



إِنَّمَا نَحْنُ بَشَرٌ مِّثْلُكُمْ
UNIVERSITI
TEKNOLOGI
MARA

ENT530

PRINCIPLE OF ENTREPRENEURSHIP

SOCIAL MEDIA PORTFOLIO

Jewellery

FACULTY & PROGRAMME
FACULTY OF ART & DESIGN

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ACKNOWLEDGMENT

“

In the name of Allah, the most benefit and merciful who provide us a good health and knowledge for us to accomplish this report. This report is a task given to us in the subject ENT530 : Principle of Entrepreneurship.

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Finally, an honorable mention goes to all my friends who willing to support and give some advice for me to complete my report.

”

2.0 INTRODUCTION TO BUSINESS

2.1 NAME OF THE BUSINESS



“

By.minirack. The companies name, 'Minirack' which is referred to as our small business. The name was inspired by the rack which is a place we hang and keep things arranged neatly. The left and right poles apply to the two business partners who stand upright, while a horizontal pole which is links with each other means the company is strong and solid business. The colour of black, grey, and white means that it is simple but bold. It is because we want to show how unique and simple our products are.

My work usually will be involving with updating the new design of jewellery that is up to date and research on supplier that produce the jewellery and also shoot the new product. (we shoot our own product)

”

2.2 DESCRIPTION OF THE PRODUCT



“

Minirack are the name of the brand of my product with is jewellery. Minirack will serve the beautiful and the best jewellery with affordable price. Minirack also offer the set gift box and surprise gift box for our customer. Minirack provide free wishing card (if request) for our beloved customer.