



**UNIVERSITI TEKNOLOGI MARA  
FACULTY OF INFORMATION MANAGEMENT**

**BACHELOR IN CONTENT MANAGEMENT**

**PRINCIPLES OF ENTREPRENEURSHIP (ENT 530)**

**INDIVIDUAL ASSIGNMENT:  
SOCIAL MEDIA PORTFOLIO**

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## **EXECUTIVE SUMMARY**

Pixy Beads by Nisy is an Enterprise that have been established in November 2020. This enterprise provided various kind of accessories collection to its customers, especially women. Our business is offering an affordable price to our customers with various kind of accessories collection that could meet their taste. They could style and beautify themselves with our accessories which can be bought with various of design that could meet their needs as well as their precious taste.

Besides, Pixy Beads by Nisy target audience are usually especially female among the age range of the adults, teenagers, students and kids. This is because the accessories design and collection of our products meets the taste of every age of female to wear and style it with their outfit. Not only that, our male customers also can bought our products as a gift for their loved ones such as family, girlfriends, friends and daughters.

The marketing strategy of Pixy Beads By Nisy Enterprise is to always improve the quality of products and service that have been provided to our customers. Our business has listed the price of every products and provide various kind of promotions towards our targeted customers. This strategy will attract the customers attention as we valued their satisfaction and needs.

Last but not least, the Pixy Beads by Nisy Enterprise at the moment was owned and worked by Muhammad Akmal bin Muhamad Hamzah. This business have used Facebook Page as a main platform to attract online customers, make customers aware of our products as well as generating more sales at one. In Pixy Beads by Nisy Facebook Page we will promote our products by doing teaser post, soft sell and hard sell as our sale posting to promote our products to our customers.

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## 2.0 INTRODUCTION OF BUSINESS

### 2.1 Name and Address of Business



Figure 3. Pixy Beads by Nisy Logo

The official name of my business is Pixy Beads by Nisy. The name of my business has been chosen by myself, which the meaning of pixy beads is a cute and cheerful accessories or jewelry. Therefore, I decided to combine the words of Pixy Beads with by Nisy which is my friend nickname that I used who come up with the ideas to sell a jewelry. The reason I choose this name for my online business is because I would like to emphasize towards my customers that I sold cute women accessories products and the name of Pixy Beads is attractive in its own way. Thus, using a part of her name into my business name makes it looks more authentic and describe human identity.

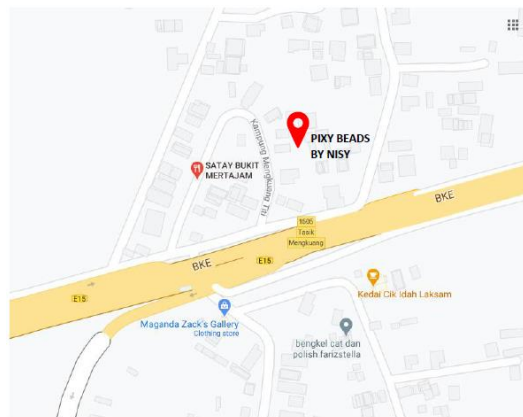


Figure 4. Pixy Beads by Nisy Location

The Pixy Beads by Nisy Enterprise is located at SB711, Unit 1, Mukim 19, Jalan Satay, Mengkuang Titi, 14000 Bukit Mertajam, Pulau Pinang. The products will be ordered by me to my supplier and once the accessories have arrived, I will nicely pack and wrap the accessories nicely to be posted out to my beloved customers. Since this business use online business through Facebook, it enables me to work from home which makes it easier for me to completing the customer's orders anytime.