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BACHELOR OF INFORMATION SCIENCE (HONS)

PRINCIPLES OF ENTREPRENEURSHIP

(ENT 530)

INDIVIDUAL ASSIGNMENT :-

SOCIAL MEDIA PORTFOLIO : SLEEPY LAMP

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EXECUTIVE SUMMARY

Sleepy Lamp is a trademark for my business which focus on cute LED lamp to sleep at night. The main objective of my business is to offer a variety shape and colour for my customer and not only as a lamp for night but also a cute decoration for the room.

Our business was started on 1 of November in 2020. According to the customer review, our product help them to get a peaceful sleep at night with the colourful LED lamp. This product is also liked by many due to the cheap and affordable price.

Since early of its opening, Sleepy Lamp has become one of the shop that customer will always seek because of the various kind of shape of the lamp. Day by day, our product receive a high demands by the customer. Sleepy Lamp also always keep updated with the new design of the lamp to attract more new customer. Therefore, Sleepy Lamp is a good marketable product of choice that can be further expanded as the business keeps on growing.

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2.0 INTRODUCTION OF BUSINESS

2.1 Name and Address of Business

Sleepy Lamp is a business name that had been decided for our main product. The company name suit well with the product that we are selling. The name already give a hint for our customer to know what product we are selling. Our business motto is “A perfect combo for a good sleep” which shows that lamp can help you to sleep better with a dim light come from our lamp. As for our target market, Sleepy Lamp target market is kids and teenagers with range 7-23 years old as our design came with cute design which is flora, fauna and nature.



Figure 1.2 : Sleepy Lamp Facebook Profile Picture