



اُونِيُوَرَسِيْتِي بُتِيكُونُو لُو كِي بُمَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS AND MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION (Hons) HUMAN
RESOURCE MANAGEMENT (BM243)

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

SOCIAL MEDIA PORTFOLIO: UR VINTAGE SHOP (UVS)

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- Video / muzik - mix
- B&W
- Hasil foto

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EXECUTIVE SUMMARY

Ur Vintage Shop (UVS) offers a secondhand clothing with a cheaper and affordable price. We specialize in selling knitwear shirt and vintage pants. We choose the stock by our self from the supplier. All products only have one in stock.

UVS targeting a customer who love to style out a simple fashion especially women. UVS don't have target place to sell because it is an online based business. So, it is more specialize in online business.

UVS have own marketing strategy. We emphasize the quality and price of the product due to the secondhand product. Thus, we develop a strategy buy posting a good quality product and having a good discount to attract more customers.

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