



اَوْنُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

SOCIAL MEDIA PORTFOLIO

PILLOWLAND



PRINCIPLE OF ENTREPRENEURSHIP

**FACULTY & PROGRAMME : FACULTY OF HOTEL AND TOURISM MANAGEMENT
(HM241)**

SEMESTER : 3

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EXCECUTIVE SUMMARY

Pillowland is a brand name that offers home bed appliances. Pillowland sells Hilton Premium Pillow and Hilton premium comforter. At first, I was only a customer that bought one of the products for my family. After a month of usage of the product, I feel satisfied with the product and decided to be one of their agents. The other reason is because the demand for bed appliances has been increasing since Covid-19 pandemic strikes as people could not go to the store and prefer to shop online.

The social media platform that was used in this business is Pillowland business that owned by Haikal bin Abu Bakar. The business was established on 3rd April 2021 and our business is located at B130, Jalan MP 31, Matang Pagar, 47000 Sungai Buloh Selangor. Pillowland is a business that sells high quality pillow and sets of comforters. The products that were sell is extremely high quality and matches the quality level of 5-Star hotel without the need to stay in the 5-star hotel.

Since establishment, Pillowland has made over 30 sales and the numbers are expecting to grow the end of the year through Christmas sale. Increasing demand for our goods leads in a strong profit margin for our company project, which is a result of increasing sales income.

BUSINESS BACKGROUND

| | |
|-----------------------------|--|
| NAME OF BUSINESS | Pillowand |
| BUSINESS ADDRESS | B 130, Jalan MP 31, Matang Pagar, 47000 Sungai Buloh Selangor |
| BUSINESS EMAIL | Pillowland@Gmail.com |
| CONTACT NUMBER | +601160982660 |
| FORM OF BUSINESS | Sole Proprietorship |
| MAIN ACTIVITIES | Product/Services |
| DATE OF COMMENCEMENT | 3 rd April 2021 |
| DATE OF REGISTRATION | 14 th April 2021 |
| NAME OF BANK | Maybank |
| ACCOUNT NUMBER | 16270338639 |

Table 2.1 : Business Background