



UNIVERSITI TEKNOLOGI MARA

ENT530
PRINCIPLES OF
ENTREPRENEURSHIP

SOCIAL MEDIA PORTFOLIO
-THE STELLA-

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Finally, I hope this project will provide meaningful knowledge for the future and can be practiced and shared with others. Lastly, this assignment is far from being perfect, but it is expected that it will be useful to all of us, IN SHAA ALLAH.

The
Stella's

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EXECUTIVE SUMMARY

'The Stella' name come from 'Stella' which is a feminine given name of Latin and Italian origin, meaning "star". The Stella is a business that sells fashion shoes for all women out there. It has variety type of shoes such as heels, flats, lower heels, and wedges. The Stella shoes is design from inspired talented shoe designer. The merchandise mix comprise of diverse collections as there are fashionable, trendy and up-to-date designs for every season.

The Stella is located 32G Jln PJU5/20D The Strand Kota Damansara, Petaling Jaya, Selangor which is a home-based shop.

The Stella will continue the tradition of innovation as they dedicate themselves to discovering new shoe materials, developing modern shoe technologies, and creating fresh footwear that marries style with comfort.

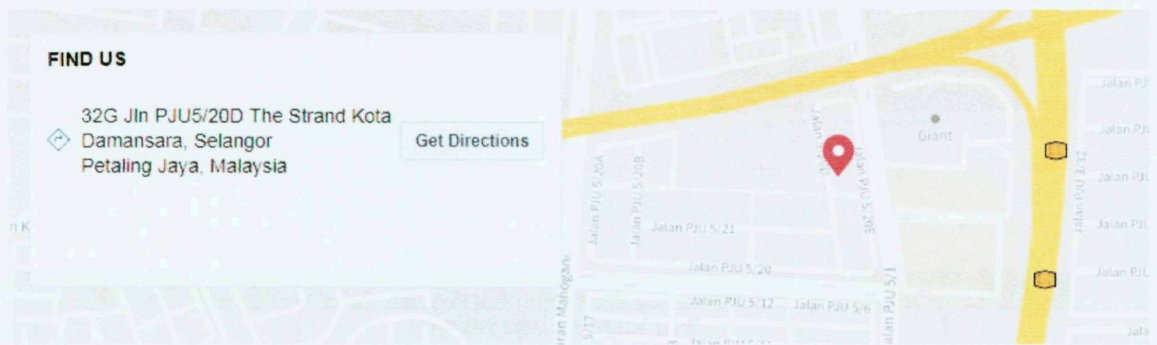


INTRODUCTION OF BUSINESS

i. Name and address of business

'The Stella' name come from 'Stella' which is a feminine given name of Latin and Italian origin, meaning "star". The reason why I choose The Stella is because the meaning itself, star which shines bright at the universe. It can makes anyone who wear The Stella shoes shining bright like a diamond.

Currently, The Stella doing their own business at 32G Jln PJU5/20D The Strand Kota Damansara, Petaling Jaya, Selangor



The
Stella's