FACULTY OF INFORMATION MANAGEMENT

BACHELOR OF INFORMATION SCIENCE (Hons.)
RECORD MANAGEMENT
IM246

PRINCIPLES OF ENTREPRENEURSHIP
(ENT 530)

ASSIGNMENT TITLE:
SOCIAL MEDIA PORTFOLIO

PREPARED FOR:
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IM2463ST2

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ACKNOWLEDGEMENT

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Last but not least, I would like to express my gratitude to all my friends especially my classmate in IM2463ST2 who had been supporting the whole class member from beginning to the end of this assignment. Hence, only Allah S.W.T can repay their kindness.
Thank you.

EXECUTIVE SUMMARY

This portfolio is about to show the report of the result from product and utilize Facebook (FB) for online marketing campaign. I was about to show the entire of my business that I create to complete the assignment. This portfolio aims is to highlight the main goals of my business, what is development of my business and how do I promote my business by do online campaign trough Facebook page.

Firstly, I would like to introduce to you my small business that I named it "Prettyvintage.co". I promising my customer to provide them the prettiest, elegant and comfortable vintage clothes with affordable price to get. Vintage clothes that I sell is knitwear type. My main target is to reach customer from group of teenagers and students. It is because most of them knew what is currently trending in fashion. Besides that, knitwear nowadays highly liked and requested by them. Knitwear is also fit to be wearing by adult because it is very comfortable. People will like to wear it. In addition to providing fashionable vintage clothes, it also comes with affordable prices. So, they enjoy wearing the beautiful outfit and they still afford to buy it.

As I do my research first before I started my business, fashion industry is one of the fastest growing industries in the world. It is because people need and wear outfit every day and they need renewal in their fashion sense so I very confident to show them my product. The uniqueness, colourful is an attraction of my product. When people heard "knitwear" they will automatically know the clothes must be comfortable to wear and that's it my main goal. To sell comfortable clothes.

The company Prettyvintage.co is found by myself. The business development, promotion, finance and all the thing that related with my business is handle by myself. I am fully responsible in this business. I as students are motivated to create clothes business with so many advantages to customers. By making an online campaign through Facebook page, I was required to approach customer by do promoting with teaser, hard sell and soft sell posting. Through the business I explore, the result and responses that I received from the customer are very nice.
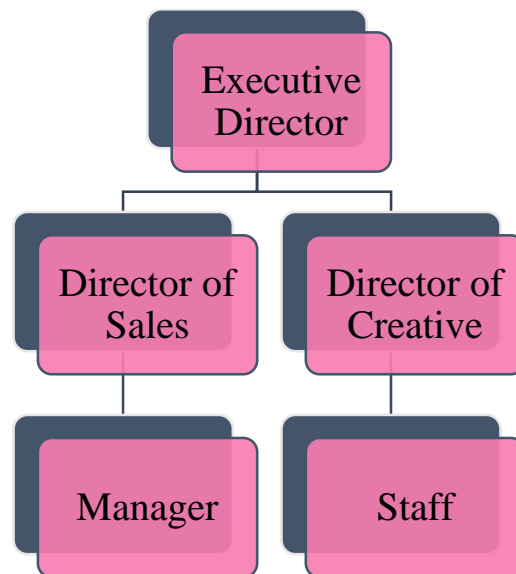
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2.0 INTRODUCTION OF BUSINESS

2.1 NAME AND ADDRESS OF BUSINESS

Name: Prettyvintage.co

Address of business: 47-GF Jalan Setia Perdana BA U13/BA, Setia Alam,

40170 Shah Alam, Selangor.

2.2 ORGANIZATIONAL CHART

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                  Executive
                   Director
                      |
          ┌───────────┴───────────┐
     Director of              Director of
       Sales                    Creative
          |                        |
       Manager                   Staff
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Prettyvintage.co is a sole proprietorship business that run by myself. I was starts this business few months ago and does not have other employee. Therefore, all the position that stated in the chart is managed by myself.

2.3 MISSION AND VISION

MISSION	VISION
Prettyvintage.co purpose to provide the most beautiful and classy knitwear outfit with very affordable price. We will make sure to serve our customer with honesty, integrity and being frendly.	To create the best knitwear clothes shop in this country.