



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

BACHELOR OF BUSINESS ADMINISTRATION (HONS.) HUMAN RESOURCE
MANAGEMENT
(BM243)

ENT530 :
PRINCIPLES OF ENTREPRENEURSHIP

INDIVIDUAL ASSIGNMENT :
SOCIAL MEDIA

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Sales report X
90+3

2/12/18

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EXECUTIVE SUMMARY

MZ Perfume Shop is a fragrance business that intends to be based in Cheras, Selangor and established for the purpose of catering to clients that are both domestic and foreign in nature. We also intend to produce and selling a variety of fragrances to cater to our teeming customers.

Our vision which is to be the most preferred perfume shop in online market will be achieved as we have put together the best strategies to ensure that these goals and missions are achieved.

To this end, we have employed the best professionals who have the necessary vast experience needed to run and grow the business. We intend to ensure that our professionals become the best in the field by constantly offering training them to upgrade their skills.

Also, we know how important incentives are in motivating an employee, and as such we have welfare packages in place to ensure that our employees get the best that they should. Asides welfare, we have an effective structure in place to ensure that promotion is given to deserving employees as at when due.

Retaining our customers is a very strong suit for us and so we have strategies in place to ensure that our customers remain happy with our products and services. This can be achieved if we employ the best customer service executives who are adept at handling orders, promptly attending to complaints and inquiries. We also intend to provide a listening ear to our clients for feedbacks that will help make the company progress.

Our responsibility as a company means that at all times we must demonstrate our corporate culture and ensure that our foundation remains solid by remaining proactive and modifying weak strategies to make them stronger.

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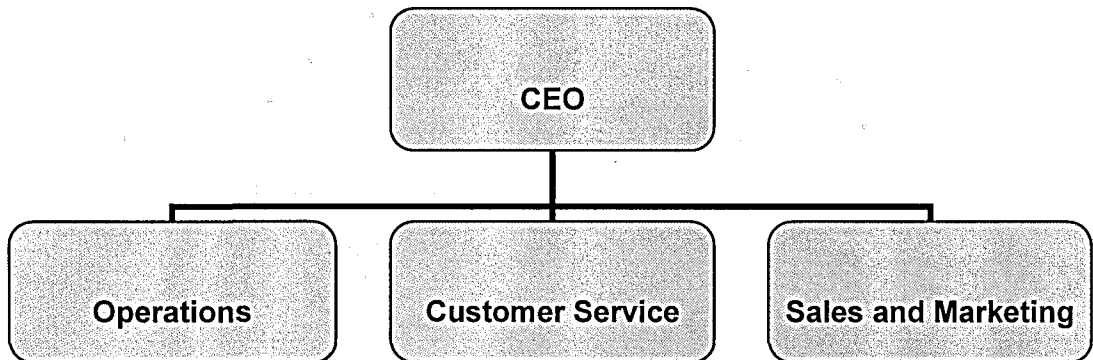
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INTRODUCTION OF BUSINESS

i. Name and address of business

Name of Business	MZ Perfume Shop
Address	No. 24B, Jalan Cheras Bt. 9, Kg. Sungai Raya Baru, 43200 Cheras, Selangor.

ii. Organizational chart



iii. Mission / vision

Vision

To be the most preferred perfume shop in online market.

Mission

To share our genuine passion for perfume & people and offer the most knowledgeable fragrance expertise on the high street.