



اَوْنُوْرُ سَيِّدِي تَيَكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**SOCIAL MEDIA PORTFOLIO REPORT:**

**'INTERNET NETIZEN'**

**Prepared for:**

**DR. MUHAMMAD ISKANDARHAMZAH**

**Prepared by:**

**PUTERA MUHAMMAD HAKIMI BIN ZAINI (2020739887)**

**BACHELOR OF CREATIVE PHOTOMEDIA (HONS)**

**GROUP AD2475B**

**UNIVERSITI TEKNOLOGI MARA (UITM)**

**FACULTY OF ART & DESIGN**

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## EXECUTIVE SUMMARY

'InternetNetizen' is a small business that operates online and sells tie-dye socks. 'InternetNetizen' is a business owned by Putera Hakimi. Social media such as Facebook, Instagram, and WhatsApp for any inquiries or transactional processes about the product also promote, communicate, and interact with the customers. After that, 'Internetnetizen' decided to use online social media platforms such as Facebook, Instagram, and WhatsApp. Also, WhatsApp is following an inter or social media algorithm and gets positive feedback and engagement from social media users. Then, as an aspect of its 'InternetNetizen' individuality and style of marketing strategies and to attract customers, 'Internet Netizen' has its posting aesthetic by taking care of its quality of graphic design and quality of content.

Then, 'InternetNetizen' is also a business that is fully operated by using an online platform without a physical store and based on Malacca. Malaysia. Next, 'InternetNetizen' tie & dye socks are sold at reasonable prices and easily owned by all. Furthermore, InternetNetizen tie & dye socks use a very high-quality tie & dye colour that does not easily tear when washed and the colour durable. While the selection of socks is also important, 'InternetNetizen' considers this by using 100 percent cotton-based socks. And 'InternetNetizen' makes every effort to improve business quality in terms of customer service, packaging, shipping, etc.

## TABLE OF CONTENT

<b>ACKNOWLEDGEMENT</b> .....	<b>1</b>
EXECUTIVE SUMMARY .....	2
GO-ECOMMERCE REGISTRATION .....	4
i. Print Screen of Personal Profile .....	4
ii. Print Screen of Business Profile.....	4
<b>INTRODUCTION TO BUSINESS</b> .....	<b>5</b>
Name and Address of Business .....	6
Mission and Vision.....	7
<b>BUSINESS MODAL CANVAS BMC</b> .....	<b>8</b>
Customer Segments.....	9
Value Propositions .....	9
Channels .....	10
Customers Relationships .....	11
Revenue Streams .....	11
Key Resources .....	12
Key Activities.....	12
Key Partnerships .....	13
Cost Structure.....	13
<b>FACEBOOK</b> .....	<b>14</b>
Creating Facebook (FB) page .....	14
Customising URL (FB) page.....	15
Facebook (FB) post-Copywriting (Hard sell) .....	17
Facebook (FB) post-Copywriting (Soft sell) .....	22
Frequency of Posting .....	24
Upload posts in April 2021 .....	24
Upload posts in June 2021 .....	15
<b>CONCLUSION</b> .....	<b>32</b>

<b>Name of Business (with logo)</b>	:	InternetNetizen 
<b>Name</b>	:	Putera Muhammad Hakimi Bin Zaini
<b>Phone Number</b>	:	011 5186 8117
<b>Email</b>	:	puterahakiem@gmail.com
<b>Official business email address</b>	:	puterahakiem@gmail.com
<b>FB webpage address</b>	:	<a href="https://www.facebook.com/internetnetizen/">https://www.facebook.com/internetnetizen/</a>
<b>Instagram link</b>	:	<a href="https://www.instagram.com/internetnetizen/">https://www.instagram.com/internetnetizen/</a>
<b>Brand name</b>	:	InternetNetizen
<b>Online business mode</b>	:	Brand Owner
<b>Nature of business</b>	:	Selling Tie & Dye socks
<b>Type of products</b>	:	Tie & Dye socks