



اَبُو سَيِّدِي تِكْنُوْلُوجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

## SOCIAL MEDIA PORTFOLIO



### PRINCIPLES OF ENTREPRENEURSHIP (ENT530): SOCIAL MEDIA PORTFOLIO

**FACULTY** : Faculty of Film, Theatre and Animation (FiTA)

**PROGRAMME** : FF231 Cinematography

**SEMESTER** : 4

**PROJECT TITLE** : Social Media Portfolio

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Muhammad Faez Shazwan Bin Mohd Roslan – 2020988215

**LECTURER** : Miss Nur Najjah Binti Abd Rahim

## **ACKNOWLEDGEMENT**

In order to complete this assignment, we received assistance and guidance from a number of respectable individuals for which we are grateful. We'd like to express our gratitude to Ms. Najjah, our supportive lecturer, for providing us with helpful instructions during several of the consultations. We'd also like to express our heartfelt gratitude to everyone who has helped us write this assignment, both directly and indirectly.

Many people, particularly classmates and team members, have offered insightful comments and recommendations on this proposal, inspiring us to better our work. We would like to thank anyone who helped us in completing this assignment, regardless of who was involved, either directly or indirectly.

## EXECUTIVE SUMMARY

The term "social media marketing" refers to the process of attracting the attention of a social media user for a specific purpose. In today's industry, social media marketing has become one of the most effective tools for businesses to increase their product's visibility. Based on the assignment that has been given, our group has been assigned to create a Facebook Page (FB) that is purposely for the marketing and selling of the product.

Samsan Class provides accessories and lifestyles to customers. Our products are made out of silicone, and people of all ages have begun wearing these wristbands to make a statement. The initial objective of our business is to offer original merchandise and collaboration from local music bands to music fans and also at the same time offer affordable prices and as well as unique and stylish designs to wear.

According to Miss Nur Najjah Binti Abd Rahim, there are numerous things that must be followed in the Facebook Page, such as the Teaser for the product, Soft Sell, and Hard Sell, as well as a couple of other posts that must be posted. Before entering the firm, the researchers must also register under E-Commerce as one of the rules.

Our group will present proof of the corporation in this report, such as some of the items that have been posted on Facebook and the business past, which in this case will be more focused on the firm that has been collaborating.

Based on the product that has been chosen, our customers can choose a wristband to notify the world about a cause they support or care about, which is why wristbands were chosen as the main merchandise. Apart from that, we believe that wearing a bracelet can be simple and attractive. We also feel that, due to the needs of the customer, this product will last a long time on the market.

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Go-Ecommerce registration



MyENT Certificate



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**MAKLUMAT PERNIAGAAN**

Mod Perniagaan : Online  
 Bidang Perniagaan yg diceburi : Pakaian dan Kelengkapan  
 Tempoh Berhaja :  
 No. Pendaftaran Perniagaan :  
 URL Perniagaan :  
 Alamat Premis Perniagaan :  
 Tarikh Mendaftar : 11 Jan 2022  
 Tarikh Kemaskini :  
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Mod Perniagaan : Online  
 Bidang Perniagaan yg diceburi : Aksesori Dan Bekalan Jahitan  
 Tempoh Berhaja :  
 No. Pendaftaran Perniagaan :  
 URL Perniagaan : <https://www.facebook.com/SamsanClass/>  
 Alamat Premis Perniagaan :  
 Tarikh Mendaftar :  
 Tarikh Kemaskini :  
 Tarikh Cetak : 22 Jan 2022

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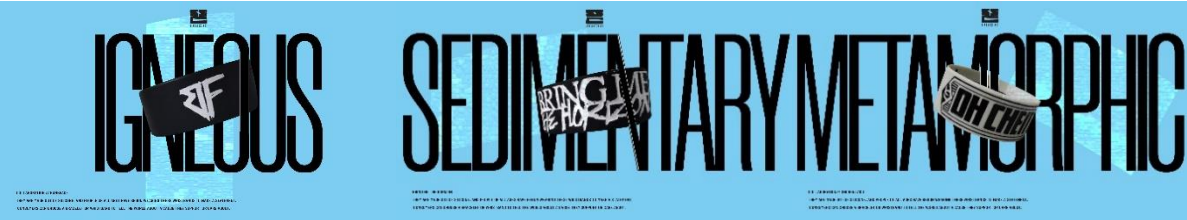
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**INTRODUCTION OF BUSINESS**

**1.1 Name and Address of Business**

Our company name was chosen after watching two Korean dramas about the path of a small startup that aims to be big. We founded the Samsan Class company, which sold wristbands, after being inspired by the drama. Our items are distinguished by the fact that we make merchandise for local bands such as Bunkface, Oh Chentaku, Classmates, and Sekumpulan Orang Gila (SOG). As a result, our primary target demographic is music fans and fashion-conscious teenagers. Our company address is



1.2 Organizational chart



GENERAL MANAGER  
(Faez Shazwan)



MARKETING MANAGER  
(ASHRAF)



### **1.3 Mission / vision**

We believe that every business has its own mission and vision statement in order to run their business according to their goals which need to be achieved. Therefore, we have made our mission and vision for our business so that we know what to achieve in short-and long-term goals.

#### Mission

- To become the best local brand merchandise distributor
- To become the first choice of a wristband among Malaysia customer

#### Vision

To make a Wristband by Samsan Class collaboration brand as the top merchandise in Malaysia






1.4 Descriptions of products/services



Samsan Class is a business that offers wristbands with a variety of designs and colors to our customers with original merchandise and collaboration from local music bands to music fans and also at the same time offers affordable prices and as well as unique and stylish designs to wear. Our wristband is made out of silicone and has a circumference of 190mm and a width of 25mm.

As for the service, Samsan Class also offer free delivery service for customer that are in the Uitm Puncak Alam area. Not only that, our customers can get a discount when purchasing our wristband for more than 3 types.

1.5 Price List

 <p>SAKSAN LASS</p> <p>UKUR LILIT 190mm LEBAR 25mm</p> <p>OH CHENTAKU YOUNG HEARTS</p>	<p>OH CHENTAKU (YOUNG HEARTS)</p> <p>RM 15.00</p>
 <p>SAKSAN LASS</p> <p>UKUR LILIT 180mm LEBAR 25mm</p> <p>S W S WHITE</p>	<p>SLEEPING WITH SIRENS (WHITE)</p> <p>RM 15.00</p>
 <p>SAKSAN LASS</p> <p>UKUR LILIT 190mm LEBAR 25mm</p> <p>MAYDAY PARADE</p>	<p>MAYDAY PARADA (WHITE)</p> <p>RM 15.00</p>
 <p>SAKSAN LASS</p> <p>UKUR LILIT 190mm LEBAR 25mm</p> <p>MARY JANE</p>	<p>MARY JANE (BLACK)</p> <p>RM 15.00</p>
 <p>SAKSAN LASS</p> <p>UKUR LILIT 190mm LEBAR 25mm</p> <p>LIBERTY FREEDOM</p>	<p>LIBERTY FREEDOM (BLACK)</p> <p>RM 15.00</p>

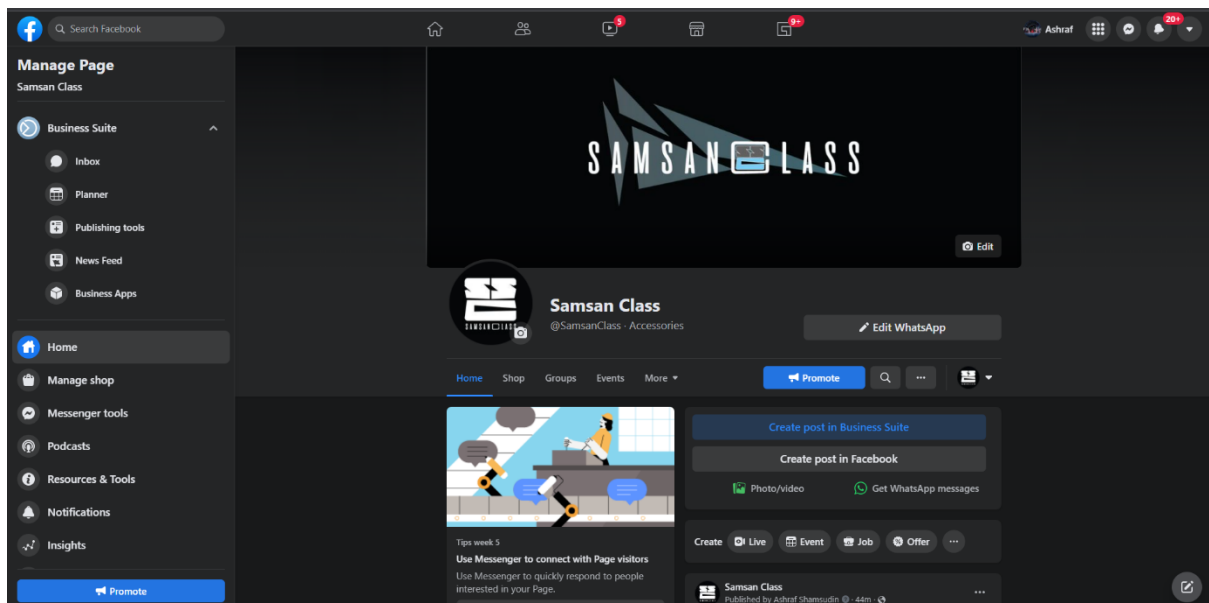
## FACEBOOK (FB)

### 2.1 Creating Facebook (FB) page

As we are starting our business, we had created a Facebook Page. This is to promote our products and services among Facebook users, especially those who are nearby to our business area.

Not only that, we are aware that people nowadays are more into online where they can search and find information easily. Therefore, creating Facebook Page is one of the good mediums to connect our business with our customers through online. In Samsan Class Facebook Page, we had created posts such as teaser, soft sell, and hard sell with the related business.

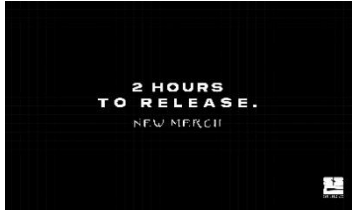
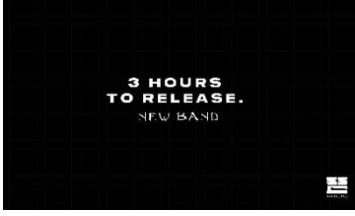
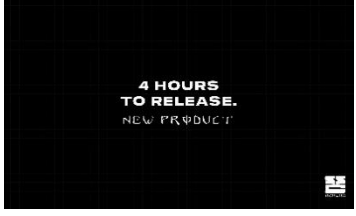
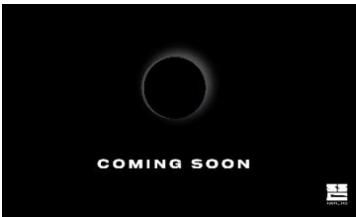
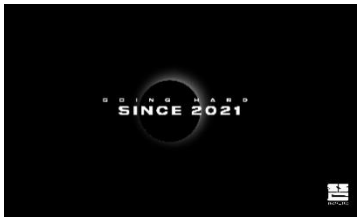
### 2.1 Facebook Page



### 2.2 Customizing URL Facebook (FB) page

FB pages URL : <https://www.facebook.com/SamsanClass>

2.3 Facebook (FB) post – Teaser



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

**TAK HENSEM TAKPE!  
JANJI WRISTBAND SSC ADA**



**PAKWE KAU HENSEM?  
PAKAI WRISTBAND SSC TAK?  
TAK?!  
LEMAHI**



**BUKAN KALAU MATI DAJJAL DATANG KE?  
ITU AJAL!! YANG DAJJAL TU KAU!**

BTW ADA DISCOUNT



**SEDAK RAPAH WRISTBAND SSC ORANG?  
MU TUNGGU AKU BELI NATANG.**



**MU TUNGGU AKU SEMARK NATANG  
PAKAI WRISTBAND SSC AUTO HENSEM**



**DISANA WRISTBAND SSC  
DISINI WRISTBAND SSC  
DIMANA MANA WRISTBAND SSC  
STYLOO**



**DENGAR CERITA KALAU TAKDE  
WRISTBAND SSC. MALAM NANTI  
DIA DATANG BAWAH KATIL...**



**MINGGU NI ADA PROMOTION  
WOI!!!**



**BELI 5 FREE POSTAGE  
BUY 10 YOU GOT ME**

JK HEHE



**OHH IM ADDICTED TO  
WRISTBAND SSC!**



**SALE 1 JAM**

**RMS JE**

TAKKANLAH TAKDE DUIT. HEHE



**'NAK... MAK TERINGIN NAK PAKAI  
WRISTBAND SSC'**



**STEPSON RAJAHAW PENAH KADO  
WRISTBAND SSC KAN ADO TENENENET**

APO LAOI MEH LER WALLET TU HEHE



**SALE THAIPUSAM**



**JUMAAT HITAM SALE**

LANTAK! SALE KITAORANG SENDIRI BUAT WOI

PM PM PM PM PM...



**BORING SALE**

**ITEM DALAM HARGA RMS KE RM10  
TAMBAT DALAM 24 JAM**

HARG LAMBAT GER TAK TAUU

**SHOP NOW**



## 2.5 Facebook (FB) post – Copywriting (Soft sell)

**Samsan Class**  
Published by Ashraf Shamsudin · 2d ·

What's good! 🍌  
Oh Chentakul! Kembara Kenchana  
#SamsanClass #samsanClassMy #Wristband #Gelang #Sale  
#LocalBrand #LocalBand #SayaNakDuitAwak #ReadyToGo #Meleicious #Girederig

See Translation

Click to Tag Products OH CHENTAKU KEMBARA KENCHANA

**Samsan Class**  
Published by Ashraf Shamsudin · 2d ·

Are you a fan of 21 pilots?  
Raise your hand if you are!  
Order now!  
#SamsanClass #samsanClassMy #Wristband #Gelang #Sale  
#LocalBrand #LocalBand #SayaNakDuitAwak #ReadyToGo #Meleicious #Girederig

Click to Tag Products 21 PILOTS

**Samsan Class**  
Published by Ashraf Shamsudin · 2d ·

PIERCE THE VEIL GOLD  
Show me your horns 🐉 if you're a Pierce The Veil fan!  
#SamsanClass #samsanClassMy #Wristband #Gelang #Sale  
#LocalBrand #LocalBand #SayaNakDuitAwak #ReadyToGo #Meleicious #Girederig

Click to Tag Products PIERCE THE VEIL GOLD

**Samsan Class**  
Published by Ashraf Shamsudin · 17m ·

What's good!  
Bring Me The Horizon! 🐉  
#SamsanClass #samsanClassMy #Wristband #Gelang #Sale  
#LocalBrand #LocalBand #SayaNakDuitAwak #ReadyToGo #Meleicious #Girederig

Click to Tag Products BRING ME THE HORIZON

**Samsan Class**  
Published by Ashraf Shamsudin · Yesterday at 6:37 PM ·

What's good!  
Rock n Roll with these awesome old school rockstar wristbands! 🐉  
#SamsanClass #samsanClassMy #Wristband #Gelang #Sale  
#LocalBrand #LocalBand #SayaNakDuitAwak #ReadyToGo #Meleicious #Girederig

Click to Tag Products HIGH SCHOOL ROCKSTAR

**Samsan Class**  
Published by Ashraf Shamsudin · Yesterday at 6:41 PM ·

What's good! 🍌  
Who's your Mary Jane?  
#SamsanClass #samsanClassMy #Wristband #Gelang #Sale  
#LocalBrand #LocalBand #SayaNakDuitAwak #ReadyToGo #Meleicious #Girederig

Click to Tag Products MARY JANE

**Samsan Class**  
Published by Ashraf Shamsudin · January 22 at 2:58 PM · ...

What's good! 🍷  
Biggest & Baddest! 🍷  
#SamsanClass #samsanClassMy #Wristband #Gelang #Sale  
#LocalBrand #LocalBand #SayaNakDuitAwak #ReadyToGo #Meleicious #Girederig



**Samsan Class**  
Published by Ashraf Shamsudin · 2d · ...

What's good! 🍷  
Sleeping With Sirens! We Are The Strays! 🍷  
#SamsanClass #samsanClassMy #Wristband #Gelang #Sale  
#LocalBrand #LocalBand #SayaNakDuitAwak #ReadyToGo #Meleicious #Girederig



**Samsan Class**  
Published by Ashraf Shamsudin · January 21 at 9:52 PM · ...

What's good! 🍷  
Catch your dream! 🍷  
#SamsanClass #samsanClassMy #Wristband #Gelang #Sale  
#LocalBrand #LocalBand #SayaNakDuitAwak #ReadyToGo #Meleicious #Girederig



**Samsan Class**  
Published by Ashraf Shamsudin · 22h · ...

One of our best-selling wristbands is the LIVE FAST ⚡ DROP DEAD wristband!  
Get it now on our page while we still have the stock 🍷  
#SamsanClass #samsanClassMy #Wristband #Gelang #Sale  
#LocalBrand #LocalBand #SayaNakDuitAwak #ReadyToGo #Meleicious #Girederig



**Samsan Class**  
Published by Ashraf Shamsudin · January 22 at 3:00 PM · ...

What's good! 🍷  
Mayday Parade! 🍷  
#SamsanClass #samsanClassMy #Wristband #Gelang #Sale  
#LocalBrand #LocalBand #SayaNakDuitAwak #ReadyToGo #Meleicious #Girederig



**Samsan Class**  
Published by Ashraf Shamsudin · 22h · ...

What's good! 🍷  
Oh Chentak! Young Hearts! 🍷  
Old but Gold baby!  
#... See more



**Samsan Class**  
Published by Ashraf Shamsudin · Yesterday at 6:44 PM · ...

What's good! 🍷  
Floral Skull wristbands rocks!  
#SamsanClass #samsanClassMy #Wristband #Gelang #Sale  
#LocalBrand #LocalBand #SayaNakDuitAwak #ReadyToGo #Meleicious #Girederig



**Samsan Class**  
Published by Ashraf Shamsudin · January 21 at 9:53 PM · ...

What's good! 🍷  
Catch your dream! 🍷  
#SamsanClass #samsanClassMy #Wristband #Gelang #Sale  
#LocalBrand #LocalBand #SayaNakDuitAwak #ReadyToGo #Meleicious #Girederig



**Samsan Class**  
Published by Ashraf Shamsudin · Yesterday at 6:35 PM · ...

What's good! 🍷  
The Used! 🍷  
#SamsanClass #samsanClassMy #Wristband #Gelang #Sale  
#LocalBrand #LocalBand #SayaNakDuitAwak #ReadyToGo #Meleicious #Girederig



**Samsan Class**  
Published by Ashraf Shamsudin · 22m · ...

What's good! 🍷  
Freedom Liberty! 🍷  
#SamsanClass #samsanClassMy #Wristband #Gelang #Sale  
#LocalBrand #LocalBand #SayaNakDuitAwak #ReadyToGo #Meleicious #Girederig



**Samsan Class**  
Published by Ashraf Shamsudin · 19m · ...

What's good! 🍷  
Trust & Loyal "City of Hope"  
#SamsanClass #samsanClassMy #Wristband #Gelang #Sale  
#LocalBrand #LocalBand #SayaNakDuitAwak #ReadyToGo #Meleicious #Girederig





2.6 Relevant graphics to each post/copywriting



## **CONCLUSION**

In a word, Samsan Class wristband is a business that sells a variety of designs and colors to our customers with original merchandise and collaboration from local music bands not only through face-to-face method but also online by creating a Facebook Page. We can conclude that by conducting our business through Facebook Page, we are able to promote and market our products and services as well as make consciousness of our existing business brand among Facebook users.

In addition, it does not only give benefits to our business but also for ourselves as well. As we are able to follow and update with the business trends nowadays, we also can enhance our knowledge and skills in marketing.

Therefore, as a start-up company that uses Facebook Page, we were able to achieve some of our goals with success and will be ongoing to achieve all Samsan Class targets in the future by expanding and conducting our business through other available social media and as well improve our marketing strategy.