



اَوْبُو سَيِّدِي بَاتِي كُنُو لُو كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT 530: PRINCIPLES OF ENTREPRENEUR

REPORT SOCIAL MEDIA

AROMATHERAPY ESSENTIAL OBSESSED TOUCHES PERFUME



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I. ACKNOWLEDGMENT

I would like to express my appreciation to all those who provide me responsibility to complete this report. A special thanks to my lecturer of ENT530, Pn. Zanariah Zainal Abidin, whose give encourage and give support to me for finished this report and social media assignment.

Not forgetting to all my customer and supporter because giving extra support for my business. In future, I will expand my business and give good business environment to all my customer.

To my classmate and family, thanks for give valuable comment and advise to complete this project. Also, thanks for those people who help directly or indirectly to complete my assignment.

II. EXECUTIVE SUMMARY

Essential aromatherapy obsessed touches perfume was officially start at the end of March 2019. Obsessed Touches perfume is small online perfume business that is located at Section 17 Shah Alam. Obsessed Touches perfume is an Aromatherapy perfume that release stress with longest endurance until 6 – 12 hours. The idea to start this business came when I realized most of the perfume at the market only for fragrance and it take less than 6 hours for endurance.

Obsessed Touches perfume, was involved in full-service perfume sales. I know that there are to many shop or person in Selangor, that is why I create different perfume than other perfume at the market. My service not only in online business but also, I open small booth to introduce this product to people in Klang Valley area.

My future plan is to put the business comparable with other famous perfume brand. This may seem like cannot be happen but I positive that this will be come true as I have an experience in handling business and also, I study entrepreneur and I very excited to wait for the moments.

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V. INTRODUCTION OF BUSINESS



Aromatherapy Essential Obsessed Touches Perfume is online perfume shop with a specialized with aromatherapy scents. This business also does open shop like open booth and cars park booth sale and also postage service. It makes the customer easier to buy this product. The company was founded in Seksyen 17 Shah Alam Malaysia. Currently I operated this business at home.

- **Name of the business:** Obsessed Touches Perfume SDN BHD
- **Business address:** No 11 Jalan Bawal Empat, Seksyen 17 Shah Alam, 40200 Selangor Darul Ehsan, Malaysia.