



اَوْنَبُوْرَسِيْتِي تِي كُوْلُوْمِي مَارَا  
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**BACHELOR OF BUSINESS ADMINISTRATION (HONS.) HUMAN  
RESOURCE MANAGEMENT  
(BM243)**

**PRINCIPLES OF ENTREPRENEURSHIP  
(ENT530)**

**SOCIAL MEDIA PORTFOLIO**

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## EXECUTIVE SUMMARY

Sports Titan, a newly innovative retail outlet and online business providing enjoyment equipment and services for all sports people. The retailer stocks a wide range of sporting goods, from tennis rackets to scuba diving equipment, usually in large superstores with good service facility to develop the best sporting store for its customers. All the energy in to developing technical, good-looking and simple products, always at affordable possible prices. These products are aimed at all sports enthusiasts, from beginners to experts and are sold exclusively at Sports Titan.

Nowadays, the trend of online shopping has been increasing in numbers as the majority of people tend to have their own social media account and prefer to do online shopping instead of going to walk-in to the store. This is one of the evidence that online shopping is expected to be more develop in future, very convenient and can help the business to widen the range of getting potential customers globally.

Sports Titan is also one of the retailers in sporting goods industry that choose to use the platform of social media to do sales and marketing in promoting the products and services available. They made use of Facebook platform in order to reach the customers and do various techniques in selling the products and services offered.

## INTRODUCTION OF BUSINESS

### i. Name and address of business

Sports Titan is a new retail company that provide high quality in sporting goods to its clients. Sports Titan store is located at Cheras Business Centre, 56100 Kuala Lumpur which is very strategic as it is surrounded with other companies that also had successfully establish their brand name and the location of Sports Titan store can be easily spotted by people or customers.

### ii. Organizational Chart

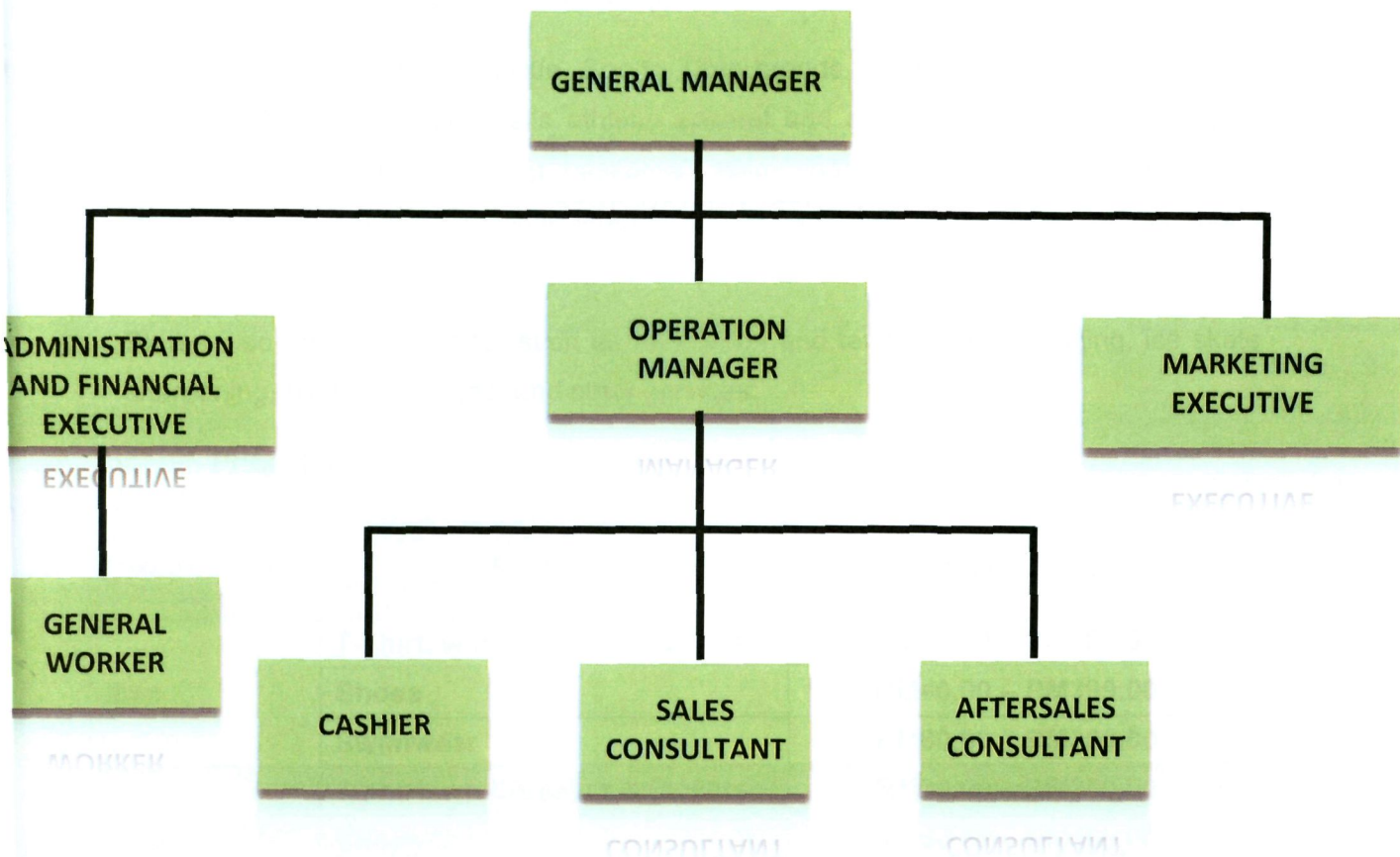


Figure 1.1 Sports Titan Organizational Chart