



اُونِيُوَرَسِيْتِي تِي كُونُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

SOCIAL MEDIA PORTFOLIO



PRINCIPLES OF ENTREPRENEURSHIP (ENT530): BUSINESS MODEL CANVAS

FACULTY & PROGRAMM : FACULTY OF INFORMATION MANAGEMENT

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SEMESTER :3

PROJECT TITLE : KyuKyu3ve KPop Merch

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EXECUTIVE SUMMARY

KyuKyu3ve KPop Merch is a online business to sell unsealed or new album and merchandise for our customers who really love Kpop known as Kpopez Fans. Furthermore, we also provide freegift for our customers that purchase any album and merch from our store. My friend and I planning to open the business and we decided to open selling album and merchandise. The price range is from RM35.00 and above.

We started the business at 23 October 2020. According to highest market demand in selling Korean Pop album and merch we decided to open this business by dealing with Korean seller to get this album and merch in reasonable price. Its is because feedback and highest demand from customer who love to purchase album and merch at our store because the price, the quality and fast delivery service. It make them trust to buy at us and gain our regular customer who will buy the album and merch from us.

TABLE OF CONTENT

CONTENT	PAGE
Acknowledgement	
Executive summary	
GO – ECOMMERCE REGISTRATION	i
INTRODUCTION OF BUSINESS	
Name and address of business	1
Organizational chart	2
Mission/version	3
Description of product/ services	4
Price list	5
FACEBOOK	
Creating Facebook & costuming URL	6
Facebook (FB) post – Teaser	7-10
Facebook post copywriting (hard sell)	11-19
Facebook post copywriting (soft sell)	20-26
Graphic	27-28
Conclusion	29
Declaration Form	30

1.0 INTRODUCTION OF BUSINESS

1.1 NAME AND ADDRESS OF BUSINESS

My business name is KyuKyu3ve KPop Merch and my main product is Album and Merch. My friend and I planning to open the business and we decided to open selling album and merch. We started the business at 23 October 2020 and our store located at Lot 05-34 & 36 5th Floor, Berjaya Times Square, 1, Jalan Imbi, Imbi, 55100 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur. Furthermore, the service that we provided is shipping the parcel to customers. Other than that, we also provide service for Meet Up to give the parcel to customers or customers also can walk in to our store. Benefit for purchasing album or merch from our store is will get freegift, discount and free shipping who order more than RM50.00



Figure of KyuKyu3ve KPop Merch Logo