



**FACULTY OF HOTEL AND TOURISM MANAGEMENT**

**BACHELOR OF SCIENCE (HONS.) TOURISM MANAGEMENT**

**HM 241**

**PRINCIPLES OF ENTREPRENEURSHIP  
(ENT530)**

## **SOCIAL MEDIA PORTFOLIO**

<b>FACULTY &amp; PROGRAMME</b>	<b>: Bachelor of Science Tourism Management</b>
<b>MATRIC NUMBER</b>	<b>: 2020620998</b>
<b>PROJECT TITLE</b>	<b>: Social Media Portfolio</b>
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## **Executive Summary**

**Miithrift** derives from the word Me, which is labeled as me as the creator, meaning that the money is spent efficiently on the capital and not the resources are lost. We are looking for a used shirt, coat, and hat with a secure brand all around the world. Usually, at package shops and night market, we will find the stock.

Adolescents, the elderly and everyone who likes fashionable are the target market for this business. We also provide the stock that we sell appropriate for unisex which can be worn as a regular outfit, especially for the student who often needs to use casual outfit to go to their class. But apart from that, we also have an appropriate product so that individuals can conveniently get their shirts.

This company launched in 2015 and we are extending our company by establishing a business account on other websites for shopping. We concentrate on how to bring more consumers and shoppers from other nations through this shopping platform. We do foreign shipments as we get our buyers from the website so that they can conveniently obtain the parcel.

Miithrift's company now has three business accounts to grow our company internationally. In addition, we also connect and email other resellers where we can do exchange promotions. We are going to support their company account and they are going to do the similar activity without any fee, which means we all get fresh clients and we can raise the number and gain more customer.

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**ii. Introduction of business**

- Name and address of business

Name: MiiThrift

Address: No 23, Jalan Parit Jabaar, 83200 Senggarang, Batu Pahat,  
Johor.

- Organizational chart



Picture 2.1 The owner of MiiThrift

**Owner**

Muhammad Helmi Iskandar bin Hisham

- Vision/ Mission

MiiThrift's Vision is to be the first-choice bundle shirt in Malaysia and deliver the latest trending outfit that affordable for everyone.

The Mission is to enlarge and promoting the business worldwide.