



اَوْنَبُوْرَسِيَّتِيْ تِيَكْنُوْلُوْجِيْ مَارَا
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RECORD MANAGEMENT IM246

PRINCIPLES OF ENTREPRENEURSHIP

(ENT530)

ASSIGNMENT:

SOCIAL MEDIA PORTFOLIO

PREPARED BY:

NUR SAFIA BINTI MOHD NAZRI

(2020984531)

PREPARED FOR:

MADAM NADIAH MAISARAH BINTI ABDUL GHANI

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EXECUTIVE SUMMARY

Souls' Collection is a sole proprietorship business. Our business started at social media platform known as Facebook on 21st April 2021. The Souls Collection owner is Nur Safia, who is a full-time student at UiTM. Souls Collection also a business that sells various accessories, jewellery and home living products using an online platform to deliver our product. Souls Collections choose Facebook to promote and sell our product since most people use social media. Therefore, it easy for the customer to make an order and get updates about our product.

Souls Collection provides a wide range of sunglasses, necklace and earring jewellery, air humidifier, frame khat, satin face mask, face mask and glasses chain and more. Overall, we can say that our business meets our customer requirements and able to satisfy their desires with our product.

The main idea for creating this business is to solve customer problems and needs. The primary target customer for this business is students, couples, family and more. There is a wide range of customer because I sell on an online platform. Besides that, my business also offers many gifts set to people who want to surprise their beloved people, such as parents, partners, friends, and more. Furthermore, our product also receives good feedback from the customer because we provide an excellent service, affordable and quality product.

2.0 INTRODUCTION OF BUSINESS

2.1 NAME AND ADDRESS OF BUSINESS

Business Name	Souls Collection
Address of Business	https://www.facebook.com/Soulscollection1
Form of Business	Sole Proprietorship
Business Activity	Beauty, home living and accessories product. Such as Sunglasses, necklace and earring jewellery, air humidifier, satin face mask, frame khat, face mask and glasses chain
Product Distribution	Online Sales
Date of Registration	21 st April 2021
Social Media Page	Souls Collection
Type of Business	Sdn. Bhd

Table 1: Name and Address of Business

2.2 ORGANIZATION CHART

The Souls Collection business is a sole proprietorship in which there is only one person that participates in selling, promoting, and creating this business.



Nur Safia Binti Mohd Nazri