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 UNIVERSITI
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ENT530 - PRINCIPLES OF ENTREPRENEURSHIP

INDIVIDUAL ASSIGNMENT – SOCIAL MEDIA

PREPARED FOR : ZANARIAH BINTI ZAINAL ABIDIN

PREPARED BY :

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DATE OF SUBMISSION : 26TH MAY 2019

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Acknowledgement

I am using this opportunity to express our gratitude to everyone who support us throughout this. We would like to thank our lecturer, Zanariah Bt Zainal Abidin who gives us the opportunity to do this Principles of entrepreneurship project and never tired in giving us guidance in doing this assignment.

Finally, we would like to thank our classmates who are willing to share their information and thought in doing this project.

1.0 Executive summary

Introduction

The minimal closet is a start-up with vintage collection retail establishment located in Bangsar, Kuala Lumpur. The minimal closet expects to catch the interest of a regular loyal customer base with its broad variety of vintage collection such as clothes and handbags. The company plans to build a strong market position in the town and would be favourite brand to Malaysian.

The minimal closet aims to offer its products at a competitive price to meet the demand of the middle-to higher-income local market area residents and tourists.

The Company

The minimal closet is incorporated in the state of Kuala Lumpur. It is owned and managed by Nurul 'lizzati 'Ainaa Saffa bt Mohd Azli.

Ms Nur Alia Natasha has extensive experience in sales and marketing. Her assistant of marketing with both Amina Syamina & Aisyah Raihana. Kayla Aulia and Aira Sofea brings experience in the area of finance. Human resource and administration manage by Sarah Afina and Amira Afina.

The company intends to hire two full-time assistances in financial department and human resource department to handle on the monthly report and also assist sales and marketing department if we have higher demand from customers.

2.0 Table of content

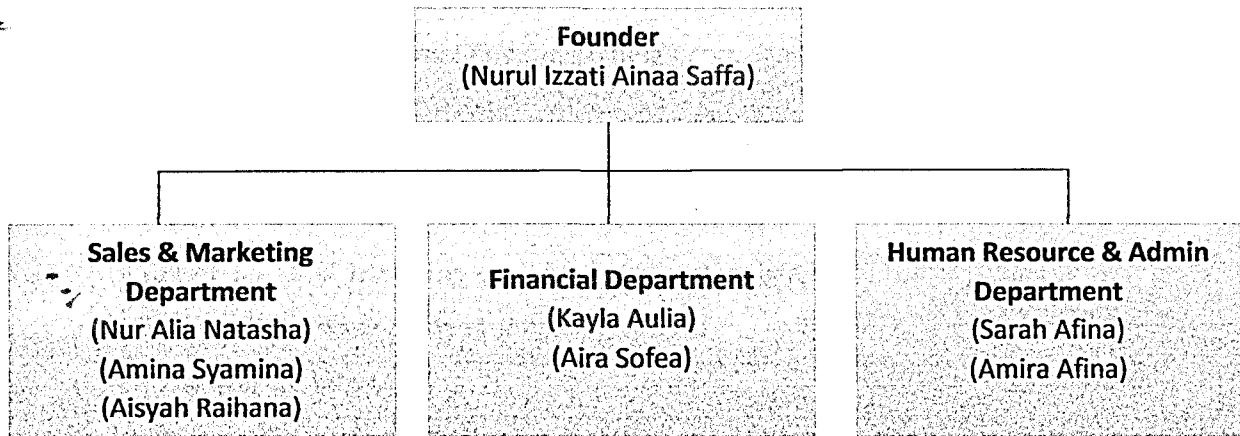
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3.0 Introduction of business

Name of business : The Minimal Closet

Address of business : Level 1, No 23-A Jalan Telawi, Bangsar 56000 Kuala Lumpur

Organizational chart :



Mission : The minimal closet mission is to offer stylish, vintage, great, affordable brand name clothing and clothing accessories for our customers. I promise to offer my customers options and choices to solve their fashion problems. My customers will now have an online outlet to shop for all their apparel needs as well as accessories at a great and affordable price.

Vision : To be Malaysian favourite—satisfying our customers with the quality and price of our clothing, along the unique and vintage collection.

Description of products : Clothing and accessories

Price list : RM 39.90 – RM 69.90