



اَوْنِبُوْرَسِيْتِي تِي كُونُوْمِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF INFORMATION MANAGEMENT
BACHELOR IN INFORMATION LIBRARY MANAGEMENT
(IM244)**

**SOCIAL MEDIA PORTFOLIO
“JECH PRINTING SERVICE”**

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

**FACULTY & PROGRAMME: INFORMATION MANAGEMENT IN
LIBRARY MANAGEMENT**

SEMESTER : THREE (3)
NAME : JENNY RAYMOND (2019207862)
GROUP : IM2443A
LECTURER : MADAM NOR SARA NADIA MUHAMAD YUNUS

EXECUTIVE SUMMARY

Jech Printing Service offers printing service for anyone who needs this service. This service is also to provide customer satisfaction to print any article they need. Target customer are for students and adults who want need this service.

Jech Printing Service marketing strategy is to adjust the quality and price of service. The price of the service offered is reasonable with the prices available at the bookstore and so on. The service offered is also quality and uses high quality paper.

At the moment, Jech Printing Service only owned and work by Jenny Raymond. I have created a Facebook page to further expand my business on this social media. From here I learned how to update and post on the page about the services I offer whether teaser post, soft sell and hard sell. I have to promote this service through the social media at my place especially in my own district which is around Penampang in Sabah.

ACKNOWLEDGEMENT

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1.0 INTRODUCTION TO BUSINESS

1.1 NAME AND ADDRESS OF BUSINESS

Printing service is one of the high demand nowadays. I have chosen Jech's name just like my name and I turn it into unique name for my business. The name is also to attract the attention of people around me who wants to use this service. My slogan is "Your Printing Service". It intended that we cannot use gadget all the time and we must also need to print our work so that we can mark it and easier to add some note by writing it on the paper.

Name of the business	Jech Printing Service
Business address	Kg Buit Hill Putatan, 89500 Penampang, Sabah.
Corresponding address	jennyraymond29@gmail.com
Main activities	Printing and photocopy
Date of commencement	22 October 2020

The Jech Printing Service is located at Kampung Buit Hill Putatan, 89500 Penampang, Sabah. This service work includes printing, photocopying, scanning, word editing, laminate and making mini posters. Therefore, I chose my own home as a starting point for me to expand this printing services business.