



اُونِيُوَرَسِيْتِي تِي كُونُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**ENT 530**

**PRINCIPLES OF ENTERENEURSHIP**

**SOCIAL MEDIA PORTFOLIO**

**CLASS:**

**MBA 249 3D**

**PREPARED BY:**

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Thank you.

## **EXECUTIVE SUMMARY**

Kyujoshop has started business operations on 8 July 2020. Kyujoshop was established and ventured into the garment industry which sells hijabs and also became a dropship to herliche.my. This company sells hijabs at reasonable prices and shariah compliant.

Herlich.my was founded by a student who originally wanted to venture into business to fund his tuition fees. This has helped many other students out there to become agents or dropship to get business products. I became one of her dropship to earn extra money.

My target market is focused on students close to me and those with medium and high incomes. To market my product, I have used some marketing strategies. Among them are the product manufacturing process, online ordering and simple and attractive packaging. The lesson that I can learn are fashion industry a great deal to involve and gain opportunity at the same time learn from the unique challenges.

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## 2. Introduction of Business

### 2.1 Name and Address of Business



BUSINESS NAME	KYUJOSHOP
BUSINESS ADRESS	No, 8 Jalan Suakasih 3/1A, Bandar Tun Hussein Onn, Cheras, Selangor, 43200.
EMAIL	kyujoshop@gmail.com
PHONE NUMBER	019-6548563
BANK USED	Malayan Banking (MAYBANK)
BANK ACCOUNT NUMBER	1627 4017 1412