



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



SOCIAL MEDIA PORTFOLIO

WELL CUSHY BEDSHEET

PRINCIPLES OF ENTREPRENEURSHIP(ENT530) :SOCIAL MEDIA PORTFOLIO

FACULTY & PROGRAMME : FACULTY OF BUSINESS ADMINISTRATION (BA 249)

SEMESTER : SEMESTER 3

PROJECT TITLE : WELL CUSHY BEDSHEET

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ACKNOWLEDGEMENT

Assalamualaikum w.b.t, Praises to the Al-Mighty God for His Blessing and guidance that kept me going throughout the completing of Principles of Entrepreneurship (ENT 530) case study report. To be honest, I never thought that I can finish this job within the time given but apparently I did and thank you to Allah SWT for giving me strength and the will to get it done.

I would like to show our gratitude to our lecturer Madam Norliza Binti Saiful Bahry who gave us the golden opportunity to do this wonderful project and her encouragement for us in finishing this report. Thank you to Abellona.co because giving me a chance to become their authorized agent and this report would not have been possible to done without the effort, cooperation and time during the preparation and completion of this project.

Last but not least, a special thanks to my colleague in helping me in this project and people who have willingly helped me out with their abilities. Many people, especially my classmates and the owner of Abellona.co itself, have made valuable comment suggestions on this project which gave me an inspiration to improve my report. I want to thank all the people for their help directly and indirectly to complete our report. Thank you so much.

EXECUTIVE SUMMARY

Well Cushy Bedsheet is the company's name which I think is relatable with the bedsheet itself. I want everyone to feel this cotton bedsheet that will give them the best sleep ever. It has a variety of design and collection for people to choose. They could get the bedsheet with an affordable price with a premium feeling.

The reason I choose this company because since MCO happens, people tend to spend their time at home and their bed. So I want people to feel happy with their purchases of this products. Our target customers are from kids to adult because the design is not specific to only one certain ages.

Since I am the authorized agent of Abellona.co, I will be using online platform such as Facebook and Instagram to attract my audience. They are currently expanding their sales by producing more design. They are also offering so many discounts to attract customers. Therefore, Well Cushy Bedsheet is a good marketable products of choice that could be more expanded to many people as the business keeps growing.

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2.0 Introduction

2.1 Name and address of business

The main product of this business is cotton bedsheet. Name of this business is Well Cushy Bedsheet. The reason why I choose this name as this official business name because I want everyone to enjoy our bedsheet as it is comfortable for everyone from children to adults. This business motto is “The best comfortable sleep you could ever experience”. I want everyone to love our bedsheet as it affordable and comes in many design to choose.

Well Cushy Bedsheet is located at No 55, Kg Sesapan Batu Minangkabau, 43700 Beranang, Selangor Darul Ehsan. As the agent of Abellona.co, I will pack my orders from home as soon I have received the bedsheet from the owner. As Well Cushy Bedsheet is an online business, Facebook will be the main business platform.

2.2 Organizational chart

