



اَوْنَهْوَرَسِيْقِي تِي كِنُو لَوِي كِيْن مَرَا
UNIVERSITI
TEKNOLOGI
MARA



PRINCIPLES OF ENTREPRENUERSHIP

ENT 530

NUR AFIFIN BINTI AZAHAR

2018604184

NBH 6B

PRESENTED TO:

MADAM ZANARIAH BINTI ZAINAL ABIDIN

- Vision: It be first
- Small firm
- Hand sell-only
no wholes
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AKNOWLEDGMENT

Assalamualaikum, I would like to express our greatest gratitude to our supportive lecturer, Madam Zanariah Binti Zainal Abidin for the dedication and guiding us for the completion of this Social Media portfolio as the one of the requirement that need to be accomplish in the course work assessment for the code ENT 530. She has given me a good service by providing useful information. Without her, I would not be able to complete this portfolio.

I would like to also extend our gratitude anyone that is involved directly and indirectly towards the contribution of this portfolio by help sell by business product.

Through these problems, I manage to overcome more organize and mature in cope with problems that occurs during my business. This portfolio covers social media business using Facebook, creating teasers, creating soft and hard sells, sales revenue to attract customer.

Best Regards,

EXECUTIVE SUMMARY

FLUFFYNBLANKET.COM offers a fluffy blanket with affordable price to customer which based on Klang Valley so it easier for customer to get the flavourable blanket.

My target market is the one who a in the middle income braket so that my aim to let everyone can afford to buy a quality blanket with a affordable price was fulfill. Besides, my majority target market is woman especially wife or student, because there high chances for them to buy a trendy blanket. Normally during raining season, the power of purchasing will increase more than usual, so basically I will make some promotion as a marketing strategy.

As a new entrant in this field, I used Facebook as marketing tools to get more buyers. In this platform, shows my business was step up from the beginning. Customer can purchase the blanket they want to buy through the posted advertising and directly Direct Messenger (DM) in Facebook apps or otherwise whatsapp in the business number at 013-7537369. After order was received by the customer, the items can be sent through Cash On Delivery (COD) for the Klang Valley customer only and other areas will be sent by postage. Postage for WM/SM(RM10/ RM15).

Even my business was just growing up in the industry, I was aimed to be a supplier to the other competetive in the same field, so that together my client and I can be succeed one fine day. In addition, I was thinking about having a dropship in order to get my products well known in the market later on.

Last but not least, I hope to get full support from my dearest parents especially and other family members to enlarge my business and to be the one of the largest blanket supplier in Malaysia.

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INTRODUCTION OF BUSINESS

NAME & ADDRESS

My business was be named FLUFFYNBLaKET.COM and located at 3, 13, Jalan Mutiara 1/1, Taman Mutiara Indah, 47110 Puchong, Selangor.

ORGANIZATIONAL CHART



MISSION AND VISION

Mission : To provide a fluffy blanket with affordable price

Vision : Able to compete with the well-known competitors.

DESCRIPTION OF PRODUCTS / SERVICES

Provide a quality blanket that was able to comfort customer.

PRICE LIST

BUDGET BLANKET : RM 50-100

PREMIUM BLANKET : RM100-150

- Customers can make staggered payment, but they need to pay at least 30% from the purchase price to lock their booking.