



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT530: PRINCIPLES OF ENTREPRENEURSHIP

FACULTY OF BUSINESS AND MANAGEMENT

SOCIAL MEDIA PORTFOLIO (40%)

GROUP: BA2473B



KAROLINA SHOP

PREPARED BY:

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DATE OF SUBMISSION: 14 JULY 2022

ACKNOWLEDGMENT

We could not show how much gratitude towards Allah S.W.T for letting us complete our assignment progress. We are really grateful to God for making our process become smooth in every circumstance. Without God's blessing, this assignment will become a disaster and could not be completed in time.

Next, we would like to thank our madam Norfazlina Binti Ghazali for providing us with guidelines to complete the assignment. Also without Madam teaching and help to complete this assignment will become a struggle. We hope madam is always in the pink of health.

Nevertheless, we would like to thank our partner for helping each of us with this assignment that could not complete. With help from each other, this assignment manages to achieve the target of what we wanted.

Lastly, everyone who supports our assignment by liking our Facebook page, helps us achieve our target in this assignment. Without everyone's support, the assignment project could fail and not meet the criteria. We really appreciate everyone's help and time. Thank you.

EXECUTIVE SUMMARY

All Universiti Technology Mara (UiTM) students who further their study at the bachelor level need to take the Principle of Entrepreneurship (ENT530) to understand the guideline and expose students to business orientation. In this course, students will be conducting a written report on a case study business or company. Therefore, from this assignment, we have created a small business called Karolina Shop.

Karolina Shop is owned by two owners and works by Nur Amira Syahira Binti Mohd Kamil and Nurul Anashahira Binti Norekhmal. Our business also uses social media which is the Facebook (FB) page as a platform for us to attract online customers, gain more awareness and generate more sales. Therefore, we will promote Karolina Shop by doing Facebook posts such as teaser posts, copywriting hard-sell, and soft-sell as our sale postings.

In this social media portfolio assignment, students must have a pair group. Each student has to find a product and utilized Facebook (FB) for an online marketing campaign in small businesses. Thus, students are free to create their own products to be sold online.

Karolina Shop inspires women to live on their own terms and fight passionately for their dreams. The main objective is to achieve sustainable fashion, looking forward to protecting our mother earth. Our shop also focuses on customers who do not want to spend a lot of money on buying clothes and at the same time want to follow the trend.

Our business was started on April 9th, 2022. According to the customer review, our product gave satisfying feedback to the customer because our product quality is well taken care of. Such as fabric quality, and safe packaging and they are happy when receiving it. Karolina shop's product is also liked by many people due to its affordable price. Hence, this product provides a good insight for the continuation of sales to our customers.

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1.0 Go e-commerce

4/27/22, 10:10 PM

Dashboard | My Profile

Profile | ENG | BM | NA | Nur Amira Syahira Binti...

My Company: **NA**

Seem like you have not completed your personal profile. Please complete your profile in order to proceed. Complete now!

Nur Amira Syahira Binti Mohd Kamil

amirasyahira0208@gmail.com

Personal Details

| | |
|----------------|----------------------------|
| Date of Birth | Age |
| - | - |
| Gender | Nationality |
| - | - |
| Bumiputera | Race |
| - | - |
| Marital Status | Highest Level of Education |
| - | - |

Contact Details

| | |
|--------------|-------------------|
| Mobile Phone | Home Phone Number |
| - | - |

https://platform.mdec.com.my/main/profile_view?userId=KT1%2B0yGG1%2FWw7LMdmWEZzSgkaFkFs1upPxCeNlyyPb85UwCz49Eplqf...

Go-eCommerce BETA

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

Nurul anashahira binti norekhal

Personal Information

| | | |
|--------------|---|---------------------------------|
| Name | : | Nurul anashahira binti norekhal |
| New Identity | : | |
| Card No. | : | |
| Email | : | |
| Address | : | |

2.0 MyENT Certificate

| | |
|---|--|
|  Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED) | |
| MASMED YOUNG ENTREPRENEUR (MyENT) | |
| SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM | |
| No. Pelajar | : 2021898276 |
| Nama | : NUR AMIRA SYAHIRA BINTI MOHD KAMIL |
| Program Pengajian | : SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN) PENGANGKUTAN |
| Fakulti | : Faculty of Business & Management |
| Kampus | : Selangor |
| MAKLUMAT PERNIAGAAN | |
| Mod Perniagaan | : Online |
| Bidang Perniagaan yg dibebani | : Pakaian dan Kelengkapan |
| Tempoh Beriaga | : |
| No. Pendaftaran Perniagaan | : https://www.facebook.com/Karolina-Shop-106031195413273 |
| URL Perniagaan | : https://www.facebook.com/Karolina-Shop-106031195413273 |
| Alamat Premis Perniagaan | : |
| Tarikh Mendatar | : 30 Jun 2022 |
| Tarikh Kemaskini | : |
| Tarikh Cetak | : 30 Jun 2022 |
| <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 memamatkan pengajian atau tidak lagi aktif dalam sistem universiti.</small> | |
| <small>Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED) juga berhak membatalkan sijil ini tanpa sebarang notis. Penggunaan sijil ini hanya dibenarkan untuk kegunaan urusan dalam UITM sahaja. Urusan dan sebarang perniagaan yang dijalankan oleh penama adalah risiko dan tanggungjawab sendiri tanpa melibatkan kepentingan dan nama Universiti.</small> | |
| SALINAN PENDAFTARAN INI DIPERAKUI OLEH PENOLONG NAIB CANSOLOR KEUSAHAWANAN UITM | |
|  Malaysian Academy of SME & Entrepreneurship Development (MASMED) | |

| | |
|---|--|
|  Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED) | |
| MASMED YOUNG ENTREPRENEUR (MyENT) | |
| SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM | |
| No. Pelajar | : 2021834498 |
| Nama | : Nurul anashahira binti norekmal |
| Program Pengajian | : SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN) PENGANGKUTAN |
| Fakulti | : Faculty of Business & Management |
| Kampus | : Selangor |
| MAKLUMAT PERNIAGAAN | |
| Mod Perniagaan | : Online |
| Bidang Perniagaan yg dibebani | : Pakaian dan Kelengkapan |
| Tempoh Beriaga | : may 2022 |
| No. Pendaftaran Perniagaan | : Nurul anashahira |
| URL Perniagaan | : https://www.facebook.com/Karolina-Shop-106031195413273 |
| Alamat Premis Perniagaan | : |
| Tarikh Mendatar | : 30 Jun 2022 |
| Tarikh Kemaskini | : 04 Jul 2022 |
| Tarikh Cetak | : 04 Jul 2022 |
| <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 memamatkan pengajian atau tidak lagi aktif dalam sistem universiti.</small> | |
| <small>Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED) juga berhak membatalkan sijil ini tanpa sebarang notis. Penggunaan sijil ini hanya dibenarkan untuk kegunaan urusan dalam UITM sahaja. Urusan dan sebarang perniagaan yang dijalankan oleh penama adalah risiko dan tanggungjawab sendiri tanpa melibatkan kepentingan dan nama Universiti.</small> | |
| SALINAN PENDAFTARAN INI DIPERAKUI OLEH PENOLONG NAIB CANSOLOR KEUSAHAWANAN UITM | |
|  Malaysian Academy of SME & Entrepreneurship Development (MASMED) | |

3.0 Suruhanjaya Syarikat Malaysia (SSM) Registration

The screenshot shows the user profile page on the EZBIZ system. It includes a navigation bar with 'Home', 'My Business Services', 'My Payment History', and 'Other Services'. The user is identified as NUR AMIRA SYAHIRA BINTI MOHD KAMIL. The page is divided into three main sections: Registration Information, User Information, and Residential Address Information.

Registration Information

- Reference No. E202202205091596
- Username
- Email

User Information

- Name: NUR AMIRA SYAHIRA BINTI MOHD KAMIL
- ID Type: ID No (e.g 800101055014) Colour
- Nationality: MALYSIAN
- Gender: Female
- Date of Birth: Race: MELAYU

Residential Address Information

- Residential Address

This is an official registration document from the Suruhanjaya Syarikat Malaysia (SSM). It is titled 'BORANG D (KAEDAH 13)' and 'PERAKUAN PENDAFTARAN AKTA PENDAFTARAN PERNIAGAAN 1956'. The document states that the business is operated under the name of NUR ANASHAHIRA BINTI NOREKHMAL, with registration number NO. PENDAFTARAN: 202203161840 (003411034-D). It was registered on 26 JUN 2023 under the Business Registration Act 1956. The document is signed by DATUK NOR AZIMAH ABDUL AZIZ, Registrar of Companies, Semenanjung Malaysia, on 27 JUN 2022. A QR code is present in the top right corner.

**PERAKUAN PENDAFTARAN
AKTA PENDAFTARAN PERNIAGAAN 1956**

Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama
NUR ANASHAHIRA BINTI NOREKHMAL
NO. PENDAFTARAN: 202203161840 (003411034-D)

telah didaftarkan dari hari ini sehingga 26 JUN 2023 di bawah Akta Pendaftaran
Perniagaan 1956, beralamat di

Bil. Cawangan: TIADA

Bertarikh di SISTEM EZBIZ pada 27 JUN 2022.

DATUK NOR AZIMAH ABDUL AZIZ
Pendaftar Perniagaan
Semenanjung Malaysia

4.0 INTRODUCTION OF BUSINESS

4.1 Name and Address of the Business



The name Karolina is a female forename with Slavic roots. This name literally means "warrior" or "manly," making it the feminine equivalent of "Karl." The core of Karolina is more about power and independence, even though the male version is one interpretation. Another spelling of the name is "Karola," which means "free woman" in German. My purpose in choosing this name is whatever you acquire from Karolina, this dynamic name will inspire women to live on their own terms and fight passionately for their dreams.

Thus, our “Karolina Shop” is a sustainable thrifting Shop that contains thrifted clothes or in other words used clothes, pants, skirts, and many more. There is a variety of beautiful and comfy clothes that can be matched for your daily basis. Our shop focuses more on sustainable fashion, looking forward to protecting our mother earth. It is also one way to prevent pollution. As well as focuses on customers who do not want to spend a lot of money on buying clothes and at the same time want to follow the trend.

Karolina Shop is owned by Nur Amira Syahira Binti Mohd Kamil and Nurul Anashahira Binti Norekhal they both are passionate partners in this business. The business commenced on 9th April 2022. The business is located at (letak alamat reka sikit). Since it is Karolina Shop is a small online business, therefore, it uses online platforms like Facebook and Whatsapp to connect with its customers.

Its target customers are female teenagers and adults aged from 13 to 50 years old. This is because it is widely used throughout the whole country by females especially. Moreover, since Karolina Shop is online shopping, the postage is all around Malaysia and the postage fee will be

charged at RM4 or above depending on their location. The orders will be delivered through PosLaju Malaysia or J&T Express.

4.2 Organization Chart



Karolina Shop is a partnership type of business. This is due to it being a start-up business and has just commenced. Therefore, the organizational chart of Karolina Shop only consists of two which are public partnership and private partnership.

4.3 Mission and Vision

Mission

“ To make sure that everyone can dress up or style for their daily basis look and make them confident and happy. Despite having a tight budget we want to make sure they still can afford to buy clothes and everyone can dress up uniquely in their own way”.

Vision

“ To transcend the realm of fashion. To inspire a more sustainable world, while elevating the thrift industry. Inspires people to Go-green as well as save our mother earth “.

4.4 Description of the Product

Our product is thrifted style. Since it was a second-hand product we chose wisely the product, especially the quality. We have our own supplier that we trust but somehow we become picky when choosing the item. We want to sell our customers only the best high quality only. A second-hand product is not something you should take lightly since it has been used by someone which is why the condition item is what matters most instead of the brand. When choosing the item we make sure there are no stains left on the item or there is no loose thread on the cloth or the item looks shabby. We carefully pick the items to make sure it's in good condition.

Afterward, we will pick based on the brand. The brand that is well known or where people are familiar with the brand, we will choose it first. Having a familiar brand gives us an advantage since the customer already knows or has information about the quality of the brand. This is why we make wise choices when picking a brand. All our products are considered in good condition and known brands so that we can trust and manage to build customer relationships.

5.0 Price List

Since it's a thrifted cloth the price of the cloth is affordable. Despite this, there will be clothes branded. The price will be cheaper than the original one. It is our intention to make sure that every customer is able to afford to buy the cloth they want. Also, the price will be determined based on the quality as well. We want to ensure that the prices fit with the condition cloth. The price range of the cloth starts from RM 9 to RM 25, the most expensive one. We also make a promotion where if you buy three items it will be free postage. Since postage will be charged differently. We show the price on every posting of the product. To make it clear to customers.

 **Karolina Shop**
23 June at 15:17 · 🌐

Looking for something florals? 🌸
our Jules is the right choice for you to rock with!
Promotion will end until 10th July!
Dm us for purchase this Jules now! 💬

Jules
READ ME!
Myr: RM 9
size: M
colour: cream & brown
material: polyester
bust: 112cm
length: 63cm

 **Karolina Shop**
23 June at 15:19 · 🌐

Feeling feeling going special occasion like in the movie Winter Sonata? 🎬
So romantic! ❤️
this Okinawa Coat is the right choice for you! its super comfy yet still gorgeous, dm us to purchase!

Okinawa coat
DETAILS!
Myr: RM 19
size: L
colour: cream
material: polyester fabric
bust: 124cm
length: 90cm

 **Karolina Shop**
23 June at 15:23 · 🌐

🎁 BUY 3, FREE POSTAGE for every RM15! (choose any of RM15 price) 🎁

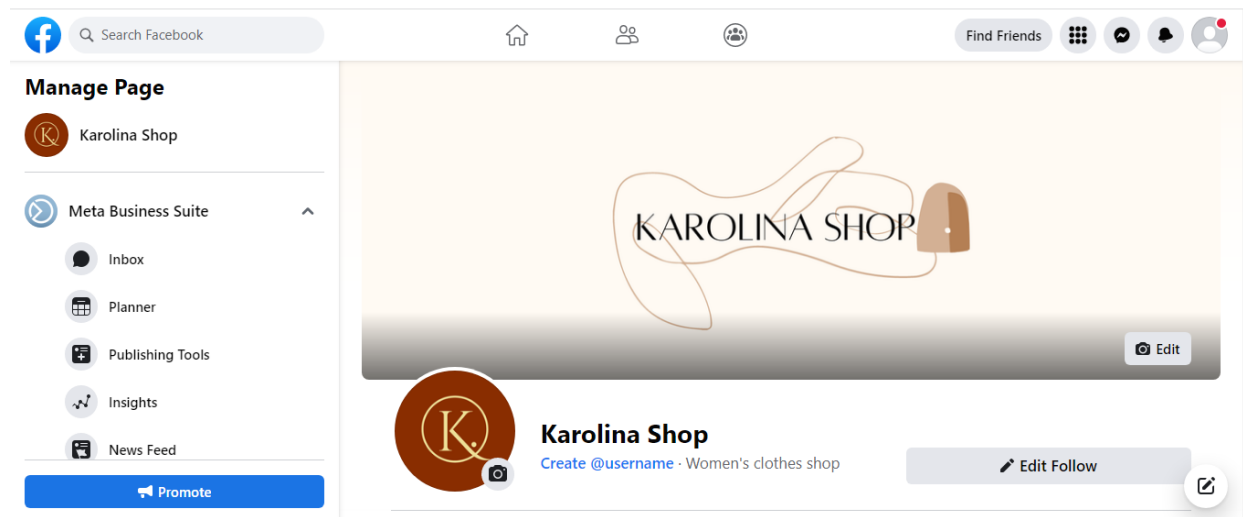
| NO. | Item | RM |
|------------|------------------|-----------|
| 1 | Lucent blouse | 20 |
| 2 | Angela Skirt | 15 |
| 3 | Juwita | 10 |
| 4 | Cabana | 15 |
| 5 | Okinawa coat | 19 |
| 6 | Wanderlust | 15 |
| 7 | Jules | 9 |
| 8 | Claudia | 10 |
| 9 | Daniel | 9 |
| 10 | L.A Denim Jacket | 25 |
| 11 | Voguedigan | 15 |
| 12 | Arcadia | 15 |
| 13 | Wavy-vy | 15 |
| 14 | Heather | 15 |
| 15 | Gardenavy | 15 |
| 16 | Lena | 15 |

6.0 Creating Facebook Page

As we are starting our business, we had created a Facebook Page. This is to promote our products and services among Facebook (FB) users, especially those who are nearby to our business area, and then create awareness of our Karolina Shop.

Not only that, we are aware that people nowadays are more into online shopping and getting bigger since Covid-19 Pandemic. Thus, people can search and find information with just their fingertips. Therefore, creating a Facebook Page one of a marvelous medium to connect businesses with customers online. On the Karolina Shop Facebook page, we had created a variety of Facebook posts such as Teaser, Copy Writing-Soft Sell and Copy Writing-Hard Sell with related business.

6.1 Facebook Page



 <http://www.karolinashop.com/>

 [Send message](#) 

 [011-6106 4912](#)

 [Women's clothes shop](#)

 [Price range · ££](#)

[See All](#) 

Community

 [102 people like this](#)

 [107 people follow this](#)

[See all](#) 

6.2 Customizing Facebook Page

Facebook (FB) Page URL: <https://www.facebook.com/Karolina-Shop-106031195413273/>

6.3 Facebook (FB) Post

6.3.1 Teaser


 Karolina Shop
2 h · 🌐

Hello gorgeous! 🌻
Can you guess what is coming?

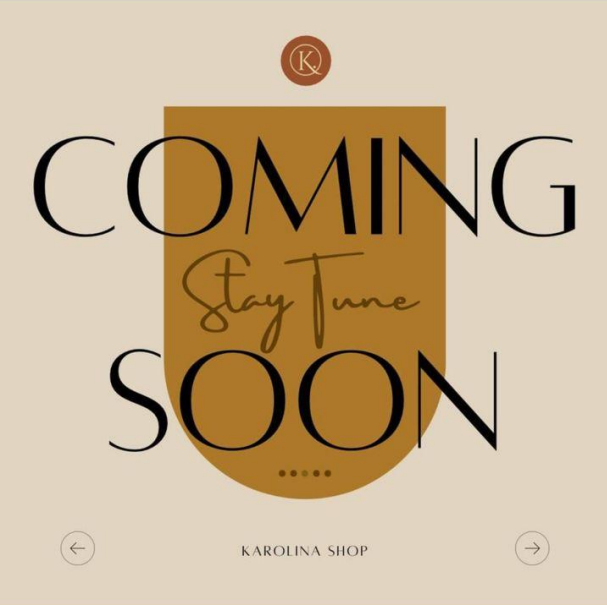


Something
Big is Coming..

KAROLINA SHOP


 Karolina Shop
2 h · 🌐

Pssst... stay tune 🤫 ✨

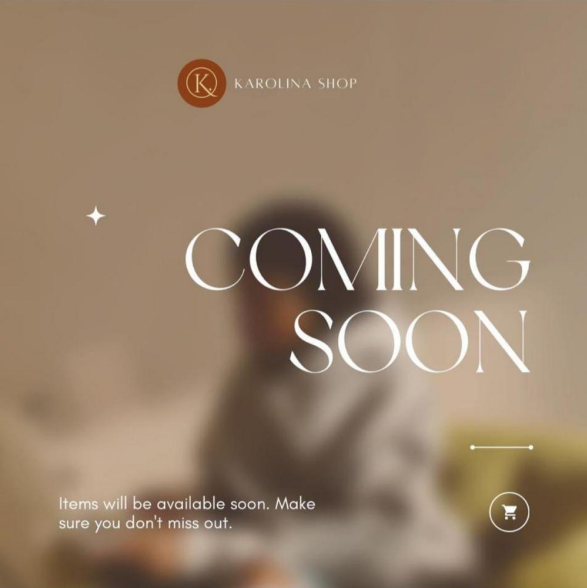


COMING
Stay Tune
SOON

KAROLINA SHOP

 Karolina Shop
Just now · 🌐

MAGIC! COMING SOON ✨



COMING
SOON

Items will be available soon. Make sure you don't miss out.

KAROLINA SHOP

 Karolina Shop
1 m · 🌐

hello gorgeous! make sure you don't miss out, something special is coming 🤫 ✨




| | |
|------------------------------|------------|
| 12.7.2022 | THIS MONTH |
| REALLY REALLY COMING SOON | |
| <i>Stay tuned with us</i> | |

KAROLINA SHOP



6.3.2 Copy Writing-Hard sell

 **Karolina Shop**
23 Jun · 🌐

When it comes to elegant, it always on Angela Skirt! ❤️
Lets make some space in your wardrobe and grab your
... See more




 **Karolina Shop**
23 Jun · 🌐

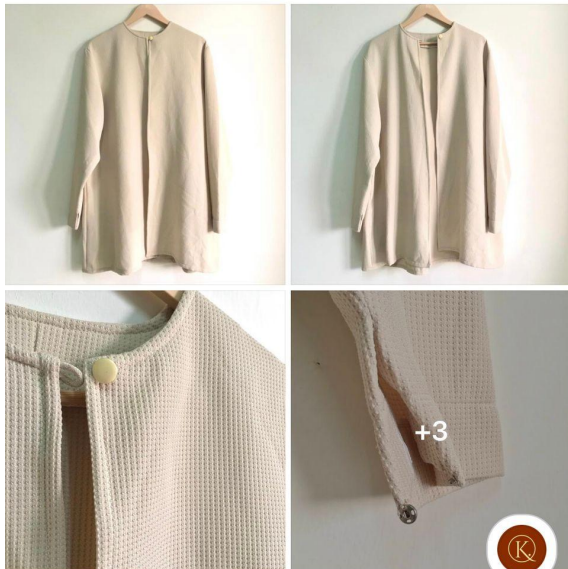
Great news! 🎉 Great news! 🎉
Buy 3, get Free Postage! 🚚
for every p... See more



 Like  Comment  Share

 **Karolina Shop**
23 Jun · 🌐

Feeling feeling going special occasion like in the movie
Winter Sonata? 🥰
So r... See more



 **Karolina Shop**
23 Jun · 🌐

Are looking a top of Kebaya for something to wear on
Eid Adha? 🌙
... See more





Karolina Shop

23 Jun · 🌐



Great news! 🎉 Great news! 🎉
Buy 3, get Free Postage! 📦
for every p... See more



Karolina Shop

23 Jun · 🌐



Looking for something florals? 🌻
our Jules is the right choice for you to rock with!
Promotion will end un... See more



Karolina Shop

23 Jun · 🌐



PROMOTION! 🎉
PROMOTION! 🎉
PRO... See more



Karolina Shop

23 Jun · 🌐



🎉 PROMOTION! 🎉
Looking for something to wear on Beach vacation? dm
us to purch... See more





Karolina Shop
23 Jun · 🌐



Great news! 🎉 Great news! 🎉
Buy 3, get Free Postage! 📦
for every p... See more



Karolina Shop
23 Jun · 🌐



Looking for something funky? 🧑🏻🎉
our Cabana is the right choice for you to rock with!
Promotion will end un... See more



Karolina Shop
23 Jun · 🌐



🔥 Woot woot! 🛵🛵 get this wonderful jacket from
Karolina!
Promot... See more



Karolina Shop
23 Jun · 🌐



Great news! 🎉 Great news! 🎉
Buy 3, get Free Postage! 📦
for every p... See more



 **Karolina Shop**
23 Jun · 🌐

...

"I wish I was Heather~" 🎤 familiar with this lyrics?
Heather is something that everyone wants her, adore in
her beauty and kindness. Do you want to be l... See more



 **Karolina Shop**
23 Jun · 🌐

...

Are you looking for something on a Cafe Date with your
love ones? 😍
... See more




 **Karolina Shop**
23 Jun · 🌐

...

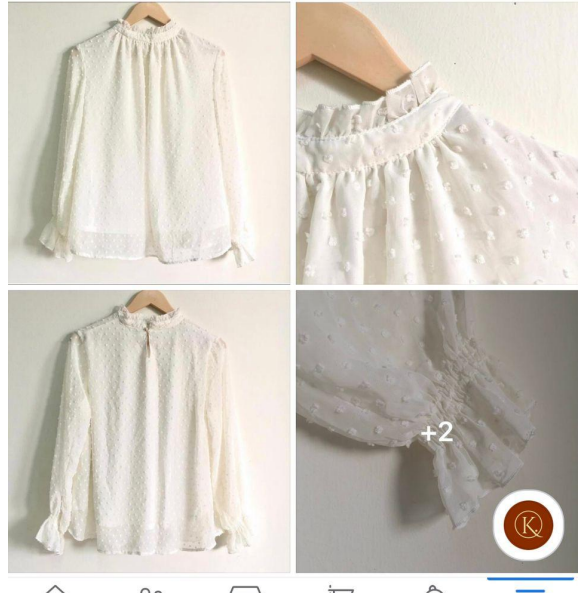
Looking for something to wear on your casual outfit? ❤️
Lets make a space to your wardrobe and grab yours
... See more



 **Karolina Shop**
Just now · 🌐

...

Are you looking for something on a Cafe Date with your
love ones? 😍
... See more



3.3.3 Copy Writing-Soft sell



Karolina Shop
2 July at 15:00 · 🌐



Hi everyone, today being fashionable or dressed up is something not rare or to be concluded its common around people regardless the gender and ages of people. We can see this trend has become higher day by day... [More](#)



You, Amy Amirah and 4 others

Like Comment Share



Karolina Shop
2 July at 15:04 · 🌐



Hello everyone have you guys ever fall in love with someone or an activity that you have done and you get addicted with it and feel very happy when doing it. When you are in love with something you do no matter... [More](#)



You and 4 others

Like Comment Share



Karolina Shop

2 July at 15:17 · 🌐



Hey guys, are you struggling to look for modest clothing? We have for you. Our products that we choose to sell are mostly modest style. Nowadays people, especially girls, look up more into modest styles to wear... [More](#)



Karolina Shop

2 July at 15:09 · 🌐



Hello guys! Do you have friends who have similar tastes or same interests because if you do the relationship between both of you will become closer and more understanding. Top of that even you guys have... [More](#)



👍 You and 4 others



Like



Comment



Share



Karolina Shop

2 July at 15:20 · 🌐



Hello guys. For those who always love fashion. Just by doing fashion you already feel happy and lively. There are people who always feel lively everyday just by dressing up whether they are at home or outside... [More](#)



👍 You and 4 others



Like



Comment



Share



Karolina Shop

2 July at 15:25 · 🌐



Hi everyone. Today there are a lot of people who are having a hard time trusting a shop especially when it comes to online shopping. People nowadays love online shopping. They stated it much easier this way... [More](#)



👍 You, Amy Amirah and 5 others



Like



Comment



Share



Karolina Shop
2 July at 15:28 · 🌐



Hello guys. Today shopping online is much easier. We once needed to travel or went to malls and shops to buy the items we wanted. But now by using social media or using the internet already enough for you to do... [More](#)



👍 You and 5 others

👍 Like 💬 Comment ➦ Share



Karolina Shop
2 July at 15:38 · 🌐



Hi guys already tried searching for new clothes but did not find it. Even if you guys found the page suddenly, all the items are already sold out, or they no longer update the page. Well how about visiting our... [More](#)



👍 You and 5 others

👍 Like 💬 Comment ➦ Share



Karolina Shop
2 July at 15:44 · 🌐



Hey guys, have you always wondered what to wear and always confused what to wear to match your clothes. We at Karolina Shop can help you guys. Just come visit us. All our clothes match easily to match. We also... [More](#)



👍 You and 7 others

👍 Like 💬 Comment ➦ Share



Karolina Shop
2 July at 15:46 · 🌐



Hi guys, are you struggling finding a trusted shop especially when it comes to thrifted stores? Well I have no doubt about that but still one of us prefers buying clothes in thrift stores since it is much... [More](#)



👍 You, Amy Amirah and 9 others

👍 Like 💬 Comment ➦ Share

Karolina Shop
4 d · 🌐

Hello everyone have you guys ever fall in love with someone or an activity that you have done and you get addicted with it and feel very happy when do... See more



Karolina Shop
6 Jun · 🌐

Hey guys, today's post will be a little different from before because it will be about mental health. I know why mental health can relate with fashion. H... See more



Karolina Shop
1 Jun · 🌐

Having confidence is really important nowadays. Without confidence it can ruin our daily life activities 🙄. Some people view that having low confidence can... See more



Karolina Shop
4 d · 🌐

Hi everyone, today being fashionable or dressed up is something not rare or to be concluded its common around people regardless the gender and ag... See more





Karolina Shop

8 Jun · 🌐



Hi lovely people, there are people who are curious about our quality product. Do not worry guys, we only choose high and great quality only. All items that we... See more



Karolina Shop

25 May · 🌐



Hello lovely people, did you guys know that the world today is having high waste on clothing 🧺. There is a lot of clothing that has been thrown out even th... See more



Karolina Shop

20 May · 🌐



How to keep on trend 🤩

Hi guys i bet you guys scroll a lot on social m... See more



Karolina Shop

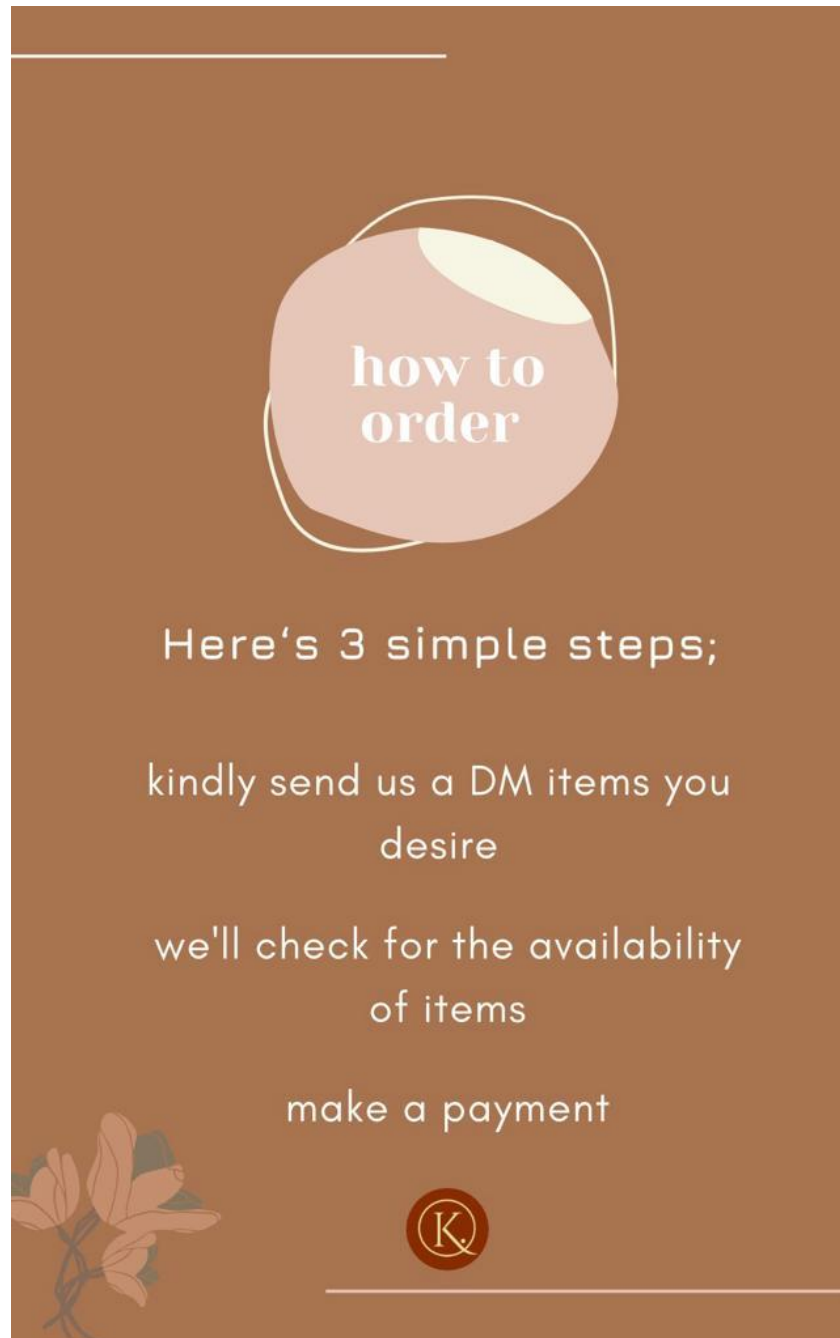
20 May · 🌐



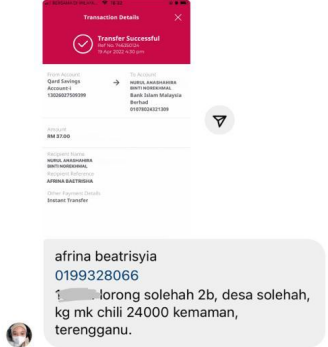
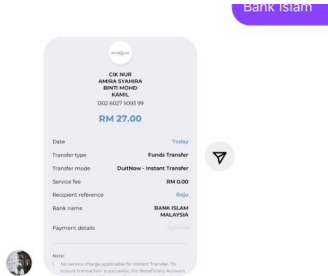
Hi girls! For those who love to buy thrifting clothes 🧺, feel free to visit our shop. There are variety of beautiful and comfy clothes that can be matched for y... See more



7.0 Relevant Graphic for Each Post



8.0 Sales Report

| Month | Customer Information | Evidence |
|-----------------|---|---|
| 26th April 2022 | <p>Name: Afrina Beatrisyia</p> <p>Address: Lorong Solehah 2B, Desa Solehah, Kg Mk Chili, 24000 Kemaman, Terengganu.</p> <p>Code Item:</p> <ul style="list-style-type: none"> ➤ Arcadia <ul style="list-style-type: none"> ● 1 piece ● RM15 ➤ Voguedigan <ul style="list-style-type: none"> ● 1 piece ● RM15 <p>Postage: RM7 TOTAL: RM37</p> |  <p>afrina beatrisyia 0199328066 1. [redacted] lorong solehah 2b, desa solehah, kg mk chili 24000 kemaman, terengganu.</p> |
| 31st May 2022 | <p>Name: Ainahnnsa</p> <p>Address: Apartment Ilham Taman TTDI Jaya Jalan Sastera U2/1 40150 Shah Alam Selangor</p> <p>Code Item:</p> <ul style="list-style-type: none"> ➤ Lucent Blouse <ul style="list-style-type: none"> ● 1 piece ● RM20 <p>Postage: RM7 TOTAL: RM27</p> |  <p>Nama : ainahnnsa Alamat : 2 [redacted] apartment ilham taman ttdi jaya jalan sastera U2/1 40150 shah alam selangor No. Phone : 012 4830444</p> <p>Hi done hihi</p> |

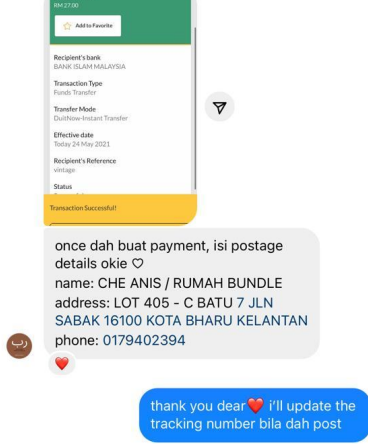
| | | |
|---------------------|---|---|
| <p>29 June 2022</p> | <p>Name: CHE ANIS / RUMAH BUNDLE</p> <p>Address: Lot 405 - c Batu 7 Jln Sabak 16100 Kota Bharu Kelantan</p> <p>Code item:</p> <ul style="list-style-type: none"> ● Claudia <ul style="list-style-type: none"> ➢ 1 piece ➢ RM10 ● Juwita <ul style="list-style-type: none"> ➢ 1 piece ➢ RM10 <p>Postage: RM7 TOTAL: RM27</p> |  |
|---------------------|---|---|

Table 1: shows the Karolina Shop sales report.

Go-eCommerce

| Business Name | Date | Type | Marketplace (if any) | Others Marketplace (if any) | Total Sales (RM) | Expenses Category | Expenses Subcategory | Total Expenses (RM) | Descriptions | Created At |
|---------------|------------|--------|----------------------|-----------------------------|------------------|-------------------|----------------------|---------------------|--|------------|
| Karolina Shop | 26/04/2022 | online | Social Media | | 37 | | | | Name: Afrina Beatrisyia 1) Arcadia: 1 piece, RM15 2) Voguedigan: 1 piece, RM15 Postage: RM7 | 04/07/2022 |
| Karolina Shop | 31/05/2022 | online | Social Media | | 27 | | | | Name: Ainahnnsa 1) Lucent Blouse: 1 piece, RM20 Postage: RM7 | 04/07/2022 |
| Karolina Shop | 29/06/2022 | online | Social Media | | 27 | | | | Name: Che Anis/Rumah Bundle 1) Claudia: 1 piece, RM10 2) Juwita: 1 piece, RM10 Postage: RM7 | 04/07/2022 |

Table 2: Transaction List of Karolina Shop

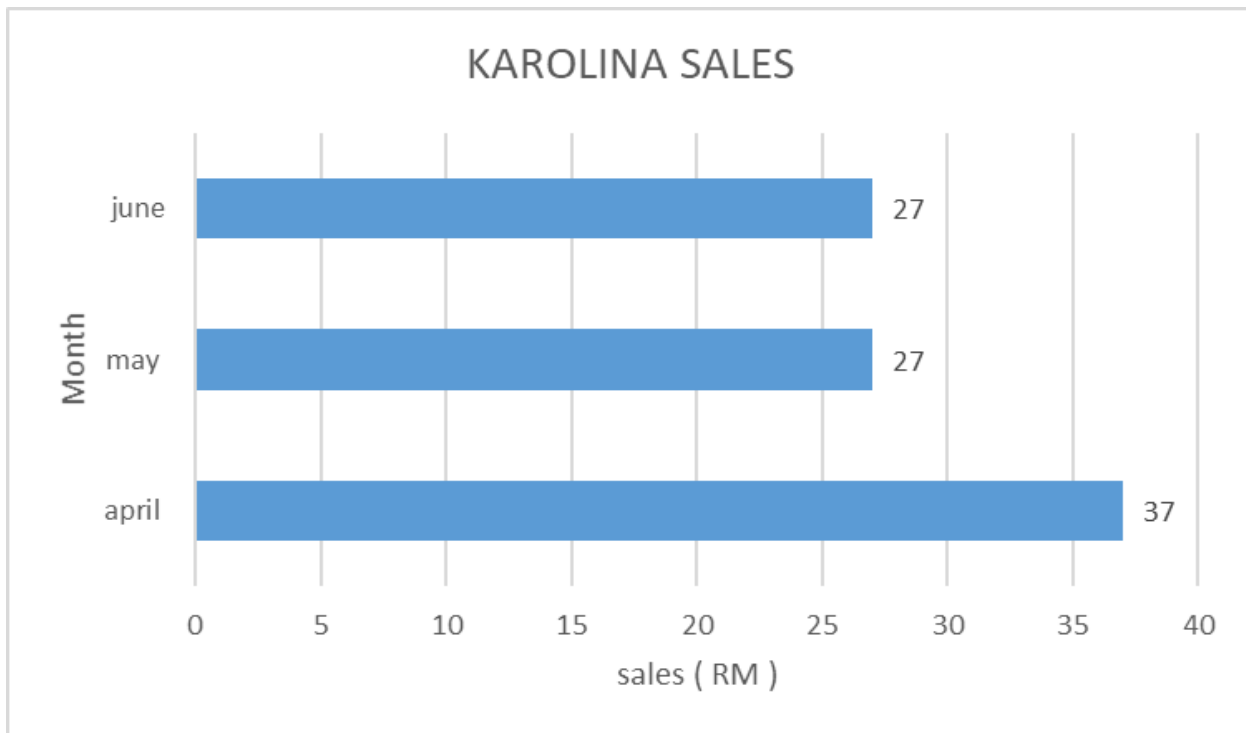
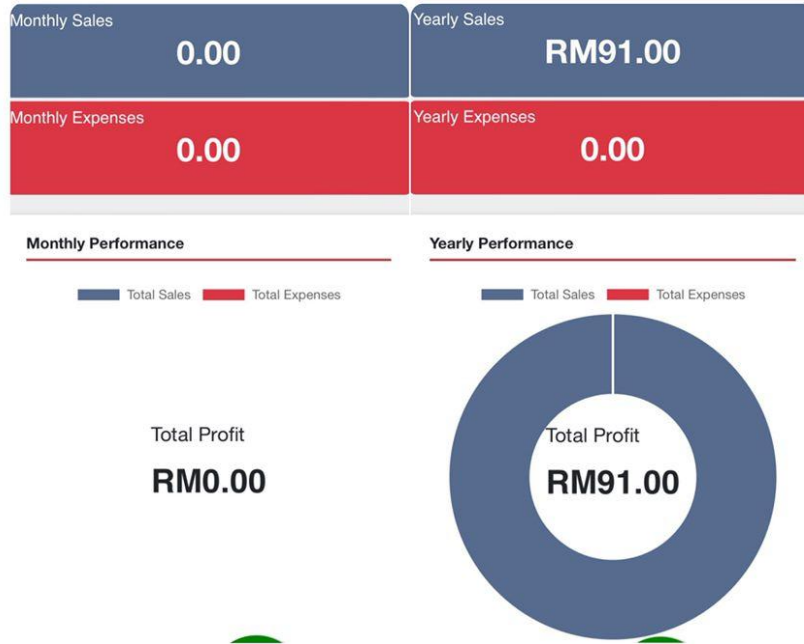


Table 3: shows a graph of Karolina Shop by month

9.0 Conclusion

In conclusion, the beginning of our business is quite hard since we need to find customers first by gaining their trust. Starting a thriftd business is not relatively easy like how all of us view social media all the time. We have seen a lot of thrift businesses succeed and we as customers think it was an easy journey or path to run the thrift store but actually not. We started the business by thinking it might be easy like we see but actually when we do it the starting is easy but to maintain and attract more customers to visit is already hard and uses a lot of time. It required a lot of patience in order to achieve that goal. We make a lot of soft sells copywriting, and think of a lot of ideas just to attract the customer and maintain a relationship with the current customer. Our business progress can be seen in our sales monthly. It is not high but we receive sales every month and it is already a good sign of proof that customers trust our shop. From here we can tell that starting a business is not something that we should take lightly but need to do a lot of research and dedication in order to achieve the business target that we set. It takes a lot of nights to succeed not only a night. This project is proof that gives us experience in running a business.