



اَوْنُوْرَسِيْتِيْ بِاَتِيْكَوْلُوْ كِيْ بِمَارَا
UNIVERSITI
TEKNOLOGI
MARA

**Faculty of Art and Designs
Bachelor of Graphic Design (Hons)
Universiti Teknologi Mara (UiTM)
Campus Puncak Alam**

ENT 530 - Social Media Portfolio Report
Ha.Leo Sportswear Facebook

Prepared By
Mohamad Hafiz Azizi bin Fazan
2020991561
AD 241

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I would like to thank my lecturer, Madam Rahayu, for this opportunity to learn more about online business. With her endless guide, I can learn more about social media business which are increasingly in demand in the market moreover given the states during this pandemic.

I would also like to thank others which have directly or indirectly helped me in making this Social Media Portfolio into success. With the help from my fellow friends, I can have the idea of which business to choose and the reason for me to choose them.

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Executive Summary

Ha.Leo Sportswear is the online market for selling sports accessories and shoes. During this pandemic, many sports store are currently closed due to the instruction from the government in controlling the disease from spreading. Based on the situation, Ha.Leo Sportswear offers to bring the store to the customer using an online platform which is Facebook.

Facebook is the most used online platform beside Instagram and Twitter. Facebook has more than 2 millions users and it increased dramatically during the lockdown. By taking that as an opportunity, Ha.Leo Sportswear connects with the customer by giving the same service like offline sales.

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2.2 Introduction of Business

2.2.1 Business Name : Ha.Leo Sportswear



Facebook Page : <https://www.facebook.com/haleo.sportswear>