



# **SOCIAL MEDIA PORTFOLIO (ENT530)**

**ZOKIN**

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# EXECUTIVE SUMMARY

Zockin is an online shopping platform specialised in coloured socks that has been founded by my ownself Khairunisa Syafiqah bt Rozuwan on January 2020. Before expanding my business to facebook, I only promote and sells coloured socks through Instagram, Whatsapp and Shoppee. The main objective I created this business is to provide high quality of coloured socks with affordable price to everyone. My products which is coloured socks would enhance people's looks by adding little colour in their style. The coloured socks offered also in accordance to the fashion colour trend. My main target based is female from age 13 - 30 years, and since the coloured socks are free size, Zockin also offered to male who can wear socks in size S to M. We only offered comfortable socks to our customers , so the quality inspection will be done before it posted out to our beloved customers. Customer's satisfaction would also be Zockin's priority.



# EXECUTIVE SUMMARY

I started to think of selling socks is because I am passionate towards fashion, so I loves to try on new looks for my outfit style and I discovered that coloured socks can enhance outfit, also will show our real attitude in accordance to the colours that we chose. This coloured socks fashion is actually come from western culture, but nowadays, Malaysian start adopting this new style especially muslim hijabist who try to learn in covering aurah but also with fashion. Moreover, this socks also love to be wear by people who adapt street style, because they really love to insert extra style in their shoes or sneakers . Most of my friends also passionate when it comes to fashion, so i got many customers come from my friends and mutual friends. Some of them also become my loyal customer whenever new collection was launched. This is my first time try to expand my market through Facebook.



# EXECUTIVE SUMMARY

So, in third semester of Bachelor in Accounting at UiTM, I am required to accomplish a task of forming a business through Facebook in subject Principle of Entrepreneurship. I create an online facebook page for my socks business and I learn to explore Facebook marketing features. I am so grateful because I got many new customers since I constantly do posting on Zockin facebook page.

