



**FACULTY OF INFORMATION MANAGEMENT  
UNIVERSITY TECHNOLOGY MARA  
PUNCAK PERDANA**

**BACHELOR OF INFORMATION SCIENCE (HONS)  
RECORDS MANAGEMENT  
(IM246)**

**ENT530: PRINCIPLES OF ENTREPRENEURSHIP**

TOPIC:

**BUSSINESS OF TUPPERWARE MALAYSIA**



PREPARED BY

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## **Acknowledgement**

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## **Executive Summary**

This report of the social media portfolio is an individual project that need each of students to set up new business, which is a real entrepreneurial business and, we have to use a social media platform which is Facebook for marketing purposes.

For this project, I have chosen the Tupperware Brands as my business because I'm sure that this product can help people to solve their problem help them to get a job. In Tupperware, they provide many products to make it easier in your life. It also the most popular brands in the world that has warranty lifetime and easy to sell it.

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Name of Business	Tupperware Malaysia
Business Address	Kampung Kubang Baru, Peti surat 166 91308 Semporna, Sabah.
Corresponding Address	Fatin990627@gmail.com
Telephone Number	012-820 1755
Name of Bank	Bank Islam
Bank Account Number	10025502941903

## 2.2 Organizational Chart

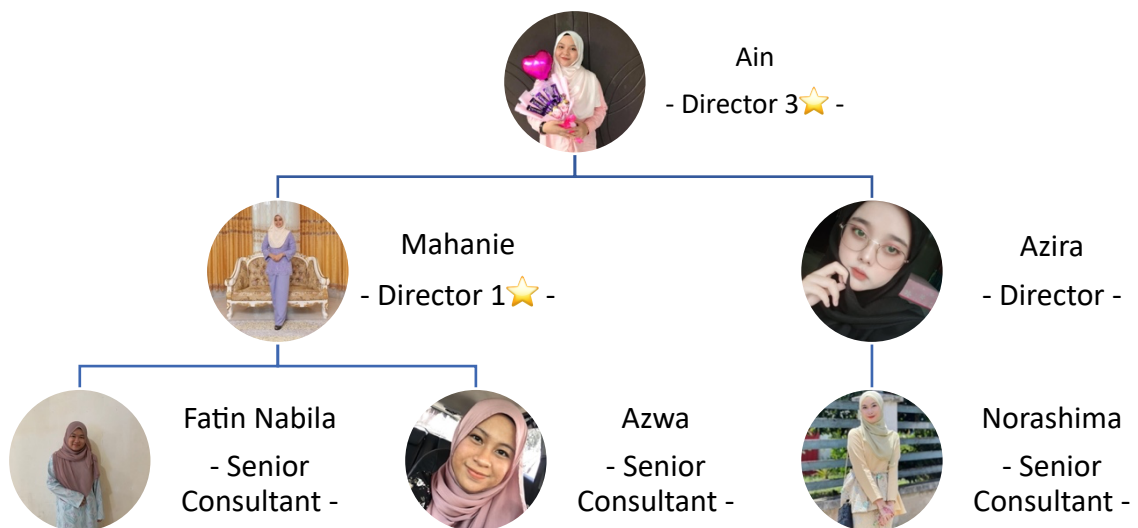


Figure 2: Tupperware Malaysia Organizational Chart

### **2.3 Mission and Vision.**

As we know, every business has own vision and mission statement to achieve their goals. So, we have made our vision and mission of our business.

#### Mission

To be the premier global direct seller of premium, innovative product.

To become the first choice of Tupperware Brands among customers.

To provide excellent customers service to customers.

#### Vision

To passionate about changing lives, especially for women by enlightening, educating, empowering.

### **2.4 Description of Products/Services**

Tupperware Malaysia sell many things such as kitchen solution, essential oil, cookware, health, and beauty, also water purifier. It is the popular product in Malaysia that has 100% Authentic & Original, lock in the Freshness, best for Busy Moms, exclusives deal with warranty under normal non-commercial use against chipping, cracking & breaking without impact or peeling for the lifetime of the product. The reason we sell the Tupperware because it is trusted seller and marketable all over the country.

As for the services, Tupperware give a best delivery to customer all over Malaysia. Not only that, they will get a discount when the purchase get RM150 above in all product and they will get free gift also free membership from Tupperware. This is because, we want to share our income equally which means if they join a member, they will get a discount every time they want to but a product from Tupperware. They will get many benefits when they join it.