



SOCIAL MEDIA PORTFOLIO: POLAXSOCKS

POLAXSOCKS
BY INTANATILIA

Prepared for:
DR. MUHAMMAD ISKANDAR HAMZAH

Prepared by:
SITI NURSARAH BINTI ZAMRI | 2020956225

BACHELOR IN CREATIVE PHOTOMEDIA (Hons.)
GROUP AD2475B

UNIVERSITI TEKNOLOGI MARA (UiTM)
FACULTY OF ART AND DESIGN

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Acknowledgement

During this 21st century corona virus pandemic, it is nearly crucial for people who are running a business to survive especially during the lockdown. With this opportunity to say my gratitude, be able to be working as an agent for someone's business and be able to complete one of my individual assignment for ENT 530 (Principles of Entrepreneurship) is something I can be proud of myself.

I would never get the chance to get extra knowledge out from my majoring course without Dr. Muhammad Iskandar Bin Hamzah, who always helping his students perfectly even though during the lockdown. Dr., he is indeed full with passion in teaching. I would like to say my gratitude how thankful and lucky I am to get the chance to be his student for my Bachelor Degree especially the pandemic which is very stressful to me. Thank you so much for Dr.'s guidance.

Next, thank you to the founder of Polaxsocks for letting me to gain knowledge in promoting small business in better ways. Other than that, Miss Asmiza Atilia Rozatna, the founder and a young business woman that being supportive to let me use her cute socks for my social media portfolio.

Executive Summary

'Polaxsocks' is a business of trendy socks regardless gender and age. Polaxsocks is an online business runs by young business woman. Miss Asmiza Atilia Rozaina, a senior photographer of Dak Teropong and also handling an online business by selling bestselling socks. Polaxsocks is founded since 20 May 2020 and still active selling online business until today.

Polaxsocks is an online shopping business. Purely conducted through online which is managed alone by Miss Asmiza. The business is still cooperating during the pandemic because there is no physical meet up with customers because all the product goes out by posting. Polaxsocs is using multimedia communication, which that means the owner is using social media to promote and posting product advertisement using Instagram.


Polaxsocks is mainly focus on selling socks with the cheapest price on the internet market. There are various style and size were introduced. Every picture posted on the Instagram were originally self-composed pictures, which means the owner of the business is responsible taking pictures, product posting and handling postage. Polaxsocks has more than 1.2 thousand followers on Instagram. The cheapest price offers from RM5 until RM10 per pair.

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1.0 Introduction of Business

1.1 Business Information Sheet

Name of Business (with logo)	:	 <p>Image 1: Polaxsocks by Intan Atilia</p>
Name Phone number Email	:	Siti Nursarah Binti Zamri 017-5474196 sarahhzamri@gmail.com
SSM Registration	:	-
Official Business Email Address	:	-
Facebook Webpage Address	:	https://web.facebook.com/polaxsocks4u
Instagram Link	:	https://www.instagram.com/polaxsocks/?hl=en
Brand Name	:	-
Online Business Mode	:	Dropship agent
Nature of Business	:	Taking stock from supplier, promote on Instagram and selling.
Types of Products	:	Unisex socks
Main Competitors:	:	<ol style="list-style-type: none"> 1. Aiqisuppply 2. Tiffy_socks 3. Myhouseofsocks 4. Socksfreak.co
Startup Capital	:	RM60
Product Selling Price	:	Ankle socks: RM5 per pair Long socks: RM10 per pair
Cost of the Product	:	Ankle socks: RM4 per pair Long socks: RM9 per pair
Supplier/Brand Owner Name	:	Miss Asmiza Atilia Rozaina
Contact Details of Brand Owner	:	-