



SOCIAL MEDIA PORTFOLIO

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

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GROUP : AC220B4F

FACULTY & PROGRAMME : FACULTY OF ACCOUNTANCY

PROJECT TITLE : YEARLY PLANNER (PLAN WITH ME)

LECTURER : MADAM NORFAZLINA GHAZALI

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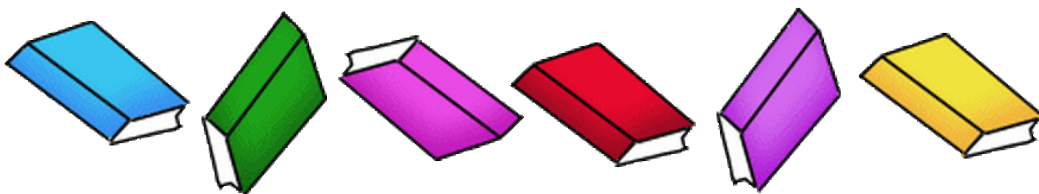
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1. ACKNOWLEDGEMENT



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Other than that, thank you to Universiti Teknologi Mara (UiTM) for including this subject as a part of my syllabus. Through this course, I have learnt so much realistic things that will surely guide me in the industry soon, especially as an entrepreneur. I am making this assignment not only for marks but to increase my knowledge.



2. EXECUTIVE SUMMARY


Plan With Me is an agent of One Syabab Sdn. Bhd., which focuses on selling planner products. This business provides affordable prices for the products by ensuring a variety and specialized of yearly planner are easily accessible and reachable to our target customers. Thus, there are we managed to ensure there are different range of prices available to meet customers' need and budget.

Our target audience are career people or businessmen/businesswomen, and university students. This is because we recognized the need to organize time and schedule for these two groups of people, as they deal with a great number of appointments, assignments, due dates as well as families. The planners are equipped with weekly, monthly, and even daily schedules and their models and benefits vary. With this many options, buyers can find out which planner books themselves will be useful for their activities because everything that is recorded neatly will also increase productivity. This product makes it easier for people to organize their activities to make them more structured to become effective. A person becomes more enthusiastic about carrying out their future activities because all the plans have been arranged well. We chose the planner book product because it can be very useful for people who have busy activities, and it can help people build creativity and organize further activities and important things to remember.

Plan With Me is operated online where we promote the items and products and took orders smoothly from the customers. Affect from the COVID-19 pandemic, customers also prefer online shopping more, where no face-to-face deal is involved in preference with the SOP (Standard Operating Procedure) set by the government. We view this opportunity as a significant advantage for us to increase our sales, as long as we stay competitive.

At the moment, Plan With Me is owned and run by Nur Shazleen Lyana binti M Nasiruddin. Our business uses Facebook page to attract online customers, gain more awareness and generate more sales while operating 24 hours. We consistently post teasers to gain anticipations, hard sells to convince our target customers and also post soft sells to maintain customer relationships, as well as to gain more trust.


3. GO-ECOMMERCE REGISTRATION AND CERTIFICATE



HOME
 MY PROFILE
 MY BUSINESS
 MY LEARNING
 MY NOTIFICATIONS
 MORE

PERSONAL PROFILE

BUSINESS PROFILE



**NUR SHAZLEEN LYANA
BINTI M NASIRUDDIN**

Personal Information

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District		:		
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Personal Instagram		:		
Race		:		
Special Need Required		:		
City		:		
State		:		
Personal Facebook		:		
Gender		:		
Marital Status		:		

Institution Information

UiTM Puncak Alam - NFG ENT530 AC220B4F
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Type of Institution	: IHL	Institution List	: Universiti Teknologi MARA	
State of Institution	: Selangor	Name of Institution	: UiTM Puncak Alam	
Address of Institution	: Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, .	City	: Puncak Alam	
		Postcode	: 42300	
District of Institution	: Kuala Selangor	Study Status	: Full time	Edit Delete
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