



SOCIAL MEDIA PORTFOLIO

AEFOSI

THE RESIN EPOXY ART

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

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ACKNOWLEDGEMENT

Alhamdulillah, be grateful to the Divine with the abundance of grace that is bestowed on us I can complete the task successfully.

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TABLE OF CONTENT

	PAGE
COVER PAGE	1
ACKNOWLEDGEMENT	2
TABLE OF CONTENT	3-4
EXECUTIVE SUMMARY	5

EXECUTIVE SUMMARY

Epoxy resins are a resin and hardener component two-component method. A chemical reaction happens by the combining of all materials such that the liquid resin eventually hardens into a rigid plastic. The outcome is a beautiful, clear surface. AEFOSI Resin provides assorted handmade resin epoxy art products for our customers. Our business offer affordable customize resin products to our beloved customers by giving them a different packages with different range of prices. Also, we served our customers with a free of charge consultation for them before proceeding on colors, charms and any extra accessories according to suitability of their choice of product.

Our target customer is a group of people who are looking for a gift specially made of resin at low cost and need options with different types and looks that are customizable for them to choose in order to meet their own preferences. AEFOSI Resin is also targeted at collectors who enjoy custom items that want abnormality and that are fun to preserve.

AEFOSI Resin also have registered our business for go e-commerce registration online to confirm our business activities on September 2020. We do not target any specific area because our customers can be from anywhere as long as they are seeking for this type of gift made of resin. Our business are also available online which is very convenient and easy to deal with together we do not require to have a face-to-face discussion if it is not needed for them.

The marketing strategy that is used by AEFOSI Resin is the lists prices is provided for every products and any extra accessories needed. Since we made assorted handmade products, price are available for negotiable and will perfectly done according to their wants. This strategy will attract customers as we are very concern and prioritize the value of the customer's needs and wants.

At the moment, AEFOSI Resin is owned and beautifully made with love by Nur Aina Yasmin Bt Mohd Afanizam. Besides that, we use social media platform such as Facebook page to give awareness together in promoting our products and service to gain the attention of crowds who might potentially be our customer. Therefore, we post our teaser, soft sell and hard sell as our sale postings on our official Facebook page at <https://www.facebook.com/resinbyaefosi> to promote our product and services.

2. INTRODUCTION OF BUSINESS

2.1 Name and address of business



Figure 2.1.1 AEFOSI Resin business logo

AEFOSI Resin is a sole proprietorship business established in September 2020 by the owner named Nur Aina Yasmin Bt Mohd Afanizam. Operation based in a home workplace, AEFOSI Resin is located in the city of Shah Alam, Selangor. The business starts from 10AM until 10PM everyday but takes few days to finish up the end product considering myself a student and closed during special celebration such as Hari Raya. Abreast with the development in technology, the product is sold on a great platform that can reach a wide audience worldwide, which is Facebook.

We specializes in selling the assorted customizable handmade resin epoxy art which is available according to consumer preferences in different shapes and sizes. Our products are including notebook, mermaid phone stand, phone casing, lipstick holder, coaster, key ring, jewelry case and card holder together with charms which they can add for accessories. The target consumer focuses on anyone who wish to own any handmade resin epoxy art as a gift, self-collections or decorations. The business also aims to promote unique art which are made with love according to customer wants and creativity. The business name, AEFOSI was chosen a symbolic to the business nature itself. The word AEFOSI is dedicated from the origin name belong to my mother, SOFEA so when the word of SOFEA is spelled backwards, it became AEFOS but add with 'I' at the back so it become AEFOSI. These also portray her forever support for everything that I do in my life as she also loves art as much as I do.