



اُنِيُوَرْسِيْتِي تِي كُنُوْلُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

FACULTY OF BUSINESS MANAGEMENT

ISLAMIC BANKING (BA249)

TITLE: SOCIAL MEDIA PORTFOLIO

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## EXECUTIVE SUMMARY

The Jeruks is an online shop that established on 25<sup>th</sup> of November 2020. Located at Banting Selangor, where it is a place of her living. The Jeruks are focusing on a good experience for customers to have the Jeruks products where they really enjoy eating it either alone or with their family. Looking at the products and pricing, it really can show that The Jeruks really provided the most affordable Jeruks in Banting. Customers can choose their favorite fruit from The Jeruks products and enjoy it themselves. They have 4 products to choose from namely Jeruks Jambu Batu, Jeruks Jambu Air, Jeruks Mango and Jeruks Apple. The price of the serving is about from RM8 to RM10 only. With such a strong price and taste, The Jeruks is a must visit online shop for your craving something that sweet and sour taste.

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# INTRODUCTION OF BUSINESS

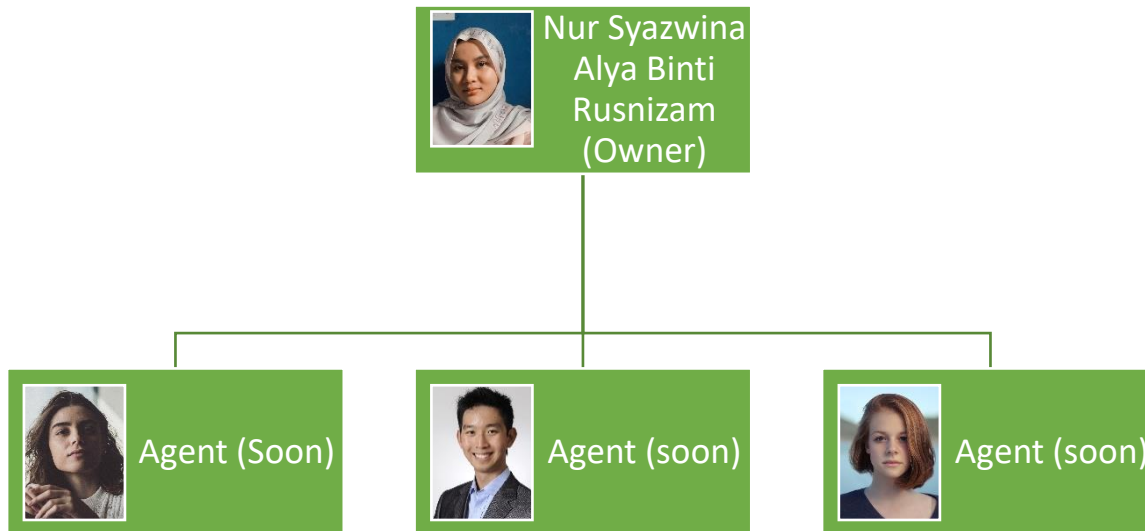
- Name and address of business

Name: Jeruks by wina

Date of opening: 25<sup>th</sup> of November 2020

Address: No.25 Jalan BB 2/6 Taman Banting Baru,42700, Banting, Selangor.

- Organization chart



- Mission/ Vision

The mission of Jeruks is to make sure that goods are favored by everyone who eat it and stay clean hygiene to sure that goods are safe to it.

The vision is to enlarge the name of company and have a healthy competitive with others seller by provided the delicious goods. Company will ensure the save of the product and the originality of the product by make it homemade.