



اَوْبُنُو سَيْتِي تَيْكُونُو لَوِي كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA 82

UNIVERSITI TEKNOLOGI MARA (UiTM)
KAMPUS PUNCAK ALAM
SELANGOR

PRINCIPLES OF ENTREPRENEURSHIP
(ENT530)

INDIVIDUAL PROJECT:
(SOCIAL MEDIA PORTFOLIO)

PREPARED FOR:
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DATE OF SUBMISSION:
25TH JULY 2021

PREPARED BY:



ANIS NURKHALIDAH BINTI AHMAD

FAZIL

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ACKNOWLEDGEMENT

First and foremost, Alhamdulillah, I am grateful to Allah SWT for providing me with the strength and blessings necessary to fulfil this task. I am thankful since I completed my Social Media Portfolio assignment during the time frame set by my wonderful instructor, Dr. Zawani binti Mamat@Ibrahim. Without the assistance and help from people around me such as my lecturer, friends, and family, I believe that I would never be able to accomplish this task. Hence, I would like to express my appreciation and gratitude to my lecturer for teaching this subject (ENT 530: Principles of Entrepreneurship) to me and my fellow classmates, as well as for taking the time and effort to guide and motivate us to complete this assignment.

In a nutshell, I would like to express how thankful I am to all my friends and classmates for their help in completing my assignment. Besides, since I completed this project at home during the Movement Control Order (MCO), I appreciate my family's support and understanding. Thus, I want to thank those who voluntarily lend a hand to ensure that I managed to accomplish this project on time. Thank you very much.

EXECUTIVE SUMMARY



Theleetops.my's tagline is "Born to Lit with Style," and the #leetopsdewi hashtag represents our loyal clients. The major goal for this business is to provide high-quality hijabs in a range of various designs at inexpensive and reasonable price range costs that are ready to wear on our beloved customers.

On April 27th, 2020, we launched our digital business on the social media platform. Students, workers, ladies, and men are our target audience especially to people who are working or studying around the universities and schools. Since our first day, we have had a lot of positive feedback from customers on the hijab's quality, comfort, and the feeling of wearing them on their heads. We provided a fee-based delivery service to people who lived close by.

We also provide a mystery box for those customers who want to surprise their loved ones or even themselves. This is one of our marketing strategies to entice more customers to visit our store and purchase our goods. Over 100 pieces of Bawal Eyelash and 200 pieces of Shawl from theleetops.my were sold. Hence, this is a good sign that our goods are being accepted among the marketplace.

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I. Business Registration

Go-eCommerce BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

PERSONAL PROFILE BUSINESS PROFILE


ANIS NURKHALIDAH BINTI AHMAD FAZIL

Personal Information

Name	:		Phone/Mobile	:		Edit
New Identity Card No.	:		Home Address	:		
Email Address	:		District	:		
City	:		Postcode	:		
State	:		Personal Instagram	:		
Personal Facebook	:		Race	:	Malay	
			Special Need Required	:	No	
Gender	:	Female				
Marital Status	:	Single				

Institution Information [Add New](#)

UITM Puncak Alam - NZI ENT530

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

Go-eCommerce BETA

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Marital Status : Single

Institution Information [Add New](#)

UITM Puncak Alam - NZI ENT530

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	Study Status	:	Full time
Level of Study	:	Bachelor Degree	Class Name	:	NZI ENT 530
Course Name	:	NZI ENT530	Year Enrolling the subject	:	2021
Subject Name	:	PRINCIPLE OF ENTREPREEURSHIP	Lecturer Name	:	NOR ZAWANI BT MAMAT@IBRAHIM
Month Enrolling the Subject	:	4	Year Of Internship Enrollment	:	
Internship Enrollment	:	No	Period of Internship Training	:	
Month of Internship Enrollment	:		Expected Month To Complete Study	:	12
Expected Year To Complete Study	:	2022			
Related To Study Field	:	Yes			

[Edit](#) [Delete](#)

eCertificates

II. Introduction of Business

- Business's Name and Address

Name: Theleetops.my
Address: No 244, Felda Palong 3,
73460 Gemas,
Negeri Sembilan.

- Organizational Chart

Theleetops.my is a sole proprietorship because it is just a small business and it is still new in this industry. Hence, this business consist of only one owner and there is no staff needed as for now.



(General Manager)
Anis Nurkhalidah

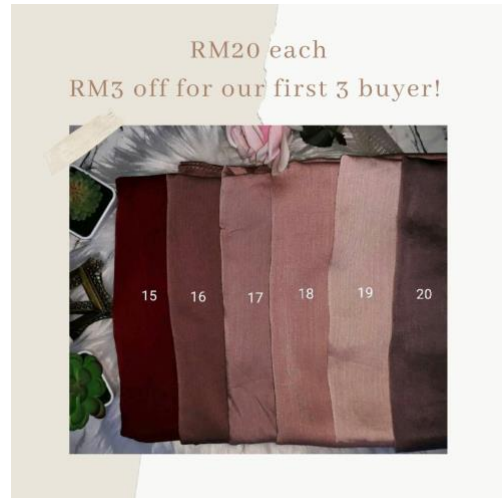
- Company's Mission:

Theleetops.my is a company that strives to keep the high quality of hijabs at an accessible price while keep up to date in fashion industry in order to design a trendy hijab that follows the newest fashion trends.

- Company's Vision:

Theleetops.my vision is to be one of the most well-known hijab brands in the fashion industry, with a focus on deliver the best quality hijab at the reasonable price as possible.

- Description of products/services



Theleetops.my sells two types of scarves, which are satin textured shawls and bawal cotton scarves. We also offer a variety of colour palettes so that customers can choose whatever colours appeal to them. Each purchase comes with complimentary brooches. We also have a mystery box for clients who wish to surprise themselves or their loved ones. The postage covered all countries in Malaysia and we use Pos Laju as the courier.

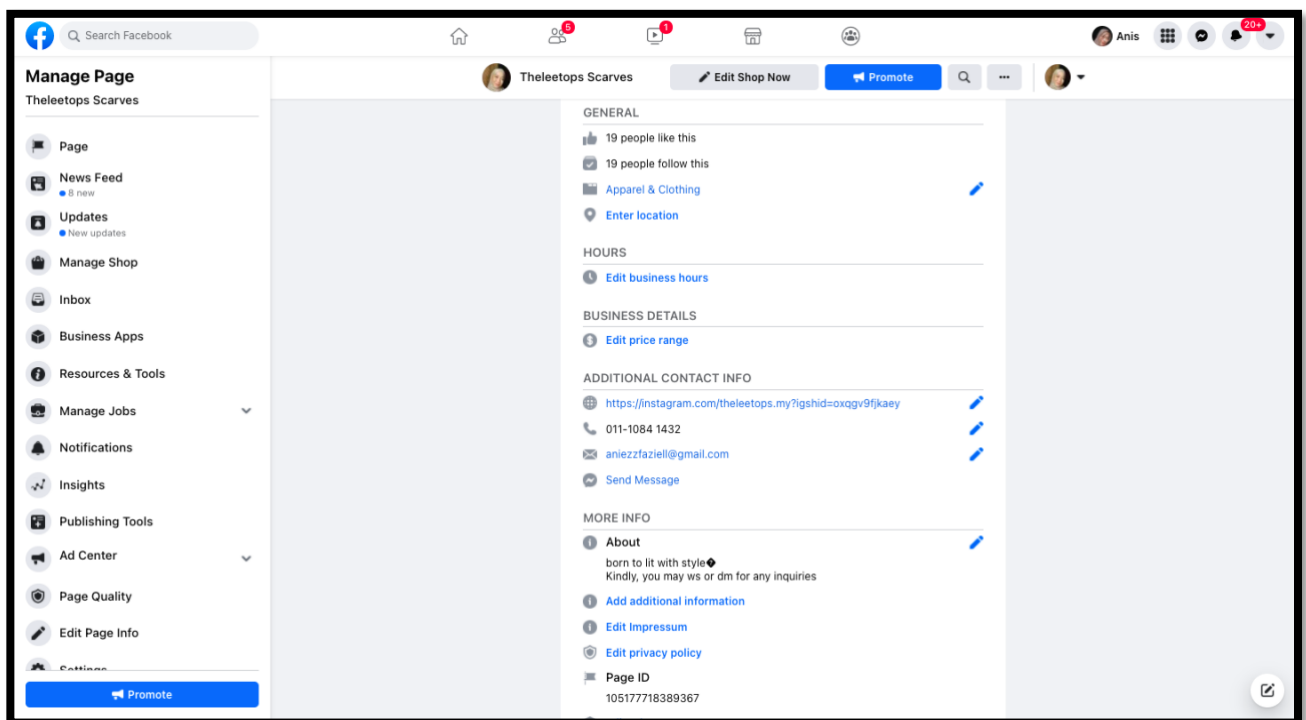
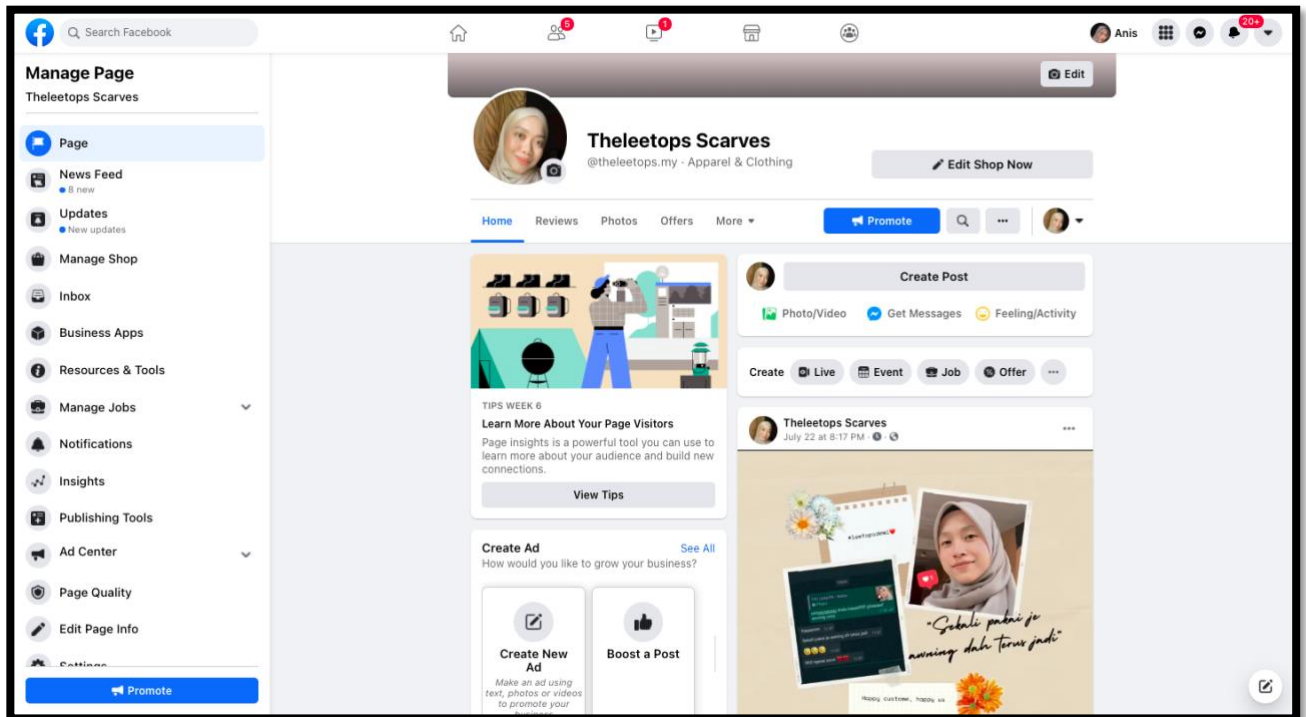
- Price List

No.	Items	Price
1.	Caelia Textured Shawl	RM20
2.	Litlit Bawal Eyelash	RM12

Our goods will not cost more than RM20 as we usually buy the stocks in bulk. Customers who want to self-pickup at my house will not be charged any fee. We charged a delivery cost of up to RM5 depending on the area for individuals who wanted it sent to them. Customers also must pay a postage cost of RM8 for Semenanjung Malaysia and RM12 for Sabah and Sarawak for online purchases.

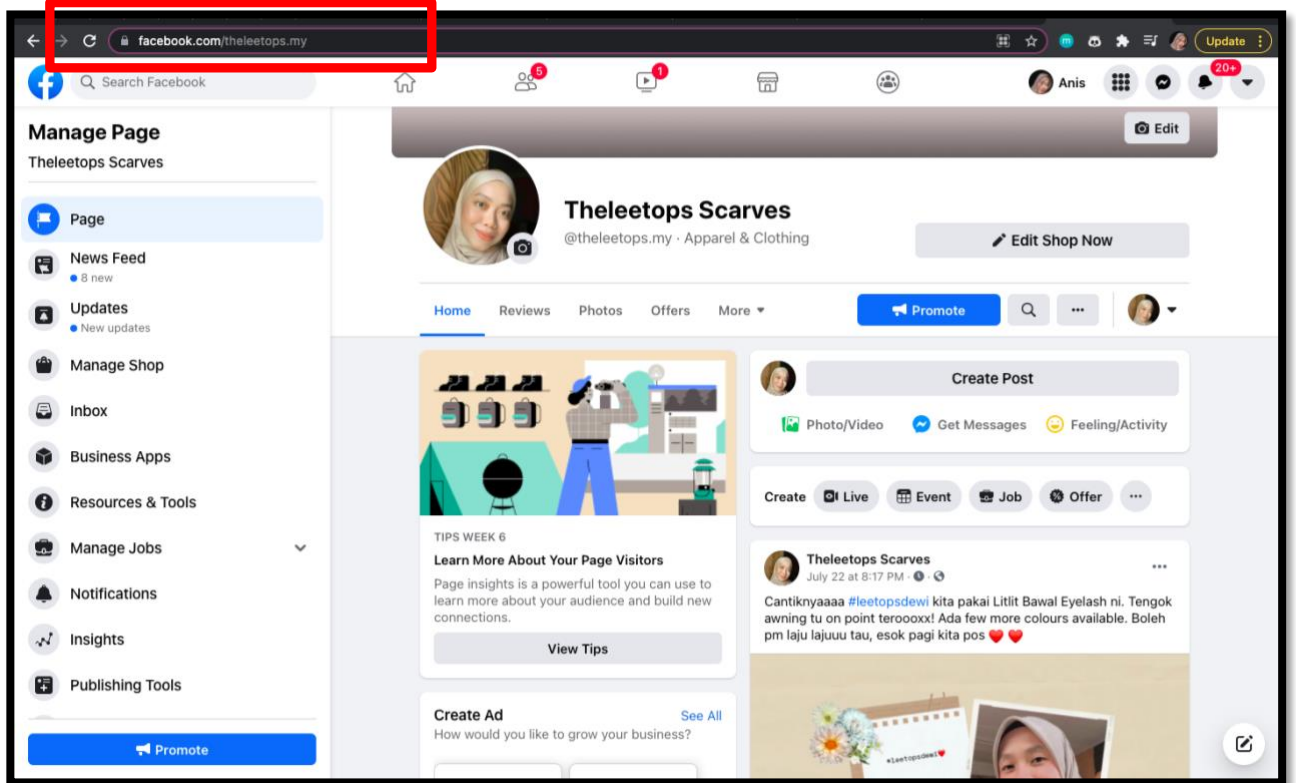
III. Facebook (FB)

- Creating Facebook (FB) Page

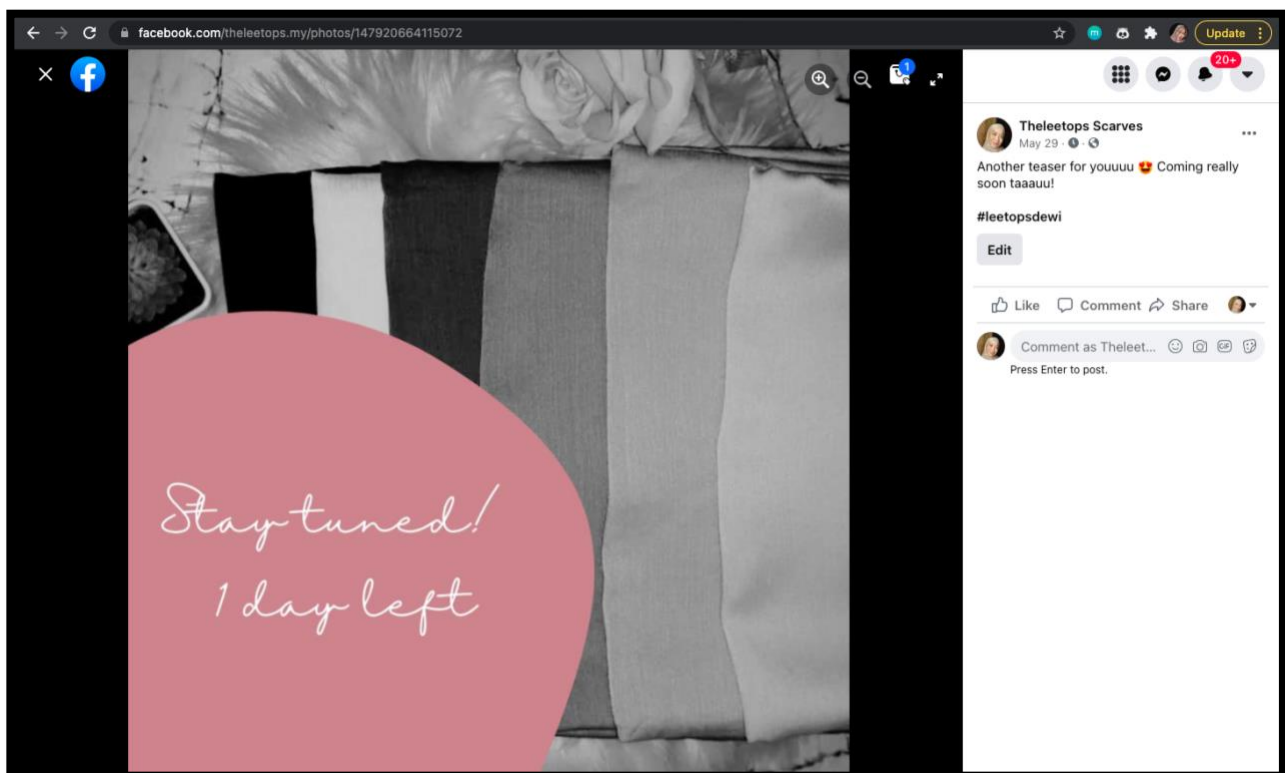
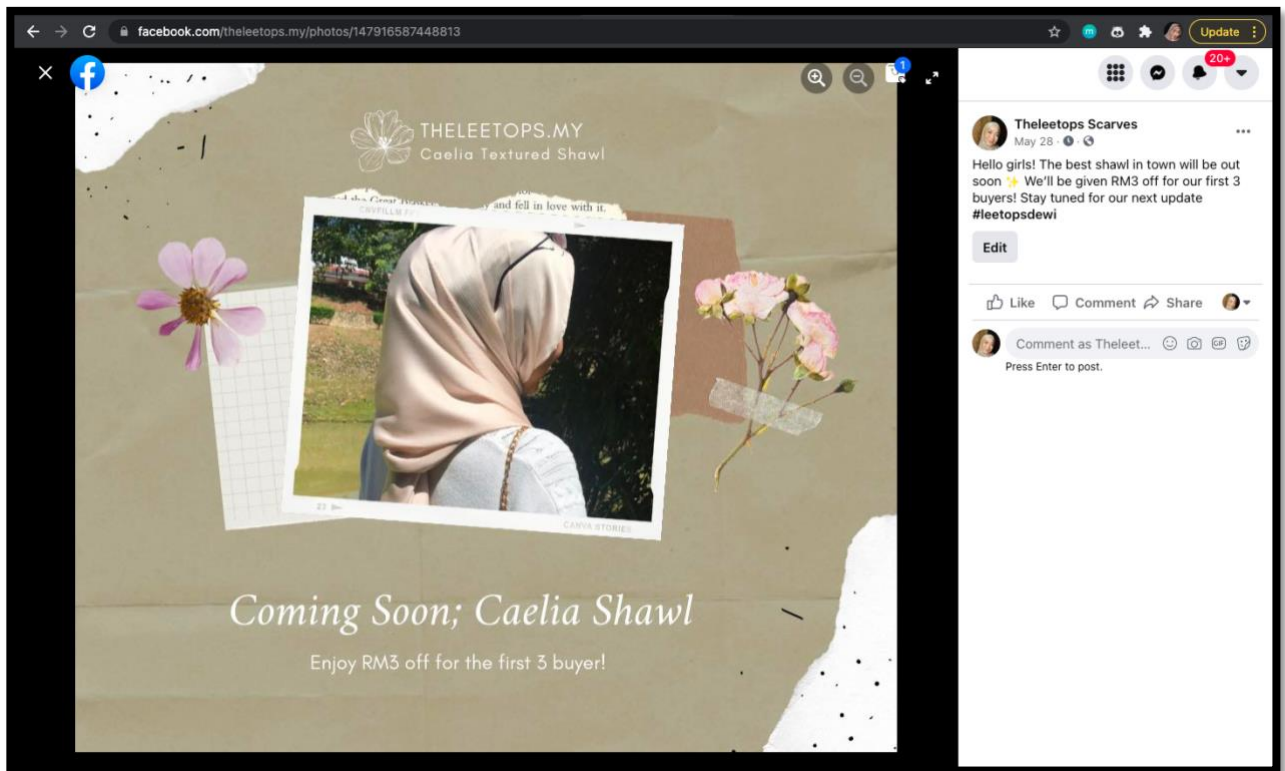


- Customing URL Facebook (FB) Page

<https://www.facebook.com/theleetops.my>



- Facebook (FB) Post – Teaser




facebook.com/theleetops.my/photos/147941897446282

CAELIA SHAWL
BY THEELETOPS.MY

Timeless

Lit and Style



Memorable

SUSTAINABLE AND STYLISH, FOR THE MODERN WOMAN.

Theleetops Scarves
July 9 at 12:30 PM · 20+

Edit

Like Comment Share

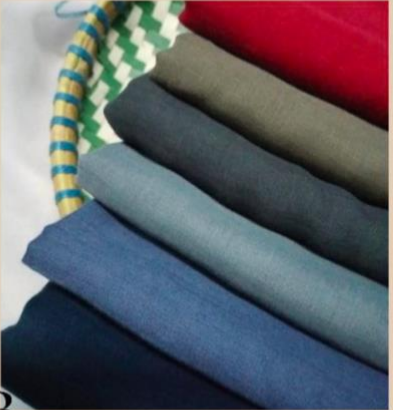
Comment as Theleet...
Press Enter to post.

facebook.com/theleetops.my/photos/147942157446256

LITLIT BAWAL EYELASH
BY THEELETOPS.MY

Timeless

Lit and Style



Memorable

SUSTAINABLE AND STYLISH, FOR THE MODERN WOMAN.

Theleetops Scarves
June 10 · 20+

Edit

Like Comment Share

Comment as Theleet...
Press Enter to post.

- Facebook (FB) post – Copywriting (Hard sell)


Theleetops Scarves added 4 new photos from June 15 at 8:45 PM.
June 15 · 🌐 · 📷

Caelia Textured Shawl ✨


Assalamualaikum semua, memperkenalkan shawl kegemaran ramai Caelia Textured Shawl. Ada banyak warna warna menarik masih available. Cepat cepat grab satu confirm beli lagi 😊 Happy Shoppinggg girls!!!

Material: Satin textured
Price: RM20 (exc postage)
Postage
SM: RM8
SS: RM12


RM20 each
RM5 off for our first 5 buyer!




RM20 each
RM5 off for our first 5 buyer!



RM20 each
RM5 off for our first 5 buyer!



RM20 each
RM5 off for our first 5 buyer!



Theleetops Scarves added 4 new photos from June 15 at 8:30 PM.
June 15 · 🌐 · 📷

Litlit Bawal Eyelash is cominggg!

Assalamualaikum semua, memperkenalkan keluaran terbaharu kami: Bawal Eyelash Litlit ✨
Banyak warna menarik san soft untuk cantiks semuuaa ❤️ Cepat grab! Happy Shoppingggg 😊

Material: Cotton Voile
Finishing: Eyelash
Size: Bidang 45
Price: RM12
Postage
SM: RM8
SS: RM12



litlit bawal eyelash
RM12 each



litlit bawal eyelash
RM12 each



litlit bawal eyelash
RM12 each



litlit bawal eyelash
RM12 each


Theleetops Scarves added 3 new photos from June 17 at 8:00 AM.
June 17 · 🌐 · 📷


Caelia Textured Shawl ✨


Material: Textured Satin
Measurements: 1.8m x 0.7m
Finishing: Baby seam

- 👉 Easy to drape
- 👉 Flowy
- 👉 Easy to iron

Price: RM20 each (exclude postage)
Postage
SM: RM8
SS: RM12







- Facebook (FB) post – Copywriting (Soft sell)

Theleetops Scarves
July 22 at 8:17 PM

Cantiknyaaaa #leetopsdewi kita pakai Litlit Bawal Eyelash ni. Tengok awning tu on point terooxx! Ada few more colours available. Boleh pm laju lajuuu tau, esok pagi kita pos ❤️❤️

"Sekali pakai je awning dah terus jadi"

Happy custome, happy us

Get More Messages for Theleetops Scarves
You can add a Messenger button to your post to get more messages for Theleetops Scarves.

1 People Reached 0 Engagements **Boost Post**

Theleetops Scarves
July 22 at 8:16 PM

Alamaaakkk sehelai tak cukup, #leetopsdewi yang ni kata nak beli semuaa macam mana nii!?!?

Cikgu Aina pakai Caelia Shawl harini. Anak murid semua tak boleh focus lah cikgu cantik sangattt hehe 😊 Cuba komen nama cikgu korang yang cantik time sekolah dulu.

Caelia shawl is selling fast! Tinggal beberapa helai je lagi. Boleh pm untuk tahu details oki RM20 je girls murah ke murahhh?

"Rasa nak beli semuaaa!"

Happy custome, happy us

1 People Reached 0 Engagements **Boost Post**

Theleetops Scarves
July 20 at 12:00 AM

Selamat Hari Raya Aidiladha Dearies #leetopsdewi ❤️

Harini kena ootd cantik cantik, boleh tag Theleetops Scarves nanti kita repost!

Greetings!
Selamat Hari Raya Aidiladha!
May we all be cleansed of all our wrongdoings!

1 People Reached 1 Engagement **+2.0x Higher Distribution Score** **Boost Post**

Like Comment Share

Theleetops Scarves
July 7 at 2:00 PM

TIPS PENJAGAAN RAMBUT

Bagi Wanita yang Bertudung :)

- SIKAT RAMBUT SEBELUM MENCUCI RAMBUT
- JANGAN SANGGUL RAMBUT KETIKA BASAH
- ELAKKAN MENCUCI RAMBUT SETIAP HARI
- GUNAKAN GETAH RAMBUT SATIN/BALDU

0 People Reached 0 Engagements **+1.0x Average Distribution Score** **Boost Post**

Like Comment Share

Comment as Theleetops Scarves
Press Enter to post.

Theleetops Scarves
July 13 at 9:00 PM · 🌐 · 📍

the flowy and soft materials help us to get the best look!

0 People Reached 0 Engagements ↑ +1.0x Average Distribution Score **Boost Post**

👍 Like 💬 Comment ➦ Share

Theleetops Scarves
July 10 at 1:30 PM · 🌐 · 📍

Here are some vaccination tips for #leetopsdewi !
Kalau tak tahu nak match tudung dengan baju apa tu boleh pm tepi saya bantu 😊
Let's get vaccinated!

Vaccination tips!

- 🔍 lindungi diri, lindungi semua..
- 🔍 wear a loose apparel
- 🔍 be punctual
- 🔍 bring a pen, NRIC, mobile phone
- 🔍 eat and drink sufficiently

Get More Messages for Theleetops Scarves ✕
You can add a Messenger button to your post to get more messages for Theleetops Scarves.

Theleetops Scarves
July 12 at 2:15 PM · 🌐 · 📍

gentle reminder

DRINK SOME WATER

TAKE A DEEP BREATH

TREAT PEOPLE WITH KINDNESS

THELEETOPS.MY

- Frequency of Posting

The screenshot shows a list of posts in the Facebook Post Manager interface. The posts are sorted by date, showing a concentration of activity on July 25, 2021. The data is as follows:

Post ID	Date Published	Reach	Engagement	Reactions/Likes
Caelia Textured Shawl Material...	July 26, 2021 at 1:17 AM	1 People Reached	0 Post Engagements	0 Reactions
This post has no text	July 26, 2021 at 12:00 AM	1 People Reached	0 Post Engagements	0 Reactions
Cantiknyaaa #leetopsdewi kita p...	July 25, 2021 at 8:16 PM	1 People Reached	0 Post Engagements	0 Reactions
Alamaaakkk sehelai tak cukup, #I...	July 25, 2021 at 8:16 PM	1 People Reached	0 Post Engagements	0 Reactions
Selamat Hari Raya Aidiladha Dear...	July 25, 2021 at 8:15 PM	2 People Reached	1 Post Engagements	0 Reactions
This post has no text	July 25, 2021 at 8:15 PM	1 People Reached	0 Post Engagements	0 Reactions
This post has no text	July 25, 2021 at 8:15 PM	1 People Reached	0 Post Engagements	0 Reactions

The screenshot shows a list of posts in the Facebook Post Manager interface. The posts are sorted by date, showing a concentration of activity on July 25, 2021. The data is as follows:

Post ID	Date Published	Reach	Engagement	Reactions/Likes
Here are some vaccination tips fo...	July 25, 2021 at 8:15 PM	1 People Reached	0 Post Engagements	0 Reactions
Little Bawal Eyelash is cominggg! ...	July 25, 2021 at 8:14 PM	1 People Reached	0 Post Engagements	0 Reactions
Caelia Textured Shawl Assala...	July 25, 2021 at 6:55 PM	1 People Reached	0 Post Engagements	0 Reactions
This post has no text	July 25, 2021 at 3:12 PM	1 People Reached	0 Post Engagements	0 Reactions
This post has no text	July 25, 2021 at 3:12 PM	1 People Reached	0 Post Engagements	0 Reactions
Coming soon! Ada yang tak sabar...	July 25, 2021 at 2:42 PM	1 People Reached	0 Post Engagements	0 Reactions
This post has no text	July 25, 2021 at 2:42 PM	1 People Reached	0 Post Engagements	0 Reactions

The screenshot shows a list of posts in the Facebook Post Manager interface. The posts are sorted by date, showing activity on July 25, 2021 and April 27, 2021. The data is as follows:

Post ID	Date Published	Reach	Engagement	Reactions/Likes
This post has no text	July 25, 2021 at 2:42 PM	1 People Reached	0 Post Engagements	0 Reactions
This post has no text	July 25, 2021 at 2:41 PM	1 People Reached	0 Post Engagements	0 Reactions
Another teaser for youuuu Co...	July 25, 2021 at 2:29 PM	1 People Reached	0 Post Engagements	0 Reactions
Hello girls! The best shawl in tow...	July 25, 2021 at 2:25 PM	1 People Reached	0 Post Engagements	0 Reactions
This post has no text	April 27, 2021 at 9:36 AM	4 People Reached	2 Post Engagements	1 Reactions
This post has no text	April 27, 2021 at 9:08 AM	2 People Reached	0 Post Engagements	0 Reactions
This post has no text	April 27, 2021 at 8:55 AM	2 People Reached	0 Post Engagements	0 Reactions

- Sales Report

Go-eCommerce

Business Name	Date	Type	Marketplace(if any)	Others Marketplace (if any)	Total Sales (RM)	Expenses Category	Expenses Subcategory	Total Expenses (RM)	Descriptions	Created At
theleetops.my	01/07/2021	offline			28				Caelia Shawl + Postage	25/07/2021
theleetops.my	26/06/2021	expenses				Production	Stationaries	10	gel pen, gift cards, postcards	25/07/2021
theleetops.my	02/07/2021	offline			32				1 Caelia Shawl 1 Bawal Litlit	25/07/2021
theleetops.my	30/06/2021	offline			12				bawal litlit (1)	25/07/2021
theleetops.my	03/07/2021	online	Social Media		48				2 caelia shawl postage	25/07/2021
theleetops.my	26/05/2021	expenses				Goods	Stock	200	20 pcs shawl	25/07/2021
theleetops.my	20/05/2021	expenses				Goods	Stock	100	10 pcs bawal	25/07/2021
theleetops.my	23/06/2021	offline			72				3 caelia shawl 1 bawal litlit	25/07/2021
theleetops.my	09/07/2021	online	Social Media		68				6 pcs bawal litlit postage	25/07/2021
theleetops.my	07/07/2021	offline			60				3 pcs caelia shawl	25/07/2021
theleetops.my	15/07/2021	online	Social Media		92				3 shawl 2 bawal postage	25/07/2021
theleetops.my	14/07/2021	online	Social Media		68				3 caelia shawl postage	25/07/2021
theleetops.my	06/07/2021	offline			40				2 caelia shawl	25/07/2021
theleetops.my	22/07/2021	expenses				Delivery	Postage	24	postage (4)	25/07/2021
theleetops.my	22/07/2021	expenses				Utilities	Others	8	gas tank	25/07/2021

Business Name	Date	Type	Marketplace(if any)	Others Marketplace (if any)	Total Sales (RM)	Expenses Category	Expenses Subcategory	Total Expenses (RM)	Descriptions	Created At
my	021	ses								021
theleetops.my	18/07/2021	online	Social Media		40				1 caelia shawl 1 bawal litlit postage	25/07/2021

IV. Conclusion

In short, through completing my Social Media Portfolio, I gained a lot of experience and knowledge while I learned many new things in the e-commerce industry. I have thoroughly enjoyed my experience with the processes. I learned how to run an online business through social media and make money for my firm. As we all know, having an understanding of internet business will help us gain more advantages in online marketing, as most people nowadays choose to shop online rather than go to the store. This is due to its convenience and far superior for the customers to shop while sitting on the couch at home.

In addition, I sincerely hope that my digital-based business will continue to grow and develop in the market since I need to achieve my goals and vision that have been set up which is to become one of Malaysia's most popular hijab brands. Thus, in order to meet the wants and desires of my customers while retaining my brand loyalty, I will do everything in my power to preserve the quality and price of my goods. Furthermore, I believe that the success I will reach in the future will aid in the reduction of unemployment rates by providing them with opportunities to work for my company.

Finally, in today's world, social media is the ideal platform for engaging with customers, and it aids in the blooming of our businesses. In this Social Media Portfolio project, I learned how to run a real-life business, how to attract internet users' attention, advertise my brand, and communicate with consumers. I've noticed that Facebook has a number of business tool capabilities that I believe that are really useful for running an online-based business. Besides, I recognise the advantages of digital businesses for today's marketplace especially in marketing, and I am able to make some pocket money while working on this project. Therefore, I hope that this will bring greater notice to my hijab company in the near future.