



اَوْنِيُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

UNIVERSITY OF TECHNOLOGY MARA (UTM)

CAMPUS PUNCAK PERDANA

FACULTY OF INFORMATION MANAGEMENT

ENT530 PRINCIPLES OF ENTEPRENEUNSHIP

SOCIAL MEDIA PORTFOLIO

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Thank you.

Executive Summary

Each of the student has to find a product and utilize Facebook (FB) for online marketing campaign. So, I have chosen hair scrunchie for my online marketing. I chose hair scrunchie as a product for my online marketing because I am very interested in the style, color and type of fabric used in the production of scrunchies. The name of my FB page intended for this assignment is Amor Scrunchy. The name is taken from the Spanish word, which means Amor means love and Scrunchy is the hair fabric. Then I combined it into one word that means 'love scrunchie'. The headquarters for Amor Scrunchy is located at 28, Lor Plaza Permai 2, Kampung Darau, 88400 Kota Kinabalu, Sabah.

This Amor Scrunchy sells a wide variety of scrunchie. Through various types of styles, types of fabrics used, attractive colors and various sizes. With affordable and affordable prices, customers can visit my FB page, <https://www.facebook.com/Amor-Scrunchy-100345461880727/>. There is a lot of the latest information that I update on the page about scrunchie. The operating hours are 24/7, I always care about customers and try to provide the best service to all my customers.

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2.0 Introduction of Business

2.1 Name and address of business

The name given to this business is Amor Scrunchy. The name is taken from the Spanish word, which means Amor means love and Scrunchy is a hair fabric. Then I combined it into one word that means 'love scrunchie'.

This Amor Scrunchy sells a wide variety of scrunchie. Through various types of styles, types of fabrics used, attractive colors and various sizes. The headquarters for Amor Scrunchy is located at 28, Lor Plaza Permai 2, Kampung Darau, 88400 Kota Kinabalu, Sabah. However, you can visit our FB page to always know and get developments about our business. In addition, customers can also call the phone number or gmail listed if they want to ask or find out more about the product we sell, 0136440313 Ms. Dyanaferra, and dyana.ferra@gmail.com.

Figure 2 showing our business logo.



Figure 4 Amor Scrunchy Official Logo