



UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Seni Lukis
& Seni Reka



ENT 530

(PRINCIPLES OF ENTREPRENEURSHIP)

SOCIAL MEDIA PORTFOLIO

“PROFESSIONAL RESUME”



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Through all problems that I facing to complete the project, I was dealing with problems that occurs during my business with professionalism and mature. This report covers social media business using Facebook as a platform that included teaser, cover photo, hard sell and soft sell, and also marketing strategies for posting.

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INTRODUCTION OF BUSINESS

- Name and Address of Business

Professional Resume is a service that makes designs for resumes and curriculum vitae. The name of Professional Resume is made because of this service is focusing on people who want to seek a job for a high position in the industry such as manager bank, engineer, architect and many more. This business also provides for making curriculum vitae design. Many people facing a problem in creating a design for their own resume and didn't have time to upgrade the old resume design so Professional Resume provides this service to solve their problem. This business is located at Telok Panglima Garang, Selangor.

- Organizational chart



Owner of Professional Resume




- Mission

Professional Resume mission is to produce high quality of design and excellent services towards our customer satisfaction.

- Vision

Professional Resume vision is to become a professional designer, expand business by increasing the type of design service and be the most marketable product globally.

- Description of products / services and price

Product	Description
	<ul style="list-style-type: none"> • Professional resume design that look easy to read, neat, compact and modern design. • Customer need to give their detail and get the resume done within 3 working days • The price is RM30 per design.