



SOCIAL MEDIA PORTFOLIO

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

FACULTY : FACULTY OF BUSINESS AND MANAGEMENT

PROGRAMME: BACHELOR IN OFFICE SYSTEMS MANAGEMENT (HONS.)

SEMESTER : 3

PROJECT TITLE : ZAZZY WARDROBE

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GROUP: M1BA2323C

LECTURER : MADAM RAHAYU BINTI HASAN

EXECUTIVE SUMMARY

Zazzy Wardrobe is a sole proprietorship type of business that was established on 1st October 2020 by Hazimahtun Hasyimah Binti Md Shariff. The company is located at Jalan Kluang-Jemaluang, Taman Sam Hoe, Kampung Gunung Lambak, Kluang, Johor, 86000, Malaysia. Three people who work alongside Hazimahtun are Nurul Syuhada Binti Roslan as Administrative Manager, Nurul Syafiqah binti Saher as Financial Manager, and Zulaikha Nadia binti Mohd Hashim as Marketing Manager. Each of us has the background and qualification in entrepreneurship and business which enables us to share the knowledge and contribute it to the business flow and progress.

Zazzy Wardrobe is a celebration of effortless feminine allure. The label provides women with timeless wardrobe essentials – from chic yet comfortable basics to intricate a lifestyle brand for the modern city girl and occasion wear. Playful, yet classy. Stylish, yet friendly. Urban chic and cool. These characteristics have become hallmarks of the company.

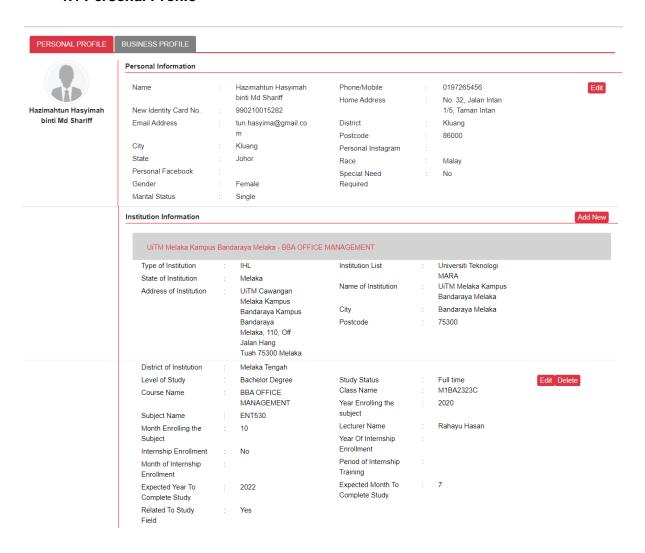
High-quality materials at an affordable price, Zazzy Wardrobe prides itself in creating loyal customers by providing a high level of comfort for the dresser. With its unswerving focus on quality and attention to detail, Zazzy Wardrobe provides the everywoman a piece of wearable history – at the heart of each collection is a charismatic mosaic of personal stories. At Zazzy Wardrobe, we believe in the power of telling stories and of course, in wearing them.

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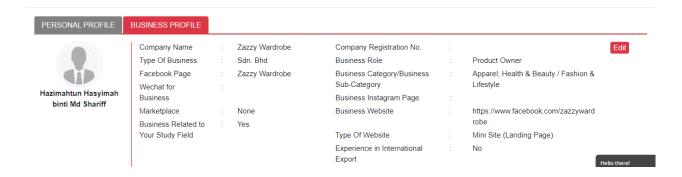
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1.0 GO-ECOMMERCE REGISTRATION

1.1 Personal Profile



1.2 Business Profile



2.0 INTRODUCTION OF BUSINESS

2.1 Name and Address of Business



Zazzy Wardrobe is a business name that had decided based on our main product. Zazzy means something shiny or flashy, and wardrobe is a standing closet used for storing a collection of wearing apparel. The reason we choose Zazzy Wardrobe as our business name because we want to show the word 'zazzy' suitable to describe the ecstatic and happy feeling our customers will experience when buying our company's product. Besides, our company's motto is "Let's us get zazzy!" which shows that our products are cool and worthwhile,

that would catch the eye of our customers. This is also one of our marketing strategies to attract people to fall in love with our products.

Our business's address is located at Jalan Kluang-Jemaluang, Taman Sam Hoe, Kampung Gunung Lambak, Kluang, Johor, 86000, Malaysia. We choose this location because it is located in the middle of town. Thus, all the basic amenities such as the electrical, water, telephone, and internet facilities are in great condition.



Besides, it is also easier for us to sell our products to more potential customers due to our strategic business location. Our building is surrounded by numerous amenities such as Target Hypermarket, Eco Shop, Sekolah Jenis Kebangsaan Tamil (SJKT) Haji Manan, Kluang Mall, food courts, and children's playground. It is easier for our potential customers to come to our company.