



اَوْنَبُوْا سِيَّتِيْ بِاَتِيْكَوْا لُوْكِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF HOTEL AND TOURISM MANAGEMENT
BACHELOR OF SCIENCE (HONS.)
TOURISM MANAGEMENT**

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530)
SOCIAL MEDIA PORTFOLIO**



(MYAA WEDDING COUTURE)

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ACKNOWLEDGEMENT

First, I would like to thank Allah for His blessing. It was because of His blessing; I could complete the task that was entrusted to me. After many challenges, this individual effort was completed on schedule with much energy and dedication. We spilt blood, sweat and tears as I did this task, as I had many other assignments to do, but Alhamdulillah, I completed it.

As a result of these issues, I become more structured and mature in dealing with problems in my company. This portfolio includes using Facebook, creating soft-selling, creating hard-selling and creating a preview to gain clients.

Therefore, I would like to thank a few people supporting and encouraging us to get this individual project completed. First, I would like to express my gratitude to Mrs Norfazlina Ghazali, my lovely Principles of Entrepreneur lecturer, to teach, direct, and keep up with my class. From Week 1, she lectures us with high patience, and we are forever grateful to her for that. Next, I would like to thank our classmates and some of my seniors who helped me complete this study by exchanging ideas.

Finally, I hope that Madam is pleased with my report and will not be rejected because I have spent a lot of energy, time, and commitment to complete this assignment.

EXECUTIVE SUMMARY

MYAA Wedding Couture is a wedding boutique name after the owner Rashyida Amyra Binti Razali. It is established on 13th July 2019 and successfully registered by the Companies Commission of Malaysia on 12th July 2019 with business registration number: 002991983-V. This company business type is sole ownership without no branch yet as today. The boutique is located at No.33-1, Jalan 9/9C, Seksyen 9, 43650 Bandar Baru Bangi, Selangor, a strategic location as Bandar Baru Bangi is one of the developing cities. The company decided to set foot there as it is near their supplier of the fabric and their catering equipment, so it helps to scale back the cost of transportation. It is the centre of their location as their client is around the area; also, Bangi residences know as one of the best for its fashion industry. This boutique offers various stunning wedding dresses, mesmerized decoration dais, flexible wedding planners, skilful makeup artists, and event management.

At MYAA Wedding Couture, they concentrate on a perfect service experience for their clients, and their goal is to make sure every wedding dream came true. They offer such a reasonable price for every wedding package, and they will make sure you will be satisfied with them. Customers and bride-to-be can also request anything they want to add to make the event more memorable. Make sure to book an appointment with them to discuss further, or you can even go right to their doorsteps to survey first. All in all, MYAA Wedding Couture is a must place to visit if you are planning for your big day soon.

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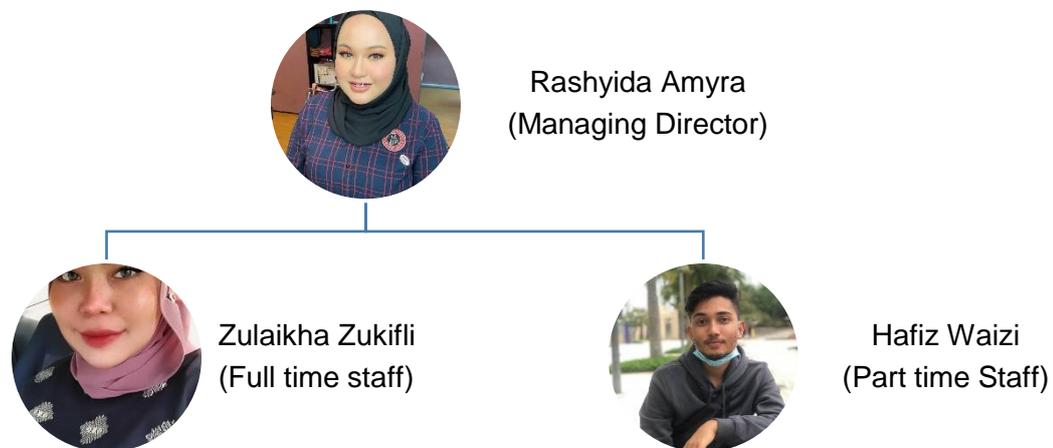
1.0 INTRODUCTION OF BUSINESS

1.1 Name and address of business

MYAA Wedding Couture

No.33-1, Jalan 9/9C, Seksyen 9, 43650 Bandar Baru Bangi, Selangor

1.2 Organizational chart



1.3 Mission and Vision

Our Mission Statement

When shopping among the finest wedding and formal fashion wear, we aspire to create an extraordinary guest experience. It is our goal to help you find the dress of your dreams by offering fun, high-quality, knowledgeable customer support and long-term loyalty. We believe in delivering excellent customer service and building a comfortable and pleasant shopping experience. We also believe in creating a job atmosphere for our workers that is both professional and enjoyable and empowers our employees to be trustworthy and beneficial to our customers.

Our Vision

At MYAA Wedding Couture, our mission is to be the best bride store in the world, in the eyes of our clients, our communities and our peers.