



اُنْدِيْفُ مَرْسِيْ اِتِيْكَنُوْ لُوْ كُنُوْ فَاِمَرًا
UNIVERSITI
TEKNOLOGI
MARA

ACADEMY OF LANGUAGE STUDIES

BACHELOR OF PHOTOMEDIA IMAGINE CREATIVE

SOCIAL MEDIA PORTFOLIO

PREPARED BY

MUHAMMAD AZRAEI BIN FAIZATUL AZREEN (2020545045)

PREPARED FOR

DR. MUHAMMAD ISKANDAR HAMZAH

GROUP

AD2475B

COURSE CODE

ENT530 – PRINCIPLES OF ENTREPRENEURSHIP

DATE OF SUBMISSION

1 JULY 2021

ACKNOWLEDGEMENT

All glory to Allah S.W.T. for providing this opportunity for my classmates and me to complete this individual project. I'd like to thank Dr. Muhammad Iskandar Hamzah, my lecturer, for offering substantial help and motivation to my classmates and me in order to urge us to complete this portfolio. In sharing and presenting his expertise to us through each lecture, Dr. Iskandar has been nothing but passionate, tolerable, and encouraging.

I owe Dr. Iskandar a debt of gratitude for the valuable advice and consultations he offered. I'm also happy about the generous amount of time allotted to me to finish this task. Apart from that, I owe my gratitude to Nabil Ahmad, the proprietor of KK Gadget Enterprise, with whom I had previous experience and knowledge. I am grateful for the opportunity to establish a business with one of the friendliest and most helpful brand owners, as well as a very supportive team.

Last but not least, I'd like to express my gratitude for being blessed with a family who has always been supportive of me. They not only helped me financially with my start-up business, but they also provided me with numerous possibilities to continually improve my efforts. Finally, I'd like to express my gratitude to my coworkers, who have been extremely supportive of me and my business from the beginning to the present.

EXECUTIVE SUMMARY

The Super Gadget is an online retailer of electronic devices such as power banks and connections. It is an online business that I own and operate. For any inquiries or business operations, The Super Gadget uses numerous different platforms, including Facebook, Instagram, and WhatsApp. Customers can also choose from any of the available platforms to contact us based on their interests. Despite the fact that The Super Gadget is a completely online company, the majority of its operations are based in Jasin, Melaka.

Plus, The Super Gadget strives to provide customers with a unique and authentic online shopping experience. We strive to provide only the best and highest quality products to our consumers at reasonable pricing. Furthermore, we place a high value on our customers' enjoyment and comfort. As a result, our mission is to find and sell original, high-quality power banks and cables constructed of long-lasting materials. Our items come in a selection of appealing and fashionable colour schemes. Furthermore, there are numerous colour and design possibilities that are appropriate for use.

Our company's working plan comprises of promoting and advertising for sale because we are a tiny firm. We aspire to be one of Malaysia's most successful business enterprises. To achieve our objectives, we plan to make improvements to our business operations on a regular basis to ensure that we are in healthy competition with other firms in our industry.

Table of content

<u>Title</u>	<u>Page</u>
ACKNOWLEDGEMENT	2
EXECUTIVE SUMMARY	2
1.0 GO-E-COMMERCE REGISTRATION	4
1.1 Print Screen of Personal Profile	4
1.2 Print Screen of Business Profile	4
2.0 INTRODUCTION OF BUSINESS	5
2.1 Business information sheet	5
2.2 Name and Address of Business	5
2.3 Mission and Vision	6
2.4 Business Model Canvas (BMC)	6
● 2.4.1 Customer Segments	7
● 2.4.2 Value Propositions	8
● 2.4.3 Channels	9
● 2.4.4 Customer Relationships	9
● 2.4.5 Revenue Streams	10
● 2.4.6 Key Resources	10
● 2.4.7 Key Activities	11
● 2.4.8 Key Partnerships	11
● 2.4.9 Cost Structure	11
3.0 FACEBOOK	12
● 3.1 Creating Facebook (FB) Page	13
● 3.2 Customising URL (FB) Page	13
● 3.3 Facebook (FB) Post - Teaser	14
● 3.4 Facebook (FB) Post - Copywriting (Hard Sell)	15
● 3.5 Facebook (FB) Post - Copywriting (Soft Sell)	16
● 3.6 Frequency of Posting	17
4.0 Conclusion	18
	21

2.0 INTRODUCTION OF BUSINESS

2.1 Business information sheet

Name of Business (with logo)	: The Super Gadget 
Name	: Muhammad Azraei Bin Faizatul Azreen
Phone number	: 0149493381
Email	: azraeiazreen@gmail.com
SSM Registration	: -
Official business email address	: azraei_shaz@yahoo.com
FB web page address	: https://www.facebook.com/THE SUPERDUPERGADGET/
Instagram link	: https://www.instagram.com/superdupergadget/
Brand name	: The Super Gadget
Online business model	: Dropship Agent
Nature of business	: Selling, Cash on Delivery, Delivering products
Type of products	: Gadget
Main competitors	: 1. Jasin Gadget 2. Ahwie Mobile 3. Pc World
Startup capital	: RM500
Product selling price	: Power bank : RM45 - RM65 Cables : RM5 - RM 10
Cost of products	: Power bank : RM40 - RM60 Cables : RM3 - RM 7
Supplier / Brand Owner	: KK Gadget
Contact Details	: -

2.2 Name and Address of Business

The Super Gadget is a milestone in the development of an intriguing product. The moniker 'The Super Gadget' was chosen because of the quick and high-quality service it provides. I opted to use names that reflect the services and items that sell well to add creativity and the assertion that "this business is mine." It was selected on the word "The" since it is well-suited to the use of the prefix word in English. I have a vision for my brand to expand and become one of the largest current gadget product sales enterprises in this country, bringing this idea from a globally successful country. Combining the two terms, 'The Super Gadget,' I believe this name is simple to remember due to its short and fascinating name.

2.3 Mission and Vision

Mission

The Super Gadget is a new business that has made a reputation for itself in the Jasin, Melaka area. With an estimate of the population in the "urban" region, we may choose the goal we wish to achieve. We are devoted to promoting our firm name to adults as well, with the goal of having the majority of people in our shipping region recognize our name. Given the widespread usage of electronics in modern society, demand for our products is expected to rise.

Vision

In this day and age, I recognize the power of social media and the internet in general. My business can be done through the method of posting outside the state of Melaka because the nature of my business is a gadget product. That is why, regardless of age, our vision is more focused on everyone.