



اَوْنُوْرَسِيْتِي تِي كُوْلُوْمِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



**UNIVERSITI TEKNOLOGI MARA  
FACULTY OF BUSINESS MANAGEMENT**

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**Bachelor of Business Administration (Hons) Human Resource  
Management  
(BM 243)**

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**ENT 530  
SOCIAL MEDIA PROPOSAL**

Prepared for:  
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Special thanks to my parents and my family in supporting me to complete this Social Media Portfolio. This Social Media Portfolio has been prepared with the cooperation and support from many people. Besides, not to be forgotten to my lecturers which are Madam Zanariah Binti Zainal Abidin and her kindness in helping me during the process of completion of this project work. She have given me a good service by providing useful information to me. Without her, I would not be able to complete this Social Media Portfolio.

Through these problems I manage to become more organize and mature in dealing with problems that occur during my research. This Social Media Portfolio covers Name and address of business, Organizational chart, Mission / vision, Descriptions of products and Price list and any other information needed by a new entrepreneur as a guide to start this business.

Lastly, to those who had involved and contributed directly or indirectly to this Portfolio, I am very grateful to them for the effort and initiative that they have shown in my project until I successfully completed my business plan. I apologize to all other unnamed person who helped me various ways to complete this project and I hope this Social Media Portfolio report can give us little bit about Entrepreneurship world and fact about how to become an entrepreneur in future.

## EXECUTIVE SUMMARY

EASTAZHAM SDN. BHD offers army products for customers which is providing the army digital bedsheet which can give high satisfaction for consumer.

My clients is customers identifying as middle and low class who want consume product with affordable price of product. This product marketing is actually targeting Malaysian Army Personnel because of their task in operation or outstation task which require them to have a sophisticated bedsheet to use. This product can be delivered to customer or customer can buy this item by using cash on delivery for certain area which cover for delivery.

As a new seller, social media such as Facebook is using as medium for marketing to introduce, advertising and also purchasing to be conduct. Mostly, my house is use for the business location. However, method that were using for selling this product is by cash on delivery (COD) which the product will be send to the customer if they are in the area. For customer which is outside the area, delivery by post is use in order to delivery this product to the customer.

My target that will be someday, that my product will be consume by all personnel in the army that serve in Kelantan region and also in Malaysia. This is an opportunity for my company to growth as a new company that provide a new product in the market and this will first step for me to develop my business either in the big shop or as an online marketer in Malaysia.

I am believe that someday that I will be able to achieve my business goal with support from the customer all over Kelantan and in Malaysia. I really hope that I will get return on our capital within short time and my current ratio will cover our liabilities and put our business in comfort stage with the highest.

## INTRODUCTION OF BUSINESS

### NAME AND ADDRESS OF BUSINESS

For time being, this company is using my house as a business location. Name and address of business as follow.

EASTAZHAM SDN BHD  
PT 5894 Taman Desa Barakah  
Jalan Pasir Mas  
17500 Tanah Merah  
Kelantan.

### ORGANIZATIONAL CHART

This company is single partnership which I myself as a director and be assist by my wife. However, the organization chart as follow.

