



اَوْنِبُوْ سَيِّتِيْ بِاَتِيْكَوْ لُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA 94

BACHELOR OF BUSINESS ADMINISTRATION IN TRANSPORT

FACULTY OF BUSINESS AND MANAGEMENT

PRINCIPLE OF ENTREPRENEURSHIP (ENT530)

ASSIGNMENT INDIVIDUAL (SOCIAL MEDIA -FB-)

PREPARED BY:

NAME

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MATRICES NO

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CLASS:

ENT530L

PREPARED FOR:

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DATE OF SUBMISSION:

25TH JULY 2021

ACKNOWLEDGEMENT

Firstly, I would like to praise the bless that Allah SWT gave to me due to health and the accessibility, so I work on my task and complete the assignment assigned to me as a UITM students. This semester is a bit harder for me as a student due to the pandemic issue that create hard situation for me to be more comprehensive in way my studies progress as a degree student. I couldn't be happy more than that since I am still can finish up my assignment.

I also want to say thank you to both my parents and family as they also contribute to help motivate me to finish this project. Every time I feel anxious and down, they are always express good impression so I can boost up my spiritual energy to finish up my task.

Most important is, I really want to say thank you to my lecturer, Dr Zawani Binti Mamat, most energetic person that help me a lot regarding to the ideas, board process, and all the alternative ways that I can appreciate to starting this project. I couldn't agree more that our lecturer is the one that struggle even more to make sure we don't burden with something we barely to do. Not forgotten to my fellow classmates and friends who gave me helps regarding to create ideas in order to fulfill the requirement needed in this project.

Thank you everyone.

EXECUTIVE SUMMARY

Flex Up Store is the online business that focusing on the online platform for instance Facebook as the main targets. Our company providing the appearances products for our customer and categories in product/services. customer can also use our services to find some other products that demand and hard to be found.

The fundamental concept is to sell a shoe both new shoes and used shoes. New shoes that being resell by our company with specific prices according to the market prices and also the used shoes that rare and shoes that has been stop their productions. We are here as purpose to resell shoes that demanded by our customer and also following the trend regarding what people are more into nowadays. Reselling shoes are legal, and people would usually contact us for demanding to some of the pair that cannot be bought in Malaysia.

We are targeting sneakerhead, sneaker collector and also teenagers especially students from university as the trend we brought in throughout our product more into what teenagers nowadays prefer the most. We also provide delivery services especially in Selangor area would save up their pockets since their place is near with us. Customer in other places can also buy our product with delivery charges as low as RM 10.

Flex Up Store use updates our Facebook page frequently and communicates with their consumer via the internet platform. They can literally contact us via Messenger in Facebook and email us at iqbalismail48@gmail.com . We also use various types of delivery companies such as J&T, Poslaju, Lalamove, and Gdex. Flex Up Store use the social media to provide soft sell, hard sell and teaser posting to attract our customers.

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1. BUSINESS REGISTRATION (MDEC e-commerce)



Certificate of Completion

This acknowledges that

WAN MUHAMMAD IQBAL FAIQ BIN WAN ISMAIL

has successfully completed

eUsahawan Course

Level 1 – Go Digital

organised by



This is a digital-generated certificate. No signature is required.

--Business Information

app.go-ecommerce.my/profile

Go-eCommerce BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

Have you updated your sales today? Update your sales regularly to collect more points!

PERSONAL PROFILE BUSINESS PROFILE

WAN MUHAMMAD IQBAL
FAIQ BIN WAN ISMAIL

Company Name	: FLEX UP STORE	Company Registration No.	:		Edit
Type Of Business	: Enterprise	Business Role	:	Agent	
Facebook Page	: FLEX UP	Business Category/Business Sub-Category	:	Apparel, Health & Beauty / Apparel & Accessories	
Wechat for Business	:	Business Instagram Page	:		
Marketplace	: Others	Business Website	:		
Business Related to	: No	Type Of Website	:		
Your Study Field	:	Experience in International Export	:	No	

Available Contest

app.go-ecommerce.my/profile

Go-eCommerce BETA

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PERSONAL PROFILE BUSINESS PROFILE

WAN MUHAMMAD IQBAL
FAIQ BIN WAN ISMAIL

Personal Information

Name	: WAN MUHAMMAD IQBAL FAIQ BIN WAN ISMAIL	Phone/Mobile	:		Edit
New Identity Card No.	:	Home Address	:		
Email Address	:	District	:		
City	:	Postcode	:		
State	:	Personal Instagram	:		
Personal Facebook	:	Race	:	Malay	
Gender	: Male	Special Need Required	:		
Marital Status	:				

Institution Information [Add New](#)

--Transaction This Year

The screenshot shows a PDF document titled "Go-eCommerce" displayed in a browser window. The document contains a table with the following data:

Business Name	Date	Type	Marketplace(if any)	Others Marketplace (if any)	Total Sales (RM)	Expenses Category	Expenses Subcategory	Total Expenses (RM)	Descriptions	Created At
FLEX UP STORE	24/07/2021	online	Social Media		160				Nike Air Force 1 mid	24/07/2021

Transaction from Customer 1

The screenshot shows a receipt from Maybank for a "Third Party Transfer". The receipt includes the following details:

- Reference ID: 222428692M
- Date: 24 Jul 2021 22:59:27
- Beneficiary Name: WAN MUHAMMAD IQBAL F
- Beneficiary Account Number: [Redacted]
- Recipient Reference: Customer 1
- Payment Details: Nike AirForce 1 Mid
- Amount: RM 160.00

Note: This receipt is computer generated and no signature is required.

Malayan Banking Berhad (Co. Reg. : 196001000142)
Maybank Islamic Berhad (Co. Reg. : 200701029411)

2. INTRODUCTION ON THE BUSINESS



Figure 1: Business Logo

Flex Up Store is the company that sells new and used sneakers. We are collecting various brand to keep in our stocks so we can release them to our beloved customers. Customer can demand any kind of shoes that hard to find so we can collect them to include it into our collections. Flex Up Store concern on the authentic of the shoes and definitely will avoid fake pairs.

Flex Up Store is own by our leader, Wan Muhammad Iqbal Faiq Bin Wan Ismail. We launch our business early this year which is 16 March 2021. Our business building was located at Selangor which is No.3 Jalan TPS 2/31, Taman Pelangi Semenyih 2, 43500, Selangor. This is the actual based where we keep our stocks. This place is the perfect base where it closes to Kuala Lumpur and KLIA, so we easily contact some other people in order to collecting stocks. We are conducting online business. So, we probably more communicating with our customer in online platform especially Facebook.

Our company targeting to sneakers collection out there and sneakerhead who loves shoes. But we do also welcome all kind of categories of customer because all people deserve to own what they want. So, we do open to anyone who wants to but shoes from our company. Our company have their own objectives as we want to bring happiness to everyone who choose us to be their dealer. We don't only sell expensive shoes. We brought in various brand with various level of price so people can appreciate us as company who concern about the quality rather than how much is on your bodies. If the shoes are beautiful, reliable, and comfortable, so here we are as a true collector.

--Business Information

Name of Business	Flex Up Store
Business Address	No.3 Jalan TPS 2/31, Taman Pelangi Semenyih 2, 43500, Selangor
Telephone Number	
Form of Business	Sole Proprietorship
Main Activities	Resell shoes
Launch Date	16 March 2021
Name of Bank	Maybank
Bank Account Number	

Flex Up Store categories as a sole proprietorship because this company newly start this year and not combining to any other companies. This company also not making any partnership with other people. We start the business with Encik Iqbal as an owner and 4 subordinates as his workers.

--Organization Chart of The Company



WAN MUHAMMAD IQBAL FAIQ BIN WAN ISMAIL

Owner



MR. MUIZ

Content Creator



MR. NAFIS

Marketing



MR. SHAH

Finance



MR ADZIM

Administrative

--Our Mission and Vision

A mission could be defined as a short statement of why an organization exists, what its overall goal is, identifying the goal of its operations: what kind of product or service it provides, its primary customers or market, and its geographical region of operation. While a vision statement is an inspirational statement of an idealistic emotional future of a company or group.

OUR MISSION

- To provide the best collections that people can find in our store
- Making our best to avoid from providing low quality shoes to our customer
- Promoting the best price for our customer comparing to other seller outsides.
- Create happy environment for our customer to buy product from us
- Give the best services to our customer

OUR VISION

- Keep sustainable for our company so we can continue provide what people desire to have

--Description Of the Product and Services

Flex up store are selling various of shoes. We are collecting as much as we can according to what do people like to wear nowadays. According to the trend, the fashion of shoes didn't stay the same for a long time. So, we keep continue collecting more shoes that following the requirement of nowadays fashion trends. Some of the product brands that we have are from Nike, Adidas, Vans, Converse, and HUF. Customer can find various kind of shoes and rare fashion in our store.

Our product also limited so we don't hold the same stocks too much because that would increase the possibility of losses to our company. The shoes will be rolling for around 4 times until we dispose it.

We also running operations where customer can make a special order from us to find a specific shoe that didn't sell in Malaysia. For example, Supreme shoes that most of it can be found in Japan and United states. So, we will try to help them to find the shoes that demanded no matter where it is.

For services, customer can choose the option either they want us to deliver their shoes door to door or making cash on delivery where they can meet us and our store or some places close between us and them. For delivery, the charges depended to where they stay and how they want the delivery progress to be proceed.

--List of the product:

 A high-top sneaker with a white leather upper, a black Nike swoosh, and a white rubber sole.	<p>Nike Blazer Mid 77</p>
 A high-top sneaker with a white leather upper, a red Nike swoosh, and a white rubber sole.	<p>Nike Air Force 1 Mid</p>
 A low-top sneaker with a white leather upper, a white Nike swoosh, and a white rubber sole.	<p>Nike Air Force 1</p>
 A low-top running sneaker with a bright orange mesh upper, orange laces, and a white and orange sole.	<p>Nike Alphafly Next Percent</p>

 A side view of a white Adidas Stan Smith sneaker with a dark blue heel tab and a white rubber sole.	<p>Adidas Stan Smith</p>
 A side view of a white Adidas Superstar sneaker with three black stripes on the side and a white rubber sole.	<p>Adidas Superstar</p>
 A side view of a white Adidas Ozweego sneaker with a thick, multi-layered sole and a white rubber sole.	<p>Adidas Ozweego</p>
 A side view of a white Adidas Ultraboost 4.0 sneaker with a white Primeknit upper and a white Boost sole.	<p>Adidas Ultraboost 4.0</p>
 A side view of a black Vans Old Skool sneaker with a white stripe and a white rubber sole.	<p>Vans Old Skool</p>



Vans Old Skool Blur
Checkerboard



Vans Slip on Checkerboard



Vans Authentic Rubber
Bumper



Vans Authentic



HUF x Diamond Tiffany

--List of prices:

SHOES	PRICE	TYPES
Nike Blazer Mid 77	RM 389	New
Nike Air Force 1 Mid	RM 160	Used
Nike Air Force 1	RM 130	Used
Nike Alpha fly Next Percent	RM 1099	New
Adidas Stan Smith	RM 120	Used
Adidas Superstar	RM 130	Used
Adidas Ozweego	RM 580	New
Adidas Ultra boost 4.0	RM 500	New
Vans Old Skool	RM 150	Used
Vans Old Skool Blur Checkerboard	RM 200	Used
Vans Slip on Checkerboard	RM 150	Used
Vans Authentic Rubber Bumper	RM 140	Used
Vans Authentic	RM 100	Used
HUF x Diamond Tiffany	RM 200	Used

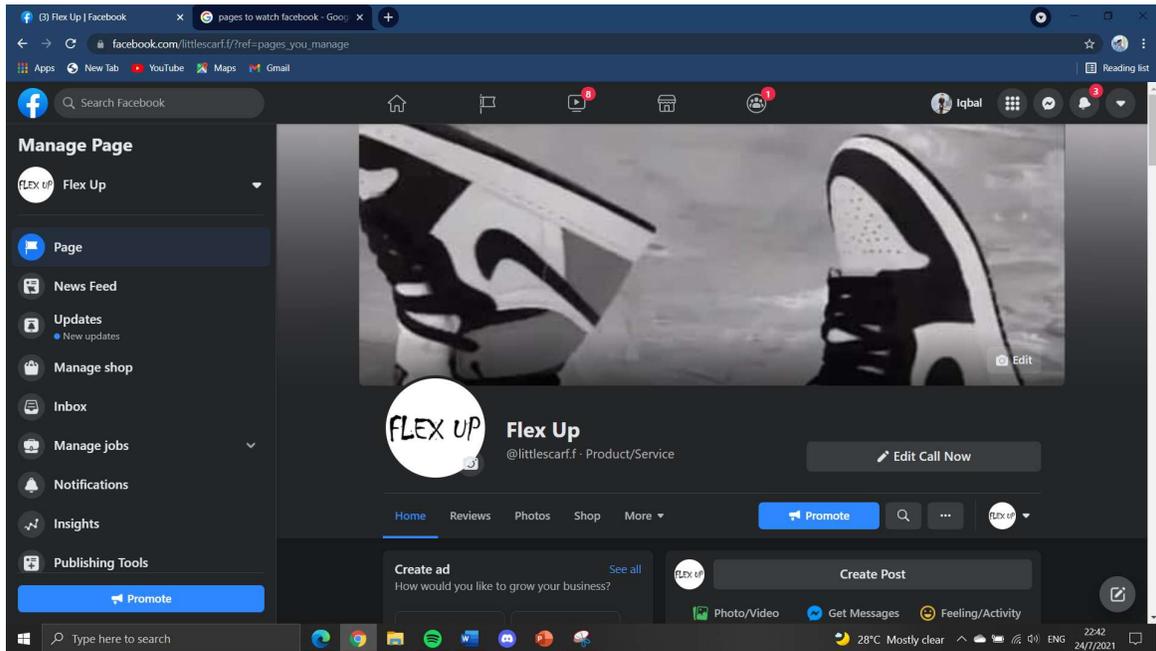
3. Facebook

We start our business using Facebook platform. In Facebook, we have created pages where we present our stores, promoting to people and boost up our pages so we can increase the number of people who reach our pages. We decided to use Facebook rather than other platform such as Instagram or Twitter because Facebook is a reliable platform where people can reach our stores easily. Also, the recommendations made by Facebook itself gives us advantages where we can be included into one of the stores that provides certain product that other stores didn't have.

Facebook is public user applications where any type of ages can use the platform especially starting from 13 to 70 years old. So, Facebook is one of the perfect places where we can promote our products to people out there. Creating the Facebook page also so easy that we don't even confused on every option and information needed to fulfill the requirement to have our own Facebook pages.

Posting we made in our pages are teasers, hard sells, and soft sells regarding to the products that we provide to the customer. It also including all the information that customer might want to know about the product itself.

--Creating Facebook Pages



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.

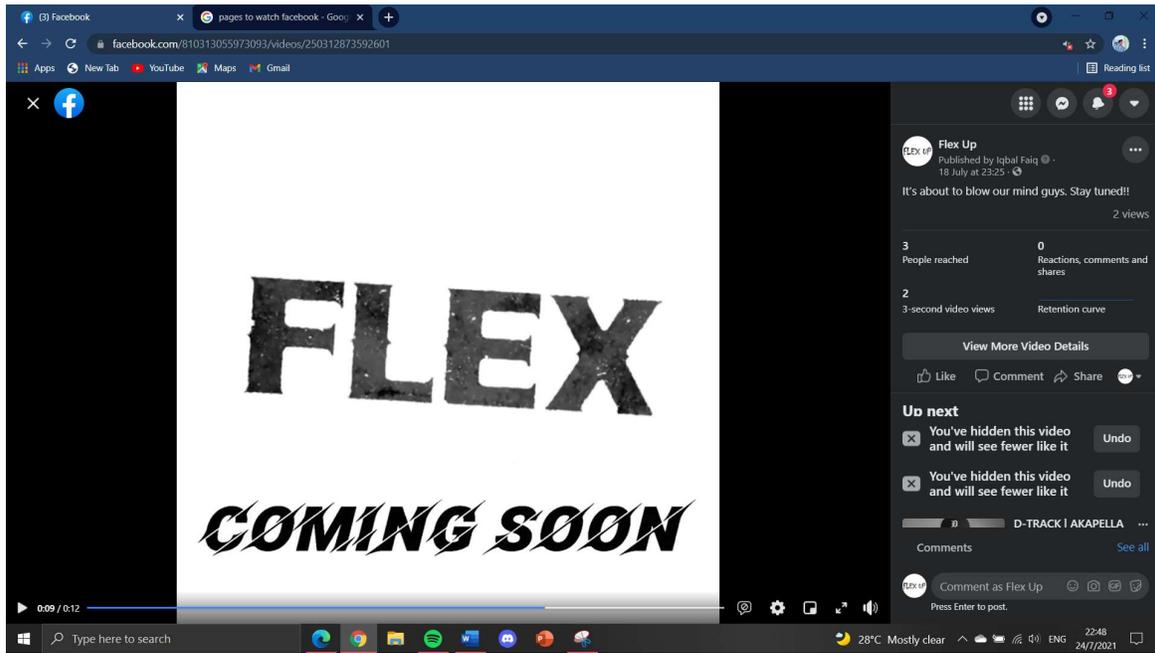
[Add Pages](#) Reactions, comments & shares ⓘ

Page	Total Page Likes	From last week	Posts This Week	Engagement This Week
YOU 1 Flex Up	101 <div style="width: 100%; height: 10px; background-color: #ccc;"></div>	▲ 100%	23	5 <div style="width: 100%; height: 10px; background-color: #ccc;"></div>

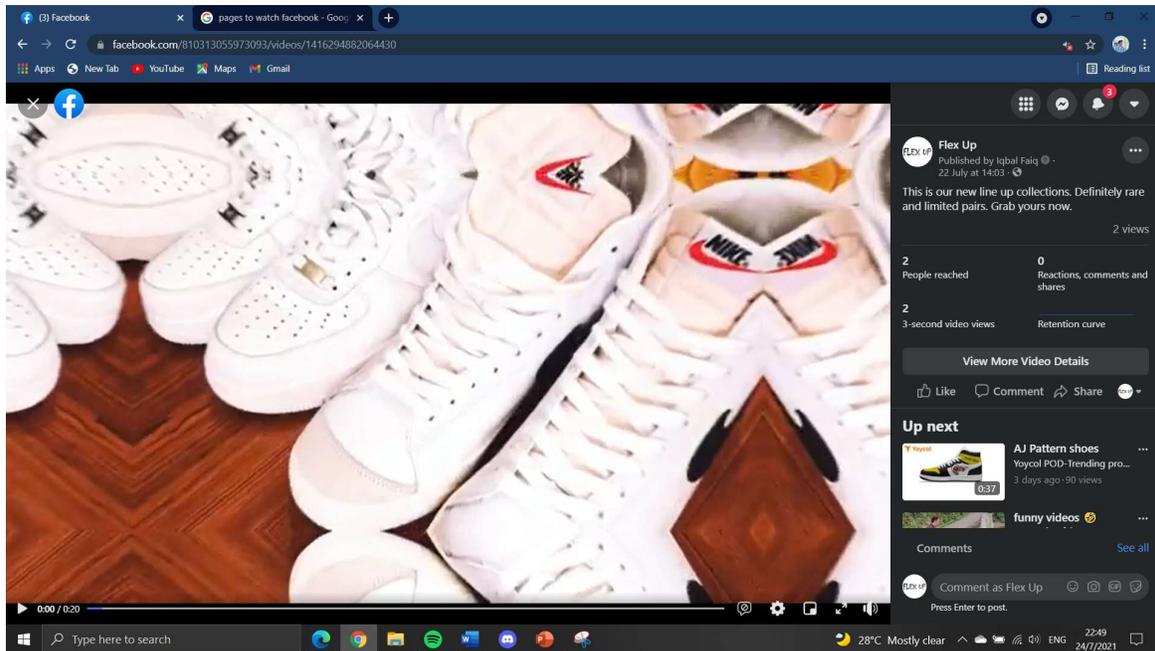
Facebook URL:

https://www.facebook.com/littlescarf.f/?ref=pages_you_manage

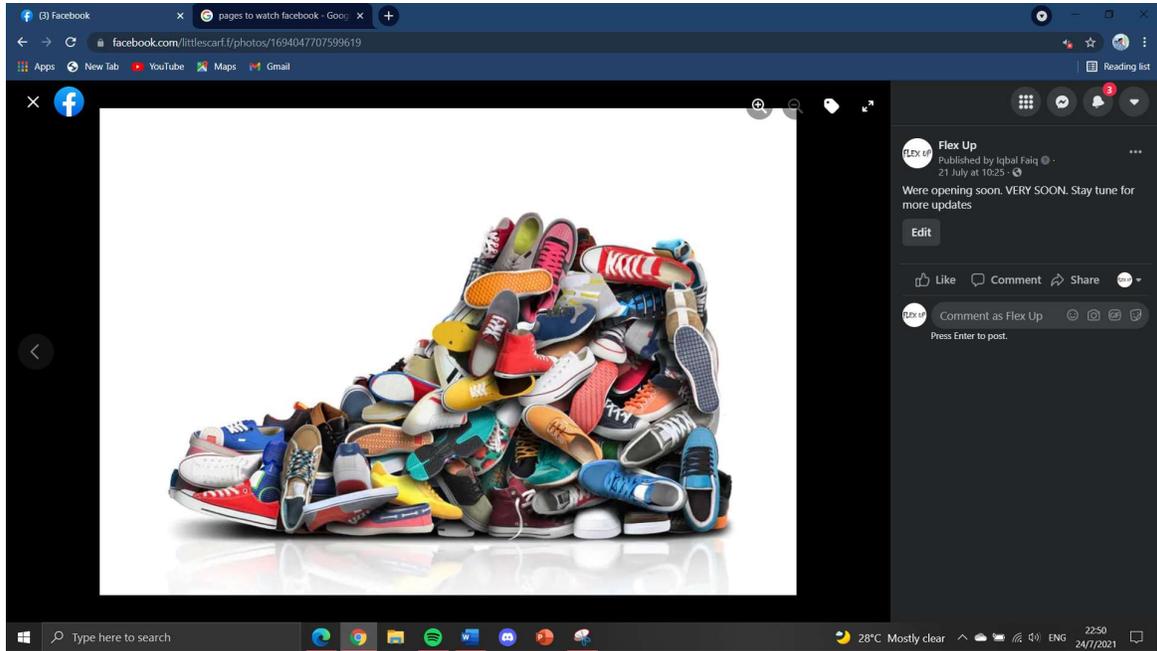
--Facebook Post – Teaser (Copywriting)



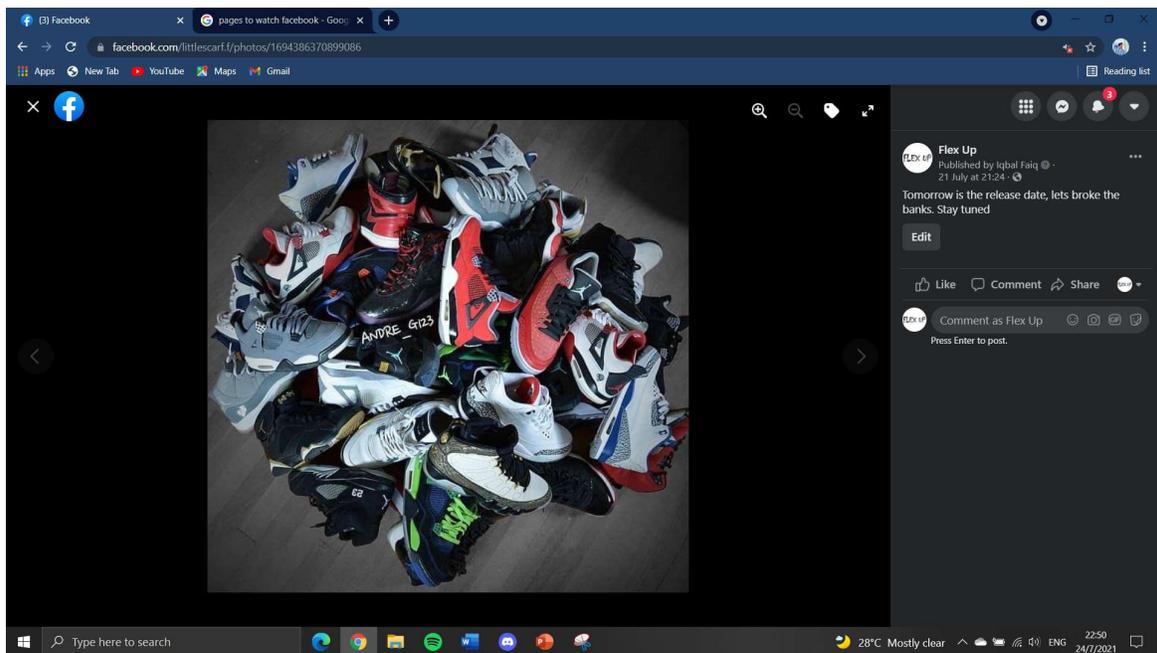
Teaser 1



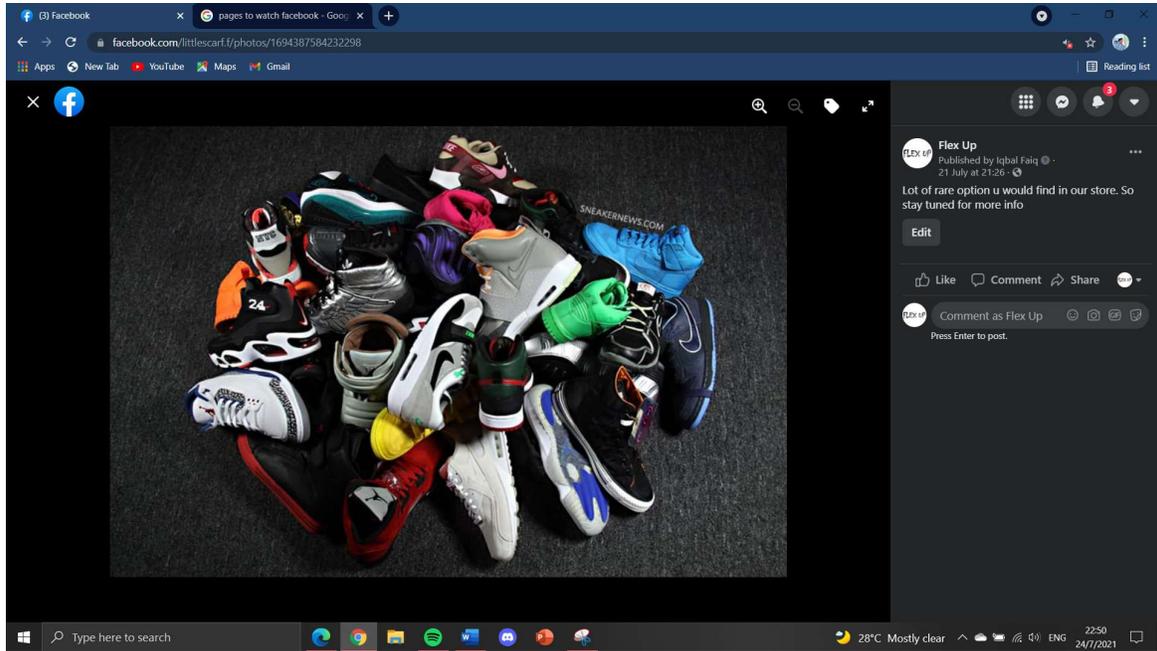
Teaser 2



Teaser 3

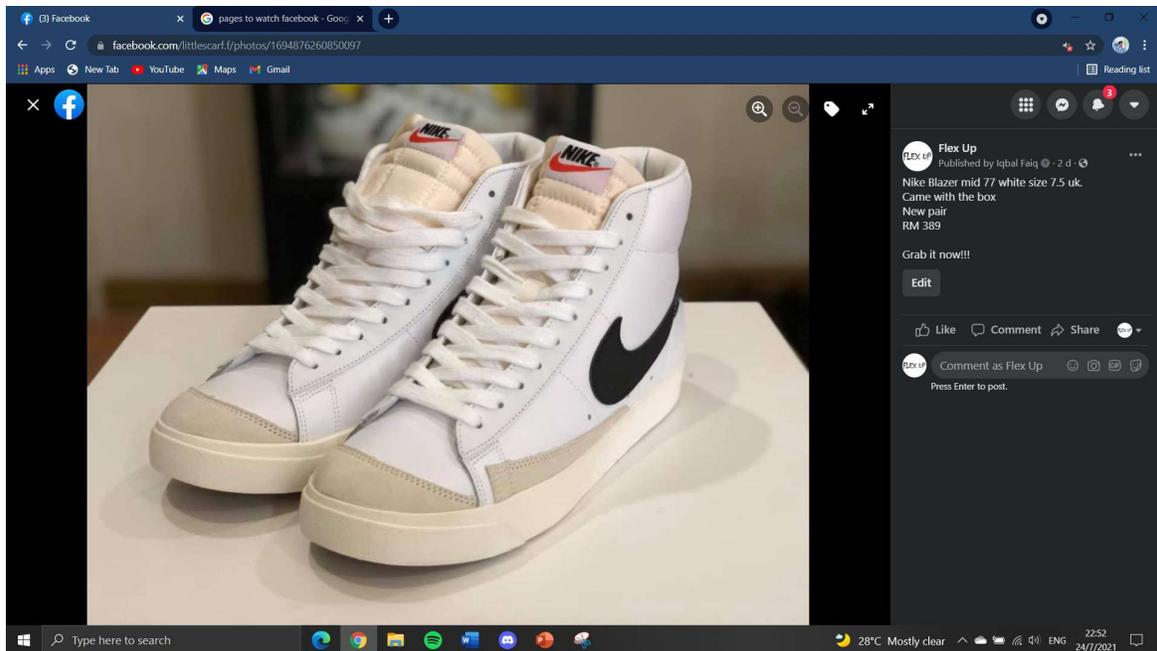


Teaser 4

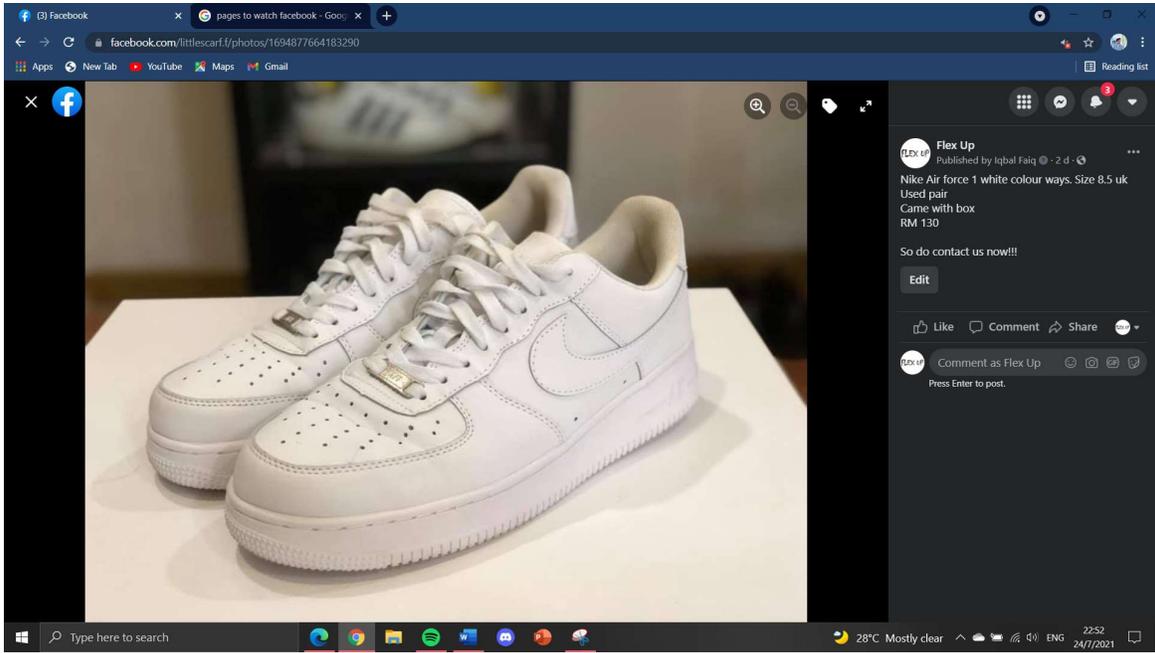


Teaser 5

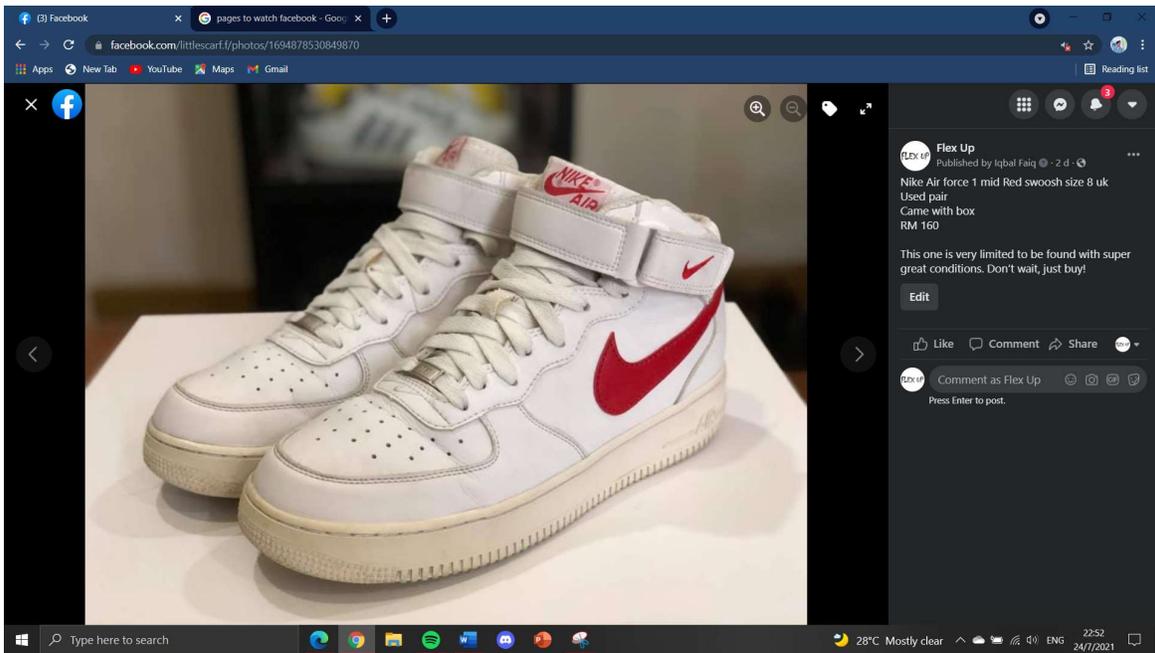
--Facebook Post – Hard Sell



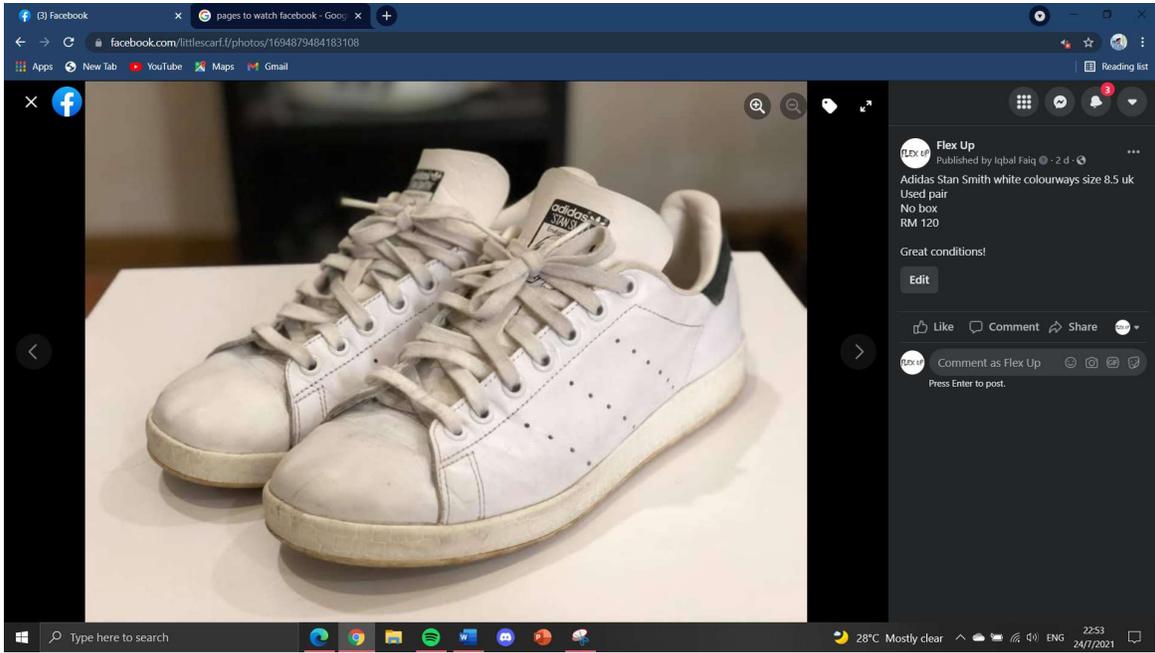
Hard sell 1



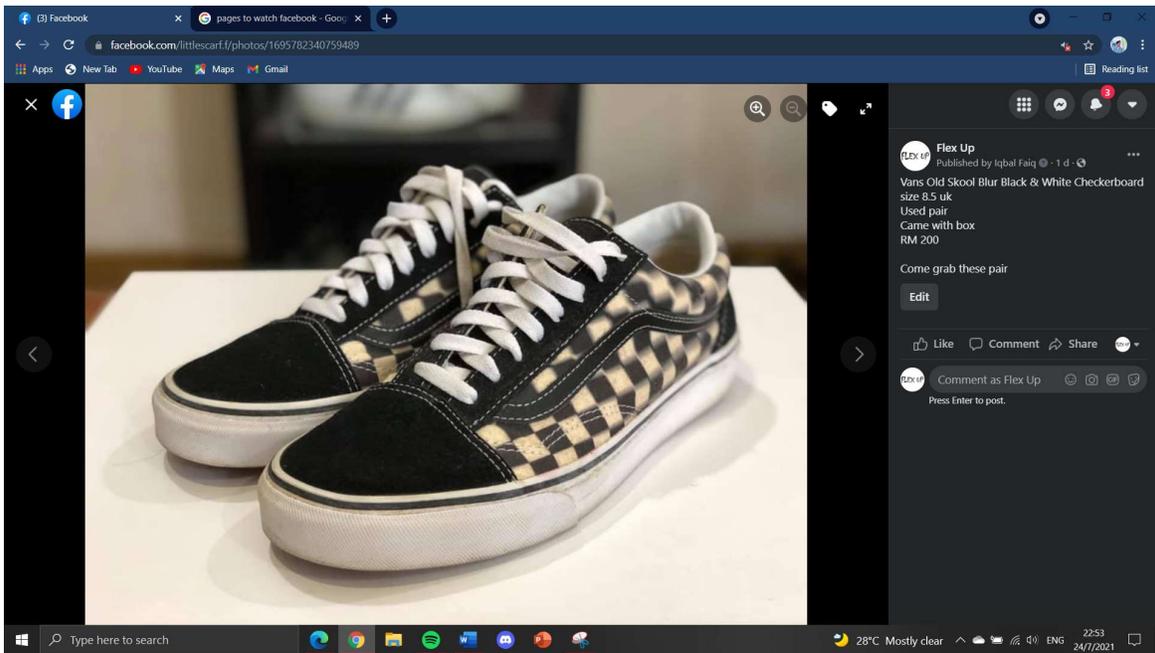
Hard sell 2



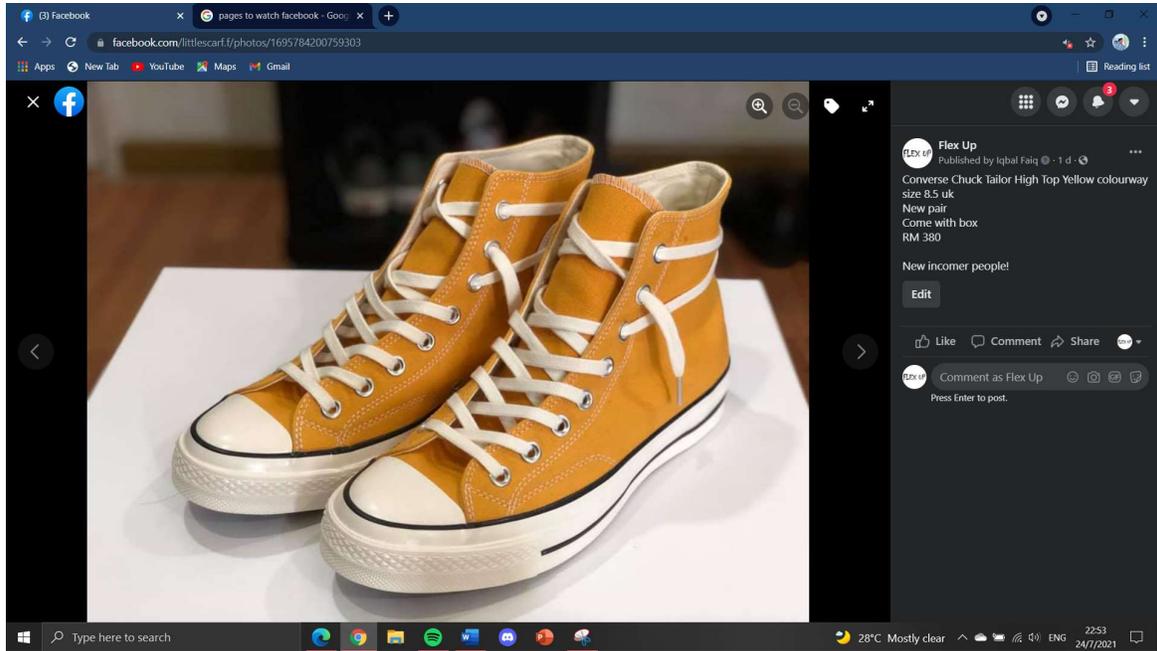
Hard sell 3



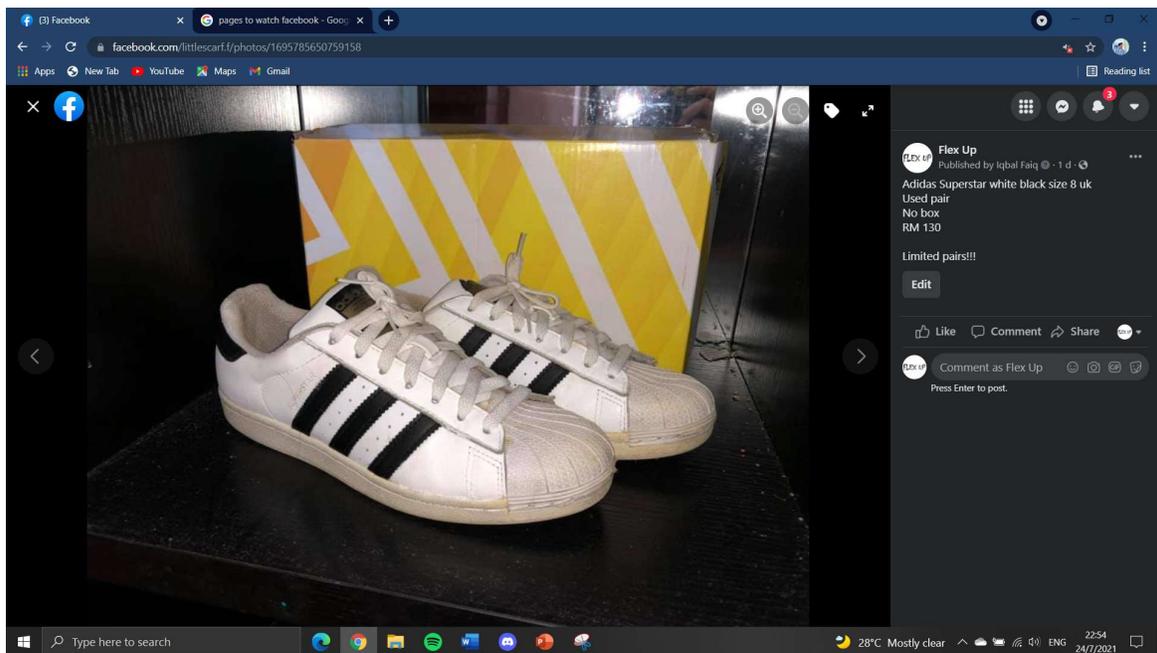
Hard sell 4



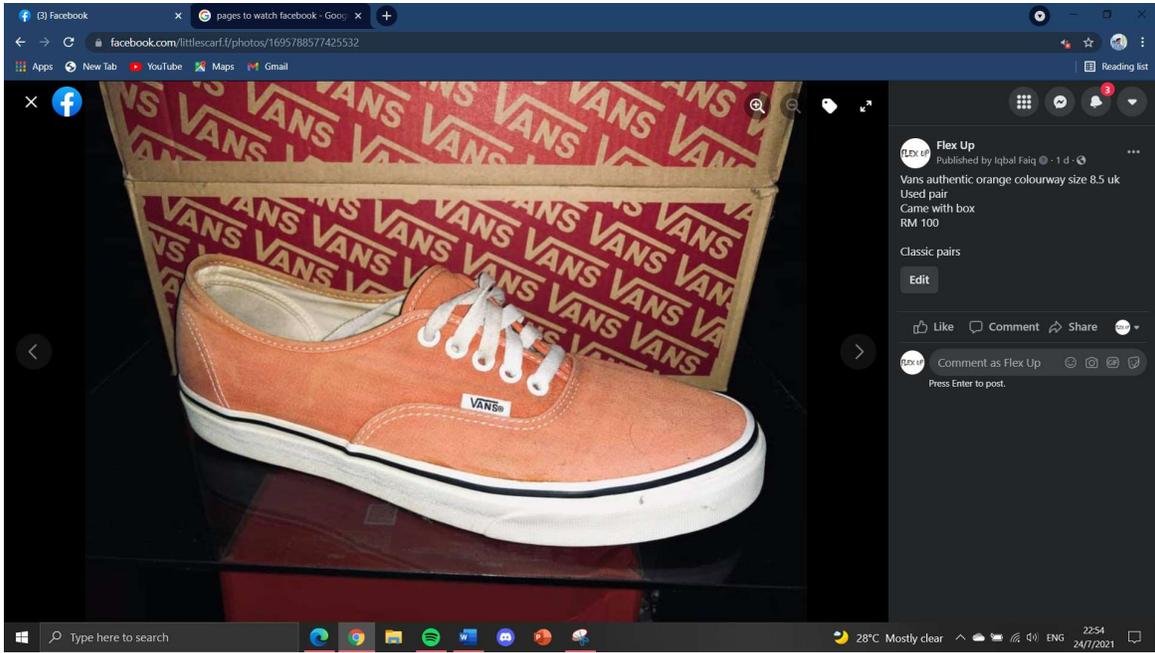
Hard sell 5



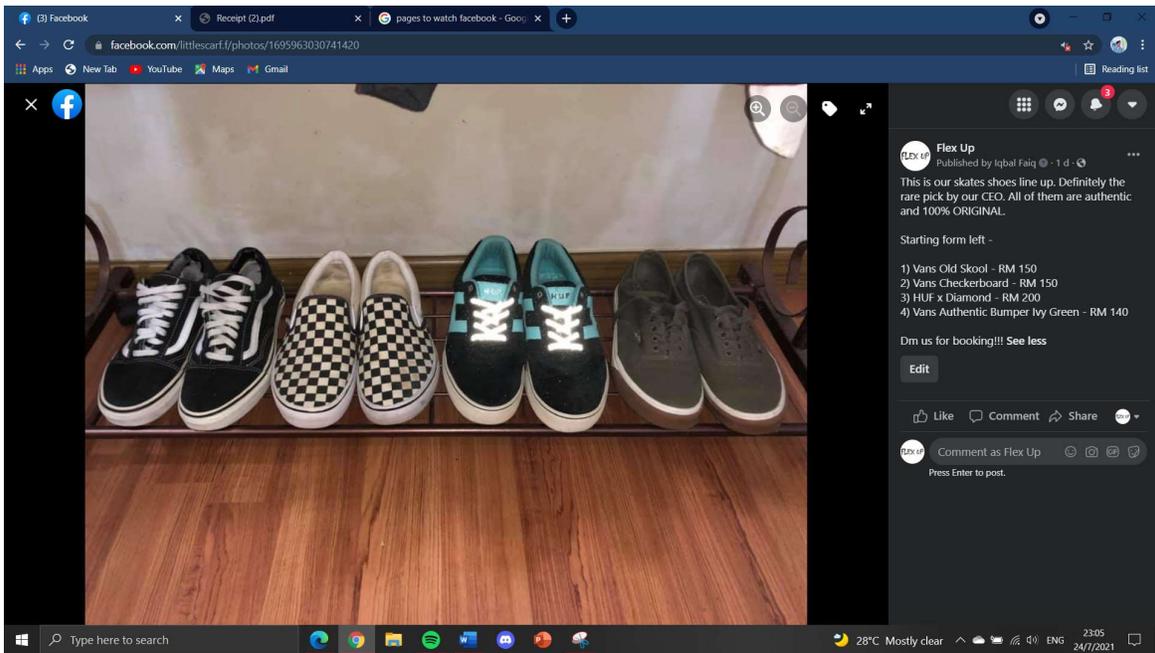
Hard sell 6



Hard sell 7

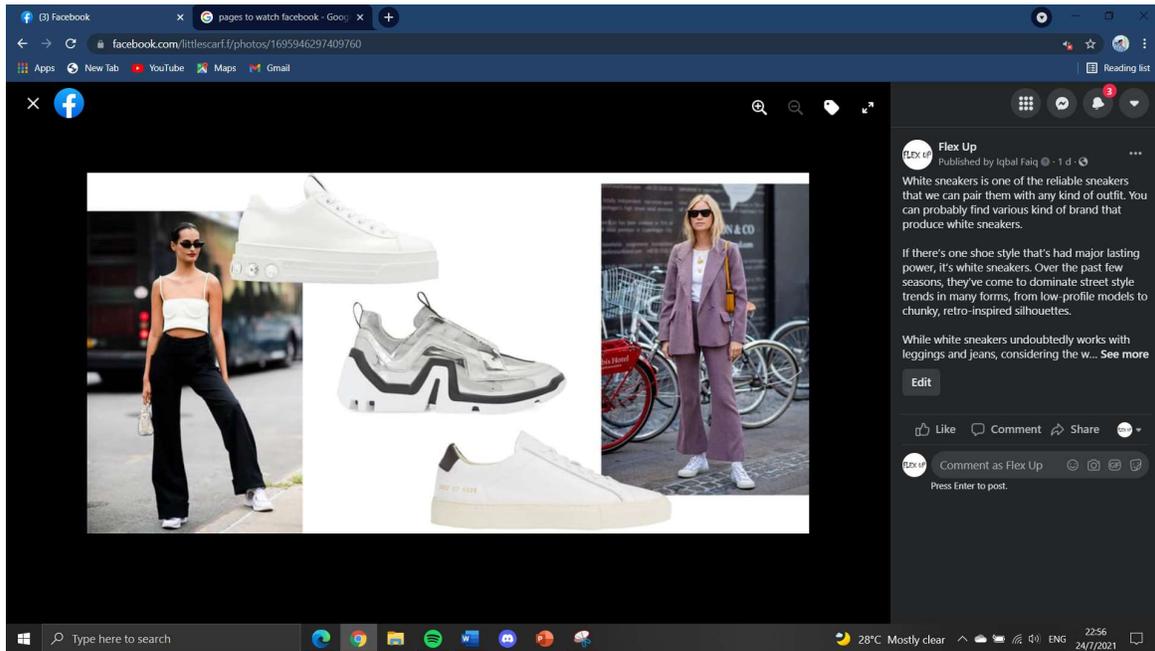


Hard sell 8



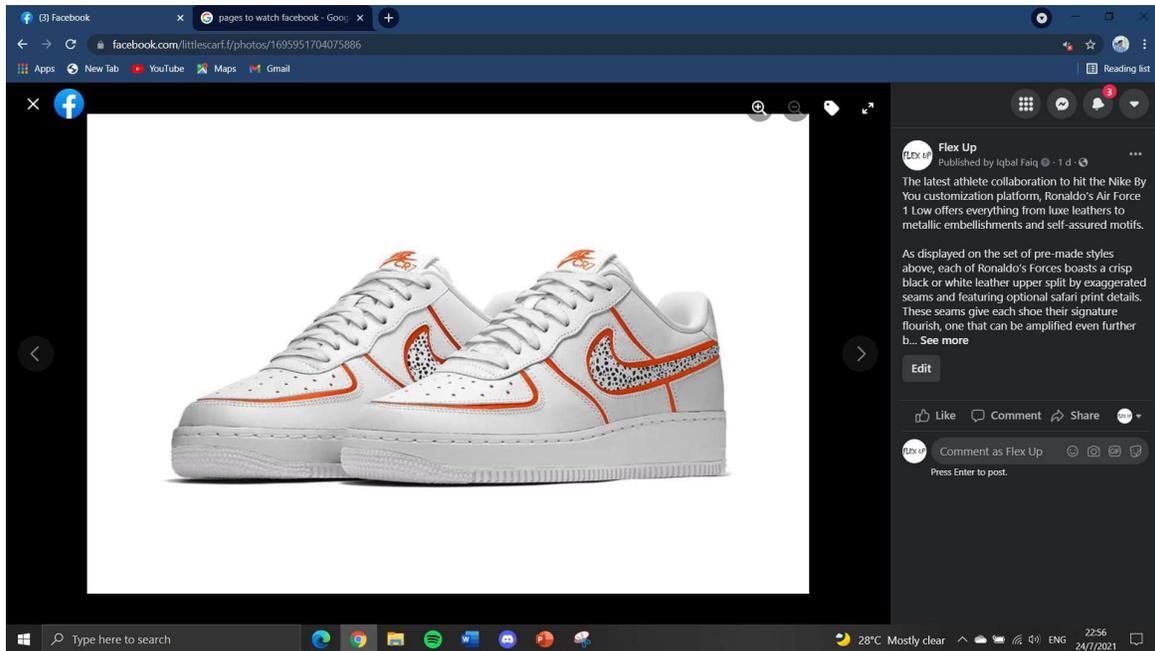
Hard sell 9

--Facebook Post – Soft Sell (Copywriting)



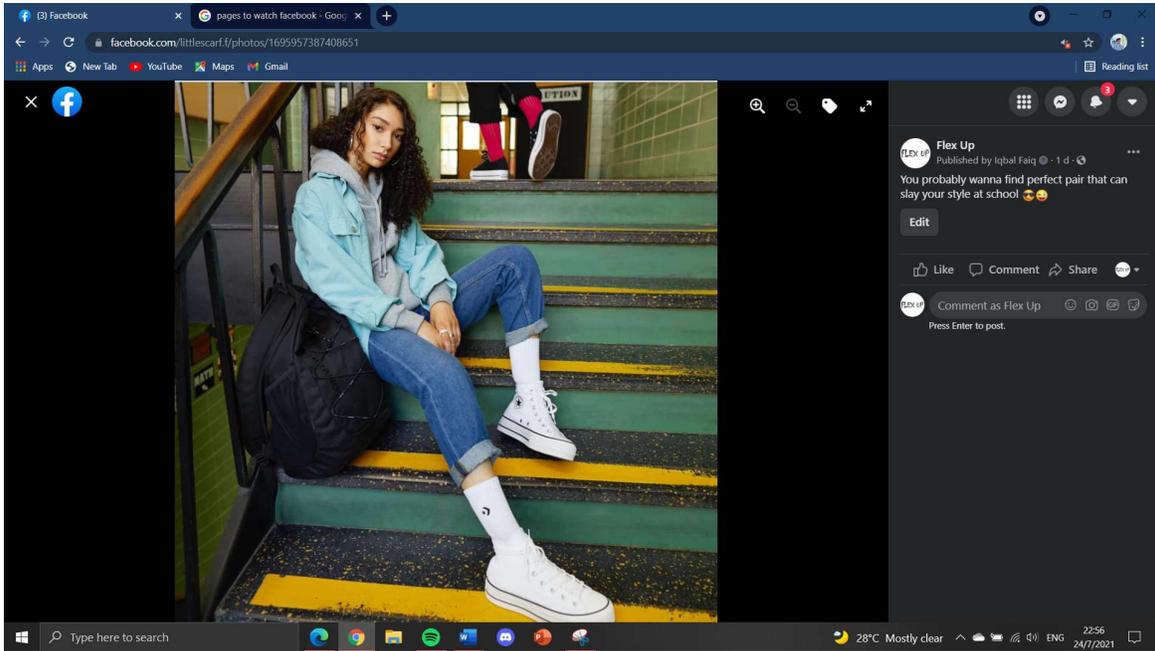
The screenshot shows a Facebook post from the page 'Flex Up', published by Iqbal Faig. The post features a collage of images: a woman in a white crop top and black pants, a pair of white sneakers, a pair of white sneakers with black accents, and a woman in a purple suit. The text of the post reads: 'White sneakers is one of the reliable sneakers that we can pair them with any kind of outfit. You can probably find various kind of brand that produce white sneakers. If there's one shoe style that's had major lasting power, it's white sneakers. Over the past few seasons, they've come to dominate street style trends in many forms, from low-profile models to chunky, retro-inspired silhouettes. While white sneakers undoubtedly works with leggings and jeans, considering the w... See more'. The post includes an 'Edit' button and social interaction options like 'Like', 'Comment', and 'Share'.

Soft sell 1

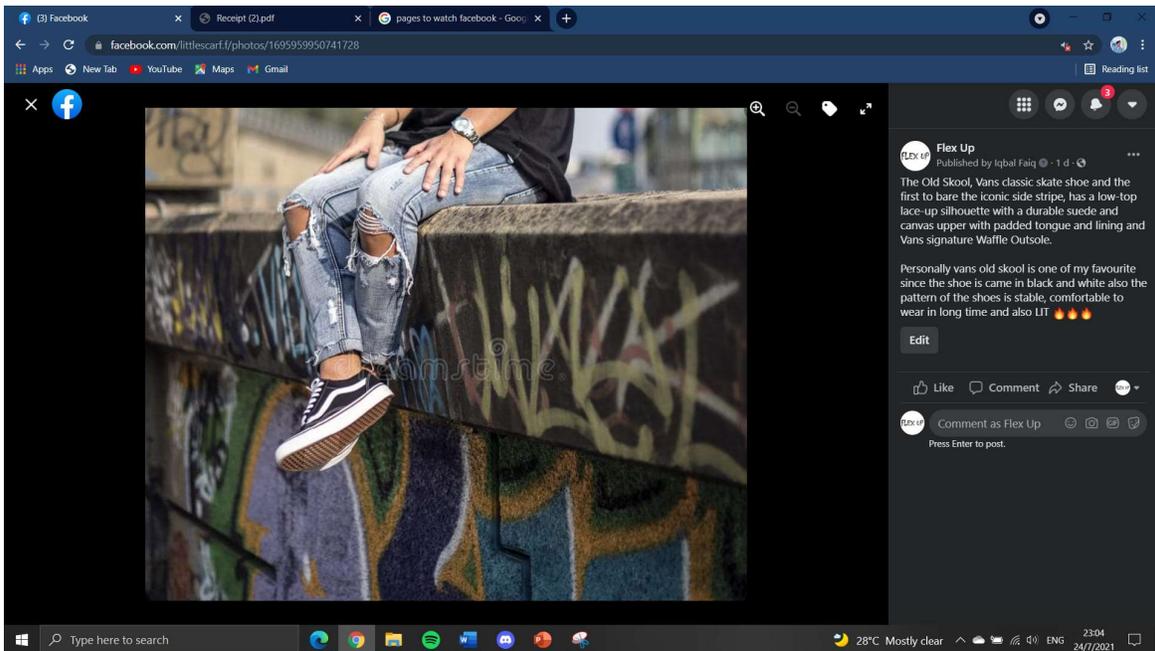


The screenshot shows a Facebook post from the page 'Flex Up', published by Iqbal Faig. The post features a pair of white Nike sneakers with orange accents. The text of the post reads: 'The latest athlete collaboration to hit the Nike By You customization platform, Ronaldo's Air Force 1 Low offers everything from luxe leathers to metallic embellishments and self-assured motifs. As displayed on the set of pre-made styles above, each of Ronaldo's Forces boasts a crisp black or white leather upper split by exaggerated seams and featuring optional safari print details. These seams give each shoe their signature flourish, one that can be amplified even further b... See more'. The post includes an 'Edit' button and social interaction options like 'Like', 'Comment', and 'Share'.

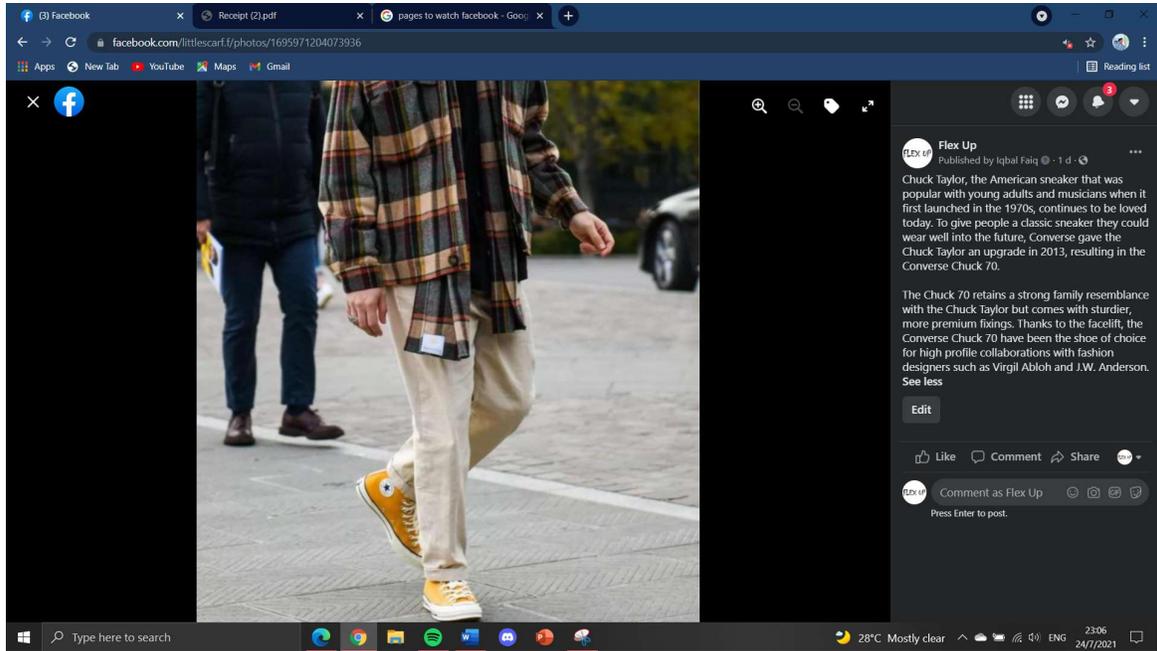
Soft sell 2



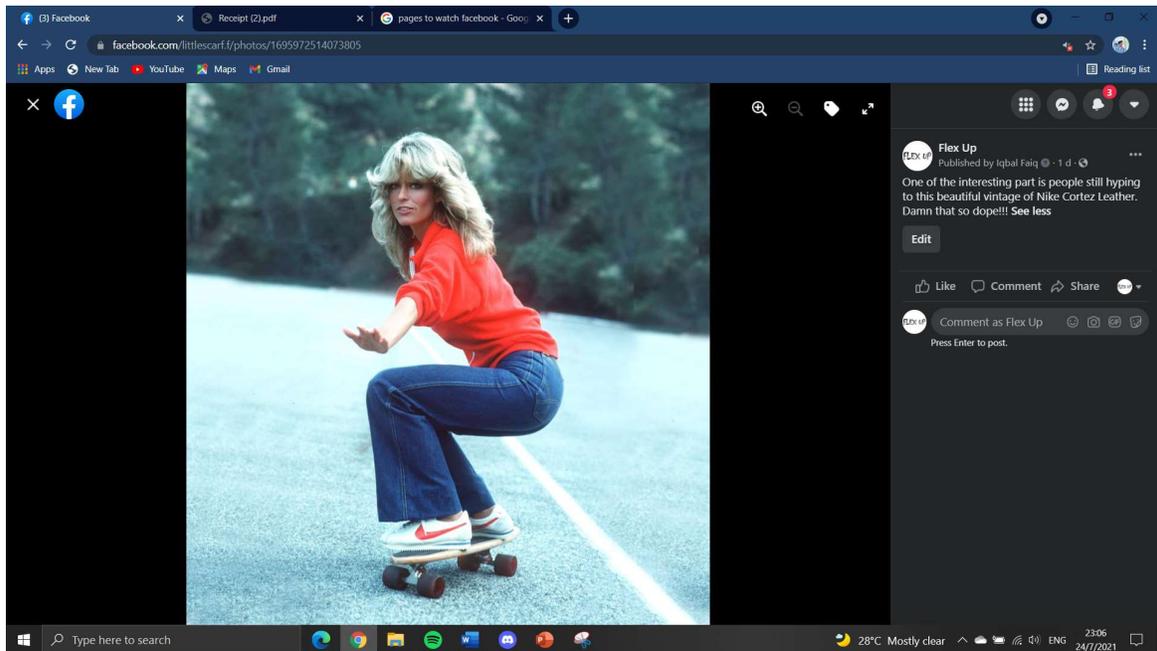
Soft sell 3



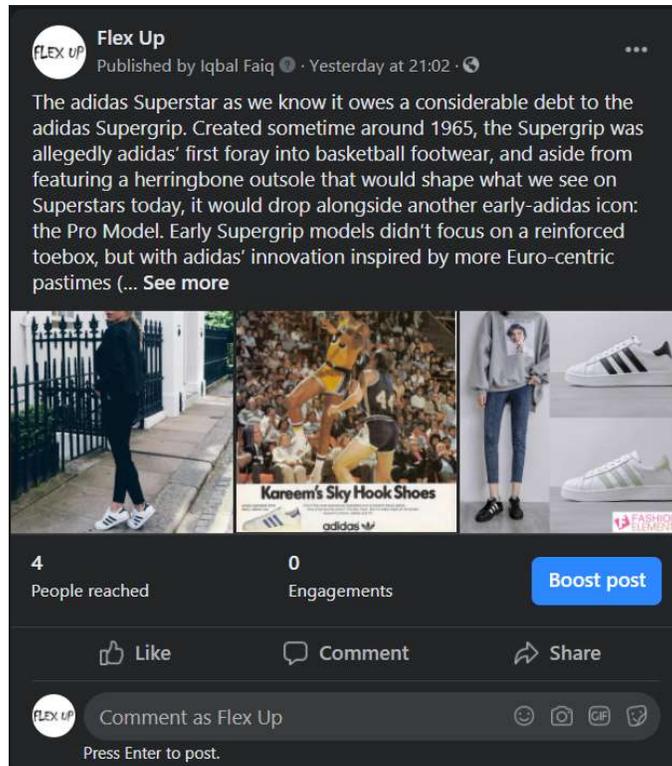
Soft sell 4



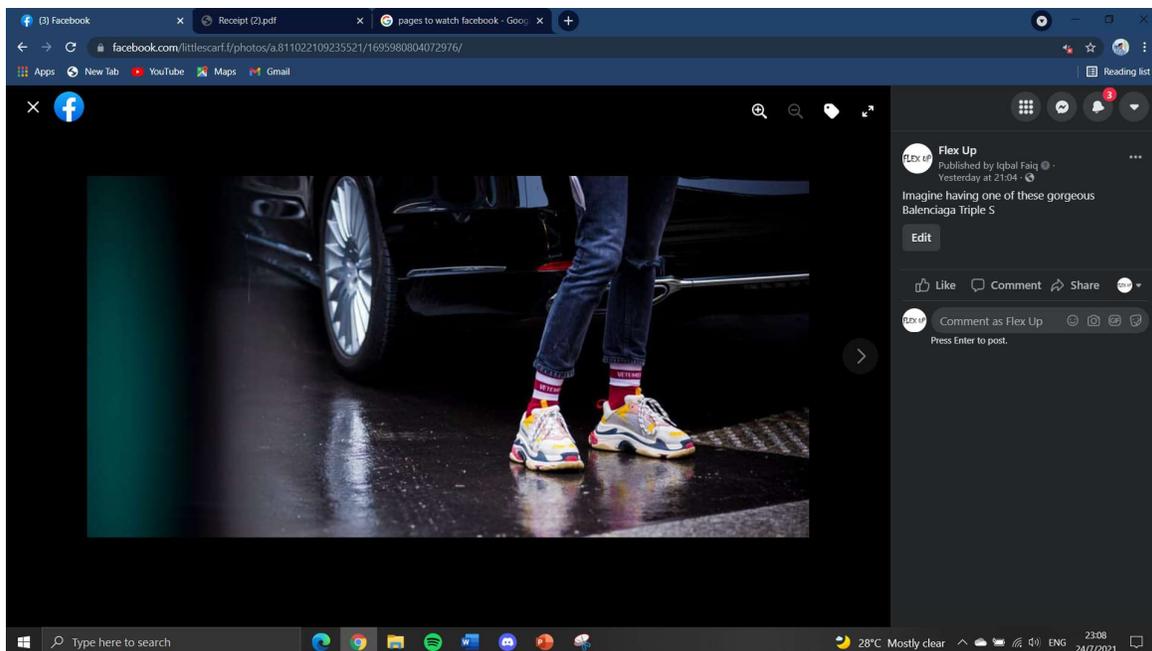
Soft sell 5



Soft sell 6

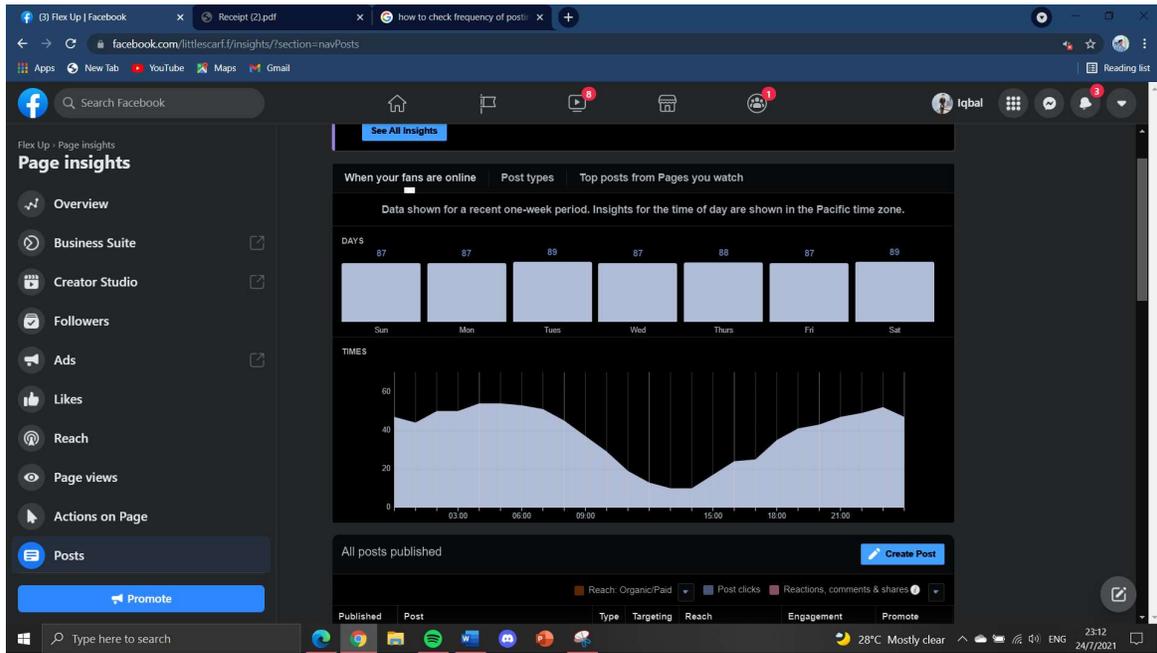


Soft sell 7



Soft sell 8

--Frequency Of Posting



Post Frequency

The screenshot shows the 'All posts published' section of Facebook Page Insights. It displays a list of 10 posts published between July 23 and 24, 2021. Each row includes the publication date and time, a preview of the post content, the post type, targeting options, reach, engagement metrics, and a 'Boost post' button.

Published	Post	Type	Targeting	Reach	Engagement	Promote
24/07/2021 18:48	Flex Up	Text	Public	0	0	Boost post
23/07/2021 21:04	Imagine having one of these gorgeous Balenciaga Triple S	Image	Public	2	2	Boost post
23/07/2021 21:02	The adidas Superstar as we know it owes a considerable debt to the	Image	Public	4	0	Boost post
23/07/2021 20:55	One of the interesting part is people still hyping to this beautiful vintage of	Image	Public	2	0	Boost post
23/07/2021 20:52	Chuck Taylor, the American sneaker that was popular with young adults	Image	Public	2	0	Boost post
23/07/2021 20:48	This is our skates shoes line up. Definitely the rare pick by our CEO.	Image	Public	2	0	Boost post
23/07/2021 20:42	The Old Skool, Vans classic skate shoe and the first to bare the iconic	Image	Public	2	0	Boost post
23/07/2021 20:38	You probably wanna find perfect pair that can slay your style at school	Image	Public	2	0	Boost post
23/07/2021 20:31	The latest athlete collaboration to hit the Nike By You customization	Image	Public	2	0	Boost post
23/07/2021 20:27	White sneakers is one of the reliable sneakers that we can pair them with	Image	Public	2	0	Boost post

Total post

Facebook Page Insights for Flex Up. The interface shows a list of posts with columns for date, time, image, text, video status, reach, and engagement. Each post has a 'Boost post' button.

Date	Time	Image	Text	Video	Reach	Engagement	Action
23/07/2021	19:45	Vans authentic orange colourway size 8.5 uk Used pair Came with box RM			3	0	Boost post
23/07/2021	19:41	Adidas Superstar white black size 8 uk Used pair No box RM 130 Limited			2	0	Boost post
23/07/2021	15:38	Converse Chuck Taylor High Top Yellow colourway size 8.5 uk New			2	0	Boost post
23/07/2021	15:35	Vans Old Skool Blur Black & White Checkerboard size 8.5 uk Used pair			2	0	Boost post
22/07/2021	14:15	Adidas Stan Smith white colourways size 8.5 uk Used pair No box RM 120			3	0	Boost post
22/07/2021	14:13	Nike Air force 1 mid Red swoosh size 8 uk Used pair Came with box RM			2	0	Boost post
22/07/2021	14:11	Nike Air force 1 white colour ways. Size 8.5 uk Used pair Came with box			2	0	Boost post
22/07/2021	14:09	Nike Blazer mid 77 white size 7.5 uk. Came with the box New pair RM 389			2	0	Boost post
22/07/2021	14:04	This is our new line up collections. Definitely rare and limited pairs. Grab			2	3	Boost post
21/07/2021	21:25	Lot of rare option u would find in our store. So stay tuned for more info			3	0	Boost post
21/07/2021	21:24	Tomorrow is the release date. lets broke the banks. Stay tuned			3	0	Boost post
21/07/2021	16:25	Were opening soon. VERY SOON. Stay tune for more updates			5	0	Boost post

18/07/2021 23:26		It's about to blow our mind guys. Stay tuned!!			3		3 0	Boost post
16/07/2021 13:36		Flex Up			0		0 0	Boost post

Total post

4. Conclusion

Flex up store is the company that concern about the impression leave by the customer to their services. We really want to know what people would think about our store and definitely will fix what should be fix. We always expecting customer to give reviews about the pattern we choose compared to what other people perception and taste.

Indeed, using Facebook is one of the best options to seller like us in order to reach customer in no time. Compared to sell product offline, we can reach customer easily without need to see them face to face. We the customer could also contact us wherever they are. So, they don't need to spend another Ringgits to find the products. Also, we can share several information that customer might think it useful to them as real sneakers lover.

Running business online also gave us plenty knowledge that we can use especially as a student that need more knowledge in terms on IT. The skills that we learn very useful for us in order to keep up with the world of technologies and application user. Although this is only assignments, the skills that we learn by connecting with the customer, searching for stocks, will help us to continue as a great entrepreneur in future. I believe with the knowledge that we as a students gain in this assignment will lead students to create a better world and help our country fixing the economy.