



**FACULTY OF INFORMATION MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS PUNCAK PERDANA, SHAH ALAM**

BACHELOR OF INFORMATION SCIENCE (HONS) LIBRARY MANAGEMENT

ENT530 (PRINCIPLES OF ENTREPRENEURSHIP)

SOCIAL MEDIA PORTFOLIO (FRESHCARE ZZ)



PREPARED BY: ZURAINI BINTI ZAHASIMI

MATRIX ID: 2020952563

CLASS: ENT530_1

PREPARED FOR:

MADAM NADIAH MAISARAH BINTI ABDUL GHANI

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EXECUTIVE SUMMARY

FreshCare ZZ is a personal business or sole proprietorship business owned by Zuraini Binti Zahasimi. FreshCare ZZ is a business that selling medicated aromatherapy oil that have various types of flavour such as Lavender, Green Tea, Sandalwood, Cheery, Splash Fruity, Citrus, Sport and more. The aim of this online business is to help people relieve the pain that caused by flu, headache, stomach ache, irritation from the insects and other symptoms that related. This medicated oil not caused any allergic to skin even though the user apply it on the same area.

FreshCare ZZ is a healthcare product that helps people to minimize the pain, motion sickness and irritation. The smells of aromatherapy ingredients that have been produce in this product also help people to feel the calmness at the same time reduce their sickness. Besides that, this product is portable and light to carry anywhere, since now people prefer more on portable, light and simple product to bring it with them.

FreshCare ZZ started the operation at 16 February 2019. The company based at No. 16 – 1B, Jalan Boling Padang F13/F, Seksyen 13, 40100, Shah Alam. FreshCare ZZ is a dropship under Azri Azhim Rich Marketing. This product contains safe ingredients that suitable for all types of skin. People that familiar with the using of medicated aromatherapy oil might interest to this product. So, with selling this product, it will able to attract customer to use it.

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2.0 INTRODUCTION OF BUSINESS

2.1 NAME AND ADDRESSES



Figure 2.1

FRESHCARE ZZ BACKGROUND	
Name of Business	<ul style="list-style-type: none"> ▪ FreshCare ZZ
Business Addresses	<ul style="list-style-type: none"> ▪ No. 16 – 1B, Jalan Boling Padang F13/F, Seksyen 13, 40100, Shah Alam
Website	<ul style="list-style-type: none"> ▪ Facebook ▪ https://www.facebook.com/zurainidsfreshcare/
Phone Number	<ul style="list-style-type: none"> ▪ 0189746911
Form of Business	<ul style="list-style-type: none"> ▪ Sole proprietorship
Main Activity	<ul style="list-style-type: none"> ▪ Selling medicate aromatherapy oil
Date of Registration	<ul style="list-style-type: none"> ▪ 16 February 2019
Registration Number	<ul style="list-style-type: none"> ▪ 60a772a360490
Bank Name	<ul style="list-style-type: none"> ▪ CIMB Bank