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اَوْنِيُوْرَسِيْتِي تِكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

SOCIAL MEDIA PORTFOLIO

01

ROXAS

Top Quality | Comfy | Stylish

ADAM BIN BAHARUDIN 2020997175

ENT530

PREPARED FOR:

NURAKMAL BINTI RAMLI



ACKNOWLEDGEMENT

- First and foremost I would like to give thanks to my lecturer, Nurakmal binti Ramli for giving me this opportunity to complete the social media portfolio assignment as it has taught me on how to do business in the social media. Although there are billions of social media users across the globe, not many people have noticed the opportunity of making money online. Thanks to madam's guidelines and teachings, I finally knew the ways and means in order to do business online effectively and efficiently.
- I also would like to thank my family and friends who have given me the support needed in order to finish this assignment. All of them really meant a lot to me.

EXECUTIVE SUMMARY

Roxas is a clothing line brand which offers a variety types of clothes that are aligned with the current fashion trend. It is known that most trendy clothes available in the market can be very expensive which is hard for low income earners, teenagers or students to even afford them. Roxas aims to beat the market by releasing stylish and trendy yet affordable clothes.

Roxas is expecting to get teenagers and young adults as its customers. They are usually the ones who are always keeping up with the current clothing trend. We would like to give them the opportunity to be able to afford stylish clothes so that they can look as good as their favorite idols and models.

Roxas is first established at Ipoh where there are many tourist spots that are suitable to take pictures. You can find many young adults and teenagers who took pictures of themselves in these tourist sites on Facebook and Instagram. However, Roxas does not only focus on customers in Ipoh but also throughout the country as delivery service is provided. We have come up with a market strategy which is by utilizing our social media page with posts that comprises with soft sell and hard sell elements.

With all of these efforts, Roxas aims to be the biggest clothing brand in Malaysia and also afford to open new stalls in overseas.

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INTRODUCTION OF THE BUSINESS

Name of business

Roxas

Tagline

Top quality, comfy and stylish

Business address

Lot 183, Pekeliling Rokam, Pekan Razaki, 31350, Ipoh, Perak

Email address

roxasclothingstore@gmail.com

Telephone number

011-37984456

Form of business

Sole Proprietorship

Main Activity

Clothing line online store

Date of commencement

30 October 2020

Name of bank

Maybank

Bank account number

8901928374892