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MARA

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**BACHELOR OF BUSINESS ADMINISTRATION (HONS.) HUMAN RESOURCE
MANAGEMENT**

ENT 530 : PRINCIPLES OF ENTREPRENEURSHIP

SOCIAL MEDIA PORTFOLIO

THESALSSTORE

PREPARED BY:

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1.0 PRELIMINARY MATERIALS

1.1 ACKNOWLEDGEMENT

First and foremost, praises and thanks to Allah SWT, The Almighty, for His shower of blessing throughout my research by providing me with the comfort and guidance to enable me to complete this report. This journey would not have been possible without the support of my family, lecturer, and friends. To my family, I would like to thank you for encouraging me in all of my pursuits and inspiring me to follow my dreams.

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Finally, I hope my assignment is complete and will be well receive. I have used my effort and acknowledgement to search information and ideas. Hoped my effort was worth it.

1.2 EXECUTIVE SUMMARY

Thesalsstore is an agent to the well-known brand which is Nilofa Group that serve banana milk as its first product, to the Malaysian market. There are variety of products that Thesalsstore provide but currently we are focusing to the Nilofa Dates and Banana Flavoured Milk as it is a new product from the founder named Noor Neelofa, which is special for Ramadhan month. Our store provide affordable price for each of the product and we have a great marketing which it helps to attract customer.

At the moment, Thesalsstore only owned and run by Nur Salsabila Binti Jaafar. We have started our online business on the first quarter 2021 using Facebook social media platform. Our targeted customers can be stand by all stages of age include both genders. It can be a child, adult or even older as this product is suitable to consume by them.

Thesalsstore marketing strategy emphasize the quality and price of our product and service. We offer affordable price to give a good and fantastic experience towards our customer. They can easily enjoy our product and service without having any doubt.

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3.0 INTRODUCTION OF BUSINESS:

3.1 NAME AND ADDRESS OF BUSINESS

The brand name 'THESALSSTORE' comes from my own name and idea as this business owned and run by me. This store was established in the first quarter of 2021. This business emphasized a great serving to the customers as its main activities is selling food and beverages.

The 'THESALSSTORE' service is currently home based, so it is located at the owner's house which is at No.3, Jalan 2, Perwira Jaya, Ampang, 55100, Kuala Lumpur.

3.2 ORGANIZATIONAL CHART

'THESALSSTORE' is a sole proprietorship business form as this is only a start-up business and is operate as a small business. Therefore, the organizational chart only consists the owner of 'THESALSSTORE'.



FOUNDER OF THESALSSTORE
NUR SALSABILA BINTI JAAFAR

NAME AND POSITION	CAREER HIGHLIGHTS
NUR SALSABILA BINTI JAAFAR (Owner and Founder of Thesalsstore)	<ul style="list-style-type: none">• Graduate from UITM Puncak Alam in Bachelor Degree Human Resource Management.• Graduate from UITM Alor Gajah in Diploma in Business Studies.