



# **PRINCIPLES OF ENTREPRENEURSHIP (ENT 530)**

## **FACEBOOK ASSIGNMENT INDIVIDUAL**

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**Group : NBH6A**

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**Submit Date :**

## **Acknowledgement**

I am Nurul Afifah Hidayah Binti Jamaluddin (2017338985) would like to express my deepest appreciation to Mrs. Zanariah Binti Zainal Abidin, my lecturer for subject Principle of Entrepreneurship (ENT530) for give me an opportunity and guidance to complete this assignment on time.

This task had been done with all my afford, eventhough I have to faced some problem while doing my assignment. Luckily, all the problem is settled down by Mrs. Zanariah guidance and support.

Finally, I would like to say thank you for all family members support, because they are helping me and give some advice for me to complete this tasks. Last but not least, I hope that my individual assignment I completed as Mrs. Zanariah asked to do on the first class of lecturer.

## **Executive Summary.**

Dhiya Boutique is named by the owner name. Dhiya is stands for Hidayah. The location for Dhiya Boutiques is No.9, Jalan Orkid 1G/2 Seksyen Bukit Sentosa 1, Bandar Bukit Sentosa, 48300 Rawang, Selangor. The contact number is 017-3830860 direct to Dhiya Boutique owner.

In Dhiya Boutique, the product we sell is dresses, blouse, shoes, handbags and other product that related to other women interest and passions. Dhiya Boutique also have the other competitor at Bukit Sentosa. The competitor is Cik Nina Vendor Butik, and Kedai Fasha. All these three competitors sell the similar product with Dhiya Boutique.

In terms to attract more customer come to our shop, we usually make the sale. For example, Merdeka sale, New Year sale and other related. Besides that, we also promote our product through Facebook and Instagram. By doing online sale, we can achieved our monthly sales.

Our target market is housewives, working women, school student and teenagers. By promoting our product in Facebook and Instagram, our customer is our follower.

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**Name and Address of Business.**



**Name of Business**

Dhiya Boutique Enterprise.

**Business Address**

No. 33-2, Level 2,  
Jalan RS1, Rawang Sentral,  
48000 Rawang, Selangor,  
Malaysia.