



اَبُو سَائِيَتِي بَاتِي كَوَلُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF BUSINESS AND MANAGEMENT**  
BA247: BACHELOR OF BUSINESS ADMINISTRATION (HONS.)  
TRANSPORT

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**ENT530: PRINCIPLES OF ENTREPRENEURSHIP**

**GROUP ASSIGNMENT**

**SOCIAL MEDIA PORTFOLIO: @iSocks.Co by NS Premium Store**

**Prepared By:**

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**Group:**

ENT530L

**Prepared For:**

PN. NORFAZLINA BINTI GHAZALI

**Submission Date:**

14th JULY 2022

## **1. PRELIMINARY MATERIALS**

### **ACKNOWLEDGEMENT**

First and foremost, we would to praise Allah SWT and Prophet Muhammad SAW for blessed us with strength to complete this task timely without facing difficulty which might discourage us. Without His help we might possibly not have made it in time.

Besides, we would like to express our gratitude to our beloved lecturer, Madam Norfazlina Binti Ghazali, for providing us with many helpful directions, ideas, and encouragement throughout countless consultations. This assignment's accomplishment brings us great joy. We really appreciate your faith in our ability to produce this report on time.

Furthermore, we also like to thank our parents for their supportive effort by giving motivation and advice in completing this task especially by providing us with a comfortable environment during our learning process. Without their encouragement and support we might not succeed in completing the task on time.

Not to forget, we would also like to say a Million thank you to our classmates who helped us either directly or indirectly in making it possible to complete this report by giving us ideas, opinions and comments so that we can improve our work in many ways.

Last but not least, thank you to our group members for their participation in completing the task given successfully. Without our cooperation and effort this assignment might not succeed as we are not confronting each other due to the pandemic. Nevertheless, we still manage to stay connected with our group members via social media platforms to discuss and ensure that the task given can be finished on time and produce a good report.

## EXECUTIVE SUMMARY

Isocks.co is a business that sells socks on the Online platform. Socks goods are made from high-quality materials that are both stylish and functional. The business is created to provide an opportunity to all customers who love variety designs and good quality clothes, and want to have them at affordable prices. Apart from selling products to consumers, Isock.co also provides useful info and tips to socks customers.

Isocks.co has three different styles of socks, which are referred to as low cut, extreme low cut, and mid calf. Isocks, on the other hand, operates only via online. The company does not operate any physical store. Therefore, sustaining the development and success of the business requires copy-writing that is posted on social media platforms in order to market their company.

Maintaining customer retention is crucial, but so is extending and experimenting with new methods to market Isocks' online goods and services company through social media. Skills and techniques for attracting customers are critical. As part of my social media strategy, I also set up a Facebook page for my company, where I can post teaser products, soft sales, and hard sells. It is also necessary for me to increase sales by at least RM 15 and above cautious expenditure for every product in order to prevent a decrease in profit.

Isocks obtains more information about their customers through the feedback that is provided on their Facebook page. Isocks uses the feedback to assist them design their next marketing approach and develop their company. Because of this, Isocks puts a lot of work into keeping an interesting Facebook page in order to both keep their existing clients and attract new consumers as well as new business chances in the future.

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## **2. GO- ECOMMERCE REGISTRATION**



# *Certificate of Completion*

This acknowledges that

NUR NADHIRAH BINTI IDRIS

---

has successfully completed

**eUsahawan Course**

**Level 1 – Go Digital**

organised by



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

PERSONAL PROFILE

BUSINESS PROFILE



SITI NURSAADAH BINTI SAAT

Company Name	: Isocks.co	Company Registration No.	:	<a href="#">Edit</a>
Type Of Business	: PLT	Business Role	: Stockist/ Wholesaler	
Facebook Page	: @iSocks.Co	Business Category/Business Sub-Category	: Apparel, Health & Beauty / Fashion & Lifestyle	
Wechat for Business	: NA	Business Instagram Page	: NA	
Marketplace	: Others	Business Website	:	
Business Related to Your Study Field	: Yes	Type Of Website	:	
		Experience in International Export	: No	

Available Contest

PERSONAL PROFILE

BUSINESS PROFILE



SITI NURSAADAH BINTI SAAT

Personal Information

Name	: SITI NURSAADAH BINTI SAAT	Phone/Mobile	:	<a href="#">Edit</a>
New Identity Card No.	:	Home Address	:	
Email Address	:	District	:	
City	:	Postcode	:	
State	:	Personal Instagram	:	
Personal Facebook	:	Race	: Malay	
Gender	: Female	Special Need Required	: No	
Marital Status	: Single			

Institution Information

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- This is only available for users who:
- Have completed all 7 eUsahawan chapters on Malaysia Digital Academy before end of 2018
  - Have completed a digital entrepreneurship course at a partnering tertiary institution.

### **3. MYENT CERTIFICATE**



## MASMED YOUNG ENTREPRENEUR (MyENT)

### SLIP PENDAFTARAN PERNIAGAAN PELAJAR UiTM

No. Pelajar : 2021868468  
Nama : NUR NADHIRAH BINTI IDRIS  
Program Pengajian : SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN)  
PENGANGKUTAN  
Fakulti : Faculty of Business & Management  
Kampus : Selangor

### MAKLUMAT PERNIAGAAN

Mod Perniagaan : Online  
Bidang Perniagaan yg  
diceburi : Pakaian dan Kelengkapan  
Tempoh Berniaga : 1 tahun  
No. Pendaftaran Perniagaan : 202203115793  
URL Perniagaan : <https://www.facebook.com/iSocks.Co>  
Alamat Premis Perniagaan :

Tarikh Mendaftar : 16 May 2022  
Tarikh Kemaskini :  
Tarikh Cetak : 16 May 2022

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.

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.

SALINAN PENDAFTARAN INI DIPERAKUI OLEH  
**PENOLONG NAIB CANSOLOR KEUSAHAWANAN UiTM**



## MASMED YOUNG ENTREPRENEUR (MyENT)

### SLIP PENDAFTARAN PERNIAGAAN PELAJAR UiTM

No. Pelajar : 2021492382  
Nama : SITI NURSAADAH BINTI SAAT  
Program Pengajian : SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN)  
PENGANGKUTAN  
Fakulti : Faculty of Business & Management  
Kampus : Selangor

### MAKLUMAT PERNIAGAAN

Mod Perniagaan : Offline  
Bidang Perniagaan yg  
diceburi : Pakaian dan Kelengkapan  
Tempoh Berniaga :  
No. Pendaftaran Perniagaan : 202203115793  
URL Perniagaan : [https://www.facebook.com/iSocks.Co/?ref=page\\_internal](https://www.facebook.com/iSocks.Co/?ref=page_internal)  
Alamat Premis Perniagaan :  
Tarikh Mendaftar : 23 May 2022  
Tarikh Kemaskini :  
Tarikh Cetak : 23 May 2022

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.

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.

SALINAN PENDAFTARAN INI DIPERAKUI OLEH  
**PENOLONG NAIB CANSOLOR KEUSAHAWANAN UiTM**

## **4. SSM REGISTRATION**

BORANG D (KAEDAH 13)



**PERAKUAN PENDAFTARAN  
AKTA PENDAFTARAN PERNIAGAAN 1956**

Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama

**NS PREMIUM STORE**

**NO. PENDAFTARAN: 202203115793 (003396740-X)**

telah didaftarkan dari hari ini sehingga **10 MEI 2023** di bawah Akta Pendaftaran  
Perniagaan 1956, beralamat di

**Bil. Cawangan: TIADA**

Bertarikh di **SISTEM EZBIZ** pada **11 MEI 2022**.



**DATUK NOR AZIMAH ABDUL AZIZ**

Pendaftar Perniagaan  
Semenanjung Malaysia

## 5. INTRODUCTION OF BUSINESS

### 5.1. Name and address business



The name of the business is Isocks.co and we decided to use this name based on our product, which is socks. We do have various types of socks such as low cut, mid calf and extreme low cut. These socks have numerous kinds of designs. We choose this name because it sounds cool and trendy since our target market is students , they most likely would be attracted to this brand name.

Since the company is local and home-based, all processes such as marketing, advertising and customer service is done through online platforms such as Facebook and Whatsapp. Physical processes such as buying the materials and packaging is done by the owner at his home office which is located in Taman Indah Jaya, Petaling Jaya. Customers can get their socks by self-pickup and delivery by third parties such as Pgeon courier services. This company is also registered under the Go-e-commerce system and has complied with Malaysian Regulation and Consumer Protection of e-commerce and Online Business.

<b>Name of Business</b>	Ns Premium Store
<b>Business Adress</b>	
<b>Telephone Number</b>	
<b>Form of business</b>	Partnership corporation
<b>Main Activities</b>	Retail sale of clothing product
<b>Date of commencement</b>	11th May 2022
<b>Registration Number</b>	202203115793 (003396740-X)
<b>Name of Bank</b>	Bank Islam
<b>Bank Account Number</b>	

## 5.2. Organizational Chart



## 5.3. Vision and Mission

### Vision

Issocks.co's vision is to be the first option for customers and consumers in Malaysia by establishing a benchmark for quality in the socks sector, observing the need for more design socks, and ensuring the company's long-term success.

### Mission

Issock.co's Mission is to make sure shopping is enjoyable but not expensive for every people who loves to wear socks. Issocks.co also wants to provide excellent quality and stylish socks for customers at an affordable price.

#### 5.4. Description of Products or Service

Isocks.co is a business that provides a variety trendy design of socks to our customers with good quality material at affordable prices. We divided our products into 10 collections and name based on pattern of socks. Very first collection we publish is White collection & Go Away collection. Followed by Drippy collection, Purple collection, Fruity collection, Green collection, La Fin collection, Chocolate collection, Days collection, Tangy collection and lastly Muslimah collection. We are not limiting our product to one design only, but we do have each socks with different materials and a variety of choices of pattern and color. Customer can choose according to their personal preferences.

We choose to sell Socks because nowadays most of people needs socks. sock business is a good niche product to sell online, but the stock market is quite competitive now. Apart from that, There are many socks of suppliers around the world. So, our job is to find the right supplier where we can get high quality material and variation of design so we can provide good products to our customer with affordable prices. To make our customer feel happy with our services, we also include free gift to our customers such as gift card and drinks. More, we use cute packaging and they can use that in their daily. We also make bundle sale for our customers where buy more can save more money. This kind of promotion or sales does help us to gain more customers.

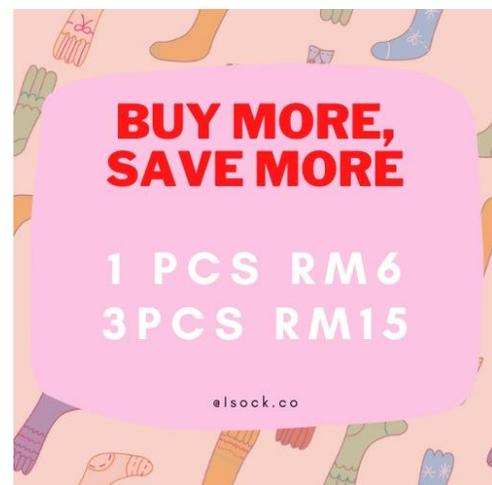
#### 5.5. Price

Every of collection has a same price and not included postage fee:

1Pcs RM 6

3Pcs RM 15

With every purchase more than 3 pcs will get a discount of RM1.



## 6. FACEBOOK (FB)

### 6.1. Facebook (FB) Page

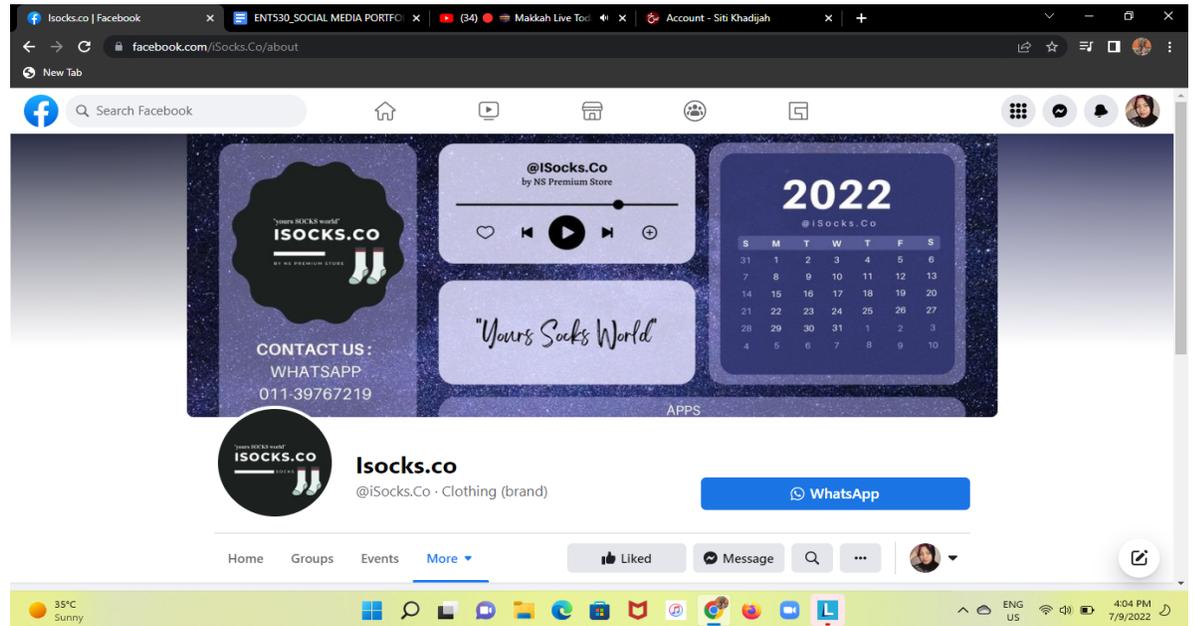


Diagram 1: Facebook Page @iSocks.Co by NS Premium Store

### 6.2. URL Facebook (FB) Page

The attached link is the link that will direct to our Facebook page @iSocks.Co by NS Premium Store.

<https://www.facebook.com/iSocks.Co/>

### 6.3. Facebook (FB) Post- Teaser

#### Teaser 1

Isocks.co  
17 Apr · 🌐

Something big is coming on your way. Stay tuned!!

COMING  
*stay tuned*  
SOON

@iSocks.Co

You, Idris Sukeimi and 11 others 2 comments

#### Teaser 2

Isocks.co  
27 Apr · 🌐

Hello Socks Lover 🙌 Are you excited to see our collection 🤩? Guess what, the launching date has been selected. Stay tuned peep! 🙌

1997 BLANK SUNNY THE TRYEX 37 hip-ho

@ISOCKS.CO

You, Idris Sukeimi and 8 others 2 shares

#### Teaser 3

Isocks.co  
20 May · 🎵 Unknown T · 🌐

Hello sock lovers ❤️

Will be release new design in few days... We come out with soft and delicate shade of color 🥰

Dont forget to set the date to become first purchases and get special free gift 🤩

#newcollectioncomingsoon  
#sockslover

loading

SOMETHING'S COMING.  
SOMETHING GOOD.

Coming Soon

#### Teaser 4

Isocks.co  
27 May · 🌐

This week two 🙌 collections will be release... Can you guess the name of these two collections?

#staytuned  
#cutesocks  
#isocks

GUESS THE COLLECTION!

F \_ \_ \_ Y C \_ \_ \_ \_ \_ N

Stay Tuned

PROXIMAMENTE...

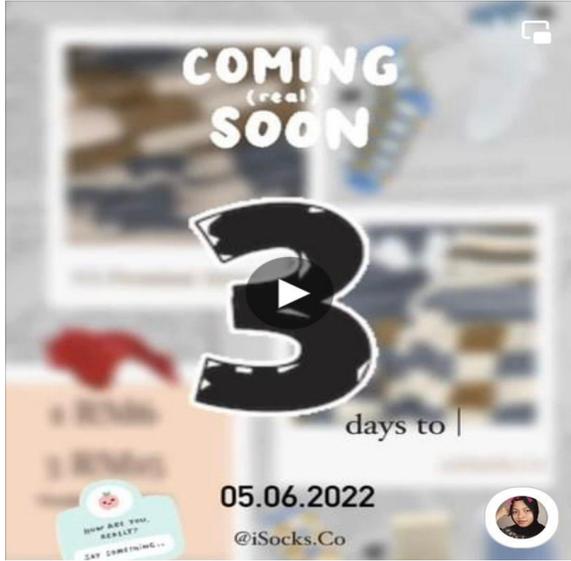
29.5.2022

### Teaser 5

**Isocks.co**  
2 Jun · 🌐

Something good is coming your way... Get ready socks lover 🤩❤️

#isock



COMING (real) SOON

3 days to |

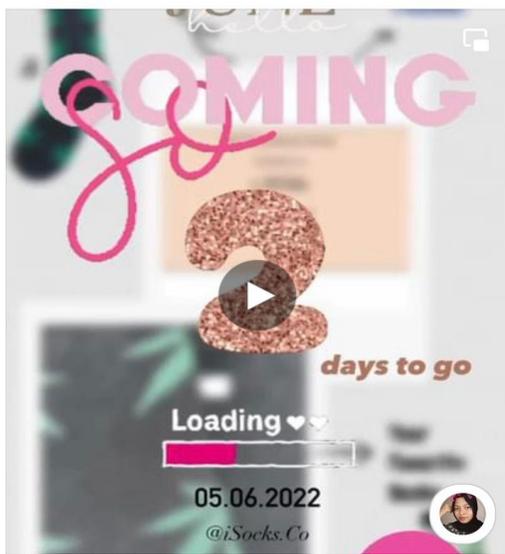
05.06.2022  
@iSocks.Co

### Teaser 6

**Isocks.co**  
3 Jun · 🌐

We've got something brewing... 🍷 Get ready for an exciting announcement in the coming days 🤩❤️

#iSocks



COMING

3 days to go

Loading

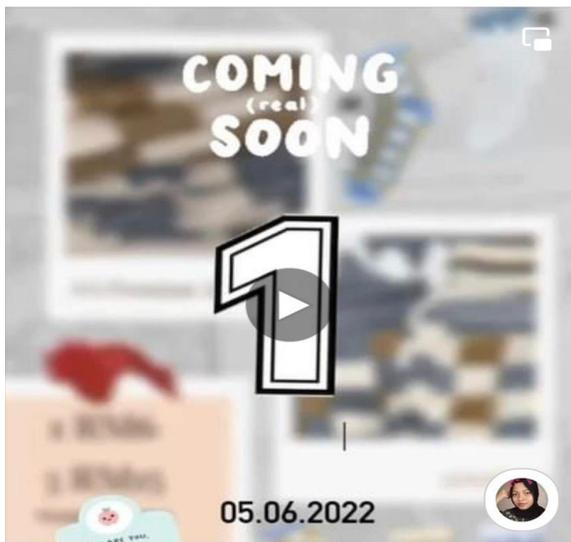
05.06.2022  
@iSocks.Co

### Teaser 7

**Isocks.co**  
4 Jun · 🌐

Keep your eyes open 👁️ Tomorrow, We're launching new collection that we know you'll love 🍷❤️

#Isocks  
#thedayiscoming



COMING (real) SOON

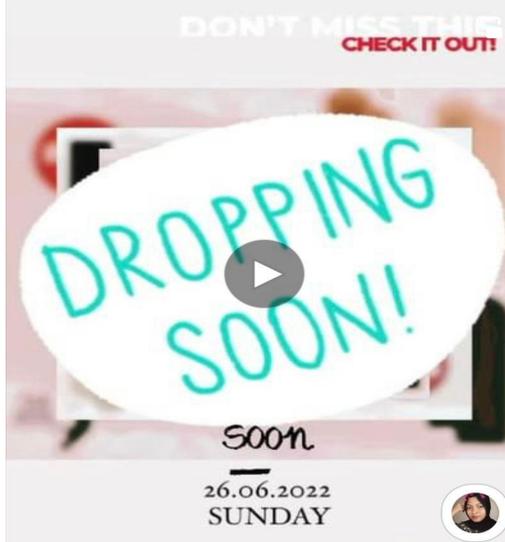
1

05.06.2022

### Teaser 8

**Isocks.co**  
24 Jun · 🌐

Hi My Dear Sock Lovers!  
We got you some sad news but at the same time there is... See more



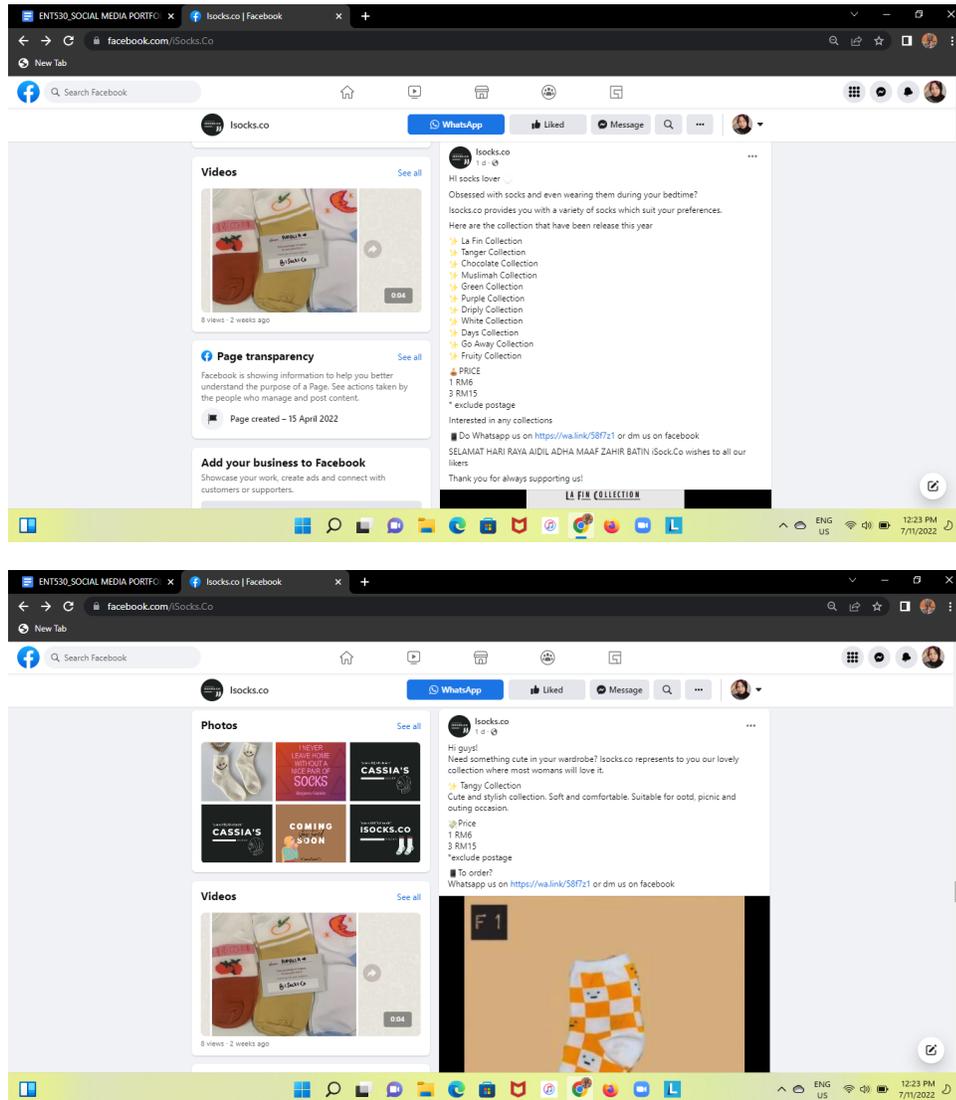
DON'T MISS THIS  
CHECK IT OUT!

DROPPING SOON!

SOON

26.06.2022  
SUNDAY

## 6.4. Facebook (FB) Post- Copywriting (Hard Sell)



ENT530\_SOCIAL MEDIA PORTFO x Isocks.co | Facebook

facebook.com/Isocks.Co

Issocks.co

WhatsApp Liked Message

Morning Dear!  
Still remember this collection?  
We just want to inform you that due to the high demand from our dearest customers, Isocks.co have agreed to restock this collection again.

White Collection  
Trendy and retro style collections have been back in our stock. Comes with better qualities than before. Suitable for man and any occasions. White goes with everything.

- Price
- 1 RM6
- 3 RM15
- \* exclude postage
- \* white stock last

So what are you waiting for?  
Hurry up and grab this order before late!

To order?  
Whatsapp us on <https://wa.link/S87z1> or dm us on facebook

I wish Happy Eid Adha to all muslimin in the world. Stay safe and be happy with your love ones.

Page transparency  
Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.  
Page created - 15 April 2022

12:23 PM 7/11/2022

ENT530\_SOCIAL MEDIA PORTFO x Isocks.co | Facebook

facebook.com/Isocks.Co

Issocks.co

WhatsApp Liked Message

Hi everyone!  
We have just release this collection last two weeks and guess what? Our stock are getting low.

- Muslimah Collection
- Suitable for performing prayer, haji and umrah.
- Suitable for daily uses.
- Suitable for formal attire.
- Comfy and plain.
- From best quality materials.

What are you waiting for!  
Place your order now  
We will not going to restock this collection again as it is limited edition collection.

Grab yours now!!  
White stock last.

- Price
- 1 pairs RM 6
- 3 pairs RM 15
- \* Exclude Postage

To order:  
Whatsapp us on <https://wa.link/S87z1>  
PM us on Facebook [Isocks.co](https://www.facebook.com/Isocks.co)

Add your business to Facebook  
Showcase your work, create ads and connect with customers or supporters.

12:23 PM 7/11/2022

ENT530\_SOCIAL MEDIA PORTFO x Isocks.co | Facebook

facebook.com/Isocks.Co

Issocks.co

WhatsApp Liked Message

Hello my dear  
How are you today? I hope you are doing well  
So here are another most popular collection that Isocks.co lovers purchase!!

Green Collection  
Why most of our customer purchasing this collection?  
Material is soft and comfy  
Suitable for daily use  
Trendy and aesthetic  
Easy to hide this socks especially for those who did not like to show their sock when wearing shoes as it comes in mini size

What are you waiting for?  
Order now as our sock stock keep decrease. We will not be responsible if you are not able to purchase it again. While stock last!!

- 1 pair RM 6
- 3 pairs RM 15
- \* Exclude Postage

To order or any enquires do whatsapp us on <https://wa.link/S87z1> or you can dm us on facebook

We glad to serve you!!  
See you soon

Add your business to Facebook  
Showcase your work, create ads and connect with customers or supporters.  
Create Page

12:24 PM 7/11/2022

ENT530\_SOCIAL MEDIA PORTFO... x Isocks.co | Facebook

facebook.com/Isocks.Co

Search Facebook

Issocks.co WhatsApp Liked Message

videos



8 views · 2 weeks ago

Issocks.co 5 June · 12:24 PM

Hye guys!!  
Here are some of our popular collection.  
➤ Purple Collection  
Most of the customers love the design as it come with cute and aesthetic design. They keep choosing this collection because the material is soft and comfortable.  
So what are you waiting for?  
Our stock keep leessen from day to day 🙄  
We will not gonna restock again as it is limited design.  
1pcs RM 6  
3pcs RM 15  
\* Exclude Postage  
Hurry up and place your order now!  
📩 To order you can Whatsapp us on <https://wa.link/58f7z1> or you can dm us in facebook  
We are waiting for you 🙄

Page transparency See all  
Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.  
Page created - 15 April 2022

Add your business to Facebook  
Showcase your work, create ads and connect with customers or supporters.  
Create Page

ENG US 12:24 PM 7/11/2022

ENT530\_SOCIAL MEDIA PORTFO... x Isocks.co | Facebook

facebook.com/Isocks.Co

Search Facebook

Issocks.co WhatsApp Liked Message

8 views · 2 weeks ago

Issocks.co 26 June at 11:22 · 11:22 AM

Happy Sunday everyone!  
It's our release day.  
📦 Muslimah Collection  
Why should you buy a muslimah collection?  
📌 The material is thick and soft  
📌 Fits all foot sizes  
📌 Anon Slip socks  
📌 Suitable for use during prayers, haji and umrah  
📌 Suitable for use in all occasions  
\*Approximately 26-28cm  
🔥 1 RM 6  
🔥 3 RM 15  
\*Excluded Postage  
What are you waiting for!!  
🔥 Order now!  
➤ To order do direct whatsapp us on <https://wa.link/58f7z1>

Page transparency See all  
Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.  
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Showcase your work, create ads and connect with customers or supporters.  
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ENG US 12:24 PM 7/11/2022

ENT530\_SOCIAL MEDIA PORTFO... x Isocks.co | Facebook

facebook.com/Isocks.Co

Search Facebook

Issocks.co WhatsApp Liked Message

8 views · 2 weeks ago

Issocks.co 9 June · 12:25 PM

New! New! New!  
Our new collection has been release 🙄  
📦 Days Collection 📦  
Why should you use our socks?  
➤ Suitable for casual wear  
➤ Suitable for daily uses  
➤ Daily use for classes and work  
➤ Comfy for sport or jogging  
➤ Up-to-date fashion  
Interested!!  
Do whatsapp us on <https://wa.me/601139767219?text=Hi%20@Isocks.Co>  
Hurry up and place your order now 🙄  
#Isocks  
#sockslover

Page transparency See all  
Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.  
Page created - 15 April 2022

Add your business to Facebook  
Showcase your work, create ads and connect with customers or supporters.  
Create Page

Privacy · Terms · Advertising · Ad choices · Cookies · More · Meta © 2022

ENG US 12:25 PM 7/11/2022

ENT530\_SOCIAL MEDIA PORTFOLIO x Isocks.co | Facebook

facebook.com/Isocks.Co

Search Facebook

Issocks.co

WhatsApp Liked Message

Chocolate collection

Super duper cute when you wear to pair with outfit and sneakers High quality socks will make your feet comfortable for all day Buy more and save your money

1pcs RM6 3pcs RM15 (Excluded postage)

What are you waiting for grab now with us while stocks last

<https://wa.me/601139767219?text=Hi%20@Isocks.Co>

8 views · 2 weeks ago

Page transparency

Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.

Page created - 15 April 2022

Add your business to Facebook

Showcase your work, create ads and connect with customers or supporters.

Create Page

NS Premium Store

12:25 PM 7/11/2022

ENT530\_SOCIAL MEDIA PORTFOLIO x Isocks.co | Facebook

facebook.com/Isocks.Co

Search Facebook

Issocks.co

WhatsApp Liked Message

It's out guys

Our new collection which is La Fin Collection are waiting for you

Hurry up and place your order now!

Buy first, think later!

We will not restock again if the collection have been sold out

White stock last

To purchase: <https://wa.me/601139767219?text=Hi%20@Isocks.Co>

#Socks #3pcsm15

8 views · 2 weeks ago

Page transparency

Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.

Page created - 15 April 2022

Add your business to Facebook

Showcase your work, create ads and connect with customers or supporters.

Create Page

LA FIN COLLECTION

Young Passion

NS Premium Store @Isock.Co 1 RM6

12:25 PM 7/11/2022

ENT530\_SOCIAL MEDIA PORTFOLIO x Isocks.co | Facebook

facebook.com/Isocks.Co

Search Facebook

Issocks.co

WhatsApp Liked Message

Call for green lovers This collection will catch your eyes

Green Collection

- Made from high-quality cotton
- Comfortable
- Suitable for daily use
- Variation of pattern and design
- Be more economical (Affordable price)

1pcs RM 6 3pcs RM15 (Excluded Postage)

To order you may contact us on WhatsApp by click this link <https://wa.me/601139767219?text=Hi%20@Isocks.Co>

#sockswag #greenlover #Socks

8 views · 2 weeks ago

Page transparency

Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.

Page created - 15 April 2022

Add your business to Facebook

Showcase your work, create ads and connect with customers or supporters.

Create Page

ADD AN ACCESSORY

D1 D2 D3

12:26 PM 7/11/2022

ENT530\_SOCIAL MEDIA PORTFOLIO x Isocks.co | Facebook

facebook.com/Isocks.Co

Isocks.co

WhatsApp Liked Message

videos

8 views · 2 weeks ago

**Page transparency**

Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.

Page created - 15 April 2022

**Add your business to Facebook**

Showcase your work, create ads and connect with customers or supporters.

Create Page

Isocks.co 20 May

Look at our new collection !!

🍓 Fruity Collection 🍓

High-quality cotton to ensure maximum comfort for your feet. Variation of sweet strawberry design with affordable price 🍓

Suitable for:

- 👶 Kids
- 🎓 College students
- 👟 Sneakers head
- 🏃 Sports

BUY MORE AND SAVE MORE 🍓

1Pcs RM16  
3Pcs RM15 (Excluded Postage)

Interested in buying our socks you may chat us on WhatsApp 01139767219 or you can click this link <https://wa.me/601139767219?text=Hi%20@Isocks.Co>

FRUITY COLLECTION

Let me be your

12:26 PM 7/11/2022

ENT530\_SOCIAL MEDIA PORTFOLIO x Isocks.co | Facebook

facebook.com/Isocks.Co

Isocks.co

WhatsApp Liked Message

**About**

Do support our business!! Dont forget to like and share our pages.

94 people like this, including 11 of your friends

101 people follow this

011-3976 7219

Send message

numadriah2604@gmail.com

Clothing (brand) · Clothes shop

**Photos**

EVERYTHING GOES WELL

NEVER MISS A DAY WITHOUT A NICE PAIR OF SOCKS

CASSIA'S

COMING SOON

Isocks.co 20 May

Look at what happens when you are lateeek

Our stock is almost gone.

If you are late you will lose.

Since we will not restock this collection again after it is sold out. Hurry up and don't forget to place your order!!!

Order now!!!

Whatsapp us now at <https://wa.me/+601139767219>

EVERYTHING GOES WELL

NEVER MISS A DAY WITHOUT A NICE PAIR OF SOCKS

CASSIA'S

COMING SOON

Isocks.co

12:27 PM 7/11/2022

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**Page transparency**

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Page created - 15 April 2022

**Add your business to Facebook**

Showcase your work, create ads and connect with customers or supporters.

Create Page

Isocks.co 22 May

Introducing to you our new design

🍇 Purple Collection 🍇

Pastel color that will make your day bright 🍇

Our socks are made of high quality cotton and makes your feet more comfortable

- 🍇 Variation of design and color
- 🍇 Affordable price for students and Sneakershead

Buy more and save your money 🍇

1Pcs RM16  
3Pcs RM15

If you are interested in buying this you can Whatsapp us 01139767219 or click on the button WhatsApp 🍇

EVERYTHING GOES WELL

PURPLE COLLECTION

NS Premium Store

12:27 PM 7/11/2022

ENT530\_SOCIAL MEDIA PORTFO... x Isocks.co | Facebook

facebook.com/Isocks.Co

Search Facebook

Isocks.co

WhatsApp Liked Message

8 views · 2 weeks ago

Page transparency See all

Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.

Page created - 15 April 2022

Add your business to Facebook

Showcase your work, create ads and connect with customers or supporters.

Create Page

Privacy · Terms · Advertising · Ad choices · Cookies · More · Meta © 2022

Isocks.co 13 May

Good Friday peeps 🍌

Are you looking for socks? Our 'Drippy Collection', which features more fashionable and funky designs, is now available. You can save even more money if you purchase with our other collections. Buy more, save more 🍌

1PCS RM6  
3 PCS RM15

What are you waiting for contact us to purchase 🍌

WHATSAPP  
011-39787219

ENT530\_SOCIAL MEDIA PORTFO... x Isocks.co | Facebook

facebook.com/Isocks.Co

Search Facebook

Isocks.co

WhatsApp Liked Message

8 views · 2 weeks ago

Page transparency See all

Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.

Page created - 15 April 2022

Add your business to Facebook

Showcase your work, create ads and connect with customers or supporters.

Create Page

Privacy · Terms · Advertising · Ad choices · Cookies · More · Meta © 2022

Isocks.co 12 May

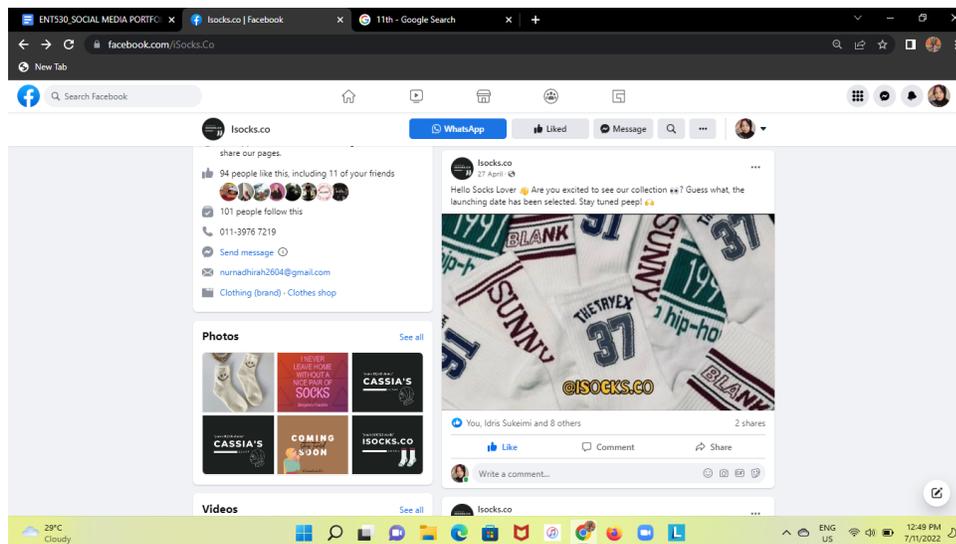
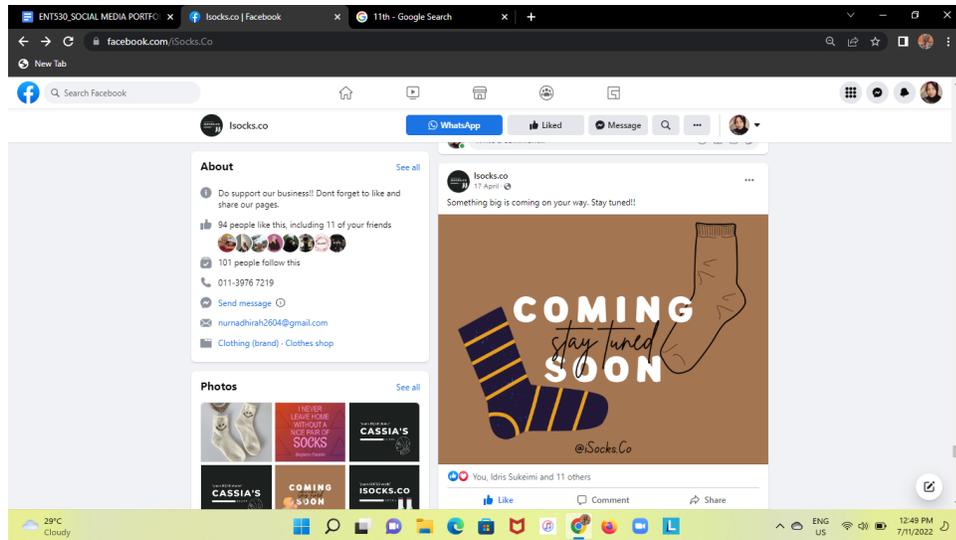
Hello my dear socks lover!!  
Guess what?  
We are ready to release our new collection 🍌  
As we are in MAY I'm thinking to release this two collection for you guys

- White Collection
- Go Away Collection

BUY MORE & SAVE MORE  
1PCS=RM6  
3PCS=RM15  
(Excluded Postage)

Lets grab our socks now while stock last!!!!  
Whatsapp us to order now!  
011-39787219  
#sockslover

## 6.5. Facebook (FB) Post- Copywriting (Soft Sell)



Facebook post from Isocks.co (20 May):

Kasut dah cantik, tak kan stoking biasa biasa je kan 😊  
 @Isocks.Co menjual stocking yang cantik dan selesa. Sesuai untuk lelaki dan perempuan 🧦

**WHY YOU SHOULD WEAR OUR BRAND?**

1. MATERIAL: Cotton-Polyester Blend (Super Soft)
2. PRICE: Affordable (Starting from RM10)
3. FABRICATION: High-Quality (Machine Washable)
4. DESIGN: Trendy & Fun (Available in various colors)
5. BEST CHOICE: For Everyone (Unisex)

29°C Cloudy | 12:49 PM 7/11/2022

Facebook post from Isocks.co (20 May):

Are you the same as Benjamin Franklin? Is your socks enough in the wardrobe? If not, Isocks.co will come to you with a trendy and funny design with a nice material. So what are you waiting for? Visit our pages to know more! Don't forget to like and share our socks.

Interested in buying our socks?  
 Do Whatsapp +6011-39767219 or you can click the Whatsapp button on our pages.

**I NEVER LEAVE HOME WITHOUT A NICE PAIR OF SOCKS**

29°C Cloudy | 12:50 PM 7/11/2022

Facebook post from Isocks.co (23 May):

**TIPS 1**

**ORGANIZE SOCKS IDEA**

Everyone loves to be well organized. Do you have problem with folding socks? Dont know where to put your socks? You may watch this video and learn how to fold and put your socks perfectly!

cc: SupCooTec Us (Tiktok)

#Socks  
 #socks  
 #koreansocks

**how to fold and store socks**

29°C Cloudy | 12:50 PM 7/11/2022

Facebook post from Isocks.co (2 June):

What are advantages of wearing sock in bed??

- Improved circulation
- Good circulation ensures a healthy blood and oxygen flow, allowing your muscles, lungs and heart to work efficiently.
- Thermoregulation
- Thermoregulation refers to the way our bodies control their own temperature. To ensure we don't fall victim to changing temperatures
- Prevent hot flushes

Hot flushes are a response to hormonal changes but they can be prevented by wearing socks in bed. By sleeping with socks on, you trigger a process called vasodilation. This is where blood vessels dilate which allows you to cool down faster and, therefore, achieve sleep faster.

#Socks #BuyMoreSaveMore #Sockslover

Facebook post from Isocks.co (17 June at 23:14):

Happy Saturday everyone! How are you today? Today Isocks.co will post something random for you guys!

Sebelum anda membeli stokin ini merupakan jenis-jenis stokin yang anda perlu tahu!

- Thigh High- Stokin ini berbentuk tapak kaki dan biasanya berukuran separas paha.
- Knee High- Stokin ini berbentuk tapak kaki tetapi tingginya dibawah lutut.
- Bodystoking- Stokin ini menutup semua bahagian kaki dan ada juga yang menutupi hingga ke badan.
- Pantyhouse- Stokin ini merupakan kombinasi antara seluar dalam dan stokin. Bentuknya seperti leggings tetapi kainnya seperti kain stokin.

Hope it will help you guys!

To purchase our collection you can pm us on facebook or you can whatsapp us on <https://wa.me/601139767219?text=Hi%20@Socks.Co>

Don't forget to support us!!  
Enjoy your weekend with the love ones and see you on our next post!  
- Stay Tuned-  
#tips

Facebook post from Isocks.co (17 June at 15:22):

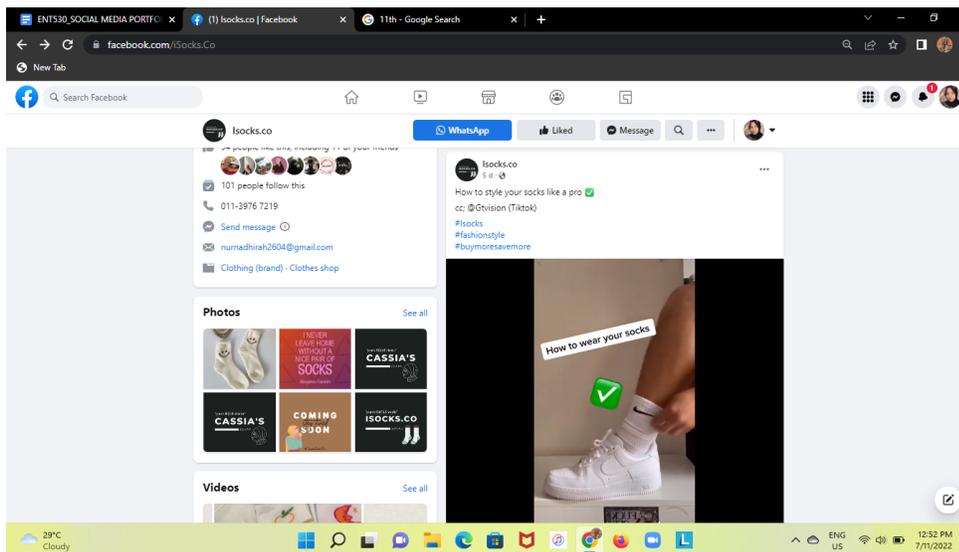
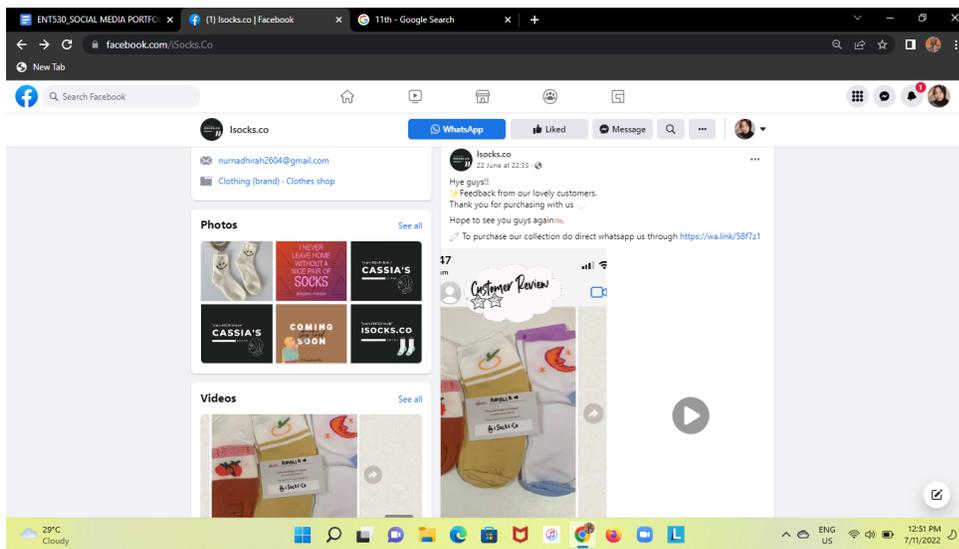
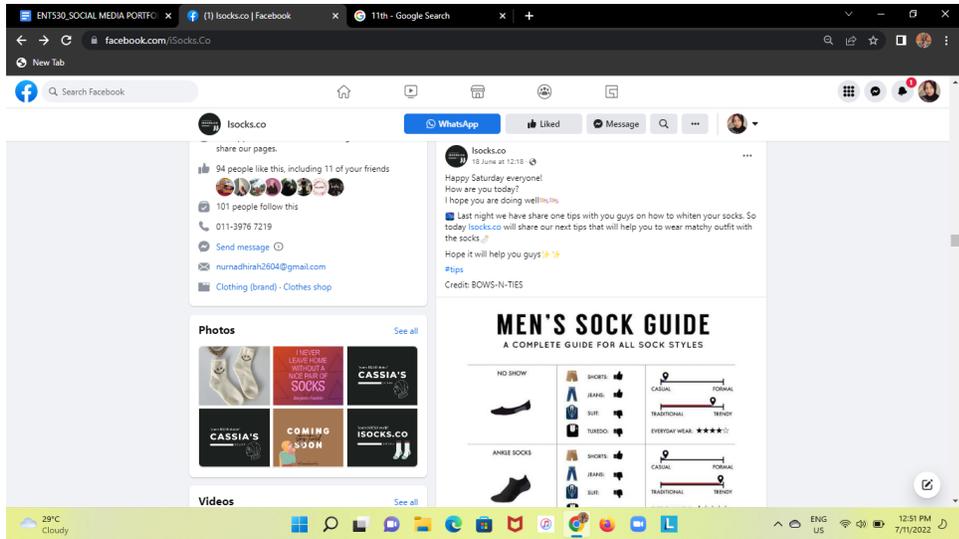
Hello everyone!

Do you have a pile of dirty socks you need to whiten? Here is the list to whiten your socks only using basic pantry on your home:

- White Vinegar
- Baking Soda
- Lemon juice
- Bleach

Follow us now and next we will share steps to use these things for whiten your socks

#Socks #tips



ENT530\_SOCIAL MEDIA PORTFO... x (1) Issocks.co | Facebook x 11th - Google Search x +

facebook.com/Issocks.Co

Search Facebook

Issocks.co WhatsApp Liked Message

**About** See all

Do support our business!! Dont forget to like and share our pages.

94 people like this, including 11 of your friends

101 people follow this

011-3976 7219

Send message

nurnadhirah2604@gmail.com

Clothing (brand) - Clothes shop

**Photos** See all

NEVER LEAVE HOME WITHOUT A NICE PAIR OF SOCKS

CASSIA'S

COMING SOON

ISOCKS.CO

Hate to wash your socks? Maybe you can buy this item to make your life easier 🥰  
#Socks  
#BuyMoreSaveMore

All I have to do is putting some detergents and water.

29°C Cloudy

ENG US 12:53 PM 7/11/2022

ENT530\_SOCIAL MEDIA PORTFO... x (1) Issocks.co | Facebook x 11th - Google Search x +

facebook.com/Issocks.Co

Search Facebook

Issocks.co WhatsApp Liked Message

Do support our business!! Dont forget to like and share our pages.

94 people like this, including 11 of your friends

101 people follow this

011-3976 7219

Send message

nurnadhirah2604@gmail.com

Clothing (brand) - Clothes shop

**Photos** See all

NEVER LEAVE HOME WITHOUT A NICE PAIR OF SOCKS

CASSIA'S

COMING SOON

ISOCKS.CO

Selamat Hari Raya Aidiladha to our beloved Socks Lover 🥰 We hope you have wonderful day today 🙌 Do you want to find cute and hot design socks? Come to our page to see our socks.  
#Socks  
#sockslover

One can never have enough

29°C Cloudy

ENG US 12:53 PM 7/11/2022

## 6.6. Graphics

**WHY YOU SHOULD WEAR OUR BRAND?**

- MATERIAL**  
Cotton Polyester  
Soft and stretchy  
Comfortable
- PRICE**  
Reasonable price  
Long-lasting  
Durable socks
- FASHION**  
Up to date style  
Fashion over time
- ORDER**  
Easy to order  
Order via WhatsApp  
Facebook  
Email  
Phone number  
Chat with us on Instagram
- ANY ENQUIRIES:**  
iSocks.Co  
WhatsApp: +6011-87970211  
Email: sales@isocks.co  
Instagram: @isocks.co

[https://www.facebook.com/Socks.Co/?ref=page\\_internal](https://www.facebook.com/Socks.Co/?ref=page_internal)



**COMING SOON**  
stay tuned

@Socks.Co

**WHITE COLLECTION**

EVERYTHING GOES WELL

ADD AN ACCESSORY

BUY IT

3 FOR RM15

B1, B2, B3, B4, B5

Premium Store  
iSocks.Co

**JENIS-JENIS STOKIN**  
Your's Choices Socks

- Thigh High
- Knee High
- Bodystoking
- Pantyhose

@iSock.Co

I NEVER LEAVE HOME WITHOUT A NICE PAIR OF SOCKS

Benjamin Franklin

STAR, THE BOSS, VULNERABLE, 70S-STYLE FOX, SUPER

DRIPPY COLLECTION

1 RM6  
3 RM15

BUY IT

SOLD OUT

C1, C2, C3, C4, C5, C6, C7, C8

NS PREMIUM STORE  
@iSocks.Co

EVERYTHING GOES WELL

ADD AN ACCESSORY

BUY IT

3 FOR RM15

B1, B2, B3, B4, B5

Premium Store  
iSocks.Co

EVERYTHING GOES WELL

ADD AN ACCESSORY

BUY IT

3 FOR RM15

E1, E2, E3, E4, E5

PURPLE COLLECTION

NS Premium Store  
@iSocks.Co  
1 RM6  
3 RM15  
"Handmade" Premium

STAR, THE BOSS, VULNERABLE, STYLE FOX, SU

SHOP NOW

MUSLIMAH COLLECTION

Length: 26-28 cm

BUY NOW

3 FOR RM15

K1, K2, K3

isocks.co  
20 May · 🌐

loading..

SOMETHING'S COMING.  
SOMETHING GOOD.

*Coming Soon*

22.05.22  
SUNDAY

Comments · 0 · 🌐

Share Write a comment... 🇺🇸 🇷🇺

**how to fold and store socks**

HOW TO FOLD AND STORE SOCKS

TikTok  
@supercoco\_uk

EVERYTHING GOES WELL

PURPLE COLLECTION

NS Premium Store  
@iSock.Co  
1 RM6  
3 RM15  
\*Excluded Postage

STAR THE E VULNERAB STYLE FOX

Comments · 0 · 🌐

Share Write a comment... 🇺🇸 🇷🇺

**SHOP NOW**



GUESS THE COLLECTION!

F \_ \_ \_ Y C \_ \_ \_ \_ N

Stay Tuned

PROXIMAMENTE...

29.5.2022

**THE SURPRISING BENEFITS OF SLEEPING WITH SOCKS ON**

ADD AN ACCESSORY

LOOK FABULOUS

Green Collection  
By @iSocks.Co

1 RM6  
3 RM15

\* Excluded Postage

NS Premium Store

FRUITY COLLECTION

NS Premium Store  
@iSock.Co  
1 RM6  
3 RM15  
\*Excluded Postage

Chocolate

COMING SOON

**3** days to |

05.06.2022  
@iSocks.Co

YOU'RE INVITED!

Comments · 0 · 🌐

Share Write a comment... 🇺🇸 🇷🇺

JUNE

**COMING**

**2** days to go

Loading ♥️♥️

05.06.2022  
@iSocks.Co

SAVE the DATE

Comments · 0 · 🌐

Share Write a comment... 🇺🇸 🇷🇺

**COMING SOON**

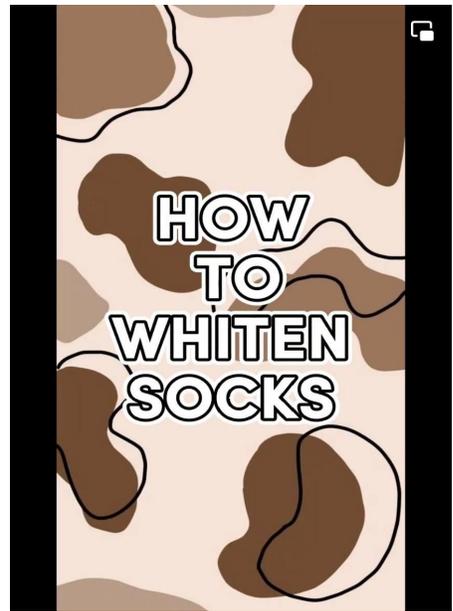
**1** Days to go!!

SAVE THE DATE

05.06.2022  
@iSocks.Co

Comments · 0 · 🌐

Share Write a comment... 🇺🇸 🇷🇺

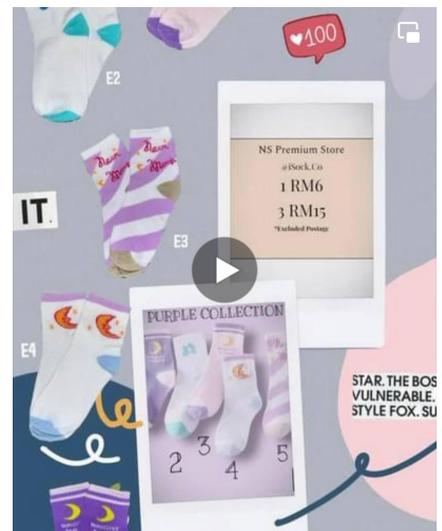
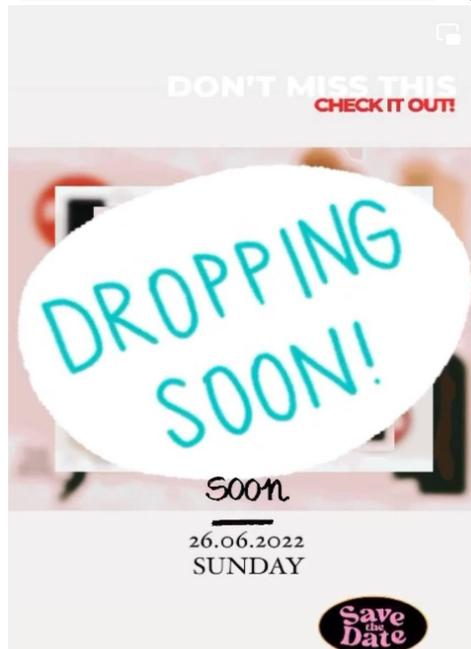


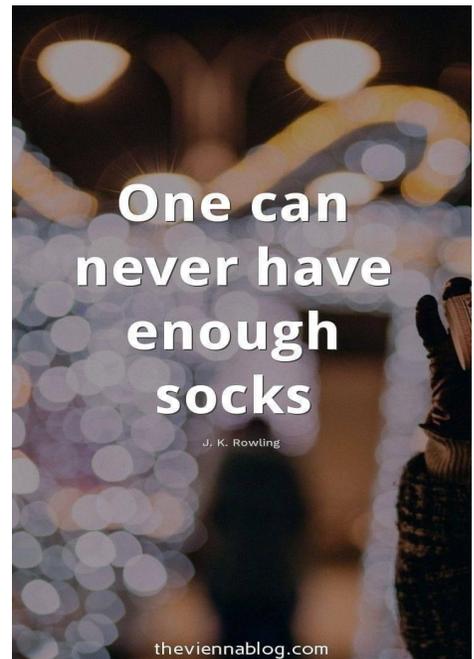
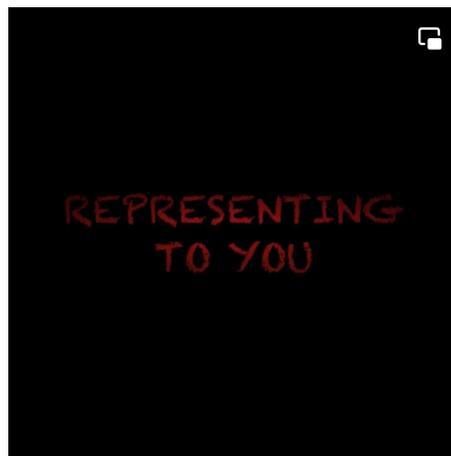
### MEN'S SOCK GUIDE

A COMPLETE GUIDE FOR ALL SOCK STYLES

SOCK STYLE	SHORTS	JEANS	SUIT	TUXEDO	CASUAL	FORMAL	TRADITIONAL	TRENDY	EVERYDAY WEAR
NO SHOW	👍	👍	👍	👍	👍	👍	👍	👍	👍
ANKLE SOCKS	👍	👍	👍	👍	👍	👍	👍	👍	👍
ATHLETIC SOCKS	👍	👍	👍	👍	👍	👍	👍	👍	👍
MID CALF SOCKS	👍	👍	👍	👍	👍	👍	👍	👍	👍
OVER THE CALF SOCKS	👍	👍	👍	👍	👍	👍	👍	👍	👍

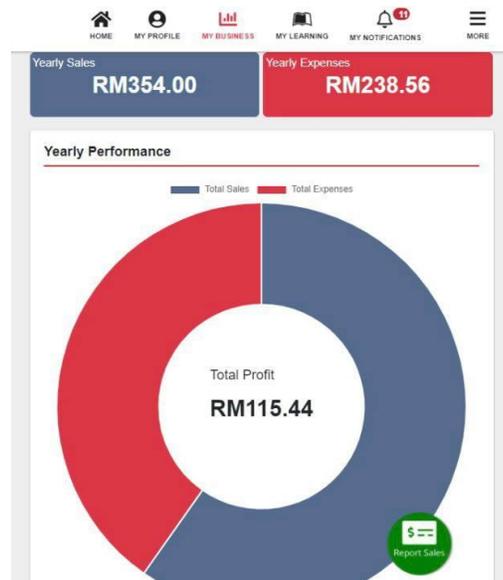
BOWS-N-TIES





## 6.7. Sales Report

As iSocks.Co has chosen to establish partnership types of business, each contributor contributes RM83.28 for buying stocks and other expenses. iSocks.Co has gained profits from this selling approximately RM115.44 after deducting other expenses like delivery charge and stocks. We successfully achieve our sales about RM354.00. Besides, each contributor agrees to divide the profit with a ratio of 50:50. Thus each of the contributors will receive a profit of about RM57.72. Below are sales of iSocks. Co during the month of July 2022.



### Go-eCommerce

Business Name	Date	Type	Marketplace (if any)	Others Marketplace (if any)	Total Sales (RM)	Expenses Category	Expenses Subcategory	Total Expenses (RM)	Descriptions	Create d At
NS Premium Store	13/05/2022	online	Social Media		21				White Collection (B2, B3) Go Away Collection (C8)	17/05/2022
NS Premium Store	17/05/2022	expenses				Delivery	Postage	6	PGEON Prime	17/05/2022
NS Premium Store	14/05/2022	online	Social Media		21				White Collection (B4, B5) Drippy Collection (C3)	17/05/2022
NS Premium Store	17/05/2022	expenses				Delivery	Postage	6	PGEON Prime	17/05/2022
NS Premium Store	14/05/2022	online	Social Media		15				Purple Collection (E2) Green Collection (D1) Chocolate Collection (H3)	17/05/2022
NS Premium Store	15/05/2022	online	Social Media		21				Purple Collection (E4) Tanger Collection (F4) Fruity Collection (G4)	17/05/2022
NS Premium Store	17/05/2022	expenses				Delivery	Postage	6	PGEON Prime	17/05/2022
NS Premium Store	17/05/2022	online	Social Media		36				Go Away Collection (A2, A3, A4) White Collection (B1) Drippy Collection (C1, C6)	17/05/2022
NS Premium Store	17/05/2022	expenses				Delivery	Postage	6	PGEON Prime	17/05/2022
NS Premium Store	17/05/2022	online	Social Media		6				Purple Collection (E1)	17/05/2022
NS Premium Store	17/05/2022	online	Social Media		21				Tangy Collection (F5) Fruity Collection (G3) Chocolate Collection (H5)	17/05/2022
NS Premium Store	17/05/2022	expenses				Delivery	Postage	6	PGEON Prime	17/05/2022
NS Premium Store	18/05/2022	online	Social Media		6				Chocolate Collection (H4)	18/05/2022

Business Name	Date	Type	Marketplace( If any)	Others Marketplace (If any)	Total Sales (RM)	Expenses Category	Expenses Subcategory	Total Expenses (RM)	Descriptions	Create d At
NS Premium Store	18/05/2022	expenses				Delivery	Postage	6	Pgeon Prime	18/05/2022
NS Premium Store	19/05/2022	online	Social Media		21				La Fin Collection (J1) Drippy Collection (C5,C7)	23/05/2022
NS Premium Store	19/05/2022	expenses				Delivery	Postage	6	Pgeon Prime	23/05/2022
NS Premium Store	25/05/2022	online	Social Media		21				Fruity Collection (G1,G2,G5)	28/05/2022
NS Premium Store	25/05/2022	expenses				Delivery	Postage	6	Pgeon Prime	28/05/2022
NS Premium Store	26/05/2022	online	Social Media		15				Muslimah Collection (K1,K1,K1)	28/05/2022
NS Premium Store	26/05/2022	online	Social Media		21				Green Collection (D3, D4, D5)	28/05/2022
NS Premium Store	26/05/2022	expenses				Delivery	Postage	6	Pgeon Prime	28/05/2022
NS Premium Store	27/05/2022	online	Social Media		21				Green Collection (D2) Tangy Collection (F1) Chocotate Collection (H1)	28/05/2022
NS Premium Store	27/05/2022	expenses				Delivery	Postage	6	Pgeon Prime	28/05/2022
NS Premium Store	28/05/2022	online	Social Media		36				Purple Collection (E3) Tangy Collection (F2) Chocolate Collection (H2) Muslimah Collection (K1,K2, K3)	28/05/2022
NS Premium Store	28/05/2022	expenses				Delivery	Postage	6	Pgeon Prime	28/05/2022
NS Premium Store	28/05/2022	online	Social Media		36				Drippy Collection (C2,C4) La Fin Collection (J2) Purple Collection (E5)	28/05/2022

Business Name	Date	Type	Marketplace( If any)	Others Marketplace (If any)	Total Sales (RM)	Expenses Category	Expenses Subcategory	Total Expenses (RM)	Descriptions	Create d At
									Tangy Collection (F3) Days Collection (I3, I1)	
NS Premium Store	28/05/2022	expenses				Delivery	Postage	6	Pgeon Prime	28/05/2022
NS Premium Store	28/05/2022	online	Social Media		30				Muslimah Collection (K1, K2, K2, K3) Days Collection (I4, I5)	28/05/2022
NS Premium Store	28/05/2022	expenses				Goods	Stock	166.56	Socks stock	28/05/2022
NS Premium Store	28/05/2022	online	Social Media		6				Go Away Collection (A5)	08/06/2022

## 7. CONCLUSION

In conclusion, Facebook is a great platform for a company to use to launch and market their product since it has such a large user base. With all of the resources at their disposal, companies may more easily market their goods and grow their operations thanks to Facebook. Not just for businesses conducted online, but also for those operated through the more traditional form of face-to-face interaction. Because most individuals in this day and age want to do some research before heading to a location, they may be able to attract customers by Facebook. They are able to get all of the necessary information and read positive reviews from previous clients on Facebook.

Facebook does assist our business, Isocks.co, develop and expand our reach to a greater number of potential consumers. Even if the platform that we use is adequate, we still have a lot to learn about how to expand our client base so that we can improve our talents. For instance, we need to be aware of the kinds of pictures and captions that might successfully attract the attention of customers.

For a company to thrive, it is essential to have a platform and the ability to attract customers. Without these, we would not be able to reach and attract our target market. The product we offer is the most crucial component of our company, and it must have additional value in order to stand out from the competition.