



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
**UNIVERSITI
TEKNOLOGI
MARA**

Faculty of Information Management

Bachelor of Information Recode Management

ENT 530

PRINCIPLES OF ENTREPRENEURSHIP



REDRIOT SHOP

(SOCIAL MEDIA REPORT)

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EXECUTIVE SUMMARY

Redriot is a trademark for our redriot shop. The main objective in this company is to gain give the best of the best quality product jersey for our customer with variety of design especially to the young people and gamers in Malaysian community today with affordable price and amazing feel when wearing the shirt.

Our business have been started in 1st August 2020. By reviewing our customer feedback about our shop and sell, the product given to them gives a good response where they are very satisfied with the quality offered, the comfort of its use, and the reasonable price. In addition, the fast delivery service of goods as well as the service to customers who are very tolerant also increase the likes on the Facebook homepage by many people towards our products. With the good feedback from our customer will show that our business provide a good insight for the continuation of sale to our customers.

The opening of our business earlier this month resulted in a lot of results where there were 90-100 units of jerseys that were marketed to our customers directly or indirectly. The high demand for the products we offer provides lucrative results especially to the income of our business projects. In addition, Redriot shop is the market of choice for the people today who are able to further expand this business to a higher level during this COVID-19 pandemic.

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PERSONAL PROFILE	BUSINESS PROFILE			
 WAN AHMAD RIZZUAN BIN WAN SULAIMAN	Company Name	: Redriot Shop	Company Registration No.	: 0987654321
	Type Of Business	: Sdn. Bhd	Business Role	: Product Owner
	Facebook Page	: Facebook.com/Redriot shop	Business Category/Business Sub-Category	: Apparel, Health & Beauty / Apparel & Accessories
	Wechat for Business	:	Business Instagram Page	:
	Marketplace	: Shopee	Business Website	: https://www.facebook.com/
	Business Related to Your Study Field	: Yes	Type Of Website	: eCommerce Platform
			Experience in International Export	: No

Figure 1.1: Redriot shop Business Registration

2.0 Introduction of Business

2.1 Name and Address of Business

Redriot Shop is a name that is the name that has been chosen by us in the majority and inspired by the game development name which is called as Riot Company and the name is used as the backbone of our product. Our business Motto is “BEST OF THE BEST” which is show that our jersey is the best quality sale for our beloved customer with verity design especially with the E-sport theme jersey. As for our target market, Redriot Shop is target for all teenager and above with range 16-55 years old as our target sale which is suitable for the person who like the gamer or stylish shirt.



Figure: 1.2 Redriot Shop Official Logo