



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
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SOCIAL MEDIA PORTFOLIO



Salznie Collection

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

FACULTY & PROGRAMME : FACULTY OF HOTEL AND TOURISM
MANAGEMENT (HM241)
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EXECUTIVE SUMMARY

Salznie Collection provides customer with fabric or commonly known as 'kain pasang' by the community. Next, our business offer various materials and design of fabric that can cater to different type of people. Furthermore, our product price range is affordable enough and can be afford by almost everyone. Besides, we do not just sell and put our product in the eye of public every single time we also ensure that we give the customers enough tips and information related to the caring instruction, usage of the fabric, the fabric type benefits and many more.

Apart from that, our target audience is for a woman with career in government sector who needs to dress up modest and formal each day at work. We also targeted government sectors workers looking to make a new uniform traditional attire. Next, we also target a woman who might want to attend a special occasion and interested to buy fabric to make attire for that occasion. To conclude, not to forget we do target a mother with a child who wants to make an attire with similar fabric with their daughter so they can be match together.

Furthermore, our marketing strategy is mostly an online base by using social media like Facebook. We posted our products alongside its price and its features or benefits to give a reason for customer to purchase them. Feedback from other customer would also be share in order to provide some sort of guarantee for a potential customers. By providing customers with enough guidelines and assist them with their needs of information this will ensure to attract customers.

Salznie Collection is currently owned by Yasmin and operated along with her other staff that assign in department known as marketing, financial, packaging and delivery. To conclude, we will make sure to use an online platform thoroughly in promoting our business in order to gain customers satisfaction and be able to generate profit for our company.

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2.1 INTRODUCTION OF THE BUSINESS

2.1.1 Name and address of the business.

Naming or branding of business is a crucial part in any businesses it is a way that people can recognize us and differentiate us from other businesses. I have chosen a name that is quite dear and meaningful to me. It is actually my mother and father names combined. I have learned from my lecturer that the name of your brand should not be more than three consonants.

This is because brand name that requires shorter consonants when you are pronouncing it will be a lot easier for you customer to remember. The name of my business is 'Salznie' and I added the word Collection to indicate that we are selling products that are selected carefully and gone through some process before it can be consider a part of our collection.

On the other hand, the location for business can also be quite important as it will either result people to easily reach us and be able to see our establishment or not. The location can be one of the main factors for a lot of traffic and passerby that might actually end up being our potential customer. Furthermore, a good location for business also can be a potential for a good marketing for the business itself. Our business location is located in a state in the northern part of Malaysia which is Kedah.

As founder I had chosen to open the establishment here because it also happen to be a state that I live in. We had chosen a commercial property located near to a residential area known as Bandar Laguna Merbok. It is located on the second floor of a two story commercial property facing the main road and can be easily seen and notice by people with the help of our store sign. The address for the business is 32, Lorong BLM 1/2, Bandar Laguna Merbok, 08000 Sungai Petani, Kedah.