



اَوْنَهْوَرَسِيْتِي تَيْكُونُو لَوِي كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



YUKISCARF BY AMYLIARASHID

SOCIAL MEDIA PORTFOLIO

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY

FACULTY & PROGRAMME : FACULTY OF BUSINESS ADMINISTRATION (BA242)
SEMESTER : 4
PROJECT TITLE : SOCIAL MEDIA PORTFOLIO
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2. EXECUTIVE SUMMARY

YukiScarf by amyliarashid is the name of my business. YukiScarf is actually name of the brand of scarf. I am as a dropship under YukiScarf so I put my name together to make this business is mine. YukiScarf by amyliarashid offered to sell a variety scarf. YukiScarf was named that was produced by the owner which is Sha Fauzi. Its location in Damansara Damai, 47830 Petaling Jaya, Selangor.

Other than that, YukiScarf by amyliarashid focus to sell a variety of scarf with reasonable price so that every woman can buy and wear the Yuki scarf. The main activity of business is introducing new style and design of Yuki Scarf. This scarf focuses on the shawl and the bawal to cover the 'Aurah' which follows the 'Syarak' in Islam. On average, the majority of hijabs and other items supplied in the shop are for women aged 18-45 and above.

The price range shall be determined by the brand and the design of the products. I will plan for promoting all products within the non-expensive prices for customer. Then, I'm creating a Facebook page for my business so I can expand it. Social media is the main marketing right now because everyone have social media especially Facebook. This will can increase profit for my business. It is automatically achieving my objective of the company.

4. INTRODUCTION OF BUSINESS

4.1 NAME AND ADDRESS OF BUSINESS

Name: YukiScarf by amyliarashid

Address: Damansara Damai, 47830 Petaling Jaya, Selangor

4.2 ORGANIZATIONAL CHART

