



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

70

**FACULTY OF BUSINESS ADMINISTRATION BACHELOR IN  
BUSINESS ADMINISTRATION (HONS) OPERATION MANAGEMENT  
PRINCIPLES OF ENTREPREURSHIP  
(ENT530)**

**INDIVIDUAL ASSIGNMENTS  
SOCIAL MEDIA PORTFOLIO**

**PREPARED BY:**

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BA2444B**

**PREPARED FOR:**

**DR NOR ZAWANI MAMAT @ IBRAHIM**

**SUBMISSION DATE:**

**25 JULY 2021**

## **ACKNOWLEDGEMENT**

Assalamualaikum, I am a student in class BA2444B at the Faculty of Business Administration (Operation Managements). PRINCIPLES OF ENTREPRENEURSHIP is the subject of this Social Media Portfolio study (ENT530). As I write this post, I'm grateful to Allah for all the chances, hurdles, and inspiration that have come my way to complete it.

I have seen so much in this process, not just from the intellectual point of view, but also from the perspective of personality. First and foremost, I would like to express the deepest appreciation to my lecturer, Miss Dr Nor Zawani Mamat @ Ibrahim , for her encouragement, empathy, determination, and most importantly, for her positive inspiration and warm spirit to complete this report. It was a great pleasure and honour to have her as my lecturer.

Last but not least, I would want to express my deepest thanks to my family and peers. Without their assistance, this study would not have been feasible. May Allah grant the above-mentioned characters success and glory in their life.

## EXECUTIVE SUMMARY

This social media portfolio is one of the assignments in PRINCIPLES OF ENTREPRENEURSHIP (ENT530). For this assignment, I need to create a business and do promoting the business by using social media platform. As per requested, I chose to make business that bring an impact towards the apparel for their lifestyle which is scrunchies business.

RedWood is an apparel business that selling various type of clothes for men and women. Our business located at Kepong, Kuala Lumpur because the selling is in online. It could bring a lot of profits to my business for the customer to find their favourite clothes. My target customer is for those who have an active lifestyle and make a good appearance in public.

Redwood promoting the apparel through Facebook page (FB). A lot of benefits that my customers can get from RedWood. We sell various types of clothes such as blouse, dress, casual wear and winter cloth that can fit with their appearances. Shopping for clothing may be complicated and frustrating. It's very uncommon to enter a department store with a certain concept in mind, only to find that you have no idea where to begin shopping. As a result, you may feel overwhelmed by the sheer number of various designs, cuts, sizes, colours, and brands available today. What looks nice on you will make the process of picking clothing much easier. But for us, the cloth had been categorized in different sizes for them to pick.

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## 1.0 - GO-COMMERCE REGISTRATION


PERSONAL PROFILE	BUSINESS PROFILE																																																
 <b>Ahmad Amin</b>	<b>Personal Information</b> <table border="0"> <tr> <td>Name</td><td>:</td><td></td><td>Phone/Mobile</td><td>:</td><td></td> </tr> <tr> <td>New Identity Card No.</td><td>:</td><td></td><td>Home Address</td><td>:</td><td></td> </tr> <tr> <td>Email Address</td><td>:</td><td></td><td></td><td></td><td></td> </tr> <tr> <td>City</td><td>:</td><td></td><td>District</td><td>:</td><td></td> </tr> <tr> <td>State</td><td>:</td><td></td><td>Postcode</td><td>:</td><td></td> </tr> <tr> <td>Personal Facebook</td><td>:</td><td></td><td>Personal Instagram</td><td>:</td><td>null</td> </tr> <tr> <td>Gender</td><td>:</td><td>Male</td><td>Race</td><td>:</td><td>Malay</td> </tr> <tr> <td>Marital Status</td><td>:</td><td>Single</td><td>Special Need Required</td><td>:</td><td>No</td> </tr> </table>	Name	:		Phone/Mobile	:		New Identity Card No.	:		Home Address	:		Email Address	:					City	:		District	:		State	:		Postcode	:		Personal Facebook	:		Personal Instagram	:	null	Gender	:	Male	Race	:	Malay	Marital Status	:	Single	Special Need Required	:	No
Name	:		Phone/Mobile	:																																													
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Gender	:	Male	Race	:	Malay																																												
Marital Status	:	Single	Special Need Required	:	No																																												

Figure 1 : : Go-eCommerce Personal Profile

Institution Information			
<b>UiTM Puncak Alam - NZI ENT530</b>			
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
		Postcode	: 42300
District of Institution	: Kuala Selangor		
Level of Study	: Bachelor Degree	Study Status	: Full time
Course Name	: NZI ENT530	Class Name	: NZI ENT 530
Subject Name	: PRINCIPLE OF ENTREPREEURSHIP	Year Enrolling the subject	: 2021
Month Enrolling the Subject	: 3	Lecturer Name	: NOR ZAWANI BT MAMAT@IBRAHIM
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	: 3
Related To Study Field	: Yes		

Figure 2: Go-eCommerce Institution Information

PERSONAL PROFILE	BUSINESS PROFILE																																										
 <b>Ahmad Amin</b>	<table border="0"> <tr> <td>Company Name</td><td>:</td><td>Redwood Pre-Loved</td><td>Company Registration No.</td><td>:</td><td></td> </tr> <tr> <td>Type Of Business</td><td>:</td><td>Enterprise</td><td>Business Role</td><td>:</td><td>Product Owner</td> </tr> <tr> <td>Facebook Page</td><td>:</td><td>Redwood Pre-Loved</td><td>Business Category/Business Sub-Category</td><td>:</td><td>Apparel, Health &amp; Beauty /</td> </tr> <tr> <td>Wechat for Business</td><td>:</td><td></td><td>Business Instagram Page</td><td>:</td><td></td> </tr> <tr> <td>Marketplace</td><td>:</td><td>Others</td><td>Business Website</td><td>:</td><td></td> </tr> <tr> <td>Business Related to Your Study Field</td><td>:</td><td>Yes</td><td>Type Of Website</td><td>:</td><td></td> </tr> <tr> <td></td><td></td><td></td><td>Experience in International Export</td><td>:</td><td>No</td> </tr> </table>	Company Name	:	Redwood Pre-Loved	Company Registration No.	:		Type Of Business	:	Enterprise	Business Role	:	Product Owner	Facebook Page	:	Redwood Pre-Loved	Business Category/Business Sub-Category	:	Apparel, Health & Beauty /	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
Company Name	:	Redwood Pre-Loved	Company Registration No.	:																																							
Type Of Business	:	Enterprise	Business Role	:	Product Owner																																						
Facebook Page	:	Redwood Pre-Loved	Business Category/Business Sub-Category	:	Apparel, Health & Beauty /																																						
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																																						

Figure 3: Go-eCommerce Business Profile

## 2.0 INTRODUCTION OF BUSINESS

### 2.1 COMPANY BACKGROUND



Figure 4: Logo of RedWood

Business name plays an important role in order to attract customer attention. It can influence the business development to be acknowledge in future. It took me sometimes to find a good name for my business. I make a lot of thinking before I came up with RedWood for my business name. This name shows that how it makes a spark in my mind to do a pre-loved apparel in my business. This business will have a plenty design of clothes and it will be such an eye candy view for my target customers.

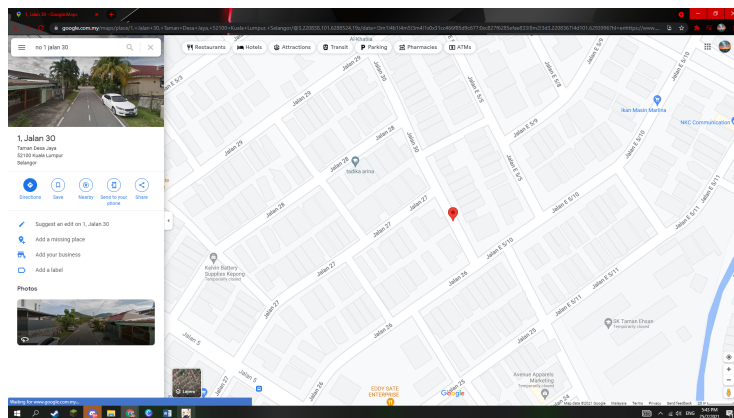


Figure 5: Business Location of RedWood

It is important for my business to find a great location that ease my business in future. But due to it's a online business and during the MCO, The business usually do at house at Kepong, Kuala Lumpur.

## 2.2 ORGANIZATIONAL CHART



**AHMAD AMIN BIN AHMAD AZIKAN**  
**OWNER OF RedWood**

Figure 3: Organizational Chart of Candy's Scrunchies

RedWood is a small business and still new in this industry. It will run by myself, Ahmad Amin Bin Ahmad Azikan as the business owner. This business can be known as sole proprietorship or a sole trader. Since it just a small business, it easier for met to run and setup this business without costing me a lot of money for pay the wages if I have workers. The profits of this business can be used for my business development in future as additional to be a sole trader.

## 2.3 Mission and Vision

Mission RedWood is to providing a high quality clothing promptly with full attention on designing and its benefits. Every types of material that we used have their own benefits to the customer lifestyles.




Vision of RedWood is being the most preferable and reputable apparel business in 10 years. Our business will do a lot of promoting and improve our clothes that suit with our customers preference. So, it is important for us to draw attention from our customers to keep supporting our business in future.



## 2.4 Description of Products

RedWood launched three types of materials for Clothes which is Blouse, Casual and Blazer . These clothes has different prices due to multiple design. We also have a variety of colours for the clothes based on the available stock. These apparel can help my customer for to choose what dress will make them comfortable .

The products offered as below:

ITEMS		DESCRIPTIONS
BLOUSE		<p>Blouses are a cask-style, usually mail-like garment that were seldom seen in a stylish woman's wardrobe until the 1890s. Prior to that, they were occasionally popular for casual wear in styles reminiscent of peasant or traditional attire, such as the Garibaldi shirt of the 1860s.</p> <p>Blouses are often composed of light materials such as silk or thin cotton textiles, although before the early 1990s, they were frequently made of gently flowing synthetic fibres (e.g. polyester). They are sometimes embellished with frills, stitching, or loops. The white shirt blouse is the classic of ladies' blouses (after the classic beautiful white men's shirt).</p>
CASUAL		<p>Casual wear (casual attire or clothes) is a Western dress code that is loose, irregular, spontaneous, and appropriate for daily use. Following the counterculture of the 1960s, casual clothes became fashionable in the Western world. When the comfort of casual clothes is emphasised, it is referred to as leisurewear.</p>
BLAZER		<p>Blazers may be worn with everything from a formal shirt and necktie to an open-necked polo shirt or even a simple T-shirt. They are seen with a variety of pants, including the classic white cotton or linen, grey flannel, brown or beige chinos, and jeans.</p> <p>A fitted, traditionally cut, double-breasted navy-blue blazer with navy-type buttons is a popular style that is also known as a "reefer" blazer. It is currently commonly utilised in business casual wear, particularly in North America and the United Kingdom.</p>

## 2.5 PRICE LIST

All scrunchies in RedWood have a different types of prices. This price is applicable for all fabrics, depends on my customer desires. Pricing my clothes is important for my business profits and it can influence my finance. I start up my business with only RM2500 as a capital of business.

The modal used for buy the sewing machine, elastic band and variety types and design of fabrics for adding to the clothes. RedWood want to sell those apparel with affordable prices to attract customers to keep on buying our clothes. By selling the clothes at lower price, it will give advantage to RedWood to shafting the competitors in the same market and gain competitive advantage in future.

FABRICS	PRICE
BLOUSE	RM 25 - 30 / quality
CASUAL	RM 10 – 20 / quality
BLAZER	RM 20 - 45 / quality

This is the sum-up for my business information in a table for reference.

Company's Name	RedWood
Company's Owner	Ahmad Amin Bin Ahmad Azizan
Business Started	24 July 2021
Address	No 1 , Jalan 30, Taman Desa Jaya Kepong, 52100, Kuala Lumpur , W. Persekutuan
Mission	Providing a high quality clothing promptly with full attention on designing and its benefits. Every types of material that we used have their own benefits to the customer lifestyles.
Vision	being the most preferable and reputable apparel business in 10 years.
Total of Worker	1 Worker (Owner)
Price of Scrunchies	RM 25 RM 10 RM 20
Capital of Business Started	RM 2500

### 3.0 FACEBOOK (FB) PAGE

Facebook (FB) page is one of the most social media that people used for promoting business. It can create opportunities to increase brand name, engage with potential customer and generate a lot of profits. Since this social media cost you nothing, you can take advantage on this platform to promoting your business and attract customer attention. The customer also can express their impression, their interest and giving the feedbacks of our products through RedWood FB page.

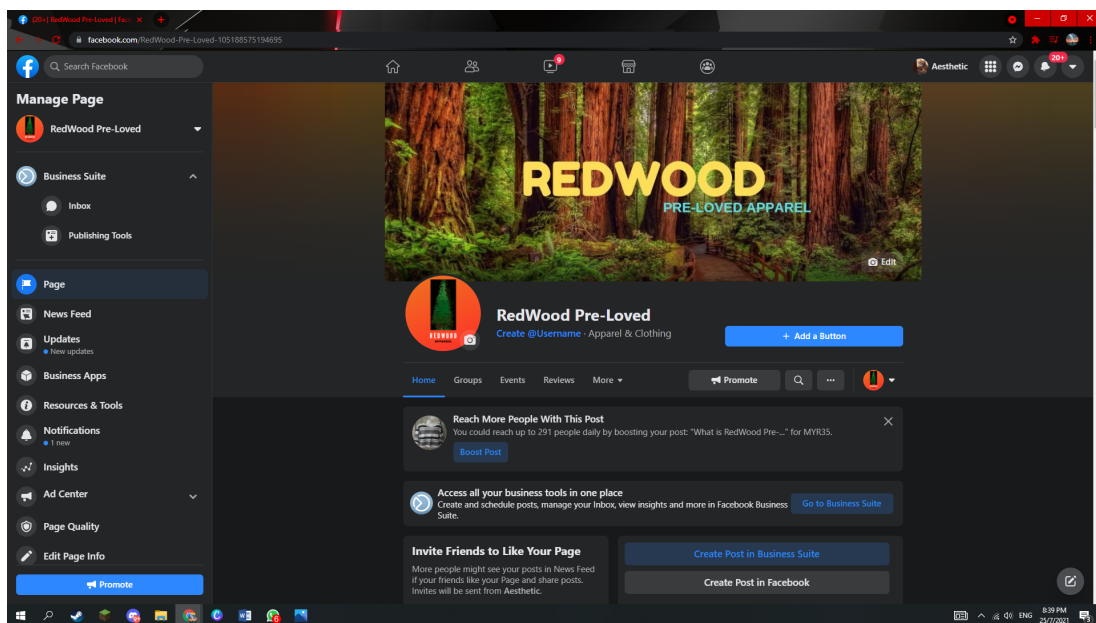


Figure 6: RedWood Facebook Page

### 3.1 Creating Facebook (FB) Page

RedWood FB page is created on 4 July 2021. In order to gain customer attention, RedWood adding a profile picture and adding cover photo that reflect to my business operation. It is shows that it is our vision in future to be the most preferable apparel for our customer. Other than that, RedWood also updating their business information such as the business location and address, contact information, items, price range and else. All of the details were added to build a summary of RedWood business.

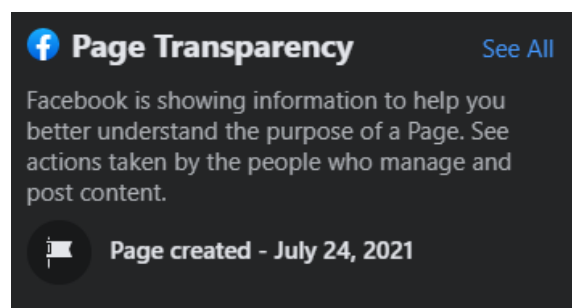
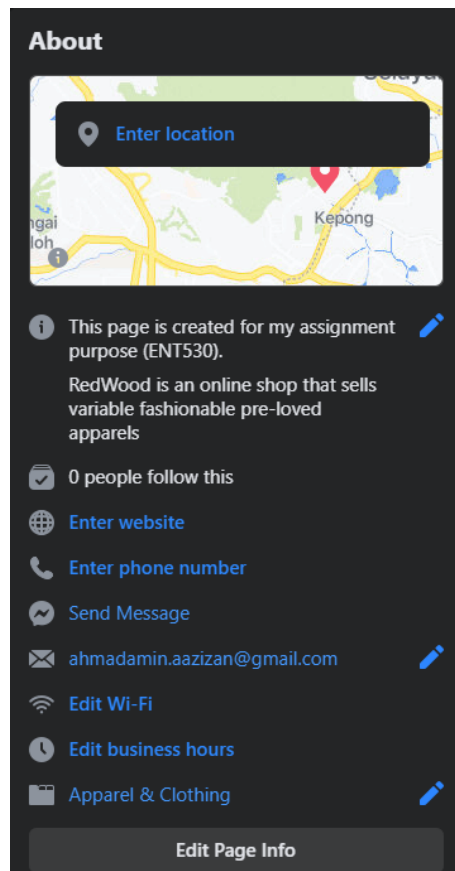


Figure 7: RedWood Business Information

### 3.2 Creating URL Facebook Page

Along with the existence of RedWood on Facebook Page, the URL also created for ease our customers to find and discover new updates and new products from us. RedWood started since 24 July 2021. People can simply click this link to view RedWood on Facebook - <https://www.facebook.com/RedWood-Pre-Loved-105188575194695>

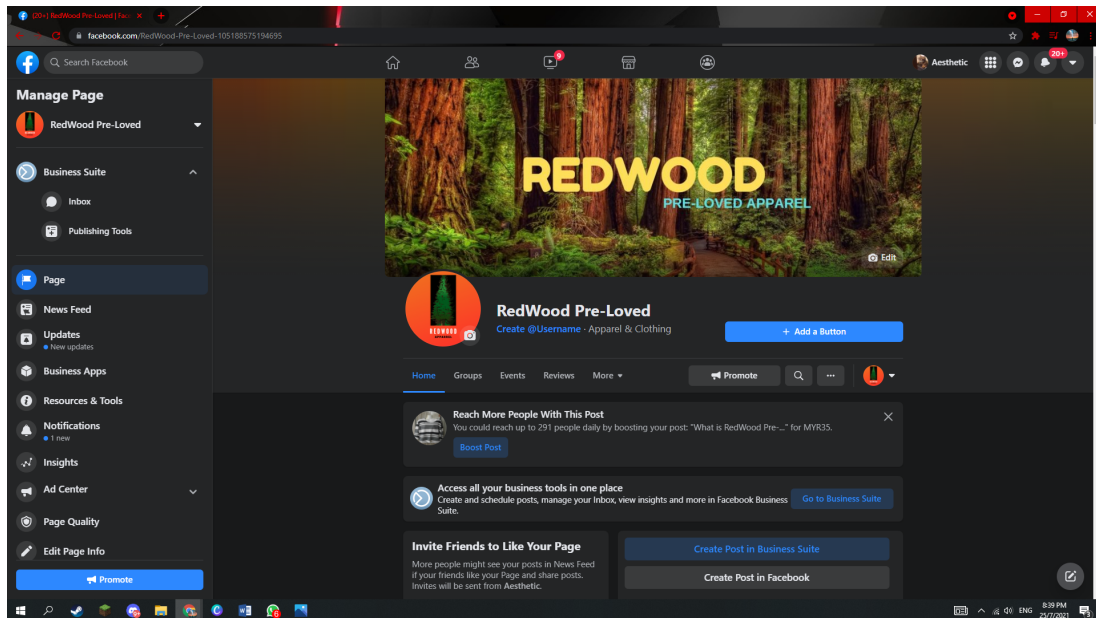
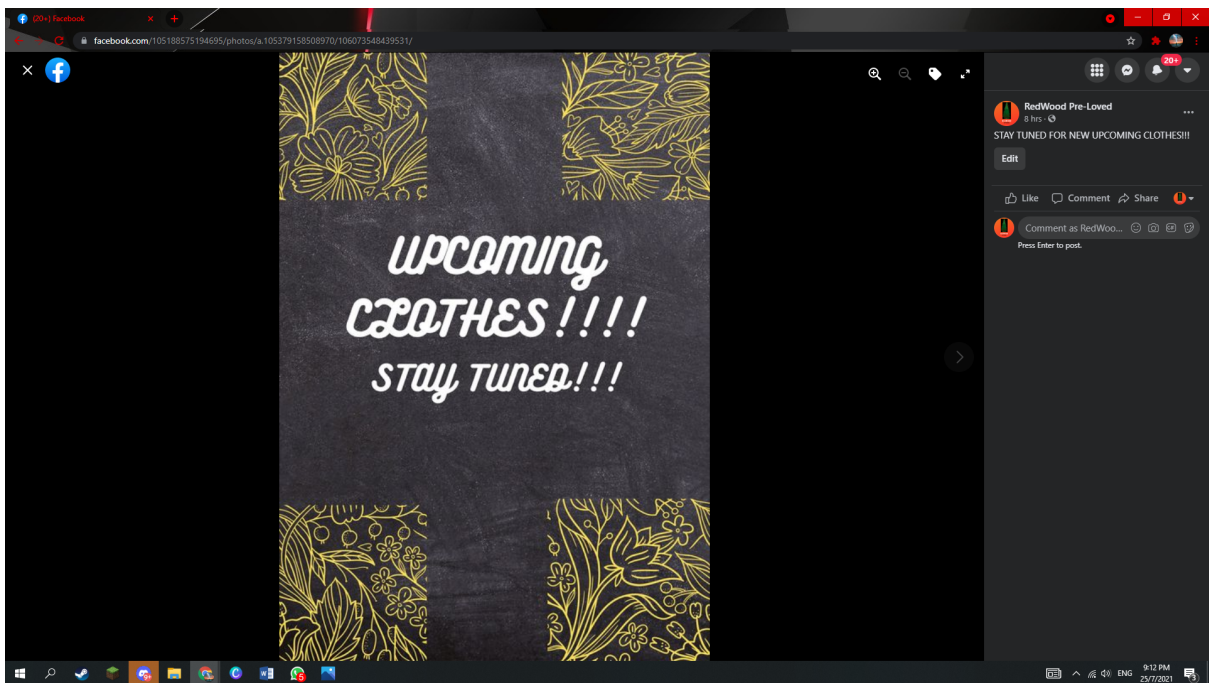


Figure 8: RedWood Facebook Page URL

### 3.3 Facebook Post – Teaser

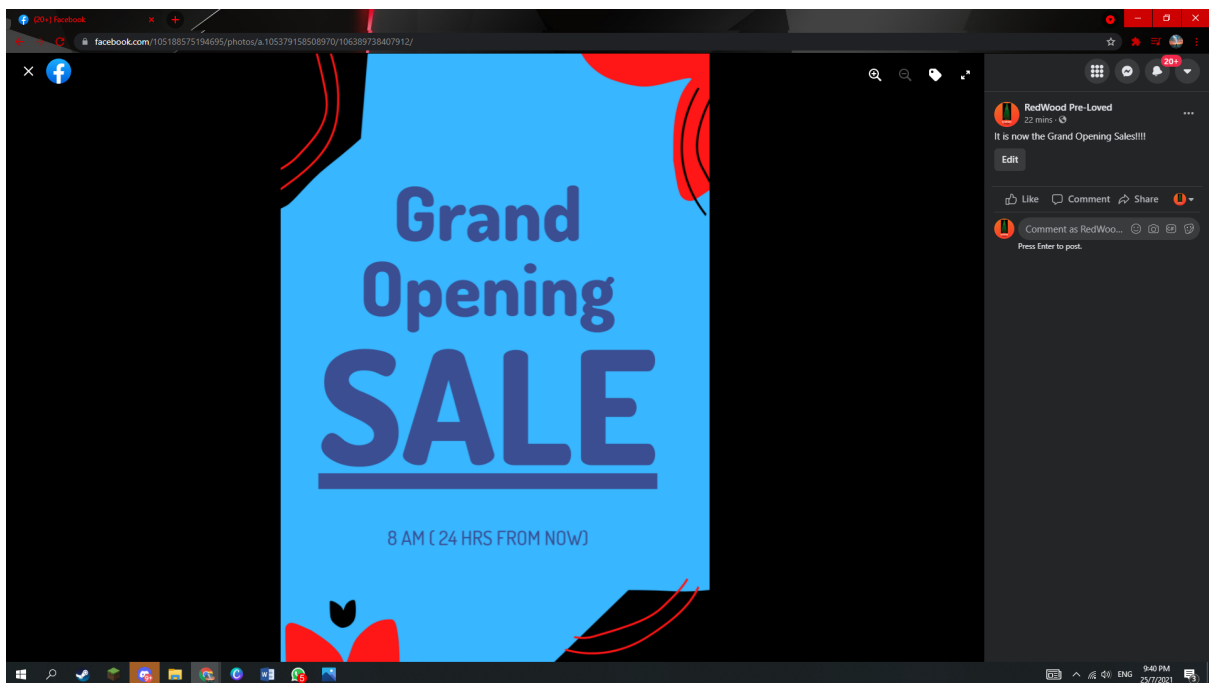
Teaser can be defined as one of the techniques that an entrepreneur uses to attract customer attention. This teaser can build a customer's curiosity since information in the teaser is always limited to introduced products that will be released soon. A teaser campaign, also known as a pre-launch campaign, is an advertising campaign that usually consists of a collection of briefs, cryptic, and intimidating commercials that predict a bigger, full-blown product launch or otherwise significant event; these advertisements are called "teasers" or "teaser ads". Basically, RedWood posts teasers on its Facebook page that consist of one picture to announce a special free gift for promotion.



### 3.4 Facebook Post – Copywriting (Hard Sell)

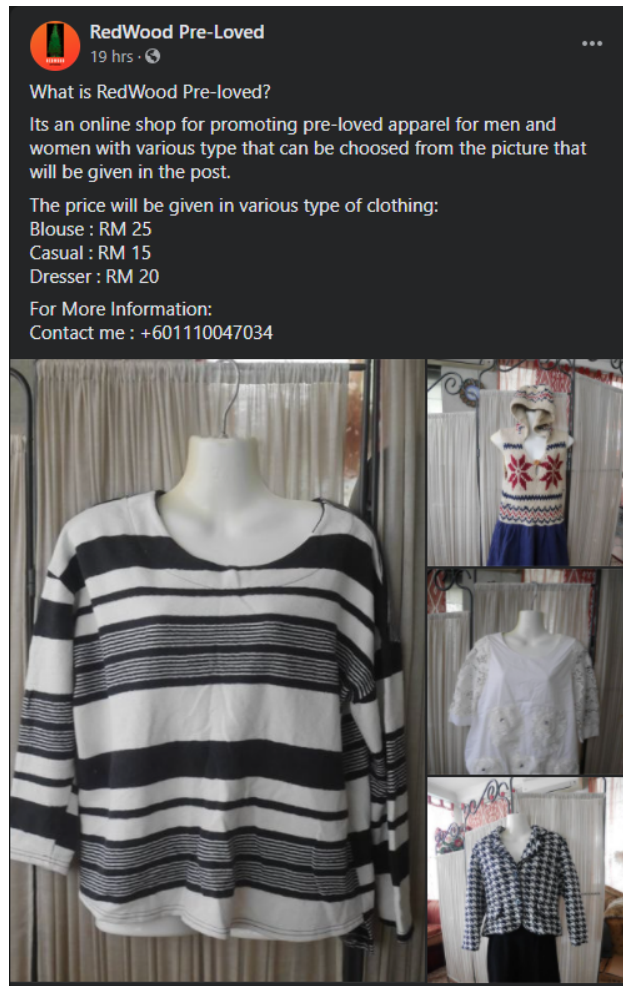
Hard sell post is a promotional strategy that uses direct messaging. Hard shell post will allow consumers continue to buy our goods in the short term. RedWood use a hard shell to produce four hard sells that contain our promotion to our consumers.

This is an example of RedWood have created:



### 3.5 Facebook Post – Copywriting (Soft Sell)

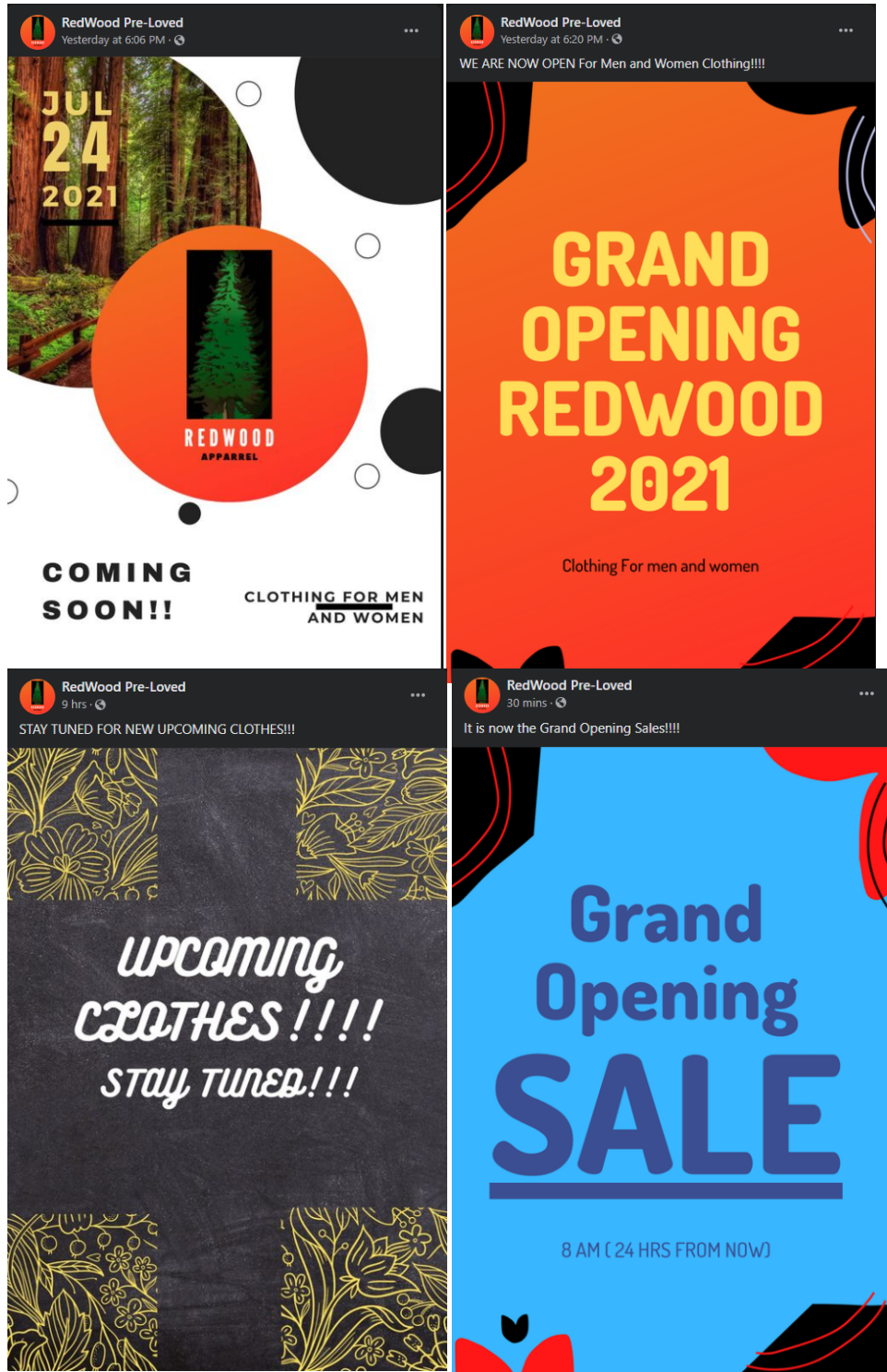
Soft sell post is a promotional technique that used a subliminal message to advertise goods. It is often known to be a non-aggressive tactic that does not result in the selling of a company but may build brand loyalty. This soft selling would be an opportunity for our consumers to boost brand loyalty and raise awareness of our products. RedWood use a soft shell to produce a soft sells for our consumers view.





### 3.6 GRAPHIC

An eye-catching graphic design can be one of advantage to business for attracting potential customer and draw interest of visitors. Therefore, RedWood making the utmost attempt to create a stunning interface to engage with customers on the Facebook (FB) page. RedWood designs use a range of tools and editors to get the perfect shots to generate curiosity in potential buyers.



#### 4.0 CONCLUSION

To summarise, starting a business is not a simple task. Preparation might take days, weeks, or even months. It requires patience, hard workloads, and devotion, which many individuals lack. Despite many obstacles in the market, the topic of Principles of Entrepreneurship (ENT 530) has provided students with experience on how to build a company from the ground up so that students are able to come up with strategies to coordinate the actual thing company.

The assignment of the Social Media Portfolio has proven that social media, such as Facebook, has many wonderful advantages when it allows news or enterprise that have begun to develop national and even worldwide interest in the products offered to obtain national and even global interest in the goods sold. Communication and information transmission are becoming more rapid than ever. It is due to the fact that the number of Facebook users is rising every day, and they spend more than half of their day on social media.

As a result, there will be no reason for a young entrepreneur to launch their dream firm. They may quickly learn how to perform marketing and business through social media or by searching for information online. There are several chances for individuals to become great entrepreneurs if they follow the proper path and learn from the experts. Last but not least, new entrepreneurs should begin with the fundamentals in order to obtain information and experience in order to be the greatest in the future.