



اَوْنُوْرُسِيَّتِي تِيَكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF INFORMATION MANAGEMENT
MARA OF UNIVERSITY TECHNOLOGY**

ASSIGNMENT

“SOCIAL MEDIA PORTFOLIO”

ENT 530 : PRINCIPLE OF ENTREPRENEURSHIP

PREPARED BY:

HANIS HAZWANI BINTI ZULHAIRI

2019256628

IM246

IM2463ST2

PREPARED FOR:

MADAM ZARITH DELAILA BINTI ABD AZIZ

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EXECUTIVE SUMMARY

Fantasy Kalimba offers more than 5 types of kalimba to give the satisfaction of customers. It is identifying the people want to try the thumb piano acoustic finger for the new hobbies. It is also targeting children, adults and the elderly to buy this product.

Fantasy Kalimba marketing strategy is to emphasize the quality and price of product. It offers the affordable price because many people want to buy this product in Malaysia. Thus, I develop marketing strategy that gives attraction to buy Kalimba. The material of kalimba is high quality and the sound of kalimba give a peaceful.

The management of Fantasy Kalimba consists by Hanis Hazwani Binti Zulhairi. I create Facebook to expand my business through social media and learn how to post Facebook post for business product whether teaser post, soft shell and hard sell. I must promote the product through the social media in Malaysia especially for the people who like to play instrument.

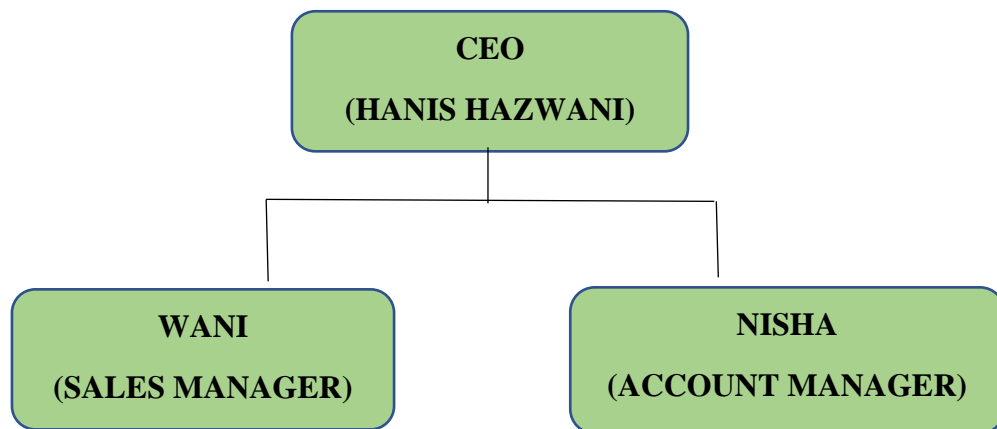
ii) **Introduction of business**

- Name and address of business

Fantasy Kalimba

Taman Sri Indah, 11000 Balik Pulau, Penang.

- **Organizational chart**



- **Mission/Vision**

Vision

The first choice of customers to enjoy the sound of kalimba.

Mission

To ensure the best quality of kalimba in Malaysia

- **Description of product / Service**

The Kalimba is a modern mbira with a sound box attached to the top with metal keys or tongues. Sometimes the keys are made from a cane. African hardwood, with keys made from European spring steel, is the sound box. The keys, or combinations of thumbs and fingers, are plucked with the thumbs. It provides customers with a postage service for the business.