



UNIVERSITI
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KAMPUS PUNCAK ALAM SELANGOR

ENT 530

(PRINCIPLES OF ENTREPRENEURSHIP)

SOCIAL MEDIA PORTFOLIO

“KUFIHED”

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Through these problems, I was managed to become more organize and mature in dealing with problem that occur during my business. In this portfolio, there was cover social media business using Facebook which is creating Facebook page, teaser post, creating soft sell and hard sell, Frequency of posting and sales report

Lastly I am grateful to my parents for their love, prayers, caring and sacrifices for educating and preparing me for my future. I also want to express my thanks to my sister and brother for their support and valuable prayers.

EXECUTIVE SUMMARY

Kufihed is a new company that was established to promote and sell variety flavour of car air freshener that would definitely cure any foul smell car which targeted to people who drive a car and have problem in bad car odor.

Kufihed car air freshener sets different than any other car air freshener and have a unique type of flavour compare to other car air freshener. One of kufihed specialty is our car air freshener last far longer than other car air freshener. As we know, we should take good care of our cars, inside and outside. And bad odor is a problem to any car owner so car air freshener is a must to take care of that problem and kufihed is the right choice for the job. Kufihed believe that surely have its potential to gain people trust in using kufihed product and will create a soothing feeling for car owner.

Furthermore, we believe that kufihed various type of flavour can attract people on buying kufihed product. Our soothing and aromatic smell will make them wanting more. For instance, people who wants to get rid that foul odor inside their car with easiness. Not only that people can rest assured that kufihed car air freshener made from high quality and natural ingredients.

So Kufihed believe that Kufihed product can compete with other competitors because of our unique flavour and last longer that will attract people by using kufihed product.

INTRODUCTION OF BUSINESS

Name and Address of business

The name Kufihed is actually a word play for “Coffee head”. They original plan was to start a coffee based product company but Kufied decided to make something small like car air freshener first as a startup product so they can learn the basis of business. They pick air freshener because they believe it’s the right choice and people focus on this type of problem like how to get rid bad odor inside their car. As for their target market is for 18 and above and for people who own a car or any other form of transportation. The address is Tingkat 1, Block Annex, Kondominium Pangsa Murni, Seksyen 6, Wangsa Maju 53300, Kuala Lumpur.

ORGANIZATION CHART



OWNER OF KUFIHED

DODDY AZIZ



WORKER