



اُونِيُوَرْسِيْتِي تِيكْنُولُوْجِي مَارَا
UNIVERSITI
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MARA



PRINCIPLES OF ENTREPRENEURSHIP (ENT 530)

SOCIAL MEDIA REPORT

KULAIFORNIA FINDINGS

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EXECUTIVE SUMMARY

Kulaiforniaindings are basically thrift business selling used and vintage clothing for our consumers. Kulaiforniaindings trying to deliver consumer unique fashion through used and vintage clothing item for fashion freak and collectors which indirectly help to save the environment. This business was establish in July 2019 during my birthday. The idea of opening this business started with a hobby of mine collecting vintage band tees and friends and family aware of it and suggesting me to sell it online. So, on my 22nd birthday I decided to start this business since I saw the thrift scene blown up recently. I started to run my business through social media platform. I created a Facebook page as a place for me to do my marketing for the product and interact with my target consumers.

Our product is handpicked where all the clothing sells are selected pieces with an affordable price which is good for all targeted customers. I notice that people do not have time to go through all the rail in thrift shop, so Kulaiforniaindings deliver the piece of clothing that are already select with good condition. I found that many benefits granted by using social media platform in starting the business where I able avoid big capital needed such as renting a shop where is it expensive for young generation like me who just started a small business.

Social media became a part of today life especially in developing country like Malaysia. Referring to current situation, social media already became a crucial part of everyone daily life and by involving my business in this platform is a good way to gain audience. Social media help Kulaiforniaindings in gathering thrift community and attract targeted customer in delivering and selling the products.

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INTRODUCTION OF BUSINESS

Kulaiforniainfindings is online based entrepreneurship in form of sole priorities by Amir Haziq Bin Azimin and which operated at Kulai, Johor. Kulaiforniainfindings is an online thrift shop sells variety of used and vintage clothing for your daily fashion idea. The main product for this online business is t-shirt which comes in variety design such as cartoon, rock band and movies that remind our customer about their childhood memories. This business is fully operated through social media platform which is Facebook as the main platform. The username for Facebook business page is Kulaiforniainfindings and URL link for the page is <https://www.facebook.com/kulaiforniainfindings>.

I choose this type of business because I want to deliver an affordable fashion for everyone. It also helps to embrace different type of culture specially to save the environment by wearing used clothing. The uniqueness of used & vintage clothing indirectly triggers the sentimental value and memories towards our customer. Our product is handpicked where all the clothing sells are selected pieces with an affordable price which is good for all targeted customers. The clothing pieces are properly source which is the legitimacy, condition, rare odds, and copyright are included in every piece of clothing selected. The customer also can choose either they want to cash on delivery (COD) or postage using courier (J&T express). Customer taste toward fashion is our priority as we are focused on the quality of our product.

I take this opportunity to become a young entrepreneur by selling this product online. There are many challenges face in running this business especially during this hard time MCO. One of the challenges faces is unable to require the stock and most of the people during this MCO slow down on their shopping activities. So, I have to work hard in promoting and marketing this product to get more customers.



Figure 1. Kulaiforniainfindings business logo