



اَوْنُوْرَسِيْتِي تِكْنُوْلُوْجِي مَارَا  
**UNIVERSITI  
 TEKNOLOGI  
 MARA**



**ENT 530**

**SOCIAL MEDIA PORTFOLIO**

**FB Page : By\_Effe**

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**CLASS : NBH 6B**

**DATE OF SUBMISSION : 16<sup>TH</sup> DECEMBER 2018**

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## **ACKNOWLEDGEMENT**

Abstract of the report presented to the Faculty of Business Management, University  
Teknologi Mara, in fulfilment of the requirement for the Degree of Human Resources  
Management

## **SOCIAL MEDIA PORTFOLIO**

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**16<sup>TH</sup> DECEMBER 2018**

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**Faculty: Faculty of Business**

It is my proud privilege to release the feelings of my gratitude to several persons who helped me directly or indirectly to conduct this individual project work. I express my heart full indebted and owe a deep sense of gratitude to my lovely lecturer Mdm Zanariah Binti Zainal Abidin for her sincere guidance and inspiration in completing this project.

I also thank to all my friends who have more or less contributed to the preparation of this project report. I will always indebted to them

The study has indeed helped me to explore more knowledgeable avenues related to my topic and I am sure it will help me in the future

## **EXECUTIVE SUMMARY**

By\_ effe is a business sell a product to serve the customer and give customer the best quality and price. There are two types of product consist of shawl and marshmallow. The design of Aralyn shawl is beautiful and easy to wear. Pin less and give comfort to the customer. Our target is more focus on muslimah and hijabis. We expect high degree of profitably based on our plan to key in on business that have already known the advantages of our product.

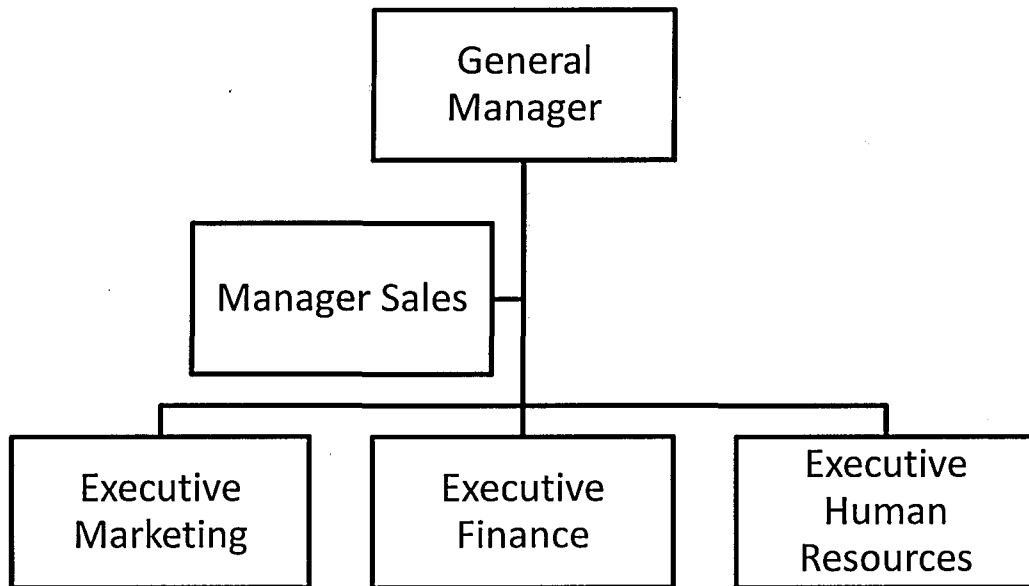
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## INTRODUCTION OF BUSINESS

Name of FB : By\_Effe

Organizational Chart



Vision :

- By\_Effe is qualified as the industrial standard to ensure all the products and services are fit for purpose

Mission :

- Desire to Preserve
- Desire to Revive
- Obsession to Conserve
- Dream to make a difference