



اَوْنِيُوْرَسِيْتِيْ بِاَتِيْكْنُوْلُوْرِيْ مَارَا  
UNIVERSITI  
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MARA

## **SOCIAL MEDIA PORTFOLIO SL HOME DECO**



### **PRINCIPLE OF ENTREPRENEURSHIP**

**FACULTY & PROGRAMME** : FACULTY OF HOTEL AND TOURISM  
MANAGEMENT ( HM241 )

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## EXECUTIVE SUMMARY

Firstly, for this Social Media Portfolio, I have chosen to sell furniture from SL Homedeco because since pandemic happened, I love to spent a lot of my time decorating my house and like to scroll and learn about all the decoration thing on social media. My obsessed for things like this made me realised that I should sell furniture because furniture is the main important thing to decorate your house, rooms and etc. Besides that, the demand for furniture is high due to people nowadays tend to search and looking up for the furniture like sofa, wardrobe and many more.

Due to our currently situation, people tend to buying furniture online rather than going to shop because its more easy, save a lot of time and low risk. This social media portfolio contains information of the SL Homedeco shop business that owned by Nurul Aliya Binti Bakhtiar. The business was established in 8<sup>th</sup> Jun 2021 and located at No28, Jalan Bukit Jati 3, Taman Bukit Jati Klang, Selangor. SL Homedeco Shop is a business that provide satisfying product which is furniture to fulfil people demand. There is many type of furniture that our company sell such as sofa, closet, dining table, chair and many more. The uniqueness of our product is we provide the best selling and trending furniture and not to forget all our product are made from high quality only that never disappoint people.

Furthermore, in this portfolio also includes teaser, hard sell copywriting, softshell copywriting and graphic for marketing that have been posted by SL Homedeco Shop in Facebook page. All the post in Facebook page has made over 15 sales and the numbers are expecting to grow by time to time.

## 2.0 INTRODUCTION TO BUSINESS

### 2.1 NAME AND ADDRESS OF BUSINESS

SL Homedeco is a business that decided to sell furniture as the main product. SL Homedeco stand for sweet living homedeco. The name of the business is simple and easily to remember by people. The customers can search the shop on Facebook without having a hard time. Our business motto is “Everything your home deserved”, which is show that all our furniture meets the standard of our customers demand and need. The target market for SL Homedeco shop are housewife, workers, and newlyweds. The logo used for the business consist of the word “SL” and a picture of horses. The gold colour in a background represent the colour of luxury and elegant because all our product looked like classy and expensive product while you can get it with a cheap price but high quality. Besides that, the image of horses represent the stronger animal which give inspire the owner to keep build the empire.



Figure 2.1 : SL Homedeco logo