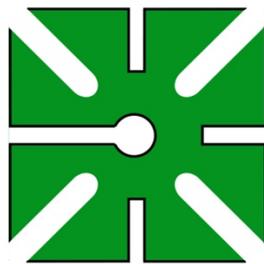




SOCIAL MEDIA PORTFOLIO REPORT

'FARIS PHOTOGRAPIC ENGRAVING'



Faris Photographic Engraving

ENT 530

PRINCIPLES OF ENTREPRENEURSHIP

GROUP

AD 247 5B

Prepared for :

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DATE OF SUBMISSION

1 JULY 2021

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Acknowledgement

Assalamualaikum, in the name of Allah the Gracious and the most Merciful, first and foremost. I would like to extend my deepest praise to Allah S.W.T who has given me the patient, strength, determination and courage to implement this task.

This project is a collaborative effort of many people. To begin with, my most thanks and gratitude goes to my lecturer DR. Muhammad Iskandar Hamzah for imparting me with a wealth of knowledge, valuable guidance, and experience.

My appreciation and thanks also go to all my friends for their helpful perspective, cooperation and helpful articles. I would also like to apologies for the mistake made in carrying out this mission. To conclude, I am genuinely pleased that this research will bring benefits to others.

Wassalam

Executive Summary

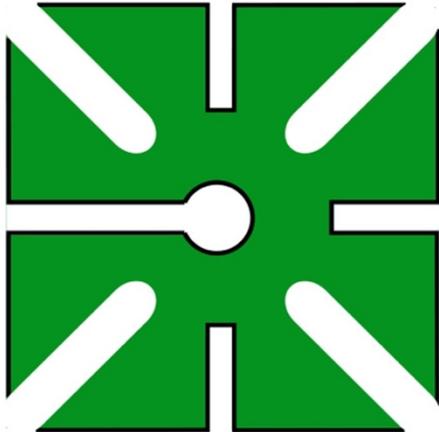
'Faris Photographic Engraving' is a local company that makes engraving images from Mukim Telaga Mas, Kedah, Malaysia. It was discovered by me and my father, my father who had the idea to venture into the field of photoengraving because it is becoming increasingly popular among the current generation.

My father got the idea for this business after visiting a custom frame manufacturing factory. My father noticed a CNC laser machine engraving the frame in the factory. This piqued my father's interest in purchasing a laser machine from China, as a result of multiple experiments he had conducted to understand how to use, effect, and rate of capabilities. He was very interested in making picture carvings on wood and acrylic materials, but he was unable to do so due to a lack of understanding of the proper techniques. After finishing my diploma, I focused on understanding and conduct various experiments in order to understand how to operate the machine. Finally, in May 2020, I completed a picture carving on a wooden surface and received several customer orders.

I don't have a social media account to promote my services because I don't know how to set up a business page. I opened an official Facebook account for my business after receiving advice from my lecturer, Dr. Muhammad Iskandar Hamzah, and I now have 38 followers. In the future, I plan to open another Instagram account in the hopes of attracting customers to use my services.

1.0 Introduction to business

1.1 Business Information Sheet

Name of Business (with logo)	:  <i>Faris Photographic Engraving</i>
Name	: Faris Luqman bin Marzuki
Phone number	: 0199108793
Email	: Luqman.f@yes.my
SSM registration	: -
Official business email address	: Luqman.f@yes.my
FB webpage address	: https://www.facebook.com/Farisphotographicengraving
Instagram link	: -
Brand name	: Farisphotographicengraving
Online business mode	: Brand owner
Nature of business	: Engraving service and produce souvenir products.
Type of products	: Souvenir products
Main competitors	: <ol style="list-style-type: none">1. Laser Cut Malaysia2. Laser Cut KL3. Kraf Laser Cut Malaysia4. Lasercut.my5. Jcraftman Factory6. Seni Tukang
Start up capital	: RM 423.00
Product selling price	: RM 80.00 Photo Engraving on wood size 9x12 inch RM 1.50 key chain acrylic (depends on size) RM 1.20 key chain plywood (depends on size) RM 60.00 Album case for 8x12 inch (depends on stock)