



**UNIVERSITI TEKNOLOGI MARA  
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KAMPUS PUNCAK ALAM**



**SOCIAL MEDIA PORTFOLIO**  
**PRINCIPLES OF ENTREPRENEURSHIP (ENT530)**

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## **EXECUTIVE SUMMARY**

RYW Collection is a business that provides streetwear products that are design with passion. We named it after the person behind all these is Ryan Wang that loves a streetwear products but there is no local streetwear products in Malaysia.

This business structure is a sole proprietorship that started on 13 April 2020. This business sells various types outfit such as cargo pants that is perfect for everyone. All the outfit come with good quality and worth the price. Our target will be people with passion of streetwear, it doesnt matter women or men.

RYW official uses Facebook as a social media platform to promote all the products. Facebook is the most popular social media site among others that allows us to upload pictures and videos and post information of our business. It can be an effective way to communicate with our potential customers and create brand awareness as we want customers to connect with our brand.

Our mission is to be the first choice when it comes to local streetwear culture. Our products are curated with care as we only use high quality material. These outfit is a quality product that very comfy such as using nylon material. The quality of the product and customers' satisfaction are our priority for this business. Therefore, the price for our products is RM100-RM200 because it is worth the price such as this quality. We target to be the a trustworthy and a well-known brand in the future.

## **2.0 INTRODUCTION OF BUSINESS**

### **2.1 Name and Address of Business**

RYW Collection is the name of this business that has been chosen. Ryan Wang is the person who have been creating and design all this. For him streetwear can be as simple, complicated or diverse as you want it be. With a passion for local streetwear culture. Ryan Wang sets out to raise the bar of streetwear in Malaysia.

RYW Collection is a sole proprietorship business owned by Ahmad Shah Ikmal. This business sells multipurpose outfits where it comes in various designs and sizes that customers can choose from. The target market for this business would be people with passion of streetwear, it doesnt matter women or men.

This business is based in Cheras, Kuala Lumpur but it does not have any physical premise or store because all purchases are made online. We run this business in our own house where we brainstorm our ideas together to create few designs from different materials. We only choose high quality materials to produce these outfits as customers' satisfaction and product quality are our priority.

We created and use social media which is Facebook page as a platform for RYW Collection to promote our products. Facebook is a good platform to engage with customers especially to those who lives nearby our area. We provide full information and pictures about our products by posting teasers, hard sell postings and soft sell postings to catch our customers' attention.