



اُونِيُوَرْسِيْتِي تِي كُونُولُوْجِي مَارَا  
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**PRINCIPLE OF ENTREPRENEURSHIP  
(ENT530)**

**SOCIAL MEDIA PORTFOLIO**

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### **3.0 EXECUTIVE SUMMARY**

Gelang.Hanz offers custom made bracelet accessories for customers, providing the variety design and colour of the bracelet that gives high satisfaction to customers.

My clients are customers from middle and low class who want to wear simple accessories but attractive with affordable price. I mostly targeting students because of the lack of sources of financing but still want to wear accessories to complete their style in their everyday outfit. Even though there were some customer from business workers or fulltime housewife, the bracelet accessories is suitable from all class of customers.

Across Johor Bahru and Kulai, there are many institution that consist of many students who want to stand out as a great student with great personality and style. When going to everyday class, the outfit of the day has to be neat and attractive with some accessories.

Gelang.Hanz marketing strategy is to emphasize the quality and price of my product. I offer the affordable price because many students have a limited source of finance. Thus, I develop marketing strategy that gives attraction to buy at our shop especially students.

The management of Gelang,Hanz consists of one lead worker which is Siti Nur Farhana. Since our product is custom made bracelet, the product will be made based on the requirement from the customers. So, all the works are be done by only one person including the management of finance, customers, sales and operation of the bracelet.

Gelang.Hanz already have services and commitments plan to aggressively build my brand through newspaper, ads and signboard. The custom made bracelet from Gelang,Hanz is sure to appeal to customers throughout Johor especially the students in that area.

## 5.0 INTRODUCTION OF BUSINESS

Gelang.Hanz is a business sells custom made bracelet. This business is owned by me. The name of the business, Gelang,Hanz was inspired by our main sources of raw material which is Gelang.Boddo . Since I'm selling bracelet, the name of the business is Gelang.Hanz which is 'gelang' is from Malay language which means bracelet in English. This business is located at Jalan Perwira, 81440 Bandar Tenggara, Kulai, Johor. The business was officially started on 2<sup>nd</sup> October 2019 by me.

The idea of selling these customs made bracelet is from my passion towards beads bracelet accessories. I really love wearing beads bracelet accessories but sometimes its hard to find the design that I really love and comfortable size of the bracelet with my hand. So, I decided to make my own design or measure it myself the size of the bracelet. Afterwards, I decided to share my design with other people who also love to wear bracelet accessories by trying to open a small business of customs made bracelet. The good response and review from my family, friends and other people also the reasons Gelang.Hanz was formed.

The customers can get in touch with Gelang.Hanz through Facebook page which the page's name is also Gelang.Hanz . So that people will easily know the information about this kind of product. The order can be placed either on social media sites or through WhatsApp application. Gelang.Hanz also provides delivery services to customers from Johor area and we also do delivery by postage.

Our missions are to make an attractive and simple every day accessories that are suitable to wear by all class of customers with affordable price. It is because nowadays there are many accessories that are only suitable to wear for special occasion only. So, that Gelang.Hanz provide the customers a various type of design of beads bracelet that can be wear every day. Our vision is to help people be more attractive with the help by simple accessories.