



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF INFORMATION MANAGEMENT MARA OF UNIVERSITY OF  
TECHNOLOGY**

**BACHELOR OF INFORMATION SCIENCE (HONS) LIBRARY MANAGEMENT**

**PRINCIPLES OF ENTREPRENEURSHIP  
(ENT530)**

TITLE:  
**SOCIAL MEDIA PORTFOLIO (SCENTED MEMORIES)**

PREPARED BY:  
**NURAFIZA BINTI MUSTAPA (2019475986)**

GROUP:  
**IM2443A**

PREPARED FOR:  
**MADAM NOR SARA NADIA MUHAMAD YUNUS**

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## **EXECUTIVE SUMMARY**

Scented Memories is a business that offers quality products for many customers namely air freshener. Reasonable prices and quality products are accessible to all customers who purchase our products. Target audience for Scented Memories is especially for all individuals who have a car and face car odor problems. Various types of fragrances for air fresheners offered to meet the needs of customers. On November 2020, scented memories have started operating online. Sales are done online to facilitate the purchase and payment. Facebook page is used to promote Scented Memories products and create higher sales. Our business also holds alluring sales promotions to engage many customers to buy our products. Product promotion is done using teaser, soft sell, and hard sell to gain more sales and customers.

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## 1.0 INTRODUCTION OF BUSINESS

### 1.1 Name and address of business

Scented Memories is the name that has been selected for the business. Scented Memories carries the meaning of a fragrance that will be remembered all the time. This name is fitting to our product which is air freshener which gives a long lasting and fragrant scent.

Scented memories is located at Kampung Melulugus, 89808, Beaufort Sabah. Scented memories is using online platform to sales product that allows me to work from home. Working from home allows me to manage the business anytime and everywhere. Other than that, customers can come directly to my house if they want to know more about our products.



Figure 1.1: Scented Memories logo