



اُنْبُوْرَسِيْتِي تِكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



SOCIAL MEDIA PORTOFOLIO

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

FACULTY & PROGRAMME :Faculty accountancy

CLASS :MAC2204B

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LECTURER : Madam Siti Nazirah Omar



EXECUTIVE SUMMARY

The business that i built is called Beadsy, Beadsy is taken from word "beads".Beadsy was founded by Dea Shika Farhanah in April 2021. Addressed at Jl.Alpukat 1 Blok A11/19 Bekasi, West java. Beadsy is an online shop that sells a lot kinds of 100% handmade accessories from beads with various colors and model.These beads accessories are usually purchased for colections or as an complement outfit. Beadsy is only available on online.

Our business is more focused on high quality with affordable prices. Our target customers are fashion enthusiasts and teenagers also college student. Our packaging uses bubblewrap and little box for shipping so it is very safe to protect the accessories inside, and our packaging can be reused or recycle.

By producing accessories with high quality and affordable prices, i hope to get good feedback from our customers.also I hope Beadsy online business is being accepted in the public and develop by improvising in the future.

you're a sunflower

i think your love
would be too much



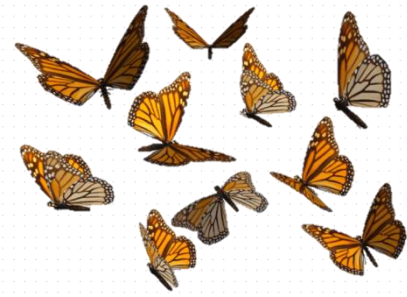


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INTRODUCTION BUSINESS



Name Of the product: Beads Accessories

Address : Jl. Alpukat 1 Blok A11/19 Bekasi, West Java.

MISSION : To offer accessories with high quality material beads and affordable prices.

VISSION : Become the lattest trandsetter by providing quality beads for our target cust.

ORGANIZATIONAL CHART



Dea Shika Farhanah
As Manager

:

DESCRIPTIONS OF PRODUCTS

Beadsy accessories are accessories 100% handmade from high quality beads. Designed in many colors and shapes. Beadsy offer accessories such as ring, bracelet, necklaces, keychain, and strap mask. Every want to launch product we have theme/edition for our product, for example when we launch "pastel edition" we will launch all accessories (rings, bracelet, necklace, etc) with pastel beads. In some edition, Beadsy provides option for custom product that can be suit with customer's want. There are various kind of beads that we use as materials such as pearl beads, crystal beads and pastel beads.

Our Tagline is "Little things you need" which means we provide small items (accessories) that our target customers need. The social media platforms that we use as intermediaries for customers and sellers are WhatsApp and Facebook Page. By visiting Beadsy Facebook Page with aesthetic theme feeds, customers can see the catalog and pricelist of the products we sell. Also on our Facebook Page we provide a number that customer use to can contact us.

