



اَوْنِبُوْ سَيِّتِيْ تِيْكَوْ لُوْ كِيْ مَبَارَا
UNIVERSITI
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MARA

SOCIAL MEDIA PORTFOLIO
SHINE CLOSET



PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

FACULTY: FACULTY OF BUSINESS MANAGEMENT

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EXECUTIVE SUMMARY

Shine Closets is a brand name, is a brand name and a trade name for our women's clothes store. Our company's major goal is to achieve for the business in order to offer the highest quality dresses at cheap costs, better than other dress retailers in terms of pricing and quality and the important thing is to make our customer beauty, elegant, interesting and happy.

On January 9th, 2021, our business began its trip on Facebook, humbly beginning with one style design, the crop top design, and progressively adding more from our business journey. Many people are familiar with this commodity's exceptional quality and low prices. Our store's outfits provide a clear analysis of our consumers' continued purchasing.

Shine Closet has made over 21 sales since its inception, and the figures are expected to rise by kaamatan day on May 31st 2021, thanks to the kaamatan day sale. Increasing demand for our product leads to a good profit margin on our company project's sales. By almost reaching the end of February, we now have a few new collection added which is crop top, short blouse with kimono, sparkling skirt, off shoulder, dress, blouse and long sleeve.

TABLE OF CONTENT

	PAGE
COVER PAGE	I
ACKNOWLEDGEMENT	II
EXECUTIVE SUMMARY	III
TABLE OF CONTENT	IV
1.0 GO-ECOMMERCE REGISTRATION	1
2.0 INTRODUCTION OF BUSINESS	
2.1 NAME AND ADDRESS OF BUSINESS	2-3
2.2 ORGANIZATIONAL CHART	4
2.3 MISSION/VISSION	4
2.4 DESCRIPTIONS OF PRODUCT/SERVICES	5-6
2.5 PRICE LIST	7-8
3.0 FACEBOOK (FB)	
3.1 CREATING FACEBOOK (FB) PAGE	9
3.2 CUSTOMING URL FACEBOOK (FB) PAGE	10
3.3 FACEBOOK (FB) PAGE - TEASER	11-17
3.4 FACEBOOK (FB) PAGE - COPYWRITING (HARD SELL)	18-33
3.5 FACEBOOK (FB) PAGE - COPYWRITING (SOFT SELL)	34-49
3.6 GRAPHICS	50-55
4.0 CONCLUSION	56
LIST OF FIGURES	
FIGURE 2.1: BUSINESS LOGO	2
FIGURE 3.1: FACEBOOK PAGE	9
FIGURE 3.2: SHINE CLOTHES ABOUT	10
LIST OF TABLE	
TABLE 2.1: BUSINESS INFORMATION	3
TABLE 2.2 DESCRIPTION OF SHINE CLOTHES	5-6

2.0 INTRODUCTION OF BUSINESS

2.1 NAME AND ADDRESS OF BUSINESS

Shine Closet is a business name that had been decided based on the main product which are clothes. The name of the business are prepared and sold by the founder which is Norsyahferra Irani Binti Gani@Ghani. Our business motto is " Be Gorgeous and Shine Like a Diamond" and our slogan is "I See It, I Like It, I Want It, which demonstrate our desire for our customers to feel beautiful, confident, gorgeous while wearing our cloths by reflecting their personality. Female teenagers and women aged 16 to 30 years old are our target market or audience segmentation.

The logo used for the business is a different style of clothes with different colour and pattern. This is because a girl or a woman have a different style with having a beautiful clothes that reflect themselves, some girl like to use fancy clothes that can attract attention, and some of them a comfortable using just a plain but look gorgeous. The slogan I see it, I like, I want it is chooses by the founder because it suitable to the female characters which when they see one clothes they like they want it so badly by using various method to get the clothes that they want.



Figure 2.1 Business Logo