



UNIVERSITI TEKNIKAL MALAYSIA MELAKA

FACULTY OF INFORMATION AND COMMUNICATION TECHNOLOGY

SEMESTER 2 2023/2024

BTMW 4012

TECHNOLOGY ENTREPRENEURSHIP

TITLE

INDIVIDUAL SALES REPORT

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1.0 Introduction

This report outlines a 14-week promotional campaign leveraging Instagram and two key e-commerce platforms, Shopee and CikguMall, to maximize sales and track customer engagement effectively. Shopee is the main sales platform due to its wide reach and user-friendly interface, allowing customers to browse products, make purchases, and provide feedback seamlessly. This focus streamlines the sales process and enhances the shopping experience. In contrast, CikguMall is used to monitor, and record click traffic. Tracking clicks and user interactions provides valuable insights into customer behavior, helping to refine the marketing strategies for better targeting and effectiveness.

The report comprises several sections: Sales Summary, providing an overview of sales performance; Sales Evidence, detailing records supporting the sales figures; and Go-eCommerce Record, which includes the profile (personal, institutional, and business information) and sales records (transaction list, monthly, and yearly performance metrics). Additionally, the Affiliate Account section covers both CikguMall and Shopee, offering insights into the dashboards, traffic logs, affiliate links, and income breakdowns. Lastly, the Marketing Strategy section outlines the plan for promoting TheGroice as the main platform used those targeted campaigns and social medium in Instagram. This structure provides a clear and detailed picture of the operations, performance, and marketing strategies, showcasing our efforts to optimize sales and track engagement effectively over the 14-week period.

2.0 Sales Summary

This summary provides an overview of recent purchases made across various products on Shopee, highlighting key details such as purchase dates, item names, prices, quantities, purchase values, and the platform used for each transaction. The table below outlines a diverse range of products purchased, reflecting consumer preferences and transaction details for a specified period.

Table 1: Sales summary table.











No	Order ID	Purchase Date	Item Name	Price (RM)	Qty	Purchase Value (RM)	Platform
1.	2386	22/06/2024	Premium Lite Edition – Brownies Cookies (COCOA BAKES)	16.90	2	33.80	CikguMall
2.	2406045W175JN1	04/06/2024	Mentholatum Acnes 3-Step Anti-Acne + Oil Control Set [Face Wash + Lotion + Moisturiser]	53.78	1	43.78	Shopee
3.	240521VC93H69M	21/05/2024	Hot Sale Anti-dust Portable Laptop Protective Case13.3/14/15.6inch fashionable Computer Bag Female	26.80	1	25.48	Shopee
4.	240521VC93H69K	21/05/2024	DORAMILL Foldable Laundry Basket Storage Box Waterproof Large Bag Dirty Clothes Big Laundry Basket	4.40	2	8.80	Shopee
5.	2405113BBB8MMG	11/05/2024	Magicalhour Cat Paw Mochi Taba Squishy Fidget Toy Cute Plush Cat Paw Silicone Slow Rebound Pinch Deion Toy Stress Release Vent T	6.81	1	6.77	Shopee
6.	2405113BBB8MMG	11/05/2024	Magicalhour Cat Paw Mochi Taba Squishy Fidget Toy Cute Plush	7.38	1	7.31	Shopee

			Cat Paw Silicone Slow Rebound Pinch Deion Toy Stress Release Vent T				
7.	240428VRDETJW4	28/04/2024	BUM Equipment Women's Sport Shoes BE99315 / BE99316 (Black/White & Grey/White)	49.99	1	34.99	Shopee
8.	240418456Q5TTG	18/4/2024	Purito Seoul Daily Soft Touch Sunscreen SPF50+ PA++++ 60ml *Free 2 Samples*	67	1	59.98	Shopee
9.	240319G3U31P5X	19/03/2024	TOP1 Digital Camera CCD48 1080P HD Video Camcorder 48MP Photo 8X Zoom Anti- shake 2.7 Inch Large TF Screen USB Charge	116.90	1	115	Shopee
10.	240319G3U31P5X	19/03/2024	Universal Card Reader OEM Memory Card SD card TF card 16GB	20.90	1	14.50	Shopee
11.	240319G3U31P5X	19/03/2024	OEM Memory Card SD card TF card 32GB	34.90	1	27.48	Shopee

3.0 Sales Evidence

This overview shows recent sales on Shopee, featuring a variety of purchased products. Each item listed represents a distinct purchase with clear transaction details, highlighting diverse consumer preferences observed during the specified sales period.

Table 2: Sales evidence table.

No	Item Name	Platform	Evidence
1.	Premium Lite Edition – Brownies Cookies (COCOA BAKES)	CikguMall	Referral #2386 , Amount: RM42.50 Order Date: 2024-06-22T12:22:39+00:00 Order Amount: RM42.50
2.	Mentholatum Acnes 3-Step Anti-Acne + Oil Control Set [Face Wash + Lotion + Moisturiser]	Shopee	 Mentholatum Acnes 3-Step ... RM53.78 Item id: 15093094661 x1 Model id: 164554346024 Product Type: Normal Product Category: Beauty > Skincare > Fac...
3.	Hot Sale Anti-dust Portable Laptop Protective Case13.3/14/15.6inch fashionable Computer Bag Female	Shopee	 Hot Sale Anti-dust Portable ... RM26.48 Item id: 21291236009 x1 Model id: 216912899131 Product Type: Normal Product Category: Women Bags > Laptop ...
4.	DORAMILL Foldable Laundry Basket Storage Box Waterproof Large Bag Dirty Clothes Big Laundry Basket	Shopee	 DORAMILL Foldable Laundry ... RM4.40 Item id: 4456203046 x2 Model id: 51298921814 Product Type: Normal Product Category: Home & Living > Home O...
5.	magicalhour Cat Paw Mochi Taba Squishy Fidget Toy Cute Plush Cat Paw Silicone Slow Rebound Pinch Deion Toy Stress Release Vent T	Shopee	 magicalhour Cat Paw Mochi T... RM6.81 Item id: 24773004353 x1 Model id: 250784976316 Product Type: Normal Product Category: Mom & Baby > Toys > Sil... Promotion Id: 0_175660077482208_1
6.	magicalhour Cat Paw Mochi Taba Squishy Fidget Toy Cute Plush Cat Paw Silicone Slow Rebound Pinch Deion Toy Stress Release Vent T	Shopee	 magicalhour Cat Paw Mochi T... RM7.38 Item id: 24773004353 x1 Model id: 250603088448 Product Type: Normal Product Category: Mom & Baby > Toys > Sil... Promotion Id: 0_175660077482208_1
7.	BUM Equipment Women's Sport Shoes BE99315 / BE99316 (Black/White & Grey/White)	Shopee	 BUM Equipment Women's Sp... RM49.99 Item id: 21284132786 x1 Model id: 147015869569 Product Type: Normal Product Category: Women Shoes > Sneak...
8.	Purito Seoul Daily Soft Touch Sunscreen SPF50+ PA++++ 60ml *Free 2 Samples*	Shopee	 Purito Seoul Daily Soft Touc... RM67.00 Item id: 23223052133 x1 Model id: 231988850861 Product Type: Normal Product Category: Beauty > Skincare > Fac...
9.	TOP1 Digital Camera CCD48 1080P HD Video Camcorder 48MP Photo 8X Zoom Anti-shake 2.7 Inch Large TF Screen USB Charge	Shopee	 TOP1 Digital Camera CCD48 1080P HD ... Sliver,Only camera x1 15 Days Free Returns* RM139.00 RM116.90
10.	Universal Card Reader OEM Memory Card SD card TF card 16GB	Shopee	 OEM Memory Card SD card TF card 16GB/3... Universal cardreader x1 15 Days Free Returns* RM80.90 RM20.90
11.	OEM Memory Card SD card TF card 32GB	Shopee	 OEM Memory Card SD card TF card 16GB/3... 128GB x1 15 Days Free Returns* RM36.00 RM34.20

4.0 Go-eCommerce Record

This section provides an overview of Go-eCommerce records, covering personal information, institution details, and business profiles under Go-eCommerce profile (Section 3.1). It also includes transaction lists, monthly performance summaries for March, April, May, and June (Section 3.2.1 and 3.2.2), as well as an overview of yearly performance (Section 3.2.3).

4.1 Go-eCommerce profile

Section 3.1 covers personal, institutional, and business information within the Go-eCommerce platform. It outlines key details about individuals or organizations participating in Go-eCommerce activities.

4.1.1 Personal Information


PERSONAL PROFILE		BUSINESS PROFILE			
 Hidayah Binti Burhannudin	Personal Information			Edit	
	Name	: Hidayah Binti Burhannudin	Phone/Mobile		: 01110664992
	New Identity Card No.	: 021006030116	Home Address		: Universiti Teknikal
	Email Address	: b032220009@student.ute			: Malaysia Melaka, Kampus
		: m.edu.my			: Induk
	City	: Jalan Hang Tuah Jaya	District		: Durian Tunggal
	State	: Melaka	Postcode		: 76100
	Personal Facebook	:	Personal Instagram		: dayahdean
	Gender	: Female	Race		: Malay
	Marital Status	: Single	Special Need Required		: No
Institution Information			Add New		

Figure 1: Figure of personal information profile.

4.1.2 Institution Information

Institution Information
Add New

UTeM Kampus Induk - BTMW 4012

Type of Institution	: IHL	Institution List	: Universiti Teknikal
State of Institution	: Melaka		: Malaysia Melaka
Address of Institution	: Universiti Teknikal	Name of Institution	: UTeM Kampus Induk
	: Malaysia Melaka, Hang	City	: Hang Tuah Jaya
	: Tuah Jaya, 76100 Durian	Postcode	: 76100
	: Tunggal, Melaka		
District of Institution	: Durian Tunggal		
Level of Study	: Bachelor Degree	Study Status	: Full time
Course Name	: BTMW 4012	Class Name	: BITD
Subject Name	: Technology	Year Enrolling the subject	: 2024
	: Entrepreneurship	Lecturer Name	: Murzidah binti Ahmad
Month Enrolling the Subject	: 3		: Murad
Internship Enrollment	: No	Year Of Internship	:
Month of Internship Enrollment	:	Enrollment	:
Expected Year To Complete Study	: 2025	Period of Internship Training	:
Related To Study Field	: Yes	Expected Month To Complete Study	: 7

Edit
Delete

Figure 2: Figure of institution information profile.

4.1.3 Business Profile

PERSONAL PROFILE
BUSINESS PROFILE

Hidayah Binti Burhannudin

Company Name	: TheGroice	Company Registration No.	: NA
Type Of Business	: Sdn. Bhd	Business Role	: Agent
Facebook Page	: NA	Business Category/Business Sub-Category	: Household, Hobbies & Lifestyles / Business & Industrial
Wechat for Business	: NA	Business Instagram Page	: www.instagram.com/thegroice/
Marketplace	: Shopee	Business Website	: https://mycollection.shop/dayahdean
Business Related to Your Study Field	: No	Type Of Website	: eCommerce Platform
		Experience in International Export	: No

Edit

Figure 3: Figure of business information profile.

4.2 Go-eCommerce Sales Records

Section 3.2 focuses on Go-eCommerce sales records, including transaction lists, monthly performance summaries for March, April, May, and June (3.2.1 and 3.2.2), as well as an overview of yearly performance (3.2.3). This section provides a comprehensive view of sales activities within the Go-eCommerce platform over specified periods.

4.2.1 Transaction List

Go-eCommerce										
Business Name	Date	Type	Marketplace (if any)	Others Marketplace (if any)	Total Sales (RM)	Expense Category	Expenses Subcategory	Total Expenses (RM)	Descriptions	Created At
TheGroice	19/03/2024	online	Shopee		115				TOP1 Digital Camera CCD48 1080P HD Video Camcorder 48MP Photo 8X Zoom Anti-shake 2.7 Inch Large TF Screen USB Charge	21/06/2024
TheGroice	18/04/2024	online	Shopee		59.98				Purito Seoul Daily Soft Touch Sunscreen SPF50+ PA++++ 60ml *Free 2 Samples*	21/06/2024
TheGroice	28/04/2024	online	Shopee		34.99				Purito Seoul Daily Soft Touch Sunscreen SPF50 PA 60ml *Free 2 Samples*	21/06/2024
TheGroice	11/05/2024	online	Shopee		6.77				magicalhour Cat Paw Mochi Taba Squishy Fidget Toy Cute Plush Cat Paw Silicone Slow Rebound Pinch Deion Toy Stress Release Vent Toy new	21/06/2024
TheGroice	11/05/2024	online	Shopee		7.32				magicalhour Cat Paw Mochi Taba Squishy Fidget Toy Cute Plush Cat Paw Silicone Slow Rebound Pinch Deion Toy Stress Release Vent Toy new	21/06/2024
TheGroice	21/05/2024	online	Shopee		8.8				DORAMILL Foldable Laundry Basket Storage Box Waterproof Large Bag Dirty Clothes Big Laundry Basket	21/06/2024
TheGroice	21/05/2024	online	Shopee		25.48				Hot Sale Anti-dust Portable Laptop Protective Case13.3/14/15.6inch fashionable Computer Bag Female	21/06/2024
TheGroice	04/06/2024	online	Shopee		43.78				Mentholatum Acnes 3-Step Anti-Acne + Oil Control Set [Face Wash + Lotion + Moisturiser]	21/06/2024
TheGroice	19/03/2024	online	Shopee	null	14.5				Universal Card Reader OEM Memory Card SD card TF card 16GB	21/06/2024

Business Name	Date	Type	Marketplace (if any)	Others Marketplace (if any)	Total Sales (RM)	Expense Category	Expenses Subcategory	Total Expenses (RM)	Descriptions	Created At
	24	ine								24
TheGroice	19/03/2024	online	Shopee	null	27.48				OEM Memory Card SD card TF card 32GB	21/06/2024
TheGroice	22/06/2024	online	Others	CikguMall	33.8				PREMIUM LITE EDITION – Brownies Cookies (COCOA BAKES)	22/06/2024

Figure 4: Figure of transaction list.

4.2.2 Monthly Performance

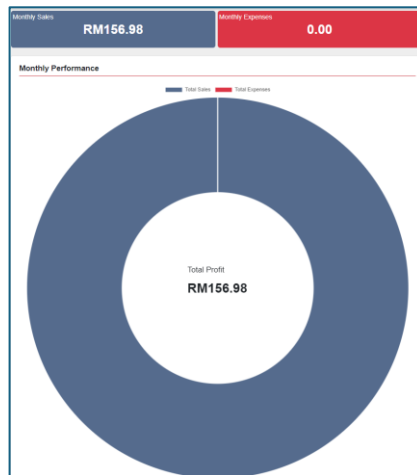


Figure 5: figure of sales performance for March.

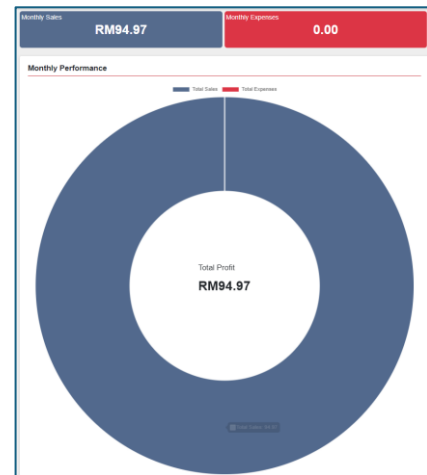


Figure 6: figure of sales performance for April.

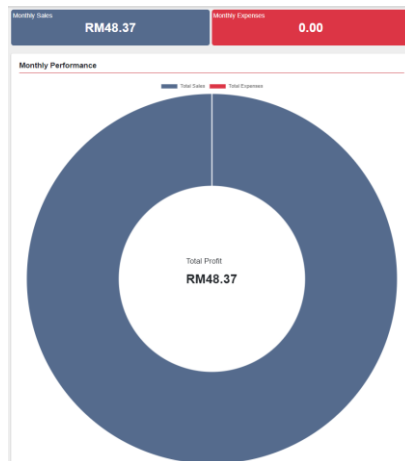


Figure 7: figure of sales performance for May.

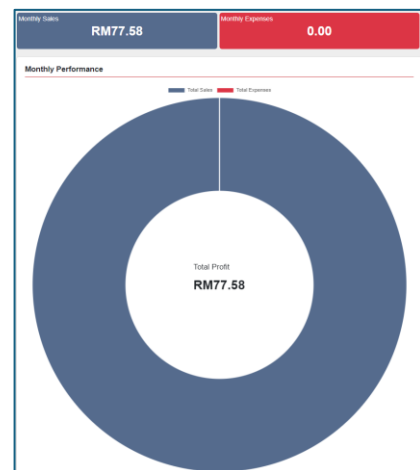


Figure 8: figure of sales performance for June.

4.2.3 Yearly Performance

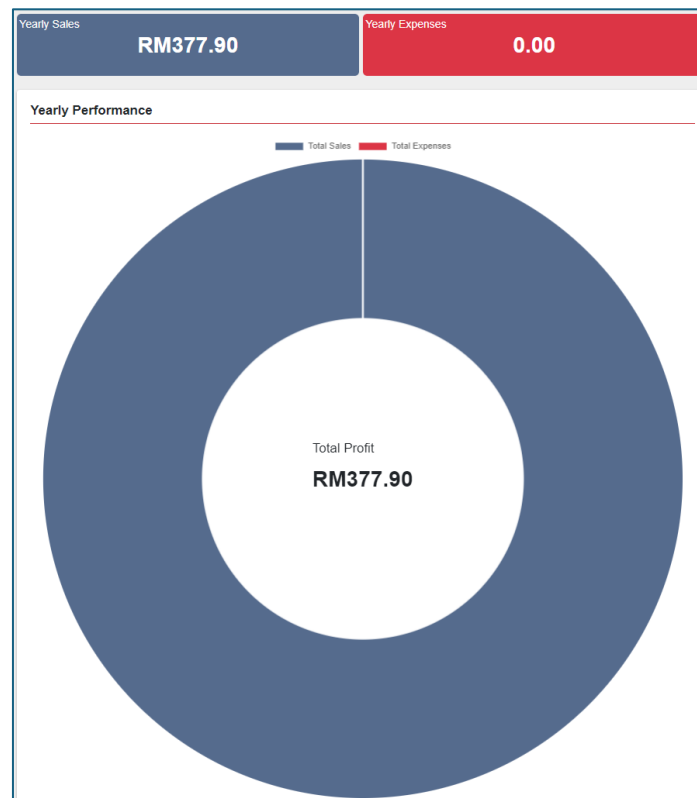


Figure 9: figure of yearly sales performance.

5.0 Affiliate Account

Section 4 provides an overview of affiliate accounts, detailing CikguMall and Shopee platforms. It includes its respective dashboards, traffic/click logs, sales reports, income breakdowns, and affiliate links. This section offers insights into affiliate activities and performance across these platforms.

5.1 CikguMall Affiliate Account

Section 4.1 provides essential tools for affiliates within the CikguMall program, such as the CikguMall Dashboard for performance monitoring, traffic/click logs documenting a total of 1168 clicks, and affiliate links crucial for promotional activities. These tools enable affiliates to effectively track their performance and optimize their marketing efforts on the CikguMall platform.

5.1.1 CikguMall Dashboard

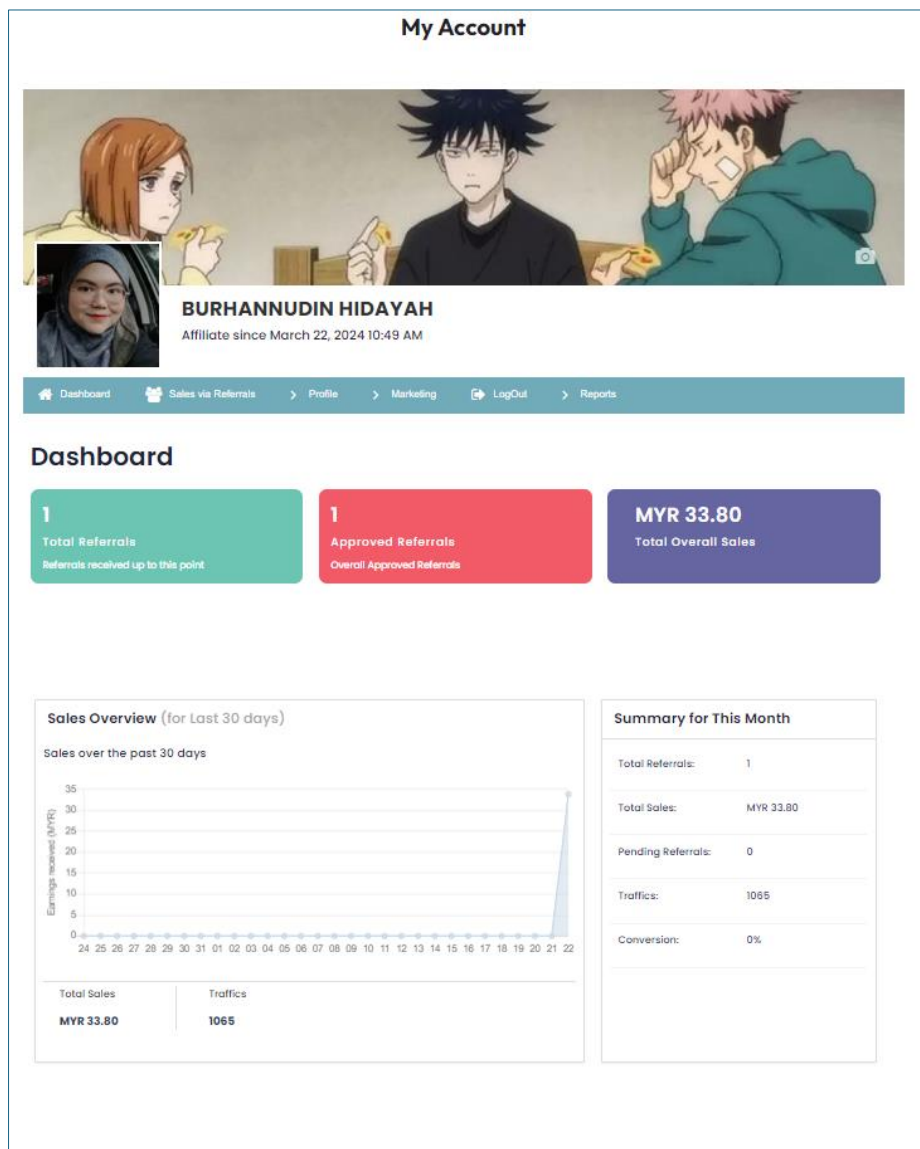


Figure 10: CikguMall affiliate profile dashboard.

5.1.2 Traffic/Click Logs

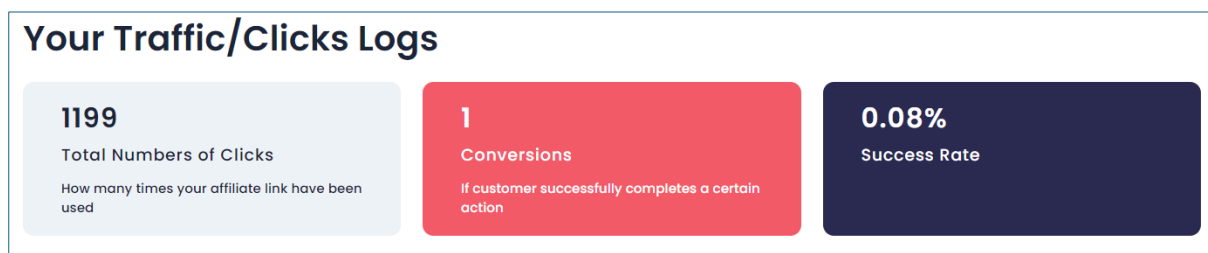


Figure 11: CikguMall traffic log clicks.

Landing Page	From Page	Browser	Device	Date	Status
https://cikgumall.com/product/choco-doragat-by-choco-atbab/	-	Chrome	web	June 21, 2024 11:23 PM	Just Visit
https://cikgumall.com/product/choco-doragat-by-choco-atbab/	-	Other	web	June 21, 2024 11:23 PM	Just Visit
https://cikgumall.com/product/choco-bati-by-choco-atbab/	-	Chrome	web	June 21, 2024 11:22 PM	Just Visit
https://cikgumall.com/product/choco-bati-by-choco-atbab/	-	Other	web	June 21, 2024 11:22 PM	Just Visit
https://cikgumall.com/product/choco-rice-by-choco-atbab/	-	Chrome	web	June 21, 2024 11:22 PM	Just Visit
https://cikgumall.com/product/choco-rice-by-choco-atbab/	-	Other	web	June 21, 2024 11:22 PM	Just Visit
https://cikgumall.com/product/choco-mini-cunch-by-choco-atbab/	-	Chrome	web	June 21, 2024 11:22 PM	Just Visit
https://cikgumall.com/product/choco-mini-cunch-by-choco-atbab/	-	Other	web	June 21, 2024 11:22 PM	Just Visit
https://cikgumall.com/product/heluturk-ati-atbab/	-	Chrome	web	June 21, 2024 11:21 PM	Just Visit
https://cikgumall.com/product/heluturk-ati-atbab/	-	Other	web	June 21, 2024 11:21 PM	Just Visit
https://cikgumall.com/product/fermium-the-edition-brownies-cookies-cocoa-bakers/	-	Other	web	June 21, 2024 11:21 PM	Just Visit
https://cikgumall.com/product/fermium-edition-2023-brownies-cookies-cocoa-bakers/	-	Chrome	web	June 21, 2024 11:20 PM	Just Visit
https://cikgumall.com/product/fermium-edition-2023-brownies-cookies-cocoa-bakers/	-	Other	web	June 21, 2024 11:20 PM	Just Visit
https://cikgumall.com/product/heluturk-by-futurys-hisari/	-	Chrome	web	June 21, 2024 11:19 PM	Just Visit
https://cikgumall.com/product/heluturk-by-futurys-hisari/	-	Other	web	June 21, 2024 11:19 PM	Just Visit
https://cikgumall.com/product/heluturk-by-futurys-hisari/	-	Chrome	web	June 21, 2024 11:14 PM	Just Visit
https://cikgumall.com/product/heluturk-by-futurys-hisari/	-	Other	web	June 21, 2024 11:14 PM	Just Visit
https://cikgumall.com/product/fermium-the-edition-brownies-cookies-cocoa-bakers/	-	Other	web	June 21, 2024 11:14 PM	Just Visit
https://cikgumall.com/product/fermium-the-edition-brownies-cookies-cocoa-bakers/	-	Chrome	web	June 21, 2024 11:10 PM	Just Visit
https://cikgumall.com/product/fermium-the-edition-brownies-cookies-cocoa-bakers/	-	Other	web	June 21, 2024 11:10 PM	Just Visit
https://cikgumall.com/product/fermium-the-edition-brownies-cookies-cocoa-bakers/	-	Other	web	June 21, 2024 11:09 PM	Just Visit
https://cikgumall.com/product/fermium-the-edition-brownies-cookies-cocoa-bakers/	-	Other	web	June 21, 2024 11:09 PM	Just Visit
https://cikgumall.com/product/fermium-the-edition-brownies-cookies-cocoa-bakers/	-	Chrome	web	June 21, 2024 11:09 PM	Just Visit
https://cikgumall.com/product/fermium-the-edition-brownies-cookies-cocoa-bakers/	-	Other	web	June 21, 2024 11:09 PM	Just Visit

1 2 47 >

Figure 12: CikguMall traffic logs records.

5.1.3 CikguMall Sales Report

Referrals (Affiliate Total Sales)

MYR 33.80

Approved Sales Amount

MYR 0.00

Pending Sales Amount -
Pending/No Customer Payment

1

Total Number of Referrals

For a complete list of referrals check [this section](#)

Listing Referrals and Sales

From - yyyy-mm-dd

To - yyyy-mm-dd

...

Apply Filter

ID	Campaign	Amount	From	Source Details	Description	Received on	Status
2386	-	MYR 33.80	CM Affiliate	View	Order Amount: RM42.50	June 22, 2024 8:22 PM	Approved

Figure 13: CikguMall sales report.

5.1.4 CikguMall Affiliate Links

<https://cikgumall.com/?aff=UTEMBITDB032220009>

5.2 Shopee Affiliate Account

Section 4.2 introduces the Shopee affiliate account, highlighting the Dashboard for performance monitoring. It includes traffic logs showing 37 clicks from April to June 2024 and reports total sales of RM 344.10. Additionally, the program provides income breakdowns for tracking affiliate earnings.

5.2.1 Shopee Dashboard

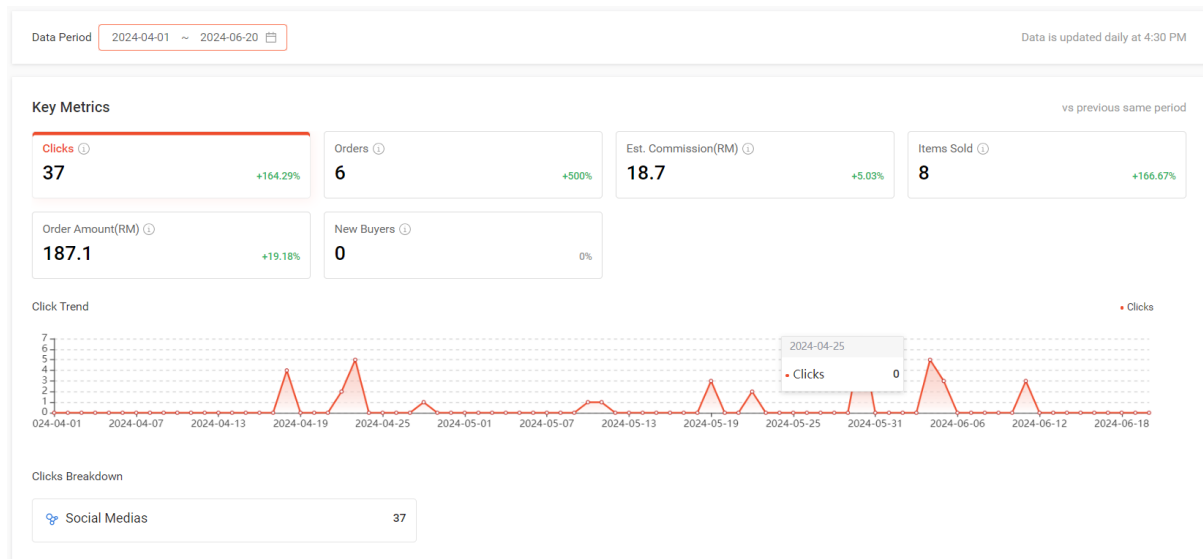


Figure 14: Shopee affiliate profile dashboard.






Product	Items Sold	Est. Commission(RM)	Action
 magicalhour Cat Paw Mochi Taba Squishy Fidget Toy Cute Pl Product ID: 24773004353	2	0.20	Get Link
 DORAMILL Foldable Laundry Basket Storage Box Waterproof Product ID: 4456203046	2	0.13	Get Link
 Menthohatum Acnes 3-Step Anti-Acne + Oil Control Set [Face Product ID: 15093094661	1	7.00	Get Link
 BUM Equipment Women's Sport Shoes BE99315 / BE99316 (Product ID: 21284132786	1	8.05	Get Link
 Hot Sale Anti-dust Portable Laptop Protective Case13.3/14/1 Product ID: 21291236009	1	0.37	Get Link

Figure 15: Shopee top five products.

5.2.2 Traffic/Click Logs

Total 37					Export
Click id	Click Time	Click Region	Sub_id	Referrer	
75f9d457f453b5e13bb5e4cb4de c6872	2024-06-11 20:16:59	Malaysia	---	Others	
c5b73b691917972e2991dcd1f2 6d96a	2024-06-11 20:15:26	Malaysia	---	Others	
84d2b6fd055f51b719a3496b3b4a e7fe5	2024-06-11 20:14:59	Malaysia	---	Others	
0a29ea88eeacd18cc75a69cd0c c7f45	2024-06-05 09:41:10	Malaysia	---	Others	
681b7690cb62c5d0d092c2f5e978 97b24	2024-06-05 03:07:58	Malaysia	---	Others	
3c781e4ce5f731d6e21a6a448dc b2e9f	2024-06-05 03:06:53	Malaysia	---	Others	
886051c2b58af41a04a637d068e cdf9e	2024-06-04 20:22:08	Malaysia	---	Others	
b782c97a21b7503a98f311a8933 b550e	2024-06-04 20:05:37	Malaysia	---	Others	
6889a14ef4018a4a6f1d024fccd4 4e48	2024-06-04 20:05:12	Malaysia	---	Others	
e9a583b4b141e05be15b553980b 8b0c1	2024-06-04 20:01:42	Malaysia	---	Others	
402121dcb77ac2b3db3fb0406 38b0a	2024-06-04 19:38:38	Malaysia	---	Shopee	
d28b90ca5c105ec5d03bea4f3da 1291f	2024-05-30 16:57:17	Malaysia	---	Others	
3a80c8055e0109a89cd4520eeb0 46518	2024-05-30 16:56:42	Malaysia	---	Others	
713ba545450844cd22a694cd63a 3b261	2024-05-30 16:56:24	Malaysia	---	Others	
6c1072ef2d49c2920fe5619cafd e304	2024-05-30 16:33:14	Malaysia	---	Others	

Figure 16:Shopee traffic log click records.

5.2.3 Shopee Sales Report

The Shopee sale report details a total revenue of RM 252 from March 13, 2024, to May 8, 2024. From May 18 to June 4, 2024, the report shows additional sales amounting to RM 92.10.








Order Details	Shop Info	Item Info	Campaign Info	Purchase Value	Item Commission	Order Commission
Order id: 2406045W173JN1 Order Status: Completed Conversion id: 171202678280840 Order Time: 2024-06-04 20:22 Completed Time: 2024-06-07 11:34 Click Time: 2024-06-04 20:22	MY Mertholatum OS Shop id: 20203514 Shop Type: Shopee Mall(Non-GS)	 Mentholatum Acnes 3-Step Anti-Acne + Oil Control Set (Face Wash + Lotion + Moisturiser) Item id: 1036484949 Model id: 16450454024 Product Type: Normal Product Category: Beauty > Skincare > Facial Cleanser	RM33.78 x1 Seller Open Campaign	RM43.78	RM7.00 Seller Commission(16%) RM6.80 Shopee Commission(3%) RM0.20	RM7.00 Seller Commission: RM6.80 Shopee Commission: RM0.20
Order id: 240521VC3H9RM Order Status: Completed Conversion id: 18997526270793 Order Time: 2024-05-21 15:21 Completed Time: 2024-05-28 17:30 Click Time: 2024-05-19 15:45	tsn151.my Shop id: 8807129714 Shop Type: C2C(OS)	 Net Sale Anti-dust Portable Laptop Protective Case 13.3/14/15.6inch fashionable Computer Bag Female Item id: 21297208037 Model id: 21491208971 Product Type: Normal Product Category: Women Bags > Laptop Bags > Cases	RM25.48 x1 Non-Seller Campaign	RM25.48	RM0.37 (Shopee Commission(1.44%)) RM0.37	RM0.37 (Shopee Commission: RM0.37)
Order id: 240521VC3H9RM Order Status: Completed Conversion id: 18997526270793 Order Time: 2024-05-21 15:21 Completed Time: 2024-05-28 21:37 Click Time: 2024-05-19 15:45	Dora MI Official Store Shop id: 20244153 Shop Type: Preferred(Non-GS)	 DORAMELL Foldable Laundry Basket Storage Box Waterproof Large Bag Dirty Clothes Big Laundry Basket Item id: 449202048 Model id: 123882182154 Product Type: Normal Product Category: Home & Living > Home Organization > Laundry Bags & Baskets	RM48.40 x2 Seller Open Campaign	RM8.80	RM0.13 (Shopee Commission(1.44%)) RM0.13	RM0.13 (Shopee Commission: RM0.13)
Order id: 24051138888BM0 Order Status: Completed Conversion id: 169115271296476 Order Time: 2024-05-11 16:27 Completed Time: 2024-05-21 02:57 Click Time: 2024-05-11 16:19	magic4hour Shop id: 90727115 Shop Type: Preferred(GS)	 magic4hour Cat Paw Mochi Taba Squidgy Fidget Toy Cute Plush Cat Paw Silicone Slow Rebound Flex Decon To... Item id: 24772034820 Model id: 202704078194 Product Type: Normal Product Category: Mom & Baby > Toys > Stime & Squidgy Toys Promotion id: 17586077682208_1	RM5.81 x1 Non-Seller Campaign	RM5.77	RM0.10 (Shopee Commission(1.44%)) RM0.10	RM0.20 (Shopee Commission: RM0.20)
Order id: 24051138888BM0 Order Status: Completed Conversion id: 169115271296476 Order Time: 2024-05-11 16:27 Completed Time: 2024-05-21 02:57 Click Time: 2024-05-11 16:19	magic4hour Shop id: 90727115 Shop Type: Preferred(GS)	 magic4hour Cat Paw Mochi Taba Squidgy Fidget Toy Cute Plush Cat Paw Silicone Slow Rebound Flex Decon To... Item id: 24772034820 Model id: 202704078194 Product Type: Normal Product Category: Mom & Baby > Toys > Stime & Squidgy Toys Promotion id: 17586077682208_1	RM7.38 x1 Non-Seller Campaign	RM7.32	RM0.11 (Shopee Commission(1.44%)) RM0.11	RM0.11 (Shopee Commission: RM0.11)
Order id: 240428VDETH4 Order Status: Completed Conversion id: 187986254280510 Order Time: 2024-04-28 15:24 Completed Time: 2024-05-01 12:41 Click Time: 2024-04-28 15:23	BUM EQUIPMENT FOOTWEAR STORE Shop id: 28893914 Shop Type: Shopee Mall(Non-GS)	 BUM Equipment Women's Sport Shoes BE9315 / BE9316 (Black/White & Grey/White) Item id: 21240132760 Model id: 14271988589 Product Type: Normal Product Category: Women Shoes > Sneakers	RM60.99 x1 Seller Target Campaign	RM34.99	RM0.05 Seller Commission(14%) RM0.25 Shopee Commission(3%) RM0.05	RM0.05 Seller Commission: RM0.25 Shopee Commission: RM0.05
Order id: 2404184500STG Order Status: Completed Conversion id: 167142032245778 Order Time: 2024-04-18 20:37 Completed Time: 2024-04-22 19:16 Click Time: 2024-04-18 20:36	PurtoMalaysia Shop id: 88079293 Shop Type: Preferred(Non-GS)	 Purto Seoul Daily Soft Touch Sunscreen SPF50+ PA+++ 60ml 'Free 2 Samples' Item id: 2022032140 Model id: 121988208801 Product Type: Normal Product Category: Beauty > Skincare > Face Sunscreen	RM67.00 x1 Non-Seller Campaign	RM59.98	RM0.00 (Shopee Commission(0%)) RM0.00	RM0.00 (Shopee Commission: RM0.00)

Figure 17: Shopee product conversion records.

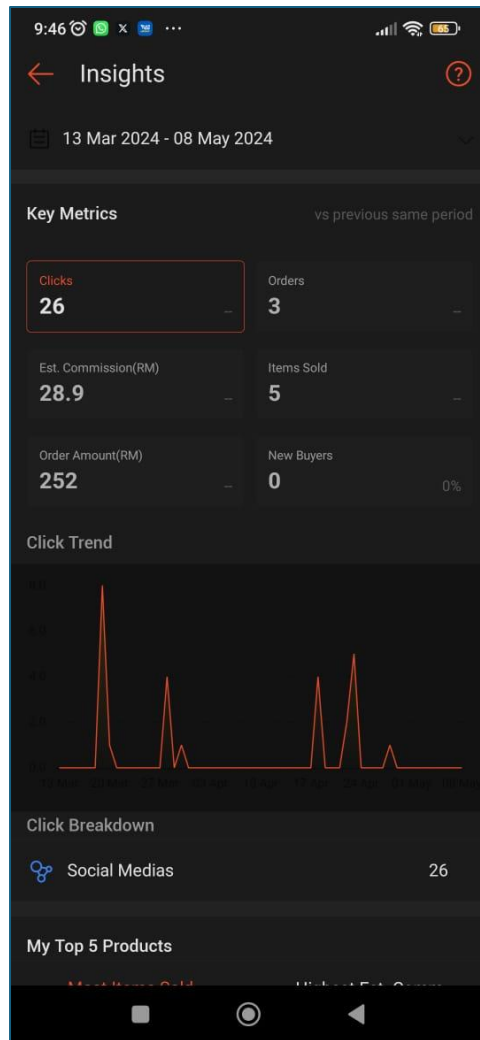


Figure 18: Shopee sales records from 13 mar to 8 May 2024.

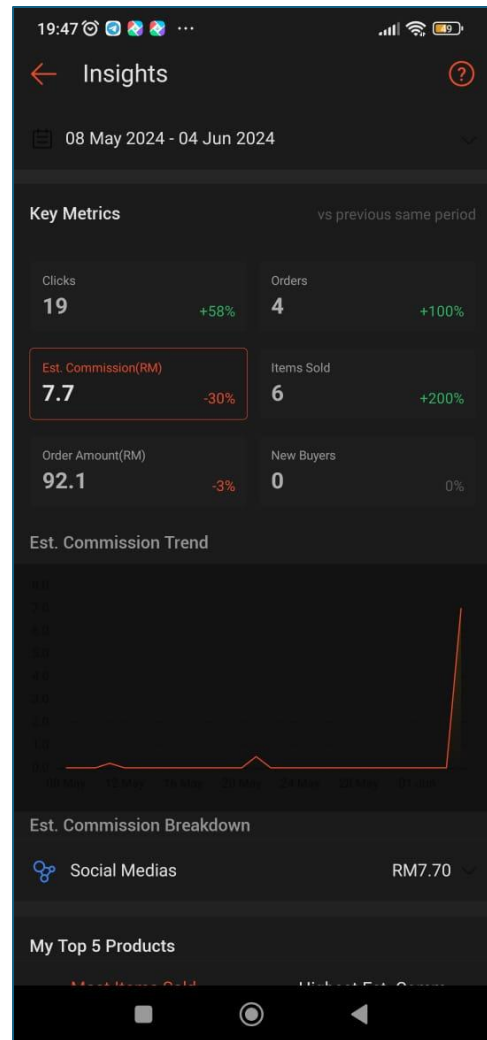


Figure 19: Shopee Sales records from 08 may to 04 June 2024.

5.2.4 Shopee Affiliate Links

<https://mycollection.shop/dayahdean>

5.2.5 Shopee Income Breakdowns

This breakdown outlines total earnings of RM 29.60 from March 13 to May 31 on Shopee. It provides a summary of income generated within this period through various affiliate activities on the platform.




Billing 							
My Income Total Payment Amount RM29.60 				Income Breakdown View More  Social Medias RM29.60			
Commission Completed Time	Order Placed Month	Payable Commission(RM)	Payable Paid Partnership Income(RM)	Total Payment Amount(RM)	Invoice Status	Payment Status	Payment Time
2nd half of May 2024 16 May - 31 May	May 2024	0.70	--	0.70	Pending Accept	Pending	--
	Apr 2024	0.00	--				--
1st half of May 2024 1 May - 15 May	May 2024	0.00	--	8.05	Accepted	Pending	--
	Apr 2024	8.05	--				--
2nd half of Apr 2024 16 Apr - 30 Apr	Apr 2024	3.00	--	3.00	Accepted	Paid	--
	Mar 2024	0.00	--				--
2nd half of Mar 2024 16 Mar - 31 Mar	Mar 2024	17.85	--	17.85	Accepted	Paid	--
	Feb 2024	0.00	--				--

Figure 20: Shopee commission breakdowns.

6.0 Marketing Strategy

Section 5 delves into the marketing strategy, focusing on leveraging Instagram Profile (5.1) and Linktree (5.2). These platforms serve as integral tools for enhancing outreach and engagement, facilitating a cohesive approach to digital marketing efforts.

Instagram Link: <https://www.instagram.com/thegroice>

Linktree Link: <https://linktr.ee/TheGroice>

6.1 Instagram

The strategy focuses on effectively showcasing and marketing "The Groice," managed by Hidayah Binti Burhannudin B032220009. It utilizes Instagram's platform to reach and engage with a targeted audience, maximizing visibility and engagement for the product.

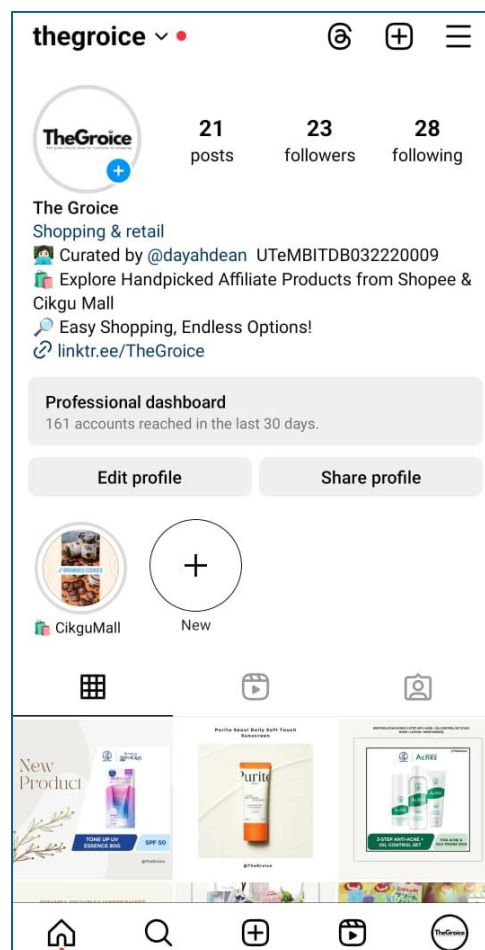


Figure 21: Instagram affiliate products promote account.



Figure 22: Instagram post.



Figure 23: Instagram story post.

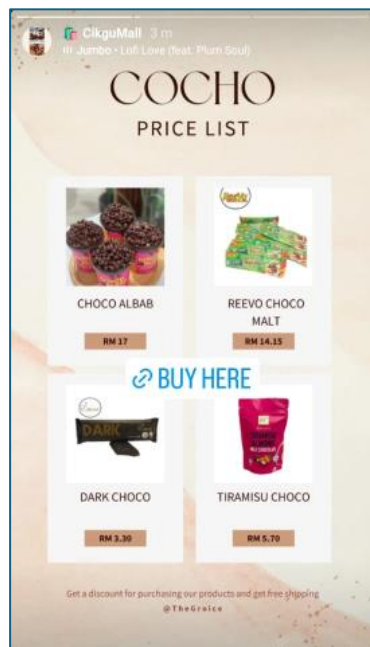


Figure 24: Instagram story Choco promote.

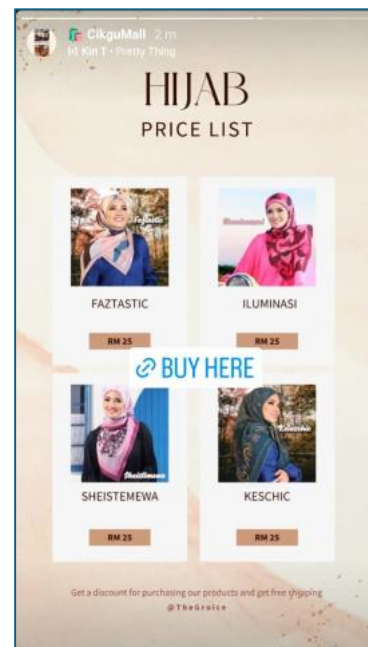


Figure 25: Instagram story hijab promote.

6.2 Linktree

In utilizing Linktree, both Shopee and CikguMall affiliate links are efficiently shared. The Linktree setup includes a dedicated "Shop" section housing product links for CikguMall, providing a streamlined approach to promoting and managing affiliate links across platforms.

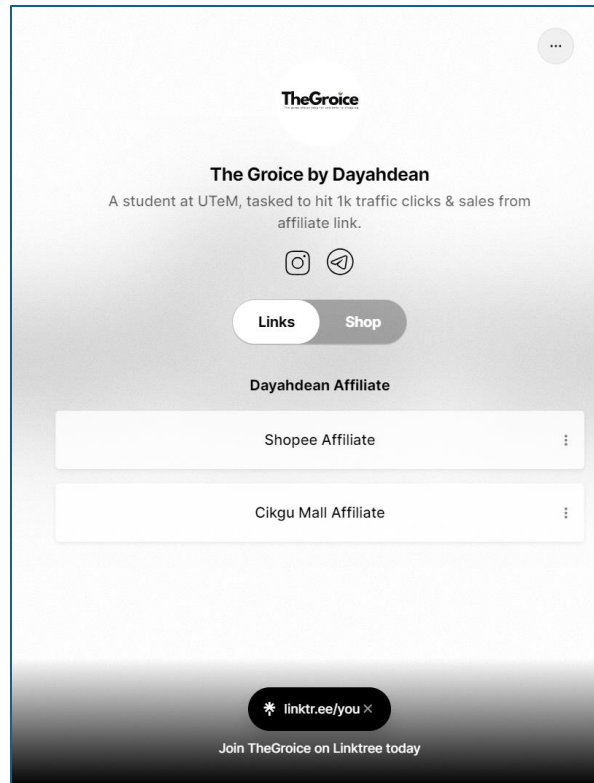


Figure 26: Linktree profile.

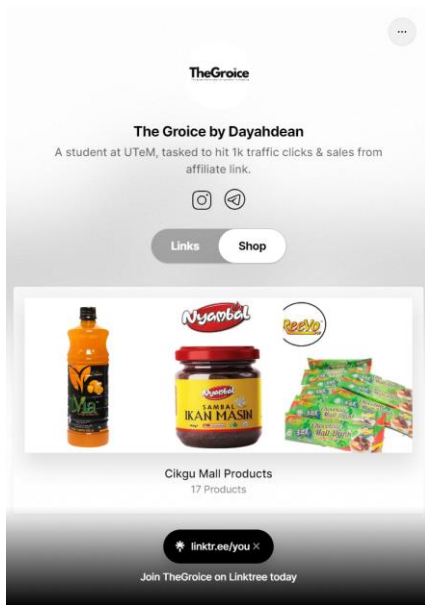


Figure 27: Linktree shop.

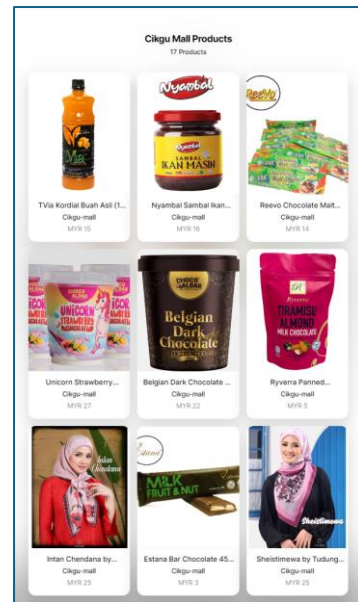


Figure 28: Linktree products.

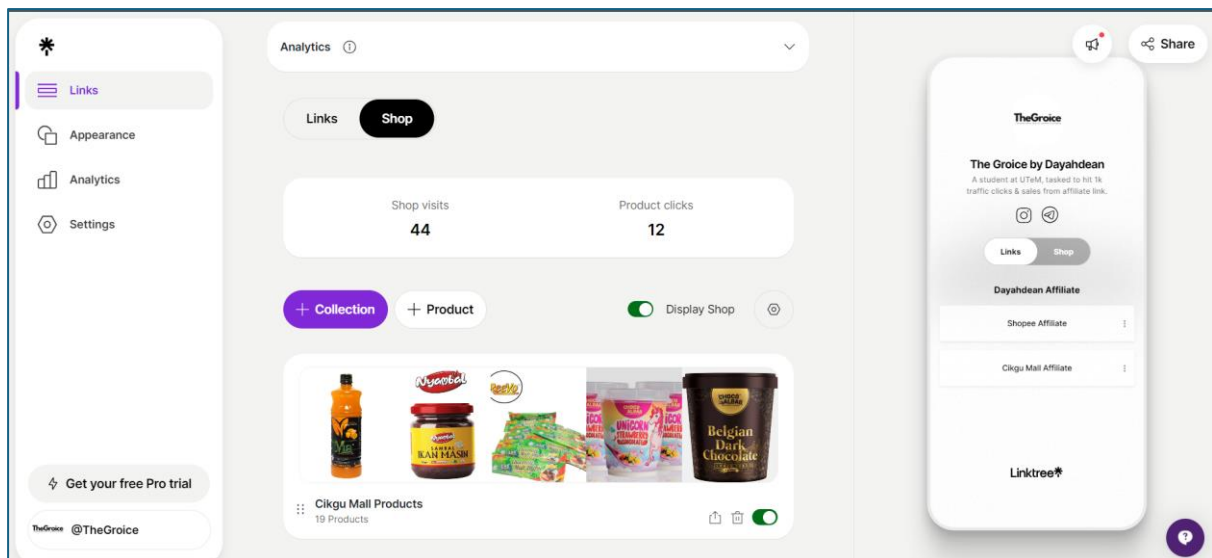


Figure 29: Linktree analytics dashboard.

7.0 Conclusion

This individual sales report provides a comprehensive overview of a 14-week promotional campaign for The Groice, leveraging Instagram, Shopee, and CikguMall to maximize sales and track customer engagement. By utilizing Shopee for direct sales and CikguMall for monitoring click traffic, I have effectively streamlined the sales processes and gained valuable insights into customer behaviour.

Throughout this assessment, I have gained numerous benefits and learned new skills from this course. Firstly, I developed a deeper understanding of e-commerce platforms and their specific functionalities. Learning to use Shopee for seamless transactions and CikguMall for detailed traffic analysis has enhanced my ability to choose the right tools for different aspects of an online business. Secondly, the course has improved my data analysis skills, allowing me to interpret traffic logs and sales reports accurately. This has been crucial in refining marketing strategies to target the right audience effectively.

Additionally, I have gained practical experience in affiliate marketing, understanding how to set up and manage affiliate accounts on both Shopee and CikguMall. This has opened new avenues for driving traffic and sales through strategic partnerships. Finally, the course has emphasized the importance of a structured marketing strategy, integrating targeted campaigns and social media promotions to boost visibility and engagement.

In conclusion, this report not only highlights the success of TheGroice's promotional campaign but also reflects the valuable skills and knowledge gained through this course. These insights and experiences will undoubtedly contribute to future endeavours in e-commerce and digital marketing.