

SOCIAL MEDIA PORTFOLIO PRESENTATION

GUNPLA[®]
MADE IN JAPAN

LUPUS REX HOBBY



AMIR ZAKUAN BIN SAHARUDDIN

2020973869

ENT530

AC220B4D

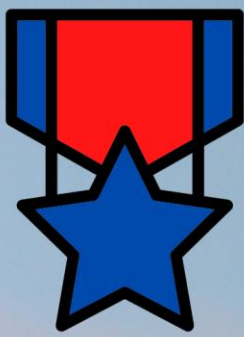
PREPARED FOR:
MADAM NURAKMAL RAMLI

機動戦士ガンダム
鉄血のオルフェンズ



GJALLARHORN





ACKNOWLEDGEMENT

First of all I would like to thanks to the God, the Almighty, for His blessings for me to complete my Social Media Portfolio smoothly. I would like to express my highest gratitude to my ultimate guide for this assignment, Madam Nurakmal binti Ramli for providing me with guidance until I complete this assignment. I am also grateful to my parents for their support and love for everything they had prepared for me. Not to forget my friends and classmates from class AC220B4D for their encouragement. Finally, a million thanks to anyone who has supported me to complete this assignment directly or indirectly.



EXECUTIVE SUMMARY

Lupus Rex Hobby is a company that focuses on selling model kits or plastic model mainly from the famous animation series from Japan, Gundam. The term that is used internationally for our product is 'Gunpla' from the combination of word Gundam and plastic model. It is very popular among all level of age through the entire world including Malaysia. A great hobby that can bring out each creativity and brain process to build a Gunpla from head to toes. Our company "Lupus Rex Hobby" comes with a tagline "Providing Your Hobby Needs" is to provide our customers all the tools, and model kits to fulfil their desire. Truly a hobby-based business, from a fan to a fan of Gundam.

Lupus Rex Hobby customers or clients is identified to be anyone from students, workers, and even retiree because this hobby does not required minimum or maximum age. We mainly targeting working adult as they can afford to buy Gunpla regularly. Not to mention our secondary target is students for them to release stress from their study to build such a majestic plastic model as well increased their creativity level when they are into customising the model. This hobby is really enjoyable as you can share your Gunpla with your friend, or even strangers with the same hobby in the social media. We are not strangers in this hobby, we are one as a fan!

Lupus Rex Hobby was established since October 2020 at Meru, Ipoh, Perak. Bandar Meru Raya is a developing city that have many residential area nearby. It also near to many Government Agencies offices, schools, and a university. Our marketing strategy is to provide our customers with lowest possible price as this is an expensive hobby especially for students. We develop marketing strategy that gives attraction for customers to buy at Lupus Rex Hobby. A Facebook business page is created to expand our business through social media as Facebook is highly used by all people in Malaysia. We post our hard sell, and soft sell there either in the form of video or picture.

Lupus Rex Hobby hope with our dedication and passion in this business, we will become not only the top company in Ipoh that sells Gunpla, but as well the top in Malaysia.

TABLE OF CONTENT

ACKNOWLEDGMENT

EXECUTIVE SUMMARY

GO-ECOMMERCE REGISTRATION

INTRODUCTION OF BUSINESS

1. Name and Address of Business
2. Organization Chart
3. Mission/Vision
4. Description of Product/Service
5. Price List

FACEBOOK (FB PAGE)

1. Creating Facebook (FB) Page
2. Customising URL Facebook Page
3. Facebook Page Like
4. Facebook Post - Teaser
5. Facebook Post - Copywriting (HARDELL)
6. Facebook Post - Copywriting (SOFTSELL)
7. Frequency of Posting











CONCLUSION

APPENDICES



INTRODUCTION OF BUSINESS



BUSINESS NAME:	LUPUS REX HOBBY 
TAGLINE:	PROVIDING YOUR GUNPLA NEED 
BUSINESS ADDRESS:	NO.129, JALAN MERU RAYA 07, BANDAR MERU RAYA, 31200, IPOH, PERAK 
CORRESPONDING ADDRESS:	LUPUSREXHOBBY007@GMAIL.COM 
TELEPHONE NUMBER:	019-5117290  
FORM OF BUSINESS:	SOLE PROPRIETORSHIP 
MAIN ACTIVITIES:	HOBBY AND COLLECTIBLES 
DATE OF COMMENCEMENT:	30TH OCTOBER 2020 
NAME OF BANK:	MAYBANK 
BANK ACCOUNT NO.:	8120 0410 5698 2054 