



اَوْبُوْ سَيِّدِيْ تَيَكُوْ لُوْ كِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

## SOCIAL MEDIA PORTFOLIO

### THE BAGISTAR

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY**

**FACULTY&PROGRAMME** : FACULTY BUSINESS AND ADMINISTRATION  
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**NAME** : NURUL MAISARA BINTI NOR EFENDI

**LECTURER** : MDM. NORFAZLINA BINTI GHAZALI

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## EXECUTIVE SUMMARY

The Bagistar is a fashion page that sells bags for women specifically. Various types of bags are sold at very affordable prices. The Bagistar was set up to help less confident women look more confident with matching handbags. The Bagistar was located at Taman Teluk Gedung Indah, Pelabuhan Klang, Selangor. This company was fully owned by me. The reason I sell bags is due to my passion in fashion. Since I am a full-time student, I don't get much income. I always wear the same bags to go out with my friends and family. Until I found this stall that sell cheap style begs. The price is very affordable that literally everyone can have it. The quality of the bags also really match the price, it is not too heavy and not too light.

Hence, my targeted customer is students and women's that have low income. My purpose is I want to help people with low income to look good in their daily outfit. I believe outfit is very important in any occasion. The Bagistar sell various type of bags with different cute colors and sizes. The style was also up to date, no lame or bad style. Although the page did not get a response that I expected, but I still believe that this page will be one of well-known page for bags in the future.

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## 2.0 Introduction of business

### 2.1 Name and Address of Business

My business name is The Bagistar. This name was chosen due to how much I love bags. It's a combination of bag and star. My business was located in No 16, Lorong Sama Gagah 18B, Taman Teluk Gedung Indah, Selangor.

### 2.2 Organizational Chart

An organizational structure defines how activities such as task allocation, coordination, and supervision are directed toward the achievement of organizational aims. Organizational structure affects organizational action and provides the foundation on which standard operating procedures and routines rest. It determines which individuals get to participate in which decision-making processes, and thus to what extent their views and shape the organization's actions. Organizational structure can also be considered as the viewing glass or perspective through which individuals see their organization and its environment.

Since The Bagistar is owned fully by me, I'm doing pretty much everything. From ordering the product from the supplier until deliver the product to my customer. My business just started operating, I did not get customer every single day. Therefore, I still can do everything own my own.

### 2.3 Mission and Vision

A mission statement defines the company's business, its objectives and its approach to reach those objectives. Therefore, the Bagistar mission is to provide the best quality of bags yet still affordable for everyone. While a vision statement describes the desired future position of the company. The Bagistar vision is to be one of the largest company in fashion field that can provide the best and latest looks with great quality of product and yet affordable.