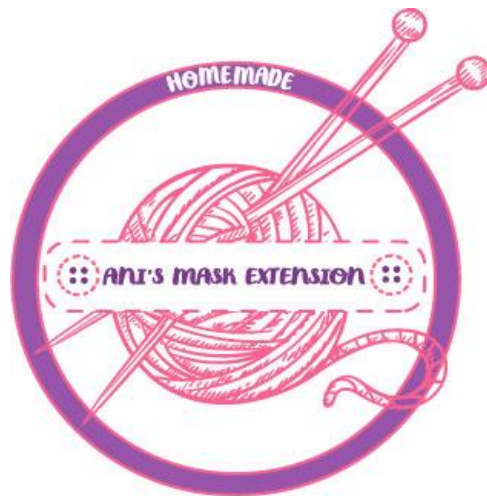




اَوْنِيُوَسِيْتِي تِيكُونُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

# SOCIAL MEDIA PORTFOLIO



ANI'S MASK EXTENSION

## PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

**FACULTY & PROGRAMME** : FACULTY OF ART AND DESIGN (AD244)  
**SEMESTER** : 5  
**NAME** : NURFADTHIAH BINTI FADIL  
**GROUP** : AD2445B  
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I hope that the information provided in this article review will be beneficial for everyone. Thank you.

## **EXECUTIVE SUMMARY**

Ani Mask Extension provide homemade embriodery face mask adapter service for their customers. Our business affordable service to our beloved customers by giving them a different design with differentrage of price. Also, we served our customer with free of charge consultation for them to meet us before proceeding in designing part.

Our target audience is veiled girls who mostly need to wear adapters when wearing hijab. Ani Mask Extension also targets people who have problems to relieve the pain of a painful elastic band mask that gets into their skin.

The marketing strategy used by Ani Mask Extension is a lot of new designs that are always coming out. Whatever new design that customer want to combined with other design we are available to do it too. This strategy will attract customers attention as we value the customers wants and needs.

At the moment, Ani Mask Extension only owned and work by Nurfadthiah Binti Fadil. Our business also use Facebook page as platform for us to attract online customers, gain more awareness and generate more sales at once. We will promote Ani Mask Extension by doing teaser post, soft sell and hard sell as our sale postings on Facebook to promote our services.

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## 1.0 Go-Ecommerce registration (Print Screen)

**Go-eCommerce** BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

Have you updated your sales today? Update your sales regularly to collect more points!

**PERSONAL PROFILE** **BUSINESS PROFILE**

  
**NURFADTHIAH BINTI FADIL**

Company Name	: Ani Mask Extension	Company Registration No.	:		<a href="#">Edit</a>
Type Of Business	: Enterprise	Business Role	:	Product Owner	
Facebook Page	: <a href="https://www.facebook.com/norainimaskextension">https://www.facebook.com/norainimaskextension</a>	Business Category/Business Sub-Category	:	Apparel, Health & Beauty / Apparel & Accessories	
Wechat for Business	:	Business Instagram Page	:		
Marketplace	: Others	Business Website	:		
Business Related to Your Study Field	: Yes	Type Of Website	:		
		Experience in International Export	:	No	