



اَوْبَهُوْ سَبِيْقِيْ تَتِيْكَوْ لُوْ كِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



SOCIAL MEDIA PORTFOLIO:

1ms.Co

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## **EXECUTIVE SUMMARY**

1ms.Co is an online operating company that sells hipster clothing, including oversized shirts, Korean-style shirts, pants, shirts, and socks. It is an online business that is a dropship under a local brand owner, Gulfbox. This company also selling items with a pre-order system. 1ms.Co works for all transactional processes through various platforms such as Facebook, Instagram, and WhatsApp. In addition, 1ms.Co can contact customers on any platform because we are not like other shops that only answer Whatsapp. Although 1ms.Co is a full-service online business, it is mostly located in Seri Iskandar, Perak.

The company also aims to give its consumers a fantastic experience. We serve our consumers at an affordable price only with the best fabric and high-quality items. We also emphasize the enjoyment and convenience of our consumers. Our objective is therefore to make our customers comfortable and delighted with their style. Our products come in different attractive and stylish styles, some of which are printed, some have strip patterns, and many more.

1ms.Co's plan comprises of promoting and advertising because we are merely a dropship company. We aspire to be one of Malaysia's most successful dropship companies. To attain our goal, we strive to enhance our business on a regular basis in order to maintain a healthy rivalry with other companies in the same fashion and apparel industry as us.

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# 1. INTRODUCTION TO BUSINESS

## 1.1. Business Information Sheet

<b>Name of Business( name with logo)</b>	:	1ms.Co 
<b>Name</b>	:	Muhammad Na'im Bin Sallehudin
<b>Phone Number</b>	:	0175674975
<b>Email</b>	:	<a href="mailto:na1ms.lehdin@gmail.com">na1ms.lehdin@gmail.com</a>
<b>Official Business Email Address</b>	:	<a href="mailto:Kedai1ms.co@gmail.com">Kedai1ms.co@gmail.com</a>
<b>Facebook Webpage Address</b>	:	<a href="https://www.facebook.com/1ms.Co">https://www.facebook.com/1ms.Co</a>
<b>Instagram Link</b>	:	<a href="https://www.instagram.com/1ms.collection/">https://www.instagram.com/1ms.collection/</a>
<b>Brand Name</b>	:	1ms.Co
<b>Online Business Mode</b>	:	Dropship agent
<b>Nature Of Business</b>	:	Selling clothing
<b>Type Of Products</b>	:	Various type of: <ul style="list-style-type: none"> <li>• Oversized design shirts</li> <li>• Korean style clothing designs</li> <li>• Pants</li> <li>• socks</li> </ul>
<b>Main Competitor</b>	:	<ul style="list-style-type: none"> <li>• 3r clothing at Instagram</li> <li>• Kronichonged at Instagram</li> <li>• Anaabu.co at Instagram</li> <li>• 91apparels at Instagram</li> <li>• Noncitizen.co at Instagram</li> </ul>
<b>Start-Up Capital</b>	:	Rm20.00
<b>Product Selling Price</b>	:	
<b>Cost Of The Products</b>	:	
<b>Supplier/Brand Owner Name</b>	:	
<b>Contact Details Of Brand Owner</b>	:	