



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



SOCIAL MEDIA PORTFOLIO

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): SOCIAL MEDIA PORTFOLIO

FACULTY & PROGRAMME : BUSINESS & MANAGEMENT / BACHELOR OF BUSINESS
ADMINISTRATION (HONS) HUMAN RESOURCE
MANAGEMENT

SEMESTER : PART 4

PROJECT TITLE : AIR GUN WORK

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EXECUTIVE SUMMARY

Air Gun Work is a service for airbrushing, restoration and customize for any types of motorcycles. The service is including painting, remove the rust on bike's body, coating, create custom design, repair damages part and other especially for bikes. As the owner of Air Gun Work, I can solve for fading issues in motorcycle color.

This business was established in October 2020. The business is located at Segamat, Johor. I'm the owner of the business which serve the customer in painting and anything related to customize in designing the color for any motorcycles. The service is operated at a workshop in Segamat. Hiring a worker as assistant in preparing and completing the service.

The objective of my business is to provide quality service with affordable price according to the types of design and I'm prioritize for characteristic of painting and design based on customer's want. So that, it can lead to satisfaction of customer when use my services. The strategy in affordable price is for attract customer because the cost for airbrush and customize quite high. Creating a Facebook page for my business is an alternative to expand the business by social media and learn how to make a copywriting for Facebook posts for the business service such as for teaser, soft sell, and hard sell.

I'm targeted for all sorts of customer as marketing segment. As a rural area such Segamat, it is an advantage for budget cost in painting service and they willing to use and support my business. In a nutshell, it is good initiative to help young entrepreneurs gain experience managing service business while increasing in painting and designing skills.

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2.0 INTRODUCTION OF BUSINESS

2.1 Name and address of business



Name : Air Gun Work

Address : No. 306, Jalan Bayan, Medoi, 85000, Segamat, Johor

Social Media Page : <https://m.facebook.com/airgunwork>

No. Tel : 017-7032300

2.2 Organizational chart

Air Gun Work is a sole proprietorship business. Thus, this business operated by myself such painting, designing and coating. A worker as my assistant in preparing and completing the bodywork.

2.3 Mission & Vision

Mission

Give a fresh and new face for motorcycle with meticulous touch from Air Gun Work to create satisfaction for customer.

Vision

Expand the art design for a better looks and styles in the future.