

FACULTY OF BUSINESS MANAGEMENT BA244 (BA2444A)

ENT 530

PRINCIPLES OF ENTREPRENEURSHIP

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- TITLE : MEDIA SOCIAL PORTFOLIO

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I am a student from class BA2444A in Faculty of Business Administration (Operation Management). All glory to Allah and His blessing on the completion of this report of Social Media Portfolio on principles of entrepreneurship (ENT530). I have seen so much in this process, not just from the intellectual point of view, but also from the perspective of personality. First and foremost, I would like to express the appreciation to my Ent 530 lecturer, Madam Nadiah Maisarah Binti Abdul Ghani, for her encouragement, empathy, determination, and most importantly, for her positive inspiration and warm spirit to complete this report. It was a great pleasure and honour to have her as my lecturer. Last but not least, my wholehearted gratitude goes to my family members and classmates respectively. It would not be possible to write this study without the support of them. May Allah exhibit accomplishment and glory to the above-mentioned characters in their lives.

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 cardigan is 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.

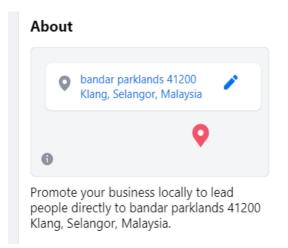
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BUSINESS INTRODUCTION

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.



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.