



اُونِيْوَرْسِيْتِيْ تِيْكْنُوْلُوْجِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY BUSINESS AND MANAGEMENT (TRANSPORTATION)

PRINCIPLES OF ENTREPRENEURSHIP(ENT530)



**DAREE SHATIE
SOCIAL MEDIA PORTFOLIO**

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SUBMISSION DATE:

30 January 2021

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ACKNOWLEDGEMENT

First and foremost, we would like to express our utmost gratitude to the Almighty God. He specializes in the impossible, enabling ordinary people like us to accomplish better things. He strengthens us, enabling us to soar like eagles and reach greater heights.

The successful conception of this assignment was also made possible by the expertise of Miss Nur Najjah Binti Abd Rahim, helping us to shape this assignment further. We are so grateful for all her constructive comments, suggestions, and additions to the contents. She also gives us enough time to complete the tasks and keep on track with our progress and always correct us if there is any wrong information because she wants nothing but the best for us.

In addition, we are indebted to our friends and family members for their unfailing love, understanding, support, and encouragement. They are always by our side to inspire and motivate us throughout the process of finishing this assignment even though during this hard time. They are always there for us whenever we struggle with our assignments.

Throughout making this assignment, we have gained astounding experience and knowledge as we have contributed a great amount of effort and time to this project. With this assignment, we hope that it will act as a guide and steppingstone in encouraging efforts to become a successful entrepreneur in the future.

1.0 EXECUTIVE SUMMARY

Social Media such as Facebook is one of the most effective platforms to start a business. It helps business to reach many customers around the world as they are about 2.8 million monthly active users within the third quarter of 2021. Moreover, social media is the most cost effective way to start a business. In fact, people just need to create an account, sign up for free and start to sell your products. Therefore, Daree Shatie decided to sell thrifted woman's apparels on these platforms as social media can improve brand awareness because it is the stress-free and profitable digital marketing platforms that can be used to increase business profile. Instead of just focusing on selling, Daree Shatie also want to show to people that they can still be fashionable even though it is from thrifted products and most importantly they can save their money as the price is reasonable and affordable.

In this report, it will introduce about Draee Shatie which is a business that selling woman's apparels. Not only that, in this report, it will explain more details about the business such as the address of the business, organizational chart of Daree Shatie, mission and vision of the business, description of products offered in the business as well as price list for Daree Shatie's products. In addition, Daree Shatie's facebook link will be presented in this report, following by the business posting on the Facebook Page which comprises teaser post, Daree Shatie's hard sells and soft sells copywriting. Both Go-Ecommerce registration and MyENT certificate will be provided in this report as well.

2.0 GO E-COMMERCE REGISTRATION

2.1 Nurul Izzatie's Go E-Commerce Certificate



Figure 2.1 Nurul Izzatie's Go E-Commerce Certificate

2.2 Nur Aneesa's Go E-Commerce Certificate



Figure 2.2 Nur Aneesa's Go E-Commerce Certificate

3.0 MYENT CERTIFICATE

3.1 Nurul Izzatie's MYENT Certificate

UNIVERSITI TEKNOLOGI MARA | Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar	: 2021166733
Nama	: Nurul Izzatie bt Mustafa
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	:
No. Pendaftaran Perniagaan	:
URL Perniagaan	: https://www.facebook.com/Daree-Shatie-103479352149548
Alamat Premis Perniagaan	:
Tarikh Mendaftar	: 13 Nov 2021
Tarikh Kemaskini	:
Tarikh Cetak	: 24 Jan 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

Malaysian Academy of SME & Entrepreneurship Development (MASMED)

Figure 3.1 Nurul Izzatie's MYENT Certificate

3.2 Nur Aneesa's MYENT Certificate

 UNIVERSITI TEKNOLOGI MARA | Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar : 2021155997
Nama : Nur Aneesa Binti Kamalullail

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 :
No. Pendaftaran Perniagaan :
URL Perniagaan : <https://www.facebook.com/Daree-Shatie-103479352149548>
Alamat Premis Perniagaan :
Tarikh Mendaftar : 13 Nov 2021
Tarikh Kemaskini :
Tarikh Cetak : 20 Dec 2021

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

Malaysian Academy of SME & Entrepreneurship Development (MASMED)

Figure 3.2 Nur Aneesa's MYENT Certificate

4.0 INTRODUCTION OF BUSINESS

4.1 Name And Address Of Business



Figure 4.1.1 Logo of Daree Shatie

Name of Business	Daree Shatie
Business Address	.
Facebook Name	@Daree.Shatie
Nature of Business	Secondhand Store
Owner of Business	Nurul Izzatie Binti Mustafa Nur Aneesa Binti Kamalullail
Main Activity	Thrifted Women Clothes

4.2 Organizational Chart

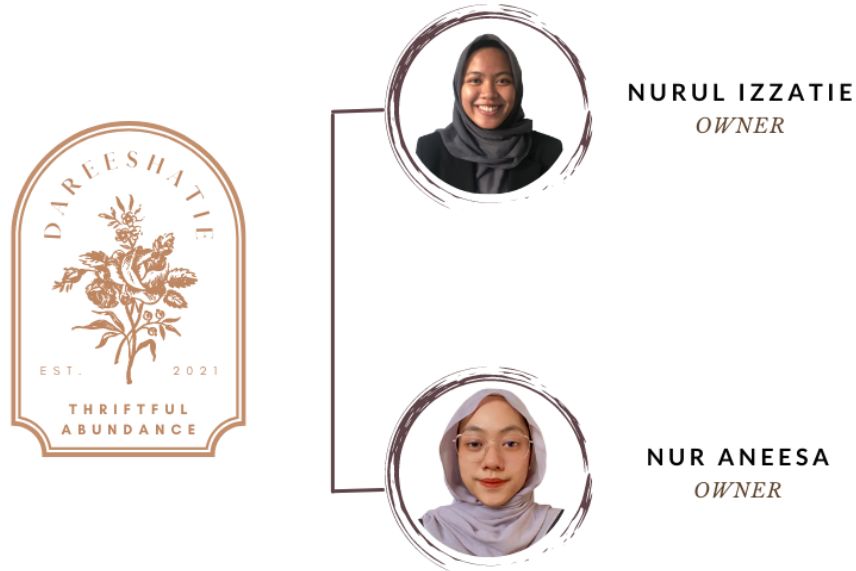


Figure 4.2.1 Daree Shatie's Organizational Chart

Daree Shatie consists of two owners which are Nurul Izzatie and Nur Aneesa whereby both of us will be providing the stocks of thrift women's clothes. Both of the owners of Daree Shatie have had a passion for thrifted products since 2017. Hence, to have our own business of thrift products would be a dream come true. Besides that, since Daree Shatie is just a small business, all the work from taking pictures, marketing, posting, copywriting, packaging as well as postage are done alone by the two owners. As for postage, the business uses Poslaju as the third party's delivery service through EasyParcel. By using EasyParcel services, we do not need to queue at the post office anymore as all the postage works can be done at home.

4.3 Mission/Vision


Daree Shatie's vision is to create a world in which the clothes that we produce, consume, and wear do not harm people or the planet. On the other hand, our mission is to tackle the negative social and environmental impacts of producing, consuming, and washing clothes by increasing the use of second-hand clothes, providing people with reuse services to stop wearable clothes from being thrown into the waste stream or left unused and also putting wearable clothes back into use in our charity shops.

4.4 Description Of Products

Daree Shatie sells thrifted women's apparel at a very reasonable price. The business sells various types of clothes and designs such as crop tops, knitwear, printed blouse, vintage blouse, casual wear as well as office wear. As everyone has a different size range, Daree Shatie's products come in all sizes, from xs to xl, in order to satisfy as many customers as possible. Furthermore, customers have multiple of choices as the products offered comprise of different fabrics such as cotton, lace and chiffon. Even though all the products from Daree Shatie are secondhand products, the business will ensure to always deliver the best quality and fulfill customer satisfaction. Not only that, each customer also will receive two free gifts for every purchase of our products. The business unanimously agreed to give a free face mask and free clothes as an appreciation for supporting Daree Shatie.

4.5 Price List

The price list of products from Daree Shatie is between RM19 to RM49. Since the business sells second-hand products, Daree Shatie set their price by looking into the quality of the products such as the material and the fabric used. We use the charm pricing strategy whereby our price will end with number 9 as it will make our products look cheaper than they really are. Since people read from left to right, they are more likely to take the first number and then make an immediate conclusion whether the price is reasonable or vice versa.

Product	Price
	19




	<p style="text-align: center;">19</p>
	<p style="text-align: center;">29</p>
	<p style="text-align: center;">49</p>

Table 4.5 Daree Shatie's Price List

5.0 FACEBOOK POSTING

5.1 Facebook Page

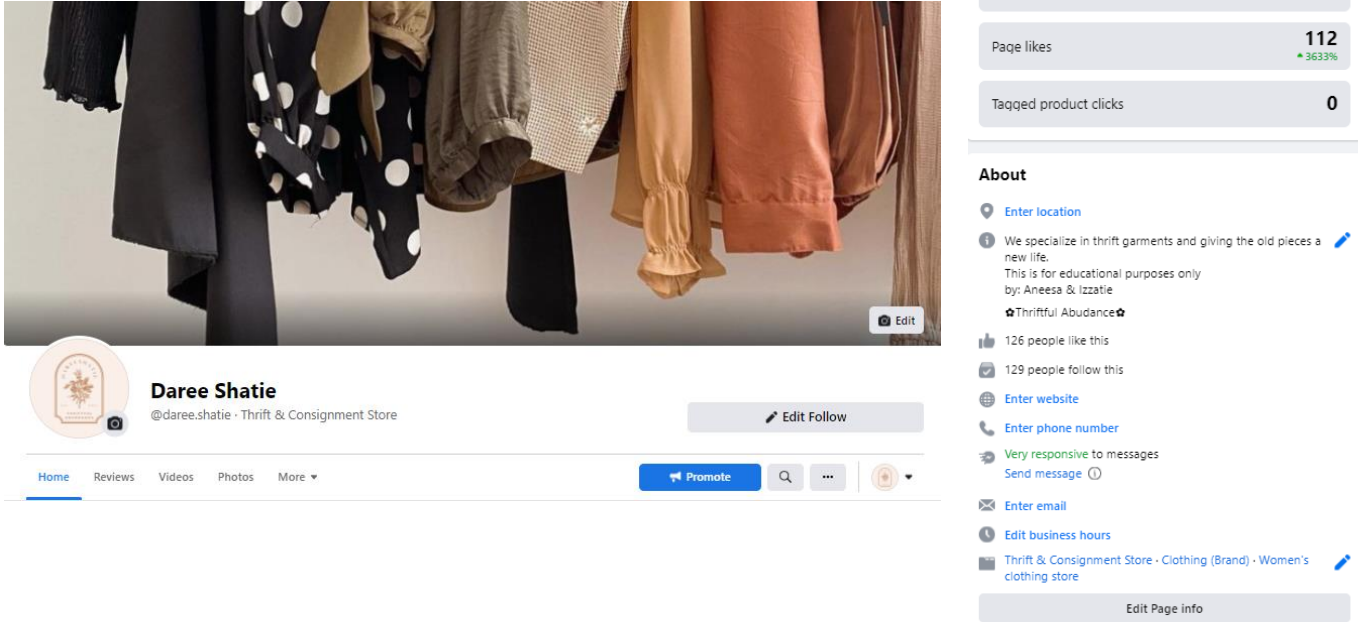


Figure 5.1 Daree Shatie's Facebook Page

5.2 Customizing URL Facebook (FB) Page

<https://www.facebook.com/Daree-Shatie-103479352149548>

As we are starting our business, we had created a Facebook Page. We want to promote our products and services among Facebook users, particularly those who are near our business area, so as to increase awareness of our homemade Daree Shatie business. Furthermore, we know that people nowadays are increasingly relying on online resources where they can search and find info that sense, creating a Facebook Page is one of the best ways to connect our company with our customers through online in Daree Shatie's Facebook Page. Our team created Facebook posts like teasers, soft sells, and hard sells to advertise the business related to the post.

5.3 Teaser Post

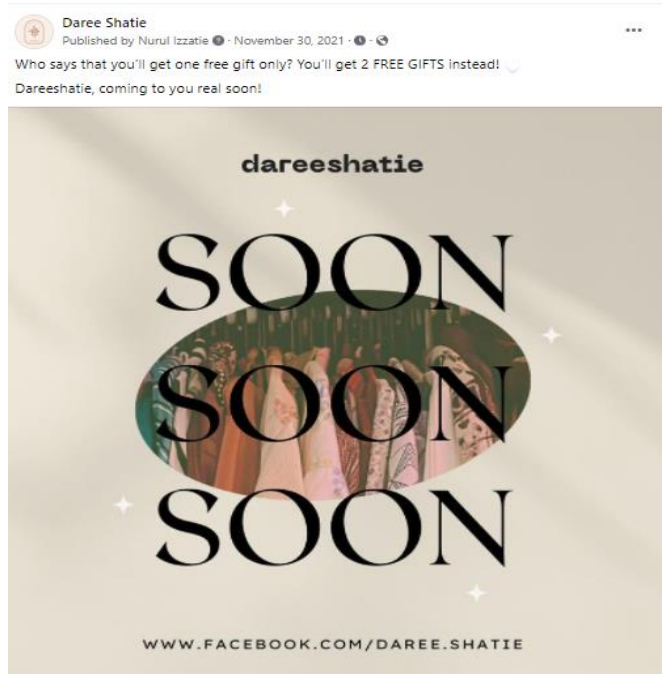
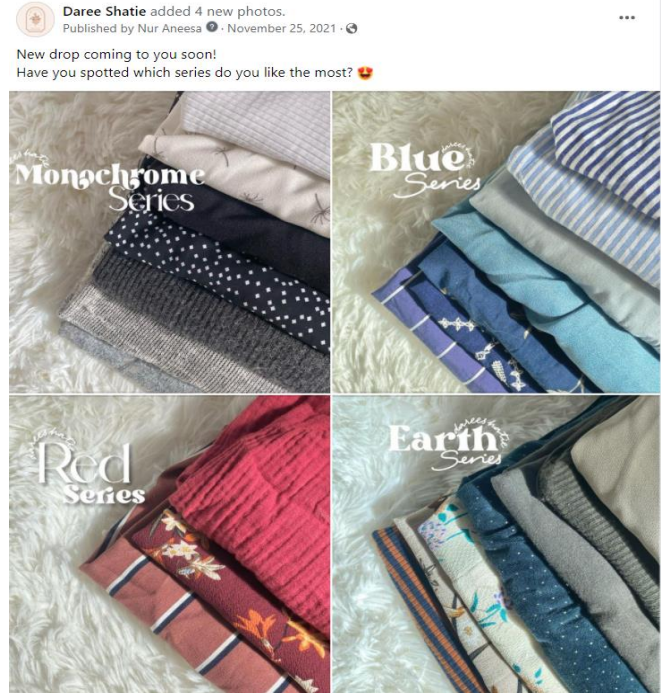





Figure 5.3 Daree Shatie's Teaser Post

5.4 Facebook Post (Hardsell)

Daree Shatie
Published by Nur Aneesa · December 12, 2021 · 🌐 · 📍 · 🌐


Our first drop is now here for you to purchase!
Every each piece is a unique piece and only limited to 1 piece per design so don't miss out on this chance before it is sold out! 🌟
psst, if you buy one of our pieces, you will get two free gifts 📁



Save time and money while satisfying all your fashion, clothing and accessory needs by visiting these best showroom

Daree Shatie
Published by Nur Aneesa · December 14, 2021 · 🌐 · 📍 · 🌐

PROMO ALERT !!
Every each of our pieces will be given with (2) free gifts so don't miss out the chance!
To order, simply click the link below 📁📁
wa.link/9p2pat
wa.link/9p2pat
wa.link/9p2pat
or drop a comment down below, happy shopping loves!




PROMO PROMO
BUY 1 FREE 2
1 FREE BLOUSE
1 FREE MASK

Daree Shatie added 7 new photos from December 12, 2021 at 9:00 PM.
Published by Nurul Izzatie · December 12, 2021 · 🌐 · 📍 · 🌐

New Drop Alert !!
Vintage Series: Back to the '70s
All of the details & measurements are stated in the picture. Feel free to contact us if you have any inquiries.
How to order?
Drop a comment or contact us via FB message.
or simply click the link down below 📁
wa.link/7jthtm
wa.link/7jthtm
wa.link/7jthtm
Disclaimer:
Please allow 0.5-1 inch error due to manual measurement
The colour of the product might be slightly different due to lighting effects

Happy shopping loves!



RM29
Bust: 38-40
Length: 55-57
Sleeve: 18-20

RM29
Bust: 38-40
Length: 55-57
Sleeve: 18-20

RM19
Bust: 38-40
Length: 55-57
Sleeve: 18-20

RM49
Bust: 38-40
Length: 55-57
Sleeve: 18-20

Back Side Front

Back Side Front

Back Side Front

Back Side Front

+4

Daree Shatie
 Published by Nur Aneesa · December 20, 2021 · 🌐 · 📍 · 🌐

Our new drop is now here for you to purchase!
 Every each piece is a unique piece and only limited to 1 piece per design so don't miss out this chance before it is sold out! 🌟
 psst, the price range is only RM19-RM29 🌟



Daree Shatie
 Published by Nur Aneesa · December 25, 2021 · 🌐 · 📍 · 🌐

PROMO ALERT !!
 For every ONE item that you've purchased, you will receive TWO free items
FREE ITEMS
 !! (1) random blouse/shirt
 !! (1) earloop Jovian Facemask
 Grab yours now before your favorite piece has been snatched from others!



Daree Shatie added 6 new photos from December 20, 2021 at 9:00 PM.
 Published by Nurul Izzatie · December 20, 2021 · 🌐 · 📍 · 🌐

New Drop Alert !!
 Knitwear Series: All cozy up
 All of the details and measurements are stated in the picture, feel free to contact us if you have any inquiries.
 How to order?
 Drop a comment or contact us via FB message to order.
 or simply click the link down below 📌
[wa.link/7tjhtm](https://www.facebook.com/wa.link/7tjhtm)
[wa.link/7tjhtm](https://www.facebook.com/wa.link/7tjhtm)
[wa.link/7tjhtm](https://www.facebook.com/wa.link/7tjhtm)
 Disclaimer:
 Please allow 0.5-1 inch error due to manual measurement
 The colour of the product might be slightly different due to lighting effects.
 -
 Happy shopping loves!



Daree Shatie
 Published by Nurul Izzatie · December 24, 2021 · 📍 📷

Our new drop is now here for you to purchase!

Stripes series - When it comes to patterns, the classic stripe is a girl's best friend. Stripes look great on everyone, never go out of style, and go with everything!

Every each piece is a unique piece and only limited to 1 piece per design so don't miss out this chance before it is sold out! ✨

Grab yours now love! 🍷



Daree Shatie
 Published by Nurul Izzatie · December 15, 2021 · 📍 📷

Our new drop is now here for you to purchase!

Blouse series - Basic blouse are all you need if you want to wear something that fits your body with a reasonable price!

Every each piece is a unique piece and only limited to 1 piece per design so don't miss out this chance before it is sold out! ✨

Grab yours now love! 🍷



Daree Shatie added 5 new photos from December 24, 2021 at 9:00 PM.
 Published by Nurul Izzatie · December 24, 2021 · 📍 📷

New Drop Alert !!

Stripes Series: Classic pattern

Any stripes lover here? Our new collection of stripes are now available for you to purchase! All of the details and measurements are stated in the picture, feel free to contact us if you have any inquiries.

How to order?
 Drop a comment or contact us via FB message to order or simply click the link down below 📍

wa.link/7tjhtm
wa.link/7tjhtm
wa.link/7tjhtm

Disclaimer:
 Please allow 0.5-1 inch error due to manual measurement
 The colour of the product might be slightly different due to lighting effects

Happy shopping everyone! 🍷



Figure 5.4 Daree Shatie's Copywriting Hardsell

5.5 Facebook Post (Softsell)

Daree Shatie
Published by Nur Aneesa · December 13, 2021 · 🌐 · 📷 · 🗨 · ⋮

"I love vintage clothes but I don't know how to style them 😊"
Afraid not, we will be giving you some fashion tips to don our beautiful piece!

How to style: Vintage Clothes
You can tuck in your clothes to make them look more classy. It gives your body shape, especially when you wear high-waisted bottoms with it.
You can wear high-waisted jeans, pants, shorts, or skirts, with a tucked-in vintage blouse.
The choice is yours!
In addition, you can accessorize the tucked-in blouse with a belt or a fanny pack.



Daree Shatie
Published by Nur Aneesa · December 19, 2021 · 🌐 · 📷 · 🗨 · ⋮

This is how we packed your beautiful pieces 📦
& yes, you will receive one free blouse and one free mask!
don't forget to tag us when you're donning our pieces 🥰



Daree Shatie
Published by Nurul Izzatie · December 17, 2021 · 🌐 · 📷 · 🗨 · ⋮

Hello Love! If you are wondering on how you can style our blouse, these are 3 styles that you can try!

Style 1: Pair our blouse with slim fit pants. They're an amazing must-have in your wardrobe, and they're excellent for any event.

Style 2: Pair our blouse with skirt. Any types of skirt should be fine! There are so many unique blouses to pair with skirts that you'll almost certainly never run out of choices.

Style 3: Pair our blouse with straight jersey pants. The comfort and stretchability of jersey pants will definitely become your go to pants!

3 WAYS TO STYLE Our Blouse

#STYLE 1	#STYLE 2	#STYLE 3
		
Slim Fit	Skirt	Straight Jersey Pants










Daree Shatie
Published by Nurul Izzatie · December 18, 2021 · 🌐 · 📷 · 🗨 · ⋮

"What colour should I pair with my pink tops?"
"I'm not creative. I have don't have any idea which colour that match my purple tops"

Hello Love! Have you been experiencing those problems? Don't worry! Daree Shatie got your back! If you are struggling to find which colours that will suit your top, pants or scarf, here are some ideas that you can give a try! 💜

What tips should we do next? Comment down below! 🥰

IDEAS TO MATCH COLOURS For Your Outfit

		
LIGHT GREY & CORAL	PEAR & LAVENDER	PEACH & BUTTER
		
GREY & POOL	DENIM & PEACH	SALMON & INDIGO
		
ORANGE & DARK ORANGE	LIGHT PINK & TAN	ARMY GREEN & PEANY

Daree Shatie
Published by Nur Aneesa · December 22, 2021 · 🌐 📷

Fashion Tips: How to style for Modest Fashion

1. Don't shy away from layering.
Whether it's a cardigan under a blazer or wide-leg pants under a midi dress, don't be quick to shy away from pieces before experimenting with layering.
2. Accessories can take your outfit to the next level!
Modest dressing does not have to be boring, so feel free to add more dimension to your look with pieces like hats, fun jewelry, etc.
3. Oversize Button-Downs
I either wear them as is with a pair of loose trousers or tie them over skirts and dresses.
4. Relaxed Bottoms
They're versatile and easier to wear, as I can pair them with either long or short tops.



Daree Shatie
Published by Nurul Izzatie · December 23, 2021 · 🌐 📷

Fashion Tips: How to style for Vintage Blouse

You can never go wrong with black colour! ❤️

You can pair your vintage blouse with a black scarf (for hijabs) and a black pants! You definitely will rock your outfit as black pieces are so classic and won't go out of style! Then add your favourite sling bag and sneakers, and now you are good to go!

Any black lover here? 🖤👉



Daree Shatie
Published by Nurul Izzatie · December 27, 2021 · 🌐 📷

Our beautiful customer is donning one of our casual collection! 🥰 Thank you for trusting Daree Shatie! It has been our pleasure to serve you. We won't settle for less than the best for you! ❤️



Daree Shatie
Published by Nur Aneesa · December 28, 2021 · 🌐 📷

Have you got your booster shot yet? You have no idea what to wear for your vaccination appointment? 🤔

Here's an outfit idea for you to copy 📄 Remember to wear an outfit that is comfortable okay! To make it easy for you, match any of your plain shirts with outerwear and you're good to go 🙌

Get vaccinated loves!



Figure 5.5 Daree Shatie's Copywriting Softsell

6.0 CONCLUSION

Daree Shatie, in summation, is a business that sells second-hand products of women's clothing, including crop tops, knitwear, vintage blouses, office wear, and casual wear. In order to maintain quality continuity and reliability for their customers, Daree Shatie pays a great deal of attention to the quality of the product. Due to the efficiency and effectiveness of our Facebook page as a sales engine, we are focusing more on our online platforms. Accordingly, we can conclude that by using the Facebook page to conduct our business, we are able to market and promote our products and services as well as inform Facebook users about our existing business brand, especially those living nearby. This kind of network enables us to post updates about our business activities or upcoming events.

Furthermore, it is beneficial not only for our business but for us as well, as we are able to keep up to date with the latest business trends by not only using Facebook but also using other available platforms where we can improve our IT abilities and knowledge. By doing so, we will prevent ourselves from being obsolete businesswomen, and instead, we will develop while keeping up with the national development. We were able to accomplish some of our goals as a start-up company that uses Facebook and will be actively striving to achieve Daree Shatie's targets in the future by expanding and conducting our business through various social media channels as well as improving our marketing process.