



اَوْبُوْ رَسِيْتِي تِي كُوْلُو كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF COLLEGE CREATIVE ARTS

BACHELOR OF CREATIVE MOTION DESIGN (HONS)

**PRINCIPAL OF ENTREPRENEURSHIP
(ENT530)**

SOCIAL MEDIA PORTFOLIO (40%)



CLASS:
ENT530

PREPARED BY:

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PREPARED FOR:
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DATE OF SUBMISSION:
14/7/2023

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Above all, we are grateful to Allah S.W.T. for providing us with the opportunity to complete this report. We are unable to complete this report without his gratitude and compassion. We are blessed with His gifts towards us, to ease the journey and to sail this journey smoothly.

EXECUTIVE SUMMARY

Social media is an internet communication tool enabling real-time customer interaction and information sharing. It can be used to sell and market our goods and services, build online networks, and improve customer engagement. We can interact with our customers on social media and learn what people say about our business. Besides that, a social media portfolio allows us to understand how the business operates on social media and its financial outcomes. The business can adapt and make use of various posts based on the social media planning that has been prepared.

However, Animania's Stickers mission is to provide absolute quality stickers that can be pasted on any surface. This small, home-based business is located in Puncak Alam, Selangor, and was established a few months ago in 2023. In addition, the social media portfolio includes hard sales and soft sales that can provide insights about the target customers through Facebook. A specific Facebook URL makes it easier for customers or the target market to find Animania's Stickers online and browse our information.

Creating a Facebook page for our business is a great way to interact with current and new clients. It allows us to target specific consumers and market to them effectively. Our page can even help cultivate brand recognition among Facebook users when done correctly. With over a billion users on Facebook, it is important to connect with individuals who share our interests. We can select specific audiences to reach with our promoted posts on Facebook for Business based on their geographic location, age, interests, and more. Therefore, using this platform to advertise and sell our popcorn products is the best decision for this assignment.

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Registration Evidence

Go-Ecommerce registration

Go-eCommerce

PERSONAL PROFILE BUSINESS PROFILE

Personal Information

Name	: SHAHMI HAMBALI BIN SHAHRULNIZAM	Phone/Mobile	:		Edit
New Identity Card No.	:	Home Address	:		
Email Address	:	District	:		
City	:	Postcode	:		
State	:	Personal Instagram	:	null	
Personal Facebook	:	Race	:	Malay	
Gender	:	Special Need Required	:	No	
Marital Status	:		:		

Institution Information [Add New](#)

UTM Puncak Alam - ENT530CAAD

Type of Institution	: IHL	Institution List	:	Universiti Teknologi MARA	
State of Institution	: Selangor	Name of Institution	:	UTM Puncak Alam	
Address of Institution	: Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, .	City	:	Puncak Alam	
		Postcode	:	42300	
District of Institution	: Kuala Selangor	Study Status	:	Full time	
Level of Study	: Bachelor Degree	Class Name	:	ENT530CAAD	Edit Delete
Course Name	: ENT530CAAD	Year Enrolling the subject	:	2023	
Subject Name	: ENT530CAAD	Lecturer Name	:	Norfazlina Ghazali	
Month Enrolling the Subject	: 3	Year Of Internship Enrollment	:	2023	
Internship Enrollment	: Yes	Period of Internship Training	:	9 Months	
Month of Internship Enrollment	: October	Expected Month To Complete Study	:	7	
Expected Year To Complete Study	: 2024		:		
Related To Study Field	: No		:		

eCertificates

[Click here to download Programme eCertificate now](#)

This is only available for users who:

- Have completed all 7 eLearning chapters on Malaysia Digital Academy before end of 2018
- Have completed a digital entrepreneurship course at a partnering tertiary institution

Completed Online Training

Figure 1: Hambali's Go-Ecommerce registration

Go-eCommerce

PERSONAL PROFILE BUSINESS PROFILE

Personal Information

Name	: Muhammad Nabil bin Kamaruddin	Phone/Mobile	:		Edit
New Identity Card No.	:	Home Address	:		
Email Address	:	District	:		
City	:	Postcode	:		
State	:	Personal Instagram	:	null	
Personal Facebook	: null	Race	:	Malay	
Gender	: Male	Special Need Required	:	No	
Marital Status	: Single		:		

Institution Information [Add New](#)

UTM Puncak Alam - ENT530CAAD

Type of Institution	: IHL	Institution List	:	Universiti Teknologi MARA	
State of Institution	: Selangor	Name of Institution	:	UTM Puncak Alam	
Address of Institution	: Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, .	City	:	Puncak Alam	
		Postcode	:	42300	
District of Institution	: Kuala Selangor	Study Status	:	Full time	
Level of Study	: Bachelor Degree	Class Name	:	ENT530CAAD	Edit Delete
Course Name	: ENT530CAAD	Year Enrolling the subject	:	2023	
Subject Name	: ENT530CAAD	Lecturer Name	:	Norfazlina Ghazali	
Month Enrolling the Subject	: 3	Year Of Internship Enrollment	:	2023	
Internship Enrollment	: Yes	Period of Internship Training	:	9 Months	
Month of Internship Enrollment	: October	Expected Month To Complete Study	:	7	
Expected Year To Complete Study	: 2024		:		
Related To Study Field	: No		:		

Figure 2: Nabil's Go-Ecommerce registration

MyENT certificate



The certificate is titled 'MASMED YOUNG ENTREPRENEUR (MyENT)' and is a 'SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM'. It is issued by the 'Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)' at 'UNIVERSITI TEKNOLOGI MARA'. The student's details are: No. Pelajar: 2021856366, Nama: SHAHMI HAMBALI BIN SHAHRULNIZAM, Program Pengajian: Faculty of Art & Design, Kampus: Selangor. The business details are: Mod Perniagaan: Hybrid, Bidang Perniagaan yg diceburi: Penjualan Sticker, Tempoh Berniaga: 4 bulan, No. Pendaftaran Perniagaan: [blank], URL Perniagaan: https://www.facebook.com/profile.php?id=100092654520221, Alamat Premis Perniagaan: [blank], Tarikh Mendaftar: 03 Jul 2023, Tarikh Kemaskini: [blank], Tarikh Cetak: 03 Jul 2023. A disclaimer states that the MyENT registration record is official and will be void if the student is no longer active in the university system. The certificate is signed by the 'PENOLONG NAIB CANSELOR KEUSAHAWANAN UITM' from the Malaysian Academy of SME & Entrepreneurship Development (MASMED).

 UNIVERSITI
TEKNOLOGI
MARA

Akademi
Pembangunan PKS dan
Keusahawanan Malaysia
(MASMED)

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar : 2021856366
Nama : SHAHMI HAMBALI BIN SHAHRULNIZAM

Program Pengajian :
Fakulti : Faculty of Art & Design
Kampus : Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Hybrid
Bidang Perniagaan yg
diceburi : Penjualan Sticker
Tempoh Berniaga : 4 bulan
No. Pendaftaran Perniagaan :
URL Perniagaan : <https://www.facebook.com/profile.php?id=100092654520221>
Alamat Premis Perniagaan :
Tarikh Mendaftar : 03 Jul 2023
Tarikh Kemaskini :
Tarikh Cetak : 03 Jul 2023

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.
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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 CANSELOR KEUSAHAWANAN UITM

Malaysian Academy of SME & Entrepreneurship Development (MASMED)

Figure 3: Hambali's MyENT certificate



Akademi
Pembangunan PKS dan
Keusahawanan Malaysia
(MASMED)

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar : 2021889268
Nama : Muhammad Nabil bin Kamaruddin
Program Pengajian : SARJANA MUDA SENI REKA GRAFIK (KEPUJIAN)
Fakulti : Faculty of Art & Design
Kampus : Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Hybrid
Bidang Perniagaan yg
diceburi : Penjualan stiker
Tempoh Berniaga : 4
No. Pendaftaran Perniagaan :
URL Perniagaan : <https://www.facebook.com/profile.php?id=100092654520221>
Alamat Premis Perniagaan :
Tarikh Mendaftar : 03 Jul 2023
Tarikh Kemaskini : 14 Jul 2023
Tarikh Cetak : 14 Jul 2023

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 4: Nabil's MyENT certificate

1.0 INTRODUCTION TO BUSINESS

1.1 Name and address of the business

Animania Stickers is a sticker business that sells different types of anime stickers. Shahmi Hambali and Muhammad Nabil are the owners of this company. Hambali started this business because he loves to collect anime stickers that can be pasted on his laptop. The business name Animania Stickers was inspired by many anime that can be watched and collected. Furthermore, this is a home-based business located at Puncak Alam, Selangor.

1.2 Organizational Chart



Figure 7: Animania's Stickers organisational chart

1.3 Mission and Vision

Mission:

Our mission at Animania Sticker is to bring delight, self-expression, and customization to people's lives through high-quality stickers. We aim to provide a diverse collection of unique designs and customizable options that allow individuals to personalise their belongings and enhance their everyday experiences.

Vision:

Our vision is to become the preferred choice for Anime lovers or community, known for our creative stickers design, superior quality, and commitment to customer satisfaction.

1.4 Descriptions of products/services

Sticker is the item that we sell. Our sticker is conveniently packed in secure plastic wrap, making it portable to keep when not applying them yet . Enjoy its spectacular quality. Experience the slick and shine of the paper material and noticeable when you paste just by looking from afar. Each batch of our sticker is carefully printed by a high quality printer which takes a lot of ink colour and pride in creating a sticker that embodies pure design. Every piece is made with love and attention to detail. We believe in using only the finest material to create our stickers.

Name	Animania Sticker
Address of Business	
Facebook URL	https://www.facebook.com/AnimaniaStickers
Telephone Number	
Form of Business	Partnership
Types of Business	Art and Hobby
Mission	Our mission at Animania Stickers is to bring delight, self-expression, and customization to people's lives through high-quality stickers. We aim to provide a diverse collection of

	unique designs and customizable options that allow individuals to personalise their belongings and enhance their everyday experiences.
Vision	Our vision is to become the preferred choice for Anime lovers or community, known for our creative stickers design, superior quality, and commitment to customer satisfaction.
Price List	1 sticker (RM0.50) 12 sticker / 1 set (RM5.00)

1.5 Price List (Menu)



Figure 8: Animania Sticker Price List

2.0 FACEBOOK PAGE (FB)

2.1 Creating Facebook (FB) Page



Figure 9: Animania Sticker Facebook Page

The Facebook page has been established since 9th May 2023 after discussions with partnerships regarding posting and designs. As a kickstart for the business online page, Animania Sticker started with the logo and the cover photo. Animania Sticker provided the information needed on the cover photo to ease the visitor of the page to reach out and ask for further details about the business.

2.2 Customizing URL Facebook (FB) Page

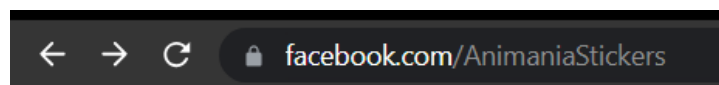


Figure 10 : Animania Sticker Facebook URL

As stated previously on the business details, the Facebook page could be accessed through the URL link: <https://www.facebook.com/AnimaniaStickers>

The company page's Socustomised URL link seeks to make it easier for viewers to navigate the page without using Facebook's search function. This campaign was successful in grabbing the attention of the audience and raising brand recognition among the general public and potential customers. To make it easier for users to browse and remember the brand, the URL was chosen to be brief and identical to the page

name.

2.3 Facebook (FB) Post–Teaser

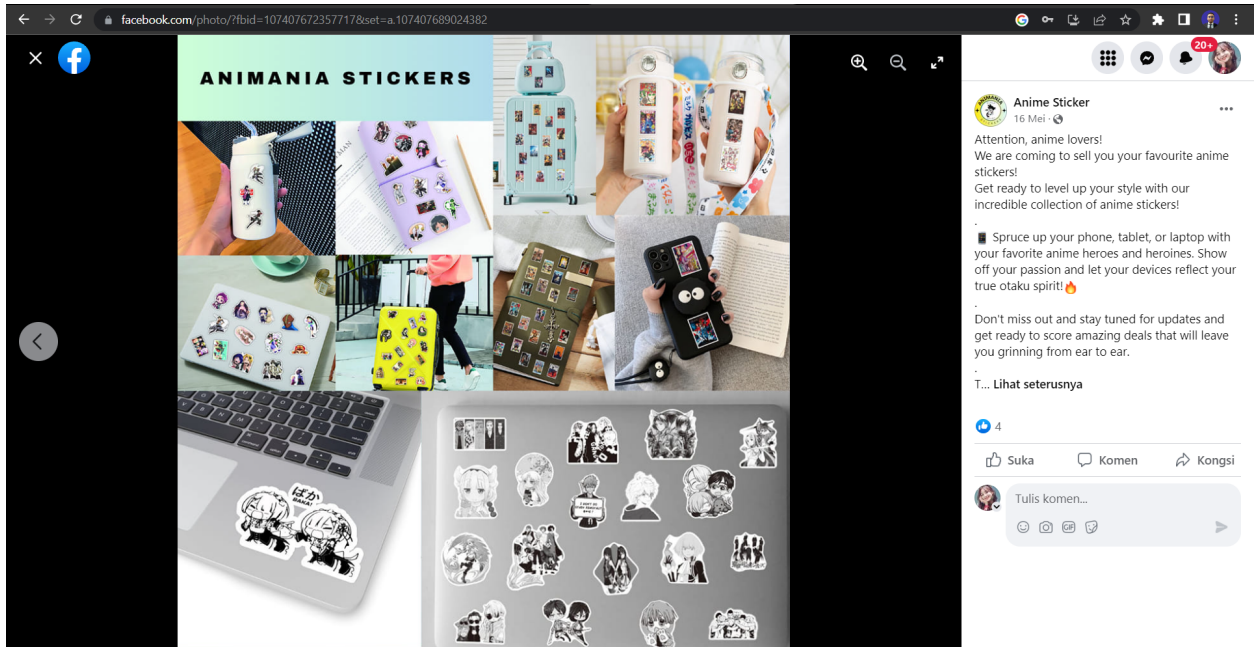


Figure 11: Teaser 1

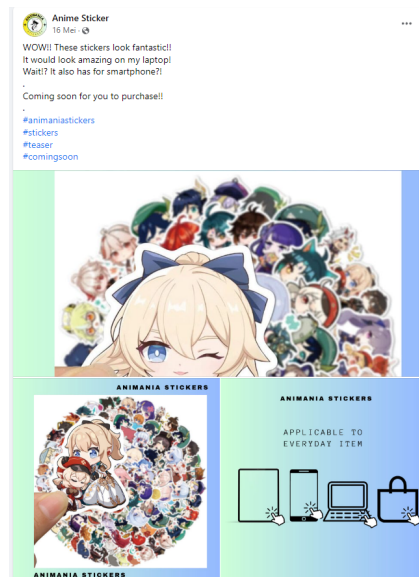


Figure 12: Teaser 2

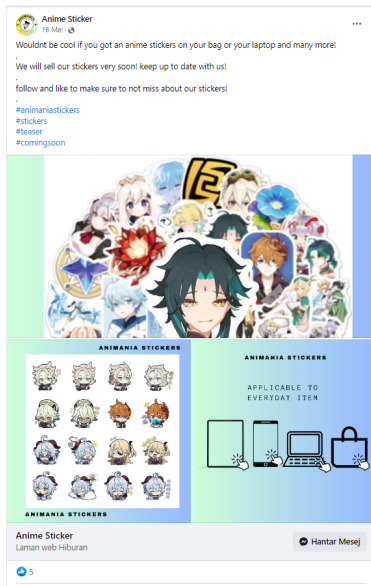


Figure 13: Teaser 3

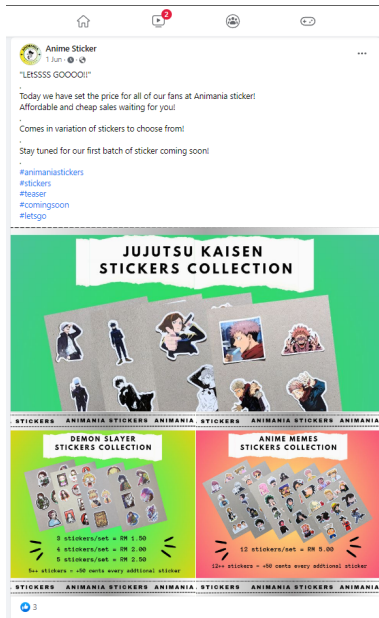
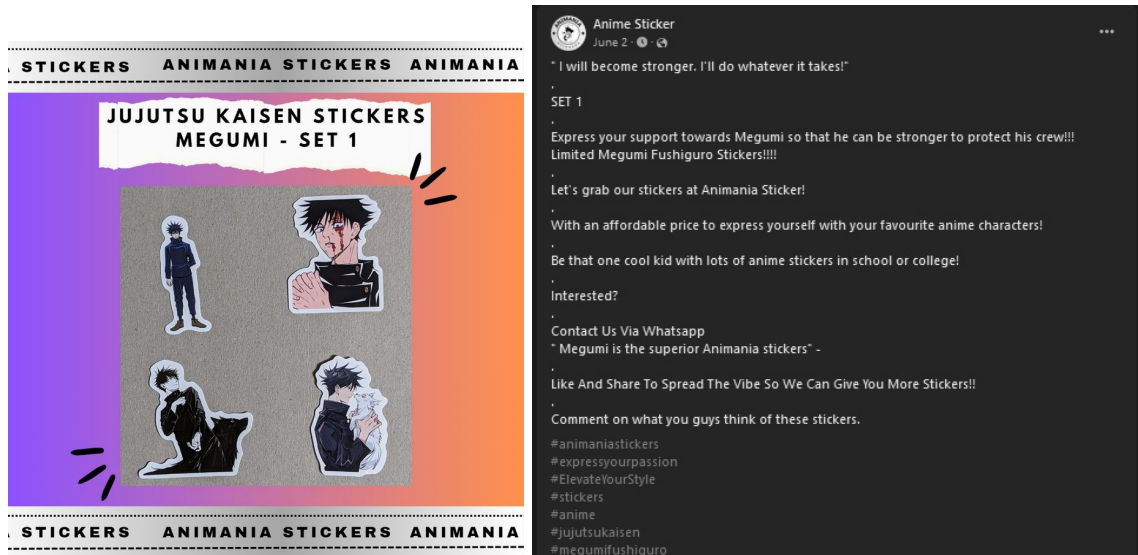


Figure 14: Teaser 4

2.4 Facebook (FB) Post–Copywriting (Hard Sell)



STICKERS ANIMANIA STICKERS ANIMANIA

**JUJUTSU KAISEN STICKERS
MEGUMI - SET 1**

"I will become stronger. I'll do whatever it takes!"

SET 1

Express your support towards Megumi so that he can be stronger to protect his crew!!!
Limited Megumi Fushiguro Stickers!!!!

Let's grab our stickers at Animania Sticker!

With an affordable price to express yourself with your favourite anime characters!

Be that one cool kid with lots of anime stickers in school or college!

Interested?


Contact Us Via Whatsapp
"Megumi is the superior Animania stickers" -

Like And Share To Spread The Vibe So We Can Give You More Stickers!!

Comment on what you guys think of these stickers.

#animaniastickers
#expressyourpassion
#ElevateYourStyle
#stickers
#anime
#jujutsukaisen
#megumifushiguro

Figure 15: Hard sell 1



STICKERS ANIMANIA STICKERS ANIMANIA

**JUJUTSU KAISEN STICKERS
MEGUMI - SET 2**

"I will become stronger. I'll do whatever it takes!"

SET 2

Express your support towards Megumi so that he can be stronger to protect his crew!!!
Limited Megumi Fushiguro Stickers!!!!

Let's grab our stickers at Animania Sticker!

With an affordable price to express yourself with your favourite anime characters!

Be that one cool kid with lots of anime stickers in school or college!

Interested?

Contact Us Via Whatsapp
"Megumi is the superior Animania stickers" -

Like And Share To Spread The Vibe So We Can Give You More Stickers!!

Comment on what you guys think of these stickers.

#animaniastickers
#expressyourpassion
#ElevateYourStyle
#stickers
#anime
#jujutsukaisen
#megumifushiguro

Figure 16: Hard sell 2

STICKERS ANIMANIA STICKERS ANIMANIA

JUJUTSU KAISEN STICKERS NOBARA - SET 1

STICKERS ANIMANIA STICKERS ANIMANIA

Anime Sticker
June 2 · 🌐 · 📷

Look !! your Waifu has appeared! Nobar!!!

SET 1

Express your support for Nobara; she can nail our hearts towards her!
Limited Stickers!!!!
First Come, First served!
The faster you purchase, the faster will be N araheartsour heart!

Interested?

Contact Us Via WhatsApp
"Nobara is the waifu Animania stickers"

Like And Share To Spread The Vibe
So We Can Give You More [Anime Stickers](#)
Comment on what you guys think of these stickers!

#animaniastickers
#expressyourpassion
#ElevateYourStyle
#stickers
#anime
#jujutsukaisen
#nobarakugisaki

Figure 17: Hard sell 3

STICKERS ANIMANIA STICKERS ANIMANIA

JUJUTSU KAISEN STICKERS NOBARA - SET 2

STICKERS ANIMANIA STICKERS ANIMANIA

Anime Sticker
June 2 · 🌐 · 📷

Look !! your Waifu has appeared! Nobar!!!

SET 2

Express your support for Nobara; she can nail our hearts towards her!
Limited Stickers!!!!
First Come, First served!
The faster you purchase, the faster will be N araheartsour heart!

Interested?

Contact Us Via WhatsApp
"Nobara is the waifu Animania stickers"

Like And Share To Spread The Vibe
So We Can Give You More [Anime Stickers](#)
Comment on what you guys think of these stickers!

#animaniastickers
#expressyourpassion
#ElevateYourStyle
#stickers
#anime
#jujutsukaisen
#nobarakugisaki

Figure 18: Hard sell 4

STICKERS ANIMANIA STICKERS ANIMANIA

**JUJUTSU KAISEN STICKERS
MIX - SET 3**

STICKERS ANIMANIA STICKERS ANIMANIA

Anime Sticker
June 3

Look !! your Jujutsu Kaisen Crew has appeared!!!!

SET 3

Express your support for Jujutsu Kaisen; to destroy all the demon!!!
Limited Stickers!!!!
First Come, First served!
The faster you purchase, the faster you will get them!

Interested?

Contact Us Via WhatsApp
" JJK is the OP Animania stickers"

Like And Share To Spread The Vibe
So We Can Give You More Anime Stickers
Comment on what you guys think of these stickers!

#animaniastickers
#expressyourpassion
#ElevateYourStyle
#stickers
#anime
#jujutsukaisen

Figure 19: Hard sell 5

STICKERS ANIMANIA STICKERS ANIMANIA

**JUJUTSU KAISEN STICKERS
MIX - SET 4**

STICKERS ANIMANIA STICKERS ANIMANIA

Anime Sticker
June 3

Look !! your Jujutsu Kaisen Crew has appeared!!!!

SET 3

Express your support for Jujutsu Kaisen; to destroy all the demon!!!
Limited Stickers!!!!
First Come, First served!
The faster you purchase, the faster you will get them!

Interested?

Contact Us Via WhatsApp
" JJK is the OP Animania stickers"

Like And Share To Spread The Vibe
So We Can Give You More Anime Stickers
Comment on what you guys think of these stickers!

#animaniastickers
#expressyourpassion
#ElevateYourStyle
#stickers
#anime
#jujutsukaisen

Figure 20: Hard sell 6

STICKERS ANIMANIA STICKERS ANIMANIA

JUJUTSU KAISEN STICKERS MIX - SET 5



STICKERS ANIMANIA STICKERS ANIMANIA

Anime Sticker
June 3 · 🌐 · 📍

Look !! your Jujutsu Kaisen Crew has appeared!!!!

SET 5

Express your support for Jujutsu Kaisen; to destroy all the demon!!!
Limited Stickers!!!!
First Come, First served!
The faster you purchase, the faster you will get them!

Interested?

Contact Us Via WhatsApp
" JJK is the OP Animania stickers"


Like And Share To Spread The Vibe
So We Can Give You More Anime Stickers
Comment on what you guys think of these stickers!

#animaniastickers
#expressyourpassion
#ElevateYourStyle
#stickers
#anime

Figure 21: Hard sell 7

STICKERS ANIMANIA STICKERS ANIMANIA

GENSHIN IMPACT STICKERS WAIFU SET - MIX



STICKERS ANIMANIA STICKERS ANIMANIA

Anime Sticker
June 4 · 🌐 · 📍

Look !! your Genshin Impact Waifu has appeared!!!!

MIX 1

Express your support for Genshin Impact characters!!!
Limited Stickers!!!!
First Come, First served!
The faster you purchase, the faster you will get them!

Interested?

Contact Us Via WhatsApp
" Mommy Genshin Animania stickers"

Like And Share To Spread The Vibe
So We Can Give You More Anime Stickers
Comment on what you guys think of these stickers!

#animaniastickers
#expressyourpassion
#ElevateYourStyle
#stickers
#anime
#GenshinImpact
#yaemiko
#raidenshogun
#hatao
#ningguang
#keqing

Figure 22: Hard sell 8

STICKERS ANIMANIA STICKERS ANIMANIA

**GENSHIN IMPACT STICKERS
WAIFU SET - MIX 2**



STICKERS ANIMANIA STICKERS ANIMANIA

Anime Sticker
June 4 · 🌐 · 📍

Look !! your Genshin Impact Waifu has appeared!!!!

MIX 2

Express your support for Genshin Impact characters!!!
Limited Stickers!!!!
First Come, First served!
The faster you purchase, the faster you will get them!

Interested?

Contact Us Via WhatsApp
" Mommy Genshin Animania stickers"

Like And Share To Spread The Vibe
So We Can Give You More Anime Stickers
Comment on what you guys think of these stickers!

Figure 23: Hard sell 9

STICKERS ANIMANIA STICKERS ANIMANIA

**GENSHIN IMPACT STICKERS
VARIETY MIX - SET 1**



STICKERS ANIMANIA STICKERS ANIMANIA

Anime Sticker
June 5 · 🌐 · 📍

Look !! your Genshin Impact has appeared!!!!

VARIETY MIX 1

Express your support for Genshin Impact characters!!!
Limited Stickers!!!!
First Come, First served!
The faster you purchase, the faster you will get them!

Interested?

Contact Us Via WhatsApp
" Genshin Animania stickers"

Like And Share To Spread The Vibe
So We Can Give You More Anime Stickers
Comment on what you guys think of these stickers!

#animaniastickers
#expressyourpassion
#ElevateYourStyle
#stickers
#anime
#GenshinImpact
#diluc
#kleegenshinimpact
#kazuhaenshinimpact

Figure 24: Hard sell 10

STICKERS ANIMANIA STICKERS ANIMANIA

GENSHIN IMPACT STICKERS VARIETY MIX - SET 2



STICKERS ANIMANIA STICKERS ANIMANIA

Anime Sticker
June 5 · 🌐 · 📍

Look !! your Genshin Impact has appeared!!!!

VARIETY MIX 2

Express your support for Genshin Impact characters!!!
Limited Stickers!!!!
First Come, First served!
The faster you purchase, the faster you will get them!

Interested?

Contact Us Via WhatsApp
" Genshin Animania stickers"

Like And Share To Spread The Vibe
So We Can Give You More Anime Stickers
Comment on what you guys think of these stickers!

#animaniastickers
#expressyourpassion
#ElevateYourStyle
#stickers
#anime
#GenshinImpact
#diluc
#klee genshin impact
#kazuha genshin impact

Figure 25: Hard sell 11

Anime Sticker
June 15 at 10:40 PM · 🌐 · 📍

Look !! Your six pack machine laugh has arrive, Anime Memes!!!!

Express your support for Anime Memes!!!
Limited Stickers!!!!
First Come, First served!
The faster you purchase, the faster you will laugh like those memes!

Interested?


Contact Us Via WhatsApp
" Anime Memes Animania stickers"

Like And Share To Spread The Vibe
So We Can Give You More Anime Stickers
Comment on what you guys think of these stickers!

#animaniastickers
#expressyourpassion
#ElevateYourStyle
#stickers
#anime
#memes
#funnymemes


STICKERS ANIMANIA STICKERS ANIMANIA

ANIME MEMES STICKERS MEMES - SET 1



STICKERS ANIMANIA STICKERS ANIMANIA

ANIME MEMES STICKERS MEMES - SET 2



STICKERS ANIMANIA STICKERS ANIMANIA

Figure 26: Hard sell 12

Anime Sticker
June 15 at 10:57 PM · 🌐 · 📧

"IT'S MEME-ING TIME!"
Memes in Sticker form will never be funny enough!

Express your support for Anime Memes!!
Limited Stickers!!!!
First Come, First served!
The faster you purchase, the faster you will laugh like those memes!

Interested?

Contact Us Via WhatsApp
" Anime Memes Animania stickers"

Like And Share To Spread The Vibe
So We Can Give You More Anime Stickers
Comment on what you guys think of these stickers!

#animaniastickers
#expressyourpassion
#ElevateYourStyle
#stickers
#anime
#memes
#funnymemes

STICKERS ANIMANIA STICKERS ANIMANIA

ANIME MEMES STICKERS MEMES - SET 5

ANIME MEMES STICKERS MEMES - SET 6

STICKERS ANIMANIA STICKERS ANIMANIA

Figure 27: Hard sell 13

Anime Sticker
June 16 at 11:11 PM · 🌐 · 📧

"Sticky Finger!!!"
"Wait...is that a Jojo reference????!!!"
In the middle of finding that one relatable meme?
Shop on [Anime Sticker](#) to find the one that you love and laugh at!

Express your support for Anime Memes!!
Limited Stickers!!!!
First Come, First served!
The faster you purchase, the faster you will laugh like those memes!

Interested?

Contact Us Via WhatsApp
" Anime Memes Animania stickers"

Like And Share To Spread The Vibe
So We Can Give You More Anime Stickers
Comment on what you guys think of these stickers!

#animaniastickers
#expressyourpassion
#ElevateYourStyle
#stickers
#anime
#memes
#funnymemes

STICKERS ANIMANIA STICKERS ANIMANIA

ANIME MEMES STICKERS MEMES - SET 9

ANIME MEMES STICKERS MEMES - SET 10

STICKERS ANIMANIA STICKERS ANIMANIA

Figure 28: Hard sell 14

Anime Sticker
 June 16 at 11:25 PM · 🌐 · 📍

"I don't want to brag or anything, but when it comes being the worst, i am at the top - Rider Astolfo"
 In the middle of finding that one relatable meme?
 Shop on Anime Sticker to find the one that you love and laugh at!

Express your support for Anime Memes!!!
 Limited Stickers!!!!
 First Come, First served!
 The faster you purchase, the faster you will laugh like those memes!


Interested?

Contact Us Via WhatsApp
 " Anime Memes Animania stickers"

Like And Share To Spread The Vibe
 So We Can Give You More Anime Stickers
 Comment on what you guys think of these stickers!

#animaniastickers
 #expressyourpassion
 #ElevateYourStyle
 #stickers
 #anime
 #memes
 #funnymemes

**ANIME MEMES STICKERS
MEMES - SET 13**



**ANIME MEMES STICKERS
MEMES - SET 14**




Figure 29: Hard sell 15

Anime Sticker
 June 19 at 11:39 PM · 🌐 📍

Tanjiro tells Akaza: "The strong protect the weak. Then the weak get stronger and help those weaker than themselves. That is the law of nature!"

Shop on Anime Sticker to find the one that you love and admire tanjiro!

Express your support for Demon Slayer Tanjiro!!!
 Limited Stickers!!!!
 First Come, First served!
 The faster you purchase, the faster you will get them!

Interested?

Contact Us Via WhatsApp
 "Tanjirooo!!! Animania stickers"

Like And Share To Spread The Vibe
 So We Can Give You More Anime Stickers
 Comment on what you guys think of these stickers!

#animaniastickers
 #expressyourpassion
 #ElevateYourStyle
 #stickers
 #anime
 #demonlayer
 #tanjiro

Figure 30: Hard sell 16

2.5 Facebook (FB) Post – Copywriting (Soft Sell)

Anime Sticker
June 2 · 🌐 · 📍

"I believe love is the most twisted curse of all..."

SET 1

Express your "Yoai Mo" to support Gojo broken heart 🥰!!!
Limited Gojo Satoru Stickers!!!

Jujutsu Kaisen Stickers Collection!

Our stickers are applicable to your everyday items!

- Bag
- Laptop
- Smartphone
- Water Bottle and many more!

Like And Share To Spread The Vibe So We Can Give You More "Yoai Mo!!"

#animaniastickers
#expressyourpassion
#ElevateYourStyle
#stickers
#anime
#jujutsukaisen
#gojosatoru

STICKERS ANIMANIA STICKERS ANIMANIA

**JUJUTSU KAISEN STICKERS
GOJO- SET 1**

The advertisement shows four stickers on a brown background. The stickers depict Gojo Satoru in various poses: one with his hand to his forehead, one with his hand to his chin, one in a full-body view, and one with his hand to his face. The background is split into green and blue sections with white lightning bolt graphics.

STICKERS ANIMANIA STICKERS ANIMANIA

Figure 31: Soft sell 1

Anime Sticker
June 2 · 🌐 · 📍

"I believe love is the most twisted curse of all..."

SET 2

Express your "Yoai Mo" to support Gojo broken heart 🥰!!!
Limited Gojo Satoru Stickers!!!

Jujutsu Kaisen Stickers Collection!

Our stickers are applicable to your everyday items!

- Bag
- Laptop
- Smartphone
- Water Bottle and many more!

Like And Share To Spread The Vibe So We Can Give You More "Yoai Mo!!"

STICKERS ANIMANIA STICKERS ANIMANIA

**JUJUTSU KAISEN STICKERS
GOJO- SET 2**

The advertisement shows four stickers on a brown background. The stickers depict Gojo Satoru in various poses: one with his hand to his chin, one with his hand to his face, one with a bouquet of flowers, and one with his hand to his face. The background is split into green and blue sections with white lightning bolt graphics.

STICKERS ANIMANIA STICKERS ANIMANIA

Figure 32: Soft sell 2

The image shows a Facebook post from the page 'Anime Sticker'. The post features a central graphic with a blue and pink background. At the top of the graphic, it says 'STICKERS ANIMANIA STICKERS ANIMANIA'. Below that, a white banner reads 'JUJUTSU KAISEN STICKERS YUJI - SET 1'. The graphic displays four stickers of the character Yuji Itadori in different poses. The post text on the right reads: 'Domain Expansion !! Malevolent Shrine!!', 'SET 1', 'Express your support towards yuji so that he can be stronger than Sukuna!!', 'Jujutsu Kaisen Stickers Collection!', 'Our stickers are applicable to your everyday items!', '- Bag', '- Laptop', '- Smartphone', '- Water Bottle and many more!', 'Like And Share To Spread The Vibe So We Can Give You More Stickers!!', 'Comment on what you guys think about these stickers.', and a list of hashtags: '#animaniastickers', '#expressyourpassion', '#ElevateYourStyle', '#stickers', '#anime', '#jujutsukaisen', and '#yujiitadori'. The post is dated '2 Jun' and has a 'Hantar Mesej' button at the bottom.

Figure 33: Soft sell 3

The image shows a Facebook post from the page 'Anime Sticker'. The post features a central graphic with a blue and pink background. At the top of the graphic, it says 'STICKERS ANIMANIA STICKERS ANIMANIA'. Below that, a white banner reads 'JUJUTSU KAISEN STICKERS YUJI - SET 2'. The graphic displays four stickers of the character Yuji Itadori in different poses. The post text on the right reads: 'Domain Expansion !! Malevolent Shrine!!', 'SET 2', 'Express your support towards yuji so that he can be stronger than Sukuna!!', 'Jujutsu Kaisen Stickers Collection!', 'Our stickers are applicable to your everyday items!', '- Bag', '- Laptop', '- Smartphone', '- Water Bottle and many more!', 'Like And Share To Spread The Vibe So We Can Give You More Stickers!!', 'Comment on what you guys think about these stickers.', and a list of hashtags: '#animaniastickers', '#expressyourpassion', '#ElevateYourStyle', '#stickers', and '#anime'. The post is dated '2 Jun' and has a 'Tulis komen...' input field at the bottom.

Figure 34: Soft sell 4

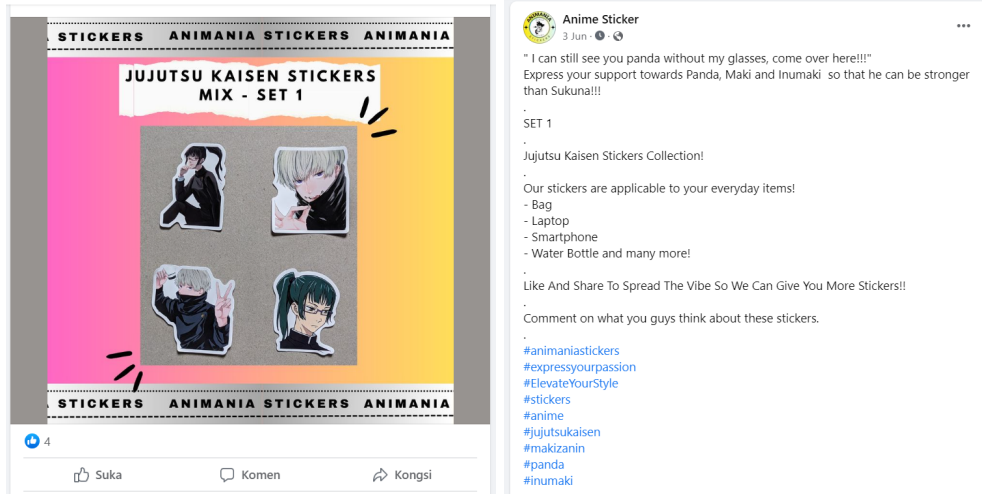


Figure 35: Soft sell 5



Figure 36: Soft sell 6

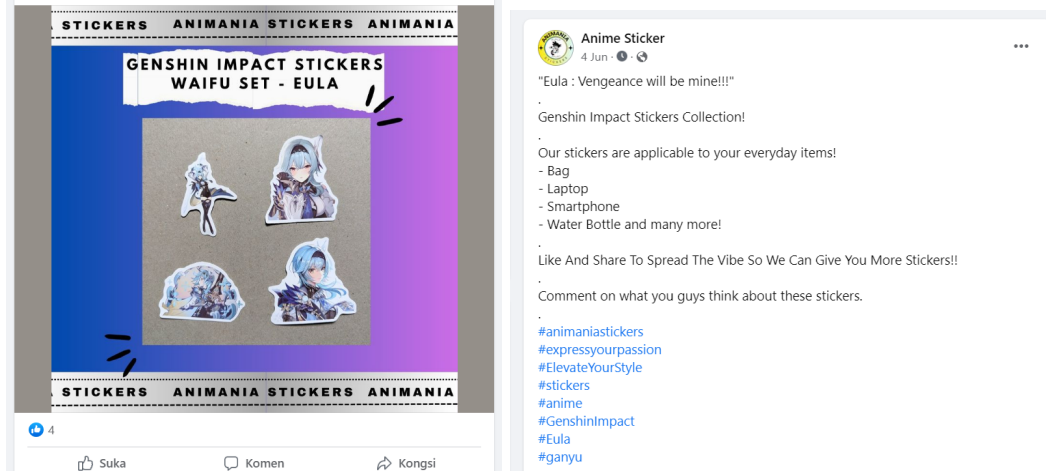


Figure 37: Soft sell 7

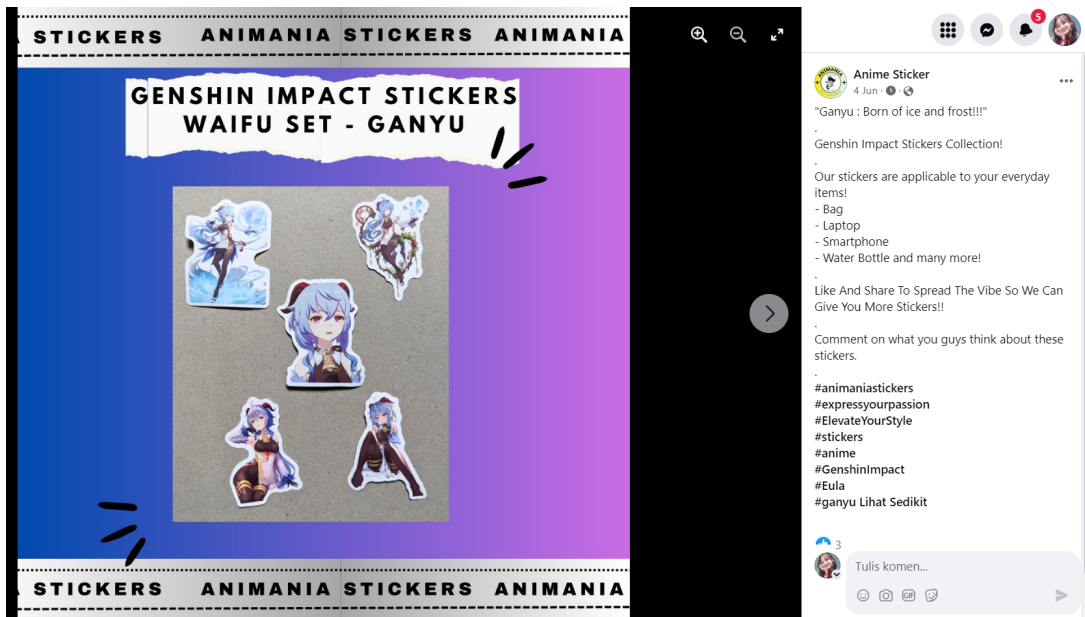


Figure 38: Soft sell 8

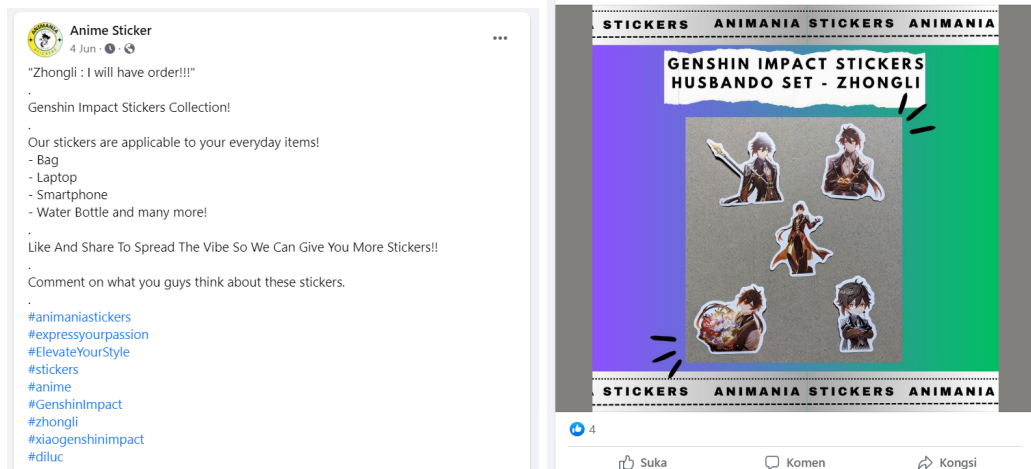


Figure 39: Soft sell 9

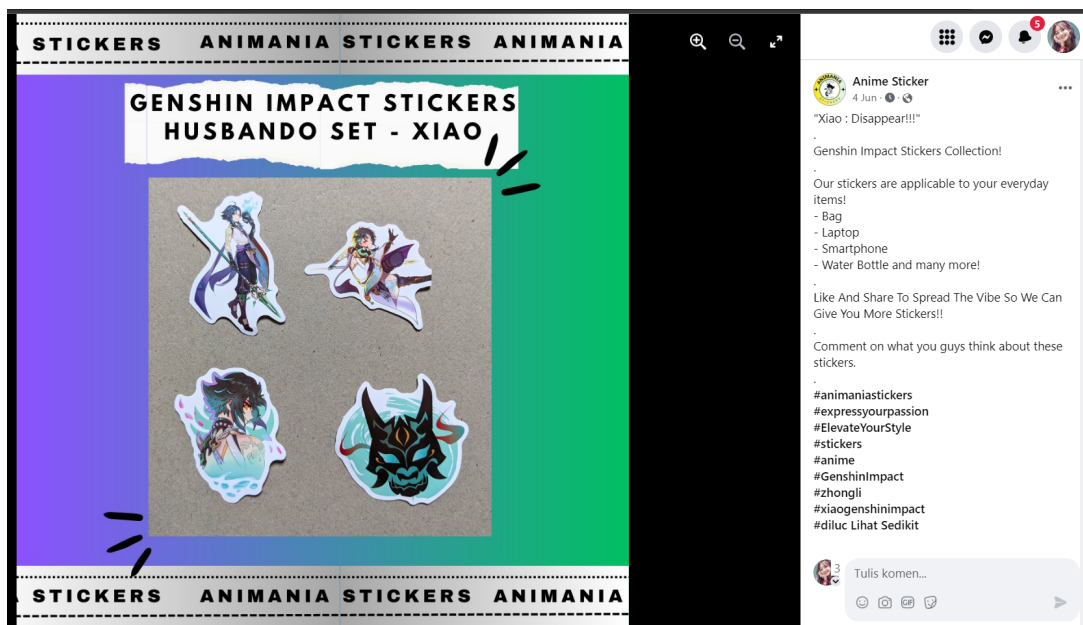


Figure 40: Soft sell 10

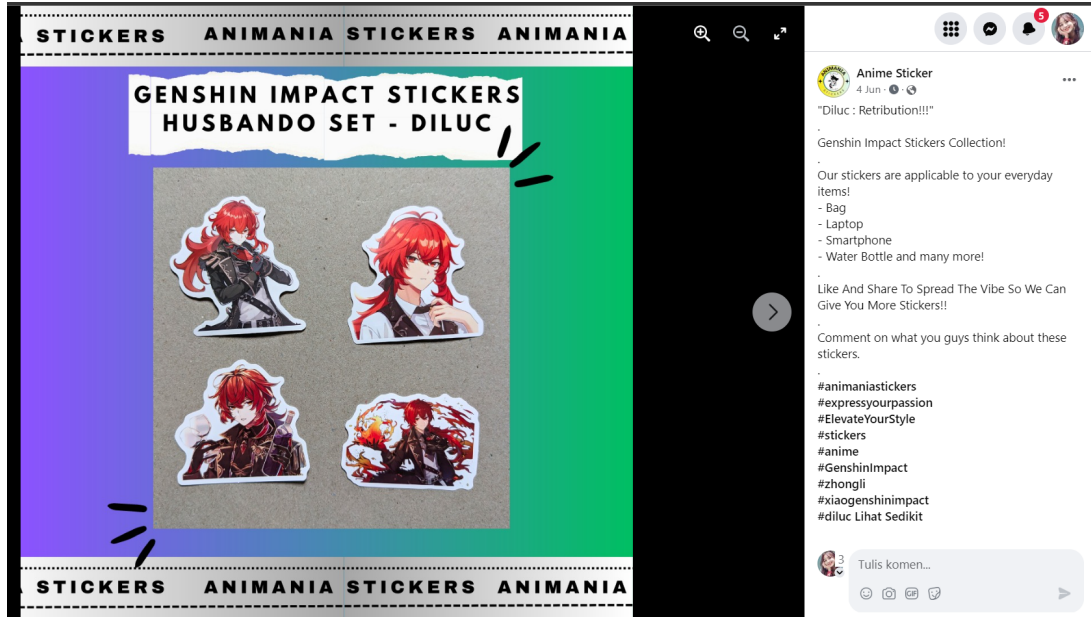


Figure 41: Soft sell 11

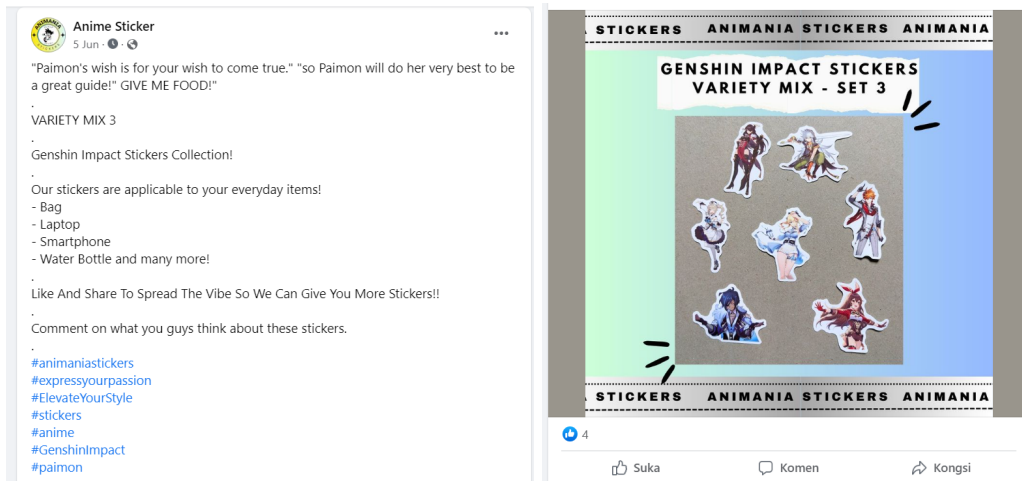


Figure 42: Soft sell 12

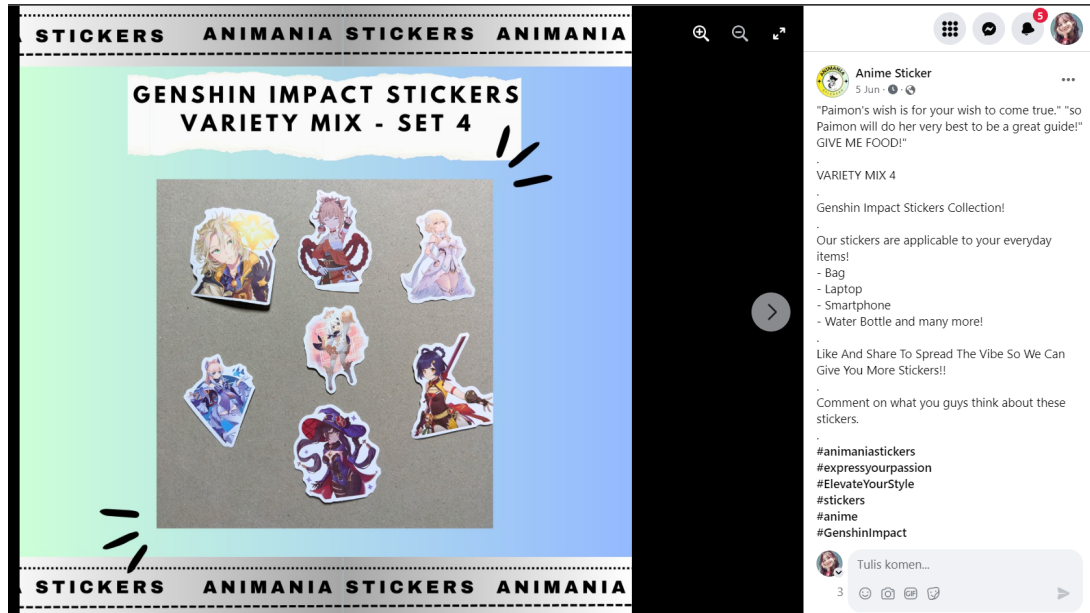


Figure 43: Soft sell 13

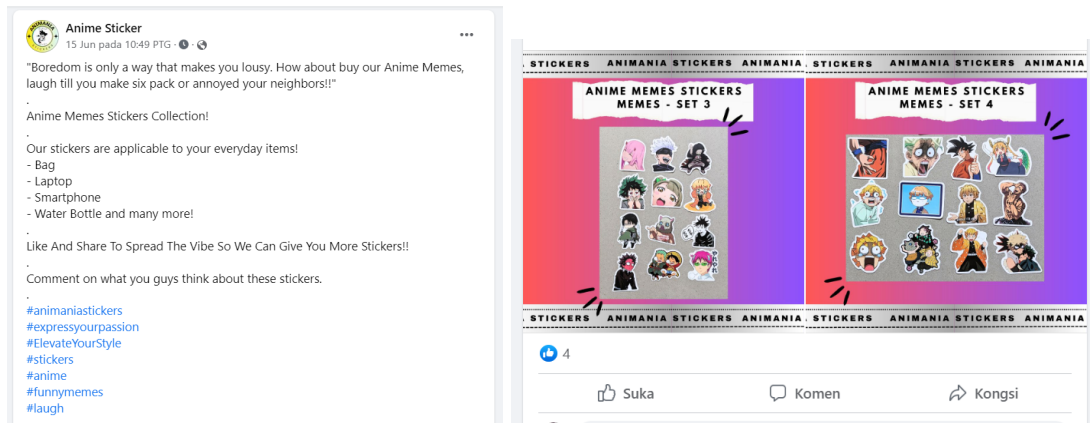


Figure 44: Soft sell 14

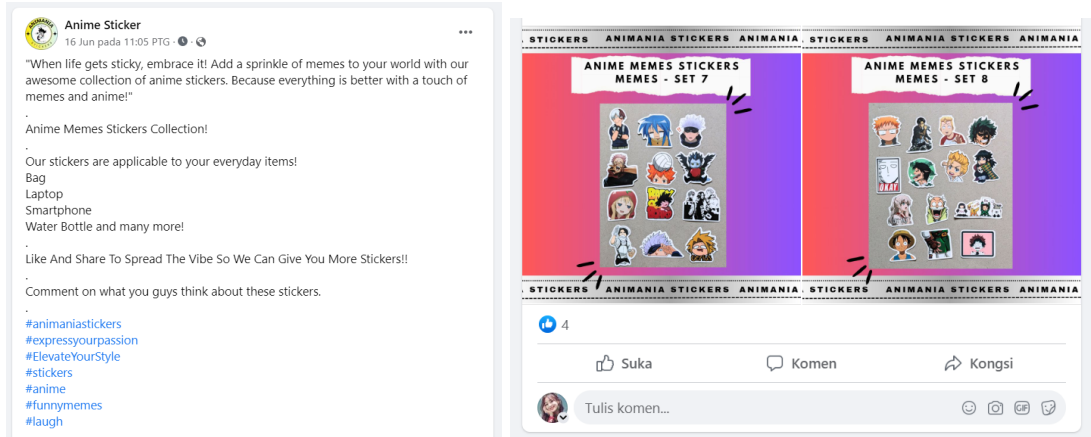


Figure 45: Soft sell 15

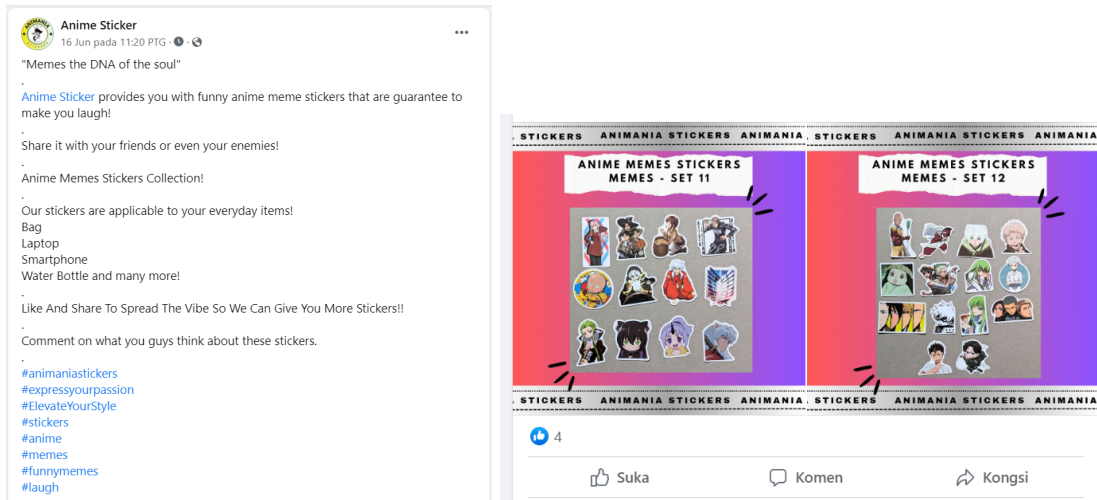


Figure 46: Soft sell 16

2.6 Relevant Graphics to each Post/Copywriting



Figure 49 - 50: Logo & Facebook cover photo

2.7 Sales Report

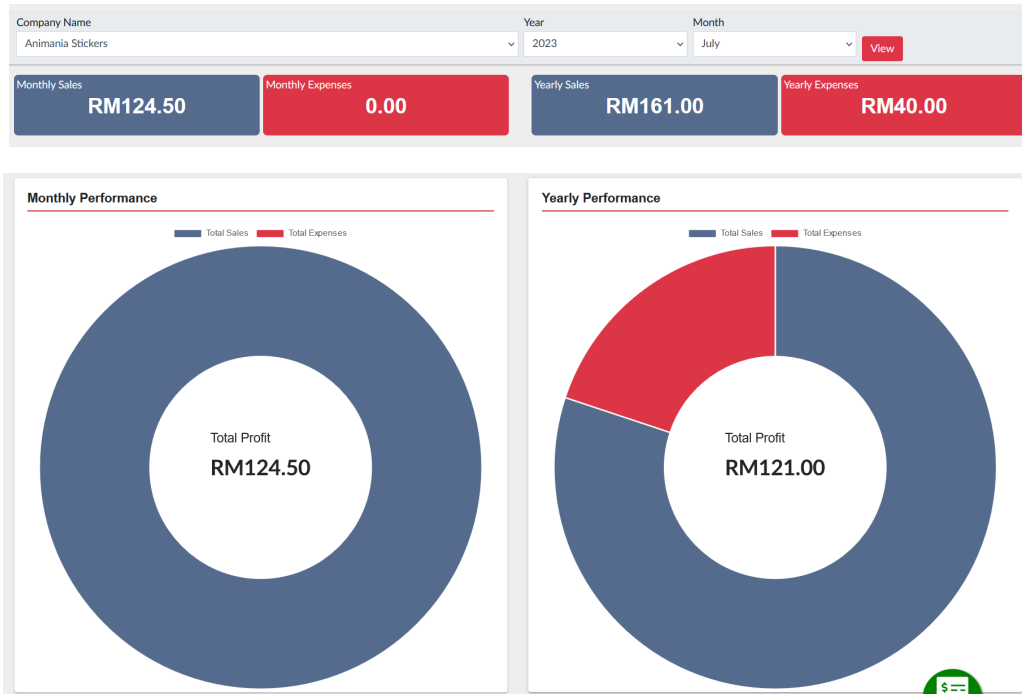


Figure 85: Go-eCommerce Chart

Go-eCommerce

Business Name	Date	Type	Marketplace (if any)	Others Marketplace (if any)	Total Sales (RM)	Expenses Category	Expenses Subcategory	Total Expenses (RM)	Descriptions	Created At
Animania Stickers	16/06/2023	offline			6					14/07/2023
Animania Stickers	10/06/2023	offline			5				12 pcs sticker - customer choice	14/07/2023
Animania Stickers	12/06/2023	offline			4				8 pcs random stickers	14/07/2023
Animania Stickers	12/06/2023	online	Social Media		1.5				3 pc stickers	14/07/2023
Animania Stickers	05/07/2023	online	Social Media		12				24 pcs - stickers random	14/07/2023
Animania Stickers	01/07/2023	offline			2				Yuji Set 1	14/07/2023
Animania Stickers	05/07/2023	offline			5.5				13 pcs set	14/07/2023
Animania Stickers	07/07/2023	online	Social Media		5				12 pcs stickers random	14/07/2023
Animania Stickers	07/07/2023	offline			5				12 pcs random stickers	14/07/2023
Animania Stickers	07/07/2023	online	Social Media		2				4 pcs stickers random	14/07/2023
Animania Stickers	08/07/2023	online	Social Media		5				12 pcs random stickers	14/07/2023
Animania Stickers	08/07/2023	online	None		2				Waifu set - Eula	14/07/2023
Animania Stickers	05/07/2023	offline			6				14 pcs sticker random	14/07/2023
Animania Stickers	29/06/2023	offline			9				17 pcs random stickers	14/07/2023
Animania	10/07/2023	offline			5				Memes - set 10	14/07/2023

Business Name	Date	Type	Marketplace (if any)	Others Marketplace (if any)	Total Sales (RM)	Expenses Category	Expenses Subcategory	Total Expenses (RM)	Descriptions	Created At
Stickers	023									023
Animania Stickers	11/07/2023	offline			6				Memes - set 16	14/07/2023
Animania Stickers	14/07/2023	offline			3.5				Tanjiro - Set 1	14/07/2023
Animania Stickers	08/07/2023	offline			2				Megumi - set 2	14/07/2023
Animania Stickers	10/07/2023	offline			1.5				Nobara - Set 1	14/07/2023
Animania Stickers	11/07/2023	offline			3.5				Genshin Variety Mix - Set 3	14/07/2023
Animania Stickers	31/05/2023	expenses				Goods	Stock	40	Stickers Stocking	14/07/2023
Animania Stickers	28/06/2023	offline			11				Memes - Set 1 & Set 2	14/07/2023
Animania Stickers	05/07/2023	offline			5				Memes - Set 8	14/07/2023
Animania Stickers	12/07/2023	online	Social Media		5				Memes - Set 10	14/07/2023
Animania Stickers	14/07/2023	online	Social Media		2.5				Husbando set - Zhongli	14/07/2023
Animania Stickers	13/07/2023	online	Social Media		4				2 pcs Random Stickers	14/07/2023
Animania Stickers	09/07/2023	online	Social Media		5				Memes - set 4	14/07/2023
Animania Stickers	12/07/2023	offline			2				Husbando Set - Diluc	14/07/2023
Animania Stickers	06/07/2023	offline			11				Memes - set 8 & set 14	14/07/2023

Figure 86 : Sales Report Go-eCommerce

The sales report for Go-eCommerce has been updated for every transaction process in the business. As for June's total sales, it has been recorded that the Anime Stickers sales get a positive outcome from the customer and reach a total of RM 121.00 in profit. The transaction process went through both online and offline depending on the customer's preferences.

3.0 Conclusion

As a part of small and medium-sized enterprises (SME) in the art and hobby industry, Animania Sticker could not deny the challenges faced to compete with other competitors. However, Animania Sticker believes that every business has their own uniqueness to portray to the audiences. In the case of Animania Sticker, their sticker products' material element is the selling point, despite the presence of numerous sticker options in the market. The material aspect has successfully engaged both the business and customers, including the service provided, which has satisfied them.

With the evolution of the digital era, e-commerce has become an essential aspect to consider, particularly with the prevalence of platforms like Facebook, which is widely used by SMEs in Malaysia. Therefore, Animania Sticker recognizes the importance of leveraging e-commerce to enhance their business. This initiative also encourages young entrepreneurs to start their own businesses and sell quality sticker products from home, posting them online for better engagement and reach. Facebook, being the main platform, plays a significant role in helping Animania Sticker expand its business beyond the local community, reaching customers throughout the Selangor area who have come to recognize and appreciate their sticker products.

Facebook mainly focuses on postings from time to time, especially for the business page. This highlighted that teaser postings, hard sell postings and soft sell postings complement each other to spark the page with information and engagement with the audience. As for Animania Sticker achievement, the Facebook postings managed to reach 4 teaser postings, 16 hard sell postings and 16 soft sell postings altogether. Animania Sticker aims to create more postings for better reach of customers in the upcoming future in order to inform the customers about new items, promotions and anything related to the product. All in all, Animania Sticker Facebook page is the right platform to keep track of the business marketing activities for Malaysian prospective customers. Animania Sticker might as well boost more postings from time to time to increase the page insight after this.

APPENDICES

Receipt payment for Animana Sticker

