



اَوْنِيُوْرَسِيْتِيْ بَاتِيْكُوْلُوْ كِيْ مَارَا  
 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

## **ACKNOWLEDGEMENT**

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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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## INTRODUCTION OF BUSINESS

❖ Name and address of business

Name : Ur Vintage Shop

Address: No. 9, Jln Nagasari 36/2, Desa Latania Sek. 36, 40470 Shah Alam, Selangor.

❖ Organizational chart



**OWNER**  
FATIN SYAFIKAH

❖ Mission/Vision

UVS mission is to be one of the choice of customers to look for some vintage clothes that can offer superior design, quality and value to the customers. We will provide a pleasant, fair and diverse environment when dealing with the customers.

❖ Description of product



Figures – Example of UVS products

Ur Vintage Shop offers product such as knitwear and pants. UVS only provide a good quality clothes.

❖ Price list

Knitwear and pants that UVS sell is RM10 each not include postage RM8.