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UNIVERSITI
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FACULTY OF INFORMATION MANAGEMENT

UNIVERSITY OF TECHNOLOGY MARA

PUNCAK PERDANA CAMPUS

SHAH ALAM

BACHELOR OF INFORMATION MANAGEMENT

ENT530: PRINCIPLES OF ENTREPRENEURSHIP

INDIVIDUAL ASSIGNMENT: SOCIAL MEDIA PORTFOLIO



PREPARED FOR: DR. NOR SARA NADIA BINTI MUHAMAD YUNUS

PREPARED BY:

NAME	MUHAMAD AZIM BIN SUHAIMI
STUDENT ID	2019612732
CLASS GROUP	IM2443A
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Finally, I would like to show appreciation to my family that help me furthering my studies in this university. Without them, I would not be able to study in good environment and with ease of heart and comfort.

EXECUTIVE SUMMARY:

Jack Black Beard Oil Malaysia is our company name and our trademark is “Beard Care for Men”. The main objective of our company is to provide premium products for beard care for men and to offer variety of products regarding to beard care. Jack Black is a company that located in United States of America and we also want to introduce these products in Malaysia.

Jack Black products got their own reputation in their country which is United States. We would like to become provider of these products for Malaysians men that concern to their beard growth and want to keep their beard as stunning and neat as before. Our target customer is group of men in range of 25-50 age.

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1.0 INTRODUCTION OF BUSINESS

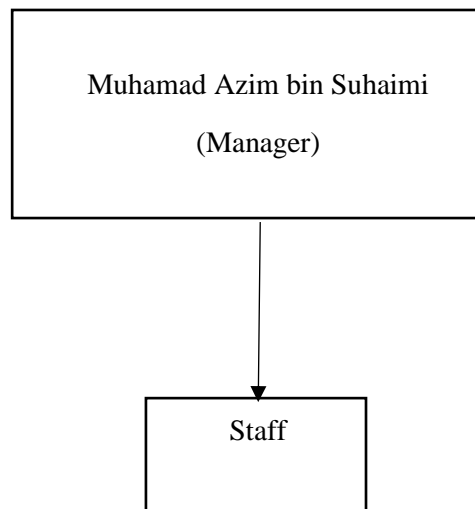
1.1 Name and address of business

Jack Black Beard Oil Malaysia is our business name that we pick based on our main product which is Jack Black Beard Oil from Jack Black. We choose to add 'Malaysia' at the back of our business name in order to inform the audience on the place to sell our products and our operational place. We would like to sell our products to Malaysians through the whole country of Malaysia.

As for address of business, our address is Lot 1331, Lorong Kilang Bata, Jalan Jeram Pasu at Pasir Puteh, Kelantan.

1.2 Organizational Chart

For our business organizational chart, our business only got one manager and one staff to handle our business. This due to the business only a small business and does not require another staff and manager.



1.3 Mission and vision

Every business got their own mission and vision. As for our business, our missions are:

- To keep providing our customers on the premium products regarding to demand on beard care products
- To be the best provider on the beard products that can become popular between men users in the age of 25 to 50 years old.
- To get profit at least 20 percent for our products that introduced to our customers.

Our vision is to become popular products and familiar among men who also a beard-lover within the country.

1.4 Description of Products and Services

Our business sells the three main products from Jack Black. We sell products on beard care which are:

1. Jack Black Beard Oil
2. Jack Black Beard Wash
3. Jack Black Wax Pomade

Each of the product got their own specialty and roles. As for Jack Black Beard Oil, this product can be used for men who like to keep their beard growth as healthy as possible. With this product, they can prevent itchiness, avoid flakes at beard and increase beard growth rate. This product comes in a bottle of 30ml of solid volume.

Next is Jack Black Beard Wash. This product can be used as cleaning the beard and to keep the facial face smooth and soft. The product comes in tube that the solid volume is 177ml.

Lastly, the last product is Jack Black Wax Pomade that can be used on beard to keep the beard in firm hold and waxing beard. This product net weight is 77gram.

As for service, we use local courier services like Pos Laju and J & T to ship our product through whole country. We will charge RM5 for Pos Laju and RM6.50 for J & T courier service.