



SOCIAL MEDIA PORTFOLIO: CLICK LAKARAN



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1 JULY 2021

ACKNOWLEDGE

I would like to thank the people who helped me a lot to complete this task from beginning to end. The person was both my parents who cooperated in terms of time spent at home, asking what requirements I needed to complete this assignment.

Next, I would like to thank Dr. Muhammad Iskandar Hamzah who is willing to provide guidance and share knowledge about entrepreneurship and guidance that we as students need in the lessons and after we learn. I hope with the knowledge from Dr. Muhammad Iskandar Hamzah can help me in life in the future.

Last but not least, to my classmates who together struggled in the entrepreneur course this fifth semester. I thank you for helping each other together when we together need help in terms of ideas, understanding, and guidance. Without you, this task may not be complete without the help of all human beings directly or indirectly involved.

EXECUTIVE SUMMARY

In this proposal, I will tell you how my social media entrepreneur portfolio started. As I question myself, did the idea come from in terms of name, marketing, and also theme, and concept too. The results of this discussion, I will write in detail below to help further on what I want to convey later.

This Click Lakaran Canvas Embroidery is very important to me because this is the first entrepreneur that I am very confident to do in my life. The entrepreneur that I believe in my life that I can do better in canvas embroidery.


The originally Click Lakaran Canvas Embroidery is from my photography picture and I want to make it bigger with my Canvas embroidery business. I want to do both photography and canvas embroidery.

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2. INTRODUCTION OF BUSINESS

2.1 Business Information Sheet

| | | |
|---------------------------------|---|---|
| Name of Business (with logo) | : | Click Lakaran  |
| Name | : | Mas Izzanie Binti Mohamad Mokhtar |
| Phone Number | : | 011 3591 0509 |
| Email | : | izzaniee.mokhtar@gmail.com |
| Official business email address | : | izzaniee.mokhtar@gmail.com |
| FB webpage address | : | https://www.facebook.com/Click.Lakaran |
| Instagram link | : | https://www.instagram.com/click.lakaran/ |
| Brand name | : | Click Lakaran |
| Online business mode | : | Brand owner |
| Nature of business | : | Selling and trading of apparels (eg canvas on embroidery) |
| Type of products | : | Paint and embroidery on canvas |
| Main competitors | : | <ul style="list-style-type: none"> • Tella.Lab. • Darkx.light • The.Needlesart • Cutecraft.my |
| Startup capital | : | RM 300 |
| Product selling price | : | RM 60 – canvas embroidery |
| Cost of the product | : | <ul style="list-style-type: none"> • RM 11.90 – embroidery hoop • RM 125 – 5-meters canvas fabrics |