



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



**PRINCIPLES OF ENTREPRENEURSHIP (ENT530): SOCIAL
MEDIA PORTFOLIO**

PREPARED BY:

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PREPARED FOR:

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ACKNOWLEDGMENT

By the name of Allah, the Most Gracious and Most Merciful. There do we worship and then aid we seek. Show to the straight way, the way of those have bestowed the grace, not those who are wrath and astray. Thank you, because we can finish this individual assignment. A lot of efforts have been done and surely there are various parties involved in contributing information to us. we would like to express our sincere gratitude to all of them because without them, we are not able to complete this assignment.

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EXECUTIVE SUMMARY

Anting Anting business is based on selling affordable earrings. Our location of business is at Menara 238, Jalan Tun Razak, Kuala Lumpur. The reason why I choose this business is because women always love to wear jewellery and most of them wear it as their daily wear. So, it is easily for me to penetrate in the market especially when most of the women love to shop and buy pretty stuff.

Anting Anting is the name of business I chose to let customers know what kind of business I did. This will attract customers to know more about my business and what I am selling. I believe that most of women in Malaysia loves affordable jewellery especially when it can be wears every day and the designs is quite simple for them to wear. The price range is quite cheaper than any other earrings business in Malaysia so it easy for me to compete with them.

Anting Anting physical store is always open for customers but because of this Movement Control Order (MCO), we are currently taking online orders from Facebook. The revenue from online business grow rapidly than we opened physical store. This is because Facebook has wide range for marketing our business and let people knows about our business not only from Kuala Lumpur people but also from other countries as well. The profit I gain is way higher in online business than selling it offline. I am now aiming to get higher return in the future by improving our product designs and qualities for customer to enjoy our products.

2.0 INTRODUCTION OF BUSINESS

2.1 Name and address of business



Figure 3

Name: Anting-Anting

Nature of Selling: Producing and Selling Earrings.

Address: Menara 238, Jalan Tun Razak. 50400 Kuala Lumpur

2.2 Organizational chart



(OWNER)

NAME: NUR HANIS ALLISYA BINTI MOHAMMAD HATTA

AGE: 23 YEARS OLD

Anting Anting is held by me as the head of the business. Anting Anting also is being help by another 2 workers as for now. Besides that, I am also the financial manager who manages all matters regarding to the financial part of the business such as our sales and expenses. I am also involving the marketing department who handle the promotion part of the business as well as the admin for our social media accounts.

2.3 MISSION / VISION

Mission

To created simple and minimalist look jewellery for women and make it affordable so everyone can wear it.

Vision

- To be one of the most affordable jewellery sellers with high qualities of product.
- Always listen to customer visions about jewellery design.
- To keep up with the trends and always up to date with the fashion world.