



اَللّٰهُمَّ صَلِّ وَسَلِّمْ عَلٰى سَيِّدِنَا مُحَمَّدٍ
UNIVERSITI
TEKNOLOGI
MARA

SOCIAL MEDIA PORTFOLIO : HARRIS RASBOO KAD



**Prepared for:
DR. MUHAMMAD ISKANDAR HAMZAH**

Prepared by:

MOHAMAD HARRIS HAZIMI BIN ROSLI

2020954307

**BACHELOR OF CREATIVE PHOTOMEDIA (Hons.)
GROUP AD 247 5B**

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FAKULTI ART AND DESIGN**

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Executive Summary

Kad Kahwin Rasboo basically focusing to people who would likes to have invitation cards for marriages with an affordable price with great design and quality. It is been designed from the founder ideas itself which made by his creativity.

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2.0 Introduction of Business

2.1 Business Information Sheet

Name of Business (with logo)	:	 Kad Kahwin Rasboo
Name, Phone number & Email	:	Mohamad Harris Hazimi Bin Rosli 011-19972891 zuerisha71200240@gmail.com
SSM registration	:	-
Official business email address	:	zuerisha71@gmail.com
FB webpage address	:	https://www.facebook.com/HarrisRasbooKadd
Instagram link	:	-
Brand name	:	Kad Kahwin Rasboo
Online business model	:	Agents
Nature of business	:	Services, Selling Cards
Type of products	:	Invitations Cards
Main competitors	:	Kad Kahwin Malaysia
Startup capital	:	-
Product selling price	:	Rm200 – Rm 600
Cost of the product	:	-
Supplier / Brand Owner Name	:	Kad Kahwin Rasboo
Contact Details of Brand Owner	:	Rozaini Bin Aboo Bakar 016- 3188490
Social Media Account of Brand Owner	:	https://www.facebook.com/Kad-kahwin-Rasboo-1127708587242553
Website address of Brand Owner	:	-

2.2 Name and Address of business

2.2.1 Name of business

Rasboo basically are the name of the brand founder late father name which is Aboo and the combination of a her wife late father which is Rasit. This business is my father as the founder and my mother as the partnership where I have asked the permission and consideration to use their product as a social media portfolio assignment. The name of my business Harris Rasboo Kad which that I am selling invitations card to people who want to have a marriage. As the founder had gave the permissions for me to sell their product, I kept the Rasboo name brand and just add my name as agents.

2.2.2 Address of business

It could be anything from someone's home address or even to a multi-million-pound campus, such as those big tech companies favour and everything in between. It is because, when you own and run a business company, you will need an official address to do the business from that called trading address, correspondence address or Registered Office Address if the company is incorporated. This business does not need any specific address as it will be social media marketing and digital design. The address of a business place that I chose are at Cheras Balakong Kuala Lumpur which is my home as places does not too important because we can do the job anywhere.