



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF INFORMATION MANAGEMENT
UITM PUNCAK PERDANA CAMPUS
SHAH ALAM

BACHELOR DEGREE OF INFORMATION SCIENCE (HONS)
RECORDS MANAGEMENT

ENT 530

PRINCIPLES OF ENTREPRENEURSHIP



SOCIAL MEDIA PORTFOLIO: PETALS.CO by Nur Arisya

PREPARED BY:

NUR ARISYA BINTI HUSSAIN (2019831688)

GROUP:

IM246ST4

PREPARED FOR:

SIR MUHAMMAD HAFIZI BIN ZAMRI

ACKNOWLEDGEMENT

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We hope that this assignment will help us to be ready with knowledge for other upcoming tasks in another subject. Hope that this assignment will help us to do better, and perhaps it will give benefit to others.

EXECUTIVE SUMMARY

PETALS.CO is a clothing brand that offer retail and shopping services for our customer. This brand offers an affordable clothing especially for muslimah and other girls. PETALS.CO is a new company that join this business field in early 2020 but we have a clear prospect and wide opportunities to stay in the business because our customer consist of girls from different stage of age including young teenagers, young adult and elderly. As a brand that focusing on selling skirts as our product, we make sure that only high quality product that has been sell to the customer at the reasonable price to allows customers from different background to buy our products.

Eventough our main products is skirts, known as a female clothes, our target audience is open to both gender. This is because, we also received a lot of male customer buying our product to make it as a gift to their partner, family and female friends. In addition, our biggest target audience is women that looking for a unique skirt and fashion. We believed that PETALS.CO are in the right path because we measure our successful by out of stocks of the skirt and full demand of new stock every month.

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1.0 GO-ECOMMERCE REGISTRATION

Go-eCommerce BETA

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PERSONAL PROFILE BUSINESS PROFILE



Nur Arisya Binti Hussain

Personal Information

Name	: Nur Arisya Binti Hussain	Phone/Mobile	: 0176058632	Edit
New Identity Card No.	: 990916145628	Home Address	: A13-13A, Kondominium Sentul Utama, Taman Dato Senu, Jalan 26	
Email Address	: nurarisya1609@gmail.com	District	: Sentul	
City	: Kuala Lumpur	Postcode	: 51000	
State	: WP Kuala Lumpur	Personal Instagram	: null	
Personal Facebook	:	Race	: Malay	
Gender	: Female	Special Need	: No	
Marital Status	: Single	Required		

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State of Institution	: Selangor	Name of Institution	: UITM Puncak Perdana	
Address of Institution	: Universiti Teknologi MARA Kampus Puncak Perdana, Jin Pulau Angsa AU10/A, 40150 Shah Alam, Selangor	City	: Puncak Perdana	
District of Institution	: Petaling	Postcode	: 40150	
Level of Study	: Bachelor Degree	Study Status	: Full time	Edit Delete
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Month of Internship Enrollment				

Hello there! My name is Abang Iz and I'm here to assist you.