



**UNIVERSITI TEKNOLOGI MARA PUNCAK ALAM CAMPUS
FACULTY OF HOTEL & TOURISM MANAGEMENT**

**SOCIAL MEDIA PORTFOLIO
PRINCIPLES OF ENTREPRENEURSHIP (ENT530)**



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MANAGEMENT
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EXECUTIVE SUMMARY

SabellaBySya is a retail business where delivering the biggest solution to the fellow working moms as well as student to ease their process to get ready and getting dress by ditching the ironing process to get a perfect looks. The main intention and goals of SabellaBySya is to offering the high-end quality fabric and looking astonish effortlessly. This is due to our main speciality in developing an ironless fabrics. We also fulfilling our consumers satisfaction by having a variety of designs to choose from.

Aside from that, SabellaBySya started the business in 1st June 2021. The business is mainly using Facebook (FB) as the major platform to promote and market the product due to our main target is the millennials and adult men and women which more relatable to the use of our product specialty to ease their daily routine as a full time students and workers.

The demand of SabellaBySyah designs also shown that the product is well delivered and recognized by the consumers to keep on purchasing more designs as well as share it with the loved ones. Our promotion strategies definitely attract more potential buyers which is give benefits to both parties which is giving us more sales and for the buyers to get the experiences trying different designs and style with a lower cost.

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2.0 INTRODUCTION

2.1 BUSINESS NAME AND ADDRESS

SabellaBySya is one of the retail business that have been one of the most popular trendy cloth fashion due to its speciality in producing the easy option for nowadays generation. It is nothing else than an ironless fabrics cloth which is one of the irresistible product that has been getting a lot demand. Our business motto is “Looking Stunning Effortlessly”. Which is accurate and precise with our product main objective which to deliver and offering our clients the high-end fabric quality by getting rid of the main routine of getting dress that is ironing.

SabellaBySyah target market is towards millennials as well as adult both men and women by the main reason to ease their daily routine as a full time student and workers. Furthermore, the variation of designs and the marketing strategies will definitely allure our consumers.

As for our product logo, it is based on the three (3) elements which is:

- 1) S stands for the business name itself, Sabella
- 2) The pattern of cloth
- 3) The infinity symbol which representing our skills to produce variety of designs.

