



ENT 530 (PRINCIPLES OF ENTREPRENEURSHIP)

SOCIAL MEDIA PORTFOLIO

"PROFESSIONAL RESUME"



FACULTY & PROGRAMME : AD241

SEMESTER : 5

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GROUP : 5B

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ACKNOWLEDGEMENT

I would like to express my deepest gratitude to my lecturer, Madam Salzainna bt Dato' Zainul Abidin for her guidance and help during the process of completion of this social media business work. I am also thankful as my lecturer she takes good care of my welfare and greatly patient, providing useful information and wisdom in guiding me.

In addition, deepest gratitude to my parents and all my family members that never tired in supporting me at all and to complete this portfolio by help me to do this and start a new business. In addition, I would like to thanks my classmate who always giving me advice and shared knowledge until I finished this portfolio. Without unstoppable support from them, I might not be able to complete this project smoothly.

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.

Last but not least, I would like to thank again the person who has involved to complete this project. I am very thankful to them for the effort and initiative that they have shown.

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INTRODUCTION OF BUSINESS

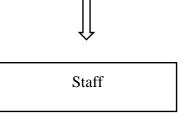
• Name and Address of Business

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 designt 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 |
|---------|--|
| | 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. |
| | |