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**UNIVERSITI  
TEKNOLOGI  
MARA**

(BA232 3B)

**FACULTY OF BUSINESS MANAGEMENT  
BACHELOR IN OFFICE SYSTEMS MANAGEMENT**

**ENT 530**

**PRINCIPLES OF ENTREPRENEURSHIP**

**SOCIAL MEDIA PORTFOLIO**

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**2019707565**

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**SUBMISSION DATE:**

**DECEMBER 4, 2019**

## **ACKNOWLEDGEMENT**

The success and final outcome of this project required a lot of guidance and assistance from many people and I am extremely privileged to have got this all along the completion of my project. All that I have done is only due to such supervision and assistance and I would not forget to thank them. I respect and thank Madam Asma Shazwani Binti Shari for providing me an opportunity to do the project work in business online and giving us all support and guidance which made me complete the project duly. I am extremely thankful to her for providing such a nice support and guidance. I would not forget to remember my classmate for their encouragement and more over for their timely support and guidance till the completion of our project work. They also made valuable comment suggestions on my paper which gave me an inspiration to improve the quality of the assignment.

## EXECUTIVE SUMMARY

LMN Phone Accessories offers phone case products for customers. LMN Phone Accessories is customers identifying general because everyone uses a smartphone. Special target market is for student because of stylish design will extract many people. LMN Phone Accessories offers a quality phone case using flexible materials such as silicone, thermoplastic polyurethane (TPU) for soft case and solid plastic, whereas a bumper is generally a rubber-like material intended to cope with impacts or falls for hard case.

LMN Phone Accessories has been stated begin September 2019 at Gua Musang, Kelantan. Gua Musang is a way to Kuala Lumpur. So, most of them will stop at Gua Musang. Gua Musang is the largest district in Kelantan.

Marketing strategy of LMN Phone Accessories is to offer the quality and price of products. LMN Phone Accessories offer the affordable price because many of customer is students. Thus, I develop a discount offer or lower prices for customers who buy more than one phone case.

LMN Phone Accessories fully manage by one person which is me, Nor Liyana Binti Mat Nasir. I also create Facebook and Instagram to expand my business through social media and learn how to post Facebook and Instagram post for business product whether teaser poster, soft sell and hard sell. I also must raise revenue at least RM 61 and above and prudent spending for my product to avoid profit falls.

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**i BUSINESS REGISTRATION (SURUHANJAYA SYARIKAT MALAYSIA (SSM))**



**BORANG D (KAJIDAH 13)**



**PERAKUAN PENDAFTARAN  
AKTA PENDAFTARAN PERNIAGAAN 1956**

Dengan ini dipertakui bahawa perniagaan yang dijalankan dengan nama

**LMN PHONE ACCESSORIES  
NO. PENDAFTARAN: 201903327507 (003049040-W)**

telah didaftarkan dari hari ini sehingga **24 NOVEMBER 2020** di bawah Akta Pendaftaran Perniagaan 1956, beralamat di **NO. 233 JALAN KENANGA FELDA CHIKU 03, 18300 GUA MUSANG, KELANTAN**

**Bil. Cawangan: 11ADA**

Bertarikh di **SISTEM EZBIZ** pada **25 NOVEMBER 2019**.

**DR. AZMAN BIN HUSSIN**  
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