



UNIVERSITI TEKNOLOGI MARA

KAMPUS PUNCAK PERDANA

FACULTY OF INFORMATION MANAGEMENT

BACHELOR OF INFORMATION SCIENCE(HONS) LIBRARY MANAGEMENT

(IM244)

PRINCIPLE OF ENTREPRENEURSHIP (ENT530)

INDIVIDUAL ASSIGNMENT

SOCIAL MEDIA PORTFOLIO

PREPARED BY:

NUR HAZWANI BINTI SAFERI

(2019207948)

PREPARED FOR:

PUAN NOR SARA NADIA BINTI MOHAMAD YUNUS

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Executive Summary

NH Closet is a clothing store that aimed growing population in Malaysia.. We are here to provide unique products that were made local. It is the goal of NH Closet to become the top cultural retail store. We hope to obtain both high profits and a reputation for great customer satisfaction by offering a large variety of high quality and rare products to our customers.

Located in one of the housing area in Kuching, Sarawak, we provide a central location for the growing community. We believe it is important to create an atmosphere of acceptance and community care, as well as a place where individuals can identify and bond with aspects of their culture.

1.0 Introduction of business

1.1 Name and address of business

NH Closet is the name for my business page. The name came from the first alphabet of my own name “ Nur Hazwani”. I decided to choose that name because it is easy for people to recognize that the owner of that shop and makes me feel more confident to run the business since it has my own brand name. Closet has been chose since I was selling cloth. The combination of that name makes my shop look trendy and elegant.



Figure 1.1 shows the main facebook page of NH Closet.

My shop is located at Taman Sukma. I chose this location because I think it is a strategic place for business where people can easily reached there. It is also located near my house and it will make me easier to come and visit the shop. I also consider about the safety when choosing a shop lot and I have found this place where it has the lower risks for bulglary and theft since in this housing have their own security guard who patrol every 4 hours. The parking lot is free without any charge. There is also a special parking lot for me to park my car. The location is also strategic because there is a café and convenience store located infront and beside our shop building. It will make customers easier to get some food if they were hungry after shopping at my shop.

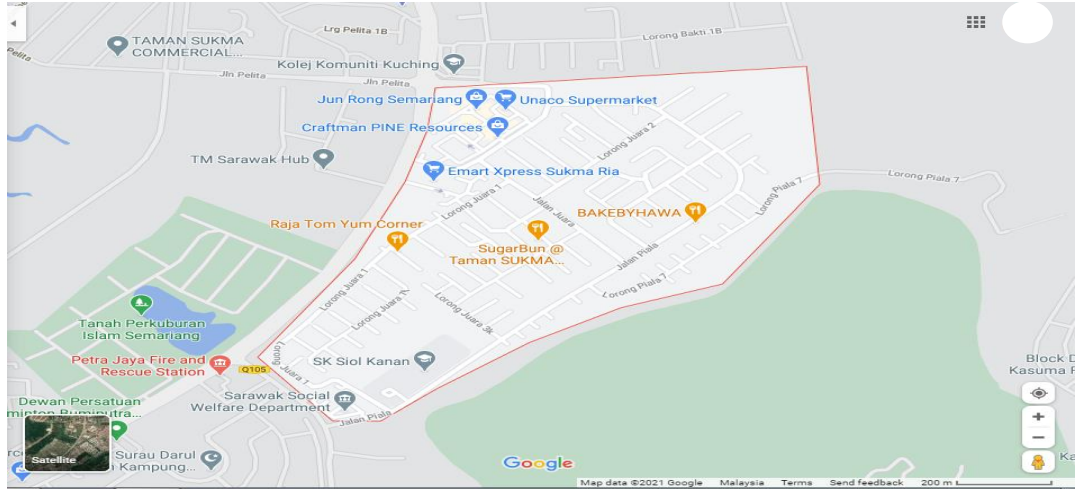
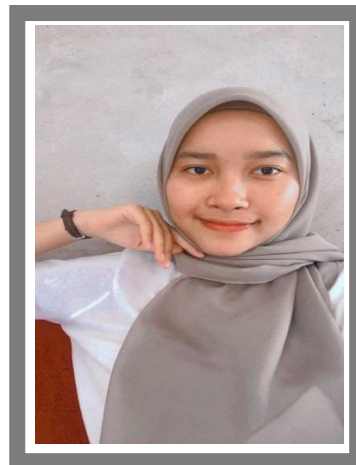


Figure 1.2 shows the location of NH Closet

1.2 Organization Chart



Founder of NH Closet

NUR HAZWANI BINTI SAFERI

Figure 1.3 NH Closet organization chart.