UNIVERSITI TEKNOLOGI MARA

name moir

SOCIAL MEDIA PORTFOLIO:
NAMEMOIR

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EXECUTIVE SUMMARY

Namemoir is a sole proprietorship business based in Selangor. The business offers a design service where the customer can personalize a name frame design for their loved ones. From this service, the customer will be provided with the perfect design for their desired name frame decoration.

This report consists of the proof of business registration from Go-Ecommerce, an introduction of the business that tells about the name and address of business, organizational chart, mission and vision, description of services and the price list. Then, proceeds to the Facebook contents where the business is launched, which displays all the teasers, hard sell copywriting and also soft sell copywriting.

Throughout this project, students are exposed to the real world online business marketing and learn how to write effective copywriting to sell their products. This can be useful for the students in the future and experience the hurdles of becoming an online entrepreneur.

TABLE OF CONTENT

2.0   INTRODUCTION OF BUSINESS

2.1 Name and address of business

The name chosen for this business is Namemoir (nāmɛmwɑ). The name is a combination of two words which are *name* and *memoir.* 'Name' can be referred to as a word or phrase used in logic to designate an entity or person, while 'memoir' can be referred to as an account of something noteworthy. The choice of name fits the business nature which involves documenting the customer's loved one name, and the details of the moment that customer wants to record just in one frame. The name is easy to pronounce and gives off an exclusive feel to the business.

The business is a type of service that only requires the designer to work from home. The designer is based in Serendah, Selangor and currently a bachelor's degree student from UiTM Puncak Alam. Since the business is running during the full lockdown under the movement control order (MCO) due to Covid-19, there would be no face-to-face interaction between the designer and customer but online platforms will be used instead.

2.2 Organizational Chart

Namemoir is a sole proprietorship business which means, it only involves and runs by none other than the designer herself alone.

FOUNDER
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