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ENT 530

PRINCIPLES OF ENTREPRENEURSHIP



TOCKA APPAREL

INDIVIDUAL ASSIGNMENT: SOCIAL MEDIA(FB)

NAME:	AMIRUL FAEEZ BIN YUSRI (202099540)
CLASS:	ENT530L
PROGRAMME	BACHELOR BUSINESS ADMINISTRATION IN TRANSPORT
CHECKED BY:	DR NOR ZAWANI MAMAT@IBRAHIM
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ACKNOWLEDGMENT

Alhamdulillah, I am thankful to Allah S.W.T for completing this social media portfolio evaluation for entrepreneurship concepts (ENT530).

Next, I would like to express my gratitude to Madam DR NOR ZAWANI MAMAT@IBRAHIM, our Principle of Entrepreneurship (Ent530), for providing us with this chance to complete this project assignment as well as providing ongoing outstanding assistance and advice for my project throughout the semester.

Thank you so much to my family for helping me finish my portfolio. Not to mention all of my pals who had backed me up and given their wisdom.

Finally, I'd want to express my gratitude to everyone who was engaged in and contributed to my assignment project, whether directly or indirectly.

EXECUTIVE SUMMARY

Tocka Apparel is a new retail venture that will provide one-of-a-kind apparel to members of the millennial age. The founders, Amirul Faez Bin Yusri, will manage this business, which will be a casual urban wear apparel store. It's a brand-new clothing store that caters to everyone, particularly students.

It will be held in the PKNS Kompleks Shah Alam in Selangor. Tocka Apparel has positioned itself precisely in proximity to our target market's home location and social activities. This, we feel, is vital to our long-term success and growth.

While our initial objective is to establish one boutique, we hope to expand by franchising our retail location or creating a well-known brand name. As a result, we expect to capture a significant share of the internet retail industry. We plan to give the teens unique clothes that they would not be able to get elsewhere in the state.

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1. BUSINESS REGISTRATION (e-Commerce)



E-COMMERCE PROFILE

PERSONAL PROFILE	BUSINESS PROFILE																																																	
 AMIRUL FAEZ BIN YUSRI	Personal Information <table border="1"> <tr> <td>Name</td> <td>:</td> <td></td> <td>Phone/Mobile</td> <td>:</td> <td></td> <td rowspan="2" style="text-align: right;">Edit</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>District</td> <td>:</td> <td></td> </tr> <tr> <td>City</td> <td>:</td> <td></td> <td>Postcode</td> <td>:</td> <td></td> </tr> <tr> <td>State</td> <td>:</td> <td></td> <td>Personal Instagram</td> <td>:</td> <td>null</td> </tr> <tr> <td>Personal Facebook</td> <td>:</td> <td></td> <td>Race</td> <td>:</td> <td>Malay</td> </tr> <tr> <td>Gender</td> <td>:</td> <td>Male</td> <td>Special Need Required</td> <td>:</td> <td>No</td> </tr> <tr> <td>Marital Status</td> <td>:</td> <td>Single</td> <td></td> <td></td> <td></td> </tr> </table>	Name	:		Phone/Mobile	:		Edit	New Identity Card No.	:		Home Address	:		Email Address	:		District	:		City	:		Postcode	:		State	:		Personal Instagram	:	null	Personal Facebook	:		Race	:	Malay	Gender	:	Male	Special Need Required	:	No	Marital Status	:	Single			
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PERSONAL PROFILE	BUSINESS PROFILE																																											
 AMIRUL FAEZ BIN YUSRI	<table border="1"> <tr> <td>Company Name</td> <td>:</td> <td>Tocka Apparel</td> <td>Company Registration No.</td> <td>:</td> <td></td> <td rowspan="2" style="text-align: right;">Edit</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>https://www.facebook.com/Tocka-Apparel-110391287957301/?ref=page_internal</td> <td>Business Category/Business Sub-Category</td> <td>:</td> <td>Apparel, Health & Beauty / Apparel & Accessories</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	:	Tocka Apparel	Company Registration No.	:		Edit	Type Of Business	:	Enterprise	Business Role	:	Product Owner	Facebook Page	:	https://www.facebook.com/Tocka-Apparel-110391287957301/?ref=page_internal	Business Category/Business Sub-Category	:	Apparel, Health & Beauty / Apparel & Accessories	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	:	Tocka Apparel	Company Registration No.	:		Edit																																						
Type Of Business	:	Enterprise	Business Role	:	Product Owner																																							
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Marketplace	:	Others	Business Website	:																																								
Business Related to Your Study Field	:	Yes	Type Of Website	:																																								
			Experience in International Export	:	No																																							

2. INTRODUCTION OF BUSINESS

Name and Address of Business



Figure 1: Business Logo

Tocka Apparel Store will be the name of the business. This is designed to make the store more appealing to the millennial population in Shah Alam, where the majority of the business's goods will be purchased.

The major objective of the Tocka Apparel store is to attract consumers and keep them coming back. The Tocka Apparel shop was created to assist customers in changing their appearance without having to purchase a whole new outfit. We will cater to those looking to construct a new wardrobe by acquiring apparel and accessories to complement their existing wardrobe.

Customers will rely on the company from which they acquire items to provide them with ongoing assistance and personal opinions. There is a recurring company, therefore building a solid customer base will be simple.

Business Information:

Name of business	TOCKA APPAREL
Business Address	Persiaran Tasik, Seksyen 14, 40000 Shah Alam, Selangor
Corresponding Address	
Telephone Number	
Form of Business	Sole proprietorship
Main Activities	Retail sale of clothes
Date of Commencement	11 March 2021
Nama of Bank	Maybank
Account Number	

Table 1: Business Information

ORGANIZATION CHART

Tocka Apparel Store is a sole proprietorship business form. This is because our business is only a start-up business and only operates a small business. Therefore, our organizational chart only consists of the owner of Tocka Apparel Store and one staff.



Amirul Faez Bin Yusri

(General Manager)



Mohd Malik Bin Zulhimi

(Staff)

MISSION AND VISION

We believe that every business should have a purpose and vision statement in order to conduct their operations in accordance with their objectives. As a result, we've created a mission and vision for our business so that we know what we want to accomplish in the short and long term.

Tocka Apparel Mission Statement:

To produce high-quality apparel without relying on low-cost "sweatshop" labour or exploiting employees. We produce in Malaysia not because we're passionate flag fans, but because it has the state's most dynamic T-shirt market, making it the most efficient site to make our T-shirts.

Tocka Apparel Vision Statement:

Committed to High Quality Products Art, Design, And Technology Employee Care Limitations in The Industry

Tocka Apparel Values:

- Equality
- Diversity
- Creativity

DESCRIPTION OF PRODUCT AND SERVICES

To fulfil the needs of our target market, we will purchase from sales agents and manufacturers in a variety of sizes, colours, and styles.

Tocka Apparel Store will carry a mix of well-known name brands and apparel lines from a few chosen fashion designers. We'll pay special attention to generational fashion trends as well as our customers' buying habits. Furthermore, we will customise our merchandise to fit the needs of our millennial customers. Our specialty will be focused solely on designs, colours, and fits that complement the female millennial form.

The implementation of a superior customer service system is our objective. Our top priority will be to ensure that our clients are satisfied with the fit and style of their purchases, and we will deliver a product that is suitable for people of all shapes and sizes.

Table 2: Tocka Price list and products

Product	Nama and Price (RM)
	<p>Black Tocka Apparel 100% Cotton Roundneck T-shirt</p> <p>RM12.00</p>
	<p>Blue Tocka Apparel 100% Cotton Roundneck T-shirt</p> <p>RM12.00</p>
	<p>Grey Tocka Apparel 100% Cotton Roundneck T-shirt</p> <p>Rm12.00</p>

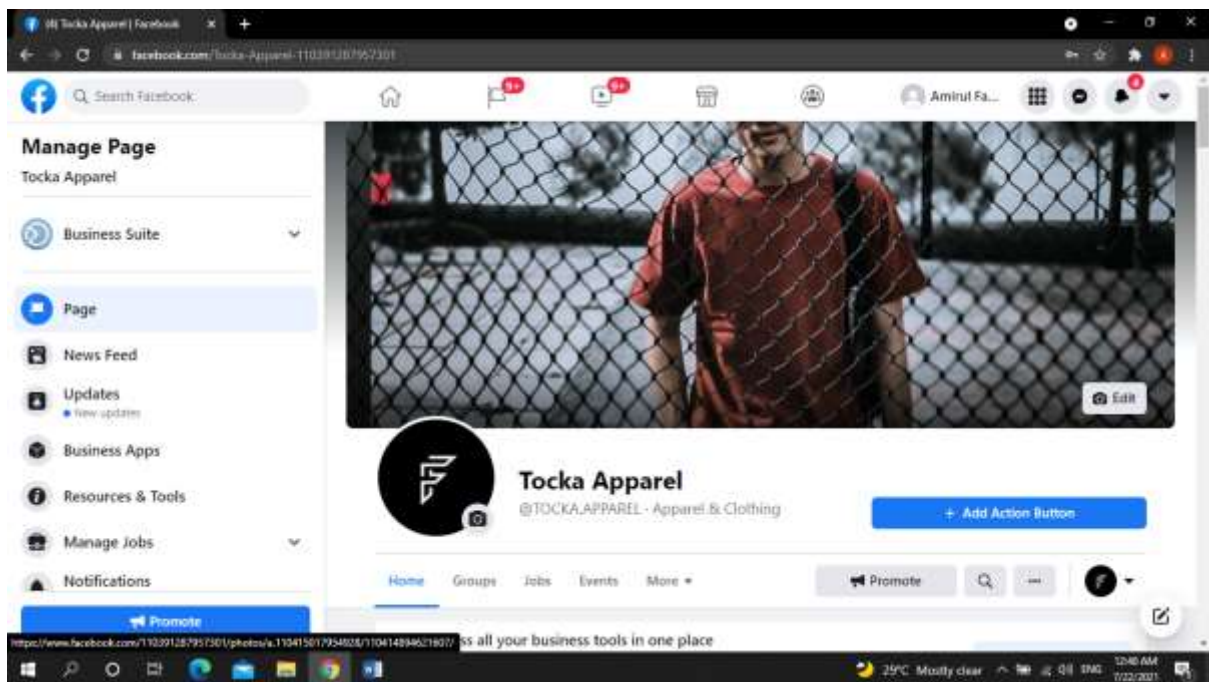
3. FACEBOOK (FB)

We created a Facebook Page since we first started our business. This is to advertise our products and services among Facebook users, particularly those who live near our business location, in order to raise awareness and interest in our business.














Not only that, but we are aware that consumers nowadays prefer internet buying since it allows them to quickly search for and obtain information. Because of the epidemic season, internet shopping has grown in popularity all around the world. As a result, setting up a Facebook Page is one of the most effective ways for us to engage with our consumers online.

We developed teaser, soft sell, and hard sale Facebook posts with the associated company on the Tocka Apparel Facebook Page.

CREATING FACEBOOK PAGE



About

-  [Enter location](#)
 -  TOCKA APPAREL 100% Cotton Roundneck T-shirt 
Black / White / Charcoal / Navy / Sports Grey / Dark Heather
 -  72 people like this
 -  72 people follow this
 -  [Enter website](#)
 -  +60111256066 
 -  [Send Message](#)
 -  [Enter email](#)
 -  [Edit business hours](#)
 -  Apparel & Clothing 
- [Edit Page Info](#)

Customizing URL for Facebook Page

<https://www.facebook.com/TOCKA.APPAREL>

Facebook Post – Teaser

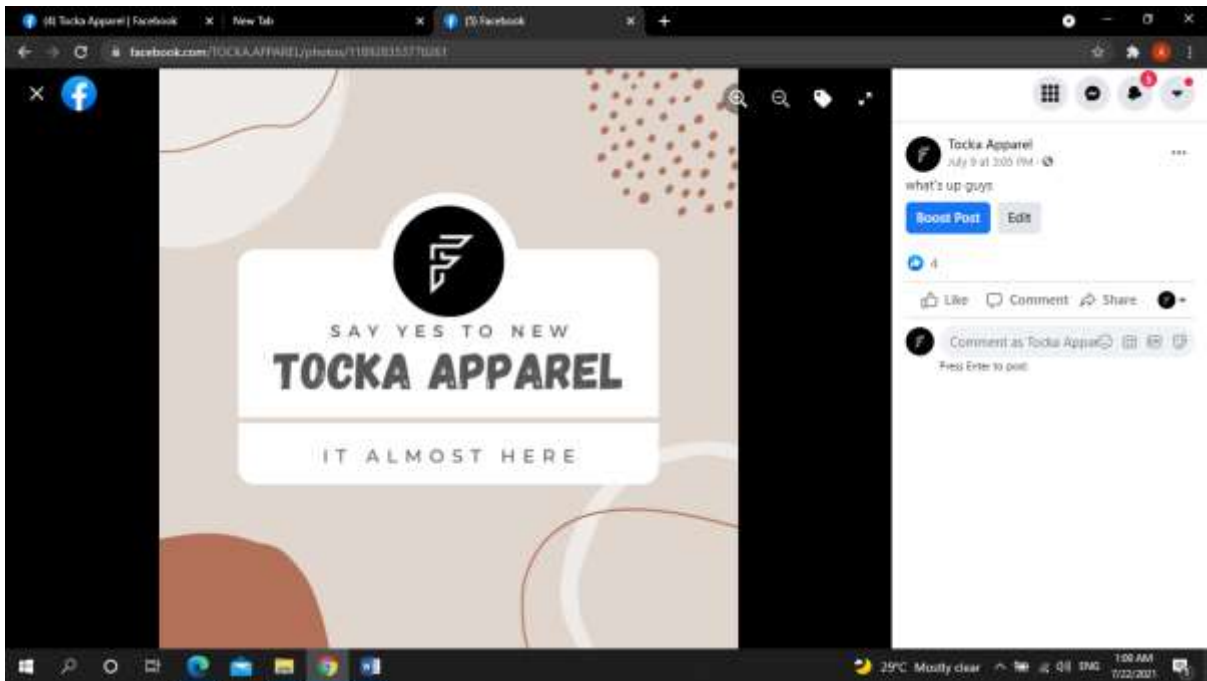


Figure 2: Teaser 1

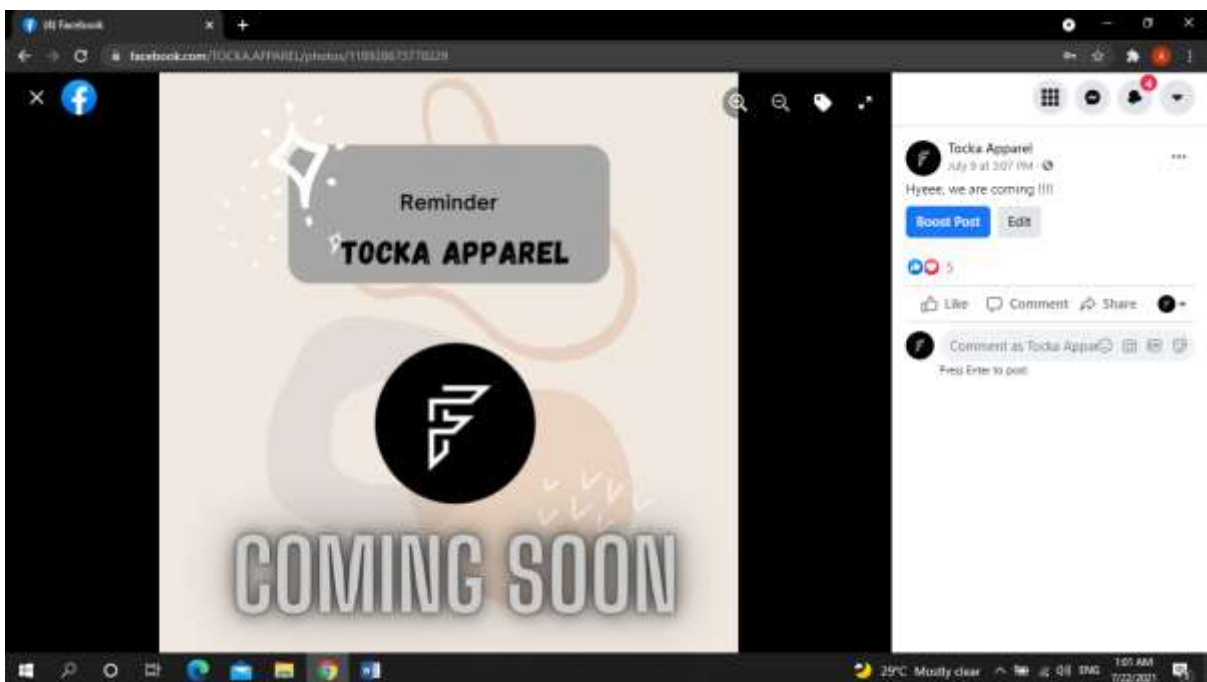


Figure 3: Teaser 2

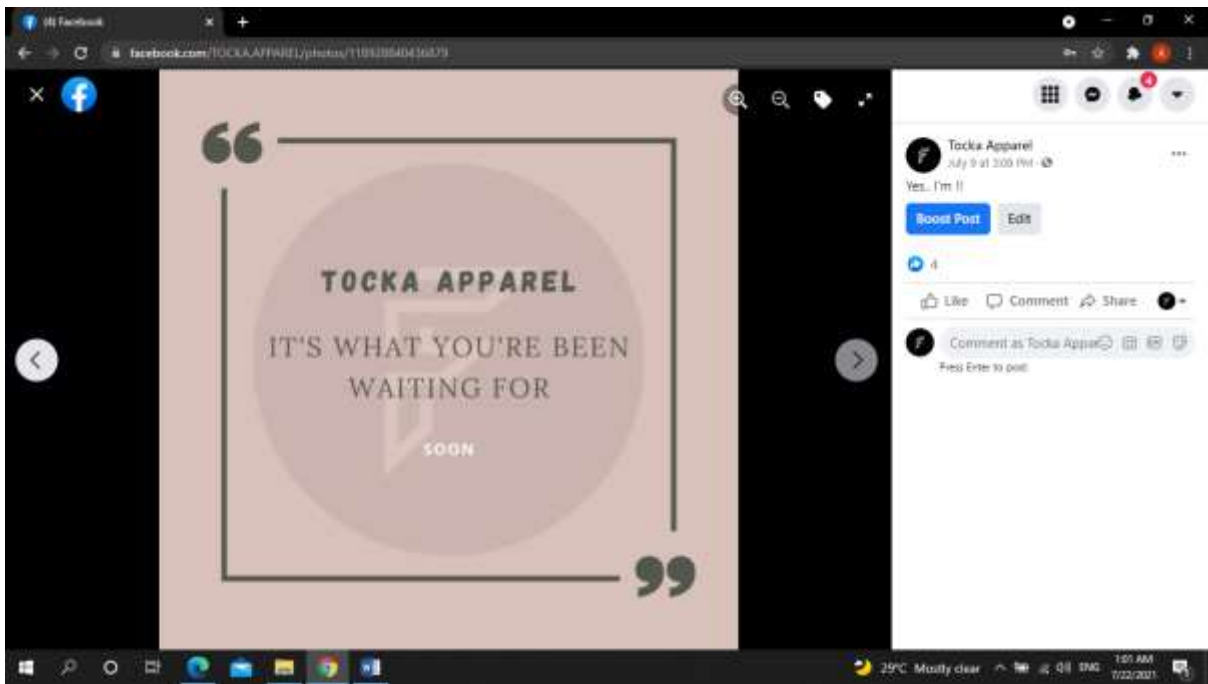


Figure 4: Teaser 3

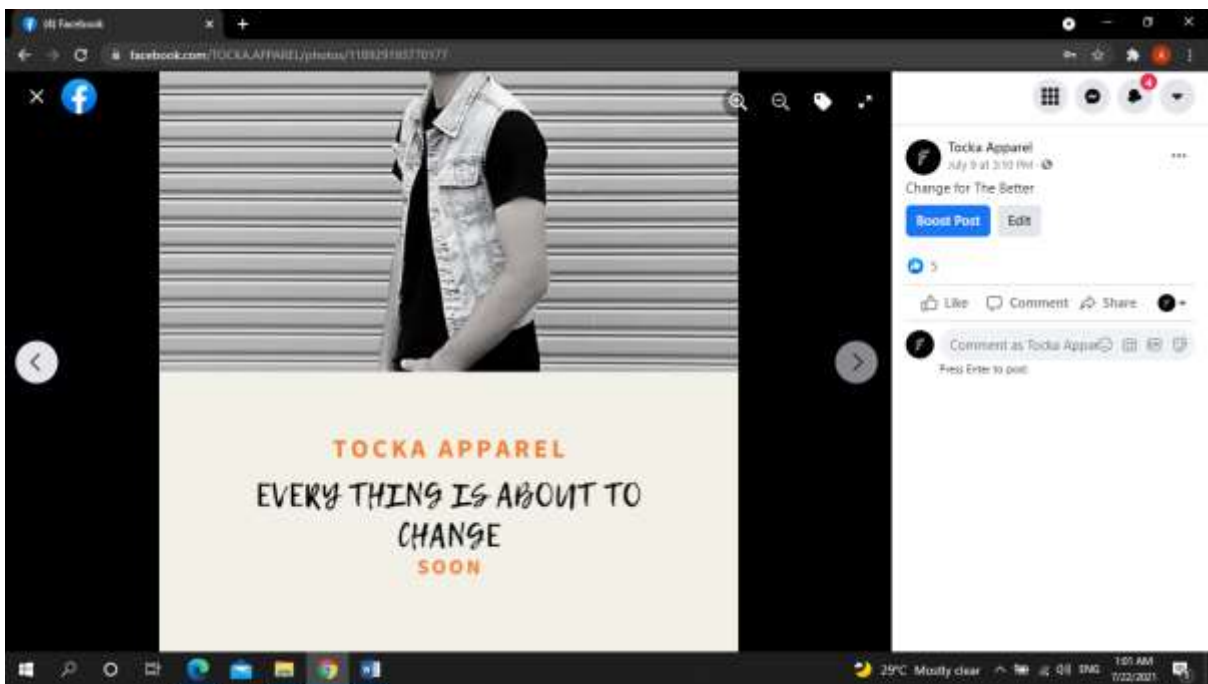


Figure 5: Teaser 4

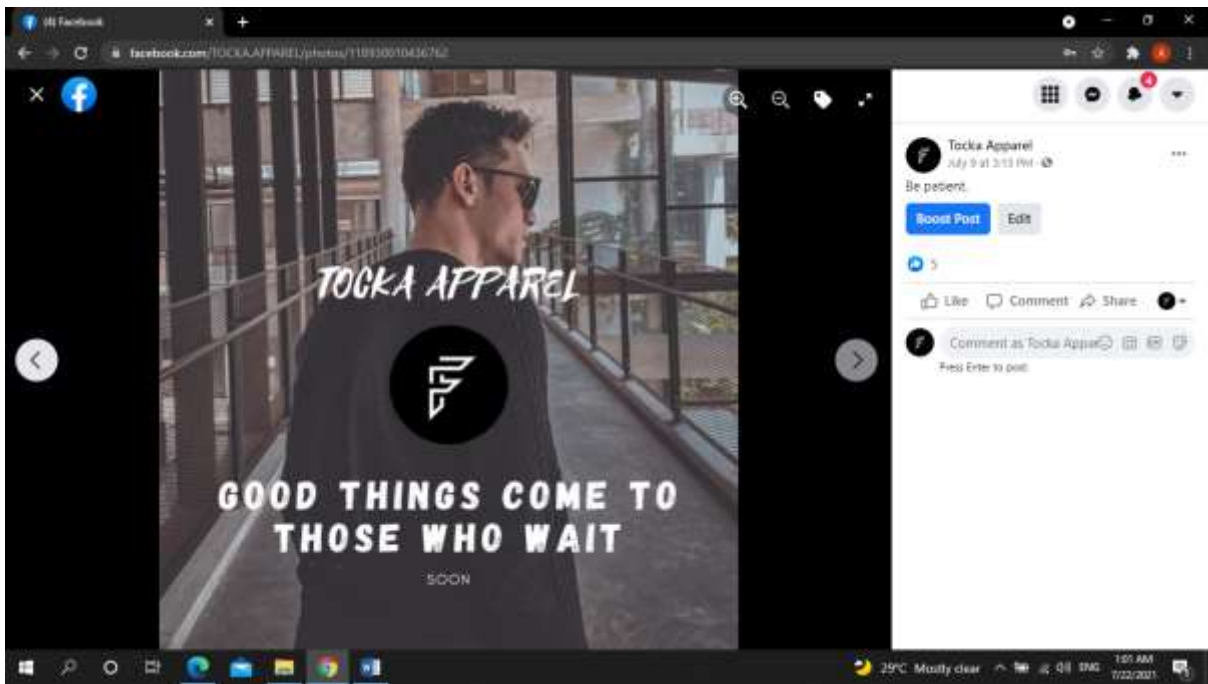


Figure 6: Teaser 5

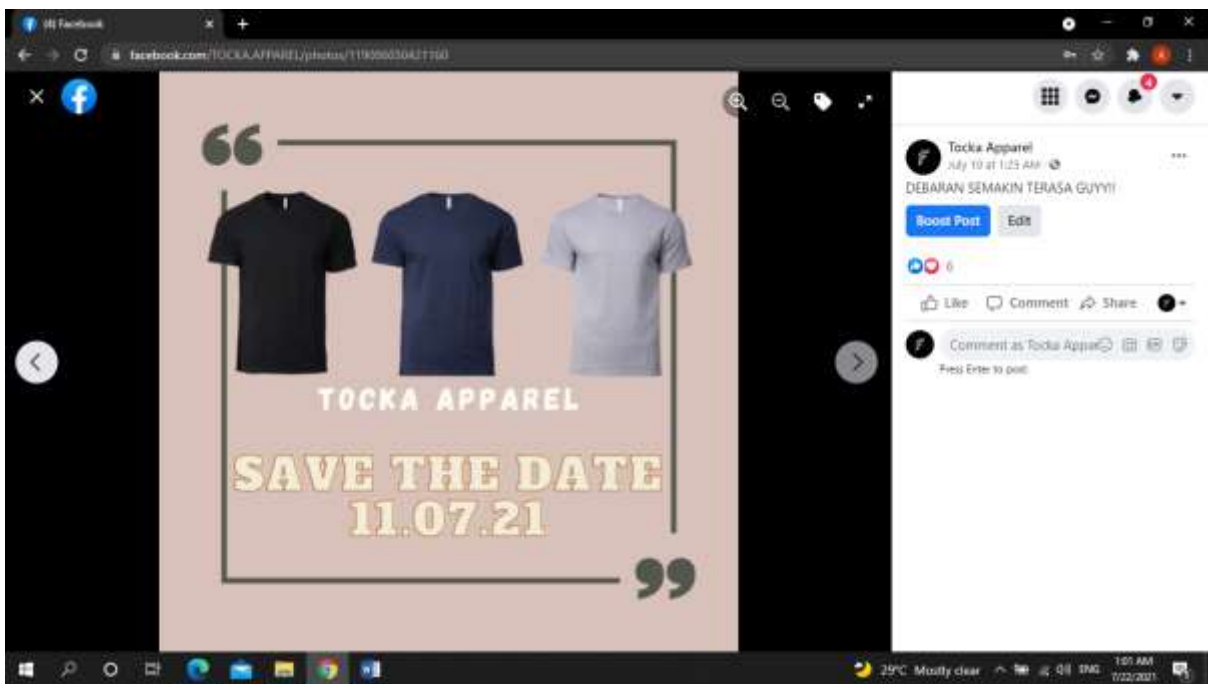


Figure 7: Teaser 6

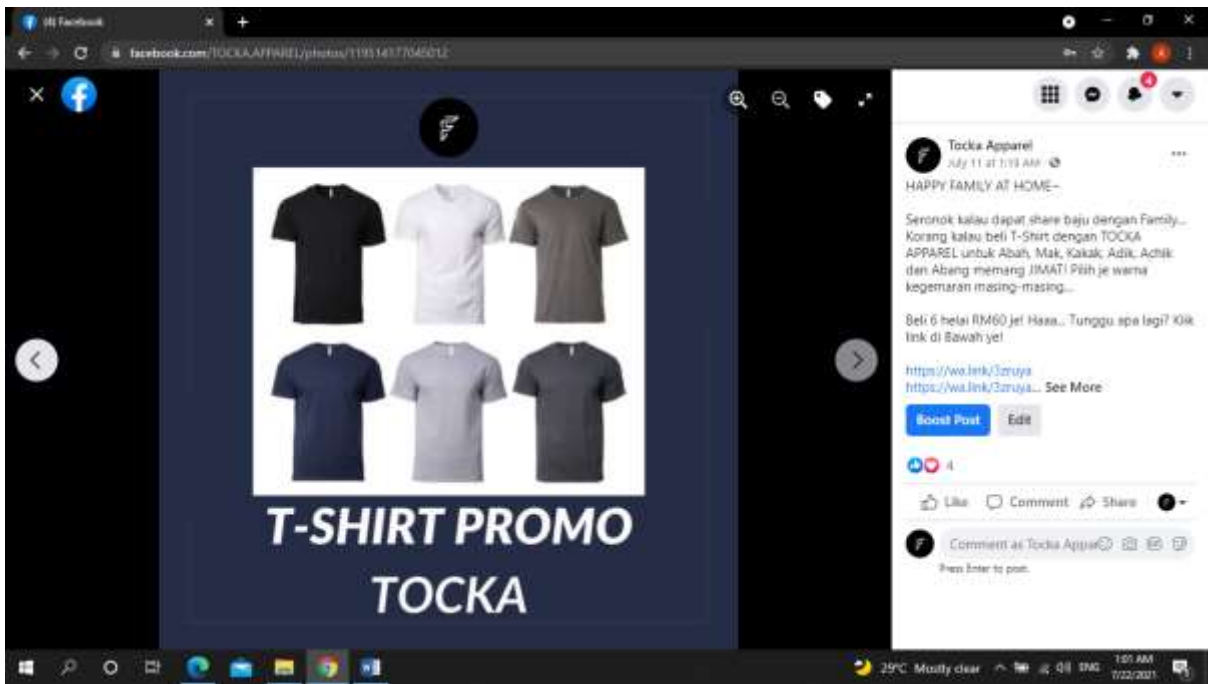


Figure 8: Hard Sell 1

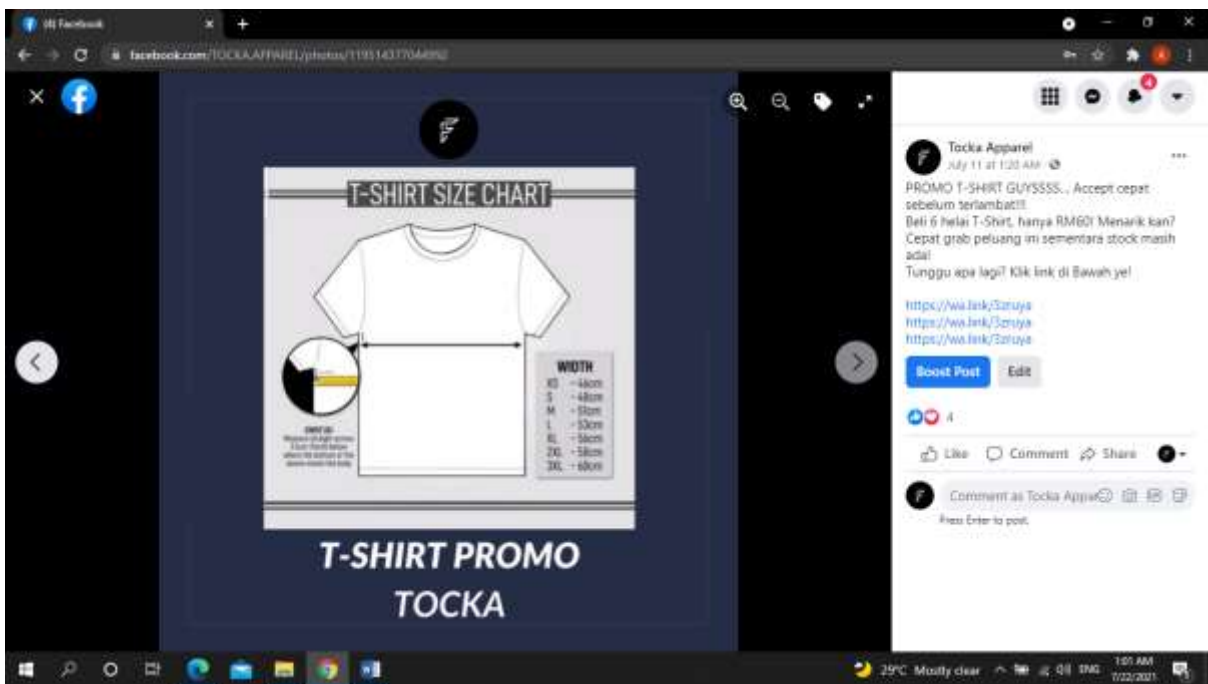


Figure 9: Hard Sell 2

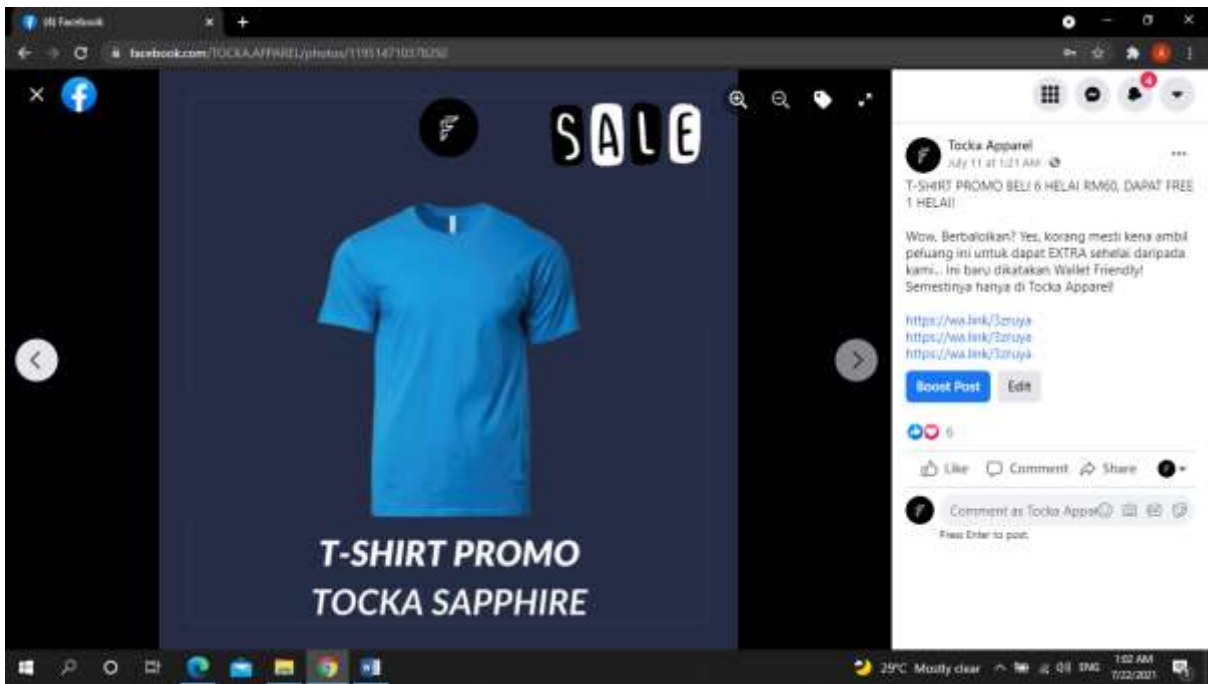


Figure 10: Hard Sell 3

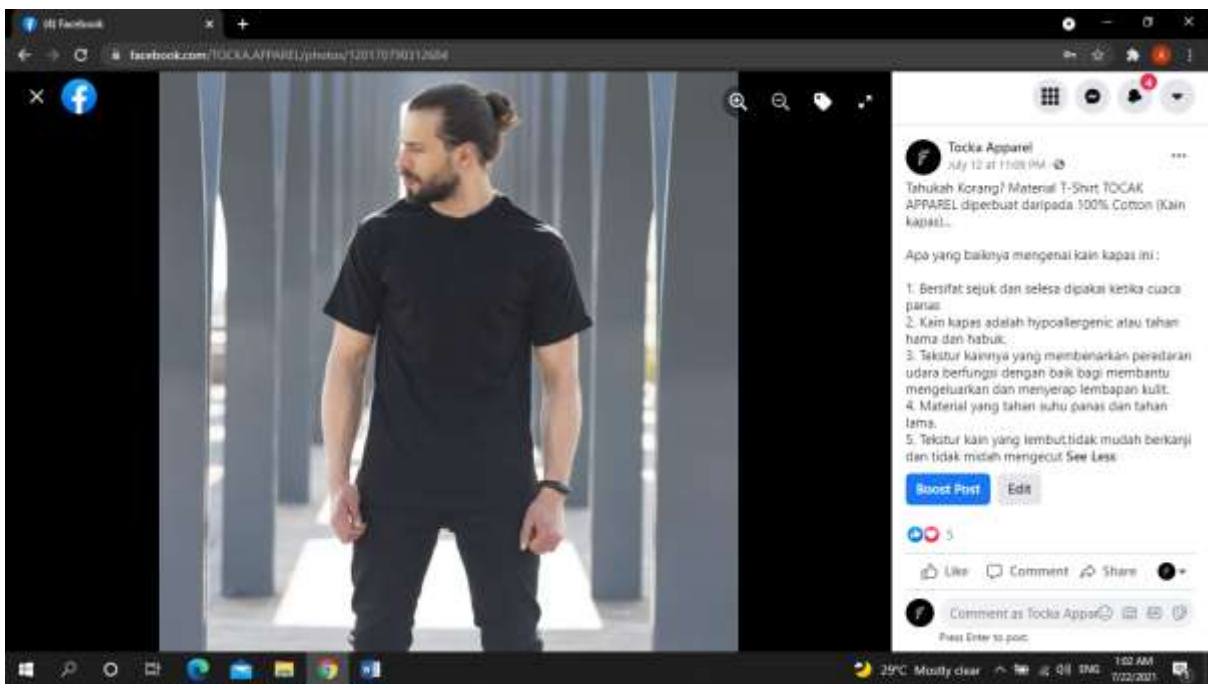


Figure 11: Soft Sell 1

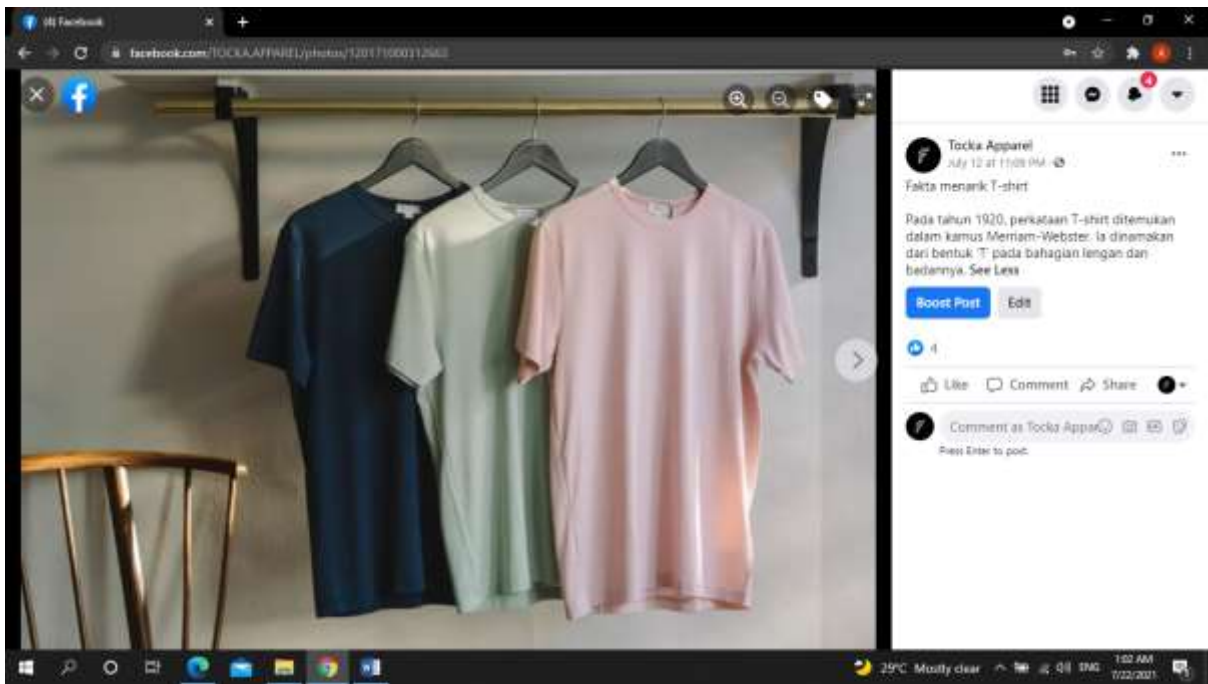


Figure 12: Soft Sell 2

Frequency of Posting

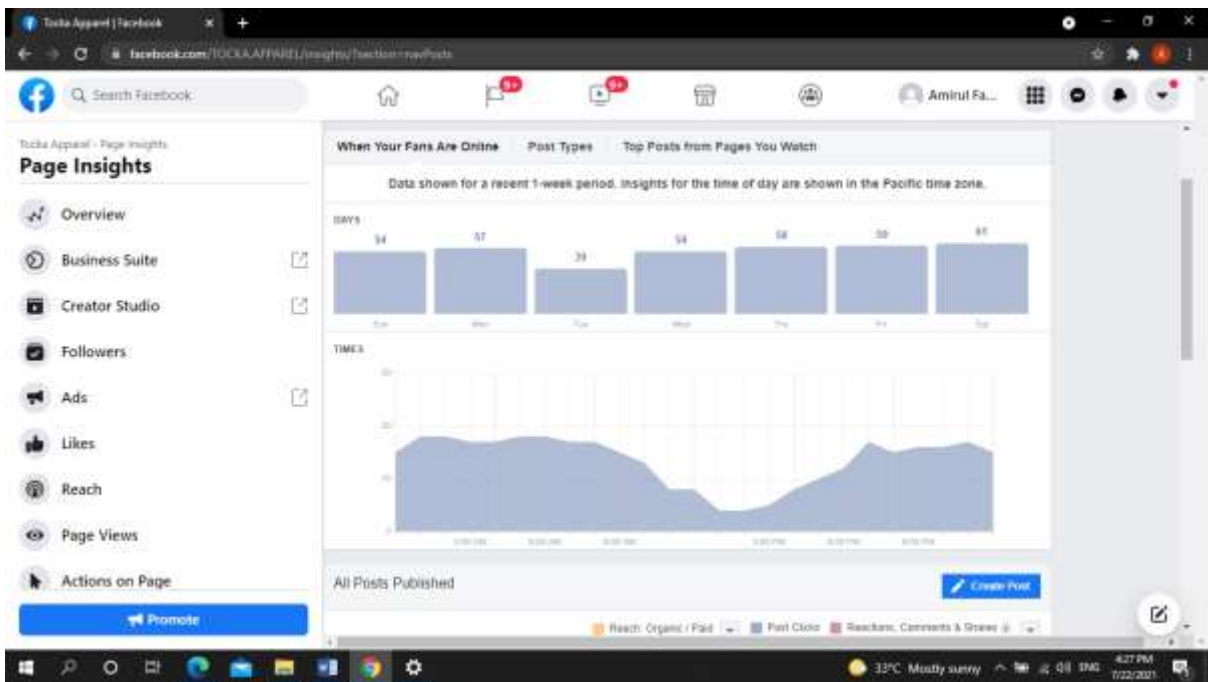


Figure 13: Post Frequency

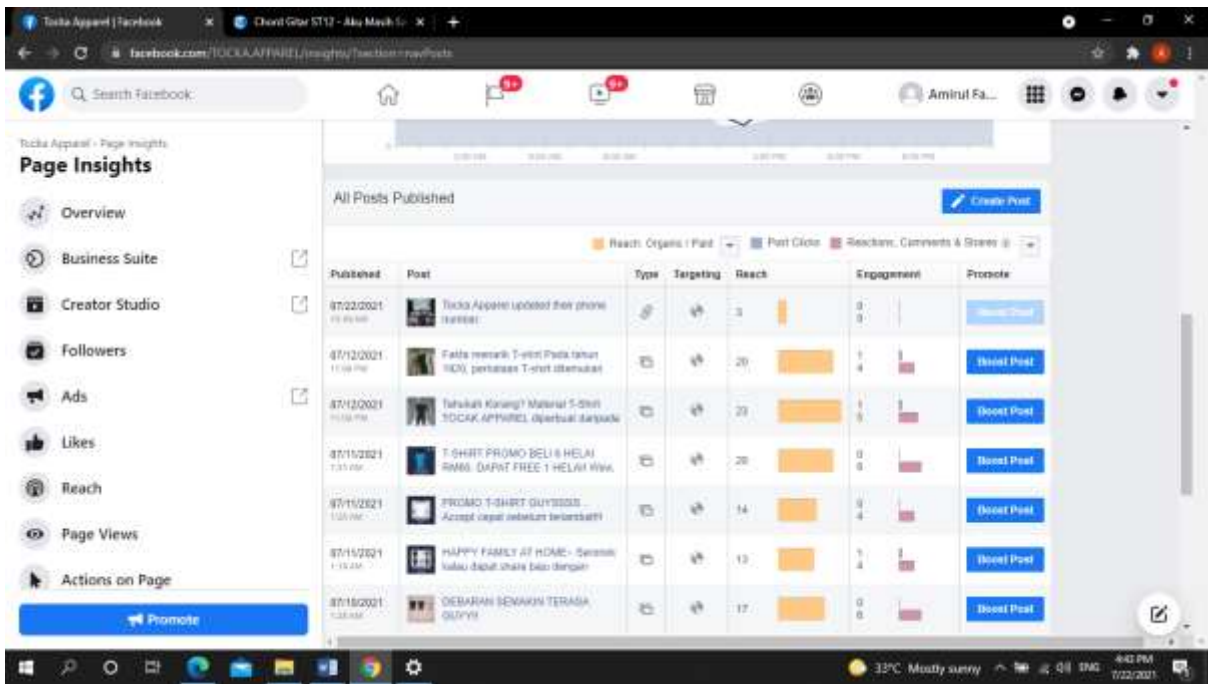


Figure 14: Total Post

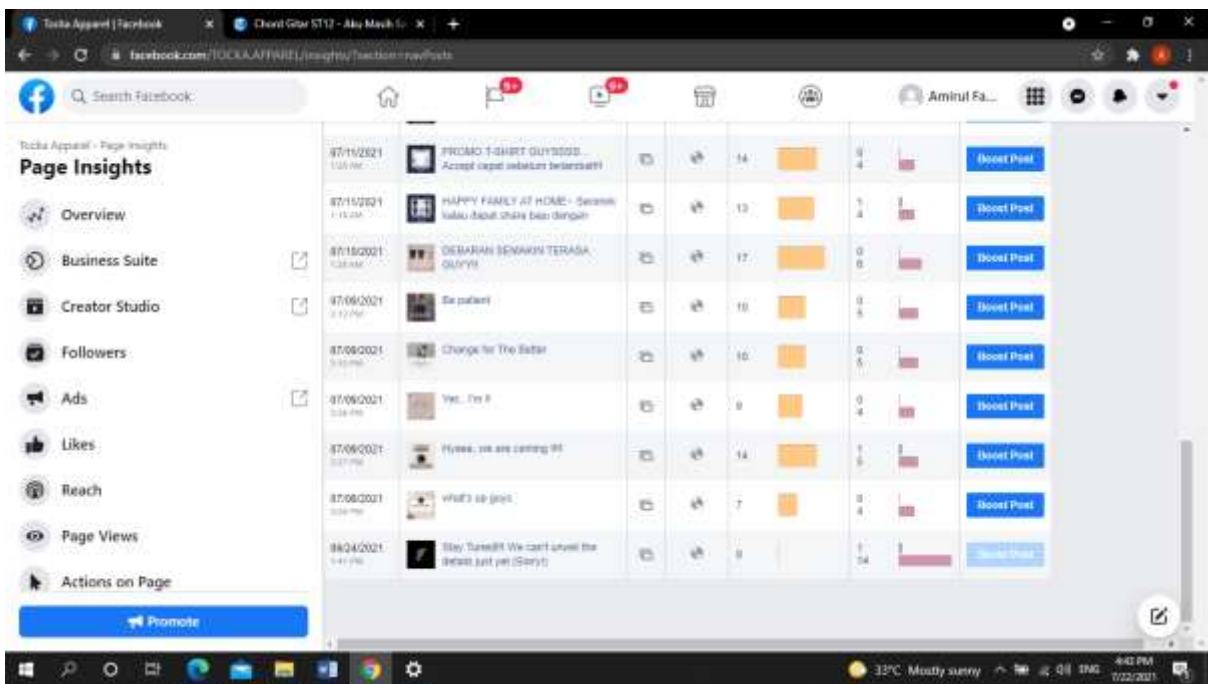


Figure 15: Total Post

4. CONCLUSION

In a word, Tocka Apparel Store is a business that offers a wide range of clothing not only in person but also online through the Tocka Apparel Store by Tocka Apparel Facebook page. We may infer that by operating our business through a Facebook page, we can promote and advertise our products and services while also raising awareness of our current business brand among Facebook users, particularly those who live close to our business location.

We may also use this type of platform to provide the most recent information about our company's activities or events. Furthermore, it benefits not only our business but also ourselves, because we can keep up with current business trends by not only utilising Facebook but also other available platforms where we can improve our IT knowledge and abilities. Then, instead of becoming obsolete businessmen, it will help us progress by keeping up with current events in our country.

As a result, as a start-up business with a Facebook page, we were able to fulfill some of our objectives successfully, and we will continue to do so in the future by growing and running our business through other accessible social media, as well as improving our marketing approach.