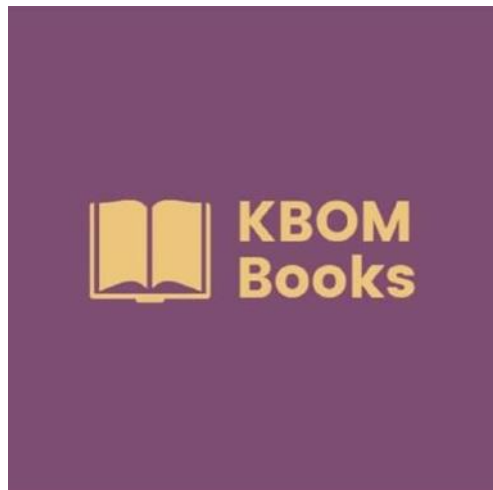




اَوْنَبُو سَيِّتِي بَاتِي كَو لَو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

SOCIAL MEDIA PORTFOLIO

KEDAI BUKU ORANG MUDA (KBOM)



PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

FACULTY & PROGRAMME : FACULTY OF FILEM, THEATRE & ANIMATION
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EXECUTIVE SUMMARY

Kedai Buku Orang Muda or KBOM was established on April 3, 2021. The main objective of this business is to cultivate the practice of reading among the community in our country. The main product sold is definitely a book. The book produced is very beneficial in addition to its very affordable price.

As for social media, the use of the facebook application has been activated on June 10, 2021. Until today, the KBOM BOOK facebook pages have been followed by a total of 169 facebook social media users. For now, we have made a post by putting the book along with the price, giving a little synopsis of the related book and also posting posters of the writing to captivate the soul of the reader.

2.0 INTRODUCTION OF BUSINESS

2.1 BUSINESS NAME AND ADDRESS

KBOM BOOK is an abbreviation of Kedai Buku Orang Muda where the product sold is a book. This name was chosen in accordance with the target customers to buy this book, which is the younger person. This product is run by Zulhusni Hamzah and also his sister Kamariyah Hamzah. We have started this business on April 3, 2021. We have become an agent for Jejak Tarbiyah online bookstore and market and sell books produced by them. The books sold are more Islamic in concept where they can give a lot of lessons and very good values to today's young people. The books sold were also written by well-known authors among whom was Buya Hamka.

This logo is produced by taking the name from this business as the main object in the logo. Only two colors were chosen in the production of this logo, namely purple and yellow.

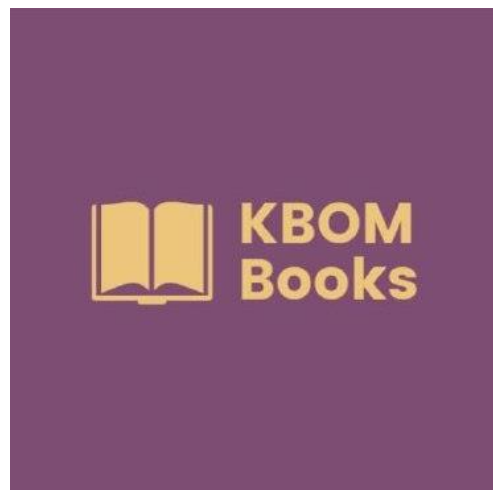


Figure 1.1 : Logo for Business