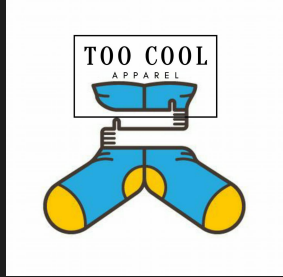




UNIVERSITI  
TEKNOLOGI  
MARA



Too Cool Apparel

**ENT530: PRINCIPLES OF ENTREPRENEURSHIP**

**TOPIC: SOCIAL MEDIA PORTFOLIO**

**NADIA BINTI MOHAMMAD NIZAM**

**2020992889**

**AC220B4D**

**PREPARED FOR: MADAM NURAKMAL RAMLI**

# ACKNOWLEDGEMENT

First and foremost I would like to extend the deepest gratitude to Allah the Almighty for lending me the time and knowledge capacity to complete this assignment. May I be in His blessings always.

To the adult guidance I've gotten from my parents and my lecturer, Madam Nurakmal Ramli, I would like to express my biggest thank you. Without them, I'd be a student learning without guidance and support and will amount to nothing in the end.

Not to forget my friends who have answered my questions in dire times, I'm forever thankful. Thank you for being willing to exchange notes and materials with me throughout the time I took for this assessment.

Last but not least, to myself. I am forever grateful that I've pushed myself this far into this semester up to the completion of this individual project. May I continue to thrive and reach for success always.

Too Cool Apparel is a business whose main activity is selling socks. Particularly, designed socks. This means that socks sold are not those typical white and black socks for school or neither are they those plain coloured socks worn for professional situations.

Socks are not something that is newly introduced into the world. They have been used for generations. Too Cool Apparel however intends to rebrand the meaning of socks in someone's outfit. Instead of being something that they quickly grab before they run out the door, they want socks to be a crucial pick when it comes to building an outfit.

Socks sold are designed for all ages mainly for those who are creative and likes to mix things up when choosing their outfit. The socks can be styled in many ways. Either they blend in a multi patterned and coloured outfit, or they give a unique look to an all monochromatic and plain dress up.

Too Cool Apparel is established in November 2020 and officially launched in December 2020 at Shah Alam. Price offered are low as majority of customers are of young age who mostly do not have a steady flow of income yet. Facebook is used as a communication medium as it is the era of technology and a platform as such is cheap and allows us to reach a wide range of customers.

Hopefully Too Cool Apparel will be able to thrive and flourish further into the fashion industry and hopefully one day come out with our own full clothing line

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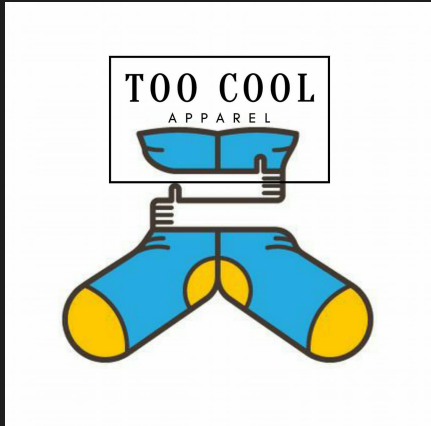
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### CONCLUSION



## 2.0 BUSINESS INTRODUCTION

### 2.1 Name and Address



Name: ***Too Cool Apparel***



6, Jalan Qamari, U5/110 Taman Nusa Subang  
Seksyen U5, 40150, Shah Alam, Selangor,  
Malaysia



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017-519 5866

**Form of Business:** Sole Proprietorship

**Type of Business:** Selling Designed Socks