



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA 89

**FACULTY OF BUSINESS AND MANAGEMENT**

**BACHELOR OF BUSINESS ADMINISTRATION (HONS)  
TRANSPORT (BA247)  
BA2473A**

**PRINCIPLES OF ENTREPRENEURSHIP  
(ENT530)**

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**INDIVIDUAL ASSIGNMENT  
SOCIAL MEDIA (FB)**

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**PREPARED FOR  
DR NOR ZAWANI MAMAT@IBRAHIM**

**PREPARED BY  
NURUL FATIN BINTI RAZALI  
(2020353603)**

**DATE OF SUBMISSION  
25<sup>th</sup> JULY 2021**

## **ACKNOWLEDGMENT**

First and foremost, I want to express my gratitude to everyone who helped and directed me in writing this 'Social Media Portfolio'. I also want to express my gratitude to Dr. Nor Zawani Mamat@Ibrahim, my favorite lecturer, for assisting me with the beginning of this assignment and providing helpful guidance. Despite the difficulties of communicating and having conversations in an online class, I managed to do it successfully.

In addition, I want to express my gratitude to my classmates for graciously sharing their ideas to help me finish this assignment. Thank you very much to my parents and siblings for understanding that I would need to take a long time to complete this assignment in order to give it my best.

## **EXECUTIVE SUMMARY**

Byfaatinn Shop is a dropshipping business founded by Nurul Fatin. It was started on 1<sup>st</sup> February 2021 and been registered as a legal business under Suruhanjaya Syarikat Malaysia (SSM) on 17 April 2021. Our niche business is fashion and modern clothing.

This business is a retail fulfillment method where we do not keep the products we sell in stock. Our business sells a product using the dropshipping model, we purchased the item from a third party and has it shipped directly to the customer. As a result, we do not have to handle the product directly. The biggest difference between our dropshipping business and the standard retail model is that we do not stock or own inventory. Instead, we purchased inventory as needed from a third party usually a wholesaler or manufacturer to fulfill orders.

At Byfaatinn Shop, we offer services based on the trust shown by the facts, informative info for every single product that we sell, honesty in all operations, proactive sales representatives, and provide high-quality products. We strived to be punctual, organized, and efficient because our competition has made fast shipping a priority for getting sales. A business that can ship within 24-48 hours without failure is preferred and we also want to provide services that are error-free.

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# GO-eCOMMERCE REGISTRATION

The screenshot displays the Go-eCommerce BETA interface. At the top, there is a navigation bar with icons for HOME, MY PROFILE, MY BUSINESS, MY LEARNING, MY NOTIFICATIONS (with a red notification badge), and MORE. Below the navigation bar is a yellow banner with the text: "Have you updated your sales today? Update your sales regularly to collect more points!". The main content area is divided into two tabs: "PERSONAL PROFILE" and "BUSINESS PROFILE". The "BUSINESS PROFILE" tab is active, showing the following details:

Company Name	: BYFAATINN SHOP	Company Registration No.	:	<a href="#">Edit</a>
Type Of Business	: Enterprise	Business Role	:	
Facebook Page	:	Business Category/Business	:	
Wechat for Business	:	Sub-Category	:	
Marketplace	: Others	Business Instagram Page	:	
Business Related to Your Study Field	: No	Business Website	:	
		Type Of Website	:	
		Experience In International Export	: Yes	

Figure 1.1 Byfaatinn Shop business profile under Go-Ecommerce



Figure 1.2 E-Certificate from Go-eCommerce

## 1.0 BUSINESS REGISTRATION

Byfaatinn Shop, a sole proprietorship business had been registered under Suruhanjaya Syarikat Malaysia (SSM) on 17 April 2021.



The image shows a business registration certificate from the Suruhanjaya Syarikat Malaysia (SSM). At the top center is the SSM logo with the text 'SURUHANJAYA SYARIKAT MALAYSIA' and 'COMPANIES COMMISSION OF MALAYSIA'. Below the logo is the text 'BORANG D (KAEDAH 13)'. To the right of this text is a QR code. The main title of the certificate is 'PERAKUAN PENDAFTARAN AKTA PENDAFTARAN PERNIAGAAN 1956'. Below this, it states 'Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama' followed by 'BYFAATINN SHOP' and 'NO. PENDAFTARAN: 202103135574 (003266053-X)'. It then says 'telah didaftarkan dari hari ini sehingga 16 APRIL 2022 di bawah Akta Pendaftaran Perniagaan 1956, beralamat di'. Below this is 'Bil. Cawangan: TIADA'. At the bottom, it says 'Bertarikh di SISTEM EZBIZ pada 17 APRIL 2021.'. There is a signature of 'NOR AZIMAH BINTI ABDUL AZIZ' and her title 'Pendaftar Perniagaan Semenanjung Malaysia'. At the very bottom left, there is a small text 'UserID: EZBIZ Date: Sat Apr 17 13:49:52 MYT 2021'.

**SSM**  
SURUHANJAYA SYARIKAT MALAYSIA  
COMPANIES COMMISSION OF MALAYSIA

BORANG D (KAEDAH 13)

**PERAKUAN PENDAFTARAN  
AKTA PENDAFTARAN PERNIAGAAN 1956**

Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama

**BYFAATINN SHOP**  
**NO. PENDAFTARAN: 202103135574 (003266053-X)**

telah didaftarkan dari hari ini sehingga **16 APRIL 2022** di bawah Akta Pendaftaran  
Perniagaan 1956, beralamat di

**Bil. Cawangan: TIADA**

Bertarikh di **SISTEM EZBIZ** pada **17 APRIL 2021**.

*Nor Azimah Binti Abdul Aziz*  
**NOR AZIMAH BINTI ABDUL AZIZ**  
Pendaftar Perniagaan  
Semenanjung Malaysia

UserID: EZBIZ Date: Sat Apr 17 13:49:52 MYT 2021

Figure 1.3 Byfaatinn Shop Business Registration

## 2.0 INTRODUCTION OF BUSINESS

### 2.1 Name and Address of Business



Figure 1.4 Byfaatinn Shop logo

Byfaatinn Shop is a legal business that has been registered under Suruhanjaya Syarikat Malaysia (SSM) on 17<sup>th</sup> April 2021. This business entity is a sole proprietorship founded by Nurul Fatim and located at Senai, Johor.

Our business is a dropshipping business that sell many types of fashionable and modern clothing. For our target market, Byfaatinn Shop strived to target from kids to adults in the range 2-50 years old who love fashion and modern styles of clothing.

<b>Name of Business</b>	Byfaatinn Shop
<b>Business Address</b>	No.225 Jalan Damai 8/1 Taman Damai 81400 Senai, Johor.
<b>Business Email</b>	byfaatinn@gmail.com
<b>Website</b>	msha.ke/by.faatinn
<b>Phone Number</b>	
<b>Form of Business</b>	Sole Proprietorship
<b>Business Main Activity</b>	Wholesale of Clothing
<b>Date of Commencement</b>	16 <sup>th</sup> April 2021
<b>Date of Registration</b>	17 <sup>th</sup> April 2021
<b>Registration Number</b>	

## 2.2 Organizational chart



Figure 1.5 Byfaatinn Shop Organizational Chart

Nurul Fatin Binti Razali is the business owner of Byfaatinn Shop. She is also a General Manager and staff to the business because this business entity is a sole proprietorship. The reason why she chooses to form a sole proprietorship business is because of its simplicity, ease to set up, low cost, and its convenience for a small business. Therefore, she is the one who manages all the products, marketing and financial include all the debts.

## 2.3 Mission and Vision

At Byfaatinn Shop, we believe that the mission and vision statement defines our business with a clear identity. Our mission is to always reach those objectives that been listed below. While our vision describes the desired future of our business.

<b>MISSION</b>	<ul style="list-style-type: none"><li>✓ To provide best-value products and services to customers.</li><li>✓ To deliver only the best design and quality of clothing in modest fashion.</li><li>✓ To make a difference through our branding to stay ahead of fashion trends.</li><li>✓ To be a punctual, organized, and efficient business in the market.</li><li>✓ To serve our customers with utmost care and efficiency memorable experiences and timely service.</li></ul>
<b>VISION</b>	<p>We strive to be the best fashion and modern wear by empowering fashionable, timeless, and newest designs every month to provide total customer satisfaction.</p> <p>Offer services based on the trust shown by the facts, informative info for every single product that we sell, honesty in all operations, proactive sales representatives, and provide high-quality products.</p>

## **2.4 Descriptions of products and services**

As Byfaatinn Shop is a business that sells modern and fashion clothing, we offer varieties of Baju Kurung that had different design and material and also kids clothing to match with the mothers. Our design will always be timeless because that is our mission for this business.

For our Maharanee collection, we always used premium embroidery chiffon saree with full lining and it is exclusively designed with a saree panel at the top. While our Luxe collection will be made using premium chiffon and chiffon lace with full lining. There is also an exclusively drape chiffon and lace detailing design in front of the top.

Every design will be made a modern cutting skirt design with waistband and zip for opening and a round neckline to easiest our customer to wear it. Our clothing is also made with hidden zip at sleeve for wudhu purpose and opening at center back of the top.

For every product that will be released, we do offer a 'VIP Waiting List price' for our 10 early bird customers who is the first to purchased new released products. Lastly, even though we do not handle the product directly since we are a dropshipper business, all of our product are mostly ready stock so it will be shipped directly to the customer within 2-3 working days.

## 2.5 Price list

PRODUCT	NAME AND PRICE (RM)
	<p><b>LAURA LUXE (ADULT)</b></p> <ul style="list-style-type: none"> <li>✓ Normal Price : RM189</li> <li>✓ <b>VIP Waiting List RM159</b></li> </ul> <p><b>LAURA LUXE (KID)</b></p> <ul style="list-style-type: none"> <li>✓ Normal Price : RM129 (2Y-6Y) / RM139 (8Y-12)</li> <li>✓ <b>VIP Waiting List RM99 (2Y-6Y) / RM109 (8Y-12)</b></li> </ul>
	<p><b>CHLOE LUXE</b></p> <ul style="list-style-type: none"> <li>✓ Normal Price : RM229</li> <li>✓ <b>VIP Waiting List RM199</b></li> </ul>
	<p><b>SAACHI MAHARANEE</b></p> <ul style="list-style-type: none"> <li>✓ Normal Price : RM309</li> <li>✓ <b>VIP Waiting List RM279</b></li> </ul> <p><b>SAACHI MAHARANEE (KID)</b></p> <ul style="list-style-type: none"> <li>✓ Normal Price : RM169 (2Y-6Y) / RM179 (8Y-12)</li> <li>✓ <b>VIP Waiting List RM139 (2Y-6Y) / RM149 (8Y-12)</b></li> </ul>

	<p><b>EVONNE LUXE</b></p> <ul style="list-style-type: none"> <li>✓ Normal Price : RM249</li> <li>✓ <b>VIP Waiting List RM219</b></li> </ul>
	<p><b>GHEETA MAHARANEE</b></p> <ul style="list-style-type: none"> <li>✓ Normal Price : RM315</li> <li>✓ <b>VIP Waiting List RM285</b></li> </ul>
	<p><b>ISHITA MAHARANEE</b></p> <ul style="list-style-type: none"> <li>✓ Normal Price : RM329</li> <li>✓ <b>VIP Waiting List RM299</b></li> </ul>
	<p><b>LEEKHA MAHARANEE</b></p> <ul style="list-style-type: none"> <li>✓ Normal Price : RM339</li> <li>✓ <b>VIP Waiting List RM309</b></li> </ul>

### 3.0 FACEBOOK (FB)

#### 3.1 Creating Facebook (FB) page

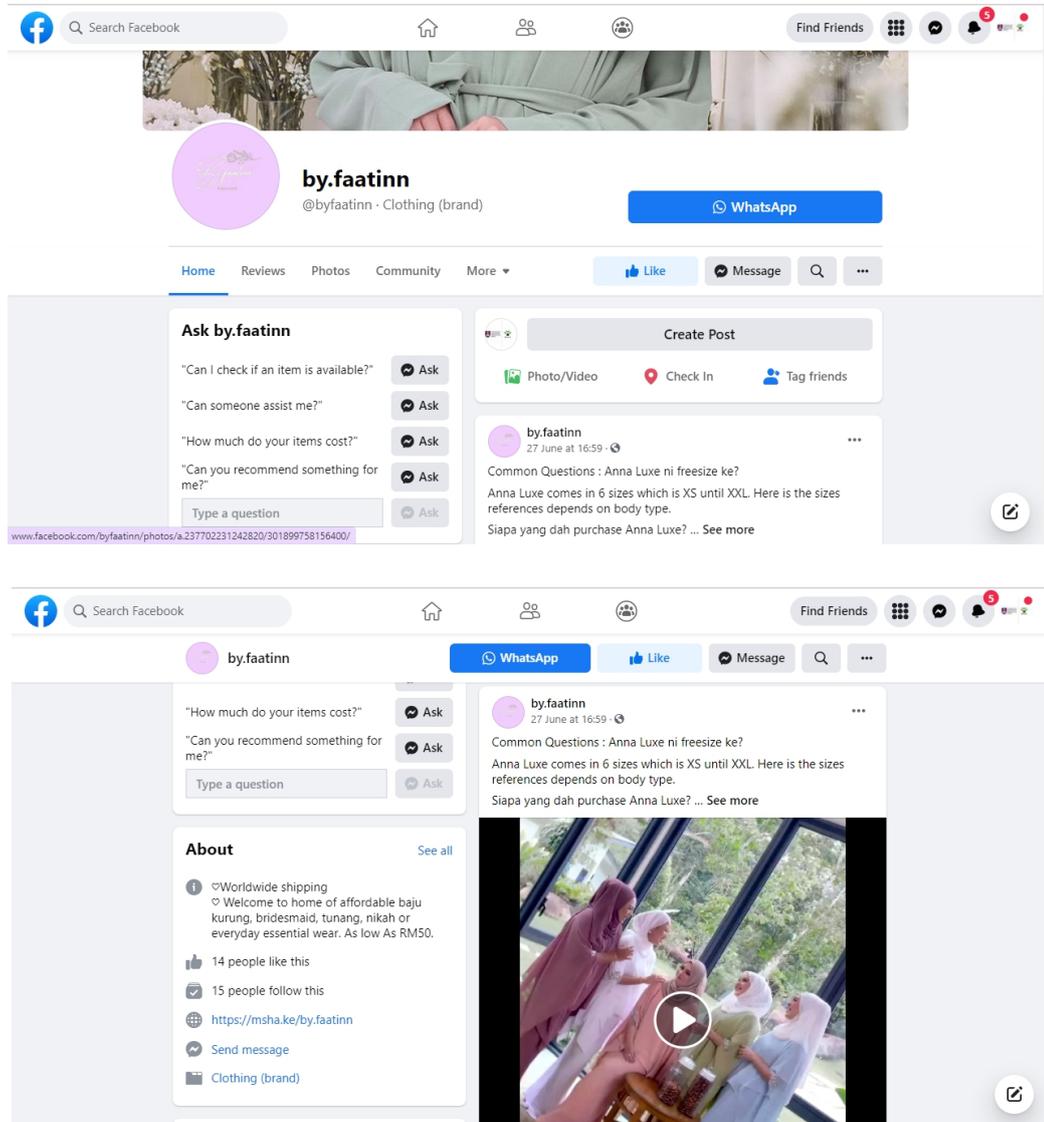


Figure 1.6 Byfaatinn Shop Official Facebook Page

### 3.2 Customing URL Facebook (FB) page

Facebook page URL: <https://www.facebook.com/byfaatinn>

### 3.3 Facebook (FB) post – Teaser

**by.faatinn**  
Diterbitkan oleh IG • 26 Mei • Instagram •

Can you guess what is coming your way? Definitely your most favourite Abaya ✨  
Korang nak kami launched bila untuk design ni?  
=====

Join @byfaatinn telegram channel for full catalog, sales & new release item. Just click link at bio.  
=====

Purchase now  
WhatsApp 0137055811  
DM or click link at bio



**by.faatinn**  
Diterbitkan oleh Faatin Razali • 5 Mei • Instagram •

Sekali pandang macam dia, tapi bukan dia. Nampak sama, tapi berbeza 😊 Shanti Maharanee adalah design yang di 'reborn' kan semula mengikut permintaan #QjszarDarlings . Siapa dah READY nak tgk & colours yang letops dari design ni?  
Stay tuned!

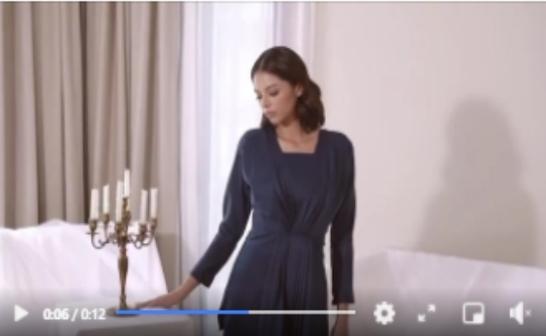


**by.faatinn**  
Diterbitkan oleh IG • 24 Jun jam 12:26 PTG • Instagram •

Can you guess what is coming your way? ✨  
Stay tuned 🍷  
=====

Join @byfaatinn telegram channel for full catalog, sales & new release item. Just click link at bio.  
=====

For purchase  
WhatsApp 01173155084  
DM or click link at bio



**by.faatinn**  
Diterbitkan oleh Faatin Razali • 27 April • Instagram •

Nak ke kalau kita open order untuk new collections since Raya Collections yang ada ni kebanyakannya dah solid out? 🤔  
Sementara masih ada masa ni, sempat lah korang order baju raya lagi 😊 Yang pasti collection kali ni ready stock & very limited!  
P/s: Untuk price, color & other details stay tuned okay. Do join our telegram channel dulu.



### 3.4 Facebook (FB) post – Copywriting (Hard sell)

**by.faatinn**  
Diterbitkan oleh IG • 10 Mei • Instagram

Team Pastel mesti confuse nak pilih Pale Mauve atau Lavendar Frost kannnn? Sebab both nampak lawa and exquisite sangat 🥰  
Yang mana satu korang dah grab laju-laju? Ke korang grab dua-dua terus? Hehe 🤔

Sonia Luxe promo price RM69 ONLY 🔥 (NP:RM189)

=====

Join @byfaatinn telegram channel for FULL CATALOG Raya Collection 2021. Link at our bio👇

=====

Purchase now  
 📞 Whatsapp 0137055811  
 📩 DM or click link at bio👇



**by.faatinn**  
Diterbitkan oleh IG • 24 April • Instagram

🔥 THRIYAA MAHARANEE PRE-ORDER SALES 🔥

PRICE : RM299

👗 Material: Premium Chiffon Saree with 3D Sequin Lace with Full Lining

📅 PRE ORDER ETA 2/5/2021 - 5/5/2021

🎁 FREE GIFT Garment bag & hanger WORTH RM59. While stock last.

=====

Join @byfaatinn telegram channel for FULL CATALOG Raya Collection 2021. Link at our bio.👇

=====

Purchase now  
 📞 Whatsapp 0137055811  
 📩 DM or click link at bio👇



**by.faatinn**  
Diterbitkan oleh IG • 21 April • Instagram

Bold or pastel for this raya? We have both for you!

Tak perlu nak pening pening, sebab untuk koleksi Aya Kurung ni ada 7 pilihan warna bold dan pastel. Korang tengah cari warna apa? Ce komen mana tahu ada warna yang korang cari 🥰

Price : RM199 EXC POSTAGE

=====

Join @byfaatinn telegram channel for FULL CATALOG Raya Collection 2021. Link at our bio.👇

=====

Purchase now  
 📞 Whatsapp 0137055811  
 📩 DM or click link at bio👇



**by.faatinn**  
Diterbitkan oleh IG • 19 April • Instagram

👗 SOFFYA KURLUNG 👗

PRICE - RM 269 EXC POSTAGE  
(PRE ORDER ETA 25-30APR)

👗 Kebaya with embroidery pattern

👗 Button at front top just for embellishment only

👗 Material Premium Duchthes

👗 Zip : Back, wrist, front side hidden zip

👗 Gordet pattern skirt

👗 Suitable for breastfeed

👗 Model is wearing S size

=====

Join @byfaatinn telegram channel for FULL CATALOG Raya Collection 2021. Link at our bio.👇

=====

Purchase now  
 📞 Whatsapp 0137055811  
 📩 DM or click link at bio👇



### 3.5 Facebook (FB) post – Copywriting (Soft sell)

**by.faatinn**  
Diterbitkan oleh Faatin Razali • 25 April • Instagram • \*\*\*

With or without tali, it depends on you which one yang korang nak dress for this Blaire Luxe. Any style pun still akan nampak effect slimmer instant dan meletop on you 😊

Siapa dah grab Blaire Luxe in Teal Green angkat tangan 🙋



**by.faatinn**  
Diterbitkan oleh Faatin Razali • 24 April • Instagram • \*\*\*

Korang prefer something yang modest but exclusive? Chloe Luxe in Nude is the right one for you! Just look at the sparkle of the 3D Sequin Lace 🌟

Yang penting outfit yang selesa untuk korang bergerak especially bila di pagi Raya yang indah nanti korang kena cuci pinggan pulekkk 😂

Siapa Team Nude kat sini?



**by.faatinn**  
Diterbitkan oleh Faatin Razali • 24 April • Instagram • \*\*\*

Nampaknya gelombang Soffya Kebaya belum habis lagi korang 🔥

Kali ni kami nak tunjuk pulak Soffya Kebaya in burgundy silver. Ramai betul minat dengan colour burgundy raya tahun ni kan. Memang laku keras!

Korang kalau memang dah lama aim Soffya Kebaya baik grab cepat. Sebalah dengar cerita banyak size dah sold out!



**by.faatinn**  
Diterbitkan oleh Faatin Razali • 25 April • Instagram • \*\*\*

Korang tak kan menyesal beli Chloe Luxe in Sky Gray kalau korang nak nampak cantik dan meletop macam @erasazeli di pagi Raya 🔥

Lagi beberapa hari je lagi hari raya akan tiba. Yang belum ada baju raya bolehlah grab Chloe Luxe. Ching! 😊



**by.faatinn**  
Diterbitkan oleh IG • 14 Mei • Instagram • \*\*\*

| Reminder!

Fashion is about good energy. It's about feelings. That's what I have to give the people, good energy and good feelings.-Adriana Lima



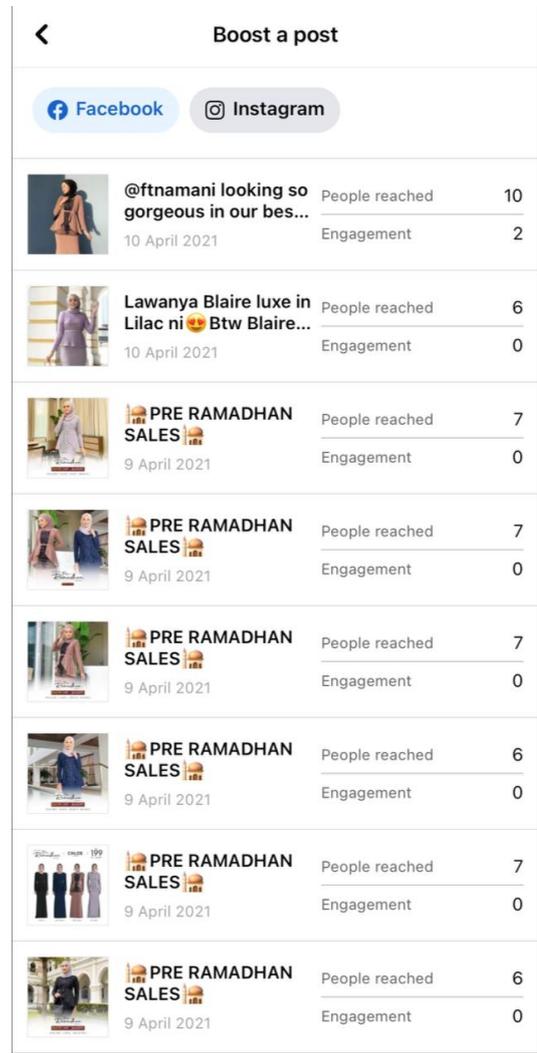
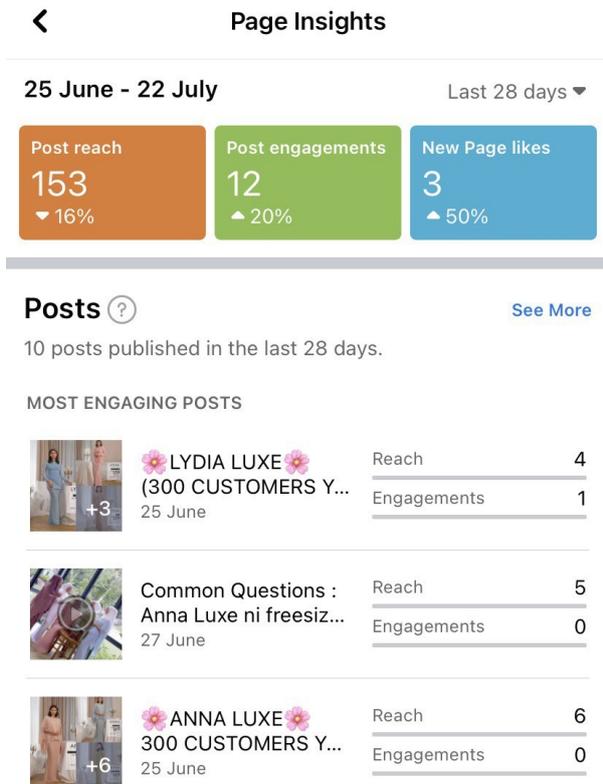
*Reminder*

You are amazing and can do anything you set your mind to. Take action today!

**Heck yes!**

BYFAATINN

### 3.6 Graphics



#### **4.0 CONCLUSION**

In conclusion, Byfaatinn Shop is a dropshipping business that fully runs online through media social such as Facebook. By using Facebook, there is a business manager tool that helps us organize and manage our business smoothly. There is also an ads manager where we can run our advertisement for marketing purposes. The advantage of running ads on Facebook is we manage to reached customers to like and interact with our product posting. In fact, at Facebook, we can see the insight for every posting that we made. By that insight, we know what type of copywriting between hard sell or soft sell that can attract customer.

Moreover, Byfaatinn Shop manages to registered under Go-Ecommerce where the website has few course categories to learn such as copywriting, financial management, sales and marketing, and business management. They also provide column 'My Business' where we can update our daily sales and expenses and they offer points to collect for every sale that we update regularly. I found out that the website is very interesting and useful for a start-up business like us.