



اَوْنِبُوْ رَسِيْتِيْ بِاَتِيْكَوْ لُوْ كِيْ بِمَارَا
UNIVERSITI
TEKNOLOGI
MARA

**SOCIAL MEDIA REPORT
PRINCIPLES OF ENTREPRENEURSHIP (ENT530)**

CATBOARD

PREPARED BY:

NURIN ADILAH BINTI MOHD ROSLI	2021614286
MOHAMMAD HAZIQ ANAS BIN RAZALI	2021897592

**PREPARED FOR:
MADAM NORFAZLINA BINTI GHAZALI**

**SUBMISSION DATE:
22/7/2023**

**FACULTY OF ART AND DESIGN
UNIVERSITY OF MARA TECHNOLOGY
PUNCAK ALAM CAMPUS, SELANGOR**


TABLE OF CONTENT

1.0 BUSINESS REGISTRATION	2
2.0 EXECUTIVE SUMMARY	4
3.0 INTRODUCTION TO BUSINESS	5
3.1 Business Background	
3.2 Company's Mission, Vision and Objectives	
3.3 Organizational Structure	
3.4 Descriptions Of The Products	
3.5 List Of Gift Box Variants	
4.0 FACEBOOK POSTING	7
4.1 Creating a Facebook Page	
4.2 Customising URL Facebook	
4.3 Facebook post - Teasers	
4.4 Facebook post - Copywriting (Hard Sell)	
4.5 Facebook post - Copywriting (Soft Sell)	
5.0 CONCLUSION	14
6.0 REFERENCE	14

1.0 BUSINESS REGISTRATION

MDEC e-commerce

PERSONAL PROFILE
BUSINESS PROFILE



Nurin Adilah Binti Mohd Rosli

Personal Information

Name	: Nurin Adilah Binti Mohd Rosli	Phone/Mobile	:		Edit
New Identity Card No.	:	Home Address	:		
Email Address	:	District	:		
City	:	Postcode	:		
State	:	Personal Instagram	:		
Personal Facebook	:	Race	:	Malay	
Gender	:	Special Need Required	:	No	
Marital Status	:		:		

[Add New](#)

UITM Puncak Alam - ENT530CAAD

Type of Institution	: IHL	Institution List	:	Universiti Teknologi MARA
State of Institution	: Selangor	Name of Institution	:	UITM Puncak Alam

UITM Puncak Alam - ENT530CAAD

Type of Institution	: IHL	Institution List	:	Universiti Teknologi MARA
State of Institution	: Selangor	Name of Institution	:	UITM 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			
Level of Study	: Bachelor Degree	Study Status	:	Full time
Course Name	: ENT530CAAD	Class Name	:	ENT530CAAD
Subject Name	: ENT530CAAD	Year Enrolling the subject	:	2021
Month Enrolling the Subject	: 10	Lecturer Name	:	Norfazlina Ghazali
Internship Enrollment	: No	Year Of Internship Enrollment	:	
Month of Internship Enrollment	:	Period of Internship Training	:	
Expected Year To Complete Study	: 2023	Expected Month To Complete Study	:	8
Related To Study Field	: No			


[Edit](#)
[Delete](#)

eCertificates

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

This is only available for users who:

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



MOHAMMAD HAZIQ ANAS BIN RAZALI

Personal Information Edit

Name	MOHAMMAD HAZIQ ANAS BIN RAZALI	Phone/mobile	
New Identity Card No.		Home Address	
Email Address		District	
City		Postcode	
State		Personal Instagram	
Personal Facebook		Race	Malay
Gender	Male	Special Need Required	
Marital Status	Single		

Institution Information Add New

UITM Puncak Alam - ENT530CAAD

Type of Institution	IHL	Institution List	Universiti Teknologi MARA
State of Institution	Selangor	Name of Institution	UITM Puncak Alam
Address of Institution	Universiti Teknologi MARA Cavangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor,	City	Puncak Alam
		Postcode	42300
District of Institution	Kuala Selangor		
Level of Study	Bachelor Degree	Study Status	Full time
Course Name	ENT530CAAD	Class Name	ENT530CAAD
Subject Name	ENT530CAAD	Year Enrolling the subject	2022
Month Enrolling the Subject	9	Lecturer Name	Norfazlina Ghazali
Internship Enrollment	No	Year Of Internship Enrollment	
Month of Internship Enrollment		Period of Internship Training	
Expected Year To Complete Study	2024	Expected Month To Complete Study	8
Related To Study Field	No		

eCertificates

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

This is only available for users who:

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

(There was a technical problem downloading the certificate, the student was unable to download it)

SSM



EzBiz Administrator <ezbizadmin@ssm.com.my>

to me

Dear Sir/Madam,

This is to inform that MOHAMMAD HAZIQ ANAS BIN RAZALI has added you, NURIN ADILAH BINTI MOHD ROSLI as business partner.

Reference No: EB-A2023062000912

Business Name: CAT BOARD

You may log in to ezbiz.ssm.com.my to accept / reject your partner request.

Should you have any queries or require any further information please contact us at 603-7721 4000.

Thank you for using our services.

(In progress)

MyENT



MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar : 2021614286
Nama : Nurin Adilah Binti Mohd Rosli

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

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Online
Bidang Perniagaan yg diceburi : Cenderamata Dan Hadiah

Tempoh Berniaga :
No. Pendaftaran Perniagaan :
URL Perniagaan : <https://www.facebook.com/profile.php?id=100092391527969>
Alamat Premis Perniagaan :
Tarikh Mendaftar : 13 Jul 2023
Tarikh Kemaskini :
Tarikh Cetak : 13 Jul 2023

Siji Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dijalankan oleh pelajar semasa tempoh pengajian di UITM. Siji ini secara tidak langsung akan terbatal apabila penama memamatkan pengajian atau tidak lagi aktif dalam sistem universiti.

Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED) juga berhak membatalkan siji ini tanpa sebarang notis. Penggunaan siji 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)



MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar : 2021697592
Nama : MOHAMMAD HAZIQ ANAS BIN RAZALI

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

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Hybrid
Bidang Perniagaan yg diceburi : Cenderamata Dan Hadiah

Tempoh Berniaga : 6 bulan
No. Pendaftaran Perniagaan :
URL Perniagaan : <https://www.facebook.com/TheCatBoard/>
Alamat Premis Perniagaan :
Tarikh Mendaftar : 22 Jul 2023
Tarikh Kemaskini :
Tarikh Cetak : 22 Jul 2023

Siji Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dijalankan oleh pelajar semasa tempoh pengajian di UITM. Siji ini secara tidak langsung akan terbatal apabila penama memamatkan pengajian atau tidak lagi aktif dalam sistem universiti.

Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED) juga berhak membatalkan siji ini tanpa sebarang notis. Penggunaan siji 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)

2.0 EXECUTIVE SUMMARY

Cat Board is a creative and customer-focused gift box business that specializes in offering cat-themed gift boxes for feline enthusiasts and cat lovers alike. We curate and design each gift box with the utmost care, catering to the deep emotional connection between humans and their feline companions. Our mission is to bring joy and happiness to both cat owners and those who admire the charm of cats through thoughtfully crafted gift experiences.

The cat-themed gift industry is experiencing remarkable growth, driven by the increasing popularity of cat ownership and the enduring fascination with feline culture. Cat owners and cat enthusiasts are eager to express their love for cats and seek unique ways to celebrate their bond. As such, Cat Board recognized this market opportunity and took the chance to open up a business that is centered around making cat-themed gift boxes for people to enjoy.

Our marketing and sales strategy revolves around digital channels and social media platforms, reaching our target audience of cat lovers and enthusiasts. We used Facebook as our main social media platform as it is one of the largest social media platforms globally, with billions of active users. This vast user base offers businesses an opportunity to reach a diverse and extensive audience, including potential customers from various demographics and interests. Additionally, Facebook offers forum circles, which makes finding cat enthusiasts that would be interested in our product easier.

3.0 INTRODUCTION TO BUSINESS

3.1 BUSINESS BACKGROUND

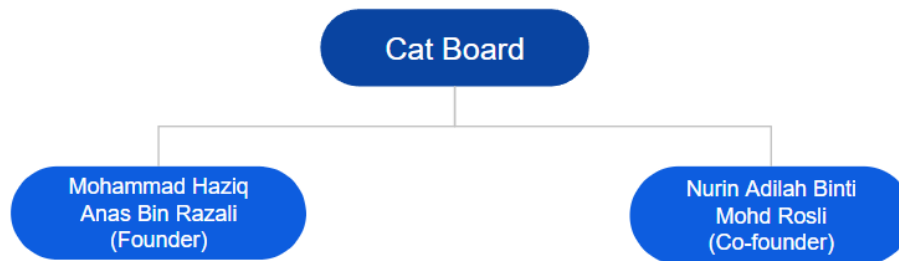
Cat Board is a newly- launched company that was established by two business partners during early June of 2023. Our company offers a variety of cat-themed gift box making and delivery services. Cat Board operates primarily through Facebook, utilizing the platform's wide reach and engagement to connect with customers and showcase our products.

Company Name	Cat Board
Nature of Business	Gift Box Making and Delivery Service
Type of Business	Partnership
Business Address	UiTM Puncak Alam, Puncak Alam, Selangor.
Business Operation Type	Online
Main Social Media Platform	Facebook
Business Partner	1. Nurin Adilah Binti Mohd Rosli 2. Mohammad Haziq Anas Bin Razali

3.2 COMPANY'S MISSION, VISION AND OBJECTIVE

Company's Vision	To make cat-themed gift boxes that people can share with joy.
Company's Mission	To offer the best quality cat themed gift boxes to the customers with a punctual delivery service.
Company's Objective	<ol style="list-style-type: none">1) To design and create creative cat-themed gift boxes We want to make sure the gift boxes we make are nothing like the customers ever received before.2) To ensure the gift boxes is delivered safely on time We will make sure your gifts will arrive anywhere safely and within the intended time.3) To offer an affordable price for a quality product for customers The customers should not need to compromise quality for affordable prices.

3.3 ORGANIZATIONAL STRUCTURE



This company is composed of two people, with Ms. Nurin in charge of the creation of the gift boxes and Mr. Haziq keeps track of the delivery and quality checks. To ensure a smooth collaboration between employees, both of us decided that it would be best to have only two employees for now but keep an eye out for future collaborators to help out in the future.

3.4 DESCRIPTION OF PRODUCTS

Cat Board offers a variety of cat-themed gift boxes that we think our customers would enjoy. We started brainstorming for the design and contents of these gift boxes since we think that cat-themed items are very popular and in demand for cat lovers. Additionally, . The gift boxes will be available in two sizes, which we call small potat and big potat, which represents both the small and big size variant of the gift boxes. The small gift box will contain a small cat keychain, a small bar of chocolate, a card and a miniature cat shaped flower garland to compliment the box, all for the price of RM5. Meanwhile, the big gift box will have a cat keychain, even more snacks and chocolates, a cat-patterned handkerchief and a card. These boxes are made upon order and take up to a maximum of a week to prepare before we send them off to our customers.

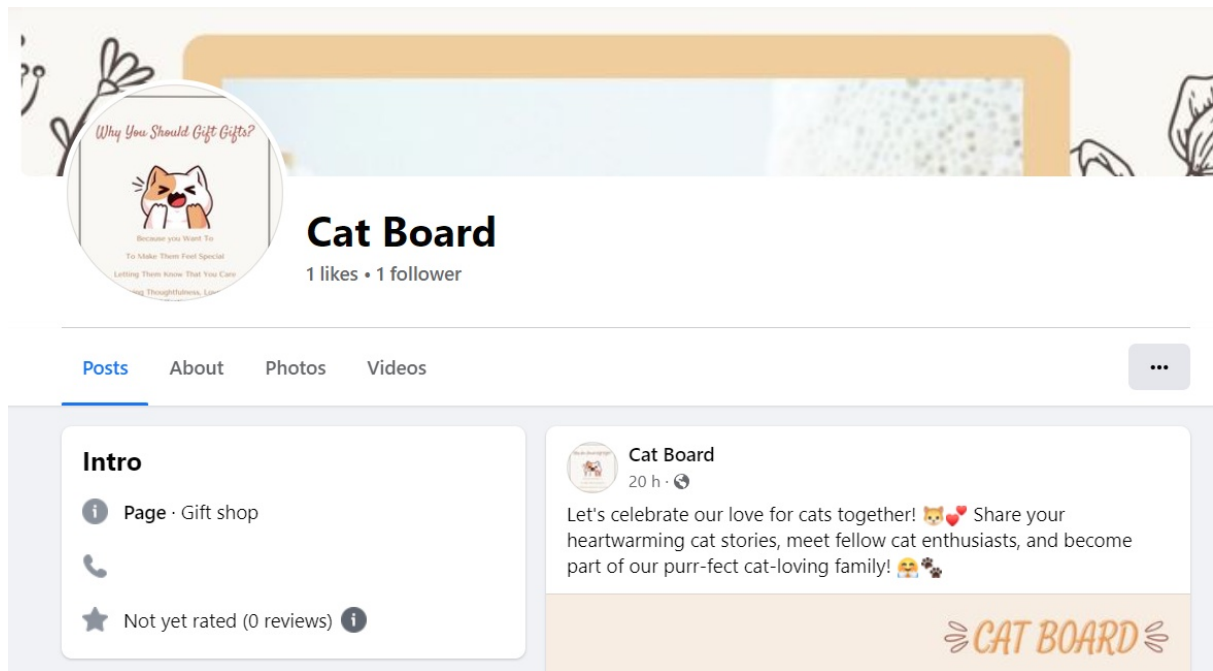
3.5 GIFT BOX VARIANTS

N o.	Gift Box Type	Items	Selling Price (RM)
1	Big Potat	<ul style="list-style-type: none">- A cat keychain- An array of chocolate and snacks- A cat-patterned handkerchief- A small bouquet of flowers- A personalized card with a cat illustration print	RM15
2	Small Potat	<ul style="list-style-type: none">- A cat keychain- A small bar of chocolate- A miniature cat shaped flower garland- A personalized card with a cat illustration print	RM5

4.0 FACEBOOK

Cat Board has created a Facebook page to introduce our business to a social media platform and promote our product among Facebook users. A Facebook page is a great way for us to engage with current or even potential customers, which is perfect from a marketing perspective. We also intend to make this Facebook page as a medium for our customers to give reviews, share their thoughts and give some suggestions for our product.

4.1 CREATING A FACEBOOK PAGE





4.2 COSTUMING URL FACEBOOK PAGE

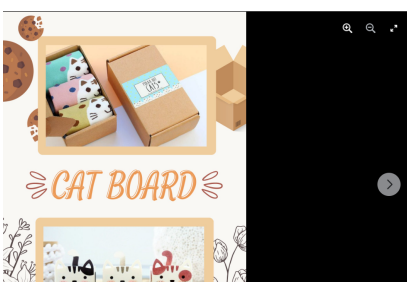
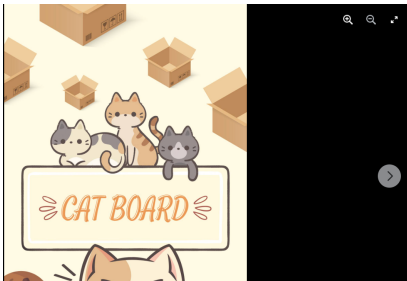
<https://www.facebook.com/TheCatBoard>

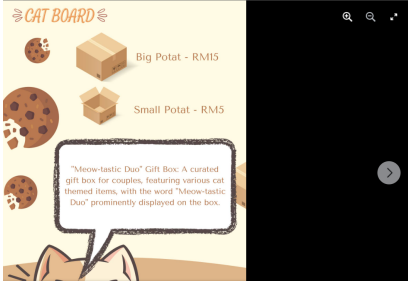
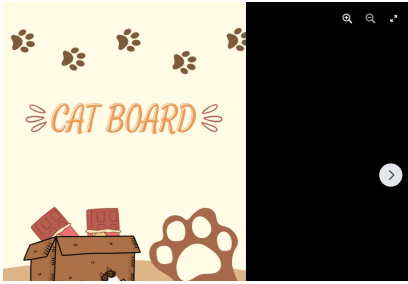
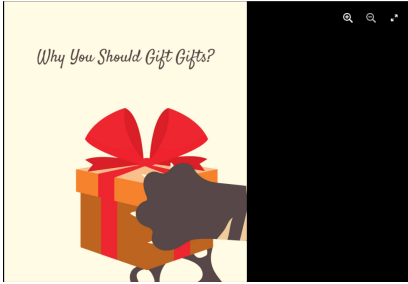
4.3 FACEBOOK TEASER POSTS

No.	TEASER POSTS	CAPTION
1	<p>The graphic shows three cats (one orange, one grey, one white) sitting on a yellow box with the 'CAT BOARD' logo. Below the cats is the text: 'Get ready to pounce into a world of whiskers and wonder with our new feline-inspired gifts!'. The screenshot shows a Facebook post from 'Cat Board' with the caption: 'Wrap up the purr-fect gift for the cat lover in your life! Stay tuned for our release!'.</p>	<p>Wrap up the purr-fect gift for the cat lover in your life! Stay tuned for our release!</p>
2	<p>The graphic features large paw prints, a gift box, and a cookie. The 'CAT BOARD' logo is at the top. The screenshot shows a Facebook post from 'Cat Board' with the caption: 'Unlock a World of Whiskered Mystery! 🐾🔒🌟 Something extraordinary is about to unveil, a secret that will whisker you away to a realm of feline enchantment. Stay tuned for an upcoming teaser that will leave you lover with anticipation. Are you ready to embark on an extraordinary journey with our captivating cat-themed collection? Stay tuned and get ready to embrace the magic! 🥰🐾 #TeaserAlert #CatLovers #FelineEnchantment #ComingSoon'.</p>	<p>"Unlock a World of Whiskered Mystery! 🐾🔒🌟 Something extraordinary is about to unveil, a secret that will whisker you away to a realm of feline enchantment. Stay tuned for an upcoming teaser that will leave your lover with anticipation. Are you ready to embark on an extraordinary journey with our captivating cat-themed collection? Stay tuned and get ready to embrace the magic! 🥰🐾 #TeaserAlert #CatLovers #FelineEnchantment #ComingSoon"</p>

		tuned and get ready to embrace the magic! 🐱 ✨
3		"Coming Soon: Unleash the Feline Magic! 🐾 ✨
4		Get ready to embrace the magic! 🐱 ✨ #TeaserAlert #CatLovers #FelineMagic #ComingSoon"

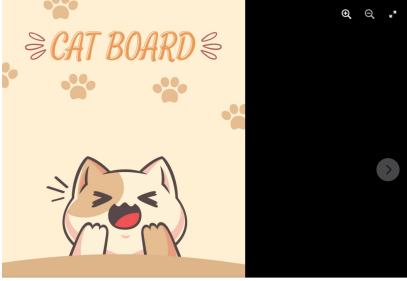

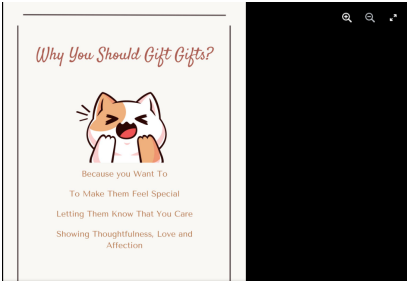
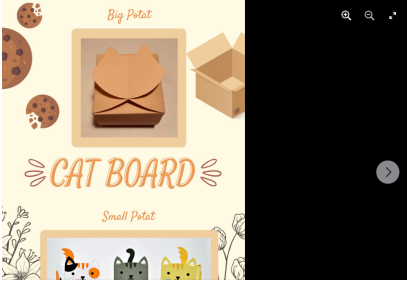
4.4 COPYWRITING - HARD SELL

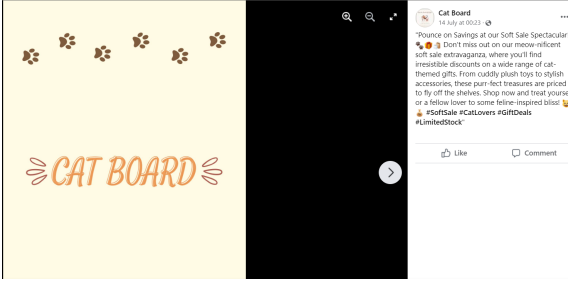
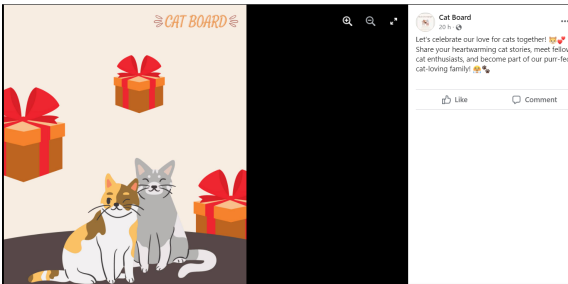
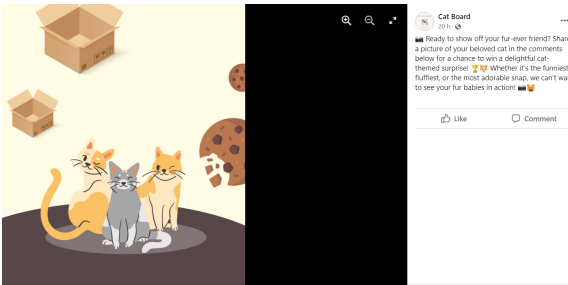
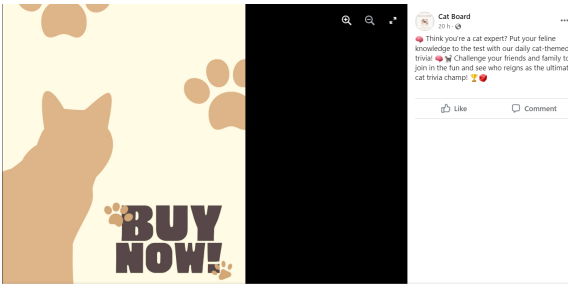
No.	HARD SELL POSTING	CAPTION
1		<p>DID ANYONE NEED A GIFTS FOR YOUR LOVER OR FRIEND?</p> <p>"Hurry, before these deals run out of lives! Our feline-inspired collection is going fast, and with hard sale prices like these, you won't want to miss out. Claw your way to the front of the line and start shopping now!"</p>
2		<p>Look how is backkkk!!!!</p> <p>"Unleash the Catitude! 🐾 🎁 Searching for the ultimate gift for the cat lover in your life? Look no further! Our delightful cat-themed gifts will have them feline fantastic. Shop now and bring a smile to their whiskered face! 🐱 🧡 #CatLovers #GiftIdeas #PurrfectPresents #CatBoard"</p>

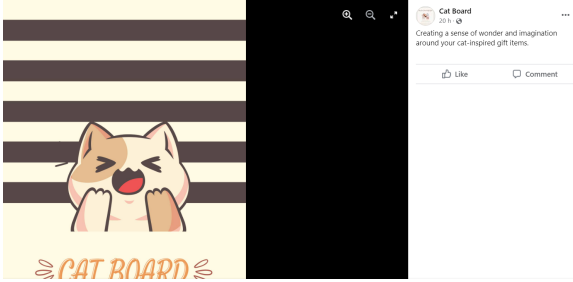
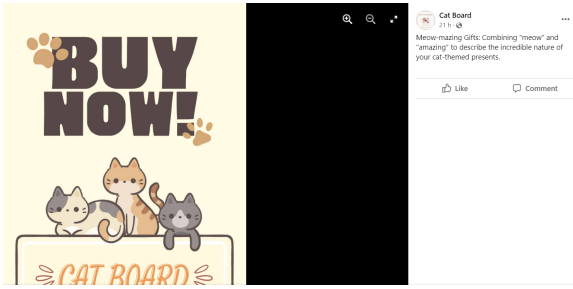
<p>3</p>		<p>"Cat-tastic Gift Extravaganza! 🐱🎁 Looking for an interesting gift full of meow-gical charm? Our cat-themed treasures are here to save your day! From adorable items to cute plushies. Don't miss out, start shopping now! 🐱💖 #CatLovers #GiftsForCatLovers #MeowGifts"</p>
<p>4</p>		<p>Meow-gical Gifts for Cat Enthusiasts! 🎁🌟 Looking to surprise that special someone with a touch of feline charm? Our cat-themed gift collection is here "The Big Potat" only RM 15 Hit Us to buy</p>
<p>5</p>		<p>"Step into a World of Whiskered Wonder! 🐾🎁 Searching for a gift that's as unique for your lover in your life? Here "The Small Potat" only RM 5 Hit Us to buy</p>
<p>6</p>		<p>"Cat Lover's Hard Sale Bonanza! 🐾🎁🔥 Attention, bargain hunters and feline enthusiasts! Brace yourself for our jaw-dropping hard sale event, where the prices on our delightful cat-themed gifts have plummeted to unbelievable lows. This is your chance to snag incredible deals on everything from playful decor to charming accessories. Hurry and shop now before these savings vanish into thin air! 🐱💥 #HardSale #CatLovers #BargainHunters #LimitedTimeOnly"</p>

<p>7</p>		<p>"Calling All Cat Lovers! 📣 🐱 ✨ Don't miss out on our purr-motional extravaganza, where we're offering irresistible deals on our fabulous cat-themed products. From stylish apparel to charming gift, we have everything to satisfy your feline fancy. Grab these exclusive offers while they last and add a touch of whiskered wonder to your life. Shop now! 🐾💖 #CatLovers #PromotionAlert #SpecialOffers #LimitedTimeOnly" Big Potat - RM 15 Small Potat - RM 5</p>
<p>8</p>		<p>🎉 As a token of our appreciation for the love of cats, we're offering exclusive discounts on select cat-themed gift items throughout our "Purrfectly Gifted" promotion! 🎁 🛒 Don't miss this opportunity to treat yourself or surprise a fellow cat lover with the perfect gift! 🐾 🎉</p>
<p>9</p>		<p>Discover a delightful array of cat-themed gift items that will make your heart flutter with joy! 🎀 From charming accessories to whimsical toys, our "Purrfectly Gifted" collection has something special for every lover out there! 🐾</p>
<p>10</p>		<p>🎉 Each day, we'll unveil a new cat-themed gift item, carefully handpicked to melt your heart. 🐾 Stay tuned to our page as we reveal the most adorable feline-inspired treasures you've ever seen! 🛒 💖</p>

4.5 COPYWRITING - SOFT SELL

No.	SOFT SELL POSTING	CAPTION
1		<p>now at discounted prices. Shop now while supplies last and treat yourself to some feline-inspired comfort! 🐱🌟 #SoftSale #CatLovers #CozyDeals #LimitedTimeOffer"</p>
2		<p>Brace yourselves for our spectacular soft sale, where we're offering purr-fectly irresistible discounts on our delightful cat-themed items. From cozy blankets to adorable accessories, these discounted treasures will make your heart swoon. Don't miss out on these whisker-licking deals! Shop now and indulge in some feline-inspired bliss. 🐱💕 #SoftSale #CatLovers #DiscountsGalore #LimitedStock"</p>
3		<p>Don't let these deals slip through your paws! Treat yourself (and your furry friend) to our meow-nificent cat-themed products</p>
4		<p>"Cat Lovers Rejoice! 🎁🐱 Give the gift of joy with our incredible cat-themed treasures. From merchandise to delicious treats, we have the purr-fect gifts that will melt your partner's heart. Shop now and make their day unforgettable! 🌲💕 #CatLovers #GiftsForHer #CatObsessed"</p>

<p>5</p>		<p>"Pounce on Savings at our Soft Sale Spectacular! 🐾🎁🛍️ Don't miss out on our meow-nificent soft sale extravaganza, where you'll find irresistible discounts on a wide range of cat-themed gifts. From cuddly plush toys to stylish accessories, these purr-fect treasures are priced to fly off the shelves. Shop now and treat yourself or a fellow lover to some feline-inspired bliss! 🐱💰 #SoftSale #CatLovers #GiftDeals #LimitedStock"</p>
<p>6</p>		<p>Let's celebrate our love for cats together! 🐱💕 Share your heartwarming cat stories, meet fellow cat enthusiasts, and become part of our purr-fect cat-loving family! 😊🐾</p>
<p>7</p>		<p>📷 Ready to show off your fur-ever friend? Share a picture of your beloved cat in the comments below for a chance to win a delightful cat-themed surprise! 🏆🐱 Whether it's the funniest, fluffiest, or the most adorable snap, we can't wait to see your fur babies in action! 📷🐱</p>
<p>8</p>		<p>🧠 Think you're a cat expert? Put your feline knowledge to the test with our daily cat-themed trivia! 🐱🧠 Challenge your friends and family to join in the fun and see who reigns as the ultimate cat trivia champ! 🏆🎮</p>

9		<p>Creating a sense of wonder and imagination around your cat-inspired gift items.</p>
10		<p>Meow-mazing Gifts: Combining "meow" and "amazing" to describe the incredible nature of your cat-themed presents.</p>

5.0 CONCLUSION

In conclusion, social media is a good way of marketing and spreading brand awareness and attracting potential customers. As we planned on our business, we discovered that the cat-themed gift box business has significant potential for success in the market. The increasing popularity of cat ownership and the growing fascination with feline culture present a promising opportunity to cater to a niche and passionate audience. By curating and offering delightful cat-themed products, this business can tap into the emotional connection between cat lovers and their furry companions. Not to mention that a lot of people show appreciation through gifts, and throughout our business venture, people not only gave the gift boxes to their lovers but also to their friends and families. Some even bought it for themselves either as a form of self reward or a sense of satisfaction of owning a cat-themed gift box.

Cat Board implemented soft sell and hard sell in promoting through Facebook in order to grow the business even further. Additionally, it can build our brand name online and a good way for us to establish a connection between our customers and our business. To ensure continued success, Cat Board must remain attuned to evolving trends and customer preferences in the cat-themed market. Regularly updating the product offerings, exploring collaborations with cat-centric brands, and actively engaging with customers through social media and customer feedback will be essential to staying relevant and competitive.

REFERENCES

The key benefits of Facebook for your business. The Bottom Line by Square. (2023, March 28).

<https://squareup.com/us/en/the-bottom-line/reaching-customers/benefits-of-facebook-for-business>