



Sleepea

SOCIAL MEDIA PORTFOLIO
PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

FACULTY	: FACULTY OF HOTEL & TOURISM MANAGEMENT
PROGRAMME	: BACHELOR OF SCIENCE (HONS.) TOURISM MANAGEMENT (HM241)
GROUP / SEMESTER	: HM2413C / SEMESTER 3
NAME	: ZALIKHA LAILA ASYIQEEN BINTI AZHAN
STUDENT ID	: 2021118345
LECTURER	: DR. NORFAZLINA BINTI GHAZALI

ACKNOWLEDGEMENT

This assignment has given me a lot of new experiences and knowledge, especially in the entrepreneurship and business industry. The completion of this assignment would have been impossible without the help and guidance from a lot of individuals whom I might not be able to mention every name here. Hence, I would like to express my deep appreciation and gratitude, particularly to the following persons;

First and foremost, I would like to express my utmost gratitude towards Dr. Norfazlina binti Ghazali for providing me with the complete guidance regarding this task. She has given me full support and encouragement in various ways and has been very patient in teaching me and my friends. Despite her busy schedules, she still makes time for us to ask plenty of questions. Without her help, kindness and commitment, we would have been having a hard time to start a business for this task and to carry it out successfully.

Last but not least, I am very thankful to my family members and friends, especially my classmates for sharing each other's ideas and opinions. Their encouragement has helped me a lot in completing this task excellently. Their support has also pushed me through my studies, especially in this pandemic where we are restricted from going through our degree studies physically with our educators and friends. As a whole, when things get rough, we will always have each other to rely on.

TABLE OF CONTENTS

COVER PAGE	i
ACKNOWLEDGEMENT	ii
TABLE OF CONTENTS	iii
LIST OF TABLES	iv
LIST OF FIGURES	v
EXECUTIVE SUMMARY	vi
1.0 GO-ECOMMERCE REGISTRATION	1
2.0 INTRODUCTION TO BUSINESS	2
2.1 Business Name and Address	2
2.2 Organizational Structure	4
2.3 Mission and Vision Statement	4
2.4 Description of Products	5
2.5 Price List	6
3.0 FACEBOOK (FB)	14
3.1 Creating Facebook (FB) Page	14
3.2 Facebook (FB) Post - Teaser	17
3.3 Facebook (FB) Post - Copywriting (Hard Sell)	25
3.4 Facebook (FB) Page - Copywriting (Soft Sell)	41
3.5 Graphics for Marketing	57
4.0 CONCLUSION	90

EXECUTIVE SUMMARY

Sleepea Wear is a clothing brand that was founded on 29 March 2021. This business operates on sole proprietorship with Zalikha Laila Asyiqeen leading the operation as a General Manager besides having several other employees from different departments to ensure the smooth running of the business. This company is located at PT 7204, Taman Mesra, Jalan Persiaran Raya, 18300 Gua Musang, Kelantan which is a shop lot in a famous business center in the town. Customers can walk into the physical store and they can also purchase the products online through our Facebook Page.

Sleepea Wear mainly sells nightclothes for both genders. The night garments are being produced into four main collections which are female long sleeve pyjamas (Mikayla), female short sleeve pyjamas (Camilla), female night robes (Arabella) and males pyjamas (Daniella). Each of these collections are then being divided into more editions respectively such as Maternity Edition, Lace Edition, Couple's Editions and others. The sizes of these garments are catered from XS to XXL which would fit from 12 years old teenagers and above. The prices of these collections range from RM29 to RM69 which is very affordable and reasonable considering that we use premium quality materials for our products such as satin, 100% cotton and viscose fabrics.

Sleepea Wear has put a lot of thought into building its own Facebook Page in order to allow it to grow in the market. Hence, we have been actively posting a lot of copywriting materials such as teasers, hard sells, soft sells and a lot of attractive graphics. As a result, we have managed to obtain a number of 315 likes on the page from our customers. Nonetheless, we will still keep up with being more active on this platform as it has proven to work well in growing and promoting our business.

2.0 INTRODUCTION TO BUSINESS

2.1 Business Name and Address

Our business name is Sleeppea Wear. There are several reasons why we have decided to give this name to our business.

First of all, our business is inspired by a princess tale which is The Princess and the Pea. It is a tale about a princess who could feel that there is some sort of rock or lump under twenty mattresses and twenty feather beds. She had a very rough night trying to fall asleep because of the uncomfortableness. Apparently, the lump that she felt under dozens of the layers was just one tiny pea. This event shows how delicate the princess is that she could feel one tiny bean under those layers. Our customers represent the delicate princess to us. Hence, we make sure that there won't be any 'pea' disturbing their pretty sleep by wearing our night garments that are sewn with love and care. Our priority is providing the best sleeping experience for them, which we have learnt a lesson from the pea tales and we would never want them to experience the same awful and uncomfortable situation. Last but not least, 'Sleeppea', which rhymes with the word 'sleepy' is chosen because we are selling nightwear and it means so much for us that our customers will wear them once they get sleepy and ready for bed.

The main inspiration from the princess and the pea tale is also the reason behind our green-themed logo because it symbolizes the colour of the bean besides having the word 'pea' that clearly represents the bean.



Figure 2.0 The Logo of Sleeppea Wear