



اُونِيُوَرَسِيْتِي تِكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

SOCIAL MEDIA PORTFOLIO:
RAF DS BY HATOBITO



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Acknowledgement

Success does not come when you are working alone, there must have been those who always roots you from the beginning until the end. I'm very appreciates to those who helps me making this business works out well. Starting with my family especially both of my parents who provide me a phone, a laptop and good internet connection in order for me to browse and do my work properly. They are also one of the first few people that always 'likes' my business page and each and every posting that I have done. Besides my family, there is also my classmates and friends that also 'likes' my pages a lot. They also give me ideas on how to make a good copywriting and teaches me certain topics that I was confused with.

The next person that I would like to express my gratitude, is to Dr. Muhammad Iskandar Hamzah who teaches me ENT530's subject. He had been a great guidance and a good lecturer as he always opens up to any questions and encourage us to make the best of it. Not to mention that he already given us notes, examples and how to accomplish this portfolio successfully.

Furthermore, I am blessed to have a supporting RAF's brand owner himself, Fahmi Azraf and his co-worker, Nazira into helping me be a dropship agent, getting use to all the designs and providing me with great pictures to post onto my Facebook page. They are both great people and easy to communicate with.

In conclusion, there are tons of people that give me strength to keep on making this business happening. Family, friends, lecturer and brand owner and of course to Allah. I am deeply grateful for what had planned for me and for keeping me and all those surrounds me live happily and healthily.

Executive Summary


'RAF DS by Hatobito' is actually a dropship agent that take orders from customer who is interested in RAF's clothing brand. Hatobito is the name given to acknowledge that it is a trusted seller. RAF is a local online fashion brand that existed last year and known for its baju kurung and top and bottom clothing. Although, the company started off with selling jeans for the past 3 years, and opens up men's brand (RAF Men), RAF Official which is focusing more on women's clothing are the one that I choose to sell. Although RAF DS by Hatobito mainly operates online, their physical store or we could call them as headquarter is at Sri Rampai, Kuala Lumpur. Their aim is to become an online shopping platform for fashion styles. Duchess Collection, Tiara Skirt, Crayon Set, Sketchi Set 2.0 and other blouses would be the products that were available at the moment and ready to sell. RAF Official might have just existed for a year or less, but due to its great choice of fashion and reasonable price, the demand for more by customers were pretty big. Thus, dropship is needed.

As a drop shipper, the things that needed to be done is by creating a platform to promote and advertise the business like those legit business does. There is so much things to do, from creating a logo brand, choosing the right platform and ways to engage with the customers. We aimed that this business will succeed in advertising any of RAF's product and getting great sales in no time.

Contents

Title	Pages
1.0 Introduction of Business	
1.1 Business Information Sheet	1
1.2 Name and Address of Business	2
1.3 Mission and Vision	2
1.4 Business Model Canvas	3
1.4.1 Customer Segments	4
1.4.2 Value Propositions	5
1.4.3 Channels	7
1.4.4 Customer Relationships	8
1.4.5 Revenue Streams	8
1.4.6 Key Resources	9
1.4.7 Key Activities	9
1.4.8 Key Partnerships	10
1.4.9 Cost Structures	10
2.0 Facebook (FB)	
2.1 Creating Facebook Page	10
2.2 Customizing URL Facebook page	12
2.3 Facebook Post – Teaser	12
2.4 Facebook Post – Copywriting (Hard Sell)	14
2.5 Facebook Post – Copywriting (Soft Sell)	22
2.6 Frequency of Posting	25
3.0 Conclusion	26
4.0 References	27
5.0 Appendices	28

1.0 Introduction of Business
 1.1 Business Information Sheet

Name of Business	<div style="text-align: center;">  <p>Image 1: RAF DS by Hatobito's logo</p> </div>
Name Phone Number Email	Nurul Atiqah Bt Abdul Rafaie 019-3883785 atiqahrafaie99@gmail.com
SSM Registration	-
Official business email address	-
FB Webpage Address	https://www.facebook.com/RAFDSbyHatobito
Instagram Link	-
Brand name	RAF DS by Hatobito
Online Business Mode	Dropship Agent
Nature of Business	Selling and trading of apparels (e.g. kurung, dress, skirt and blouse)
Type of Product	Women's Clothes
Main Competitors	Zefiks JannahNoe Scarffeya Myravallyn
Start-up capital	RM 0
Product Selling Price	RM 45 – RM139
Cost of the Products	The Duchess (RM 139) Crayon Set (RM 119) Sketchi Set 2.0 (RM 99) Tiara Skirt (RM 45) Lisa Blouse (RM 45) Fiona Shirt (RM 45)
Supplier/Brand Owner Name	