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UNIVERSITI
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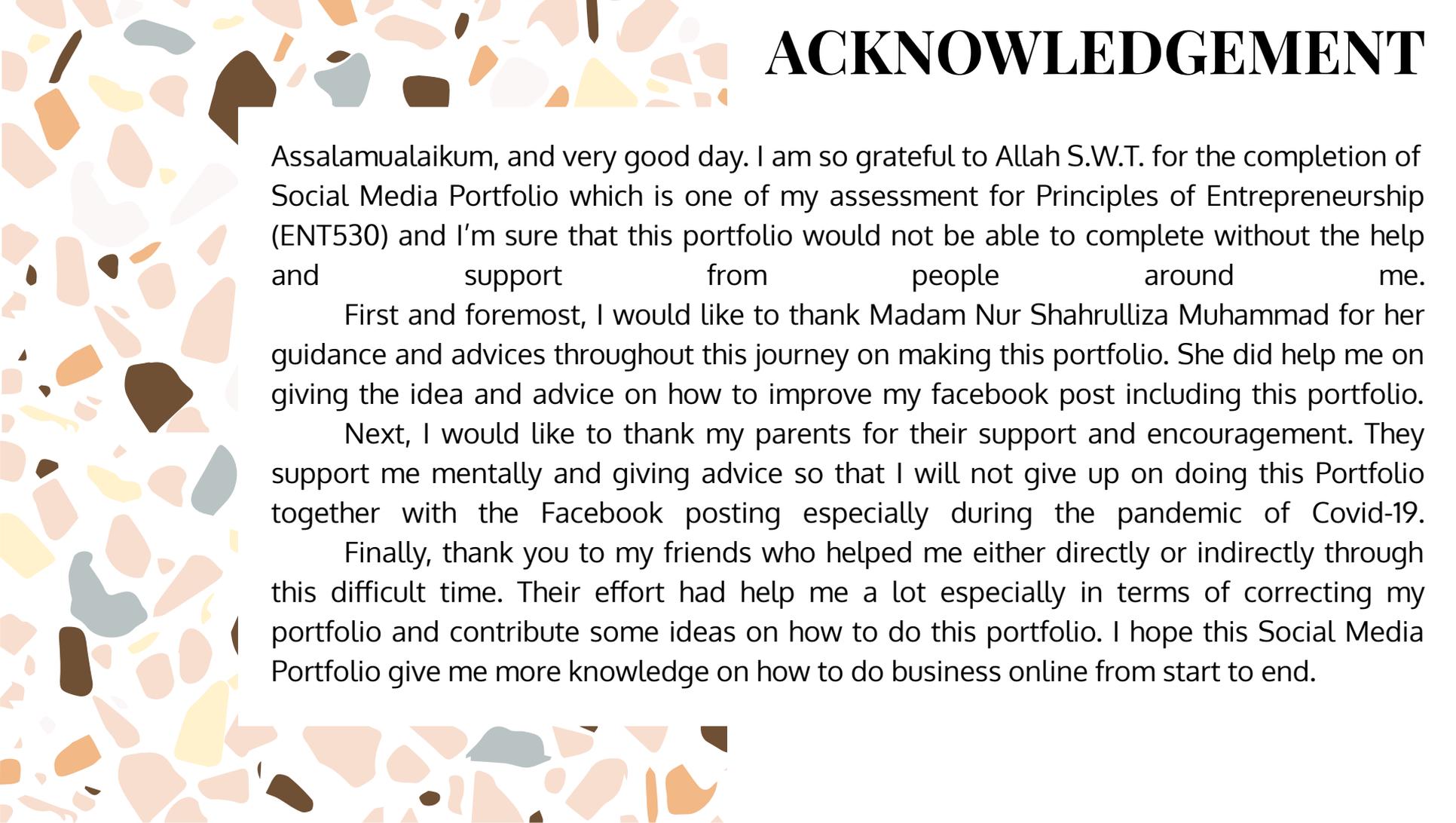
SOCIAL MEDIA PORTFOLIO

ENT530

De'Aroma

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Prepared For
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ACKNOWLEDGEMENT

Assalamualaikum, and very good day. I am so grateful to Allah S.W.T. for the completion of Social Media Portfolio which is one of my assessment for Principles of Entrepreneurship (ENT530) and I'm sure that this portfolio would not be able to complete without the help and support from people around me.

First and foremost, I would like to thank Madam Nur Shahrulliza Muhammad for her guidance and advices throughout this journey on making this portfolio. She did help me on giving the idea and advice on how to improve my facebook post including this portfolio.

Next, I would like to thank my parents for their support and encouragement. They support me mentally and giving advice so that I will not give up on doing this Portfolio together with the Facebook posting especially during the pandemic of Covid-19.

Finally, thank you to my friends who helped me either directly or indirectly through this difficult time. Their effort had help me a lot especially in terms of correcting my portfolio and contribute some ideas on how to do this portfolio. I hope this Social Media Portfolio give me more knowledge on how to do business online from start to end.

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EXECUTIVE SUMMARY

De'Aroma is a company which is focusing on selling a natural scented candle. It all started when the owner of this company felt like most of the scented candle in Malaysia is expensive and so he decided to make his own. At first he do it for fun and after he give some of it to his family and friends, they encourage him to sell it online.

It all started in early of March 2021 in Port Klang. The objective of the company is to create a scented candle that can be use in any occasion. The target market for this product is for teenagers and woman and it is only RM35 each. The tagline for this company is "The smell of happiness."

The mission of this company is Be you natural candle making of your choice that produce high quality of ingredient of scented candle that will inspire your sense with wonderful aroma. While some of the vision is in the short term, we aims to become one of the best scented candle making company in the country. De'Aroma use Facebook as a platform to run the business and it is a huge opportunity to post all of the product either as a Teaser, Hard Sell and Soft Sell. It is a great platform to expand the business and the best part is it is free to use. So we can cut a lot of cost for it. Lastly, we are hoping that De'Aroma will be a successful company in the future.



Name of Business:

De'Aroma

Tagline:

The Smell of Happiness

Business Address:

Solok Sultan Hishamuddin 9, Kawasan 60,
42000 Port Klang, Selangor, Malaysia.

E-Mail:

dearoma@gmail.com

Phone Number:

013-3655458

Form of Business:

Sole Proprietorship

ABOUT US