



اُونِيُوَرَسِيْتِي تِي كُونُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

FACULTY OF BUSINESS MANAGEMENT

BA244 (BA2444A)

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ENT 530

PRINCIPLES OF ENTREPRENEURSHIP

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## EXECUTIVE SUMMARY

This social media portfolio is one of the assignments for principles of entrepreneurship (ENT530). For this assignment, I need to create a business and do promoting the business by using social media platform. As per requested, I chose to make business that change women appearance for their lifestyle which is knitted cardigan. Knitted cardigan is an apparel that selling various type of design. Our business located at Bandar Parklands Klang, Selangor because it such a great location since it crowded with people around here. It could bring a lot of profits to my business because it easy for them to reach our product and choose what they wants based on the design that have been exposed. My target customer is for those who have an active lifestyle and make a good appearance in public. My store promoting this Knitted Cardigan through Facebook page (FB). This page help boost my business profits and gained a lot of attention from our customers. Knitted carigan is type of wear for those that make the appearance as an important thing for their life. A lot of benefits that my customers can get from M.A.H STORE. We sell various types of knitted cardigan that have many design, sizes, colours that can help people or customer to choose what is they wants. Knitted cardigan is a knitted wear that suitable to use in any condition. A perfect knitted cardigan can give a comfort feeling to the user while they are using it.

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## BUSINESS INTRODUCTION



### Company Background



Business name plays an important role to attract customer attention. It can influence the business development to be acknowledge in future. It took me sometimes to find a good name for my business. I came up with “M.A.H STORE” for my business name. This name shows that how nice and great spirit that I have in my business. This business will have a plenty design of knitted cardigan and it will be such an daily wear for my target customers.

#### About

 bandar parklands 41200  
Klang, Selangor, Malaysia 

   
Promote your business locally to lead people directly to bandar parklands 41200 Klang, Selangor, Malaysia.

It is important for any business organization to find a great location that will ease the business organization in future. For the location, I have decided to make Bandar Parklands in Klang, Selangor as my location to start up my business. M.A.H STORE will be operating online and offline. For those who want to purchase it online, they can visit my business page for further information and guidance. On the other side, for those who want to see the knitted cardigan, they can visit my store at Bamdar Parklands based on the location given.