



اُونِيُوَرَسِيْتِي تِي كُونُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**ENT530**  
**SICOAL MEDIA PORTFOLIO**  
**HAINAZ CLEAN**

NAME : KHAIRUL ANUAR BIN AHMAD  
STUDENT ID : 2017965987  
CLASS : NBH6A  
PROGRAMME CODE : BA243  
LECTURER : PUAN HAJAH ZANARIAH BINTI  
ZAINAL ABIDIN

$48 \frac{1}{2} = 50$

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## **1. ACKNOWLEDGEMENT**

I would like to thank you to all parties who help during the process to complete this assignment. I would also like to thank to our lecturer who gave a lot of information's and guidance during the process to complete this portfolio. To our friends, family, thank you for your support and understanding and supporting towards completing this report. The topics is helpful for me to explore alternative way to generate income rather than working in private and Government sector.

## **2. EXECUTIVE SUMMARY**

Hainaz Clean was designed to penetrate small medium consumer market through online purchase and marketing. On top of that, we also target small grocery store and supermarket to increase our sales. Hainaz Clean have appointed agent to deliver our product to the consumer. Online sales will be delivered by using courier services while our cash sales are through our agent. We have variety of product focusing on the cleaning detergent. As of now, we have laundry detergent, handwash detergent, fabric softener, and body shower.

### 3. INTRODUCTION TO THE BUSINESS

- ❖ Name of the company : KASRA Enterprise
- ❖ Address of the company : Lot 3033, Lorong Seri Budiman, 43200 Cheras Selangor
- ❖ Nature of business : Online business focusing in selling cleaning detergent
- ❖ Location of business : Focusing on Klang Valley consumer market

### 4. ORGANIZATION CHART



### 5. Vision

To get 10 million consumers in 5 years.

### 6. Mission

- ❖ Sell affordable product to the consumer
- ❖ Environmental clean and healthy