



ENT 530

PRINCIPLES OF ENTREPRENEURSHIP



Social Media Portfolio: Feefoo Studio

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ACKNOWLEDGEMENT

In the name of Allah, The Most Gracious and The Most Merciful. I am so blessed that I have successfully completed this report. This report is for the subject ENT530: Principles of Entrepreneurship, and it is a work that was assigned to us. I'd like to thank our lecturer, Madam Rahayu Hasanordin, for guiding us through the process of starting an online business and providing moral support in all aspects of the subject. She gave us a report outline and showed us how to improve our business.

Apart from that, I'd want to express my sincere gratitude to University Teknologi Mara (UiTM) for include this course in our programmed to recognize the importance of business education. I'd also like to express my appreciation to my loyal consumers who have accepted my services and put their faith in my work. To provide a better outcome for my future consumers, I will continue to improve my expertise. Finally, I'd like to thank all of my friends who have offered their support and guidance in helping me finish my report.

EXECUTIVE SUMMARY

Feefoo Studio services provide an illustration portrait for their customers who want to turn their picture into an illustration or cartoon. Our service supplies reasonable services to our valued consumers by organizing them into distinct pricing categories. In addition, we provided our consumers with a free consultation so that they may contact us before beginning the illustration process.

Our target audience is a group of people who love art or use it as a gift for loved ones. It's also more of a unique gift to give someone. Our company started operating in March 2021. We don't have a specific geographic focus because our consumers can come from anywhere and need illustration services. Our services can be completed and handled entirely online. Feefoo Studio Service's marketing strategy is to produce pricing lists from the illustration category.

Negotiation on the discounts is appropriate if it ensures their satisfaction. Because we regard our clients' demands and needs, this technique will attract their attention. Feefoo Studio is currently owned and operated by Nur Afifah Binti Abdul Rahman. Our company also uses a Facebook page to attract online clients, raise visibility, and increase sales all at the same time. Feefoo Studio will be promoted on Facebook using teaser posts, soft sells, and hard sells as part of our sale postings.

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2.0 INTRODUCTION OF BUSINESS

2.1 NAME AND ADDRESS OF BUSINESS



Figure 1: Feefoo Studio's Logo

The idea for the name Feefoo Studio is a combination of my nickname Feefoo and studio, meaning workplace for artists. The reason I chose this name is that I want to emphasize that my company provides creative arts services to my clients. Using my name into the company name makes it look original, and I also want to show everyone that I love appreciating someone I love by giving the most unique and memorable gift. My service is everywhere, especially online and for a start, I want to focus on Malaysia based first.

2.2 ORGANIZATIONAL CHART

Feefoo Studio is a sole proprietorship business form. This is because our business is only operating a small business. Therefore, our organizational chart only consists of the owner of Feefoo Studio.

