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اوتورستيتي تكنولوجي مارا  
UNIVERSITI  
TEKNOLOGI  
MARA



**UNIVERSITI TEKNOLOGI MARA, KAMPUS PUNCAK ALAM, SELANGOR**  
**FACULTY OF BUSINESS MANAGEMENT (HONS) HUMAN RESOURCES**  
**MANAGEMENT**

**PRINCIPLE OF ENTREPRENURSHIP (ENT 503)**

**JOURNAL TITLE:**

**SOCIAL MEDIA PORTFOLIO**

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## Acknowledgement

In preparation of my assignment for complete the individual assignment subject ENT530 Principles of Entrepreneurship . As the completion of this assignment gave me much pleasure and I trying to put all my attention, time to finish up this assignment by using all the guideline that are given from my lecture Puan Hajjah Zanariah Binti Zainal Abidin.

## Executive summary

Miera Perfume are create the simplest business form under which one can operate a business. The business are use the own capital to growth the business. The business running using the online transaction. Perfume is the next evolution is how people express themself throught scent. By allowing customer to be directly involved in making their own custom perfume.

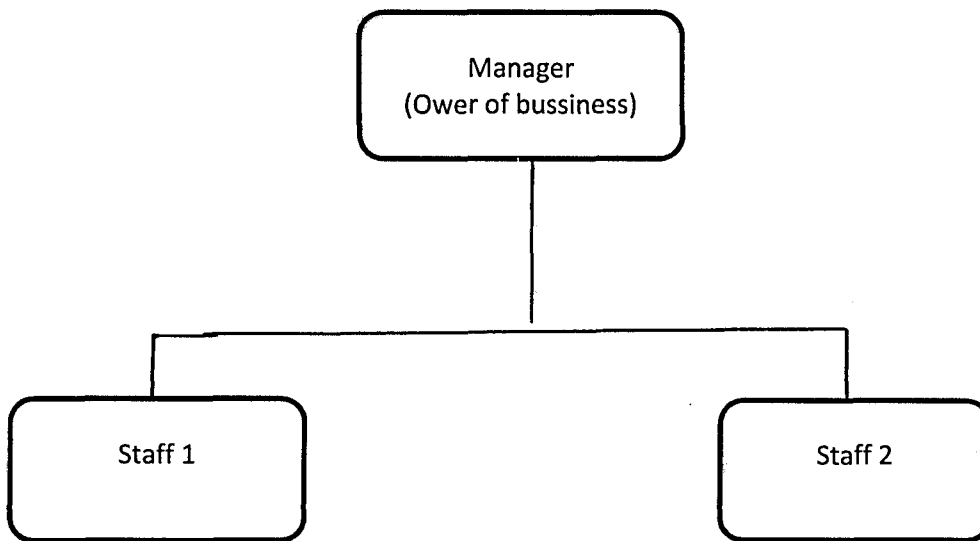
### 1.0 Business registration

The bussiness are starting on 2017 and registration on JUN 2018

### 1.2 Introduction of business

Name of my business is Miera purfume . I chose these name because I thinks that the name itself are so unique so we can attract more customers to come to my product. The product only sell in online transaction and available in delivery service.

### 1.3 Organizational chart



### 1.4 Vision

To be the number one product perfume in Malaysia that comfortable to everyone

### 1.5 Mission

To provide women around their sourcing with the highest quality product and services that fulfill their quest and enthusiasm for beauty

### 1.6 Descriptions of products / services

The perfume was "inspired by the beauty of blue diamond" and is described as "irresistible floral fragrance that's as beautiful as it is bold, as royal as it is rebellious." Its top notes are aromas of red pomegranate and pink freesia, while its heart is jasmine, orange blossom and sandalwood.

Its top notes include wild berries, dark plum and bergamot accords. The main note of the heart is velvety red flower (celosia), but there are also sambac jasmine and rainbow plumeria. The base contains cashmere, patchouli and liquid praline.

## 1.7 Price list

Buy 1 RM 25

Buy 2 RM 50

Buy 3 RM RM 70

## COMBO SET

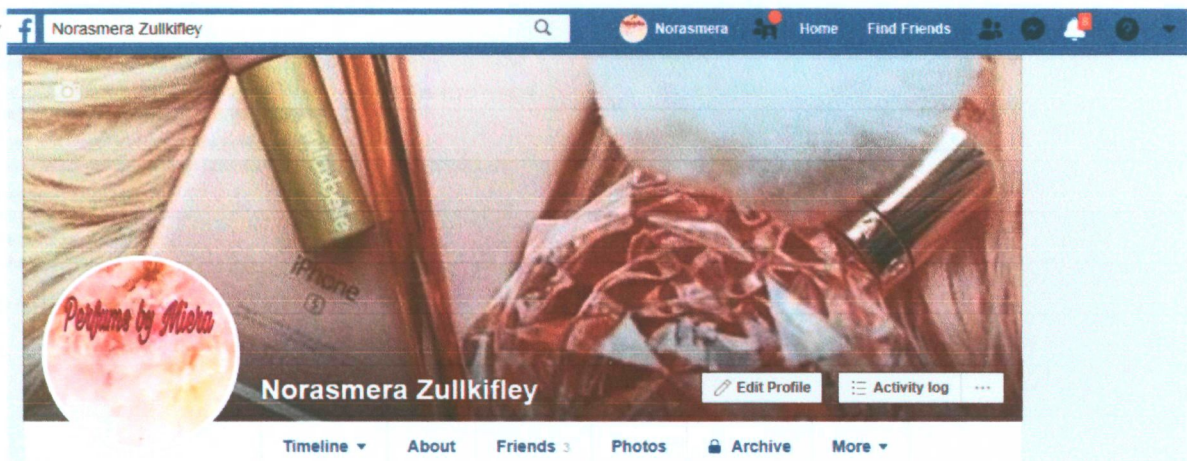
SET A

Buy 2 bottle + cover perfume

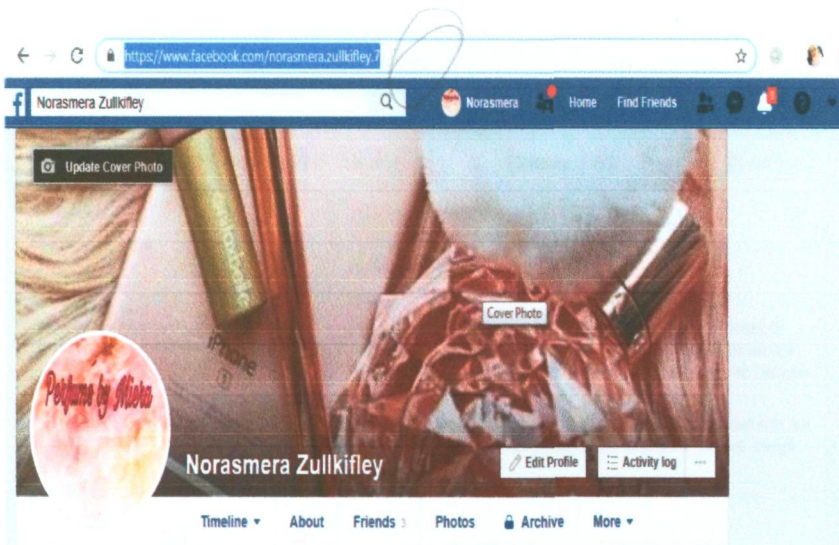
Rm 65.00

## Facebook Page

## 1.8 facebook face



## 1.9 URL Facebook page



## 2.0 Facebook Teaser

