

ENT530

(PRINCIPLES OF ENTREPRENEURSHIP)

SOCIAL MEDIA PORTFOLIO

(FINAL SUBMISSION)

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Executive Summary

PENDI (Clothing business):

Starting a business for PENDI products is stickers, which is to produce more stylish, funky, and even black metal sticker designs. With the existing advantages, by striving to grow the business, PENDI's business produces new products, namely t-shirts to be used as a place to develop the brand by producing a simple, stylish, dark style and also a variety of unique design concepts.

It was established in 2019, while still studying at UITM Kota Samarahan. Due to problems in time management, the business had to close temporarily on the pretext of wanting to focus on other careers first. Finally, with the opportunities available now, the business is also striving to grow in terms of marketing strategy and design to be featured to customers.

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- **Business Profile**

- **Introduction of Business**

- **Name & Address of Business:**

PENDI DSGN is a clothing product established in 2019, located in Kuching, Sarawak. On the other hand, the starting point for PENDI DSGN products is also a sticker and has been upgraded to the t-shirt section to expand the market further. This clothing business is just a small market that is more famous in the state of Kuching, Sarawak. Each work produced is made from its own owner such as design, product and delivery.

The products sold are regular t-shirts, Jersey t-shirts and even hoodies with a fixed price of RM40 for each / various clothes.

- **Organizational Chart:**

