



SOCIAL MEDIA PORTFOLIO: DHIA COTTON



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ACKNOWLEDGEMENT

All praises to Allah S.W.T and His blessings on the completion of this particular assignment, an Individual Portfolio for my business as one of the requirements that needs to be submitted and accomplished for the subject, Principles of Entrepreneurship (ENT 530). First and foremost, I would like to thank Dr. Muhammad Iskandar Hamzah, our respected lecturer for this subject, for his supervision and guidance throughout the process of getting this task done by constantly providing enough guidance and information. Without him, I would not be able to manage business and conduct a proper business plan. Also, I am thankful to gain experience in handling business by myself. This experience helped me to discover a whole new world of business that includes selling, marketing, promotion, income and many more.

Furthermore, I am grateful to the brand owner of Dhia Cotton for giving me the opportunity to join and register as a dropship member of their product whilst guiding me from the very first step until the end. I have acknowledged a lot about their product and their system of promotion and marketing. Dhia Cotton has been operating for years and their agents and dropshippers have grown rapidly. Apart from that, their dropship group members are very supportive and friendly in terms of business. Finally, my deepest gratitude goes to my family and friends for their encouragement and support, the public and the viewers of my social media account that contribute to the likes, shares and follows. That engagement helped in promoting my business online. All of the help and supports are greatly appreciated.

EXECUTIVE SUMMARY


Dhia Cotton is a local brand that sells formal apparel for men, women and children. It is actually a widely known local brand for printed cotton baju kurung and it has been operating since 2015. The main boutique is in Alor Setar, Kedah but we are also operating as an online business which is through the website and dropships. Agents and dropships of Dhia Cotton have evolved from time to time and the prices are different for a walk-in and online customer. Regarding the restriction of Movement Control Order (MCO), customers engagement on our website and online platforms increases. Despite the situation, we are still giving our best service.

In addition, Dhia Cotton has set a standard for high quality garment fabrics at affordable prices. We prioritize the customers' needs and interest for remarkably comfortable and beautiful clothing. Our products are grouped into its own specific designs and types of baju kurung such as Baju Kurung Moden, Baju Kurung Kedah, Kebaya and Peplum. Our designs are not entirely intended for a formal event but also for a daily outfit because of its versatile characteristics. Customers are given a variety of options from the simplest to the most complex design and from the smallest to the largest size. Dhia Cotton are always ready for stocks because it is common to receive a great number of orders at a time.

Since this pandemic started, this business has been operating online. Therefore, as a dropship member, we are in charge of promoting and advertising our products on social media platforms. In order to gain followers and attract customers, we would identify our own strategy according to the business model canvas. We are looking forward to boosting our product commercials online in the future as well as to improve our engagement with the customers in the fashion and clothing industry and elevate the standard of our products to achieve our target.

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Name of Business (with logo)	: Dhia Cotton Kurung 
Name	: Maisara Binti Mohd Saufie
Phone number	: 017-7794294
Email	: sarahoneyjb@gmail.com
SSM registration	: Not Available
Official business email address	: artsnapve@gmail.com
FB webpage address	: https://www.facebook.com/DhiaCottonbySara
Instagram link	: Not Available
Brand name	: Dhia Cotton
Online business mode	: Dropship Agent
Nature of business	: A retail outlet that sells fashionable formal apparel for men, women and children
Type of products	: <ul style="list-style-type: none"> ▪ Printed English Cotton Baju Kurung, Kebaya, Peplum ▪ Printed English Cotton Shirts for Men and Children ▪ Family Set Clothing
Main competitors	: <ul style="list-style-type: none"> ▪ Cutecottonlover on Facebook ▪ Anggun Cotton Collection on Website ▪ @karabum.fabulous on Instagram ▪ @kurungcotton.ms on Instagram
Startup capital	: RM 52
Product selling price	: <ul style="list-style-type: none"> ▪ Kurung Moden Eksklusif - RM 65 (OP: RM 59)