



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

**PRINCIPLES OF ENTREPRENEURSHIP
ENT530**

**INDIVIDUAL ASSIGNMENT:
SOCIAL MEDIA PORTFOLIO**

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EXECUTIVE SUMMARY

Lune's Stili Bundles is a business that sells bundles and preloved clothes and accessories or better known as secondhand. Bundles spark joy. 'Keep smiling and shop on!' is a description or tagline of Lune's Stili Bundles. The major purpose of the business is to offer good quality clothes and accessories with a variety of designs and brands with affordable and acceptable rates with an exquisite look on our customers. Using social media which is Facebook as a platform to market business.

The reason why we doing this business because we think selling bundles or preloved clothes and accessories are commercially available among people that cannot afford to buy the expensive on both clothes and accessories or to people that like to spend their money for the bundles and preloved things. These types of products were popular among the young generation.

To attract the customers to visit the Facebook page and purchase with Lune's Stili Bundles, we need to figure a great marketing strategy to gain the customers' attention to visit and purchase. We always do our best in our posting to make sure to give the best impact to the customer to shop with Lune's Stili Bundles.

2.0 Introduction of Business

2.1 Name and Address of Business

Name of the Company	Lune's Stili Bundles
Address of the Business	https://www.facebook.com/Lunes-Stili-Bundles-104276981803425
Telephone Number	017-6034996
Form of Business	Sole proprietorship
Main Activities	Selling bundles and preloved
Product Distribution	Online sales
Date of Commencement	18th April 2021
Date of Registration	27th March 2021
Social Media Page	Lunes-Stili-Bundles

2.2 Organizational Chart

This business is operated by one person only.



Nur Qamarina Binti Mohamad Hatar