



اَوْنِيُوْرَسِيْتِيْ بِاْتِيْكُوْلُوْ كِيْ مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY BUSINESS AND MANAGEMENT (TRANSPORTATION)**

**PRINCIPLES OF ENTREPRENEURSHIP(ENT530)**



**SOCIAL MEDIA PORTFOLIO (RETHRIFT)**

**PREPARED BY:**

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**SUBMISSION DATE:**

30 January 2022

## **ACKNOWLEDGEMENT**

We would want to express our gratitude to Allah S.W.T., the Most Gracious and the Most Merciful, for allowing us to undertake this duty with all our heart and soul. Miss Nur Najjah binti Abd Rahim, ENT530 lecturer, has been kind and encouraging as we work on this project. We cannot speak highly enough of her. We wish to demonstrate our gratitude for the educational possibilities she provided. We would not have been able to complete this job without her assistance and support. Every student in her class gained knowledge from her. She guided us from the beginning of this report and questioned us about details we did not understand until the report was completed properly. Additionally, there is sufficient time and ideas for us to make our assignment. On the other hand, we want to express our gratitude to our family members for their understanding and for allowing us uninterrupted time to concentrate on our projects. Besides that, they provided us with information regarding the subject we are researching for this assignment. It's critical to remember that all of the references we have discussed whether directly or indirectly, aided us in creating a report that is visually appealing and contains accurate information.

## **EXECUTIVE SUMMARY**

Nowadays, there are many people, especially the youth, who want to start their own business as they want to generate their own income. This is also due to the pandemic which has affected many companies that cause them to reduce their employees which eventually the employees need to find a way to gain income. However, due to the advancement of technology and digitalisation, people now can promote and sell their products online as it does not require any physical store. Therefore, the people do not have to spend their money on opening a store and they can operate their business on digital platforms such as Facebook. Go-e-commerce is also one of the online platforms that enables youths, micro-entrepreneurs and SMEs to learn more about using eCommerce for their existing or future businesses.

This is a Social Media portfolio for the Principle of Entrepreneurship (ENT530) subject. This portfolio will consist of Go-e-commerce registrations of the pair students and also both of the students' MyENT certificates. This portfolio also will introduce the business of Rethrift which is a business that sells preloved men and women's apparels, outerwear and caps and hats. Besides, this report explains the name and the address of the business. This report will also illustrate the organizational chart of Rethrift including the mission and vision of the business. In this report, the description of products and the price list will also be included. In addition, snapshots of Rethrift's Facebook Page, Facebook posts such as teaser, hardsell and softsell of the business will be inserted in this report.

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## 1.0 GO-ECOMMERCE REGISTRATION



Figure 1.1 Muhammad Syahir's Go-eCommerce Certificate



# *Certificate of Completion*

This acknowledges that

Mohamad Rifqi bin Mohd Ridza

---

has successfully completed

## **eUsahawan Course Level 1 – Go Digital**

organised by



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

**Figure 1.2 Mohamad Rifqi's Go-eCommerce Certificate**

## 2.0 MyENT CERTIFICATE

 UNIVERSITI  
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MARA

Akademi  
Pembangunan PKS dan  
Keusahawanan Malaysia  
(MASMED)

### MASMED YOUNG ENTREPRENEUR (MyENT)

#### SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar : 2021119989  
Nama : Muhammad Syahir Bin Muhd Shazlan

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 :  
Alamat Premis Perniagaan :  
Tarikh Mendaftar : 14 Nov 2021  
Tarikh Kemaskini :  
Tarikh Cetak : 28 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.

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

Malaysian Academy of SME & Entrepreneurship Development (MASMED)

Figure 2.1 Muhammad Syahir's MyENT Certificate



UNIVERSITI  
TEKNOLOGI  
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Akademi  
Pembangunan PKS dan  
Keusahawanan Malaysia  
(MASMED)

## MASMED YOUNG ENTREPRENEUR (MyENT)

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PENGANGKUTAN  
Fakulti : Faculty of Business & Management  
Kampus : Selangor

### MAKLUMAT PERNIAGAAN

Mod Perniagaan : Online  
Bidang Perniagaan yg  
diceburi : Pakaian dan Kelengkapan  
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Alamat Premis Perniagaan :  
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Tarikh Kemaskini :  
Tarikh Cetak : 28 Jan 2022

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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 2.1 Mohamad Rifqi's MyENT Certificate



### 3.0 INTRODUCTION OF BUSINESS

#### 3.1 Name and Address of Business

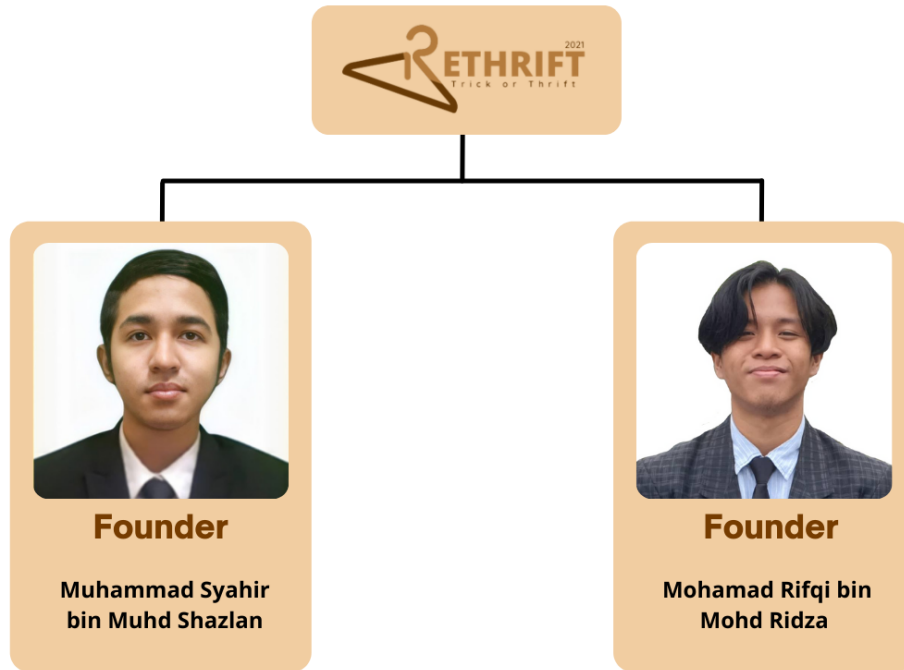


**Figure 3.1 Logo of the Business**

The name of the business is Rethrift. Rethrift is a business that sells a variety of men and women's apparels. Thrifting is where people use their money carefully and not wastefully. The name Rethrift is inspired by the 3R concept which are the reduce, reuse and recycle. We want to create awareness where people can save their money and save the environment. This is because there are issues where many cloth manufacturers overproduce their products. The quality of the products is lower and not long lasting which eventually will be harmful to the environment as the clothes will be thrown away and increase the quantity of trash in the landfill. Therefore, we decided to sell preloved apparels so that people can save the environment and people also can save their money as they can get clothes at a cheaper price. Next, the address of the business is at

. The business is located at one of the founders' houses. However, the business does not have any physical store and it is an online business and it totally uses its Facebook Page to promote and sell its products.

### 3.2 Organization Chart



**Figure 3.2 Organization Chart of Rethrift**

The business is created and founded by two owners which are Muhammad Syahir bin Muhd Shazlan and Mohamad Rifqi bin Mohd Ridza. The founders and owners are high school friends who love to thrift and have the same dream of starting a thrift business since they were in high school. The two owners are the one who are responsible for all of the promoting, selling and packaging of the products as Rethrift is a small business which does not have other employees. The business uses third parties' delivery services such as J&T and Poslaju for delivering the products to the customers. This business is based on what we learned throughout our diploma and degree's year. We apply skills such as management, financing, communication, marketing, and many other skills. These are the skills that are crucial in starting a business no matter the scale. Starting this business may seem hard and requires a lot of knowledge but we are already prepared mentally and physically in doing this business. We hope our business can grow and improve from time to time.

### 3.3 Mission and Vision

The vision of Rethrift is to show people that preloved clothes are worth the money and have class. Meanwhile, the mission of Rethrift is to offer a wide range of men and women used apparel that is well designed, various of color, size and affordable for everyone as they can save their money while saving the environment.

### 3.4 Description of Products

Rethrift sells men and women preloved apparels. We have a lot of products in our shop. It can be categorized into four types which are men's apparels, women's apparels, outerwear and caps and hats for both men and women. Our apparels mainly come from ourselves and that includes our family members and also friends. We inspect all the clothes that we want to sell and make sure that it is in good shape and the quality and condition is on point. We want our customers to have a good first impression on our shop and ensure they receive the best and high-quality preloved apparels which will make them repeat on buying our product. Our four types of products are:

<b>Products</b>	<b>Description</b>
Men's apparels	The men's apparels consist of stylish button up shirts, collared shirts, turtleneck shirts
Women's apparels	The women's apparels consist of beautiful and elegant dresses and blouses
Outerwear	The outerwear consists of jackets and cardigans which are for men and women
Caps and Hats	The caps and hats consist of cool baseball cap, 6 panel cap

**Table 3.4 Description of Rethrift's Products**

### 3.5 Price List

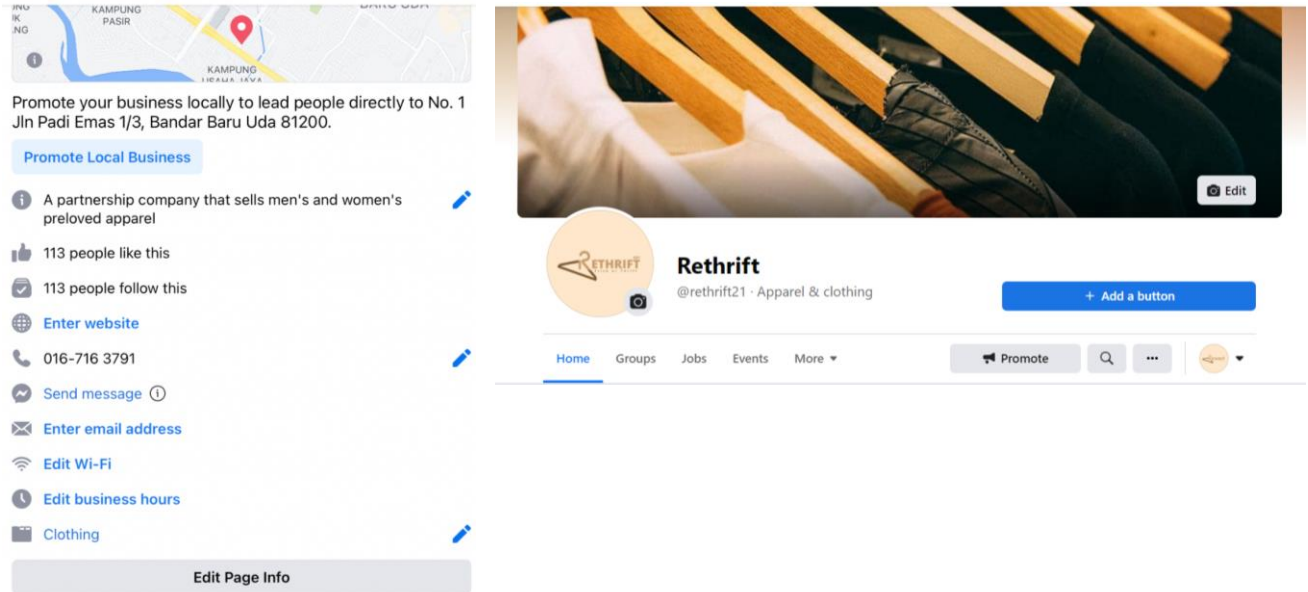
We offer a wide range of prices for our products. It is based on brand, quality, and conditions. We want to give our customers the best quality of apparels with the best price possible. This is because we want to achieve our main goal which is to create awareness where people can save their money while enjoying the best products.

<b>Products</b>	<b>Price (RM)</b>
Men's apparels	RM30-RM50
Women's apparels	RM40-RM50
Outerwear	RM35-RM45
Caps and Hats	RM20-RM40

**Table 3.5 Price List of Rethrift's Products**

## 4.0 FACEBOOK (FB)

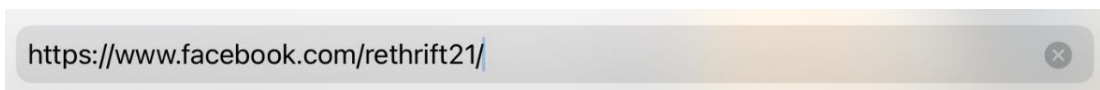
### 4.1 Creating Facebook (FB)



**Figure 4.1 Rethrift Facebook Page**

We create our business Facebook Page as we start our business. We promote our business through our Facebook page. This page includes all of our product, promotion, teaser and others. It acts as a medium to expose and introduce our business to many people as there are many Facebook users.

### 4.2 Customizing URL Facebook (FB) page



**Figure 4.2 Rethrift Customized Facebook Page URL**

This is the business Facebook page URL which has been customized to make it easier for people to search for our business.

### 4.3 Facebook (FB) post - Teaser

**Rethrift**  
Published by Rifqi Ridza · November 22, 2021 · 🌐 · 🌐 · 🌐

Hello Thrift Lovers!  
Something new is on its way, stay tuned for something awesome 🤖 🤖 🤖 🤖



**Rethrift**  
Published by Rifqi Ridza · November 24, 2021 · 🌐 · 🌐 · 🌐

For all thrift lovers,  
There is something exciting coming soon from Rethrift! 🤖  
On 01.12.2021, Rethrift will launch its products!  
Save the date and Stay tuned for more! 🤖



**Rethrift**  
Published by Rifqi Ridza · November 25, 2021 · 🌐 · 🌐 · 🌐

Where are all of men thrift lovers?!

Preloved high quality men's apparels is coming to you! 🤖  
We will give the best quality of men's apparels!  
Stay tuned for more! 🤖



**Rethrift**  
Published by Rifqi Ridza · November 25, 2021 · 🌐 · 🌐 · 🌐

Ladies! Especially to those who love to thrift!  
Preloved Women's Apparels are coming to you! 🤖  
We ensure to give the best quality for you!  
Stay tuned for more! 🤖



**Rethrift**  
Published by Rifqi Ridza · January 23 at 2:22 AM · 🌐 · 📍 · 🌐

Hello Ladies and Gentlemen!  
New Drop of more awesome and stylish Caps and Hats coming soon to Rethrift! 🎩  
Stay tuned for more!



COMING SOON



CAPS & HATS

NEWDROP

<https://www.facebook.com/rethrift21>

**Rethrift**  
Published by Rifqi Ridza · January 22 at 2:22 AM · 🌐 · 📍 · 🌐

Hello Ladies and Gentlemen!  
New Drop of more cool and stylish Outerwear coming soon to Rethrift! 🧥  
Stay tuned for more!



NEWDROP

COMING SOON



OUTERWEAR

<https://www.facebook.com/rethrift21>

**Figure 4.3 Teaser Post of Rethrift**

## 4.4 Facebook (FB) post - Copywriting (Hardsell)

**Rethrift**  
Published by Rifqi Ridza · December 1, 2021 · 🌐 · 🌐 · 🌐

Hello Gentlemen!

Any Hard Rock Cafe lovers here? 🙌  
You can now rock a Hard Rock Cafe shirt and look cool!

Come and buy our 'Hard Rock Cafe Kuala Lumpur Denim Shirt'

Size: L-XL

SOLD! 🙌



**Rethrift**  
Published by Rifqi Ridza · December 7, 2021 · 🌐 · 🌐 · 🌐

Hello Ladies!

Are you ladies looking for a printed dress for you to go on a vacation?

We have a perfect dress for you!  
Come and buy our 'Flower Printed Midi Dress'

Size: M-L

Price: RM 40 including postage



**Rethrift**  
Published by Muhammad Syahir · December 13, 2021 · 🌐 · 🌐 · 🌐

Hello ladies and gentlemen!!!

Want something big and loose? 🙌🙌

We got you covered by trying our knitted oversized orange cardigan.

Size: L-XL

Price: RM 40 including postage



**Rethrift**  
Published by Rifqi Ridza · December 17, 2021 · 🌐 · 🌐 · 🌐

Hello Ladies and Gentlemen!

Want something warm and stylish? 🙌

Our "Fukuoka Country Club" Cap is the one!  
Made from the finest materials

Price: RM 20 including postage






**Rethrift**  
Published by Rifqi Ridza · January 10 at 2:17 AM · 🌐 · 🌐 · 🌐

Hello Thrift Lovers!

We are now officially pronounce that we are having BUY 1 FREE 1 promotion! 🎉

You will get the second items for FREE!!! 🎁

Come and buy your favourite items!



**RETHRIFT**  
STORE OF THRIFT

**BUY 1  
FREE 1**

<https://www.facebook.com/rethrift21>


**Rethrift**  
Published by Rifqi Ridza · December 28, 2021 · 🌐 · 🌐 · 🌐

Hello Thrift Lovers!

Now you can get 50% off for your second item! 😊

Buy 1 and get the second item for HALF PRICE! 🎉

So what are you guys waiting for! Come and shop at Rethrift! 🛍️



**RETHRIFT**  
STORE OF THRIFT

**BUY 1 & GET SECOND ITEM 50% OFF**

**50%  
OFF**

**APPLICABLE FOR SECOND ITEM**

<https://www.facebook.com/rethrift21>

**Figure 4.4 Copywriting Hardsell of Rethrifts**

## 4.5 Facebook (FB) post - Copywriting (Softsell)

**Rethrift**  
Published by Rifqi Ridza · December 3, 2021 · 🌐 · 🌐 · 🌐

RETHRIFT FASHION TIPS #01  
Want to look stylish and cool?  
Here are some fashion tips to improve your style and gain your confidence in fashion! 🔥  
More tips coming soon! 😊



**Fashion Tips #01**  
HOW TO *Style Better*

Make sure your clothes fit perfectly.  
Perfectly fit clothing not only looks polished, but it also feels more comfortable.

Find your own style.  
Take some time to play around with colours and shapes to figure out what looks best on your body.

RETHRIFT

The graphic features a woman sitting on the floor with a laptop, wearing a red top and blue skirt. The background is a light beige color with decorative stars.

**Rethrift**  
Published by Rifqi Ridza · December 15, 2021 · 🌐 · 🌐 · 🌐

Want to look awesome and cool wearing an outerwear? 😎  
Here are some style ideas for you to look cool and handsome wearing outerwear! 🤩




Style Ideas  
**OUTERWEAR**

RETHRIFT

The graphic shows three models wearing different styles of outerwear: a blue jacket, a denim jacket, and a white jacket. The background is a light beige color with a subtle pattern.

**Rethrift**  
Published by Rifqi Ridza · January 1 at 10:48 PM · 🌐 · 🌐 · 🌐

Hello Thrift Lovers!  
We are packing some apparels our beloved customers has purchased 📦  
Thank you for supporting us! 🙏



Packing Time  
WITH RETHRIFT

RETHRIFT

The graphic shows a collection of clothing items (a blue cap, a denim jacket, and a pair of jeans) and two small brown boxes, all arranged on a light beige background with a subtle pattern.

**Rethrift**  
Published by Rifqi Ridza · December 5, 2021 · 🌐 · 🌐 · 🌐


Hello Thrift Lovers!

Here are some outfit combination ideas for you! 😊

"Grey Outfit" 👤

You can match for your outfit:

- Dark grey turtleneck shirt
- Black pants
- Dark colour tote bag
- A watch



**Rethrift**  
Published by Rifqi Ridza · December 14, 2021 · 🌐 · 🌐 · 🌐


Hello Thrift Lovers!

Here are some outfit combination ideas for you! 😊

"Casual Outfit" 👤

You can match for your outfit:

- Casual Striped shirt
- Black pants
- A watch



**Figure 4.5 Copywriting Softsell of Rethrift**

## **5.0 CONCLUSION**

As a conclusion, Rethrift is a business that sells preloved men's apparels, women's apparels, outerwear and caps and hats. The business also wants to open people's minds whereby the thrifted items can be the same quality as new items and it also wants to engage with people to save the environment by thrifting. The quality of the products will always be the owners' priorities and focus as they want their customers to get what the business is offering which is the best and high-quality items. As the business does not have any physical store, Rethrift focuses on its online platform which is Facebook. The business uses their Facebook Page as a marketing strategy to promote their products and business, we also use a lot of fancy designs and catchy words in the advertisements of our product as a way to attract customers. By doing this business, we have learned a lot of things such as communicating and dealing with all types of customers, how to promote our business to others, doing advertisements to attract customers, learning to manage ourselves and our small business, finance, quality control and many other things. We hope that this business will keep on moving forward and become well-known by many people.