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Ehsock!

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EXECUTIVE SUMMARY

Ehsock! is a company established in October 2020 that specialises in providing customers a wide variety of comfortable and stylish socks. Made from high quality material, the products are sold at a reasonable and affordable price range for all customers.

The demographics for Ehsock! are mostly adults and teenagers however anyone regardless of age or gender can purchase the company's products. This apparel store appeals to most youths who are looking for colourful and one of a kind socks that compliment their style as well as their personalities. Fashion is a booming business and we would like to cater to the needs of the public in helping one express themselves through clothing.

We here at Ehsock! have a strong belief that fashion can influence and boost one's self-esteem thus it is our job to provide them the ability to do so through purchasing and wearing our unique yet affordable socks.

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2. INTRODUCTION OF BUSINESS

2.1 Name & Address of Business

This business goes by the name Ehsock! which is inspired by the Malay word *esok* and is located in Kuala Lumpur, Malaysia.

2.2 Organisational Chart

Ehsock! was established by the owner, Iramaya Qatrina Binti Shamsuddin and is assisted by two staff members. They are responsible of the company's social media account that is used for advertising and engaging with customers who are interested in placing an order. This online store requires services such as Pos Malaysia Berhad and J&T Express to deliver the orders right at the customer's doorsteps.

