



اَوْنِفُورِ سَيِّتِي تِي كِنُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

MARA UNIVERSITY OF TECHNOLOGY,
CAMPUS PUNCAK ALAM

FACULTY OF BUSINESS MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION (HONS.)
OPERATIONS MANAGEMENT

PRINCIPLES OF ENTREPRENEURSHIP

INDIVIDUAL ASSIGNMENT
SOCIAL MEDIA PORTFOLIO – AJ FOOTWEAR

PREPARED BY:

DANIAL IZZAT BIN AHMAD

2020975115

PART 4

GROUP: ENT530N

PREPARED FOR:

MADAM NADIAH MAISARAH ABDUL GHANI

DATE OF SUBMISSION:

25 JUNE 2021

ACKNOWLEDGEMENT

First of all, thanks to Allah because given me to complete this task just in time. Even I faced with a lot of difficulties along to complete this task, I still manages to complete it I am so glad about it.

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I am also appreciate to other friends which willing to share their information about this individual assessments. They give me a lot of new ideas about the task and information details on this individual assessments.

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EXECUTIVE SUMMARY

This social media portfolio was given to us under the subject Principles of Entrepreneurship, and it requires us to study and analyse our skills in marketing our online product or services. This portfolio is related to our entrepreneurship topic and can be used as a guideline for starting a small business in the future.

By starting a small business that selling product, you gain access to a wealth of information that you can use to research and plan how to promote the product. Customers will be aware of your business if you have a clear strategy and plan in place. This company was founded by a group of young entrepreneurs who had no prior experience or knowledge in entrepreneurship.

AJ FOOTWEAR uses their knowledges and skills to fulfil their customers needs and wants by providing and selling hot or rare sneakers to sneakers fans especially Air Jordan brand. Mostly Air Jordan shoes always sold out very quickly, they need to line up in front of retail store in the early of morning to buy the shoes and if they do not have a good luck, they are just line up for nothing and vain. So, AJ FOOTWEAR as a reseller, we can fulfil customers dream shoes if they have no chance to buy the shoes at retail store.

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I. GO-ECOMMERCE REGISTRATION

Personal Profile

PERSONAL PROFILE | BUSINESS PROFILE

Personal Information Edit

Name	DANIAL IZZAT BIN AHMAD	Phone/Mobile	0147755311
New Identity Card No.	971113107085	Home Address	NO 1, JALAN TASEK 54
Email Address	dania97uzzat@gmail.com	District	BANDAR SERI ALAM
City	MASAI	Postcode	81750
State	Johor	Personal Instagram	instagram.com/nielahmaddd
Personal Facebook	https://www.facebook.com/profile.p hp?id=100008147230272	Race	Malay
Gender	Male	Special Need Required	No
Marital Status	Single		

Institution Information Add New

UITM Puncak Alam - ENT530_N (NMAG)

Type of Institution	IHL	Institution List	Universiti Teknologi MARA
State of Institution	Selangor	Name of Institution	UITM Puncak Alam
Address of Institution	Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, .	City	Puncak Alam
District of Institution	Kuala Selangor	Postcode	42300
Level of Study	Bachelor Degree	Study Status	Full time
Course Name	ENT530_N (NMAG)	Class Name	ENT530_N (NMAG) Edit Delete
Subject Name	ENT530_N (NMAG)	Year Enrolling the subject	2021
Month Enrolling the Subject	3	Lecturer Name	Nadiah Maisarah bt Abdul Ghani
Internship Enrollment	No	Year Of Internship Enrollment	
Month of Internship Enrollment		Period of Internship Training	
Expected Year To Complete Study	2022	Expected Month To Complete Study	7
Related To Study Field	Yes		

Business Profile

PERSONAL PROFILE | **BUSINESS PROFILE**

Have you updated your sales today? Update your sales regularly to collect more points!

Business Information Edit

Company Name	AJ Footwear	Company Registration No.	
Type Of Business	Sdn. Bhd	Business Role	Product Owner
Facebook Page	https://www.facebook.com/AJ-Footwear	Business Category/Business Sub-Category	Household, Hobbies & Lifestyles / Retails
Wechat for Business		Business Instagram Page	
Marketplace	Others	Business Website	
Business Related to Your Study Field	Yes	Type Of Website	
		Experience in International Export	No