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UNIVERSITI
TEKNOLOGI
MARA

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

**AD 241
BACHELOR OF GRAPHIC DESIGN (HONS.)**

**ENT 530
PRINCIPLES OF ENTREPRENEURSHIP**

outs kiray

**ASSIGNMENT:
SOCIAL MEDIA PORTFOLIO**

PREPARED BY:

NAME	STUDENT ID	CLASS
NUR HANISAH BINTI BADROLSHAM	2020954313	AD 241 5C

**PREPARED FOR:
MADAM RAHAYU BINTI HASANORDIN**

1.0 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 impact the execution of this Social Media Portfolio.

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

Then, I am truly thankful to Madam Rahayu Binti Hasanordin for her active guidance throughout the completion of this project. Alongside, supervised all the little details to ensure optimum result in understanding the fundamentals and principles of entrepreneurship deeply.

Last, but definitely not the least, I would love to give thanks to fellow friend for being supportive by brainstorming ideas together. Our joint contribution in discussing our respective business modal leads to the success of this project in the end. Thank you for the long conversation and wise ideation and countless midnight.

2.0 EXECUTIVE SUMMARY

Outskiray was established in July 2019 by Hanisah Badrolsham. Hanisah Badrolsham's inspiration to start on her journey with Outskiray was based on her hobby. Outskiray operates at the comfort of Miss Hanisah's own four walls: her bedroom. Outskiray offers handmade jewelries based on polymer clay. The product ranges are still growing. Most of the product's price ranges from RM 25 to RM 35.

Since Outskiray is a Sole proprietorship business, it only has one sole owner, Miss Hanisah herself. Therefore, all roles and responsibilities are to be done by Miss Hanisah solely. Some of the roles that the owner participates in are product research and development, strategy and direction, product preparation, finances, marketing and sales. All these responsibilities are needed to ensure this small business run smoothly without any hitch.

Outskiray's vision is to beautify Malaysia's art scenes with slow and meticulously crafted jewelries. Since art is subjective, Miss Hanisah intends to introduce her take on art as wearable. In this case, some trinkets like earrings. Meanwhile, Outskiray's mission is to be a sustainable choice of jewelries alongside inspiring moments of happiness and celebration. Since people started to realize how sustainable things are better, Miss Hanisah wanted to jump the wagon to be one of the people who makes world better, one at a time.

Outskiray's marketing plan for now only involve Facebook page. The Facebook page contains some teasers, soft sells and hard sells of the business/product. Miss Hanisah is planning to further widen her social media's marketing plan by trying to set up an Instagram or even joining the largest and favourite e-commerce website in Malaysia: Shopee.

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4.0 INTRODUCTION OF BUSINESS

4.0 Outskiray Background

Name
Outskiray

Address
1, Jalan Kelisa 7, Taman Desa Kelisa, Ulu Yam Bharu, 44300 Batang Kali.

Outskiray was established in July 2019 by Hanisah Badrolsham. Hanisah Badrolsham's inspiration to start on her journey with Outskiray was based on her hobby. What start as a gift giving among friends and family turns into a side hustle. Outskiray operates at the comfort of Miss Hanisah's own four walls: her bedroom. Outskiray offers variety choices of trinket made by polymer clay and polylite pla, alongside wire metal. All the products are 100% self-made.

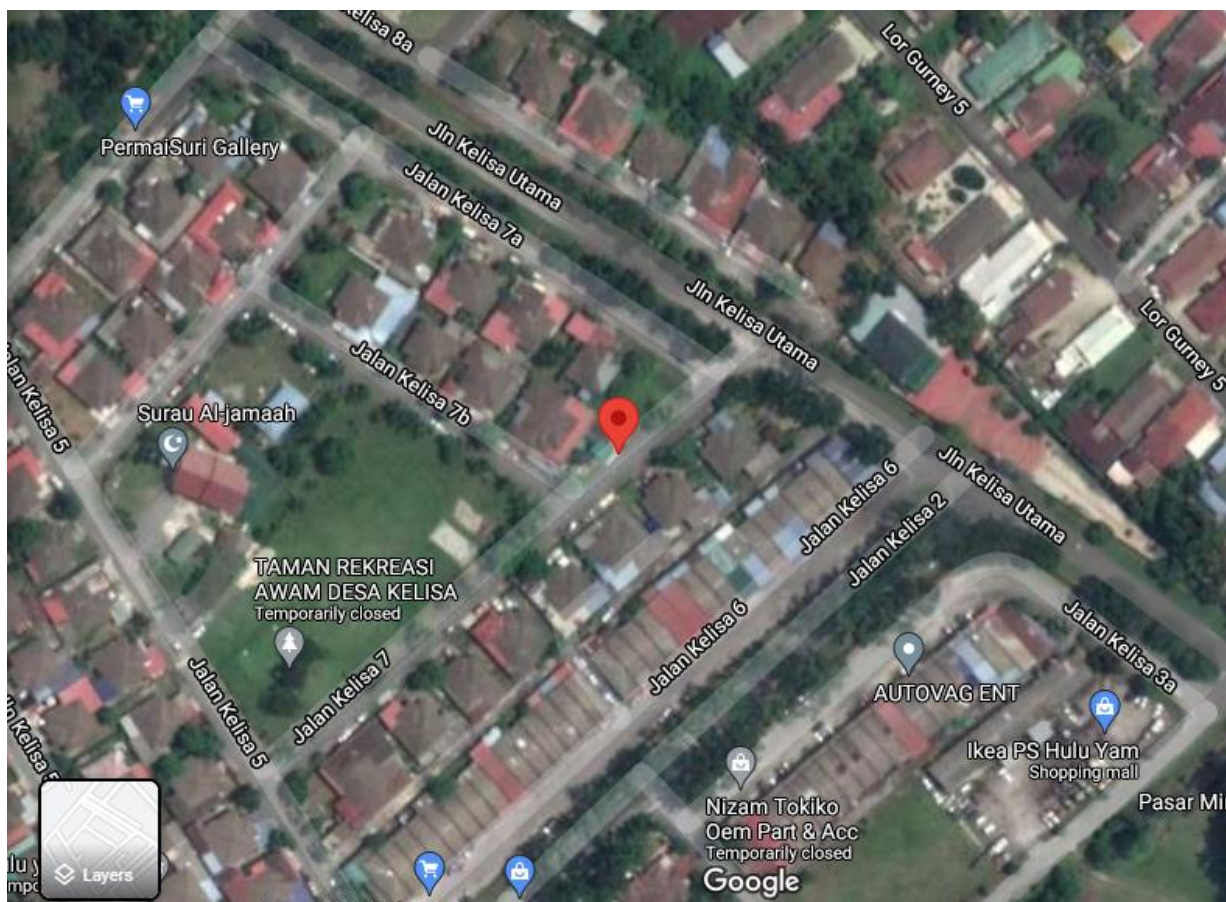


Figure 3: Outskiray's Address