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UNIVERSITI
TEKNOLOGI
MARA



ENT 530 - PRINCIPLE OF ENTREPRENEUSHIP
ASSIGNMENT 3 – SOSIAL MEDIA PORTFOLIO

FACULTY OF ART & DESIGN
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EXECUTIVE SUMMARY

Handmade keychain by Anstheticca is a business that offers product to customers who wants to give surprise for others without going out to the market. Based on observation this business offers affordable service to beloved customer by giving them a different design with different range of price. This business chose application Instagram and Facebook as their strategic platform to promote their product. Anstheticca target customer is who like to handmade product or for anyone who likes to give gifts and mostly this product for girls.

The marketing strategy that used by Anstheticca is the list prices that provide from the design packages. Whatever guarantee their satisfaction, negotiation on the discount is acceptable. This strategy will attract customer attention as value the customers want and need. Other than that, Anstheticca provide a various design with according to taste customer.

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1. INTRODUCTION OF BUSINESS

1.1 Name and Address of Business

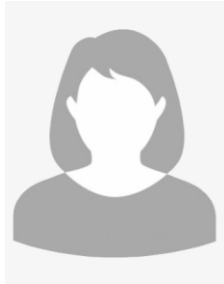


The company name is Anstheticco is business handmade keychain with an acrylic mold by various design with a custom according to own taste design or alphabet for keychain and other accessories. As for our target market mostly for girls like teenagers and above with range 15- 30 years old.

The Anstheticco handmade product service is located at 5B Lot 3496 Jalan Jati Kampung Melayu Subang, 40150, Shah Alam, Selangor. Online platform sales in Facebook and Instagram.

1.2 Organizational chart

Anstheticco is a sole proprietorship business form. This is because our business is only a operate a small business.



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(Founder)



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