



اَوْنِمْ سَائِيْتِي بِاَتِيْكَوْ لُوْ كِيْ مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

PRINCIPLES OF ENTREPRENEURSHIP (ENT 530)

INDIVIDUAL ASSIGNMENT

SOCIAL MEDIA PORTFOLIO: GUZEL.KLXEMIRULAFIQ (FACEBOOK
PAGE)

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1.0 Acknowledgement

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I would like to express my deep gratitude to Madam Siti Zaitun Saddam, my Principle of Entrepreneur lecturer for giving me the opportunity to complete this assignment and providing invaluable guidance throughout this assignment even though we are unable to have a face to face class due to the pandemic of COVID-19. Never met before since the first week of the semester but she has patiently distributed a lot of knowledge and assistance from week one until week fourteen. She also provides a numerous information regarding the assignment to ensure that her students will get the view how to start the task given.

Besides that, I wanted to thank my fellow classmates for helping me when I'm not clear enough about certain task related to the assignment. Last but not least, a special thanks to my family that have been supported me since the day I started to do this assignment.

2.0 Executive Summary

Most of the people think that doing business does not need any formal report for proposal or a proper document related to their business. In addition, most people do not care about the marketing of their business and they think without a proper marketing for example a poster, a picture related to the product, they can still succeed in doing the business. Therefore, the purpose of this assignment is to enhance my skill towards on how to expand business with a proper platform and marketing tools.

The social media portfolio is practically show us how to develop a strong marketing concept regarding to our product for the business. moreover, the content of the social media portfolio is basically covered all parts related on how to promote our product, how to attract customers to buy our product, by using a proper marketing concept.

The content such as teaser, soft sells and hard sells is to guide us how to make sure that we can attract out customer to buy our product. By having this three-kind of marketing tools, it will ensure that our customers will always aware the existence of our product and the most important thing is to make sure that they buy our product.

4.0 Introduction of Business

NAME OF THE BUSINESS	Guzel.KLxEmirulAfiq
ADDRESS	CHERAS, KL
VISION	To become a very successful business not only in Malaysia but international.
MISSION	To supply a very quality product of shawl to our customers and meet our customers expectation
Description of product	We provide and sell women hijabs for example shawl and bawal with a very affordable price yet with a very quality material.
Product	<ul style="list-style-type: none">➤ Metallic Lux Series➤ Bawal
Price list	Metallic Lux Series = RM 35.00 Bawal = RM 30.00