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PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

Social Media Portfolio



Bussiness: Wick Pick Scented Candle

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EXECUTIVE SUMMARY

Wick Pick is a small start-up and online-based business which focuses on selling hand poured scented candle for scented candles lover or home decor enthusiasts in general. Wick Pick's goal is to create sustainable scented candles by using soy wax which is a renewable and biodegradable resource as its main ingredient in making scented candles.

Wick Pick's scented candle comes in a small to medium sized glass jar with various scents. For a start-up business, Wick Pick introduces its products with a very affordable price to expand the market of their business. Since Wick Pick is an online-based business, the products are promoted on online selling platforms like Facebook.

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2.0 INTRODUCTION OF BUSINESS

2.1 Name and Address of Business

Wick Pick is the business name that has been chosen for the main product of this business. Wick indicates the wick of the candle while Pick means that the consumers can choose their own scented candles according to their liking and preferences hence the name Wick Pick. Wick Pick is an online-based business based in Selangor, Malaysia. Wick Pick offers slightly cheaper eco-friendly scented candles to the customers as they are using solely 100% natural soy wax, eco wick and also natural fragrances. As for the target market, Wick Pick is targeting from teenagers to adult between the range of 18 to 55-years-old and especially women.



Figure 2.1.1 Wick Pick's Official Logo