



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا  
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**PRINCIPLES OF ENTREPRENEURSHIP**



TITLE:

**SOCIAL MEDIA PORTFOLIO**

GROUP:

**ENT530X**

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## **EXECUTIVE SUMMARY**

“Warming Your Ears with Wireless Music” is a tagline for Gadget Gen Z as we offer a good quality of wireless earphones with affordable price to all our customers. The main objective of the business is to give the customers feel the different between wireless earphones and the normal earphones by offer variety and comfortable wireless earphones to our customer.

We started our online business on March 30, 2021, through the social media platform. Our targeted customers are the millennial audiophiles or any kind of person that enjoy good quality sound and are technologically interested. According to the customers’ feedbacks, our wireless earphones gave them a fantastic quality of sounds. They also can answer calls without the need to pick up their phone. Also, it is very easy to work out while listening to music and to make it short, using wireless earbuds is convenient.

As for now, Gadget Gen Z owned by Mohamad Zakaria Bin Zainol and run by Mohamad Zakaria Bin Zainol and helps from his business partner, Muhammad Rashdan Bin Rosli. The business only used social media platforms to promote and advertise all the products. For example, Gadget Gen Z has Facebook page to attract, engage and spread the awareness of this useful wireless earphones to the customers. We offered cash on delivery service and customers who are not in the coverage area, they can choose to get the products by postage or courier services.

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## 2.0 INTRODUCTION OF BUSINESS

### 2.1 Name and Address of Business

Gadget Gen Z is a name of business that described Gen Z lives that born and breathes the digital world. The combination of these two words illustrated the social media, information saturation, and rapid advances in physical technology have assimilated into the Gen Z psyche in a fundamentally unique way. Therefore, I would like to emphasize that my business offers wireless earphones which is useful for daily usage especially for the Gen Z people nowadays. As for our targeted customers are the millennial audiophiles or any kind of person that enjoy good quality sound and are technologically interested



Figure 2 Gadget Gen Z Official Logo

Gadget Gen Z business is located at 51, Jalan Bunga Tanjung 9c, Taman Putra, 68000 Ampang, Selangor. The business is run by the owner itself and his business partner or more likely to be his sales assistant from the ordering products and deliver to the customers. This kind of works allow us to work from home and anytime would be convenient for me completing my customers' orders. Therefore, we choose my home as the starting place to run the business.

### 2.2 Organizational Chart

