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SOCIAL MEDIA PORTFOLIO

POLAROID.YOU



PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

**FACULTY & PROGRAMME : FACULTY FILM, THEATRE AND ANIMATION
/FF236 ARTS MANAGEMENT**

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EXECUTIVE SUMMARY

Polaroid.you is a brand for our polaroid photo printing business. Our main objective in this business is to offer photo printing services with polaroid size with a cheap price and quality standing in the foreign market.

Our business started in April 2021. According to the customer review, our products have a very good quality because we use glossy paper that makes the picture look more attractive and beautiful for decoration anywhere because of its long-lasting color. This product is also much liked by many due to its fast process and very affordable price suitable for students who are not working.

Since the opening of this business, Polaroid.you has gained over 25 customers with different purchase volumes. Most of them really like the prices and products from us so there are many requests from customers to add more items related to polaroid. Thus, Polaroid.you is a good marketable product of choice that can be further expended to many different areas as the business keeps on growing.

2.0 INTRODUCTION OF BUSINESS

2.1 BUSINESS NAME AND ADDRESS

Polaroid.you is a business that had decided based on our main product. The combination of these two words between Polaroid and you show that we provide polaroid -sized photo printing services and are suitable for everyone because the services we provide are very cheap and affordable for all groups. Our business motto is "easy and worthwhile" which shows that our products will facilitate customers who always have a full memory phone problem and we can solve the problem without them having to spend a lot of money. Our target customers are teenagers and adult men and women who love to take pictures as well as those aged between 14 to 45 years old.

The logo we use and produce for this business is to have a picture of a polar bear to symbolize our business which is Polaroid.you.



Figure 3: Logo of business