



**FACULTY OF HOTEL AND TOURISM MANAGEMENT
UNIVERSITI TEKNOLOGI MARA**

**BACHELOR OF SCIENCE (HONS). FOOD SERVICE MANAGEMENT
HM242**

**PRINCIPLES OF ENTREPRENEURSHIP
ENT530**



LITTLETHINGS
by Inaa

SOCIAL MEDIA PORTFOLIO : LITTLETHINGS_BY_INAA

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Acknowledgement

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I am really grateful because I managed to complete this assignment within the time given by Dr. Nor Zawani. Last but not least, I would like to express my gratitude to my friends and respondents for support and willingness to spend some time with me and my Facebook page.

Executive Summary

LittleThings_by_Inaa is the name I have chosen for my Facebook page. The main reason I chose the name LittleThings_by_Inaa is because I sell men's and women's clothing, men's and women's shoes, handbags and even some accessories like watches. All items are sold at affordable prices and cheap.

My business started on April 27, 2021. This business is a type of sole proprietorship and we have main activities in the retail sale of clothing products. This business is located at No.188, Batu 26 Kebun 4 Relong, Jalan Sungai Tiang, 06750 Pendang, Kedah. This business has a general manager who manages it to promote goods, operate a Facebook page, provide delivery services and post goods to customers. Like other businesses, we have our own mission such as to create a connection between customers and employees, to provide high quality clothing and meet the tastes of customers, to provide the best service to customers, to be known and be the top choice to customers and to organize business in a better way. While our vision is to make LittleThings_by_Inaa as the same as the top of the famous casual clothing brands. All products sold can attract customers because of their cheap and affordable prices. In this report as well, we provide a list of our sales prices. Hence, the products sold are of good quality and in line with modern day style.

In promoting our products, our business uses two different methods for copywriting such as hard copy writing and soft copy writing. For hard copy writing we make a post on the Facebook page by just putting a picture and price, while for soft copy writing we give some tips for our customers to choose the color of clothes that suits them.

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1.0 GO-ECOMMERCE REGISTRATION



Certificate of Completion

This acknowledges that

INAYATUL NUR BINTI AHMAD

has successfully completed

eUsahawan Course **Level 1 – Go Digital**

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

2.0 INTRODUCTION OF BUSINESS

2.1 Name and Address of Business

LittleThings_by_Inaa is a business name that have been choose based on our main product. There are various collections of men's and women's clothing, men's and women's shoes, handbags and accessories. Our business motto is "Comfortable, Elegant, Affordable" which shows that our clothing products are worth to buy when you want to wear some beautiful and attractive clothes. As for our target market, LittleThings_by_Inaa is target for all teenagers and above with range 13 - 45 years old as our clothing products are suitable for the individual who likes casual and trendy clothes. As this business is a small business, so that our business is only located at the residence of the owner only, the address is at No.188, Batu 26 Kebun 4 Relong, Jalan Sungai Tiang, 06750 Pendang, Kedah.



Figure 1.2 Official Logo

Name of Business	LittleThings_by_Inaa
Business Address	No.188, Batu 26 Kebun 4 Relong, Jalan Sungai Tiang, 06750 Pendang, Kedah.
Corresponding Address	
Telephone Number	
Form of Business	Sole Proprietorship
Main Activities	Retail sale of clothing product
Date of Commencement	April 27, 2021
Name of Bank	Bank Islam Berhad
Bank Account	

Table 1.1 Business Information

2.2 Organization Chart

LittleThings_by_Inaa is a sole proprietorship business form. This is because this business has just started and it is a small business only. So, the organization chart for LittleThings_by_Inaa only has the owner of LittleThings_by_Inaa act as a General Manager and one staff only. The general manager's duties here include promoting goods, operating a Facebook page and receiving orders from customers. Not only that, the general manager is also responsible for sending by post and cash on delivery of goods to customers.



2.3 Mission and Vision

Every business definitely has its own mission and vision. A mission defines the business objective, while a vision describes the business future position. Therefore, it is very easy for the business owner to run the business based on the mission and vision that has been set. This means business owner can plan business development through short - term and long - term goals. So, the business owner can find out what the business needs to do to achieve the goals that have been set.

Mission

- To creates a connection between customers and employees.
- To provide high quality clothing and meet the tastes of customers.
- To provide the best service to customers.
- To be known and be the top choice to customers.
- To organize business in a better way.

Vision

Makes LittleThings_by_Inaa as the same as the top of the famous casual clothing brands.

2.4 Description of Products and Services

LittleThings_by_Inaa is a business that offers variety of men's and women's clothing and accessories to our customers with trendy casual style of clothing at very affordable price. The reason we are selling the stylish casual clothing is because we believe that our products is marketable among teenagers from 13 years old to adult especially for students.






As we are selling the stylish casual clothing, we have decided to expand our product line where we are not only offering the clothes. We also have variety in men's and women's shoes, handbag, tote bag and accessories.

As for the services LittleThings_by_Inaa offers free delivery service for customers who are within 5km of the business area as well as Cash-on-Delivery service according to the distance requested by the customer. While for distant customers, we provide postage services with a payment between RM6-RM12 depending on the weight of the parcel.

2.5 Price List

Product	Price
	Women's Flat Shoes RM25
	Women's Block Heels RM25
	Women's Open Toe Strappy RM15
	Classy Handbag 3 in 1 RM20

Table 2.1 Price List

Product	Price
	<p>Tote Bag RM12</p>
	<p>Shoulder Bag RM15</p>
	<p>Sling Bag RM12</p>
	<p>Men's Sport Set RM28</p>
	<p>Men's Watch RM15</p>

3.0 FACEBOOK (FB)

Nowadays, Facebook is one of the social media and also a platform for traders who are just venturing into business. In fact, well-known merchants also use Facebook as one of the mediums to promote their products. Nowadays, there are many business classes that provide tutorials on the use of Facebook in addition to the usual communication applications.

With the use of Facebook we can reach customers in our business area by promoting and uploading pictures and descriptions of the product. Furthermore, the world is now being hit by the Covid-19 epidemic. We are aware that most of customers now prefer to shop online rather than going to the mall or etc. There are many advantages of online shopping. Among them are easy to get any buyers reviews, can find information about the products more easily and most importantly it can save time. On our Facebook page, LittleThings_by_Inaa we have posts such as products teaser, soft sell and hard sell related to our business.

3.1 Facebook Page

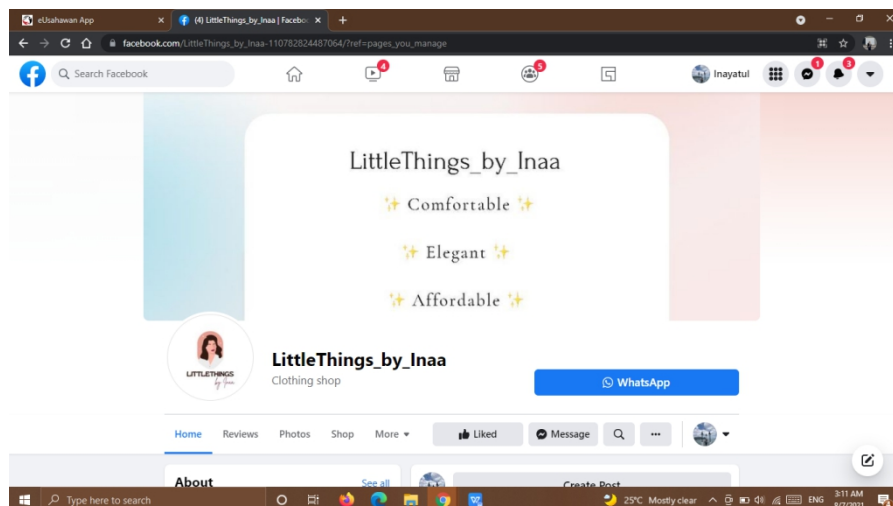


Image 1 Facebook Page

3.2 Custom URL Facebook (FB) Page

https://www.facebook.com/LittleThings_by_Inaa-110782824487064

3.3 Facebook (FB) - Teaser

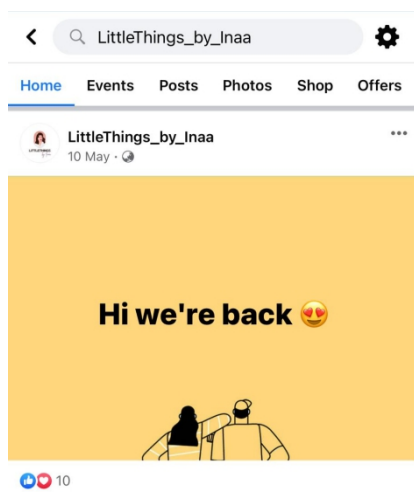
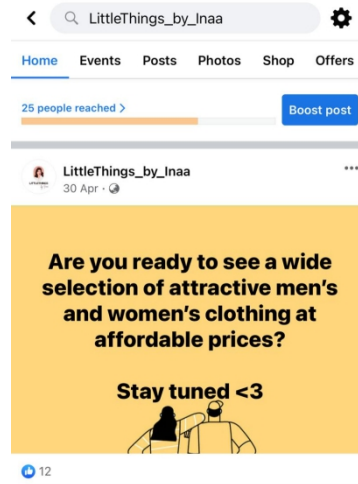


Image 2 Facebook Teaser Posting

3.4 Facebook Copywriting - Hard sell

LittleThings_by_Inaa added 5 new photos.
30 Jun · 🌐


🔥 RM 28 🔥

RM8 SM / RM 12 SS - postage

🌸 All color available

🌸 All size available

<https://api.whatsapp.com/send?phone=60174013760&text=sport>



LittleThings_by_Inaa
26 Jun · 🌐


- ✅ An interesting watch.
- ✅ Comes in a variety of attractive patterns and colors.
- ✅ Affordable.

🔥 RM 15 🔥

RM6 SM / RM12 SS
*available for postage only. Thankyou 😊

🌸 ALL COLOUR AND DESIGN ARE AVAILABLE

If interested take a screenshot and kindly pm me
<https://api.whatsapp.com/send?phone=60174013760&text=watch>



LittleThings_by_Inaa added 9 new photos.
1 May · 🌐


Need a simple and affordable handbag? 😊
Don't worry because 💖 LittleThings_by_Inaa 💖 will help you 😊😊

🔥 RM 12 🔥

RM6 SM / RM12 SS - POSTAGE
*available for postage only. Thankyou 😊

🌸 ALL COLOUR AVAILABLE

if interested take a screenshot and kindly pm me
<https://api.whatsapp.com/send?phone=60174013760&text=classyhandbag>



LittleThings_by_Inaa added 3 new photos.
1 May · 🌐

!! ATTENTION !!

- ✅ Students who need a bag to go to class
- ✅ For women who like a simple style

🔥 RM 15 🔥

RM6 SM / RM12 SS - POSTAGE
*available for postage only. Thankyou 😊

🌸 ALL COLOUR AVAILABLE
(brown and black)

if interested take a screenshot and kindly pm me
<https://api.whatsapp.com/send?phone=60174013760&text=totebag>

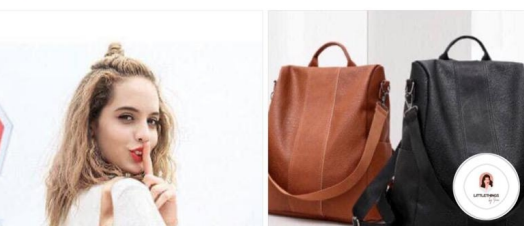


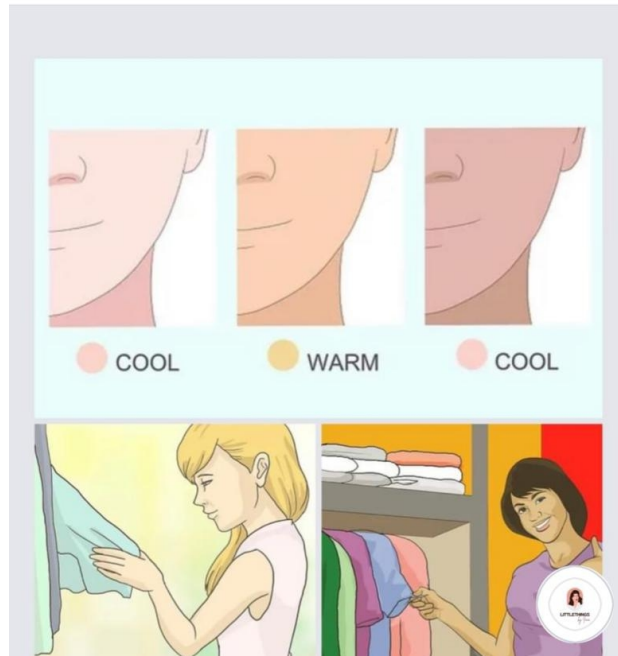
Image 3 Hard Sell Copywriting

3.5 Facebook Copywriting - Soft sell

 LittleThings_by_Inaa
46 m · 🌐

👉 Choosing a Color Based on Your Coloring 🤗

1) Check the color of your veins to determine... See more



Dressing for the Occasion 🧥👗

1) Wear blue or black for a traditional job interview.

💡 These colors are neutral and convey trust, confidence, and professionalism.

💡 Avoid loud, bright colors such as orange for traditional interviews.

💡 No matter what kind of job you're interviewing for, avoid wearing statement jewelry. The interviewer should be able to focus on you and your skills, not your jewelry or clothes.



LittleThings_by_Inaa 27 m · 🌐

Dressing for the Occasion 🧥👗

- 2) Stick with neutral colors for professional settings.
- 💡 Workplace style definitely depends on the company's rules, but you should generally stick to neutrals until you get to know how relaxed or rigid the dress code is.
- 💡 Wear clothes in gray, tan, black, blue, or brown to maintain a professional wardrobe. White is another neutral color, but be sure to keep it clean and crisp.



LittleThings_by_Inaa 23 m · 🌐

Dressing for the Occasion 🧥👗

- 💡 Try black or red for a first date. Black conveys intelligence and mysteriousness, while red suggests passion and confidence.
- 💡 Clothes such as pants, blazers, dresses, shirts, and shirts in these colors will make a strong and lasting impression.
- 💡 Of course, if you don't feel comfortable in black or red, then you can choose a different color. Pick your favorite color or the color you feel best in.
- 💡 Select clothes and shoes that are weather appropriate.



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LittleThings_by_Inaa 14 m · 🌐

Picking a Color That Matches Your Mood 🦋

- 1) Wear blue if you're feeling calm an... See more



Image 4 Soft Sell Copywriting

4.0 CONCLUSION

In simple words, LittleThings_by_Inaa is a business that sells a variety of stylish casual clothing online on our Facebook page and provides postage and Cash-on-Delivery services. Here we can prove that the business through the Facebook page, it is easier for us to promote and market our products so that customers, especially those close to us know about the products we sell. To increase customer confidence we can also post about our latest business updates or positive feedback from other customers.

Apart from our business being able to grow, we will also get some benefits from this Facebook page as we can improve our IT skills. We will do business with the changing times or with the current development in our country. Therefore, it can prevent us from becoming an unskilled or outdated trader. There are also other social media that are also good platforms for doing online business.

Last but not least, by using Facebook we can start up our new business easily. Then, we were able to achieve all the goals that we have been set. Next, we can conducting our business and also expanding and improve our marketing strategy.

5.0 APPENDICES

