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UNIVERSITI
TEKNOLOGI
MARA

Dream
NOTE

SOCIAL MEDIA PORTFOLIO

DREAM NOTE

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): SOCIAL MEDIA PORTFOLIO

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EXECUTIVE SUMMARY

Dream Note is a newly established company in 2021. Dream Note aims for producing a better notebook in terms of design and practicality. Dream Note knows that if a notebook has a good design, it will always cost a lot. As we know, many people facing financial problems during the pandemic so we make an initiative to a product that everyone can have but didn't rip off their wallet.

Dream Note focuses on how to make people stay inspired during writing notes and perhaps sketching. We also know how someone's mood depends on colours and design. Sometimes we are stress, we always go out to nature and surround ourselves with nature. That is our aim. We want people to stay inspired and relax when using our notebooks while doing their job.

For starters, we releasing Dream Notebook Floral Edition. This edition has three different designs and 3 colours. We want to focus on nature to be able to reach our customer's interests. The colours that we use are also colours that can be seen in nature which are yellow, green, and pink. This edition might be directing towards but who says men can't have a floral notebook. It is a nature and everyone is welcome to appreciate the beauty.

Our target audiences are not limited to students or people with careers. We widen our target audience as our notebook can be used at any age. We hope that by widening the target audience we can help people stay inspired during this pandemic. Our main target audience will be people who always searching for a perfect notebook for them and people who collect notebooks as a hobby. Sounds weird but there plenty of people collecting notebook as their hobby. Also, we want to reach people who constantly want to express their personalities. Maybe not through clothes but through their belongings. Notebooks for example. This type of person is a perfect customer for Dream Note and we are the perfect notebook brand for them.

The platform that we use to promote the Dream Note business is Facebook. Facebook is one of the most used social media. People of a variety of ages and backgrounds use Facebook in their daily lives. So seeing this as an opportunity, we promote our business on Facebook. By promoting a business on Facebook, we get to connect with people all around Malaysia. It helps us to reach everyone as much as possible. Every order will be delivered using Poslaju or J&T to customers.

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1.0 INTRODUCTION OF BUSINESS

1.1 NAME AND ADDRESS OF BUSINESS

The name for our company is Dream Note Enterprise. Dream Note brings a meaning that we are a company that sells people's dreams notebooks. We care and pay more attention to what people wish their notebook looks like. Through our name, we want them to immediately understand that we are a part of the dreamers. There are a lot of dreamers in the world and we want to represent them in the notebook business industry. Hopefully with the establishment of our company will allow all dreamers to find their dream notebook.

Dream Note Enterprise is located in Batu Pahat, Johor. The reason this place is chosen is that we want to bring up this town. Batu Pahat slowly rising since 1993 with UTHM and Ceramic Town, Ayer Hitam. We want to add more things to make this town more interesting. Hoping with our company located here, it will bring luck to this town in the future. Also, all the suppliers are near our company and it will make our process of producing new notebooks easier and cost less.

1.2 ORGANIZATIONAL CHART



1.3 MISSION AND VISION

MISSION

1. To provide satisfaction among customers.
2. To encourage people to write or sketch more.
3. To help people stay inspired even after they spend a lot of time doing their work.
4. To become one of the best entrepreneurs.
5. To earn the trust and confidence of customers, exceeding their expectations.

VISION

To be a notebook brand that known with unique designs and be a customer's first choice.

1.4 DESCRIPTION OF PRODUCTS

Dream Note Enterprise produces a unique notebook that has lots of benefits and advantages. All Dream Note product is hardcover and has various designs and colours on each page inside. Our notebook also has a string bookmark that helps our customers to find the last page they stop writing or sketching. Not only that our notebooks are in a small and very convenient size. The height of the notebook is 14 cm while its width is 11cm. The thickness of the notebook is 2.5cm and consists of 300 pages.

So far Dream Note only launches Floral Edition. The first edition since the company has established. Dream Notebook Floral Edition comes in 3 different designs and colours. Green, yellow and pink. All of those colour can be seen in nature. For the price, we decided to make it affordable for everyone which is RM20 per one notebook. But we will occasionally give 10%-50% discount to our beloved customers.

We also have a membership program where we call it Dreamers community. Every customer who signs up as a Dreamer will receive a lot of benefits such as a tumbler and member card as sign up gift, free shipping for every purchase, 50% discounts on customer's birthday, received new release update through email, gain points after purchase and 15% discounts.