



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**PRINCIPLE OF ENTREPRENEURSHIP
(ENT530)**

SOCIAL MEDIA PORTFOLIO

NAME:

NORSHAZLIN ASHIKIN BINTI MUHAMMAD ZAINI

MATRIC NUMBER:

2018660396

CLASS:

AC2203N

LECTURER'S NAME:

SIR ZAIM SALLEH

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2.0 INTRODUCTION OF BUSINESS

2.1 BUSINESS PROFILE

Name of the Business : NORSHAZLIN ASHIKIN BINTI MUHAMMAD ZAINI

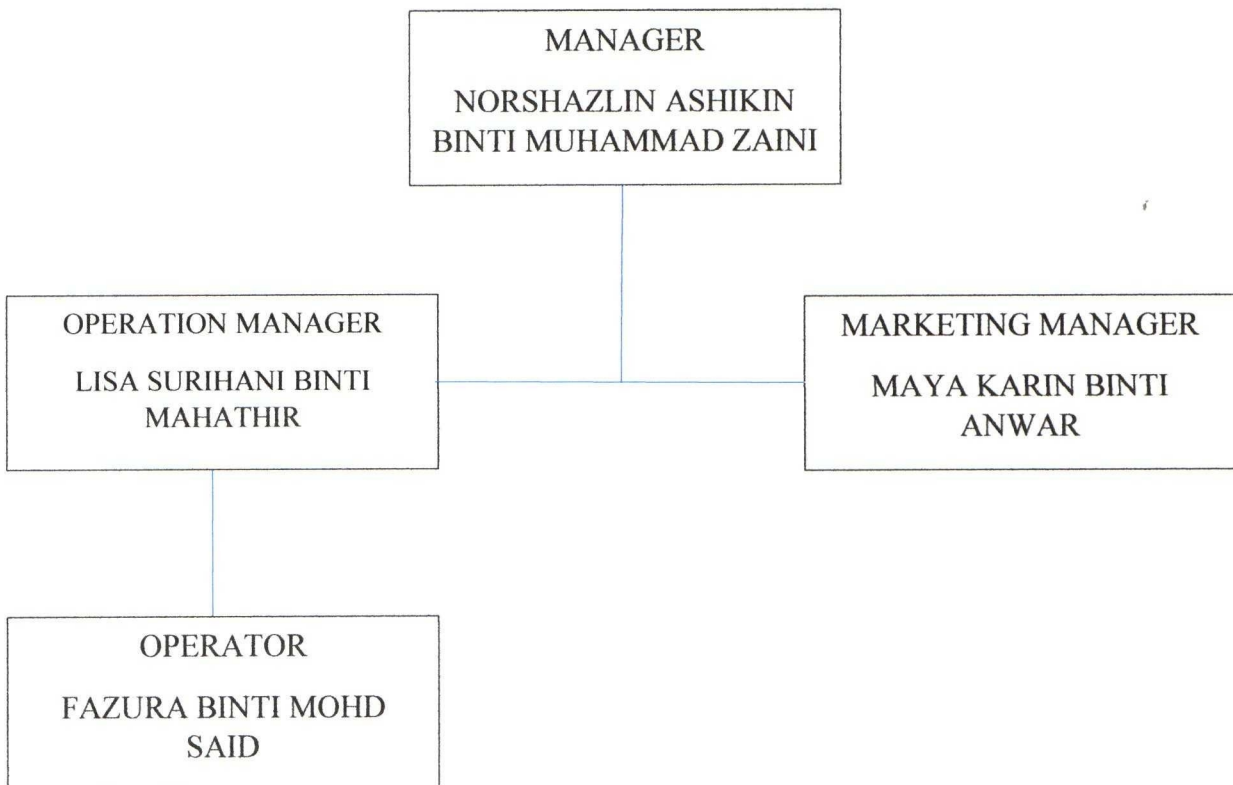
Business address : NO 31, Laluan Pengkalan Timah 12, Desa Pengkalan
Timah 12, 31500, Lahat, Ipoh, Perak.

Email address : shazlineykin@yahoo.com

Telephone number : 0195411788

2.2 ORGANIZATION CHART

Kerongsang By Lynn is co-founder by Manager Norshazlin Ashikin Binti Muhammad Zaini assisted by Lisa Surihani (Operation Manager) and Maya Karin (Marketing Manager) and Fazura as a operator.



2.3 MISSION AND VISION

MISSION : Providing a higher quality product for women and men to looked elegant in their outfit.

VISSON : To achieve target sales and being a top exclusive accessories in Malaysia.

2.4 ACKNOWLEDGMENT

First of all, it is the Al mightly ALLAH who gives us the sense to understand what is right and wrong. I have taken effort in this project. However, it would not have been possible without the kind support and help of many individuals especially to Lecturer Mohammad Zaim Bin Mohd Salleh.

I would like to extend my sincere thanks to Lecturer Mohammad Zaim Bin Mohd Salleh for the guidance and constant supervision as well as for providing necessary regarding the project and also for the support in completing the project. I would like to express my special gratitude and thanks towards my parents and friends for their kind co-operation and encouragement which help me in completion of this project.

2.5 EXECUTIVE SUMMARY

The Kerongsang By Lynn is a business run by me to sell a types of brooch which is ring brooch and mini brooch. I choose this products because the brooch is a very valuable item which is used with a lid to look neat and pretty. Every women has a taste as well as a man who uses it as jewelry. Demand has also grown steadily over the season, especially during the festive season, it is was in contention.

I applied Facebook as a platform to promote my sales products to achieve my vision. Thus filling in the information about my brochure to customer. My target customer for sure to all women. The order can be replaced either on social media sites or through WhatsApp application. Kerongsang By Lynn also provides delivery service only UiTM Puncak Alam Kolej Rafflesia, Kolej Casuarina and Kolej Angsana.

3.0 CREATING FACEBOOK AND URL FACEBOOK PAGE

