



# SOCIAL MEDIA PORTFOLIO

INT3TREE.MY



## PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

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## **EXECUTIVE SUMMARY**

Int3tree.my is the agent of food and supplement product for kids under one company which is Int3tree Sdn Bhd. Our main objective is to help others and always be appreciate towards Allah SWT whenever you are. The name of our business and address has stated at the first part of this portfolio which are the meaning of the business name and also the location of the business operating. Next, the organizational structure shows how the work flow function from the director to agent. Other than that, the mission and vision statement are commonly used for every business organization in order to accomplish their targets and goals. Next one is the description of Int3tree.my product, from that we will know the price and the information about the product. The most important part in this portfolio is Facebook which are the explanation about hard sell and soft sell copywriting.

## 2.0 INTRODUCTION TO BUSINESS

### 2.1 BUSINESS NAME AND ADDRESS

The name Int3tree.my is based on 3 syllable words which are Int (put in), 3 (three element like IQ, EQ, SQ) Tree (the relationship between parents and their children). The founder of Int3tree, Mr Sudirman named their business during the registration with Kementerian Kesihatan Malaysia (KKM). Basically, all the products from the supplier will ship directly to the agent and sell it to customer. Our business motto is “My Business Journey to Jannah” which means our appreciation towards Allah SWT and our intention to help others for the future. The business address is actually at the Balakong, Selangor but I run the business as the agent from Bangi, Selangor. Our target market in selling the product are school kids, student and also adult. For the logo, it is based on the word “Int3tree” and the blue colour used in many corporate logos because its meaning evokes a feeling of professionalism and loyalty.



Figure 1.0 Business Logo

<b>Name of the Business</b>	Int3tree.my
<b>Business Address</b>	A-3-19, P/Puri Seri Dahlia, Bandar Seri Putra, Bangi, 43000, Kajang, Selangor
<b>Websites</b>	<a href="https://www.facebook.com/int3tree.my">https://www.facebook.com/int3tree.my</a>
<b>Contact Number</b>	011-16387704
<b>Form of the Business</b>	Sole Proprietorship
<b>Main Activities</b>	Retails sale of food and supplement product
<b>Date of Commencement</b>	21 March 2021

Table 1.0 Business Information