



SOCIAL MEDIA PORTFOLIO: ALYSS SPARKLE

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): INDIVIDUAL PROJECT

FACULTY & : FACULTY OF BUSINESS AND MANAGEMENT

PROGRAMME BACHELOR IN OFFICE SYSTEM.

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PROJECT TITLE : SOCIAL MEDIA PORTFOLIO

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EXECUTIVE SUMMARY

The name of my business is Alyss Sparkle where 'Alyss" is my favourite Germany's name. Meanwhile, "Sparkle" is stand for shining. It is means, people who styling our products will always shining and bright on other's preferences on you. Based from the name of my business, I am serving the customers a various type of different handbags and our main target market is a teenager.

Alyss Sparkle was founded by Intan Suraya, who first began interested on handbags and started to running the business in 2020. In addition, she chooses Facebook as her main platform of business. This business offers many types of handbag with different color which become trendy nowadays among teenagers such as yellow, lilac, black, white, and green. For now, Alyss Sparkle have launched two different handbag which called Pouchy Bag and Bloomy Bag. Price placed for all the products are around RM40 to RM50 only which was really affordable and reasonable for the target market.

In order to keep the business running smoothly, all the post on Facebook have been arranged with a teaser, soft sell, hard sell, and frequency of posting. All this posting needed to keep the business stay relevant and get attention from customers.

1.0 GO-ECOMMERCE REGISTRATION

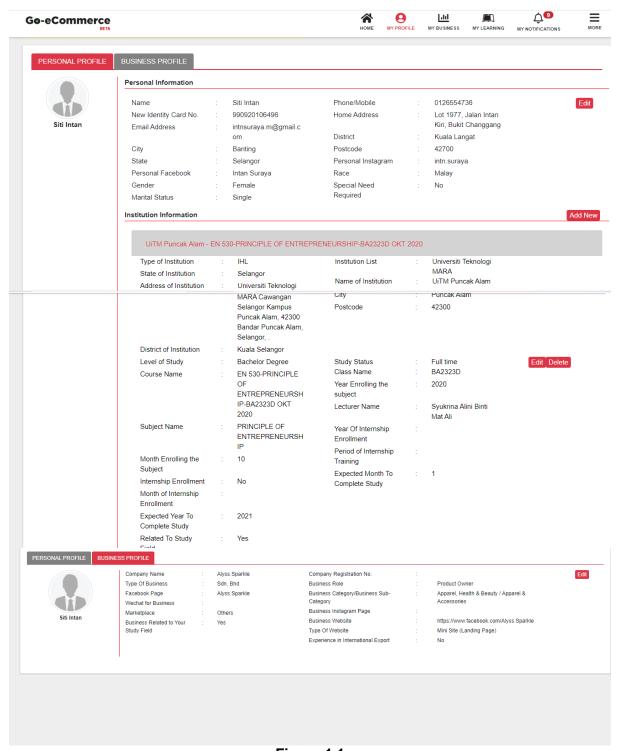


Figure 1.1