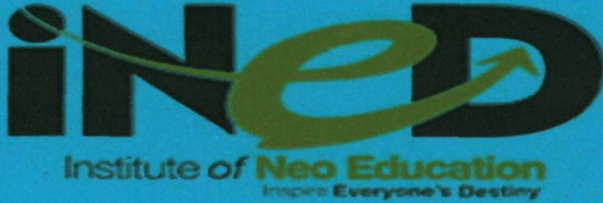




اَوْنَبُوْزَسِيْقِيْ بِاَيِّكُنُوْا لَوْ كُنِيْ بِمَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



**PRINCIPLES OF ENTREPRENEURSHIP**  
**(ENT 530)**  
**SOCIAL MEDIA PORTFOLIO**

**Name : NURUL NASREEN BINTI JUAINI**

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**Semester : 2**

**Class Group : NBH6B**

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Beside my lecturer, I am extremely grateful to my parents and my siblings for their love, prayers, caring and sacrifices for educating and preparing me for my future. They always supporting me spritually throughout my life.

Last but not least. special thanks goes to all my fellow friend especially Afifin Azahar and Ilya Mellisa for always support and advice me by doing this social media portfolio and I apologize all other unnamed who helped me in various ways to have a good training.

## EXECUTIVE SUMMARY

The Pedules is one of the business that selling a unique and stylish socks which can be worn during the summer or winter season. It is also suitable to be styled in various ways especially for teenagers. We sell at reasonable price where according to the pattern we provide. In addition, most of the pattern we provide a trendy pattern.

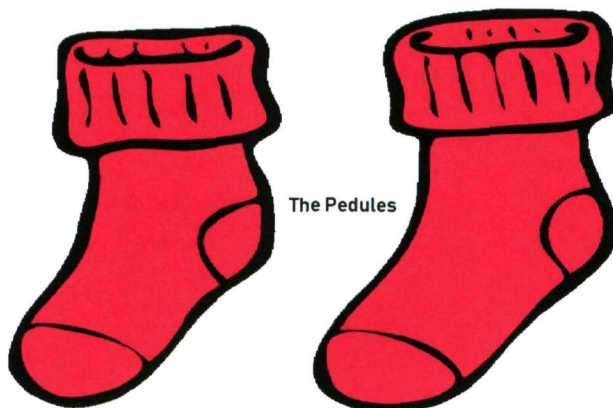
We use cotton and polyester as a our material because by using that fabric, customers will be more comfortable and able to wear during any time. Moreover, we also sell various types of socks which is mid calf, extra low cut, quarter anklets and low cut. Its more easier for customers to choose their favourite fabric and types of socks. Our socks is free sized so no need to worry as it fits all types of foot.

Our targeting customer obviously for teenagers but other ages can also buy this socks because it is not only for a styles but customer also can wearing when they sleep. The price is reasonable and affordable so anyone can buy it. We have a small store Maxim Citylight Sentul where we selling all items there. We choose to open the store at Maxim Citylight Sentul because there have a other facilities which near LRT, Pos Office which easy for us to sending the item to customer and also have a a lot of cafe restaurants

Next, our profitability it is depends on the design we provide. Most of the customers will spend their money if the design is trendy and limited edition. Other than that, we spreading our business at social media which is Facebook. It is easier to customer to check out our new design and they can directly personal message in facebook to ask us more and we also put our official phone number to give a location if customer cannot find our store.

I hope someday I can open up new store at other state and our business can achieve the goal as a our planning.

## INTRODUCTION OF BUSINESS



### NAME OF BUSINESS

- ✓ The Pedules

### ADDRESS OF BUSINESS

- ✓ Maxim Citylight Sentul, Jalan sentul 51000 Kuala Lumpur.

Maxim Citylight  
Sentul  
Jalan Sentul  
51000 Kuala Lumpur