



PRINCIPLE OF ENTREPRENEURSHIP (ENT530)



SOCIAL MEDIA PORTFOLIO

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ACKNOWLEDGEMENT

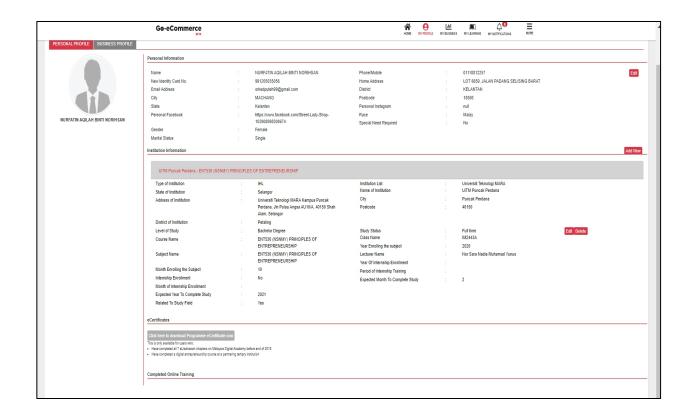
First of all, I would like to thank to Allah because finally I can complete this assignment. Next, thanks a lot to our lecturer, madam Nor Sara Nadia Binti Muhamad Yunus because guide us to prepare this assignment step by step. Last but not least, thank you to my parents because always pray for me and give support also those who help me to completing this assignment either directly or indirectly.

EXECUTIVE SUMMARY

The assignment is the study on how to run a business by using the social media. I have chosen a business to run by me which is a business of selling bundle clothes which are blouses and knitwear. By doing this business, I have learned on how to promote product by using social media which is Facebook. I also learned on how to create sale postings by using teaser, soft sale and hard sale.

Other than that, I have learned on how to attract and convince the customers. We need to set our targeted customers so that we can easily run our business. Lastly, we must know what upcoming problems and how to overcome it.

1.0 BUSINESS REGISTRATION



2.0 INTRODUCTION OF BUSINESS

2.1 BUSINESS PROFILE

Name of the business: StreetLady.Shop

Business address: LOT 6659, JALAN PADANG SELISING BARAT, 18500 MACHANG

KELANTAN

E-mail address: orkedputeh99@gmail.com

Telephone number: 011-18812257

2.2 ORGANIZATIONAL CHART

Street Lady. Shop by Fatieynnr co-founded by NurFatin Aqilah Binti Norihsan, assisted by Operation Manager Noriza Binti Mat Daud and three other staffs which handling packaging, financial and another one delivering.

