



اَوْنِوَرَسِيْتِي تَيْكُونُو لَوِي مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

## **PRINCIPLES OF ENTREPRENEURSHIP**

**ENT530**

### **“SOCIAL MEDIA PORTFOLIO”**

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## **EXECUTIVE SUMARRY**

Calluna Enterprise Sdn Bhd is a private limited company. Calluna only produces two products that help to care for and maintain hair. This business was established on 28 December 2018, and since then, it has a lot of stockists, agents, and dropships in every state. Calluna Enterprise Sdn Bhd has its mission and vision. Which one of their mission is the customer can count on us to produce product to meet their satisfied. Meanwhile, for vision is to make affordable and user-friendly products worldwide. Calluna Enterprise Sdn Bhd has got sales of more than 10,000 units throughout the sale of goods and has received a lot of good feedback from consumers.

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## 2.0 INTRODUCTION OF BUSINESS

### 2.1 NAME AND ADDRESS OF BUSINESS

Calluna Enterprise Sdn Bhd is a company name based on our products, Calluna Shampoo and Calluna Hair Tonic. We sell this product at a lower price, so our customers are affordable to buy. Calluna Enterprise's target customers are men and women, especially teenagers because it is crucial to do hair care since young and customers who have aged keep their hair still reasonable even after aging.

Name of Business	Calluna Enterprise Sdn Bhd
Business Address	Lot 500, Jalan Air Jerneh, 20300, Kuala Terengganu Terengganu
Corresponding Address	diaanaa94@gmail.com
Telephone Number	011-2198 5902
Form of Business	Private limited company
Main Activities	Retail sale of shampoo
Date of Commencement	28 December 2018
Date of Registration	29 December 2018
Name of Bank	Maybank