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UNIVERSITI
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MARA



<https://www.facebook.com/jewelinspiredbysab>

SOCIAL MEDIA PLATFORM

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY

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I hope my assignment is complete and will be well receive. I had used all my effort knowledge to search, collect, input the information and ideas. I hoped my effort, hardship and work was worth it for this report. Thank you very much.

EXECUTIVE SUMMARY

Jewel inspired works as a business that sells jewelry, custom made inspired mask extender 2 in 1 , and many others. Our company provides affordable product to our beloved customers by providing a different price range by giving them a different collection with different scales of prices. Jewelry and accessories gifts are available in a wide variety of styles at the most incredible prices. We sell a sizable selection of jewelry in attractive items, from trendy necklaces and rings to nicely beaded bracelets.

Our target audience is a group of people who are looking jewelry at low cost and need choices with different styles design impact for them to choose in order to meet consumer expectations, Jewel Inspired also targeting businesswoman who is about to start new business and in need of ideas for custom made jewelry. Jewel Inspired will be run out of the home office. At Jewel Inspired online website, we market our jewelry directly to the public and to companies, as well as through some selected galleries and art shows.

3 in 1 Long chains, custom made 2 in 1 mask extender and set of jewelry are all examples of some sort of accessories I can further discuss in more depth in this social media report. All of the items are designed and produced by Jewel Inspired. Now it is important for jewel inspired to concentrate its efforts on the following marketing/production targets as it continues to expand and reach the desired level of market penetration.

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2.0 INTRODUCTION

2.1 Name and address of business



Figure 1.3 The Jewel Inspired Logo

The name Jewel Inspired described as the products itself which is Jewelry. As people know, jewelry would cost you immersive amount, but Jewel Inspired offered customer high quality of products with affordable price. Thus, the word Inspired itself are categorized as I want to be inspired by all women out there. We will offer a great selection of jewelry in various designs, colors, and sizes. Our jewelry will include bracelets, necklaces, and rings. All of the pieces will be designed and created by the owner.

The goal that the company planned on aiming for was to create a blueprint of the company's vision and strategy and to use this plan to carry out and further the business. This business plan would be seen as a means to coordinate all of the different elements under the umbrella of the company so that they represent the consumer and generate consistent profits. Jewel Influenced will be planned to concentrate on the women segment of the business. We will focus our marketing efforts on elite women, as well as women who want to wear fashionable dresses and skirts while going out for a night out. We would sell to these customers by suggesting a color combination and type of outfit and by making sure we have the make it original for each customer to help us reach out to the customer and tailor designed for what important to them.