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UNIVERSITI
TEKNOLOGI
MARA

**UNIVERSITI TEKNOLOGI MARA
CAWANGAN MELAKA KAMPUS ALOR GAJAH**

**FACULTY OF ACCOUNTANCY
BACHELOR OF ACCOUNTANCY (Hons) (AC220)
SEMESTER 4**

**PRINCIPLES OF ENTREPRENEURSHIP
ENT530**

**INDIVIDUAL PROJECT
SOCIAL MEDIA REPORT**



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**PREPARED FOR:
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EXECUTIVE SUMMARY

This project is one of the business established for subject that I am studying in semester 4 which is related to entrepreneurship. This business I introduce is Smiley Penny. My online businesses are commonly more focused on quantities and qualities. Smiley Penny is an online business run by Khairi Azim bin Mohd Fadir. The address at No 531, Jalan A18, Vila Suria / Taman Warisan Puteri, 70400 Seremban, Negeri Sembilan Darul Khusus. Smiley Penny offer the best for our customer. Our target market is individual from all range of ages who loves plushies or stuffed animal toys with softness, cuteness, and affordable price. We do not target any specific area because we sell it online.

Smiley Penny provides self-pickup services and cash on delivery services (COD) for the customers living in Seremban, Negeri Sembilan. For the customers outside Seremban, the customers will receive their plushies through postage from J&T Express. Our plushies will package in a box with protective packaging to ensure the plushies will not damage and provide satisfactory to our customer. Because of our ambition to preserve the environment, our packaging can be reused and recycled.

In our business, we are more focused on giving the highest quality of plushies to the customers. This is because we are aware that customer satisfaction plays an important role in the business. Thus, we offer our plushies that made entirely with love and care to 'Bring Smile To Everyone'.

Finally, I hope Smiley Penny online business that I am doing is accepted to the public and will progress in the future. In regard, I am very grateful for the opportunity given to start my business online and happy with our customer being satisfied with plushies they received.

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INTRODUCTION OF BUSINESS



'BRING SMILE TO EVERYONE'

COMPANY NAME	Smiley Penny
ADDRESS	No. 531, Jalan A18, Vila Suria / Taman Warisan Puteri, 70400 Seremban, Negeri Sembilan Darul Khusus
CONTACT NUMBER	011-55088704

ORGANIZATIONAL CHART



FOUNDER OF SMILEY PENNY

MISSION:

PROVIDE USERS WITH HIGH QUALITY PRODUCTS AS WELL AS SERVICE THAT GUARANTEE AND FULFILL CUSTOMER'S SATISFACTION

VISION:

BECOME ONE OF THE BIGGEST SUPPLIER OF PLUSHIES THROUGHOUT MALAYSIA

DESCRIPTION OF PRODUCT

Plushies by Smiley Penny is a resemblance animals or fictional characters made of outer fabric sewn from a textile and stuffed with fluffy cotton pillow. Plushies also known as stuffed toys, stuffed animals, soft toys, or cuddly toys. These plushies are designed for children but due to the trend nowadays, our plushies are evolve for the use all range of ages for all various reasons. Plushies can be used as an imaginary friend for children, a birthday present, a gift for the loved ones and for decoration purposes in their home. Smiley Penny have 5 types of plushies that are Hugo the Funny Looking Dragon, Rojo the Smiling Shepherd Dog, Felix the Lazy Cat, Max the Round Cat and Fifi the Lying Hippo. There is certain plushies that has different colours based on the customer choices. Our plushies are designed to be an appropriate size for easy handling for the customers. It is very convenient for our customer to order plushies online and they can self-pickup or receive cash-on-delivery services for the customers in Seremban and delivery postage services through J&T Express for the customers outside of Seremban.

The main social media platform that is used to promote and sell this plushies is through Facebook and WhatsApp. Through this platform, especially Facebook, we believe that our potential customers can engage with the seller and can read the information about the company and each plushies advertises there. The moto 'Bring Smile To Everyone' means that our aim is to give 100% satisfaction of our services to the customers from all range of ages and to all customers throughout Malaysia.