

Principles of Entrepreneurship (ENT 530): Social Media Portfolio

"Reggy Printing Service"



Faculty : Hotel and Tourism Management

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ACKNOLEDGEMENT

I am grateful to God for giving me strength and ability to be accomplished in the course work assessment for the code ENT 530.

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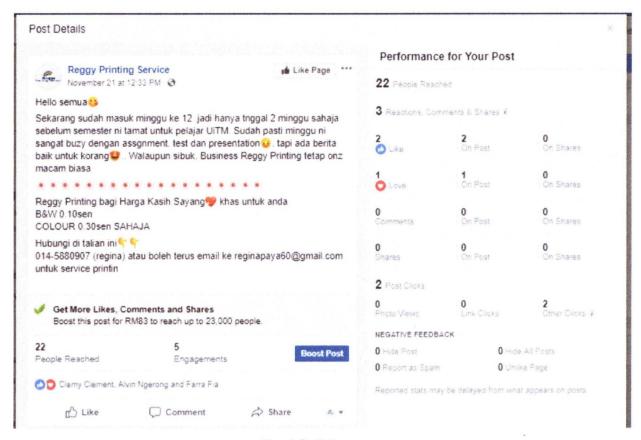
EXECUTIVE SUMMARY

Reggy Printing service target market is university students in UiTM Puncak Alam. These service aim to provide a minimize cost of printing to student. My service try to give the most cheapest price to all customer. I choose to do printing service is because I think that student really need this service to printed out their assignment and others studies material. Besides, I think by doing this service I can know new people and gain my own side income.

This business is method of selling is cash on delivery that covered the areas of Uitm Puncak Alam's colleges which are Rafflesia, Angsana, Casuarina and Dahlia. The business is based on sole proprietorship business. The business capital for this business is Rm 50. For the facebook (FB) post we required to post 7 teasers,10 hard sell and 10 soft sell minimum for each business.Lastly, I hope that my business will expand more in the future because of the demand of printing services is high and meet the customer demand.

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Hard Sell 6