



اَوْنِيُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا  
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**PRINCIPLES OF ENTREPRENEURSHIP (ENT530)**

**TITLE:**

**SOCIAL MEDIA PORTFOLIO**

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## **EXECUTIVE SUMMARY**

I chose Wanascarf 's brand to be my business is because I am interested in how founder Wanascarf, Anis Syazawana Binti Zun guide her team to improve and promote products. She also coaching their team every week. I promote the product in Facebook Page. My Facebook Page is Wanascarf\_nadiaa.

I am also interested in beautiful bead designs that has been released by her. Besides, I know that many women out there will be attractive when looking at the collection of Wanascarf with a variety of colors that suitable for women. In this portfolio, I share about names and address of business, organizational chart, mission and vision, description of products and the price list. I also included the pictures that I used when make a posting in Facebook Page. I hope that her business will be more famous and many people will in love with Wanascarf.

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## **1.0 INTRODUCTION**

### **1.1 NAME AND ADDRESS OF BUSINESS**

Wanascarf is a scarf brand that had been created by Anis Shazwana Binti Zun, founder of Wanascarf. Wanascarf is a comfortable and easy to style. There are six beautiful design that has been release. I am as a agent of Wanascarf. Our business tagline is “Your hijab your style” which means we can style our hijab with all styles that we feel comfortable to go. Our target market is all muslim woman especially teenagers and above with range 13-50 years old as Wanascarf is easy to wear and comfortable.

The address of business is at Kampung Bukit Chenda, Gunong 16090 Bachok Kelantan.

### **1.2 ORGANIZATIONAL CHART**

Wanascarf is a new brand and is going to be a big brand. For now, there are four agent and 30 dropship all around the Malaysia that will serve customer who needs comfortable and easy to wear scarf. We also want to solve someone who has a problem in wearing bawal scarf. And we want all woman feels they are so pretty when wearing Wanascarf.

### **1.3 MISSION AND VISSION**

I believe that every business has their own mission and vision to run their business based on their goals that need to be achieved. I also made mission and vision for my business so that I know and need to achieve it wisely.

Mission:

Wanascarf is inspired to produce many successful young entrepreneurs and will expand the market throughout the world.

Vission:

Wanascarf became the first choice of hijabs by veiled women and was able to solve the problem of veiled women with the very best quality of the lid.