



<b>Name:</b> NURAMYRA SYAFIQA BT MUHAMMAD KAMARUL KABILAN		
<b>ID Number:</b> AM2107009199		
<b>Lecturer Name:</b> MISS ZAIDATULNISHA BINTI AB JALIL		<b>Lab group / Tutorial group / Tutor (if applicable):</b>
<b>Course Name and Course Code:</b> ENTREPRENEURSHIP WITH DIGITAL APPLICATION (UCS2083)		<b>Submission Date:</b> 26 <sup>TH</sup> OCTOBER 2022
<b>Assignment No. / Title Proposal:</b> BUSINESS FOLIO		<b>Extension &amp; Late Submission:</b> *Allowed / Disallowed
<b>Assignment Type:</b> Individual	<b>% of Assignment Mark:</b> /50%	<b>Returning Date:</b>
<b>Penalties:</b> <ol style="list-style-type: none"> <li>1. 10% of the original mark will be deducted for every one-week period after the submission date.</li> <li>2. No work will be accepted after two week of the deadline.</li> <li>3. If you were unable to submit the coursework on time due to extenuating circumstances, you may be eligible for an extension.</li> <li>4. Extension will not exceed one week.</li> </ol>		
<b>Declaration:</b> I the undersigned confirm that I have read and agree to abide by these regulations on plagiarism and cheating. I confirm that this of work is my own. I consent to appropriate storage of my work for checking ton ensure that there is no plagiarism/academic cheating.		
Signature: 		
This section may be used for feedback or other information		

# INDIVIDUAL WEEKLY REPORT (UCS2083)


**BelleFemme.co**

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**Lecturer: Miss Zaidatulnisha Binti Ab Jalil**  
Nuramyra Syafiqa Binti Muhammad Kamarul Kabilan  
AM2107009199  
SEC 05  
BE101

# INTRODUCTION TO BUSINESS

## 1.1 BUSINESS BACKGROUND

- ❑ **Business Name:** BelleFemme.co
  - ❑ **SSM Number:** Pending Application
  - ❑ **Facebook page URL link:** [BelleFemme.co | Facebook](#)
  - ❑ **Instagram URL link:** [Bellefemme. co | Instagram](#)
  - ❑ **Website URL link:** [BelleFemme.co | \(Canva.site\)](#)
- 

## **Product Description**

- ❑ Bellefemme.co is the name of modest boot-cut pants. It is suitable for women with a height of 150cm-160cm. It comes in two different colours which are black and brown. The pants are in the form of mid-rise and regular fit, has no pockets, and are made of cotton-blend material with elastic bands. A pair of pants is priced at RM 20.

## **1.2 Form of Business**

- ❑ BelleFemme.co is a private business with a sole proprietorship. I develop and organize the business on my own. In terms of the business profit, I obtain it solely.

### 1.3 OWNER'S BACKGROUND

**NAME** : NURAMYRA SYAFIQA BT MUHAMMAD

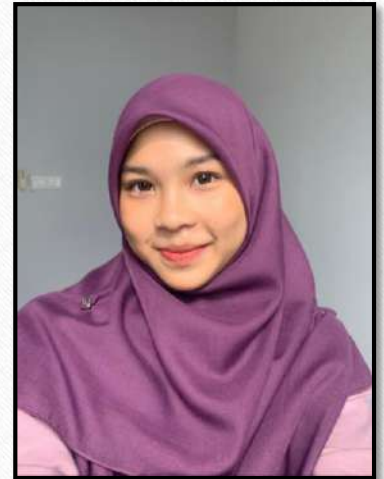
KAMARUL KABILAN

**AGE** : 19

**DATE OF BIRTH** : 29<sup>th</sup> March 2003

**H/P NUMBER** : 011-36577537

**EMAIL ADDRESS** : [Myyrraaasyafiqa@gmail.com](mailto:Myyrraaasyafiqa@gmail.com)

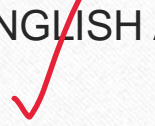




**PERMANENT ADDRESS** : NO.16, TINGKAT PAUH JAYA 1, TAMAN PAUH JAYA,  
SEBERANG PERAI, 13700 PULAU PINANG.

**CORRESPONDENCE** : JALAN 4/91, TAMAN SHAMELIN PERKASA,

**MARITAL STATUS** : SINGLE

**ACADEMIC QUALIFICATION** : DIPLOMA IN TEACHING ENGLISH AS A SECOND  
LANGUAGE (TESL) 

**COURSE ATTENDED** : ENTREPRENEURSHIP WITH DIGITAL APPLICATION 1

## **1.4 BUSINESS VISION, MISSION AND OBJECTIVES**

### **VISION**

- Giving women the opportunity to have a feel of modest and comfy bootcut pants at a very affordable price.

### **MISSION**

- Create an apparel company that can offer the customer modest design, quality and value.

### **OBJECTIVES**

- To achieve the business' mission and vision.
- Achieve RM 500 sales within 14 weeks.
- Achieve RM 200 profit within 14 weeks.



## 1.5 BUSINESS LOGO



For the business logo, I have decided to pick out a warm-tone background that gives out elegant vibes. Meanwhile, the avatar with hijab represents modesty that matches the business quote 'Your modest bootcut palazzo pants'. I used the Canva website to create my business logo.



# OPERATING STRATEGY

## 2.1 SERVICE DESCRIPTION

BelleFemme.co is an online business that offers modest bootcut pants at a price of RM 20. My products are all first-hand and in good condition. My business is indeed loved by most of my customers because of its quality and affordable price. This can be proved by the demands for my products. My customers can rest assured as I always ensure to deliver the best quality pants.

## 2.2 PROCESS FLOW CHART

My products are mainly posted and promoted on my business Instagram account (@[bellefemme.co](https://www.instagram.com/bellefemme.co)) which was the first social media platform that was created when I was tasked to create a business account.

My first postings were pictures of an introduction post regarding my business. Subsequently, I consistently post pictures of my products every week to keep the customers updated. Apart from Instagram, I have also created other social media platforms for my business such as Facebook (@[BelleFemme.co](https://www.bellefemme.co)) and an official business website (@[BelleFemme.co](https://www.bellefemme.co)).


On the website, the customers are provided with hyperlinks that can lead them directly to my WhatsApp contact, Instagram business account as well as a Facebook business account. I used 'Canva' to create my business website. The website also provides sufficient information about the products namely, the pictures of the pants (black and brown), the materials of the pants, the size of the pants (free size) as well as the price.

# MARKETING STRATEGY

## 3.1 TARGET MARKET

MARKET SEGMENT:

BELLEFEMME.CO				
NO.	NAME	SOCIAL MEDIA PLATFORMS		
		INSTAGRAM	FACEBOOK	WEBSITE
1.	Reen	/		
2.	Fiya	/		
3.	Aidan	/		



# BELLEFEMME.CO

NO.	NAME	SOCIAL MEDIA PLATFORMS		
		INSTAGRAM	FACEBOOK	WEBSITE
4.	Syaza	/		
5.	Yasmin	/		
6.	Aini	/		
7.	Suraya	/		
8.	Aziah	/		
9.	Qistina		/	
10.	Izzah		/	
11.	Huda	/		
12.	Natasya	/		

### 3.2 SWOT ANALYSIS OF COMPETITORS

NO.	BUSINESS	STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
1.	FLUFF & KNIT COLLECTION	Knitwear is the trending clothing that youngsters nowadays seek for.	No varieties in terms of design and customers have to pre-order the knitwear. The business shop doesn't regularly post, customers have little to none exposure to the products	Increase sales by promoting more, include more information of the products such as the price and measurements.	Fierce competition, costs increases.
2.	TUDUNG.MY	A well-known brand. Able to promote its brand widely using customers' feedback. Affordable and cheap hijab scarf. Good marketing strategy, consistently promoting their products.	It is not ready stock. The customers have to wait for at least a week to receive their orders.	Able to gain more customers by keeping ready stocks of the products.	Fierce competitions within the apparel/clothing market.



### 3.3 SWOT ANALYSIS OWN BUSINESS

BELLEFEMME.CO			
STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"><li>✓ An online store that offers the best quality of modest bootcut pants at a very affordable and cheap price which is RM 20.</li><li>✓ All of the products are brand new and in good condition.</li><li>✓ Ready stock wherein the customers can receive their goods immediately.</li><li>✓ Have social media platforms to promote products effectively.</li></ul>	<ul style="list-style-type: none"><li>✓ Not a big business</li><li>✓ A lot of fierce competitors in the market.</li><li>✓ Has to invest a lot in advertisements in order to reach the targeted customers.</li></ul>	<ul style="list-style-type: none"><li>✓ Offers delivery fee</li><li>✓ Increase business sales by adding more varieties of designs and apparel.</li><li>✓ Prices are more affordable compared to other competitors.</li></ul>	<ul style="list-style-type: none"><li>✓ Fierce competition that leads to increase in costs.</li></ul>

## 3.4 MARKETING MIX

### 3.4.1 PRODUCT/SERVICES

As a seller, I will ensure that my customers receive their orders in a good condition. The orders are packed and delivered securely.

#### 3.4.1.1 PRODUCT NAME AND PRODUCT IMAGE





### 3.4.2 PRICE

In terms of pricing, a pair of pants is priced at RM 20 for customers who live near Shamelin Star/ Sky Residence, Cash on Delivery (COD) is acceptable with a free delivery charge (FOC). Meanwhile, apart from the aforementioned customers, the goods will be delivered using the JNT Express service which costs RM 8 for every 1kg parcel.

### 3.4.2.1 LIST OF PRICE/ SERVICES

#### PRICE

PRODUCT	PRICE (RM)
Bootcut pants in Brown	RM 20
Bootcut pants in Black	RM 20

#### SERVICES

Cash on Delivery (COD)	Free of Charge (FOC)
Postage	RM 8/kg

#### NOTE:

\*Cash on Delivery (COD) is only available for customers who live near Shamelin Star/ Sky Residence, Cheras.



### **3.4.3 PLACE**

My business is based in Cheras, Kuala Lumpur. Currently, I am doing my business online and I will continue sustaining it that way as opening up a physical store business would need a lot of capital. My reasoning is because I am still a student and I would like to focus on my studies first.

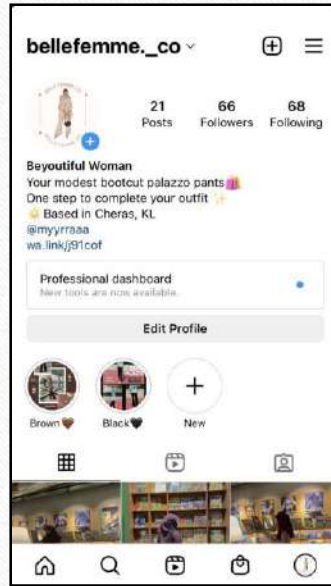
### **3.4.4 PROMOTION (SOCIAL MEDIA)**

Customers who purchase one pair of pants through my business website are able to get the 2<sup>nd</sup> item at 20% off. This is to create a sense of urgency for the customers to purchase my product.

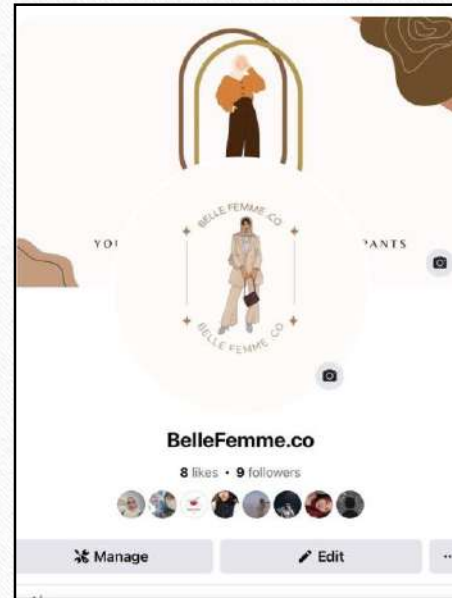


# COVER PAGE

## 1. Instagram



## 2. Facebook



# Product: Bootcut Pants

Code: Black



Code: Brown



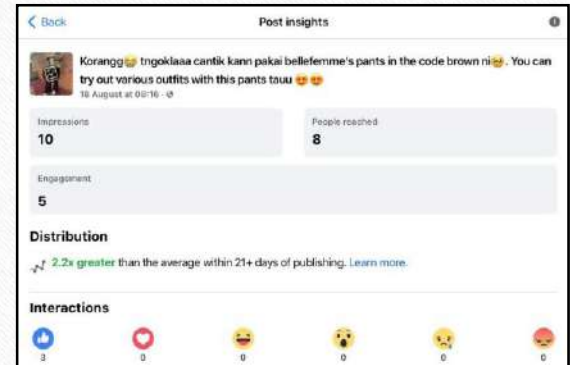
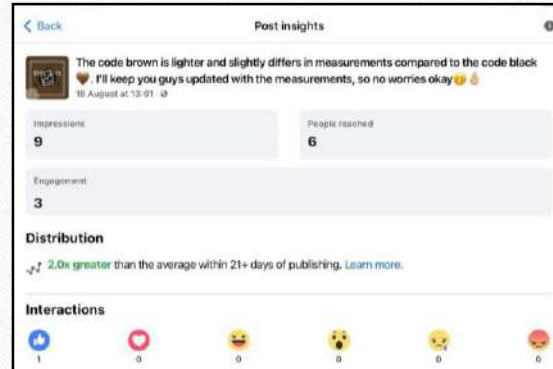
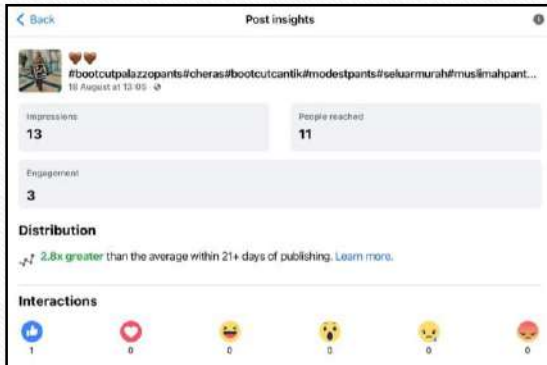
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### 3.4.4.1 FACEBOOK URL ADDRESS + SCREENSHOT

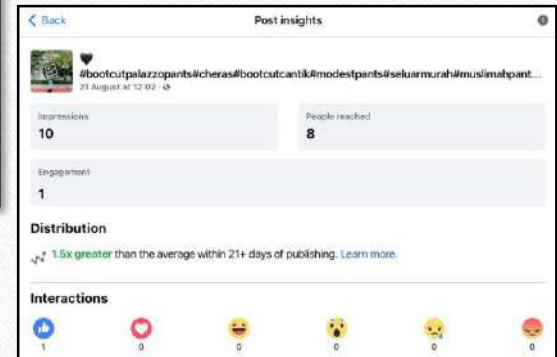
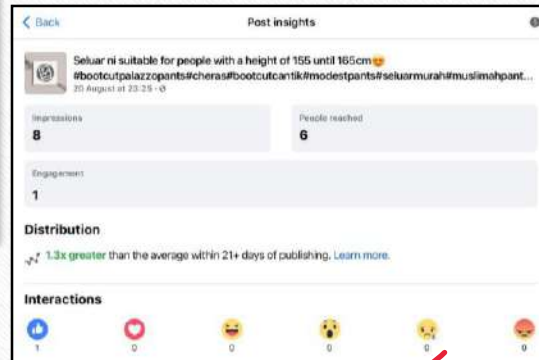
Week 1-5

# Facebook Insights

BelleFemme.co | Facebook

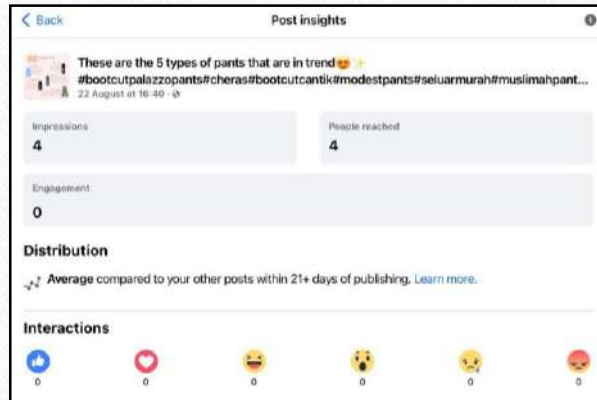
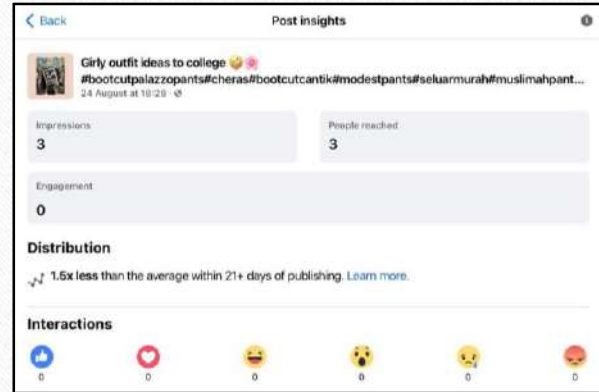
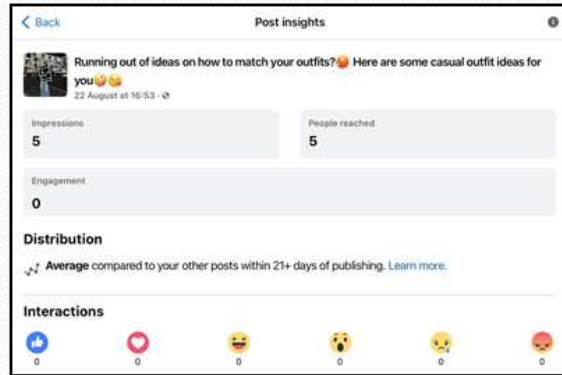


# Week 1-5



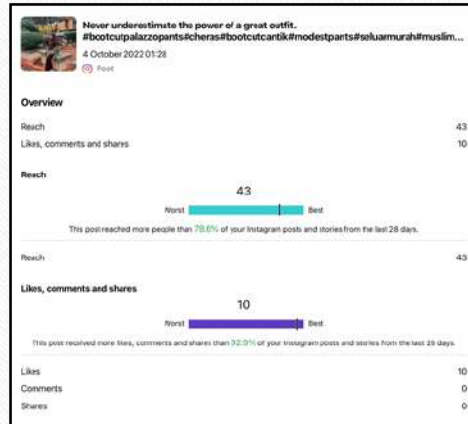
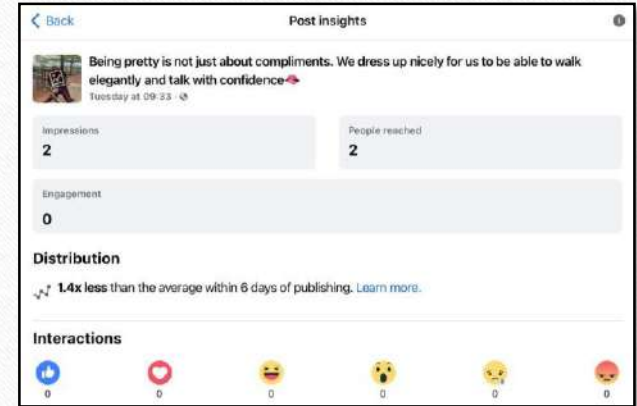
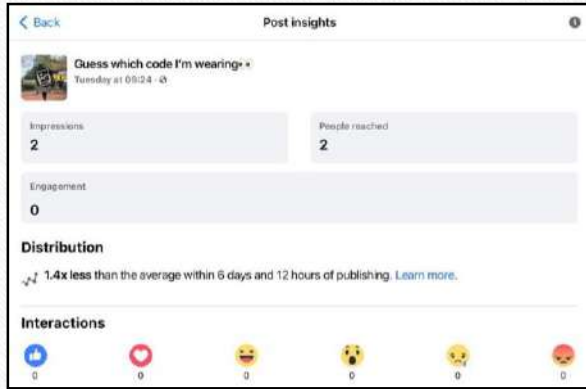


## Week 6

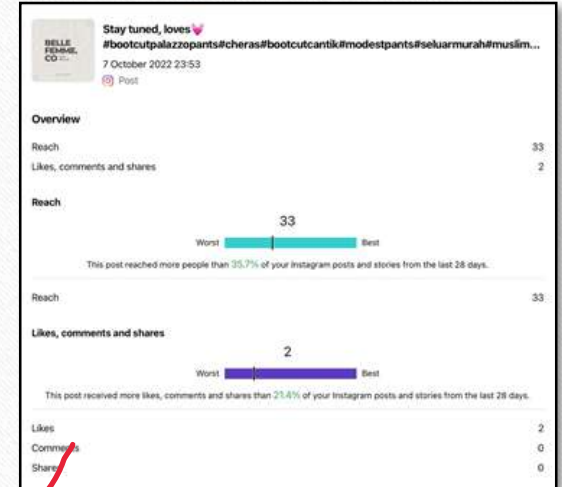




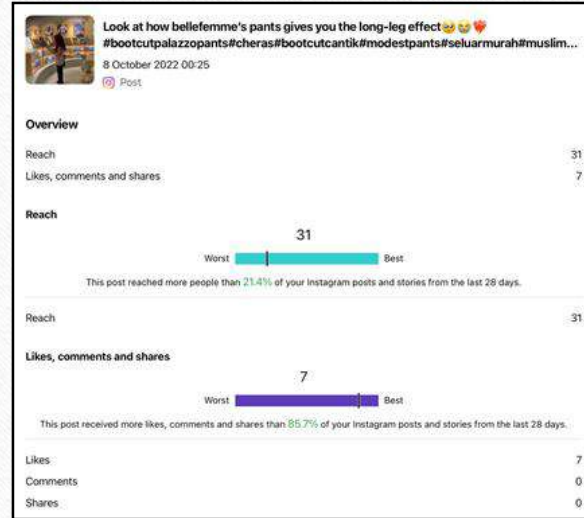
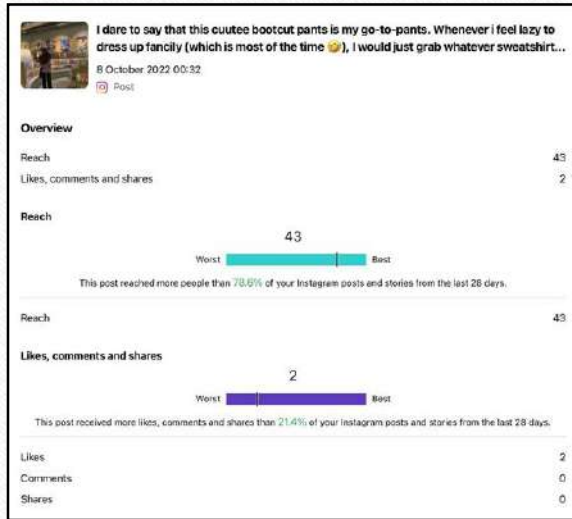
## Week 7



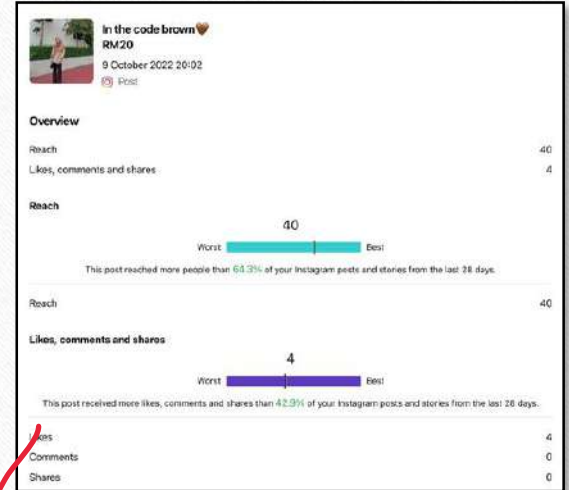
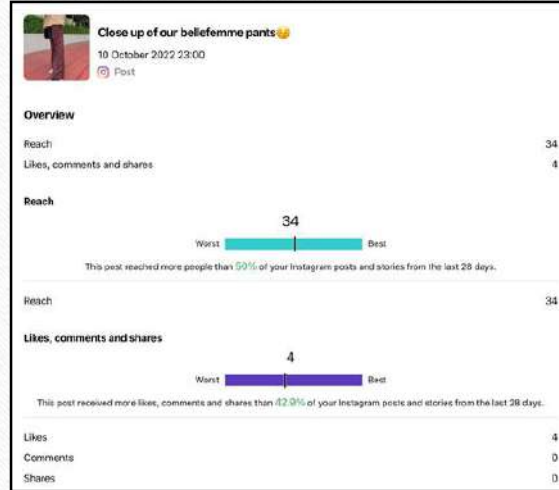
## Week 8



## Week 9



# Week 10







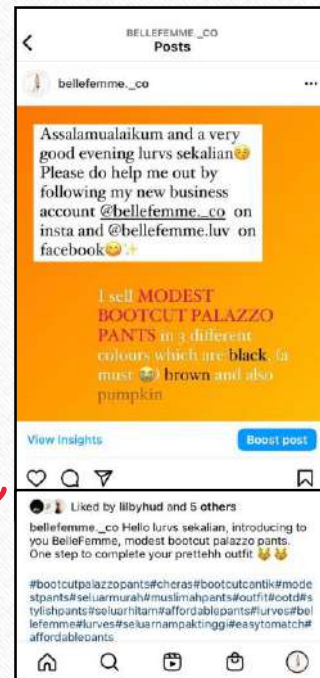
### 3.4.4.2 INSTAGRAM URL ADDRESS + SCREENSHOT

Week 1-5



# Instagram Insights

Bellefemme.\_co) | Instagram





## Week 1-5



## Week 1-5





## Week 6

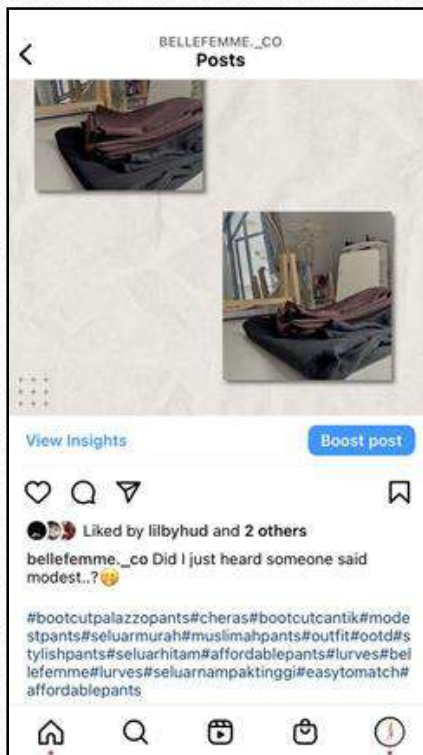


## Week 7





## Week 8

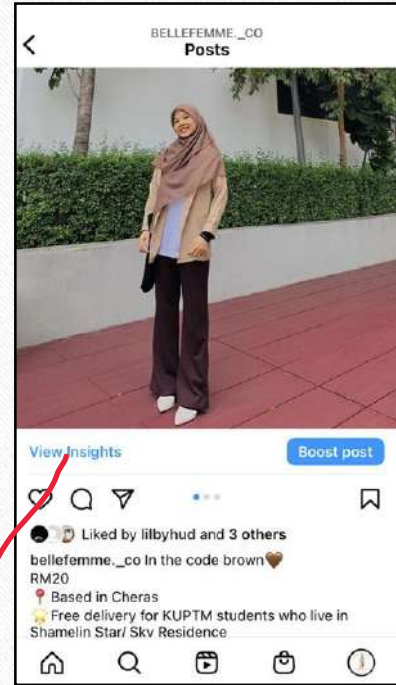
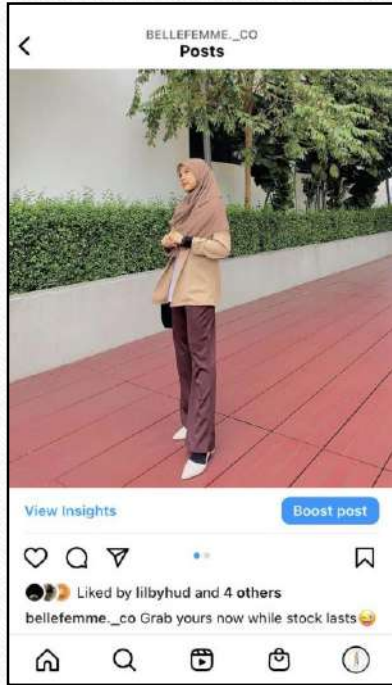




## Week 9



## Week 10







### 3.4.4.3 WEBSITE URL ADDRESS + SCREENSHOT

Week 1-5



# Website Insights

[BelleFemme.co](http://BelleFemme.co) (canva.site)



## FINANCIAL PLAN

### 4.1 BUDGETING

I have allocated capital of approximately RM 350 to start my own online business. It includes the stocks of my products as well as parcel packaging.

### SHIPPING COSTS

DELIVERY SERVICE	PRICE (RM)
Pos Laju Express	RM 8
Pos Laju Express	RM 8
Pos Laju Express	RM 8
Pos Laju Express	RM 8
<b>TOTAL</b>	<b>RM 32</b>

## 4.2 INDIVIDUAL SALES PERFORMANCE (WEEK 1- WEEK 7)

# Weekly Sales Achievement

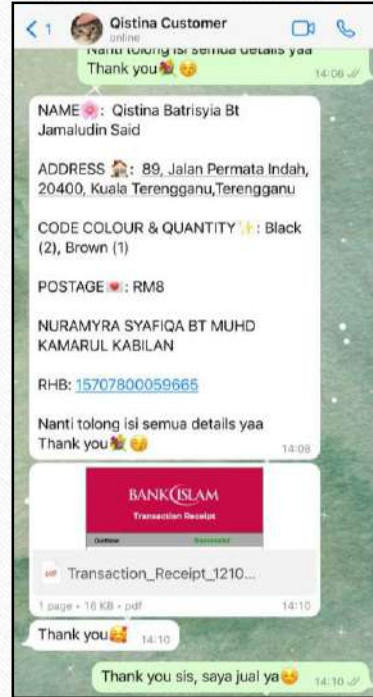
Week	Sales achievement (RM)
Week 1-5	RM 70
Week 6	RM 120
Week 7	RM 108
Week 8	RM 148
Week 9	RM 68
Week 10	RM 60
<b>TOTAL</b>	<b>RM 574</b>





## 4.3 EVIDENCE SALES CLOSED

# Sales Evidence



# Sales Evidence




# Sales Evidence





# Sales Evidence

Thank You,  
Here's your receipt.



GIRO/DuitNow Transfer

Successful

Reference ID

175191699M

16 Aug 2022 20:57:00

Beneficiary Name

Nuramyra Syafiqe

Beneficiary Account Number

15707800059665

Receiving Bank

RHB BANK

Recipient Reference

panis

Amount

RM 30.00

Note:

This receipt is computer generated and no signature is required.

Malayan Banking Berhad (Co. Reg.: 196001000142)

Maybank Islamic Berhad (Co. Reg.: 200701029411)

Thank You,  
Here's your receipt.



GIRO/DuitNow Transfer

Successful

Reference ID

249151580M

21 Aug 2022 22:37:45

Beneficiary Name

NURAMYRA SYAFIQA

Beneficiary Account Number

15707800059665

Receiving Bank

RHB BANK

Recipient Reference

Mysn

Payment Details

Boostout

Amount

RM 20.00

Note:

This receipt is computer generated and no signature is required.

Malayan Banking Berhad (Co. Reg.: 196001000142)

Maybank Islamic Berhad (Co. Reg.: 200701029411)

Transfer Money

CIMB Clicks

Thank You,  
Here's your transaction details.

Successful

Ref664623650

24 Aug 2022, 02:55:11 pm

To

Account Number  
15707800059665

Recipient Name  
NURAMYRA SYAFIQA BINTI MUHAMMAD KAMARUL

Transfer Type  
To Other Banks

Bank Name  
RHB Bank

Transfer Method  
DuitNow to Account

Payment Type  
Fund Transfer

When

Date  
Today

Repeat  
No

Amount

MYR 20.00

Bank charges MYR 0.00

Transaction Instruction

Recipient Reference  
Boostcut

Other Payment Details  
Black

Total


MYR 20.00

Note:

This is computer generated and no signature is required.

# Sales Evidence

Thank You,  
Here's your receipt.

 **Maybank**

GIRO/DuitNow Transfer

Successful

Reference ID

503376056M

06 Sep 2022 23:21:53

Beneficiary Name

Nuramyra Syafiq

Beneficiary Account Number

15707800059665

Receiving Bank

RHB BANK

Recipient Reference

black pants

Amount

RM 20.00

Note

This receipt is computer generated and no signature is required.

Malayan Banking Berhad (Co. Reg. : 196001000142)

Maybank Islamic Berhad (Co. Reg. : 200701029411)

←

Details



Amount

MYR 100.00

Sender Name

SARIFATUL-AINI BINTI ZAIN

Transaction Type

Deposit

Recipient Reference

Mmy

Other Payment Details


Beli sluaq

Transaction Date

9 Sep 2022

Transfer Money

Thank You,  
Here's your transaction details.



Successful

Ref638532736

30 Sep 2022, 12:16:07 pm

To

Account Number  
15707800059665

Recipient Name  
NURAMYRA SYAFIQA BINTI MUHAMMAD KAMARUL

Transfer Type  
To Other Banks

Bank Name  
RHB Bank

Transfer Method  
DuitNow to Account

Payment Type  
Fund Transfer

When

Date  
Today

Repeat  
No

Amount

MYR 20.00

Bank charges MYR 0.00

Transaction Instruction

Recipient Reference  
piaaa

Total


MYR 20.00

Note

This is computer generated and no signature is required.



# Sales Evidence

 **Maybank**

**DuitNow Transfer** Successful

Reference ID  
**793199627M**

12 Oct 2022, 1:54 PM

Beneficiary name  
**NURAMYRA SYAFIQA BINTI MUHAMMAD KAMARUL**

Beneficiary account number  
**1570 7800 0596 65**

Receiving bank  
**RHB BANK**

Recipient reference  
**Seluar**

Amount  
**RM 88.00**

Note: This receipt is computer generated and no signature is required.

**BANK ISLAM**  
Transaction Receipt

**DuitNow** Successful

Reference No.  
**20221012ORM367466980973**

12 Oct 2022 02:10 pm

Recipient Name  
**NURAMYRA SYAFIQA BINTI MUHAMMAD KAMARUL**

Recipient Account Number  
**15707800059665**

Recipient Bank Name  
**RHB Bank Berhad**


Transfer Type  
**Fund Transfer To Savings/Current**

Recipient Reference  
**cust myra**

Other Payment Details  
**-**

Amount  
**RM 68.00**

**Note: This receipt is computer generated and no signature is required.**

 **Maybank**

**DuitNow Transfer** Successful

Reference ID  
**985847709M**

22 Oct 2022, 12:43 PM

Beneficiary name  
**NURAMYRA SYAFIQA BINTI MUHAMMAD KAMARUL**

Beneficiary account number  
**1570 7800 0596 65**


Receiving bank  
**RHB BANK**

Recipient reference  
**Seluar**

Amount  
**RM 80.00**

Note: This receipt is computer generated and no signature is required.

# Sales Evidence

 **Maybank**

**DuitNow Transfer** Successful

**Reference ID**  
012007972M 23 Oct 2022, 10:34 PM

**Beneficiary name**  
NURAMYRA SYAFIQA BINTI MUHAMMAD KAMARUL

**Beneficiary account number**  
1570 7800 0596 65

**Receiving bank**  
RHB BANK

**Recipient reference**  
Seluar

**Amount**  
RM 68.00

Note: This receipt is computer generated and no

**Transfer Money**

**Thank You.**  
Here's your transaction details. **CIMB Clicks**

✓ Successful  
Ref65179422  
27 Oct 2022, 11:41:37 pm

**To**  
Account Number  
15707800059665  
Recipient Name  
NURAMYRA SYAFIQA BINTI MUHAMMAD KAMARUL  
Nickname  
Amyra Hadid  
Transfer Type  
To Other Banks  
Bank Name  
RHB Bank  
Transfer Method  
DuitNow to Account  
Payment Type  
Fund Transfer

**When**  
Date  
Today  
Repeat  
No

**Amount**  
MYR 60.00  
Bank charges MYR 0.00

**Transaction Instruction**  
Recipient Reference  
Seluar huda

**Total**  
MYR 60.00

Note: This is computer generated and no signature is required.

# 2 BEST WEEKLY POSTING



Thank you miss!

A red checkmark is drawn to the right of the text "Thank you miss!".