



اُونِيُوَرْسِيْتِي تِيكْنُوْلُوْجِي مَآرَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF HOTEL AND TOURISM MANAGEMENT



76

SOCIAL MEDIA PORTFOLIO

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

Prepared by:

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Prepared for:

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ACKNOWLEDGEMENT

Allah, the Most Gracious and Merciful, Alhamdulillah, all praises are due to Allah for providing the strength and blessings necessary to complete this project report. This project report was written for the Principles of Entrepreneurship (ENT530) course in which it was submitted.

I would like to express my gratitude to my lecturer, Dr Nor Zawani bt Mamat@Ibrahim, for her encouragement, assistance in inspiring suggestions, supervision, and support, as well as for assisting me in the coordination of this assignment. My sincere thanks and appreciation to everyone who made it possible for me to complete this report are deeply felt by me. I would not have made any progress on my project without the instruction, assistance, cooperation, and encouragement I received. ✓

I'd also like to express my gratitude to my parents and other individuals who have assisted me, either directly or indirectly, for their cooperation. Also, thank you to my friends and to everyone who has been encouraging me and assisting me throughout the report's progress till it has been totally done. Finally, I would want to express my gratitude to Universiti Teknologi Mara (UiTM) for providing me with the opportunity to study this topic and learn about the Principles of Entrepreneurship (ENT530). ✓

EXECUTIVE SUMMARY

This company sells Kurtas in twenty different colours at an affordable price. This kurta is manufactured totally in the Malaysian state of Selangor by a Malaysian brand. This kurta is appropriate for men of all ages, including children, teenagers, adults, and senior citizens. Due to the fact that this outfit is typically chosen in connection with a special occasion, it attracts a huge number of family groupings. Nowadays, you should be able to grab the attention of a huge number of people using modern design. This establishment will provide discounted rates on all holidays, including Raya days, Hajj, school holidays, and other significant events. Their connection with this company began in 2019, and I serve as one of the drop ship agents. Due to the fact that this business is totally centered on social media platforms, I am responsible for taking orders from customers, packing them, and delivering those by courier services to customers. ✓

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2.1 Go-Ecommerce registration

PERSONAL PROFILE

BUSINESS PROFILE



ISMAIL BIN MOHAMAD
SALLEH

Personal Information

Edit

Name	:	ISMAIL BIN MOHAMAD SALLEH	Phone/Mobile	:	
New Identity Card No.	:		Home Address	:	
Email Address	:		District	:	
City	:		Postcode	:	
State	:		Personal Instagram	:	null
Personal Facebook	:		Race	:	Malay
Gender	:	Male	Special Need Required	:	No
Marital Status	:	Single			

Institution Information

Add New

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
			Postcode	:	42300
District of Institution	:	Kuala Selangor			
Level of Study	:	Bachelor Degree	Study Status	:	Full time
Course Name	:	NZI ENT530	Class Name	:	NZI ENT 530
Subject Name	:	PRINCIPLE OF	Year Enrolling the	:	2021

Edit Delete

Personal Facebook	:		Race	:	Malay
Gender	:	Male	Special Need Required	:	No
Marital Status	:	Single			

Institution Information

Add New

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
			Postcode	:	42300
District of Institution	:	Kuala Selangor			
Level of Study	:	Bachelor Degree	Study Status	:	Full time
Course Name	:	NZI ENT530	Class Name	:	NZI ENT 530
Subject Name	:	PRINCIPLE OF ENTREPREEURSHIP	Year Enrolling the subject	:	2021
Month Enrolling the Subject	:	3	Lecturer Name	:	NOR ZAWANI BT 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	:	9
Related To Study Field	:	Yes			

eCertificates



PERSONAL PROFILE

BUSINESS PROFILE



ISMAIL BIN MOHAMAD
SALLEH

Company Name : Waw Collection

Type Of Business : Sdn. Bhd

Facebook Page : <https://www.facebook.com/AizGlobal>

Wechat for Business :

Marketplace :

Business Related to Your Study Field :

Company Registration No. :

Business Role : Dropshipper

Business Category/Business Sub-Category : Apparel, Health & Beauty / Apparel & Accessories

Business Instagram Page :

Business Website :

Type Of Website :

Experience in International Export :

Edit



2.2 Introduction of business

2.2.1 Name and address of business



Waw Collection is a clothing line that sells kurta-style clothing. For all types of events or celebrations, appropriate clothing is worn that is appropriate for all ages, including children, teenagers, adults, and senior citizens, among others. Customers readily accept this product due to its attractive design and the use of materials that are comfortable to wear. My company's address is No. 40, Lorong Perusahaan Ringan 1, 68100, Batu Caves Selangor, Malaysia. Waw Collection offers low-cost kurtas for those who are looking for fashionable clothing at a reasonable cost.

Waw Collection Business Information

Name of Business	Waw Collection
Address	No. 40, Lorong Perusahaan Ringan 1, 68100, Batu Caves Selangor, Malaysia.
Corresponding Address	ismailsalleh97.is@gmail.com
Telephone Number	
Business Role	Dropship
Primary Activities	Selling Kurta



2.2.2 Organizational chart



2.2.3 Mission and Vision

Mission

My mission is to produce the greatest service to maximize customer satisfaction through the supply of comfortable clothing, especially for event and regular days.



Vision

My vision is to develop a traditional apparel company in Malaysia with current designs.



2.2.4 Descriptions of products

Kurta Idris is the name of this item. The kurta is produced and sold in 12 sizes, six for adults (S, M, L, XL, XXL, XXXL) and six for children (2, 4, 6, 8, 10, 12). This kurta is made from a premium fabric known as crepe, which is a lightweight, stretchy, and breathable fabric. This kurta's left side features a zipper, which makes it simple for customers to unzip and wear. This kurta is ideal for all ages and features an exceptionally tidy cut (smart fit).

There are a total of twenty different color available:

- Black.
- Nude.
- Smoke grey.
- Mustard.
- Leaf green.
- Salmon.
- Emerald green.
- Sky blue.
- Teal blue.
- Green mint.
- Maroon.
- Peach.
- Cream white.
- Navy blue.
- Dark purple.
- Dark grey.
- Prussian blue.
- Dark brown.

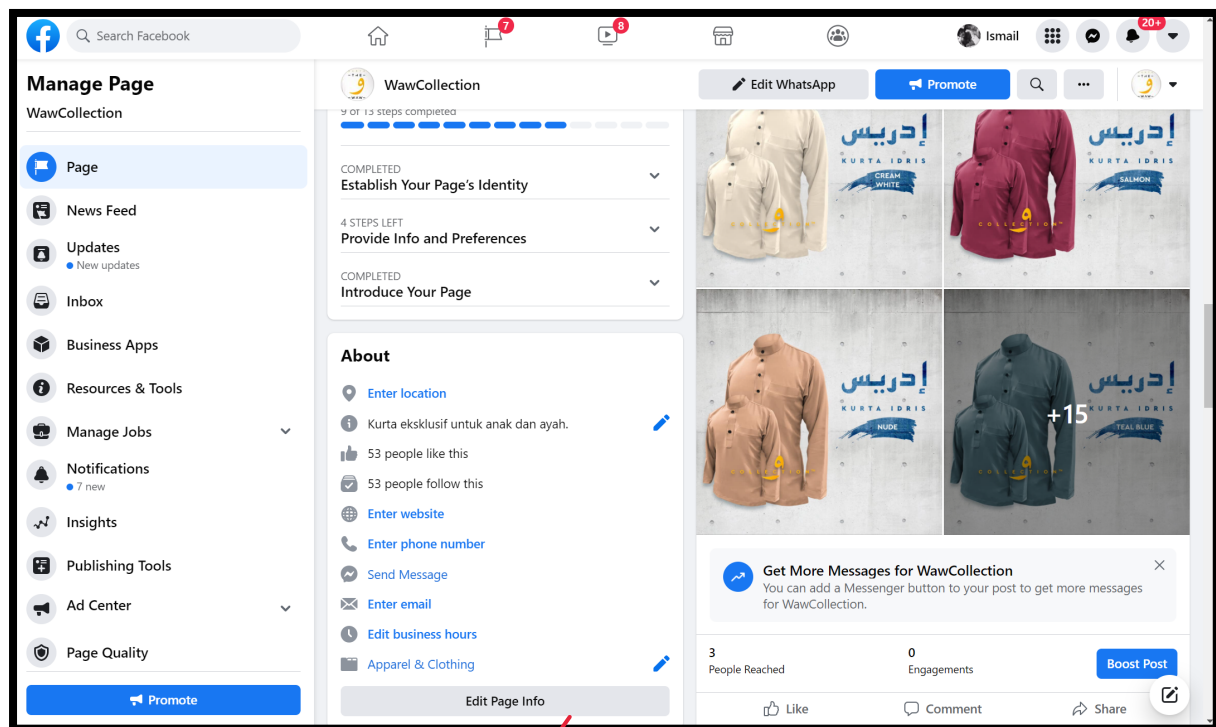
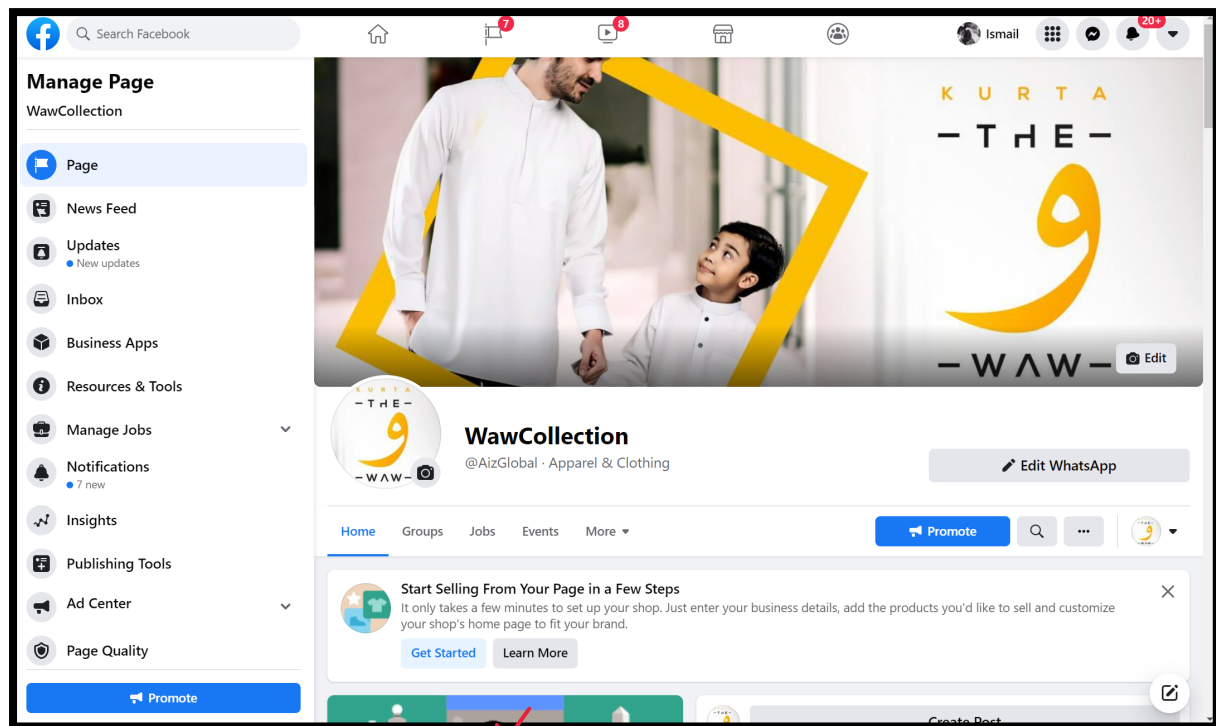
2.2.5 Price list

Product	Size	price	Combo Price
Kurta Idris	Adult (S, M, L, XL, XXL, XXXL)	RM70	RM120 (2 adult)
	Kid (2, 4, 6, 8, 10, 12)	RM60	RM100 (1 kid, 1 adult)
	Postage: RM10 (peninsular Malaysia) RM15 (Sabah & Sarawak)		



2.3 Facebook

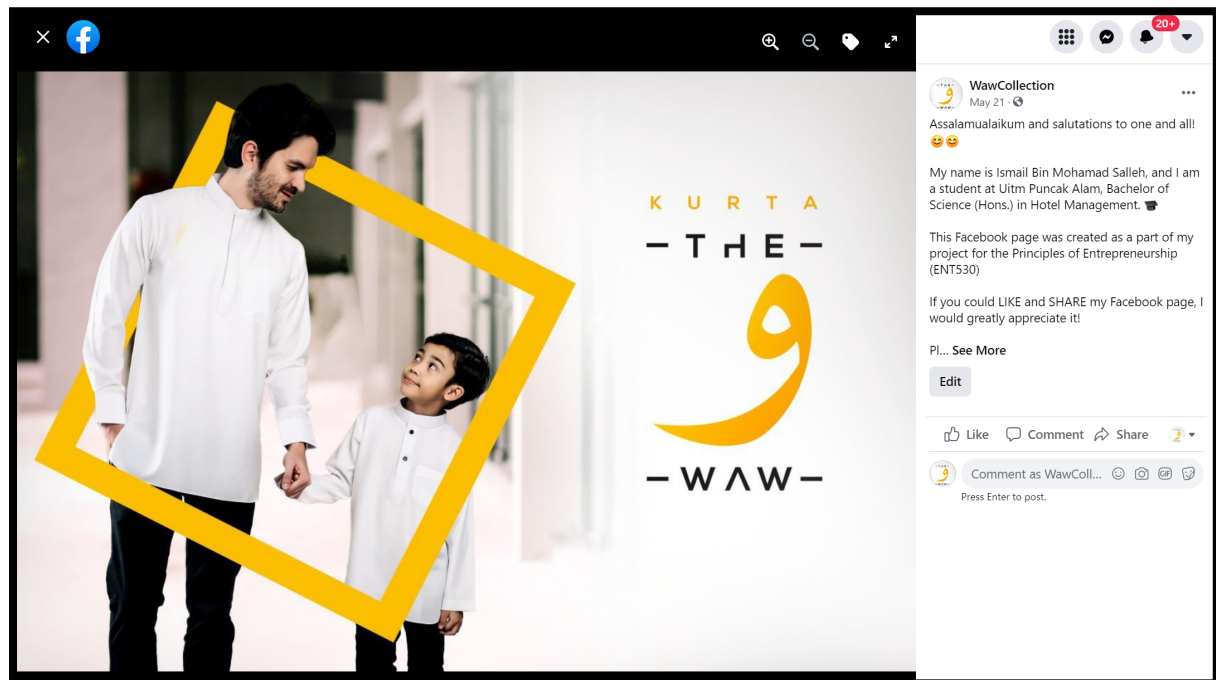
2.3.1 Facebook page



2.3.2 Custom URL Facebook (FB) Page

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

2.3.3 Facebook (FB) post – Teaser



2.3.4 Facebook (FB) post – Copywriting (Hard sell)

The screenshot shows the Facebook 'Manage Page' interface for the business 'WawCollection'. The left sidebar contains navigation options: Page, News Feed, Updates, Inbox, Business Apps, Resources & Tools, Manage Jobs, Notifications (6 new), Insights, Publishing Tools, Ad Center, and Page Quality. The main content area is divided into sections: 'Create New Ad' (with sub-options 'Make an ad using text, photos or videos to promote your business' and 'Boost a Post'), 'Automated Ads' (Get personalized ads that adjust over time to help you get better results.), 'Free Facebook Business Tools' (including 'Sell Your Products', 'Add Appointment Bookings', 'Host Paid Online Events', and 'Post a Job'), and 'Insights' (See All). The right sidebar shows a preview of a promotional post for 'KURTA IDRIS' with the headline 'PROMOSI RAYA HAJJI!' and details about 'KURTA COMBO' prices.

Manage Page
WawCollection

Create New Ad
Make an ad using text, photos or videos to promote your business

Boost a Post

Automated Ads
Get personalized ads that adjust over time to help you get better results.

Free Facebook Business Tools

- Sell Your Products**
Set up a shop on your Page to start selling products online
- Add Appointment Bookings**
Display your services and availability so that people can book an appointment.
- Host Paid Online Events**
Create online events that people can pay to access.
- Post a Job**
Find qualified candidates by posting job opportunities with your business on Facebook.

Insights [See All](#)

Promosi Raya Haji!
KURTA COMBO:
□ Kurta Dewasa RM70
□ Kurta Kid RM60
□ COMBO A 2 HELAI RM100 Sahaja (Dewasa + Kids)
□ COMBO B 2 HELAI RM120 Sahaja (Dewasa)

The screenshot shows the Facebook 'Manage Page' interface for the business 'WawCollection'. The left sidebar is identical to the previous screenshot. The main content area is divided into sections: 'Enter location', 'Kurta eksklusif untuk anak dan ayah.' (53 people like this, 53 people follow this), 'Enter website', 'Enter phone number', 'Send Message', 'Enter email', 'Edit business hours', 'Apparel & Clothing', 'Edit Page Info', 'Suggested Groups for Your Page' (Find groups with Pages like yours and people who may be interested in WawCollection. Includes 'Beg Murah BRANDED/INSPIRED', 'kain batik borong murah', and 'Kasut Plus Size Ladies Besar Size 9-13'), and 'Insights'. The right sidebar shows a preview of a promotional post for 'KURTA IDRIS' with the headline 'PROMOSI RAYA HAJJI! DENGAN 20 PILIHAN WARNA!' and details about 'KURTA COMBO' prices.

Manage Page
WawCollection

Enter location

Kurta eksklusif untuk anak dan ayah.
53 people like this
53 people follow this

Enter website

Enter phone number

Send Message

Enter email

Edit business hours

Apparel & Clothing

Edit Page Info

Suggested Groups for Your Page
Find groups with Pages like yours and people who may be interested in WawCollection.

- Beg Murah BRANDED/INSPIRED**
10K members • 2 posts a day [Join](#)
- kain batik borong murah**
6K members • 8 posts a month
- Kasut Plus Size Ladies Besar Size 9-13**
7.1K members [Join](#)

Promosi Raya Haji!
DENGAN 20 PILIHAN WARNA!
KURTA COMBO:
□ Kurta Dewasa RM70
□ Kurta Kid RM60
□ COMBO A 2 HELAI RM100 Sahaja (Dewasa + Kids)
□ COMBO B 2 HELAI RM120 Sahaja (Dewasa)

2.3.5 Facebook (FB) post – Copywriting (Soft sell)

The image shows a Facebook post from the page 'WawCollection'. The main visual is a promotional graphic for 'KURTA IDRIS' in 'LEAF GREEN'. It features two long-sleeved shirts, one adult and one child's size, displayed against a light grey, textured background. The text 'إدريس' is written in large blue Arabic script, with 'KURTA IDRIS' and 'LEAF GREEN' in English below it. A yellow 'Waw' logo with 'COLLECTION™' is at the bottom left of the shirts. The Facebook interface on the right shows the post was made 2 hours ago. The caption reads: 'THE BEST KURTA ON THE MARKET! CAN BE USED FOR VARIOUS EVENTS AND ACTIVITIES! (CODE AVAILABLE)'. It lists features: 'ADULT SIZE (S-3XL)', 'CHILDREN'S SIZE (2-12)', 'HIGH-QUALITY COMO CREPE', 'STRETCHABLE', 'TAILORED FIT (ZIP ON THE EDGE)', 'TWO POCKETS', and '20 EXCITING COLORS'. It ends with 'GET IT NOW FOR MCO PROMO !! See Less'. Interaction buttons for Like, Comment, and Share are visible, along with a comment input field.

WawCollection
2h

THE BEST KURTA ON THE MARKET! CAN BE USED FOR VARIOUS EVENTS AND ACTIVITIES! (CODE AVAILABLE)

- 🔥 ADULT SIZE (S-3XL)
- 🔥 CHILDREN'S SIZE (2-12)
- 🔥 HIGH-QUALITY COMO CREPE
- 🔥 STRETCHABLE
- 🔥 TAILORED FIT (ZIP ON THE EDGE)
- 🔥 TWO POCKETS
- 🔥 20 EXCITING COLORS

GET IT NOW FOR MCO PROMO !! See Less

Edit

Like Comment Share

Comment as WawColl...
Press Enter to post.

The image shows a Facebook post from the page 'WawCollection'. The main visual is a promotional graphic for 'KURTA IDRIS' in 'CREAM WHITE'. It features two long-sleeved shirts, one adult and one child's size, displayed against a light grey, textured background. The text 'إدريس' is written in large blue Arabic script, with 'KURTA IDRIS' and 'CREAM WHITE' in English below it. A yellow 'Waw' logo with 'COLLECTION™' is at the bottom left of the shirts. The Facebook interface on the right shows the post was made 2 hours ago. The caption reads: '#PROMOCOMBO KURTA IDRIS'. It lists features: '20 PILIHAN WARNA', 'SAIZ DEWASA (S-3XL)', 'SAIZ KANAK KANAK (2-12)', 'MATERIAL HIGH QUALITY COMO CREPE', and 'ZIP YANG KEMAS DI TEPI'. It ends with 'PM UNTUK DAPATKAN PROMO SEKARANG !'. Interaction buttons for Like, Comment, and Share are visible, along with a comment input field.

WawCollection
2h

#PROMOCOMBO KURTA IDRIS

- 🔥 20 PILIHAN WARNA
- 🔥 SAIZ DEWASA (S-3XL)
- 🔥 SAIZ KANAK KANAK (2-12)
- 🔥 MATERIAL HIGH QUALITY COMO CREPE
- 🔥 ZIP YANG KEMAS DI TEPI

PM UNTUK DAPATKAN PROMO SEKARANG !

Edit

Like Comment Share

Comment as WawColl...
Press Enter to post.

CONCLUSION

In a nutshell, Kurta Idris is an online store of kurta-style clothing. By creating a Facebook Page, this product may sell broadly and effortlessly reach its target market without relying on traditional promotion. We may deduce that by using a Facebook Page and setting the advertisement to Facebook Advertisement, we can save money. The cost is between RM5 to RM10 each day. It is market-dependent. The larger the target market, the more money the business will spend.



Additionally, Facebook Pages assist us in staying current with technology and lifestyle trends. As a result, it assists us in gaining expertise and observing how other businesses market their products. This business can observe how other businesses market their products to attract customers and adapt accordingly. Furthermore, it assists us in improving our technological skills, such as creating templates to promote our product and generate interest from the target market. By utilizing a Facebook Page, it is possible to avoid becoming an out-of-date businessman. As a growing product, we choose to promote our goods through a Facebook Page. This is because they are less expensive and assist us in accomplishing our corporate mission and vision. It assists us in optimizing our marketing strategy.



APPENDICES




KURTA IDRIS
SIZING CHART

	DEWASA					
	S	M	L	XL	2XL	3XL
BAHU	16.5	17.5	18.5	19.5	20	21
DADA	39	41	43	45	47	49
LABUH	29	29	30	31	33	33
KETIAK	19	20	21	22	23	24
LENGAN	23	23	24	24	24	25
KOLAR	17	17.5	18	19	20	20.5
PINGGANG	37	39	41	43	45	47
PUNGGUNG	39	41	43	45	47	49

	KANAK KANAK					
	2	4	6	8	10	12
BAHU	10	11	12	13	14	15
DADA	26	28	30	32	34	36
LABUH	17	19	21	23	24	25
KETIAK	10	11	12	13	14	15

MEASUREMENT IN INCH







Certificate of Completion

This acknowledges that

ISMAIL BIN MOHAMAD SALLEH (970530385057)

has successfully completed

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

