



اَوْبَهُوَ سَبِيْقِي تَيْكُونُ لَوْ كَيْفِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA (UiTM)
KAMPUS PUNCAK ALAM**

**BACHELOR OF BUSINESS ADMINISTRATION (HONS.)
INTERNATIONAL BUSINESS
BA246**

**PRINCIPLES OF ENTREPRENEURSHIP
ENT530**

**INDIVIDUAL ASSIGNMENT
SOCIAL MEDIA PORTFOLIO**

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ENT530S

ACKNOWLEDGEMENT

I gladly present my individual assignment for social media portfolio report. I feel grateful because I manage to complete it within the time given by lecture, Nadiah Maisarah. I also sincerely thanks to our lecture of Principles of Entrepreneurship (ENT530) for the guidance and encouragement in finishing this assignment, also teaching me in this subject.

I believe that the knowledge I gathered during the report will be helpful in the future in academic and professional. I will grateful if you accept the assignment

EXECUTIVE SUMMARY

GIE'S Online Store provide clothing services for their customers. Our business offers the affordable clothes to our beloved customer by giving them a variety of choices which including a colour, pattern with a different range of prices according to their demands. We also give them a guide and they can consult with us about their choice.

Our target customer and audiences are a group of people who is looking for clothes that no need to iron and comfortable to use in formal and not formal events. GIE'S Online Store specifically target toward woman who with busy life because of family and so on.

The marketing strategy for GIE'S Online Store more toward social media which is we promoted the Sabella product as a dropship. We help the product to be known in the media that will guarantee customer satisfaction.

At the moment GIE'S Online Store is under Shamimi Izzati and her assistant . We are using a Facebook page as a platform for attract a customer. GIE'S Online store will promote by doing the teaser post, soft sell and hard sell to promote the products.

TABLE OF CONTENT

Cover page

Acknowledgement _____

Executive Summary _____

Table of Content _____

1.0 Go-Ecommerce Registration _____

2.0 Introduction of Business _____

3.0 Facebook (FB) _____

4.0 Conclusion _____

2.0 Introduction of Business



Business Logo

GIE'S Online Store is involved in selling of clothes, that have varieties of collection, size and colour. We also offer the best material and texture. It sell the Sabella product because being a dropship of this brand. The most important things is these clothes is easy to wears because it does not need to iron.

GIE'S Online Store was owned by Shamimi Izzati Binti Mohd Sharif. The business was started on 11 April 2021. The business located at Lot 10191, Hulu Terengganu, Terengganu. GIE'S Online Store is an online store business, therefore, it uses online platform which is Facebook to connect with the customer.

It targets which specifically our target more toward family which specifically for women and children. We also offer limited edition product and limited number of orders. It is because Sabella will produce it when they have a demand from customer order. The first comes, the first serves. Our clothes can be wears from younger generation until old generation because of varieties offer of clothes.

GIE'S Online Store provides a delivery services for order around Hulu Terengganu that not more than 10 kilometres because of the restriction of the Covid-19 pandemic. The customers will be charge RM 2 within of our range services. As for order from the outside of Hulu Terengganu, the postage will be charge RM6 above depending on their location and weight. The order will be delivered through J&T.