products. Creating a Facebook page will benefit our business. It is because Facebook has many features that can help online seller to sell our product. Facebook is also a well establish platform which have many active users. This will help to spread awareness about our business.

Hence, it is important for the owner to know on how to manage Facebook page so that more customers will be interested. Socks For You need to post interesting products on the timeline. The uniqueness and cheap price of our products will catch other's attention.

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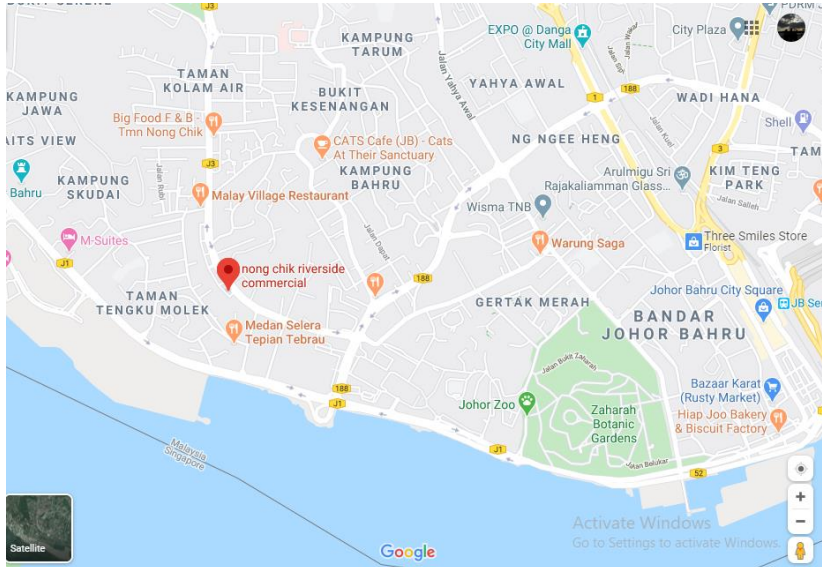
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2 INTRODUCTION OF BUSINESS

2.1 Name & Address of Business

The name of the business is Socks For You by Adlina Anuar Enterprise. The main location of the shop is at 72A, Jalan Universiti, Seksyen 13, 46200 Petaling Jaya, Selangor



BUSINESS INFORMATION	
NAME	SOCKS FOR YOU
ADDRESS	72A, JALAN UNIVERSITI, SEKSYEN 13, 46200 PETALING JAYA, SELANGOR
TELEPHONE NUMBER	011-10012862
E-MAIL	socksforyouofficialstore@gmail.com
FORM OF BUSINESS	SOLE PROPRIETORSHIPS
DATE OF REGISTRATION	16 TH NOVEMBER 2020