

TEMPLATE: SOCIAL MEDIA PORTFOLIO



SOCIAL MEDIA PORTFOLIO

BundlesTop

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

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ACKNOWLEDGEMENT

We would like to thank Dr. Nor Harlina Abd Hamid for her assistance in completing our Assignment. We would also like to thank all the buyers who assisted us in completing the assignment. Furthermore, we would like to thank our Facebook followers for providing us with the opportunity to sell our products. We'd also like to thank our friends who assisted us with our assignment. We would also like to thank our family for their participation in this Assignment.

EXECUTIVE SUMMARY

People nowadays want to look good but want to spend less on clothing at the same time. Not many people know that not only branded clothing can be stylish. However, they can still even look good with less money spent, which is through buying used clothing. Despite the benefits some individuals still refuse to wear this type of apparel as they fear the cleanliness of the apparels. Today, there are many used clothing that are sold all around Malaysia, some can be found in the stores or even through online businesses. Sometimes there are also used branded clothing being sold at a reasonable price, for example Nike and Adidas.

One of the reasons we chose to sell used clothing is that it is cheaper to buy used clothing in bulk. With this we can get variety of shirts at a lowest price possible. Therefore, it is easy to create a unique and personal style. Many unique pieces can be found at thrift stores, and this clothing can be useful in building a wardrobe that is reflective of one's personal style. It is doubtful that many others will own the same piece of clothing, making your look more original. Furthermore, lower costs make it affordable to try new stuff without spending much.


We run the business through an online platform through our Facebook page Bundlestop. Here we run a business of buying and selling as well as marketing the product. To run a direct sale nowadays is quite difficult because of the pandemic we are facing, but through this platform, we are able to reach customers easily.

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I. Go-Ecommerce Registration (Print Screen)



	
MASMED YOUNG ENTREPRENEUR (MyENT)	
SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM	
No. Pelajar	: 2022963949
Nama	: AHMAD SABIRIN BIN MAZLANN
Program Pengajian	: IJAZAH SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN) KEUSAHAWANAN
Fakulti	: Faculty of Business & Management
Kampus	: Selangor
MAKLUMAT PERNIAGAAN	
Mod Perniagaan	: Online
Bidang Perniagaan yg diceburi	: Pakaian dan Kelengkapan
Tempoh Berniaga	: 6 Bulan
No. Pendaftaran Perniagaan	: :
URL Perniagaan	: https://www.facebook.com/BundlestopKanAda/
Alamat Premis Perniagaan	: NO 70 JALAN BJ 19 TAMAN BERTAM JAYA, CHENG 75250 MELAKA
Tarikh Mendaftar	: 26 May 2022
Tarikh Kemaskini	: 26 May 2022
Tarikh Cetak	: 26 May 2022
<p><small>Sijil Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dijalankan oleh pelajar semasa tempoh pengajian di UITM. Sijil ini secara tidak langsung akan terbatal apabila penama menamatkan pengajian atau tidak lagi aktif dalam sistem universiti.</small></p> <p><small>Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED) juga berhak membatalkan sijil ini tanpa sebarang notis. Penggunaan sijil ini hanya diterima untuk kegunaan urusan dalaman UITM sahaja. Urusan dan aktiviti perniagaan yang dijalankan oleh penama adalah risiko dan tanggungjawab sendiri tanpa melibatkan kepentingan dan nama Universiti.</small></p>	
SALINAN PENDAFTARAN INI DIPERAKUI OLEH	

	
MASMED YOUNG ENTREPRENEUR (MyENT)	
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No. Pelajar	: 2022788539
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Program Pengajian	: :
Fakulti	: Faculty of Business & Management
Kampus	: Selangor
MAKLUMAT PERNIAGAAN	
Mod Perniagaan	: Online
Bidang Perniagaan yg diceburi	: Pakaian dan Kelengkapan
Tempoh Berniaga	: :
No. Pendaftaran Perniagaan	: :
URL Perniagaan	: https://www.facebook.com/BundlestopKanAda/
Alamat Premis Perniagaan	: :
Tarikh Mendaftar	: 28 May 2022
Tarikh Kemaskini	: :
Tarikh Cetak	: 28 May 2022
<p><small>Sijil Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dijalankan oleh pelajar semasa tempoh pengajian di UITM. Sijil ini secara tidak langsung akan terbatal apabila penama menamatkan pengajian atau tidak lagi aktif dalam sistem universiti.</small></p> <p><small>Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED) juga berhak membatalkan sijil ini tanpa sebarang notis. Penggunaan sijil ini hanya diterima untuk kegunaan urusan dalaman UITM sahaja. Urusan dan aktiviti perniagaan yang dijalankan oleh penama adalah risiko dan tanggungjawab sendiri tanpa melibatkan kepentingan dan nama Universiti.</small></p>	
SALINAN PENDAFTARAN INI DIPERAKUI OLEH PENOLONG NAIB CANSOLOR KEUSAHAWANAN UITM	
Malaysian Academy of SME & Entrepreneurship Development (MASMED)	

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I.

SSM Registration (Sole Proprietorship/Partnership)

INCENTIVE QUERY

Query Reason (Please submit query answer on the last tab/page)

PENGESAHAN JUMLAH YURAN TIDAK DITERIMA. SILA LAMPIRKAN SALINAN SURAT PENGESAHAN PELAJAR SEPENUH MASA UNTUK KEDUA-DUA PELAJAR YANG DIKELUARKAN OLEH PIHAK HEA ANDA

Is Online Seller ?

YES ▼

Business Address	Mailing Address
Copy From Profile Address	Copy From Business Address
Business Address*	Address*
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
Postcode*	Postcode*
<input type="text" value="47100"/>	<input type="text" value="47100"/>
Town*	Town*
<input type="text" value="PUCHON"/> ▼	<input type="text" value="PUCHON"/> ▼
State	State*
<input type="text" value="SELANGOR"/>	<input type="text" value="SELANGOR"/>
Tel No	Tel No
<input type="text"/>	<input type="text"/>
Mobile No*	Mobile No
<input type="text"/>	<input type="text"/>
Email	Email
<input type="text"/>	<input type="text"/>

[Next](#)

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Best viewed using Chrome and Mozilla Firefox with the resolution of 1024 x 768

Version EzBizWeb_20211229a.war

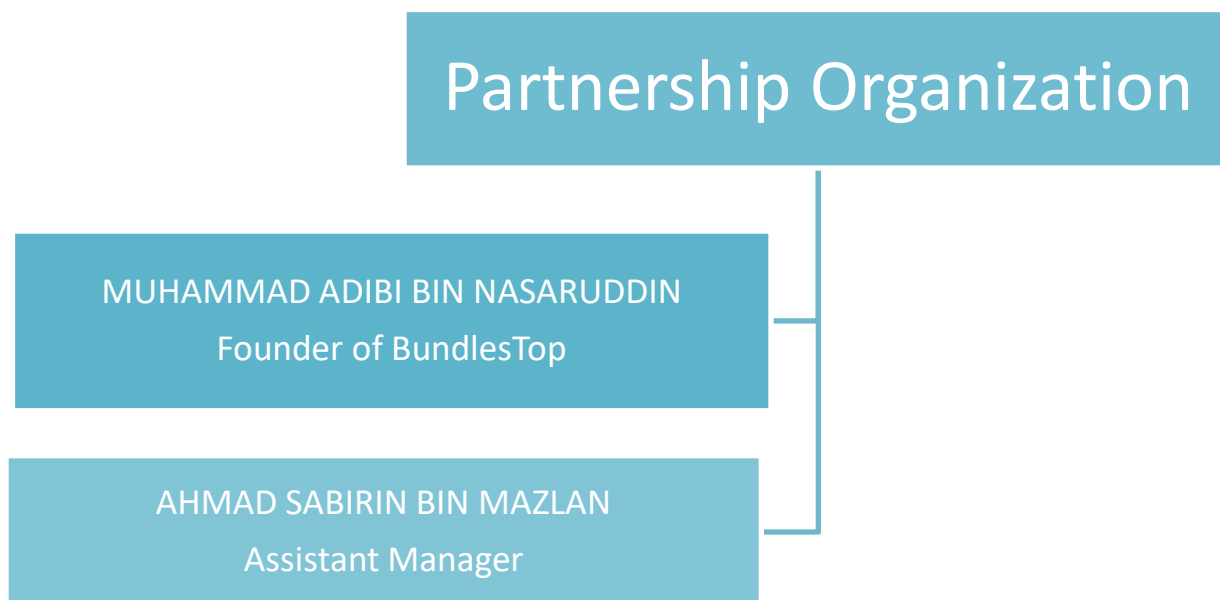
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Introduction of Business

Name and address of business

Business Name: ***BundlesTop***

Address:

Organization chart



Mission/vision

Mission: The mission of BundlesTop is to attract all types of customers especially young men to buy designer clothes yet at affordable prices. To supplement our revenue, we sell various types of shirts in our store recently. We launched this business to obtain more experience in online business.

Our vision is for customers to always buy only BundlesTop shirts and because we provide the best and quality goods to our valued customers

Descriptions of products/services



The products we sell consist of various types of shirts with different designs whose patterns we have chosen at random. However, we can guarantee that the shirts supplied are in good condition. It would be our opportunity to sell some branded shirts and available at affordable prices.

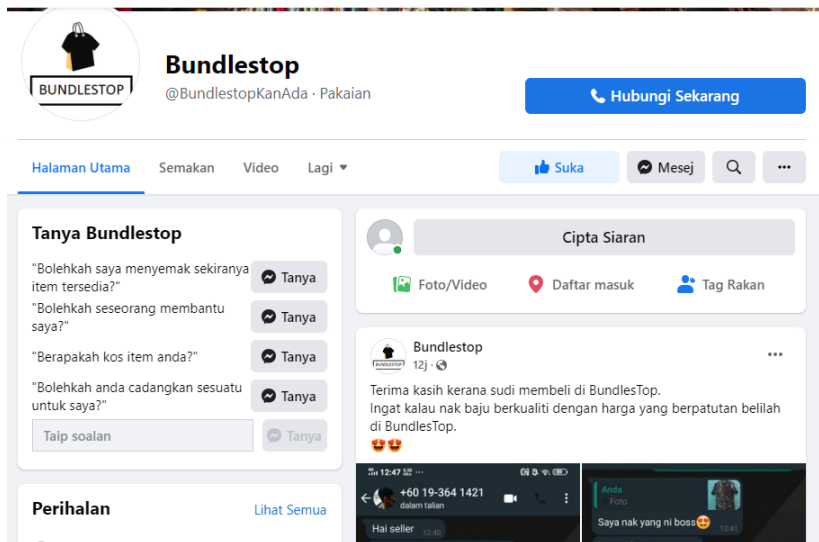
Price list

Number of Clothes	Price
	Malaysia: RM 9 Other country: extra Rm 7
	Malaysia: RM 18 Other country: extra Rm 7
	Malaysia: RM 27 Other country: extra Rm 7
 FREE 	Malaysia: RM 36 Other country: extra Rm 7

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2.0 FACEBOOK (FB)

- Facebook page

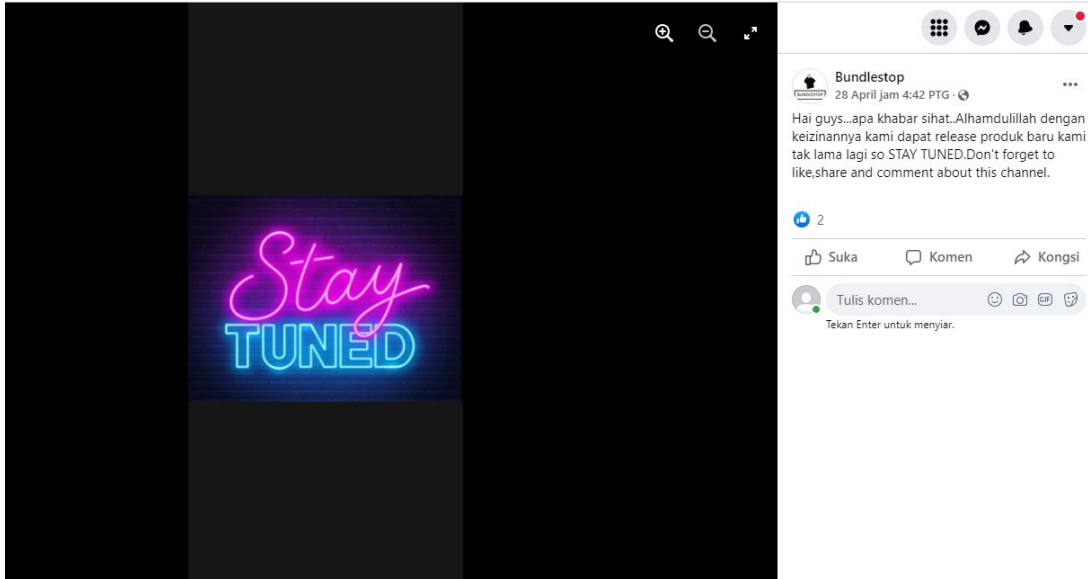


- URL Facebook page

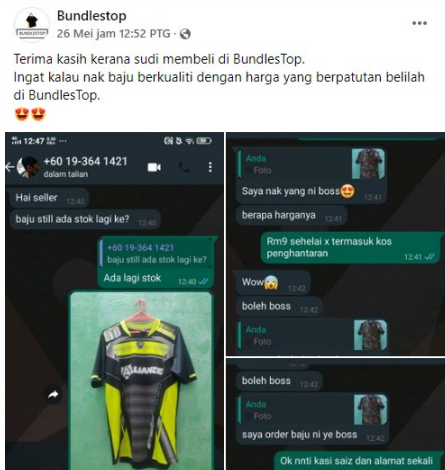
<https://www.facebook.com/BundlestopKanAda>

- Facebook (FB) post -Teaser





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




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

Bundlestop
15m · 🌐


Biasanya korang cari baju dekat mana yang murah dan berbaloi
 Saya belum pernah lagi jumpa kedai yang menjual pelbagai jenis baju
 namun dengan harga yang murah
 Nak pula design mcm kat gambar ni lawa
 Saya ada penyelesaiannya baju yang berkualiti dan murah hanya di
 BundlesTop
 😊👍👍



Bundlestop
17 Mei jam 3:44 PTG · 🌐


Sekarang ni baju brand tapi murah itu susah nak dicari.
 Nak cari baju berjenama dan berkualiti tapi tidak cukup duit...
 Jangan risau dengan adanya kami baju berjenama tapi murah mampu
 dibeli
 Belilah dengan harga borong di BundlesTop
 Rm9 sehelai

**Alhamdulillah kami telah menerima stock baju
 dan memilih saiz dari s - xl dari pelbagai corak.**
 ... See more




Bundlestop
23 Mei jam 9:10 PG · 🌐

Muka happy dapat baju baru. Jadi anda bila lagi?



Bundlestop
6m · 🌐

Kadang-kadang saya selalu tertanya apa yang boleh beli dengan Rm
 20 untuk hadiah member tapi kebanyakan barangan sekarang mahal
 dan jika ada yang murah mesti cepat rosak...Bila cakap pasal remaja
 mesti kena ada fashion baru hadiah gempak.
 Tapi susah nak cari dengan duit yang sedikit ini .
 Namun begitu dengan adanya BundlesTop tidak susah untuk mencari
 baju yang murah dan berkualiti.
 Saya dah beli dengan BundlesTop anda bila lagi?



- Relevant graphics to each post/copywriting

bunalestop
14 Mei jam 4:30 PTG · 🌐

Alhamdulillah kami telah menerima stock baju dan memilih saiz dari s - xl dari pelbagai corak.
Men T-shirt (Adult & Kid)
1 pcs RM9.00 tidak termasuk harga penghantaran...
Boleh Pilih Design (Random Design)
Tempahan boleh dibuat melalui
DibiNeutron: 📞+60 10-204 2315
Ahmad Sabirin: +60 11-1478 0531



Bundlestop
14 Mei jam 4:40 PTG · 🌐




11XL ASIA 32inci X 35inci

UKURAN GUNA INCI A(DADA) x B(PANJANG)			
ASIA	ASIA	UK EUROPE	UK / EUROPE
XS	17 X 25	18 X 28	
S	18.5 X 26		
M	19.5 X 27.5	20 X 29	
L	21 X 28.5		
XL	22 X 29.5	22 X 30	
2XL	23 X 30		
3XL ASIA	24 X 31	24 X 31	TAG BAHU UK / EUROPE VI

Bundlestop
17 Mei jam 3:44 PTG · 🌐

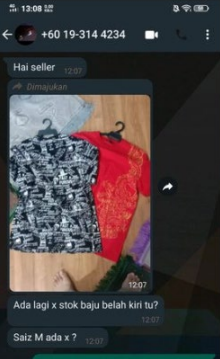
Sekarang ni baju brand tapi murah itu susah nak dicari.
Nak cari baju berjenama dan berkualiti tapi tidak cukup duit...
Jangan risau dengan adanya kami baju berjenama tapi murah mampu dibeli
Belilah dengan harga borong di BundlesTop
Rm9 sehelai

Alhamdulillah kami telah menerima stock baju dan memilih saiz dari s - xl dari pelbagai corak.
... See more



Bundlestop
25 Mei jam 3:07 PTG · 🌐

Alhamdulillah seorang lagi pelanggan yang berminat dengan BundlesTop
Ingin baju murah dan berkualiti seperti ni...hanya di BundlesTop.
Kami menjual baju berkualiti dengan harga yang mampu dibeli.



Hai seller 12:07

Ada lagi x stok baju belah kiri tu? 12:07

Saiz M ada x? 12:07



Untuk pengetahuan Encik satu baju Rm 9... beli dua Rm 18 tak termasuk harga penghantaran. 12:49

Anda Untuk pengetahuan Encik satu baju Rm 9... beli dua Rm 18 tak termasuk harga penghantaran. 12:50

Baik 12:50

+60 19-314 4234 No 883 jalan 6/4 taman nusa intan 70450 negeri sembilan. 12:50

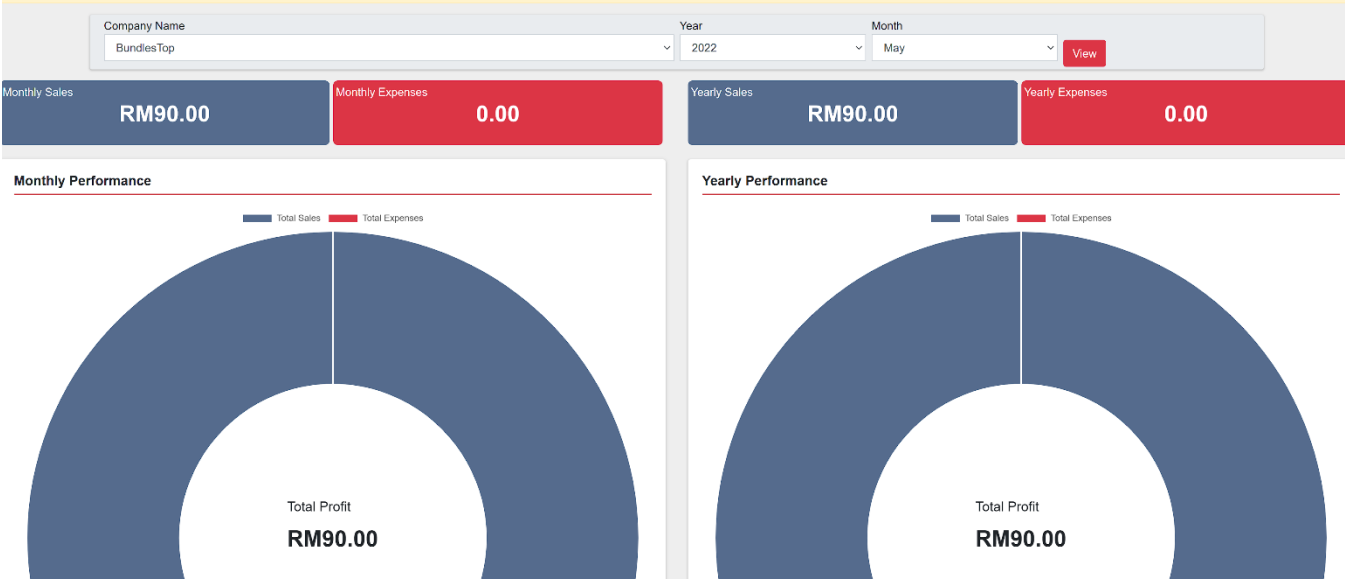
+60 19-314 4234 No 883 jalan 6/4 taman nusa intan Insyallah saya akan hantar ke rumah Encik/Cik. 12:50

Baik terima kasih 12:50

Nanti bagi no acc ya saya bank in total 12:51

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- Sales report



- Conclusion

To conclude, sales using social media platform are very effective, especially during the pandemic we are facing right now which is the Covid19 which sales activity are hard to be done physically and rapidly. Thus, platform such as Facebook can initiate sellers with customers more widely and faster around business areas and throughout Malaysia. As a matter of fact, this can also act as a side income to some people. Throughout our operations, in some extent has increased our side income as a full-time student, as we do not have a permanent job to help with my learning. Furthermore, we obtained much experience with selling using this social media platform as we have never done this before. With this we have learn on using the Facebook extensively. Moreover, with Facebook it is easier to engage with customer all around the country. Besides that, with this social media it offers many ways to market one's business to the public eyes. Here we can say that this is the right mechanism to do business activities and be successful with it. This task also taught us, to do business in a more organized and effective way, to improve our marketing skills and increases sales in the process. This include uploading soft sell and hard sell posts through Facebook to market our products. Online sales through social media platforms can greatly improve sales activities and increases income by a lot.