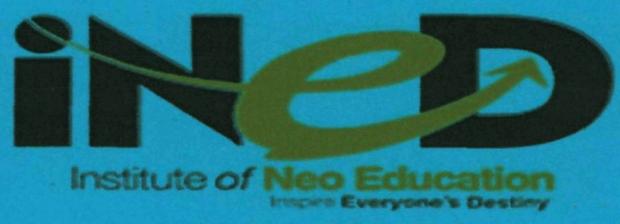




اَوْنَبُوْزَسِيْقِيْ بِاَيِّكُنُوْا لَوِيْ كِيْ مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA



PRINCIPLES OF ENTREPRENEURSHIP
(ENT 530)
SOCIAL MEDIA PORTFOLIO

Name : NURUL NASREEN BINTI JUAINI

ID Matric : 2018819408

Semester : 2

Class Group : NBH6B

Lecturer : PUAN ZANARIAH BINTI ZAINAL ABIDIN

Handwritten signature

TABLE OF CONTENT

| NO. | ITEM |
|-----|--|
| 1 | <p>Introduction of Business</p> <ul style="list-style-type: none"> ⌄ Acknowledgement ⌄ Executive Summary ⌄ Name and address of business ⌄ Organizational chart ⌄ Mission / Vision ⌄ Description of products / services ⌄ Price List |
| 2 | <p>Facebook(FB)</p> <ul style="list-style-type: none"> ⌄ Creating Facebook (FB) page ⌄ Facebook (FB) page ⌄ Facebook (FB) – Teaser ⌄ Facebook (FB) – Copywriting (^{Soft} Hard sell) ⌄ Facebook (FB) – Copywriting (^{Hard} Soft sell) ⌄ Frequency of posting ⌄ Sales report |
| 3 | Conclusion |

ACKNOWLEDGEMENT

Assalamualaikum first and foremost, praises and thanks to Allah, the Almighty, for His showers of blessings throughout my social media portfolio (ENT 530) work to complete the individual project successfully.

I would like to express my deep and sincere gratitude to our supportive lecturer, Madam Zanariah Binti Zainal Abidin for the dedication and providing invaluable guidance throughout this course of this social media project. She helped through the social media portfolio. I could not have imagined having a better lecturer for my degree study.

Beside my lecturer, I am extremely grateful to my parents and my siblings for their love, prayers, caring and sacrificies for educating and preparing me for my future. They always supporting me spritually throughout my life.

Last but not least. special thanks goes to all my fellow friend especially Afifin Azahar and Ilya Mellisa for always support and advice me by doing this social media portfolio and I apologize all other unnamed who helped me in various ways to have a good training.

EXECUTIVE SUMMARY

The Pedules is one of the business that selling a unique and stylish socks which can be worn during the summer or winter season. It is also suitable to be styled in various ways especially for teenagers. We sell at reasonable price where according to the pattern we provide. In addition, most of the pattern we provide a trendy pattern.

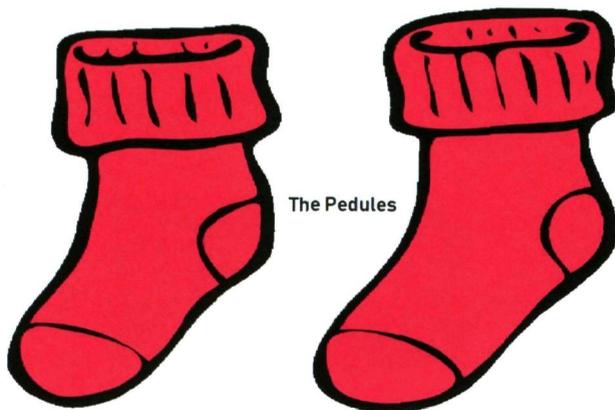
We use cotton and polyester as a our material because by using that fabric, customers will be more comfortable and able to wear during any time. Moreover, we also sell various types of socks which is mid calf, extra low cut, quarter anklets and low cut. Its more easier for customers to choose their favourite fabric and types of socks. Our socks is free sized so no need to worry as it fits all types of foot.

Our targeting customer obviously for teenagers but other ages can also buy this socks because it is not only for a styles but customer also can wearing when they sleep. The price is reasonable and affordable so anyone can buy it. We have a small store Maxim Citylight Sentul where we selling all items there. We choose to open the store at Maxim Citylight Sentul because there have a other facilities which near LRT, Pos Office which easy for us to sending the item to customer and also have a a lot of cafe restaurants

Next, our profitability it is depends on the design we provide. Most of the customers will spend their money if the design is trendy and limited edition. Other than that, we spreading our business at social media which is Facebook. It is easier to customer to check out our new design and they can directly personal message in facebook to ask us more and we also put our official phone number to give a location if customer cannot find our store.

I hope someday I can open up new store at other state and our business can achieve the goal as a our planning.

INTRODUCTION OF BUSINESS



NAME OF BUSINESS

- ✓ The Pedules

ADDRESS OF BUSINESS

- ✓ Maxim Citylight Sentul, Jalan sentul 51000 Kuala Lumpur.

Maxim Citylight
Sentul
Jalan Sentul
51000 Kuala Lumpur