



FACULTY OF INFORMATION MANAGEMENT
UNIVERSITY TECHNOLOGY MARA CAMPUS PUNCAK PERDANA

ENT530: PRINCIPLES OF ENTREPRENEURSHIP
INDIVIDUAL ASSIGNMENT 2: SOCIAL MEDIA PORTFOLIO

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EXECUTIVE SUMMARY

My product is a skincare product. The brand name of the product is Cetaphil. My mission is to become a well-known business and my vision is to help people get healthy and clear skin.

This business address is at Jitra, Kedah. This business provides 10 items of the skincare product. This business hope it can help people to get healthy and clear skin.

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INTRODUCTION OF BUSINESS

Name of business: Cetaphil Skincare

Address of business: Jitra, Kedah

Organizational Chart:

