



اَوْنِبُوْرَسِيْتِي تِيَكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**PRINCIPLES OF ENTREPRENEURSHIP  
(ENT530)**

**SOCIAL MEDIA PORTFOLIO**

Prepared for :

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**REEFA'S ARABIC TUTOR**

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**REEFA'S ARABIC TUTOR**

*Provide the best learning for all*

## EXECUTIVE SUMMARY

Reefa's Arabic Tutor is business that serving an education purposes to the public such as student and also other group categories. This organization is focusing on giving tutor learning to the students or the others according to the modules offered. Each module has its own approach according to the categories group. Reefa's Arabic Tutor also has developed their mission, vision, organizational chart and also the description and price list of the product.

Therefore, the creation of Facebook page is done for marketing purposes to the public and also to spread the business organization. This business uses several approaches for the marketing purposes such as through the posting of soft sells and hard sell. These approaches were help and boost the marketing effectiveness. This business also has used the creative and interesting graphic contents to attract the public to the product or services. Thus, the details of the graphic were attached include the other element in this portfolio.



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## INTRODUCTION OF BUSINESS

Name of business : Reefa's Arabic Tutor

Address of business : Lot G7, Blok Swiss Garden, Bandar Baru Balok, 26100 Kuantan Pahang

### ➤ Organizational Chart of Reefa's Arabic Tutor

