



**FACULTY OF ART AND DESIGN  
MARA UNIVERSITY TECHNOLOGY  
CAMPUS PUNCAK ALAM**



**SOCIAL MEDIA PORTFOLIO**

**PRINCIPLES OF ENTREPRENEURSHIP  
(ENT530)**

**FACULTY & PROGRAMME : AD241 - BACHELOR OF GRAPHIC DESIGN (HONS.)**

**SEMESTER : 5**

**PROJECT TITLE : SOCIAL MEDIA PORTFOLIO**

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**GROUP : AD 241 5C**

**LECTURER : MADAM RAHAYU BINTI HASANORDIN**

## ACKNOWLEDGEMENT

All great works are the witness of significant support from one another. Thus, it is not hard to conclude how active assistance from various people prohibitively impacts the execution of this Social Media Portfolio (SMP) for ENT530.

First and foremost, I offer this endeavour to our God Almighty for He is the One who grants wisdom and bestows upon great health and peace of mind in order to finish this Social Media Portfolio (SMP).

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Lastly, I want to thank everyone who has been involved and contributed directly or indirectly in helping me to complete this social media portfolio for their initiative and cooperation that they show until I am able to complete this individual ENT530 project. I hope that this Social Media Portfolio (SMP) can give me a little glimpse about the entrepreneurship world as I may become part of that in the future.

## **EXECUTIVE SUMMARY**

VansWaffer is a stockist business type and a collector type that sells and offers a rare limited high quality stock of used vans shoes in the local area. The shoes for sale are used shoes that are collected and maintained to preserve the same quality products as in the market.

VansWaffer sells used Vans shoes that are carefully collected and maintained for their quality for sale purposes. Available in a wide variety of Vans shoes, a variety of colors and unique designs. Next, the shoes sold are also included along with the original box which is hard for customers to find if buying Vans shoes from the bundle. Lastly, the stock of Vans shoes sold is in terms of size, color and type.

VansWaffer's main target market is students from the age of 18 and up. I am targeting students who are interested in vans shoes who are from the middle to high income people who are exposed to the world of social media and internet in their life. The reason I am targeting them is because they have adequate allowances compared to primary school students. My second target market is to my friends, relatives and even family who are mostly interested in Vans shoes. I am confident that they will buy my product even if they have a tight budget because my product is a used shoe product that is collected and carefully maintained to get almost the same quality as the original shoes on the market.

For the sale price, the price is set at a cheaper price than at the outlet and does not burden the target market because VansWaffer's main target is students. The selling price of shoes is different due to the variety of product types. VansWaffer's marketing strategy promotes products using social media platforms that are mostly used mainly on Facebook under the name VansWaffer as the medium to connect with people while doing this business. I am constantly updating updates and new information about my products on my Facebook page. In addition, I promote my products through WhatsApp as well.

## 2.0 INTRODUCTION

### 2.1 BUSINESS NAME AND ADDRESS

Name of Business : VansWaffer

Address of Business : No.3 Jalan Kaloi 4B/6 Taman Desa Kaloi,  
Ulu Yam Baru,  
44300 Batang Kali,  
Selangor.

The name of the business is VansWaffer. The business is located at No.3 Jalan Kaloi 4B/6 Taman Desa Kaloi, Ulu Yam Baru, 44300 Batang Kali, Selangor.

### 2.2 ORGANIZATIONAL CHART



**Sole Proprietorship Owner**  
MUHAMMAD RAZIQ BIN ROSTAM

The ownership for VansWaffer is a one person ownership. Each task and management position is managed by the owner of VansWaffer alone.

## **2.3 MISSION AND VISION**

### **Mission**

To bring opportunities in using Vans products limited to satisfy the wants and needs of customers

### **Vision**

To provide customers with the best used Vans products, high quality and reasonable prices.

## **2.4 DESCRIPTION OF PRODUCT/SERVICES**

The shoes for sale are used shoes that are collected and maintained to preserve the same quality products as in the market.

VansWaffer sells and offers to the customers used limited and rare Vans shoes that are carefully collected and maintained for their quality for sale purposes. Available in a wide variety of Vans shoes, a variety of colors and unique designs. The product consists of all the iconic types of Vans shoes that are high in demand in the market. There are Vans Slip-On, Vans Old-Skool, Vans Sk8-Hi, Vans Authentic, Vans Era, Vans Half-Cab, and Vans Ultra Range. Moreover, the shoes that are being sold are also included along with their own original box which is hard for customers to find if buying Vans shoes from the bundle. Lastly, the stock of Vans shoes sold is in terms of size, color and type.