



اَوْنِبُوْ سِيْتِيْ تِيْكَوْ لُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA 65

PRINCIPLES OF ENTREPRENEURSHIP

FACULTY & PROGRAMME: FACULTY BUSINESS MANAGEMENT HONS
TRANSPORT

SEMESTER: 3

PROJECT TITLE: SOCIAL MEDIA ASSIGNMENT

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MATRIX NUMBER: 2020968263

ACKNOWLEDGEMENT

I would like to express big and great gratitude to Allah SWT for requiring the completion of this Social Media assignment as one of the requirements for the course work assessment for ENT code 530. I'd want to express my beloved parents for assisting me in completing my portfolio by assisting me in selling business goods. This portfolio was created with the assistance and collaboration of many individuals. Additionally, it was memorable for my lecturer, Dr. Nor Zawani Binti Ibrahim @Mamat, and her generosity in assisting me in finishing my social media company. He has been of assistance to me by giving valuable information. As a result of this issue, I became more structured and mature in my approach to resolving issues that arose throughout the course of my company. These portfolios contain social media companies that use Facebook, sales income, soft sales, strong sales, and consumer enticement via teasing. Finally, I would want to express my gratitude to all individuals engaged in my portfolio, whether directly or indirectly, for the time and effort they have invested in my company in order to successfully finish my portfolio report. I apologise to all the other anonymous individuals that helped me in creating this portfolio in different ways, and we hope that this business report and social media portfolio will teach us a little bit about the world of entrepreneurship and facts about being an entrepreneur in the future.

EXECUTIVE SUMMARY

Various types of devices are available in Zikri online gadgets to meet the daily needs of users. Zikri online gadgets also cater to the busy public and students, as we provide product delivery services to universities and residences, using the concept of cash payment and online banking. Our products are accessible at online platform and our residence located in Hutan Melintang, Perak. It is more convenient to handle our goods when our target consumers are close to make cash on delivery services and more reliable when customer ordered in online platform that make more easier to customer waiting the parcel arrive front of their house. I also established Facebook to grow my company via social media and learnt how to publish Facebook for business goods such teaser advertisements, soft sales, etc.

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1.0 BUSINESS REGISTRATION

Zikri Online Gadget is a legal business because of our organization/business had registered the business under the Go-Ecommerce.

The screenshot displays a user profile page on the Go-eCommerce platform. The page is divided into two main sections: Personal Information and Institution Information. The user's name is MUHAMMAD ZIKRI HAKIM BIN ZAKARIA. The institution listed is UITM Puncak Alam - NZI ENT530. The page includes various fields for personal details, contact information, and academic records, along with buttons for editing and deleting information.

PERSONAL PROFILE		BUSINESS PROFILE	
Personal Information			
Name	: MUHAMMAD ZIKRI HAKIM BIN ZAKARIA	Phone/Mobile	:
New Identity Card No.	:	Home Address	:
Email Address	:	District	:
City	:	Postcode	:
State	:	Personal Instagram	: null
Personal Facebook	:	Race	: Chinese
Gender	: Male	Special Need Required	: No
Marital Status	: Single		
Institution Information			
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
District of Institution	: Kuala Selangor	Postcode	: 42300
Level of Study	: Bachelor Degree	Study Status	: Full time
Course Name	: NZI ENT530	Class Name	: NZI ENT 530
Subject Name	: PRINCIPLE OF ENTREPREURSHIP	Year Enrolling the subject	: 2021
Month Enrolling the Subject	: 3	Lecturer Name	: NOR ZAWAN ET 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	: 8

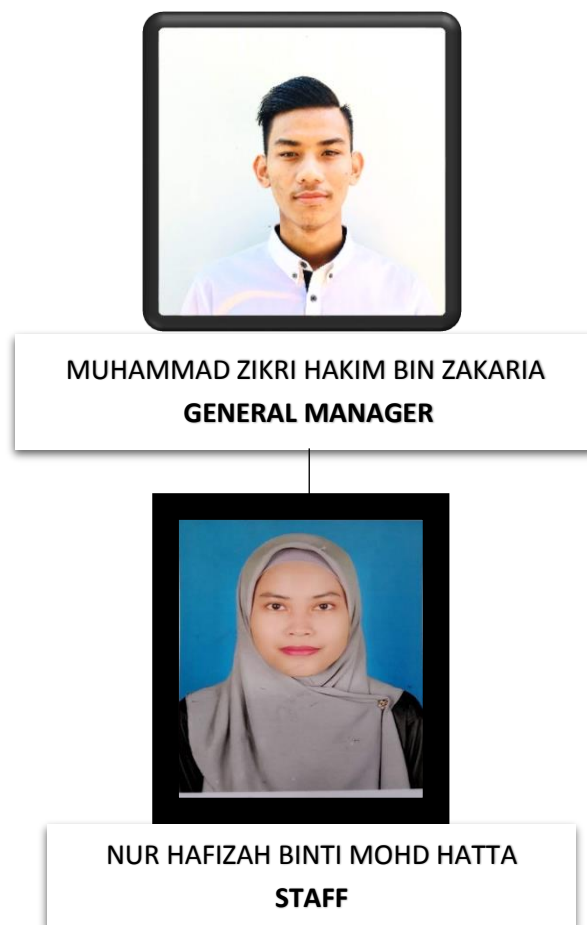
2.0 INTRODUCTION OF BUSINESS

2.1 Name and address of the business.

Zikri Gadget store established in early July 2021. This business is providing gadgets product. Then officially named as Zikri Online Gadget in July 2021. This is because most of the business are using online platform. This business located at a small town that is Hutan Melintang, Perak Darul Ridzuan.

2.2 Organization Chart

Zikri Online Gadget is a sole ownership form of business. That's because of our company is just a start-up organization and therefore only run such a tiny business. Therefore, our business simply comprise the founder and a staff in the organizational structure of Zikri Online Gadget Enterprise.



2.3 Mission and Vision

Every company in the world are having their own mission and vision of their organization statement in order to operate their company according to their objectives that need to be accomplished. Therefore, Zikri Online Gadget Enterprise also have our mission and vision to identify what the short-term and long-term goals that we need to achieve.

Mission:

- To provide good quality products to customer.
- To provide an excellent service to our customers.
- To make many people know our company and products.
- To become top gadget seller in Hutan Melintang.

Vision:

To make Zikri Online Gadget as the top branding gadget store and known-well by entire people in Malaysia also over the country.

2.4 Description of Products and Services

Zikri Online Gadget provides various types of gadgets that may be useful to their customers in order offering affordable prices since we more targeting market on students, teenagers and so on. Products in our store such as power banks, WIFI router, and portable modem.

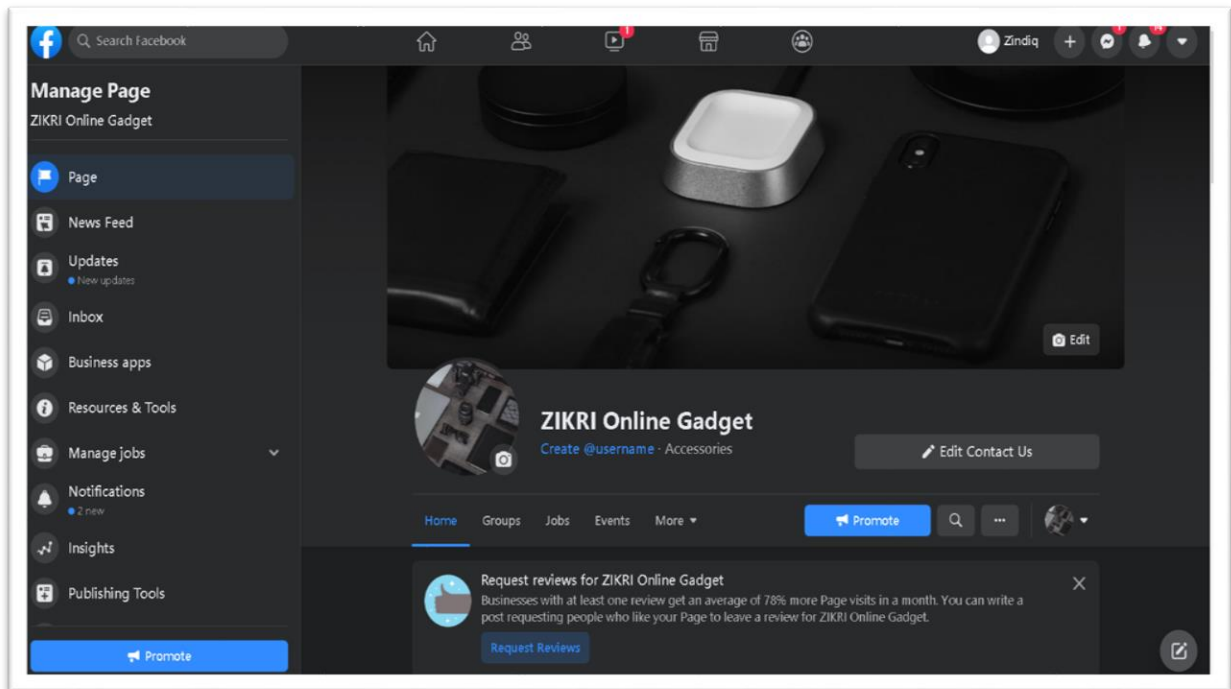
A power bank is a power supply or portable battery intended to recharge electrical devices whenever you do not have access to a normal wall charger. Ranging in size from compact, pocket-sized devices up to bigger, high current power banks may be used to charge mobile devices, ipads, cameras, portable speakers, video game consoles, or even laptop.

2.5 Price List

PRODUCT NAME	PRICE AND SPECIFICATIONS
 <p>PINENG POWER BANK (WHITE)</p>	<p>20,000mAh Battery</p> <p>RM 90.00</p> <p>Free cable</p>
 <p>PINENG POWER BANK (BLACK)</p>	<p>20,000mAh Battery</p> <p>RM 90.00</p> <p>Free cable</p>
 <p>PORTABLE MODEM WIFI 4G</p>	<p>Built-in 2060mAh battery</p> <p>RM 125.00</p> <p>(1 Set)</p>
 <p>WIFI ROUTER (BLACK)</p>	<p>TP-Link 2 Antenna Aerial 300mbps internet speed</p> <p>RM 150.00</p> <p>(1 Set)</p>
 <p>WIFI ROUTER (WHITE)</p>	<p>LTE CPE 2 Antenna Aerial 300mbps internet speed</p> <p>RM 140.00</p> <p>(1 Set)</p>

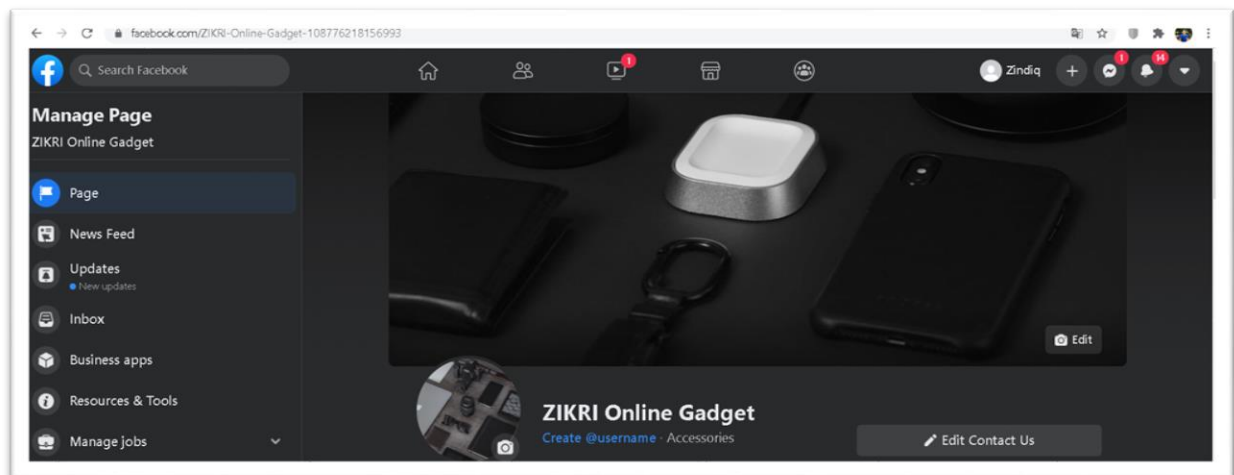
3.0 FACEBOOK (FB)

3.1 Create Facebook Page

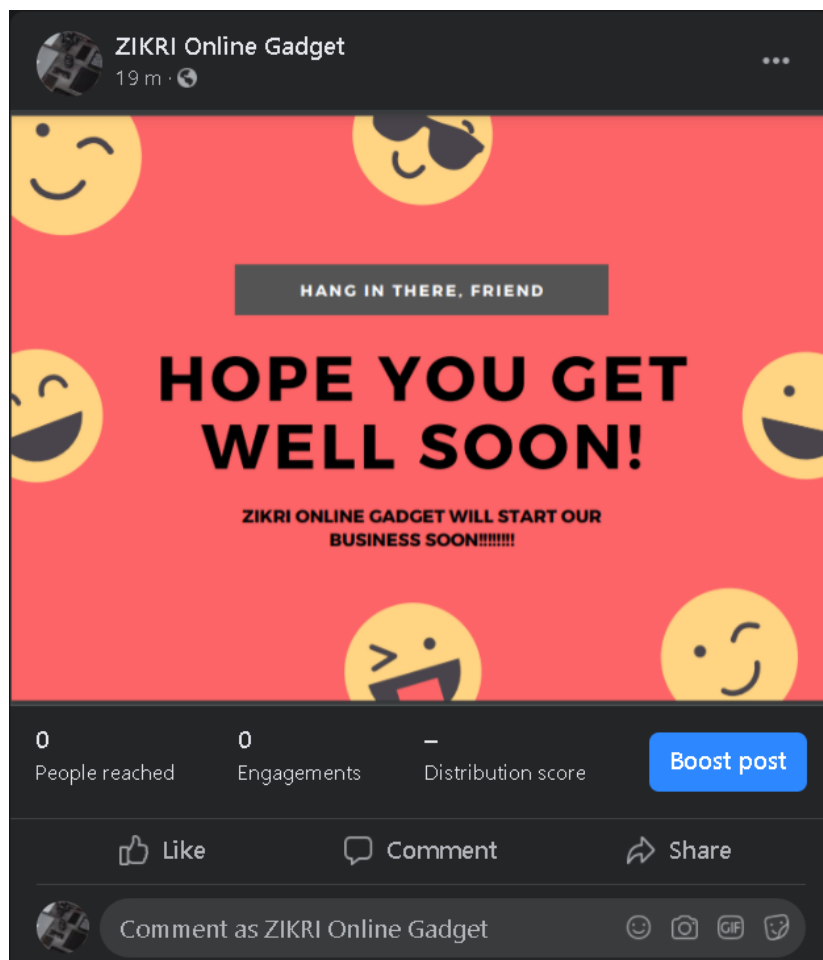
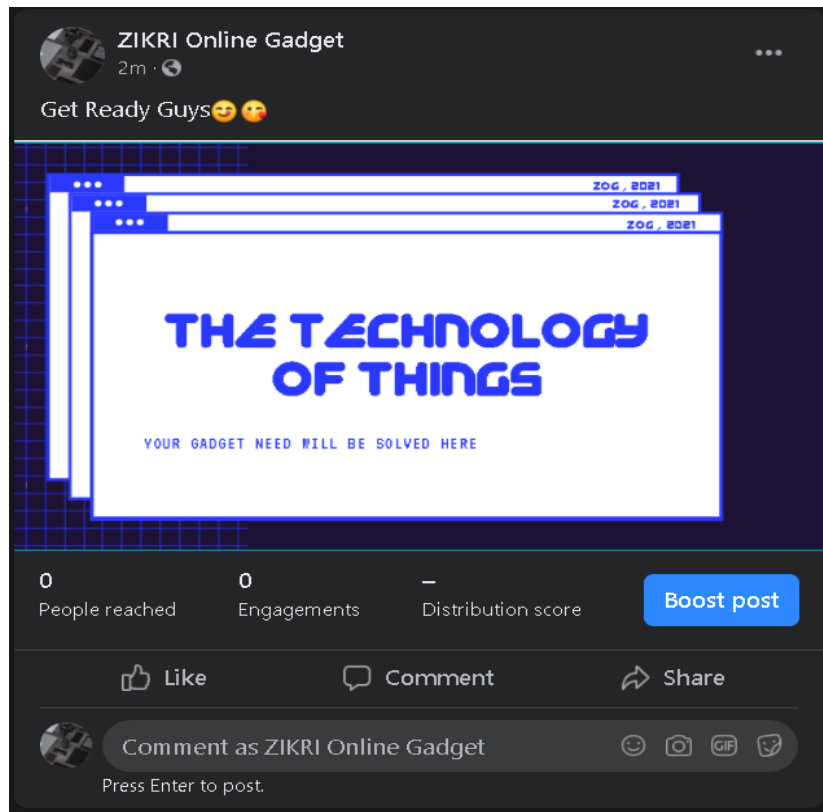


3.2 Create URL Facebook Page

URL: <https://www.facebook.com/ZIKRI-Online-Gadget-108776218156993>



3.3 Facebook (FB) post – Teaser



3.5 Facebook copywriting – Soft sell

ZIKRI Online Gadget
2 m · 🌐

Portable unlimited modem 1 set RM 125.00 ONLY!!!!!!
Modem Wifi Router 300mbps 1 set RM 150.00 ONLY!!!!!!

ZOG

STRONG INTERNET CONNECTION TO AVOID DISCONNECTED WHEN FINISH UR WORK



Stay connected anywhere with portable modem



Get our latest modem router

ZIKRI Online Gadget
5 m · 🌐

20,000mah Powerbank Only RM 90.00

ZOG

GAME ON



PINENG 品能®
Universal USB Backup Power

20,000MAH POWERBANK

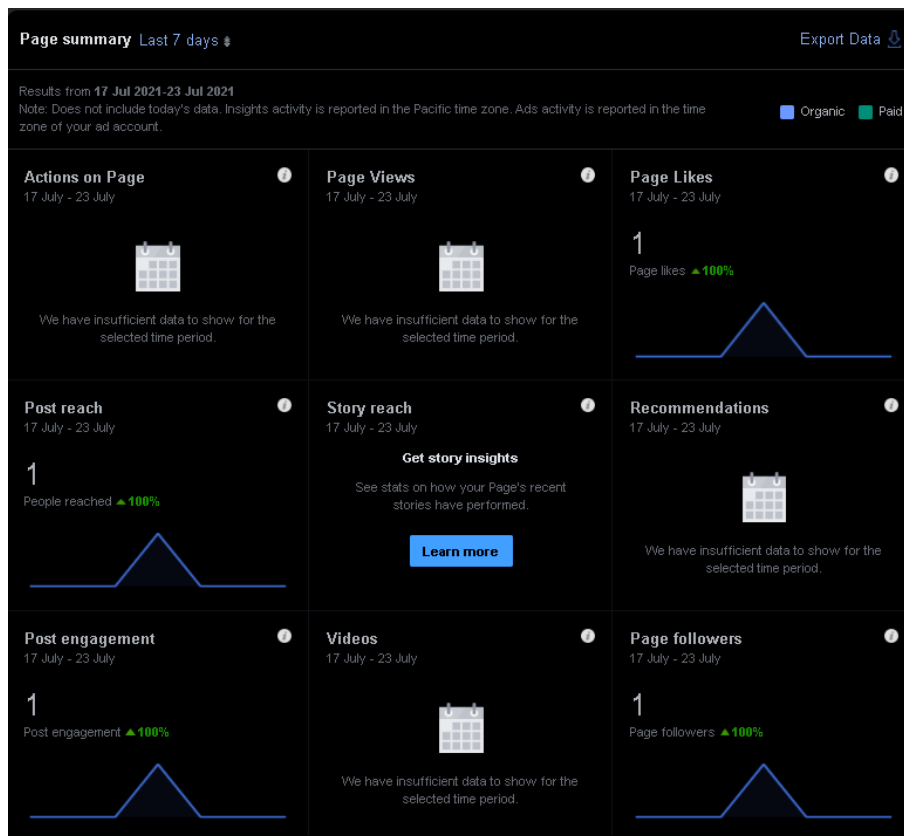
KEEP UR DEVICE ALWAYS ON & ACTIVE

0 People reached 0 Engagements – Distribution score [Boost post](#)

[Like](#) [Comment](#) [Share](#)

Comment as ZIKRI Online Gadget

3.6 Frequency of posting



Your 5 Most Recent Posts Create Post

Legend: ■ Reach: Organic/Paid ■ Post clicks ■ Reactions, comments & shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
25/07/2021 14:39	ZIKRI Online Gadget updated their address.			0	0 0	Boost post
25/07/2021 14:19	Portable unlimited modem 1 set RM 125.00 ONLY!!!! Modem VWifi Router			1 ■	0 0	Boost post
25/07/2021 14:17	20,000mah Powerbank Only RM 90.00			1 ■	0 0	Boost post
25/07/2021 13:07	Free Gift Every Purchase (Limited Time)			1 ■	1 0	Boost post
25/07/2021 13:05	OPENING SALEEEEE!!!!1			1 ■	0 0	Boost post

[See All Posts](#)

Pages to Watch Create Post

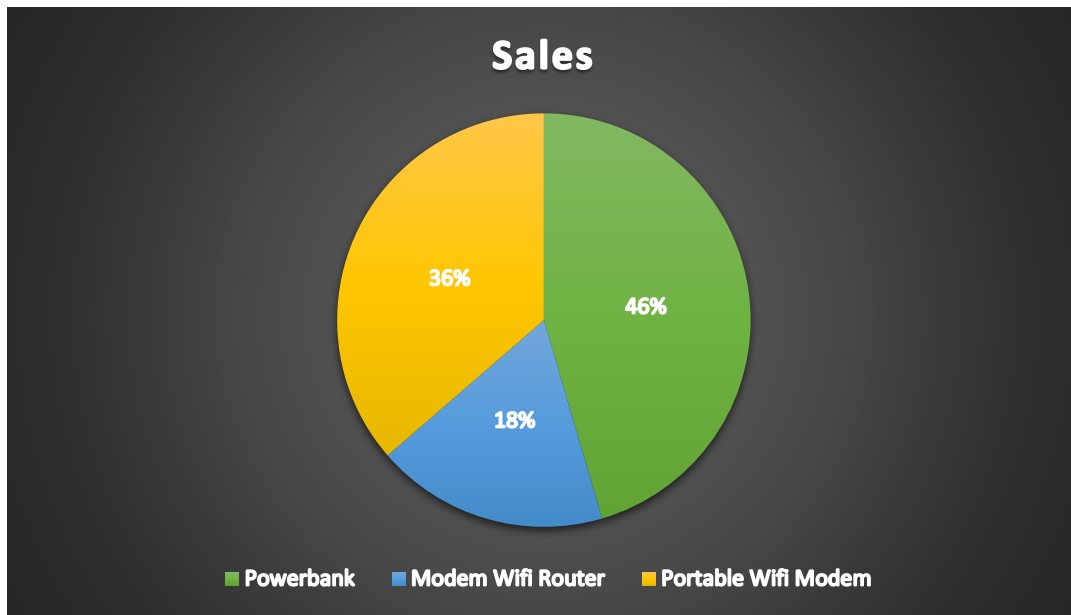
Compare the performance of your Page and posts with similar Pages on Facebook.

Pages to Watch helps you compare the performance of your Page and posts with similar Pages on Facebook. [Add Pages](#) to get started.

[Add Pages](#) ■ Reactions, comments & shares

Page	Total Page Likes	From last week	Posts This Week	Engagement This Week
YOU 1 ZIKRI Online Gadget	1 ■	▲100%	9	1 ■

3.7 Sales Report



4.0 CONCLUSION

In conclusion, I am greatly happy to have finished my social media portfolio. I have gone through a lot of fresh and extremely gratifying experiences in establishing this social media company. I hope my present company will be able stands and flourish in the future. My aim is to generate income in this business endeavour despite the numerous difficulties. I also hope with my commitment and hard effort, I can accomplish my goal of being a successful entrepreneur in the future by selling my own brand. Before that, I also had to show the efficacy of my work and guarantee that my goods are cheap, quality and client happiness. In addition, I believe that social media companies are more difficult nowadays. In addition, I look forward to creating more and better-quality gadgets later on. As well as I am dedicated to operating my own gadget business. Finally, this social media platform has proved to benefit everyone. I was able to plan and manage my company in precise detail even though my firm was young, tiny and not particularly lucrative. From my social media company experience, I have learnt a lot from this experience of becoming a genuine entrepreneur in the social media industry. I have a lot of expertise in operating a company and advertising goods on Facebook, product marketing and profitability. In addition, I also learnt about the dangers involved and how to manage them. The initiative also helped enhance my business abilities and my teenagers out there.

5.0 APPENDICES

