PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

SOCIAL MEDIA PORTFOLIO REPORT

PREPARED BY:

NAME	NUR SYAZWIEN BINTI JAAPAR
STUDENT ID	2020983799
GROUP	AD241 5C
FACULTY	FACULTY OF ART AND DESIGN
PROGRAMME	AD241 – BACHELOR OF GRAPHIC DESIGN (HONS.)
PROJECT TITLE	WIENWIEN'S ARTSY SHOP

PREPARED FOR:

MADAM RAHAYU HASANORDIN

SUBMISSION DATE:

13 JULY 2021

ACKNOWLEDGEMENT

First and foremost, I would like to express my gratitude towards my family, friends, and Madam Rahayu Hasanordin who have given me big support and helps during completing this project. During the pandemic and online classes, Madam Rahayu Hasanordin has been a great support and helpful during online classes and completing ENT530 projects.

Furthermore, due to the pandemic, Madam Rahayu Hasanordin helped her students and ease our worries about online classes. I am grateful for Madam Rahayu's kindness during the process of completion of the ENT530 project work. Madam guided us smoothly and provided great information to her students.

Moreover, not to forget the biggest support that I have, my family and friends. They gave me many motivations and the support that I needed. Especially, my mother who actively always give her opinions and helps during the process of making my start-up business.

Lastly, I am thankful to my customers who support me by buying my product and giving great feedback about my product. They also have contributed their point of view about the products and design to help me improve my start-up business. Last but not least, I am grateful for all the bits of help and support that I got during this project.

EXECUTIVE SUMMARY

Wienwien's Artsy Shop is a start-up small business that sells my own merchandise and art prints. The purpose of this business, I wanted to open an online shop to sell my arts and illustrations to spread the positive vibes of bright and vibrant illustration concepts. Moreover, the thoughts that have been going on by starting this small online shop are to improve my skills and spreading a happy vibe through my illustration as a freelance graphic designer.

Furthermore, since this is a start-up business, I have to learn and put a lot of effort into learning about marketing in order to launch a self-branding shop and create my own branding name in this project. The first step of launching a product, I created a few teasers for this online shop to let the target audience getting to know the business.

Firstly, I created a unique name for this business, "Wienwien's Artsy Shop" which indicates my own nickname Awien as the branding. It is important for a freelance graphic designer and illustrator to create their own brand identity for consumers to identify and distinguish our brand and style. Moreover, in this online shop, I sell my own products that I created which are related to postcard merchandise. The reason why I designed my own postcard is to establishing my own illustration styles and for the customers who enjoyed collecting art prints and postcards.

Not only that, during completing this project, I have gained knowledge about marketing and how to promote our business with great copywriting can help boost up our business. Marketing has been such a great tool for online business especially in the 21st century with advances technologies. It has been a great exposure to learn about marketing and brand identity. It helps the students to understand and be able to encourage students to implied it in the project or real start-up business.

TABLE OF CONTENTS

2.0 INTRODUCTION OF BUSINESS

2.1 NAME AND BUSINESS ADDRESS

Figure 2.1 Wienwien's Artsy Shop Official Logo.

In the 21st century with advanced technologies, the online-based business has to become a big platform for people to create a start-up business. Social media such as Facebook, Instagram, and Twitter have been such a great exposure as a marketing tool that can help business owners to expand their business all around the world. In this Social Media Platform (SMP) project, we were able to gain more knowledge about social media platform marketing and its benefits.

Wienwien's Artsy Shop is owned by Nur Syazwien Binti Jaapar. It is a small start-up business. The business is located at No 20, Jalan PU 10/8, Taman Puchong Utama, 47100 Puchong, Selangor. This business is an online-based business that used Facebook and Whatsapp as its platform to sell and promote their business.

Wienwien's Artsy shop provides delivery services around other cities by using DHL courier service. Consumers will be charged RM8 for every delivery to their doorsteps. Wienwien's target customers are both male and female within the young adults age 15 to 25 years old. The target audience's psychographics is targeted to people who enjoy arts especially interested in collecting art prints, journaling, stationery, and postcard.

The name of the business that I have chosen is "Wienwien's Artsy Shop". The name indicates my own nickname which is Awien. This business is my small start-up business to sell my own products related to art prints and illustrations. The purpose of this business, I wanted to sell