



اَوْبُوْ سَيِّدِيْ بِاَتِيْكَوْ لُوْ كِيْ مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

SOCIALMEDIA PORTFOLIO

CALABASAS
GUITARS
music to enrich the soul

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Executive Summary

Calabasas Guitars is a company driven to provide affordable string instruments and music accessories to the public. With a pandemic plaguing our global community, the growth of the music and hobby industry has increased exponentially as people are eager to pick up new talents to make use of their time. With this, we see an increase in both domestic and global demand for mainstream musical instruments such as guitars and ukuleles. In lieu of these recent developments, we intend to capitalize on this new market demand and supply musical products to the Malaysian community.

Our target markets mostly consist of individuals aged from 14-35 of both genders. The reason why we have set such a large target market is because music is something that can be pursued at any age or by any gender. However, we have set our sights on a younger target market with a weaker purchasing power as per our business model, we intend to provide musical instruments at affordable costs, making them the most receptive audience to our product. Furthermore, our marketing strategy mostly revolves around capitalizing on social media marketing, which is mostly dominated by younger members of society

Established on October 200 in Kota Damansara, Selangor, we aim to provide customers with quality musical instruments and accessories at affordable prices, because we believe music shouldn't break the bank. Everyone should have an equal opportunity to pursue it despite how much money they make. Therefore, we have developed a marketing strategy to spread this message to the public. This includes the creation of a Facebook page to make use of the potential of social media marketing which will include posts such as teasers, hard sells and soft sells.

With this we carry our hope that Calabasas Guitars will not only become one of the largest distributors of string instrument products to the region, but also be able to build a community around musical enrichment and communal growth.

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INTRODUCTION OF BUSINESS

NAME OF BUSINESS	CALABASAS GUITARS
TAGLINE	MUSIC TO ENRICH THE SOUL
BUSINESS ADDRESS	LOT. 19-1, JALAN CAMAR 4/22, SEKSYEN 4, KOTA DAMANSARA, 47810 PETALING JAYA, SELANGOR.
CORRESPONDING ADDRESS	HILMISAIFULAZZA@GMAIL.COM
TELEPHONE NUMBER	0183894465
FORM OF BUSINESS	SOLE PROPRIETORSHIP
MAIN ACTIVITIES	HOBBY & LIFESTYLE
DATE OF COMMENCEMENT	1ST OCTOBER 2020
NAME OF BANK	CIMB BANK

COMPANY LOGO



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