



اوتوورستيتي تكنولوجي مارا
UNIVERSITI
TEKNOLOGI
MARA



UKHTY ENTERPRISE

SOCIAL MEDIA PORTFOLIO

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

FACULTY : FACULTY OF BUSINESS MANAGEMENT

**PROGRAMME : BACHELOR OF BUSINESS ADMINISTRATION (HONS.)
HUMAN RESOURCE MANAGEMENT (BM243)**

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EXECUTIVE SUMMARY

Based on this project, I was learn how to promote our product thru online and exposure in set up small business. This assignemnet also helping me to learn how to use facebook since I'm not familiar in using and posting in facebook. This is fast method in promoting our product.

By using personal facebook, I'm start introduce our product and use social media as medium to gain profit. Facebook also one medium to get to know our customers and bridging relationship. Social media are important in nowadays

INTRODUCTION OF BUSINESS

1.1 Name and Address of Business

UKHTY ENTERPRISE
NO.10 Jalan 31/Ku4
Taman Hijrah 2, Rantau Panjang,
42100 Klang
Selangor Darul Ehsan
Telefon no.: 6012-2262557

FB URL Page: <http://www.facebook.com/ila> Abdul Rahim

1.2 Mission and Vision

Mission : To sustain and commercial success of the brand by being the trendsetter in the clothing segment with fashionable and attractive clothing.

Vision : To be a pioneer in the clothing industry with constant innovation in design and material, our product will define quality & style.