



اَوْنِبُوْرَسِيْتِي تِي كُوْلُوْ كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**SOCIAL MEDIA PORTFOLIO REPORT  
ARDORA NATURAL BY ANIS**



**PRINCIPLES OF ENTREPRENEURSHIP (ENT530)**

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**CLASS : AD 241 5D**

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## **ACKNOWLEDGEMENT**

In the name of Allah, the Most Gracious and the Most Merciful.

All praises to Allah who give us strength and knowledge to complete this assignment. This assignment is a part of our subject Principles Entrepreneurship. This assignment has proved to be very helpful and a great experience for my own self.

I would like to express our gratitude to our supportive lecturer, Madam Rahayu Binti Hasanordin for giving us a helpful guideline and full support in various ways. Also, guiding all of us in different matters regarding the assignment.

I have worked hard on this report writing. However, that would not have been possible without the help of my parents and family. They also gave me a lot of ideas and helped us in various ways. I would like to thank my parents and family for their good cooperation and encouragement which helped me a lot in completing the project. Finally, I would like to thank all of my classmates for guiding me to be able to write this report, who willingly helped me with their abilities. Not to forget this task has taught me many things especially about how to venture into the business world and how to make myself move in line with the ever-changing market and environment so that I can become a successful person.

## EXECUTIVE SUMMARY

Ardora Natural is an independent business that specializes in selling hair care products which is a hair and bath wash and a baby hair oil. These two products could also come in a package and sets, usually made into giftsets upon requested. Other than these two products they also sell protection bath caps, trial packs and merchandises such as face masks, hoodies and snapback caps.

The business was established back in 2018 under the company named Sinar Rezeki Global Sdn Bhd. It has been in operation for a total of three years and its HQ is based in Bangi Avenue, Kajang. It started as an online business ran by a husband and a wife in a small condominium where it is also happens to be where they live. After having enough financial modals they decided to open an office where stocks are piled and most of the business took place. They also have agents across Malaysia, including Singapore and Brunei. Usually the agents got their stocks by delivery or pick up from the HQ.

Ardora Natural has an aim where they were able to be the most preferred baby organic product in Asia. Starting from the bottom, they have worked their way up in managing to be better every day, by their exceptional customer service to the quality of the products. Their also consistent when it comes to Instagram postings to keep engaging with the audiences, taking notes from other similar business and their postings as a reference to build an established baby brand that can compete with well-known baby brands both locally and internationally. This report will provide a great knowledge for me to properly run a business and social media postings and guide me to be consistent and versatile in establishing a good brand image for the company and also be able to expose me to the business world.

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## 2. Introduction Of Business

### 2.1 Name and Address of Business

- Name: Ardora Natural By Anis
- Address of Business: 52-2 Jalan Bangi Avenue 1/8, Bangi Avenue, 43000, Kajang, Selangor.

### 2.2 Organizational Chart

