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MARA

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**BACHELOR OF INFORMATION SCIENCE (HONS.) LIBRARY MANAGEMENT  
(IM244)**

**COURSE NAME: PRINCIPLES OF ENTREPRENEURSHIP (ENT 530)**

**INDIVIDUAL ASSIGNMENT: SOCIAL MEDIA PORTFOLIO**

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## EXECUTIVE SUMMARY

Poshh Perfume Shop provides customers, fragrances-based products such as body perfume, hijab spray and car perfume. Our shop offers a high quality, safe, halal, affordable and long-lasting fragrance-based products. Our shop currently is selling products under the brand L'amour Exclusive and motivated to bring more brands to our shop so that our customer had wide range of choice the desired products.

Our target audience is a group of people of both men and woman who are looking for different types of fragrance-based products in one shop. Besides that, we also targeted a group of people who wanted a non-alcoholic, halal products and more likely to support a Bumiputera products.

Our business starts to operate by mid October 2020, and we did not only focus on one area. We are selling our products across Malaysia and fully used social media platform which are Facebook page and WhatsApp's. Facebook's page become our places to market our product meanwhile, WhatsApp is a platform on where our customer can contact us regarding question and purchasing our products. We currently do not have any physical shop and sent out our product by postage only.

The marketing strategy that Poshh Perfume Shop uses is by listing down our products and providing customers all sort of information regarding fragrances. Besides that, we also do a multiple promotion to attract more customer and interact with customer via comment on Facebook posts. This strategy will attract customer attentions as we able to fulfil their needs and desired.

For the time being, Posh Perfume shop only have four workers includes the owner itself, which is myself, Aida Nadhirah binti Rodzuan. One of them is my friend, Anes Syaheera who is managing our customer needs on WhatsApp's applications. Meanwhile, the other two staff are my own sisters which are Farah Dalila, who runs our social media account and Izyan Ilyani, who track our expenses and profits. Since we all stay at home most of the time, the business is operated at our own houses.

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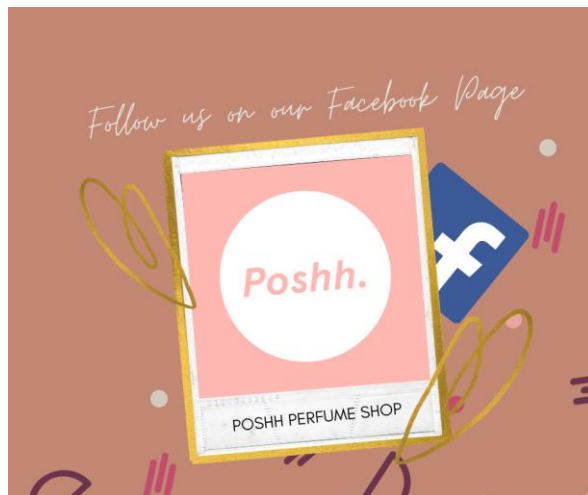
## 1.0 INTRODUCTION OF BUSINESS

### 1.1 Name and address of business



**Figure 1.0 Logo of the Shop**

The name of our shop is Poshh Perfume Shop. The word Poshh coming from an actual word called 'POSH' which means elegant or stylishly luxurious. The word Posh remind us of Victoria Beckham, one of the 90s band, Spice Girl. She had her nickname Posh Spice at that time. Beckham always inspired us with her outfits and style which most likely define the word Posh itself. We chose the word because perfume should be stylish and elegant and makes both women and men feels attractive and feels luxurious when use it.



**Figure 1.1 Poster of promoting Facebook page**

We operate our business at social media and only utilized Facebook Page at the time. The reason why we operate online is because now this pandemic happens, it is better to avoid any contact to reduce the risk of infection. However, the process of managing the social media, customer help and accountancy is mostly happening at our dear home, No 69, Jalan Meranti 13, Taman Sri Pulai, Johor Bahru, Johor.