

PRINCIPLE OF ENTREPRENEURSHIP (ENT 530)

SOCIAL MEDIA PORTFOLIO AND REPORT GROUP ASSIGNMENT

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Acknowledgement

In the name of Allah s.w.t, The Most Gracious, The Most Merciful.

Praise be to Allah s.w.t. Lord of the universe, who gives the blessing and strength to complete this project paper for our group assignment. Peace and prayers be upon His Final Prophet and messenger Muhammad, the ideal role model for human beings.

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We hope that wil all the efforts done by us it is worthwhile and meets the criteria of scoring and meets the requirements for this subject.

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1. INTRODUCTION OF BUSINESS

1.1 BUSSINESS NAME AND ADDRESS

NAME OF BUSSINESS : DFRESHTOYOU

BUSSINESSS ADDRESS : NO 8 JALAN JINJANG 27/54 SECTION 27
TAMAN ALAM MEGAH, 40400 SHAH ALAM
SELANGOR

1.2 ORGANIZATIONAL CHARTS



1.3 VISION AND MISSION

VISION

- Produce or create the quality products and affordable cost for aiming the target of local market or industries

MISSION

- Our mission is to deliver quality remedies to the population. These remedies contain all necessary vitamins, minerals, and amino acids. Vitamins are the basis for growth and movement, reaching the harmony in one’s physical and psychological state, as well as it is the basis for the well-being and good mood. Our goal is to become the first local company that offers the individual solutions in picking up the right amounts of vitamins, minerals, and amino acids to the residents of taking into account the regional peculiarities of nutrition. We can change the world for the better only with care for people.

1.4 DESCRIPTION OF PRODUCTS / SERVICES

- This product is packaged in pack where each pack contains 5 bottles of beverages. It also has a choice of packs with a flavors and packs that have various flavors. Each pack cost RM3.80. It is also sold in bulk where one box compares to 10 packs and is sold at RM36.50. Products are available directly from factory, home delivery and courier delivery.
- This product also have cash on delivery to customer who that purchased or buy with us in Klang Valley, Kuala Lumpur and Putrajaya.

1.5 PRICE LIST

Bil	Item	Price (RM)
1	Moocogen 1 Cotton	RM 33.50
2	Moocogen 1 Packet	RM 3.80