



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



LEKIR PRINTING CHANNEL Sdn. Bhd.

SOCIAL MEDIA PORTFOLIO

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

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TABLE OF CONTENT

PAGE

TABLE OF CONTENT	2
ACKNOWLEDGMENT	3
EXECUTIVE SUMMARY	4
CHAPTER	
1.0 GO – ECOMMERCE REGISTRATION	5
2.0 INTRODUCTION OF BUSINESS	
2.1 Organizational Chart	
2.2 Mission and Vision	7
2.3 Description of Products / Services	8
2.4 Price List	9 – 10
3.0 FACEEBOOK	
3.1 Facebook Post (Teaser)	12 – 14
3.2 Facebook Post – Copywriting (Hardsell)	15 – 18
3.3 Facebook Post – Copywriting (Softsell)	19 – 22
4.0 CONCLUSION	23
APPENDICES	24 – 25

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EXECUTIVE SUMMARY

Lekir Printing Channel's product is mainly based on printing services for the students and UiTM staff around the area. Our business varies around the printing products that we offer to our customers. We also offer other printing services as for example, T-shirt printing, stickers, custom mugs design and other printable products that is in our reach.

On the 12th of January 2019, the company/business will open its first branch in UiTM Cawangan Melaka Kampus Alor Gajah. The company will operate out of a shop that is rented to us by UiTM management for RM 1,500 per month for the next four years. The management (UiTM) also provided us (the businesses) with a highly strategic location for operations, which is extremely close to a well-known printing company.

Our company's entire project implementation costs average RM 200,000. With that amount of money, our organization will purchase everything necessary for creating printing services, as well as other utensils that will aid in the operation of the printing services. In order to satisfy our customers, our company will strive to use cutting-edge equipment to produce printed products.

With the above statements, our business is very keen on operating on the highest level and we hope to offer our customers with the very finest quality printing that they deserve. With that, in order to attract such high interest from the public, our business offers the highest quality with an exceptionally affordable prices for the students and also staff members of the UiTM.

2.0 INTRODUCTION OF BUSINESS

The name of our business is Lekir Printing Channel. The name was suggested from one of our very one employee with the followed statement quoting “Finest quality printing in Malacca” seeing that Lekir is one of the famous names in Malacca history with a rich history background in the Malacca’s History. Printing is one of the most sought-after services in the education scene, with assignments and group work and nearly every assessment has to be done on paper and involves printing, Lekir Printing Channel focuses on being one of the main printing services in UiTM.

The main factor as to why we choose to start a printing service in UiTM is because we see it as a platform for us to have a run a good and smooth business with an expectation of a quite considerable amount of revenue. Next is that printing services is very demanded in the universities with students constantly having to print their assessments and assignments for their marks but constantly be baffled by the cost that is offered by the other printing service providers. We here in Lekir Printing Channel aims to help the students by offering them the demands that they have wanted and that is by offering them a good quality printing service with cheap and reasonable price. Although there might be little differences in terms of prices that is set by us in comparison with the other printing services, we make it up by offering the customers with top notch customer service quality. This will make a significant positive impact for us as we can be one of the power house in the business.