



اَوْنُوْرَسِيْتِي تَتِيكُونُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY ART AND DESIGN
PRINCIPLES OF ENTREPRENEURSHIP
ASSIGNMENT 2
SOCIAL MEDIA REPORT

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Acknowledgement

Alhamdulillah as Allah wills, I am finally got the ability to successfully finished this assignment. Hopefully the knowledge that I have gained from ENT530 will lead me to a good journey one day.

I would like to express my deeper appreciation towards my lecturer, Madam Salzainna Binti Zainul Abidin for showing the guides and love towards me. This assignment would not be complete if your hands helping and encourage me to do it. I also want to thank my classmates for helping me emotionally by giving some advices due this project.

Last but not least, I would like to dedicated my appreciation towards my family and friends who being my supporter since the day one I started this project. May Allah gives His unlimited loves and blessing to all people who been mentioned in my acknowledgement. Only Allah can repay your kindness and supports.

INTRODUCTION OF BUSINESS

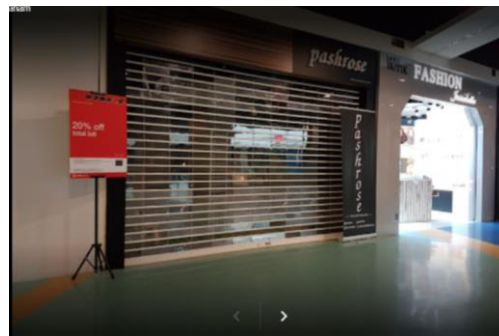
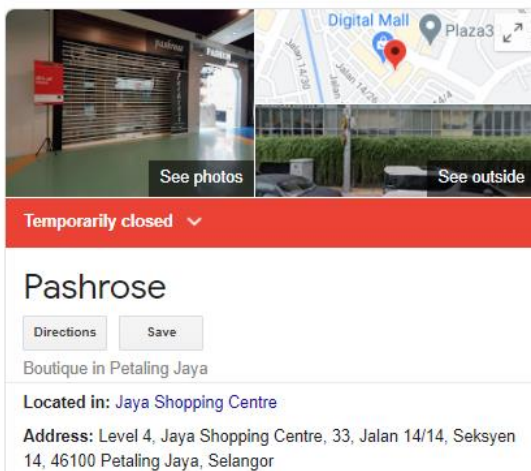


CURRENT LOGO



REBRAND LOGO

Pashrose is a company that produced hand-made accessories. The store are located at Jaya Shopping Centre, Petaling Jaya, Selangor. They produced accessories such as bracelet, mask extender, ring and chain for glasses. Mask extender is the new product made by Pashrose since the pandemic started. I choose mask extender as my product for this project.



This are the location of Pashrose store.

I personally WhatsApp the owner to ask her permission to use her brand to complete my assignment. The owner introduced herself as aunty Adeen. She being so nice to me and asked me if there's anything that she can help to make this project successful. She also gives me an opportunity to learn more about her work background. All I can conclude is, she is a great entrepreneur with a good learning experience. She also did not charge me for anything, so I did not spend any money for this project. I chose to start my business operations by creating a Facebook page. I started the business with the name "Pashrose by Sophie".

Link to my Facebook page

✚ <https://www.facebook.com/Pashrosebysophie>

Pashrose product price range are around RM5 to RM150, exclude postage. There are some of Pashrose mask extender collections that was made by Swarovski diamond, which been sold out right after they launched it. Here I provide the link to Pashrose online shop.

✚ <https://www.instagram.com/pashrose/?hl=en>

✚ <https://www.facebook.com/pash.rose>



RM5

RM15

RM19

RM33

For this project, I decided to only launch these four collections. The price are affordable and the design look fancy. There are more color option for each collection.