



الْمَدِينَةُ الْمُتَّقِيَّةُ  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF BUSINESS  
MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
CAWANGAN SELANGOR  
KAMPUS PUNCAK ALAM  
43200 BANDAR PUNCAK ALAM**

**ASSIGNMENT COVER SHEET**

**COURSE DETAILS**

<b>Course</b>	ENT530
<b>Tutorial Group</b>	BA2473A
<b>Lecturer's Name</b>	Dr Nor Zawani Binti Mamat
<b>Title</b>	Individual Assignment (Social Media Portfolio)
<b>Submission date and year</b>	25 <sup>th</sup> July 2021

**STUDENT'S DETAIL**

<b>NO.</b>	<b>NAME</b>	<b>STUDENT ID NO</b>
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**Assignment Overall Marks: 88**

## **ACKNOWLEDGEMENT**

Alhamdulillah, thanks to Almighty, Allah S.W.T for giving me the strength, ability and opportunity to understand well and learn about Principle of Entrepreneur subject which I am able to finish this individual assignment on social media portfolio with ease. I would like to express my sincere gratitude to my lecturer, Dr Nor Zawani Binti Mamat@Ibrahim for providing me with invaluable guidance throughout the course of this assignment.

Next, I also would like to thank my parents for the continues moral support and motivation where they help me in promoting my business and be the reason for me to work harder especially in completing this assignment. Not to forget, thank you to those who have guided me especially to my friends for the comment, suggestion and sharing their thoughts which help me to improve my business as well as assignment.

A special thank you to all of my beloved customers for the endless support and trust on my small business, I will continue to work even harder to provide a better service to all my customers in the future.

## **EXECUTIVE SUMMARY**

MY Norwex is a small business that provides sales service under brand of Norwex originating from Norway in 1994. Our business offers a line of cleaning and personal care products such as all-purpose microfiber cloth and cleaning paste that help to improve the quality of life by completely reduce the chemical usage in your house. All of the products come with affordable and reasonable price that match with the quality of the products. We are also care about our customer's satisfaction where basically we are operating the business 24 hours a day since it is an online platform based where there are no time constraints and customers can make purchases without any worries.

In addition, our products are user-friendly and suitable for use by the whole family ranging from children to adults and usually our customers are the people who comes from the middle to upper class since the products are a bit pricey due to its best quality. Norwex has also become people's favourite especially for working women and housewives as it makes the cleaning process easier and consuming least of time.

Our business has started the operation since last year, and was officially registered under the Companies Commission of Malaysia on 20<sup>th</sup> May 2021 with a registration number 202103167989 (003278057-W), and it is located in Puncak Alam, Selangor.

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# *Certificate of Completion*

This acknowledges that

Nursyahidah Yasmin Binti Mohamad Nazri

has successfully completed

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COMPANIES COMMISSION OF MALAYSIA



BORANG D (KAEDAH 13)



**PERAKUAN PENDAFTARAN  
AKTA PENDAFTARAN PERNIAGAAN 1956**

Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama

**NURSYAHIDAH YASMIN BINTI MOHAMAD NAZRI  
NO. PENDAFTARAN: 202103167989 (003278057-W)**

telah didaftarkan dari hari ini sehingga 20 MEI 2022 di bawah Akta Pendaftaran  
Perniagaan 1956, beralamat di

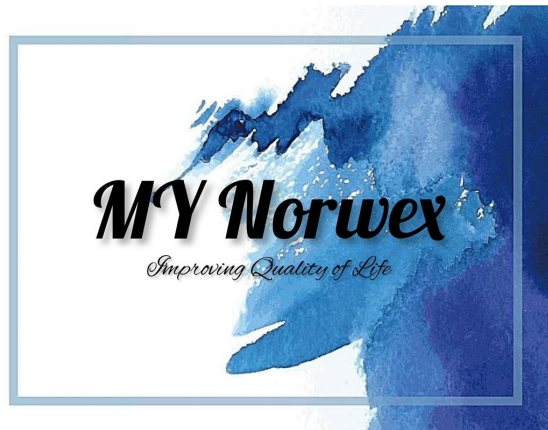
**Bil. Cawangan: TIADA**

Bertarikh di SISTEM EZBIZ pada 21 MEI 2021.

**NOR AZIMAH BINTI ABDUL AZIZ**  
Pendaftar Perniagaan  
Semenanjung Malaysia

## INTRODUCTION OF BUSINESS

### NAME AND ADDRESS OF BUSINESS



*Figure 1: Business Logo*

MY Norwex is a name taken from the original brand, Norwex, which originates from Norway that was presented to the Norwegian house party market in 1995. The addition of MY refers to Malaysia where the sales service of this product is carried out and also brings meaning to belonging which Norwex belongs to its owner. By choosing this name will make people feel proud and happy owning this product every time saying it.

MY Norwex is a sole proprietor business that has been in operation for almost a year since early July 2020 and has been officially registered with the Companies Commission of Malaysia on 20<sup>th</sup> May 2021 under a registration number 202103167989 (003278057-W). Our business is located in Puncak Alam, Selangor at No. 20, Lorong Lautan Samudera 9/3 Seksyen 9, 42300 Bandar Puncak Alam, Selagor and our business are an online based which mainly operating through online platform such as Whatsapp and Facebook. All sales, promotions and orders will be made through these two main platforms.

Our operating hours are from 9am to 9pm, however we are open for booking and order placement for 24 hours every day regardless of the time to ease our customer's affair. Any inquiries can be made through our official Facebook page @MYNorwex or can contact us directly through Whatsapp at 0193981004.

## ORGANIZATIONAL CHART



Name and Position	Career Highlights
Nursyahidah Yasmin Binti Mohamad Nazri (Founder and owner of MY Norwex)	<ul style="list-style-type: none"><li>• Graduated from Netherlands Maritime University College, Johor.<ul style="list-style-type: none"><li>- Diploma in Shipping Management.</li></ul></li><li>• Bachelor in Business Administration (Hons.) Transportation UiTM Puncak Alam.</li></ul>

## MISSION AND VISION

### MISSION

- To provide the community with the high quality of home care in improving quality of life by reducing the use of chemical.

### Vision

- To become one of the leading Norwex consultant and home care product dealer in Malaysia.



## DESCRIPTION OF PRODUCTS AND SERVICES

MY Norwex is a business that sells products from the Norwex brand of cleaning and personal care products that will help people to live a good life by eliminating the use of chemical substance in their home. The product that is known by the tagline of “clean without chemical” was first founded during 1994 in Norway and entered to the house party market in 1995.

Our microfiber cloth is built with anti-bacterial which a fraction of the size of human hair which can carry up to seven times of its weight and even the tiniest dust particles are attracted to and drawn up by the microfibers which to trap them. It lifts and gather all the particles whereas ordinary cotton cloths push them around which spread the dust away. This is because our product is a high quality microfiber cloth which have embedded silver or also known as BacLock technology where the anti-bacterial agent instilled in the cloth. The agent’s main purpose is to trap and prevent the growth of bacterial odour within the product itself. In addition, this microfiber fabric is also able to hold up to two cups of water in one absorption. Moreover, it is suitable for use to absorb oil well without leaving any traces on the surface.

The microfiber cloth can be used in two ways which are dry and wet and it does not require the use of soap or chemicals during the cleaning process because this fabric is able to clean the dirt as it is made of more than 10 million feet of microfiber for more effective cleaning. A two-year warranty is included with all Norwex microfiber products where customer can make changes within the warranty period if there is a problem with the product owned.

All Norwex products especially microfiber cloth should not be washed using any soap as it can damage the technology that has been instilled in the product. It can only be washed by certain soap for example ultra-power plus laundry detergent by Norwex or soap that contain natural ingredients only. Any damage caused by soap is not eligible for a warranty claim.

## PRICE LIST

MY Norwex offers a variety of worthwhile prices comparable to the quality of product where customers can buy at a lower price by simply registering as an Elite Customer for free with an initial purchase of RM150 and receive immediate discount of 15%, free postage and 15% of discount for every purchases made in the future with no limit of minimum purchase and open for every item. Special offers are given to the Elite Customer where they will be given a free postage with a minimum purchase of RM80. Those who make a purchase below RM80, they are eligible for a 15% of discount but they have to pay a shipping cost of RM6. These are price list of the items available in MY Norwex shop.

<b>Items</b>	<b>Colour</b>	<b>Size</b>	<b>Price</b>
EnviroCloth	Graphite, Blue, Teal, Plum	35 cm x 35 cm	Single: RM79.00
Kitchen Cloth	Navy, Sea Mist, Teal, Charcoal, Pomegranate	35 cm x 26 cm	Single: RM49.00 Set: RM129.00
Kitchen Towel	Navy, Sea Mist, Teal, Charcoal, Pomegranate	65 cm x 35 cm	Single: RM89.00
Dusting Mitt	Green, Blue, Graphite	24 cm x 14 cm	Single: RM85.00
Dish Cloths (Pack of 2)	Blue, Graphite	45 cm x 45 cm	Set: RM75.00
EnviroScrubs (Pack of 3)	Blue, Graphite	16 cm x 16 cm	Set: RM110.00
Dish Mat with BacLock	Graphite, Mushroom	53 cm x 36 cm	Single: RM139.00
Counter Cloths (Pack of 3)	Set 1: Teal, Sea Mist, Navy Set 2: Vanilla, Mushroom, Amethyst	28 cm x 13 cm	Set: RM89.00
Veggie and Fruit Scrub Cloth	Gold	32 cm x 32 cm	Single: RM59.00

Price List:

<b>Items</b>	<b>Colours</b>	<b>Size</b>	<b>Price</b>
Makeup Removal Cloth Set	Gold	32 cm x 32 cm	Set: RM59.00
Bath Towel	Lavender, Teal, Vanilla, Graphite	140 cm x 70 cm	Single: RM185.00
Hand Towel	Lavender, Teal, Vanilla, Graphite	70 cm x 35 cm	Single: RM 80.00
Wet Mop Pad	Blue	52 cm x 15 cm	RM145.00
Tile Mop Pad	Green	52 cm x 15 cm	RM160.00
Window Mop Pad	Lavender	52 cm x 15 cm	RM160.00
Dry Superior Mop Pad	Yellow	52 cm x 15 cm	RM160.00
Telescopic Mop Handle	Blue/Green	98 cm-160 cm	RM140.00
Mop Base	Silver	40 cm x 8 cm	RM145.00
Mattress Cleaner	-	244ml	RM95.00
UPP Laundry Detergent	-	500g	RM87.00

## FACEBOOK

We developed a Facebook page with our business name @MYNorwex when we first started our company as an alternative platform to promote the products and services that we offer to all Facebook users, particularly those who are already familiar with and utilise Norwex brand products. We can see that people nowadays are more interested into online shopping where they can simply search for and obtain information on everything. As a result, setting up a Facebook page is a good way to link our company with customers via the internet.

## FACEBOOK PAGE



Figure 2: Facebook Page

## CUSTOM URL FACEBOOK

Facebook Page URL: <https://www.facebook.com/MY-Norwex-108342618109352>

FACEBOOK (FB) – TEASER



**MY Norwex**

June 23 at 8:56 PM ·

Great things are coming!



**MY Norwex**

June 24 at 6:19 PM ·

Good product is coming... We have something to reveal soon. Be ready everyone!



**MY Norwex**

July 6 at 10:30 AM ·

Soon is now! It's a powerful microfiber cloths that can replace your paper towel. Say no to waste. Grab yours now



**MY Norwex**

June 27 at 3:53 PM ·

House and kitchen care product that will ease your daily life are coming very soon!

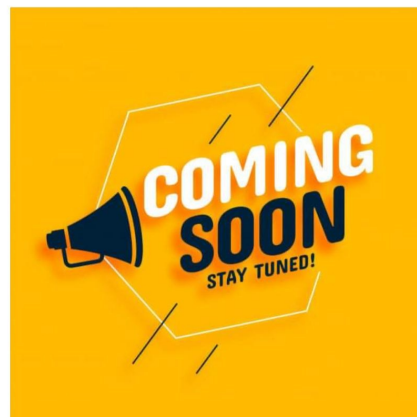


Figure 3: Facebook Teaser

**FACEBOOK (FB) POST – COPYWRITING (HARD SELL)**

**MY Norwex**  
July 7 at 10:38 PM ·

This is a must have product at home and everyone should own!

A superior-quality microfiber combines with our unique BacLock®\* antibacterial agent to create a multipurpose cloth that can be used wet or dry to clean everything. It comes with five unique colors for you to choose!

EnviroCloth™  
Plum, Teal, Graphite, Green, Blue  
RM79.00 each



**MY Norwex**  
July 8 at 12:26 PM ·

Hello everyone!  
You should get our precious counter cloth to replace paper towel and tissue paper so that we can reduce waste. It is made out of recycled materials that will save your time money and also environment.

Counter Cloths vanilla, mushroom & amethyst - set of 3  
RM89.00 only



**MY Norwex**  
July 8 at 12:50 PM ·

**Kitchen Towel and Cloth**

Our ultra-colorful microfiber cloths and towels are extra absorbent to grab, trap and eliminate kitchen messes and look great doing it. Perfect for drying dishes, wiping countertops, soaking up spills and so much more!

Kitchen Towel  
Size: 65cm x 35cm  
RM89.00

Kitchen Cloth  
Size: 35cm x 26cm  
RM49.00

Comes with variety colors which are pomegranate, charcoal, sea mist, teal and navy

**GRAB YOURS NOW!**



**MY Norwex**  
July 8 at 1:02 PM ·

Another product for you to buy is our powerful Dusting Mitt that will help you to eliminate dust in just a wipe. It can be used wet or dry and is ideal for quick, chemical-free dusting throughout the house, including blinds, screens and other hard-to-clean areas.

Dusting Mitt  
Blue, Graphite and Green  
RM85.00 each



Figure 4: Facebook Hard Sell

FACEBOOK (FB) POST – COPYWRITING (SOFT SELL)

 **MY Norwex**  
July 6 at 10:58 AM ·

WHAT IS NORWEX?

Norwex is a cleaning system that allows you to remove 99% of bacteria from a surface using a microfiber cloth and water alone!

Cool right?

It is woven with a microsilver antibacterial agent, self purifying the cloth between uses.

No toxic chemicals and good for the environment 🌍



 **MY Norwex**  
July 6 at 11:12 AM ·

There is a different using cotton and microfiber when cleaning.

Norwex helps you save time and money where you won't need any chemical substance to remove the stubborn dirt. One wiper could absorb more than using cotton cloth.

You should buy this product to see how it can change your daily life! 😊



 **MY Norwex**  
July 6 at 2:03 PM ·

Norwex microfiber lifts and collects particles. It attracts even the smallest particles of dirt, grease and moisture leaving the surface free from everything.

It is designed uniquely structured in the shape of a star, allowing it to lock in dust, dirt and grime between its crevices

All you need to do is just wet your cloth and rub the surface, the rest Norwex will do!



 **MY Norwex**  
July 6 at 3:23 PM ·

**BENEFITS OF NORWEX MICROFIBER CLOTH**

1. Works well and easy to use  
The scientific cleaning function performs wonderfully with just water. For dusting and wet cleaning, you just need to wipe it lightly
2. Saves time and money  
You won't need additional, expensive chemical cleaners and paper towel. Clean it quickly and easily.
3. Save health  
No more harsh chemicals for home cleaning as this can contribute to allergies. Norwex Enviro cloths and water!
4. Environmentally friendly  
You can play a role in preserving the Earth's environment by avoiding using harmful chemical detergents and disposable cleaning products like paper towels.

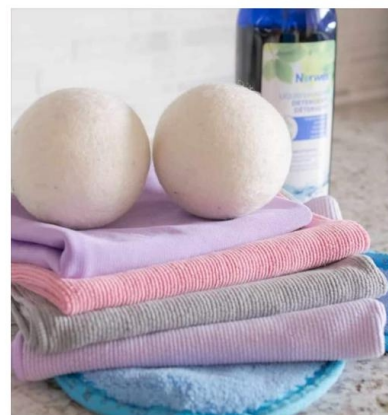
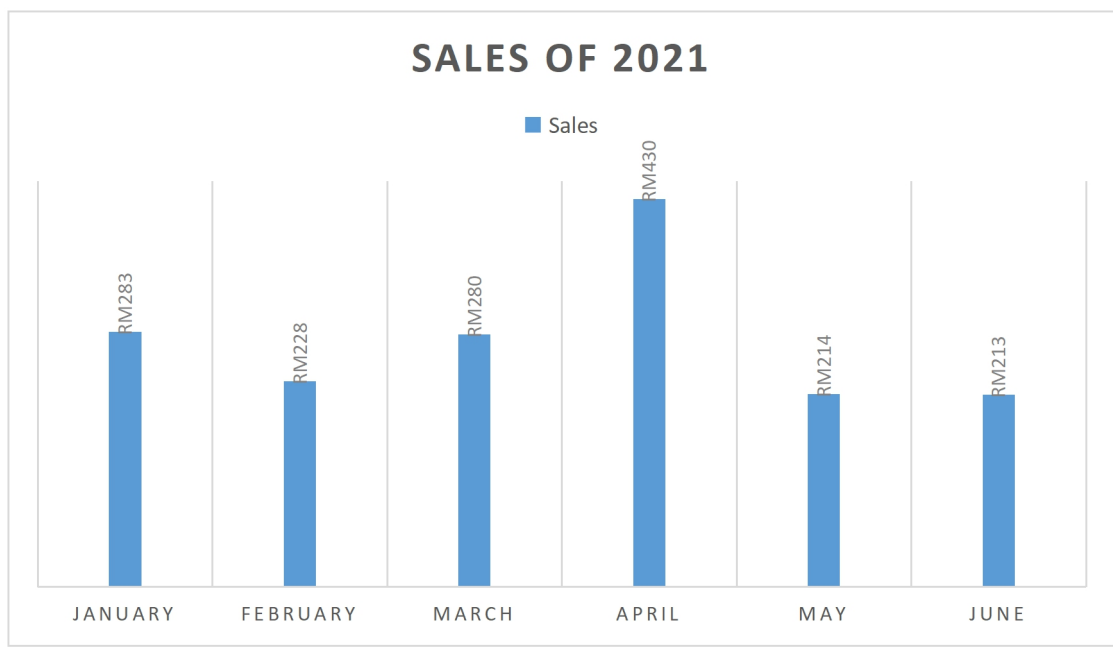
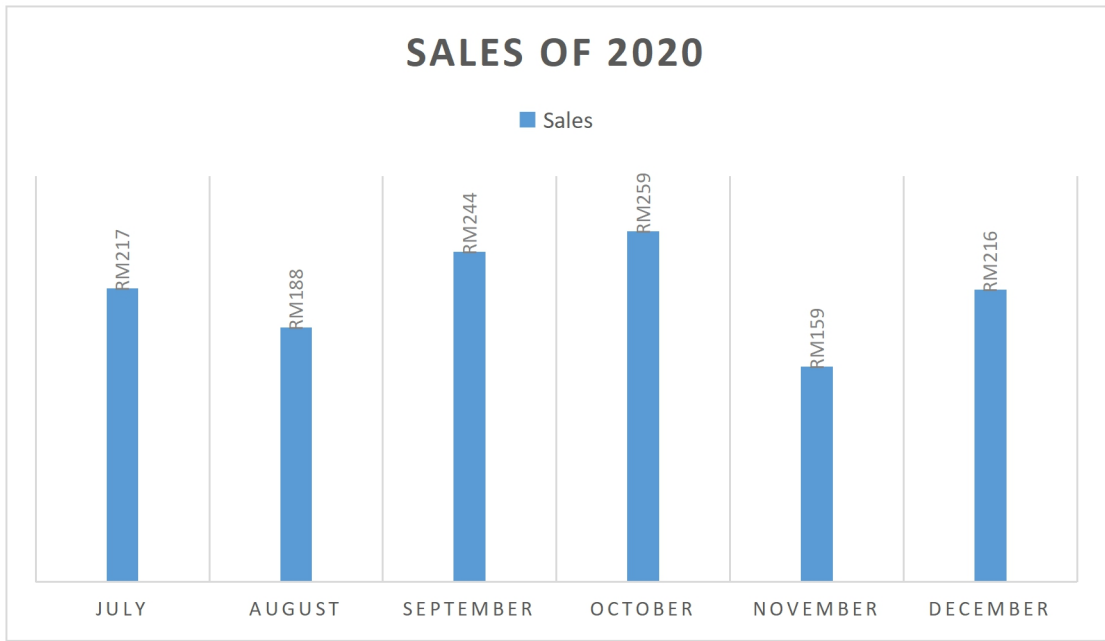


Figure 5: Facebook Soft Sell

GRAPHICS





## **CONCLUSION**

MY Norwex is an online business that sells home and kitchen care products under the brand of Norwex. This business is located in Puncak Alam, Selangor where I am the sole owner of my business which is MY Norwex. This business has been established for a year since its inception on July 2020 and was officially registered under the Companies Commission of Malaysia on May 2021.

We offer our customers with home cleaning equipment which our main product is a microfiber cloth that is made from BacLock technology. It is a high quality premium product originating from Norway and has expanded to all countries around the world including Malaysia. For our customer's information, MY Norwex is not only focuses on home care products but we also sell personal care products such as towels and make up removal cloth that are specially made with BacLock technology or known as anti-bacterial which help to protect our skin especially for those who are having skin problems such as acne, eczema and rashes. Apart from microfiber cloth, products such as detergent and other house furnishing are also available at MY Norwex.

Since the operation of MY Norwex business, we have received a total of 30 orders from our customers where the accumulated sales revenue in year 2020 is RM1,283 and RM1,648 which has been recorded until June 2021. The orders that have been made by the customers since our first day operating the business is quite large in numbers especially for small business like MY Norwex. The price that we offer to customer is worth and affordable in accordance with the quality of each item. We are expecting to grow MY Norwex's business in the future as well as being able to fulfil customers demand and satisfaction and at the same time be among the leading Norwex consultant which in line with our company's vision.