



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



Faculty of Business and Management
UNIVERSITI TEKNOLOGI MARA

SOCIAL MEDIA REPORT

MIRRORME

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY

FACULTY & PROGRAMME : BUSINESS AND MANAGEMENT
BACHELOR OF BUSINESS ADMINISTRATION
(HONS) FINANCE

SEMESTER : 4 (BA242 4B)

PROJECT TITLE : SOCIAL MEDIA REPORT - MIRRORME

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LECTURER : MADAM NORLIZA BINTI SAIFUL BAHRY

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EXECUTIVE SUMMARY

The Company and Management

Mirrorme's headquarter is located at Kota Damansara, Selangor Darul Ehsan. The business is owned by myself, Lidiya Safura Binti Shahrel Amir, and also by a number of main partners, such as my mother, my sisters and my father as it is a family business. Mirrorme is a growing company that strives to acquire as much expertise as we can in the glass and mirror market industry. Our company needs more knowledge and understanding about business that can help us to indicate our weakness so that we can make change in order to meet future needs.

The management of Mirrorme consists of co-owners my sister, Liyana Syahirah. The partner will be taking hands-on management the roles in the company business. Moreover, my youngest sister managing the marketing operation. Furthermore, we have assembled a board of advisors to provide management expertise. The advisors are, Puan Liza Abu Bakar which is my mother and my father Encik Shahrel Amir.

Our Suppliers

To make sure that our product is produce in a good quality, we are involved with these few suppliers. Such as:

1. Great-View Glass & Aluminum
2. WAI MENG Marketing (frame manufacturer and distributor)
3. Ngai Wah Glass & Aluminum

Our Customer Segments

Our targeted customers are adults and from Shah Klang Valley area. We do believe that our product is suitable for every gender as it is a home accessories which everybody needs. As mirrors reflect in every person beauty. We are targeting a person who are social media users and love to decorate their house.

Start-up Financing Requirements

We use RM 10,000 on our starting capital. As we earn profit and income, we use the money back to produce a consistent growth of our revenue and profit.

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INTRODUCTION OF BUSINESS



NAME AND ADDRESS OF BUSINESS

Mirrorme is a fun and stylish mirrors with an eye-catching, sculpturally design that fits with any type of room. It comes in all shapes and sizes. We also offers handmade beautiful mirrors.

Our business address located at:

Mirrorme Sdn Bhd,
No 25, Jalan TSB 5,
Taman Industri Sungai Buloh,
47000, Kota Damansara,
Selangor Darul Ehsan.