



اَوْنِيُوْ سِيْتِي تِي كُوْلُو كِي مَارَا
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Universiti Teknologi Mara Cawangan Selangor Kampus Puncak Alam
Faculty of Business and Management

ENT530

Principle of Entrepreneurship

Individual Assignment

Social Media Portfolio

Name & Matric Number

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EXECUTIVE SUMMARY

I am choosing the business of clothing known as SecMir. SecMir is online shopping business that sell second-hand clothes. This business currently active in social media Facebook. This business is a second-hand product launched by three types of design from Uniqlo, Padini and H&M. The three types of design are Flannel, Casual Long Sleeve Shirt and Hoodie/Sweatshirt. This product become high demand to the people because of the quality and price. The quality of the product is high and the price is affordable.

I am focusing on the customer satisfaction of this product. Thus, I give the best solution to their problem in fashion and lifestyle with this product. I am very concerned about the material used of this product as it will give them satisfaction. SecMir also have systematic management in dealing with customer. It is to ensure our customer receive their purchases in great condition. SecMir also ensure the packaging of the product are safe because the purchases are made through online shopping.

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2.0 Introduction of Business

2.1 Name and Address of Business



SecMir is the name of the business. This SecMir is combination of the Second-hand and Mirah the founder's name. SecMir give customer the Joy of Secondhand with the unique design of clothing. The clothing gives customer satisfaction with high quality and affordable price of clothes.

SecMir are located at Kota Bharu, Kelantan as there is high demand of this clothing. This location is strategic and easy to find for those who are want to buy directly from this shop. But this shop currently active in social media Facebook (FB).

2.2 Organizational Chart



FOUNDER

NURUL AMIRAH BINTI ZULKIFLI