UNIVERSITI TEKNOLOGI MARA KAMPUS PUNCAK PERDANA

FACULTY OF INFORMATION MANAGEMENT

BACHELOR OF INFORMATION SCIENCE(HONS) LIBRARY MANAGEMENT

(IM2443A)

PRINCIPLES OF ENTREPRENEURSHIP

(ENT530)

INDIVIDUAL ASSIGNMENT (PORTFOLIO)

TITLE:

ROMEBARBER SHOP

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EXECUTIVE SUMMARY

ROMEBARBER SHOP is a trademark for haircut shop services. The main objective that is to achieve for the business can be popular surrounding people and students in Puncak Perdana Area. The purpose is to solve students time waste and money for them to went out from the college to find Barber shop in expensive price. I recognized that every student in college campus Puncak Perdana do not have time to go out and have a haircut. The experience that I had for 5 years, I suddenly decided to make a pocket money to do some haircut services among students.

According to my customer, my haircut skills was impressing and make them like it because the detail I did was nice. This make me more comfortable in doing the services among students, but I have a future dream to make a Barber Shop using my name and open to all category from kids, student, adult and elderly just for a man only. Hence, I can provide all the types of haircut to hair wash and treatment one day. Therefore, Barber shop now is very popular because every man needs a nice hairstyle to achieve their goal in lifestyle. I hope, I can make it better in the near future and then grow my business again.

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1.0 INTRODUCTION OF BUSINESS

Rome Barber Shop was my business name that I decided based on my own surname so it will be known if I am the barber will give the services int his shop. I choose this service because I have a lot of experience before this in haircut. The combination from my surname will set people mind set as me the manager who create the shop. Which is my name Romuald and take the three words in front of my name and add one word 'e' as Rome as well. As my target in this social media marketing is to make sure all the student in Campus will recognize me for the haircut.

Figure 1.2 Rome Barber Shop Official Logo