UNIVERSITI TEKNOLOGI MARA
CAWANGAN SELANGOR
KAMPUS PUNCAK ALAM

SOCIAL MEDIA PORTFOLIO
PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

FACULTY & PROGRAMME : FACULTY OF HOTEL & TOURISM MANAGEMENT (HM241)

SEMESTER : SEMESTER 3

PROJECT TITLE : SOCIAL MEDIA PORTFOLIO OF RUSTY VINTAGE

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ACKNOWLEDGEMENT

There was a lot of challenged for me to complete this task, but with the help from people around me I managed to turn it into success, I am blessed to have them to help and to give me guidance in completing this assignment.

Firstly, I would like to say Alhamdulillah to Allah S.W.T for ease me to complete this assignment even though I have encounter few obstacles in making this assignment done.

Other than that, I would like to share my deepest gratitude and respect to Madam Notfazlina binti Ghazali, lecturer of the course subject Principles of Entrepreneurship
(ENT530) Universiti Teknologi Mara Cawangan Selangor, Kampus Puncak Alam for Her supportive words and endless encouragement during the drafting of this report on this social media portfolio. Without her, I strongly believe that I will not be able to finish this task.

Last but not least, my heartfelt gratitude is extended to my beloved family and friends for their supports and encouragements, either morally or physically in helping me to complete this social media portfolio report writing. I am beyond grateful to be surrounded by them.

TABLE OF CONTENT

EXECUTIVE SUMMARY

Rusty Vintage is a business that provides vintage and preloved item to the society. The name Rusty Vintage inspired from an old rusty car, it is not valuable to some people but there are people who are looking for it still, like an old Volkswagen van, regardless the condition people still want it.

This business structure is a sole proprietorship that started on 13 April 2020. This business sells various types outfit such as jacket, pants, hat, and even boots. All of the items are handpicked by the company itself and will be checked before given the price. Our target will be a person who wants to save the nature, on a budget, and someone who wants to look different from others, regardless the gender.

Rusty Vintage uses Facebook is a social media site for all items to be marketed. Among other website, Facebook is the most popular social media platform that helps us to upload photographs and videos and share our business information. As we want clients to engage with our shop, it can be an easy way to communicate with our future clients and build brand recognition and to gain trust from them

Our mission is to spread awareness that thrifting could save the nature. We also wants our customer to get a new look from thrifting at our stores. The product received will be check to make sure the item is free from any damage since its an used product. The item also will be washed and sanitized before it is being sell to the customer, this is to ensure the hygiene of the product. Our target is people who wants to look vogue in a budget way, hence, our products will be sell at a very affordable price which is below RM100. Lastly, we want people to spread awareness that thrift shopping is not as unhygienic as they think and our mission is for people to normalize thrift shopping

2.0   INTRODUCTION OF BUSINESS

2.1   Name and Address of Business

Rusty Vintage is the name of this business because it represents thrifting. Thrift shopping helps people to develop a new style of dressing up. It also sometimes contains a very limited stuff, which can be really expensive because of it's limitation of accessibility. It is also to help the nature in terms of climate change. By thrift shopping the ocean could be saved and it would give a huge impact towards the ecological system. Hence, Rusty Vintage was made to normalize and to spread thrift shopping in Malaysia.

Rusty Vintage is a sole proprietorship business owned by Muhammad Rusyaidi Bin Mazrie. This business sells variables types of preloved outfits where it comes in very limited size and availability since it is preloved item. The target market for this business would be a person who wants to save the nature, on a budget, or a person who wants to develop a new style of looks.

This business is based in Melaka but it does not have any physical premise or store because all purchases are made online. We run this business in our own house. All items are handpicked ourselves before we sell it to the customer, there are few requirements that needs to be fulfill by an item before it could be sell such as the quality of the colour or if there any damaged on the item. All the item picked are usually from donation from people or by ourselves thrifting and could also be from our own belongings. Only item that were taken a good care of will be choose by us. We want people to know that even an old item could give you a new look.

We created and use social media which is Facebook page as a platform for Rusty Vintage to promote our products. Facebook is an useful site, particularly for those who live near our city, to connect with us. By publishing teasers, hard sell postings and soft sell postings, we offer direct information and photos of our goods to attract the attention of our buyers.