



اُونِيُوَرَسِيْتِي تِيَكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

77

ENT530

PRINCIPLES OF ENTREPRENEURSHIP

**INDIVIDUAL ASSIGNMENT
(SOCIAL MEDIA PORTFOLIO)**

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DATE OF SUBMISSION:

25TH JULY 2021

ACKNOWLEDGEMENT

Before all else, I would like to humbly praises The Almighty and Alhamdulillah with the ease of His Blessings I am able to deliver this assignment within the stipulated time given. I am truly grateful for I have given the strength and health to finish this assignment at best as I could. The success of this assignment could not be achieved without the support and guidance of the people around me.

Therefore, I would like to express my gratitude towards my ENT530 lecturer, Dr Nor Zawani Mamat@Ibrahim for the nurturing, guidance and support throughout the process and completion of this assignment. The information that I have learned and gathered from her is certainly helpful in this assignment and for my future undertakings.

Next, I would like to thank my parents for their time and financial support towards finishing this assignment successfully. Without the tremendous aid from them, I definitely will not be able to achieved what is reported in this assignment and beyond.

Lastly, thank you for all my classmates and those that had been involved directly or indirectly in my assignment in order for me to be able to construct this report.

EXECUTIVE SUMMARY

Bysyx.co is a sole-proprietorship business run by Aleesya Aina Binti Mohd Idris, the products that are offered in this business are accessories and focuses more on various types of handbags. The business model run by Bysyx.co is dropship. Our suppliers are mainly from sellers in the website Taobao. Careful examination of the suppliers are done to ensure that products will be delivered without any unwanted circumstances. There are currently around 40+ products that are available in Bysyx.co. The price point for Bysyx.co is affordable towards the low and middle income individuals in Malaysia. Everything that is offered in the shop is RM50 and below. The strategy to sell the products with a price point of below RM50 is to target those individuals that are fashionable but interested in a cost saving products. Therefore the creation of Bysyx.co is to address this issue.

Social media platform which is Facebook is used to advertised our products as there is a lot of potential in this platform. There are more than 23 million Facebook users in Malaysia therefore it is a feasible platform to do business in especially advertising. There are an abundance of ads choice to run in Facebook and it is also low-cost. Hence, one of the reason we choose to advertise on Facebook. We frequently posts on Facebook with hard sell and followed by soft sell advertisement to attract potential customers.

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1.0 GO-ECOMMERCE

1.1 Go-Ecommerce Registration

PERSONAL PROFILE

BUSINESS PROFILE



Aleesya Aina Binti Mohd Idris

Personal Information

Name

:

Phone/Mobile

:

New Identity Card No.

:

Home Address

:

Email Address

:

District

:

City

:

Postcode

:

State

:

Personal Instagram

:

Personal Facebook

:

Race

:

Malay

Gender

:

Female

Special Need Required

:

No

Marital Status

:

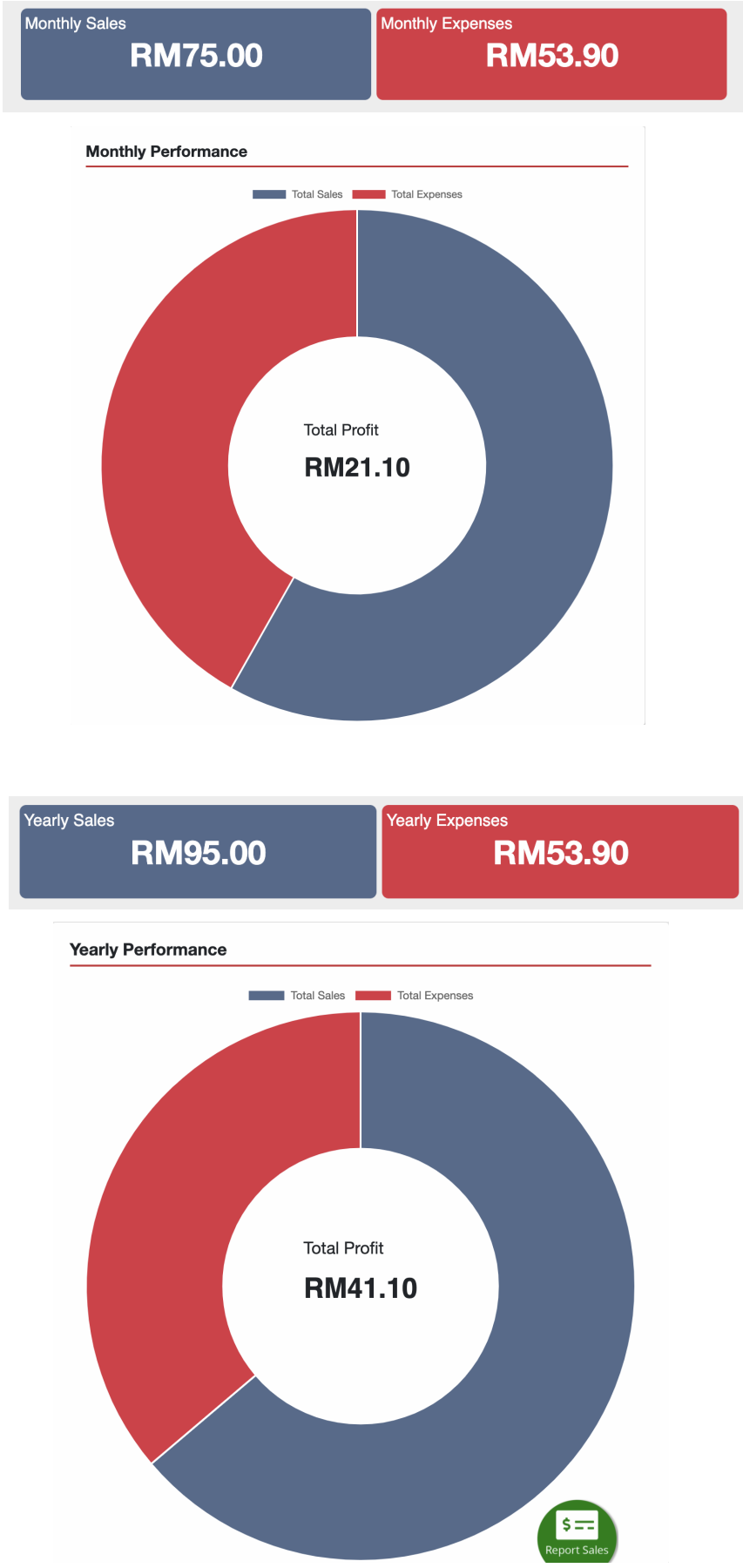
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Edit

1.2 Go-Ecommerce Certificate

Aleesya Aina Binti Mohd Idris

1.3 Go-Ecommerce Sales & Expenses



2.0 INTRODUCTION OF BUSINESS

2.1 Name and Address of Business



Bysyx.co is a brand created to provide collections of accessories ranging from handbags to jewellery and sunglasses. However, the main product offered are trendy handbags. Bysyx.co is a sole-proprietorship business owned by Aleesya Aina Binti Mohd Idris. Our business model is through dropshipping. Products are purchased through Taobao and are sent from our establishment to the customers. The brand Bysyx.co is pronounced as by-sya-co. Bysyx.co mainly operates on social media platforms such as Facebook, Instagram and Whatsapp. The target market for our products are those in lower and middle income with the interest on purchasing trendy products that cost less than RM50. All of the products we cater towards our customers are lesser than RM50. The address for our business is at No 36, Lorong Mewah 13, Bandar Tun Razak 56000 Cheras. We can be contacted through our business number which is at +601135171209.

2.2 Organizational Chart



Since our business model is dropshipping, therefore we need to market and sell the products that are provided by our suppliers. There are multiple suppliers that we get our products from and we only choose among the highest ratings with good business track record which is always displayed on the website itself.

2.3 Mission & Vision

2.3.1 Mission

- To sell affordable, trendy and quality accessories with the best customer service experience possible.

terbalik

2.3.2 Vision

- To provide the lowest price possible in the market
- To provide quality and trendy handbags and accessories
- To accommodate customers the best as we can to ensure customer's satisfaction

2.4 Description of Products

Although we are looking to expand our products and include more accessories, for now we are focusing on marketing and selling handbags as our main products. Our strategy for selling the products are through collections that are available and updated every two weeks. The collections that are available in our shop now is the Cutie Collection and Stunner Collection. There are 26 handbags in our Cutie Collection and 15 handbags in the Stunner Collection.

The 26 handbags in our Cutie Collection are Lizzy Pochette Bag, Beth Croc Pochette Shoulder Bag, Chloe Mini Shoulder Bag, Beth Pochette Shoulder Bag, Beth Leather Pochette Shoulder Bag, Winnie Cowprint Shoulder Bag, Tiffany Mini Bag, Sade Pochette Shoulder Bag, Ava Cloud Shoulder Bag, Luna Pochette Shoulder Bag, Scarlett Pochette Shoulder Bag, Nova Zebra Print Shoulder Bag, Teddy Shoulder Bag, Elle Mini Bag, Ivy Buckle Shoulder Bag, Arya Shoulder Bag, Callie Baguette Bag, Dottie Plush Shoulder Bag, Daisy Shopper Bag, Lola Shoulder Bag, Ebony Baguette Bag, Kendall Mini Shoulder Bag, Dreamy Cloud Shoulder Bag, Dahlia Baguette Bag, Gigi Pearl Shoulder Bag and Sophia Baguette Bag.

Lizzy Pochette Bag is a nylon handbag with 3 different colourways which are black, white and purple. Beth Croc Pochette Shoulder Bag is a pu leather handbag with 4 colourways which are black, white, purple and green. Chloe Mini Shoulder Bag is a small pu leather shoulder bag with 6 different colourways which are black, white, khaki, green, yellow and brown. Beth Pochette Shoulder Bag is a nylon handbag with 3 colourways which are black, white and purple. Beth Leather Pochette Shoulder Bag is a pu leather handbag with 4 different colourways which are black, white, purple and green. Winnie Cowprint Shoulder Bag is a velvet 2 way sling bag and shoulder bag with a cow print pattern. Tiffany Mini Bag is a micro clutch handbag of pu leather material with 4 different colourways which are black, purple, green and orange. Sade Pochette Shoulder Bag is a pu leather handbag with 4 colourways which are black, white, purple and baby blue. Ava Cloud Shoulder Bag is a pu leather handbag with 5 different colourways which are black, white, purple, turquoise and yellow. Luna Pochette Shoulder Bag is a canvas and woven handbag with 4 different patterns and colourways which are red plaid and blue plaid as well as pink and yellow checkered. Scarlett Pochette Shoulder Bag is a 2 in 1 handbag that is made of nylon with three different colourways which are black, white and purple. Nova Zebra Print Shoulder Bag is a canvas zebra print tote bag. Teddy Shoulder Bag is a totebag with a material like fleece that comes in 6 different colourways which are black, white, dark brown, light brown, blue and dusty pink. Elle Mini Bag is a mini shoulder bag of pu leather material that comes in 3 colourways which are black, dusty peach and white. Ivy Buckle Shoulder Bag is a pu leather medium size shoulder bag with 5 different colourways which are black, white, brown, nude and wine red. Arya Shoulder Bag is a pu leather shoulder bag that comes with 5 colourways which are black, white, brown, green and yellow. Callie Baguette Bag is a pu leather handbag that comes in 4 colourways which are black, white, brown and yellow. Dottie Plush Shoulder Bag is a plushie material shoulder bag that is in cow print design. Daisy Shopper Bag is a

pu leather and canvas shoulder bag that comes in black and purple. Lola Shoulder Bag is a compact pu

leather shoulder bag that is in black, white and brown colours. Ebony Baguette Bag is a 2 in 1 pu leather handbag that comes in cow print design. Kendall Mini Shoulder Bag is a mini handbag with pearl design that comes in 4 colours which are black gradient, green gradient, pink gradient and blue gradient. Dreamy Cloud Shoulder Bag is a pu leather 2 in 1 designer-like handbag that comes in green, white and yellow colours. Dahlia Baguette Bag is a pu leather handbag that comes in 5 different colourways which are black, white, nude, brown and blue. Gigi Pearl Shoulder Bag is a 2 way pu leather handbag that comes in black, white, blue and pink. Sophia Baguette Bag is a pu leather handbag with pearl chain attached that comes in 4 different colours which are black, white, pink and brown.

The 15 handbags in our Stunner Collections are Bella Croc Pochette Bag, Ruby Saddle Shoulder Bag, Mini Kelly Sling Bag, Gianna Shoulder Bag, Emery Mini Clutch Bag, Aria Boxy Clutch Bag, Lily Houndstooth Bucket Bag, Lucy Patent Shoulder Bag, Leach Pochette Shoulder Bag, Naomi Mini Shoulder Bag, Mini Chanel Bag, Lily Bucket Bag, Claire Shoulder Bag, Maya Textured Mini Pastel Bag and Clara Mini Shoulder Bag.

Bella Croc Pochette Bag is pu leather and a mix of pu leather and canvas handbag in the colours of black, white, purple, blue and plaid white. Ruby Saddle Shoulder Bag is a 3 in 1 pu leather handbag that comes in 4 different colourways which are black, white, brown and light brown. Mini Kelly Sling Bag is a micro pu leather handbag that can be worn as a shoulder bag, the colours of this bag are in black, white, royal blue, hot pink and green. Gianna Shoulder Bag is a woven canvas shoulder bag that comes in 5 different colourways which are black, beige, pink, blue and yellow. Emery Mini Clutch Bag is a micro round clutch like handbag made of sturdy PVC and is transparent. Aria Boxy Clutch Bag is a denim and leather 2 in 1 handbag that comes in denim colour, light denim colour, black and pink. Lily Houndstooth Bucket Bag is a canvas and pu leather blend of shoulder bag that comes in a houndstooth design in black and brown. Lucy Patent Shoulder Bag is a shiny patent pu leather shoulder bag that comes in brown, black and red colours. Leach Pochette Shoulder Bag is a pu leather handbag that comes in 5 different colourways which are black, blue, white, purple and faux croc leather material in white. Naomi Mini Shoulder Bag is a faux croc leather handbags that is in 5 colourways which are black, green, yellow, white and purple. Mini Chanel Bag is a patent pu leather handbag that is available in colours such as black, pink, mint green, yellow and white. Lily Bucket Bag is a pu leather 2 in 1 handbag that comes in beige, black, dusty green and white colours. Claire Shoulder Bag is a pu leather handbag

that comes in 5 different colourways which are black, white, beige, brown and pastel blue. Maya Textured Mini Pastel Bag is a pu leather

shoulder bag that comes in pastel colourways such as white, yellow, green, orange, blue and purple. Clara Mini Shoulder Bag is a sturdy pu leather shoulder bag that comes in black, white and pink.

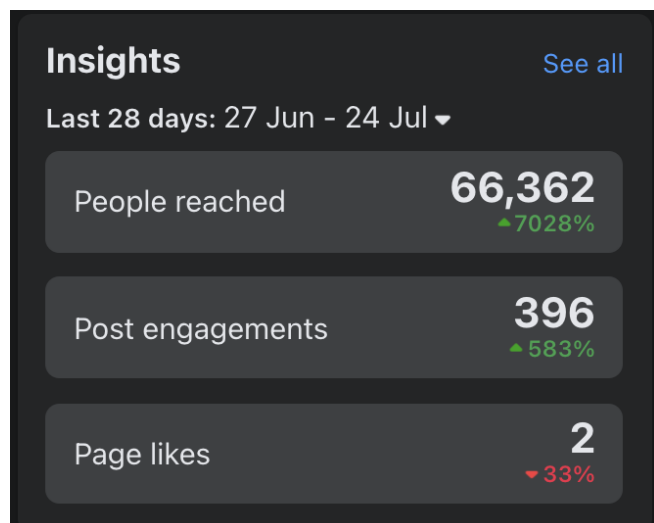
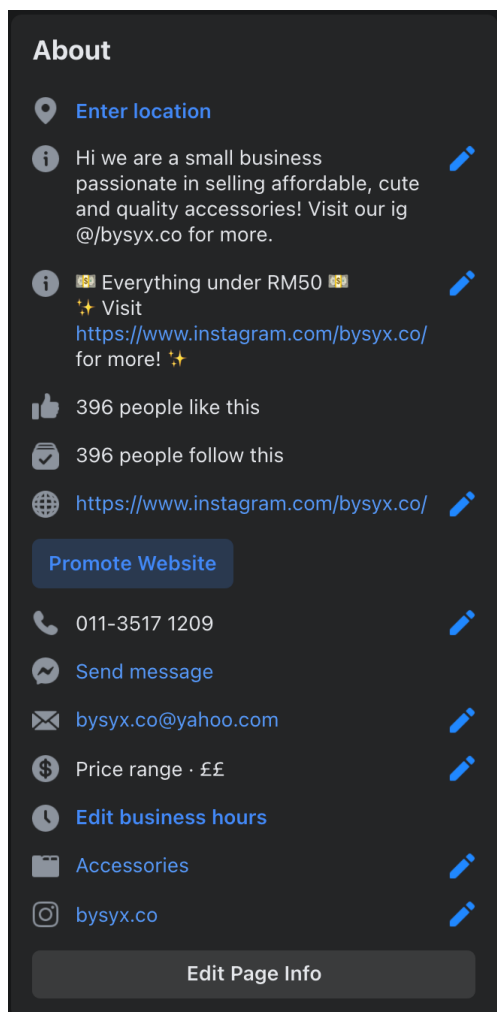
2.5 Price List

Product	Price
Lizzy Pochette Bag	RM25
Beth Croc Pochette Shoulder Bag	RM26
Chloe Mini Shoulder Bag	RM26
Beth Pochette Shoulder Bag	RM26
Beth Leather Pochette Shoulder Bag	RM26
Winnie Cowprint Shoulder Bag	RM30
Tiffany Mini Bag	RM26
Sade Pochette Shoulder Bag	RM26
Ava Cloud Shoulder Bag	RM26
Luna Pochette Shoulder Bag,	RM26
Scarlett Pochette Shoulder Bag	RM30
Nova Zebra Print Shoulder Bag	RM28
Teddy Shoulder Bag	RM30
Elle Mini Bag	RM27
Ivy Buckle Shoulder Bag	RM30
Arya Shoulder Bag	RM28
Callie Baguette Bag	RM28
Dottie Plush Shoulder Bag	RM30
Daisy Shopper Bag	RM30
Lola Shoulder Bag	RM30
Ebony Baguette Bag	RM28
Kendall Mini Shoulder Bag	RM30
Dreamy Cloud Shoulder Bag	RM30
Dahlia Baguette Bag	RM30
Gigi Pearl Shoulder Bag	RM29
Sophia Baguette Bag	RM30
Bella Croc Pochette Bag	RM46
Ruby Saddle Shoulder Bag	RM49
Mini Kelly Sling Bag	RM46

Gianna Shoulder Bag	RM46
Emery Mini Clutch Bag	RM42
Aria Boxy Clutch Bag	RM46
Lily Houndstooth Bucket Bag	RM46
Lucy Patent Shoulder Bag	RM46
Leach Pochette Shoulder Bag	RM46
Naomi Mini Shoulder Bag	RM46
Mini Chanel Bag,	RM40
Lily Bucket Bag	RM48
Claire Shoulder Bag	RM47
Maya Textured Mini Pastel Bag	RM49
Clara Mini Shoulder Bag	RM47

3.0 FACEBOOK

3.1 Creating Facebook (FB) Page

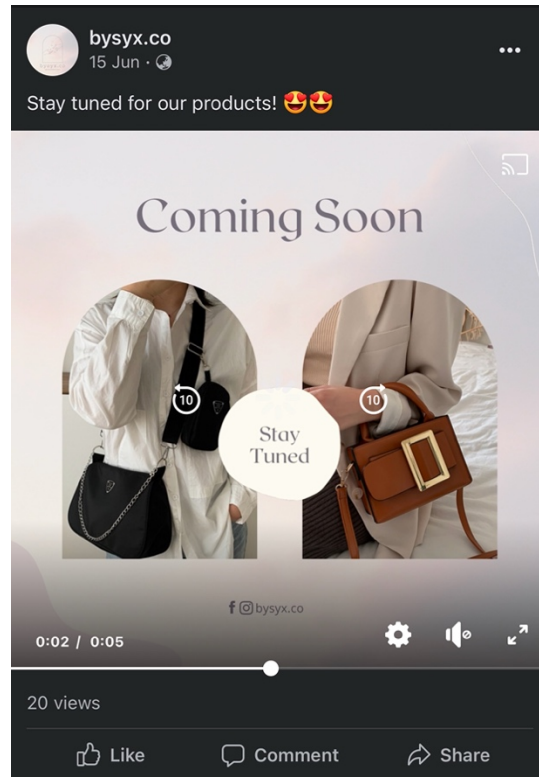


3.2 Customing URL Facebook (FB) Page

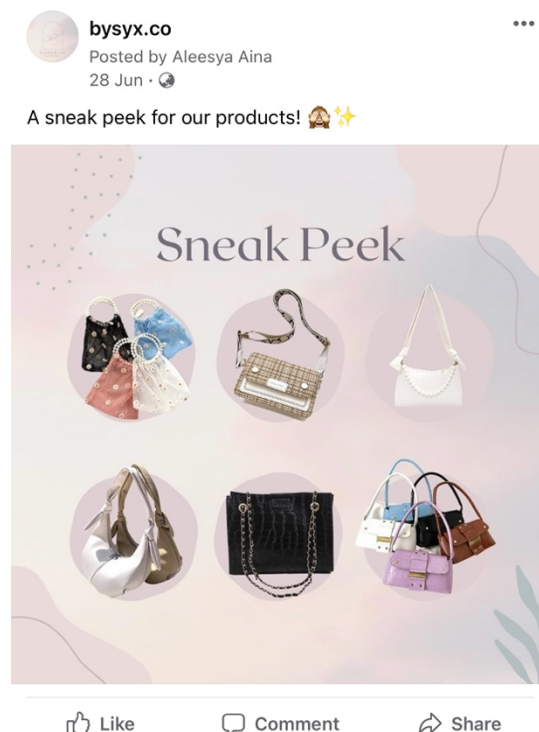
<https://www.facebook.com/bysyx.co/>

3.3 Facebook (FB) Post – Teaser

3.3.1 Teaser 1




3.3.2 Teaser 2



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

3.4.1 Hard Sell 1

**bysyx.co**



Posted by Aleesya Aina
29 Jun · 🌐

#TheCutieCollection bysyx.co

✨ Say hi to Sade ✨

✦ Click on this link to purchase: wa.link/91hsy4 🥰

(For more pictures please visit our instagram at @/
bysyx.co or search #CutieCollection_bysyxco_1011
hashtag on instagram)



👍 Like


💬 Comment

➦ Share

3 people reached >

📘 Boost Unavailable

3.4.2 Hard Sell 2

**bysyx.co**



Posted by Aleesya Aina
29 Jun · 🌐

#TheCutieCollection bysyx.co

✨ Meet Lizzy ✨

✦ Click on this link to purchase: wa.link/91hsy4 🥰

(For more pictures please visit our instagram at @/
bysyx.co or search #CutieCollection_bysyxco_1003
hashtag on instagram)



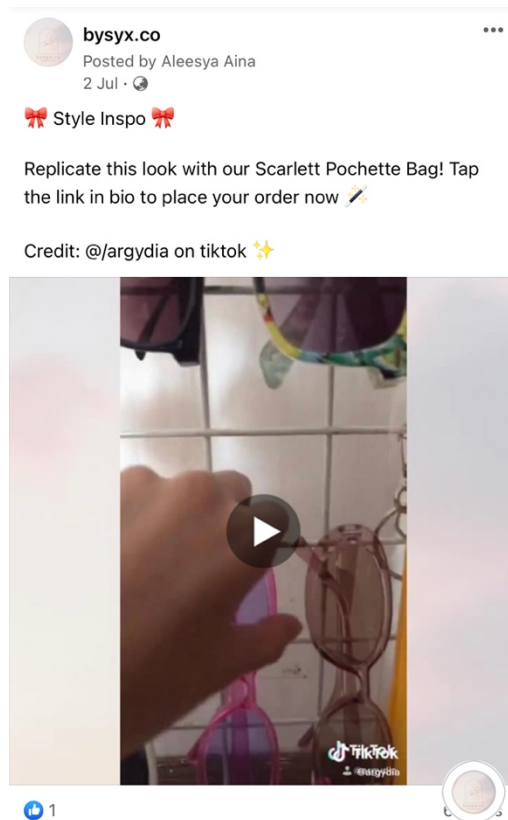
👍 Like

💬 Comment

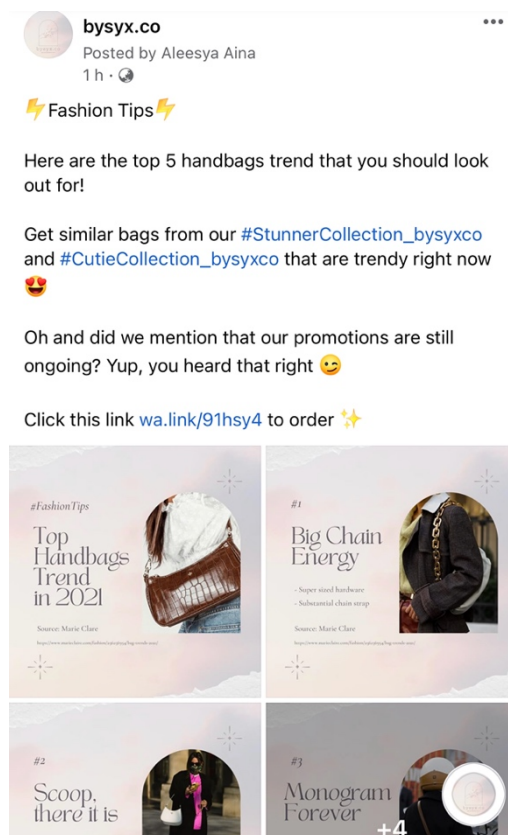
➦ Share

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

3.5.1 Soft Sell 1

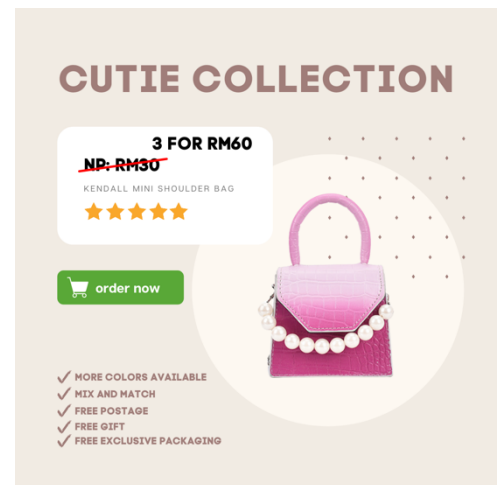
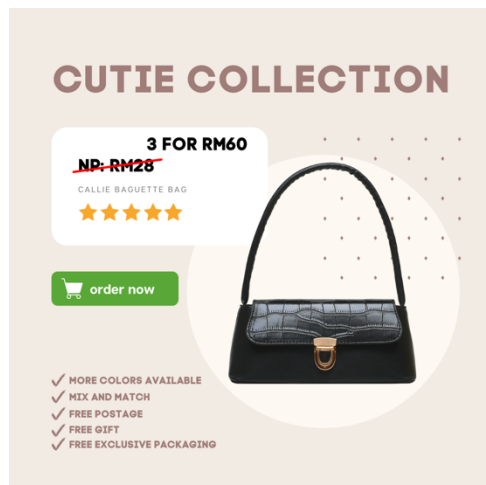


3.5.2 Soft Sell 2



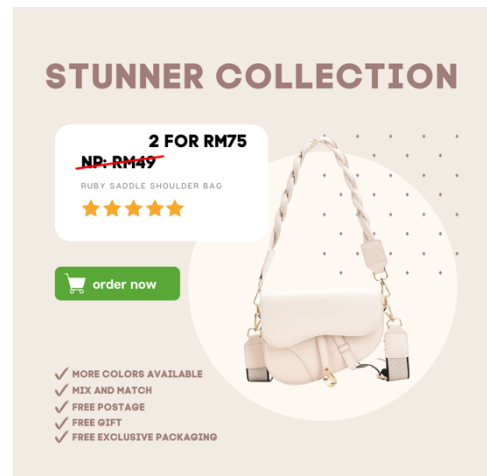
3.6 Graphics

3.6.1 Promotion Materials (Cutie Collection)



3.6.2 Promotion Materials (Stunner Collection)





3.6.3 Packing Orders Video

 **bysyx.co** ...
 Posted by IG ACCESSORIES BELOW RM50
 4 d · Instagram · 🌐

Pack an order with us! 📦

Our second customer decided to grab our
 #StunnerCollection_bysyxco promo 🥰

#StunnerCollection_bysyxco promo is still ongoing
 lovelies, grab it now while it still lasts ✨ (link in bio 📌)

1 View

CONCLUSION

Upon finishing this assignment I had found out the types of advertising style such as hard sell and soft sell and I now are able to evaluate which approach fits better for the products that I am selling. Furthermore, this assignment aids me in understanding what it takes as a whole to run a start up business. I have the utmost trust that in this era the fashion industry is becoming popular as more people are interested in sharing their outfits on social medias. Therefore the choice on selling accessories especially with my price point is a viable business. However, in the long term it is better to provide more choices and to have products that are ready stocks as the business I am running is based off pre-order items. There are a lot of potential customers out there that will be interested in what my business offers but they are more prone to buy products that are ready stock so that they are not required to wait for the products to arrive more than 7 days.

This assignment had helped me to also evaluate Facebook as a platform to sell products in as the audience that are available in Facebook are different from other social medias. Based on the ads I ran, I found out that more users that are prone to click on my ads and engage with it are among those in other social media platform which is Instagram. However, frequent posting in Facebook page is able to gather consistent audience and get me more engagement.

To conclude, I hope that in the future Bysyx.co might be able to expand into a solid business and holds a great position in the market. I confidently believe that as the world revolves around the internet and social medias, there will always be a market into the products that I am selling.