



ENT530 - PRINCIPLES OF ENTREPRENEURSHIP

SOCIAL MEDIA PORTFOLIO

IH'S Baby Care Product

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I. Acknowledgement

Assalamualaikum w.b.t.

First and foremost, a huge appreciation to Allah SWT that had given me the capability and accessibility to finish this assignment as a part of assessment for my entrepreneur course for this semester. With all the efforts throughout finishing this assignment, this assignment gave me a valuable experience that might help me in future to become an entrepreneur.

A big gratitude to the one that gives me a advices and guidelines in completing this assignment, Pn. Zanariah Binti Zainal Abiddin. She has showed me and friends the light towards successful business in the future with all the knowledge and information she gave us throughout the semester. With all the criticism and good advice that she gave to us, may all of her kindness be rewarded with blessed from God always.

All the support that has been given by my family is all that matters for me to keep on going and give my best for every task needed to be completed. Here I would like to express my appreciation to my family for always be by my side in any situation and gives me motivation and support in everything I have done.

A lot of thank you to all my friends which give me ideas and comments on my Facebook page especially those who view and like my page. All your action is very much appreciated and thanks again for all the supports.

I also want to give my gratitude towards UiTM for having this course compulsory as a student in UiTM. By completing this course, it gives the students like me ideas to start an online business and become a dependent entrepreneur in future.

II. Executive summary

IH's Baby Care product was officially launched on February 2017 by Malaysian and is an Bumiputera product. As the founder is now trying to built up the business in bigger scale, she was looking for 20 new agent to be a part of the team. As a working person and most of my co-worker are mothers, i found that this is a good plateform for me to start a business and learn about selling online.

I was registered as an agent with RM250 capital as an agent for the product by end of October and started to study about the product within these two months. When i get the list of the product, i decided to target on my officemates as main main target market and my old schools classmates to start over this business.

As most parents nowadays are very busy working, they surely willing to spend on quality product for their babies and kids. IH's Baby Care product is a good quality product and proven to be safe for babies and kids and also can be used by whole family members. The product is chemical free and have potential to be the product of choice by Malaysian.

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I. Business registration (Suruhanjaya Syarikat Malaysia (SSM))

IH'S Baby Care Sdn. Bhd. is a baby care products manufacturer registered under The Companies Commission of Malaysia (Suruhanjaya Syarikat Malaysia or SSM in Malaysia) under registration number 1266982-A.

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II. Introduction of business

IH'S Baby Care products began as an enterprice business in 2016 and have the approval of the Ministry of Health (MOH). Each IHS Baby Care products have passed laboratory tests and safe to use.

The product was officially lounched on February 2017 by Malaysian and is an Bumiputera product. The founder, Ms. Nurdiana bt Matusin is a 22 year-old Muslim, takes the first letter of her baby's name, Ikhwanul Hassanain's and use it as the brand for this baby product.

III. Name and address of business

NAME OF THE BUSINESS	: IH'S Baby Care
ADDRESS	: No. 17, Tingkat Bawah, Jalan Bistari 4/6, Taman Yayasan, 85000 Segamat Johor.
CONTACT NUMBER	: +607-944 1411
HOTLINE NUMBER	: +6010-214 6530
EMAIL ADDRESS	: ihsbabycare@gmail.com
WEB SIDES	: https://www.ihsbabycare.com.my/

• **Organizational chart**

