



اُونِيُوَرْسِيْتِي بَاتِيْكُونُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530)**



**SOCIAL MEDIA PORTFOLIO:**

**WORRY HAT BY ADLYN SOFEA**

**FACULTY AND PROGRAMME:** Faculty of Art and Design  
Bachelor (Hons.) Graphic Design (AD241)

**SEMESTER** : 05

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## **ACKNOWLEDGEMENT**

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## **EXECUTIVE SUMMARY**

During the Movement Control Order which was implemented to control the outbreak of the severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2), there have been an increasing number of independent and small businesses in Malaysia especially among the younger audience. A local independent brand, Worry Hat has also managed to jump in the bandwagon when it was introduced in early 2020. The brand specifically offered products and service in crafting art and designing bucket hats for people to wear as a fashion statement and a sign of artistic support. The brand has yet to expand its creative line as it only operates online through small amounts of purchases in Malaysia. However, there has been encouragement from the related community and it gradually rose to the public and online attention.

The social media portfolio study has allowed proper research on its existence. In this study and marketing strategy, the business has produced creative social media content to gain interaction from posting and followings which is utilized via Facebook. Students have to register the business through an official platform which is the Go Ecommerce system by MDEC and is compulsory to redirect the brand's Facebook page, a custom website URL, social media postings and related graphics solely for the purpose of education. Overall, this study has allowed students to explore the possible opportunity and outcome of the Worry Hat business for its marketable qualities to help promote its future expansion and growth.

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## INTRODUCTION OF BUSINESS

### 2.1 Name and Address of Business

Worry Hat is a business of customising design and painting on fabric bucket hats. It started in August 2019 when the artist was finding alternatives to cope with her worrying anxiety habits. It is a part time business and it is a customising service which may take several weeks to finish. Its motto “by each purchase made it takes my worries away” means by placing an order with us, consumers are helping the artist to explore her creative abilities while lending a helping hand. The business has received orders mainly from the audience with similar interest in arts and crafts as well as fashion enthusiasts. They are bought as statements, gifts and also a sign of support.



Figure 1.1 Worry Hat Logo

<b>Name of Business</b>	Worry Hat
<b>Business Address</b>	1 Jalan Mutiara Subang 3, Taman Mutiara Subang 47500 Subang Jaya.
<b>Corresponding Address</b>	adlynsofea99@gmail.com
<b>Contacts</b>	013 3883797
<b>Form of Business</b>	SME