



اُونِيُوَرْسِيْتِي تِيكْنُوْلُوْجِي مَآرَا
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FACULTY OF BUSINESS AND MANAGEMENT (FBM)
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CODE COURSE:

ENT530 PRINCIPLE OF ENTREPRENEURSHIP

SOCIAL MEDIA PORTFOLIO :



MAKING MEMORIES

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Bismillahirrahmanirrahim...

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EXECUTIVE SUMMARY

First thing first, as entrepreneurs we should realize that social media is the most influential and vital digital place, where the platform is not only useful for social networking but also a wonderful tool to digitally advertise our brand and products. From Social Media Portfolio I learned that how social media marketing really helps businesses. By using this platform, the entrepreneur can make a hard sell or a soft sale as an advertisement.

Having a social media portfolio can assist businesses to play a key role. It helps to increase sales because the seller can reach out to customers who like to buy products online. When a customer is deciding whom to do business with, they will normally look at your website and possibly conduct some research on you. A good social media advertisement is very important because the customer will look at your social reputation, and nowadays, they are also looking for social proof, such as new followers, because the presumption is that if you do not have any followers, you probably do not have any customers.

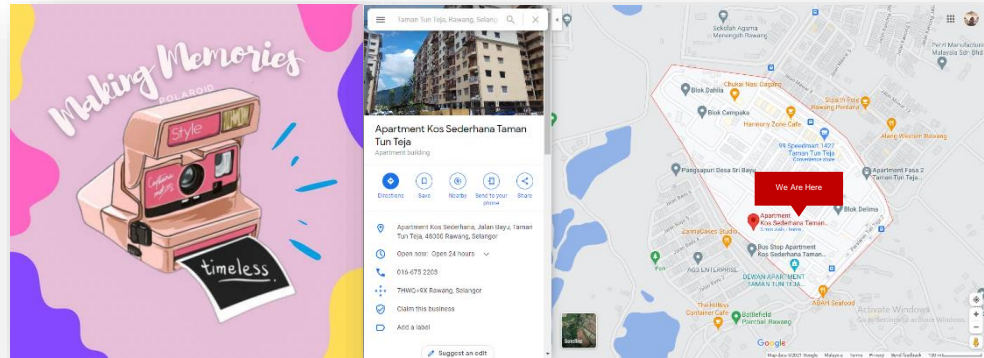
Finally, by incorporating a social media strategy into their plans, anyone may become an entrepreneur. Social media is an important element of your business's marketing strategy, but it does not have to be difficult to manage. Create a profile and begin engaging with your customers as the first step. Social media portfolios give a benefit to sellers to learn how to market their products and deal with customers on various platforms such as Facebook. Furthermore, utilizing the correct medium and strategy would assist an entrepreneur in maintaining the business and improving the quality on a frequent basis to reach their mission and vision.

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INTRODUCTION OF BUSINESS

❖ NAME AND ADDRESS OF BUSINESS



Making Memories is the name of the company. Making Memories is a sole proprietorship that sells printed images in mini size, popularly known as Polaroid. Nowadays, the trend of printing pictures no longer exists because we can save the picture on the phone. The inspiration for run this business because of the because we want to innovate Polaroid films which by introduce what was once the nostalgia on the past which has become a modern trend in a simple way. The name of Making Memories is inspired by what we give customers, specifically the service of printing mini (**Making**) pictures (**Memories**) that have sentimental significance and a moment for them that need to be memorialized forever and can be carried anywhere.

Printing has become more convenient because of increased digitalization, as it can now be sent directly from mobile phones to printers. It is less complicated and more convenient. Furthermore, the size of the polaroid allows it to be kept in purses , inside smartphone casing, and it can be a cute present for their favorite person. This business is operated from our home in 09-12, Apt Taman Tun Teja Rawang, Selangor. This product is in high demand and has a high potential because we are nearby to schools and youth who are interested in aesthetics things. Furthermore, based on my observations, Rawang has a variety of courier services makes it so much easier for me to send the product via courier.