

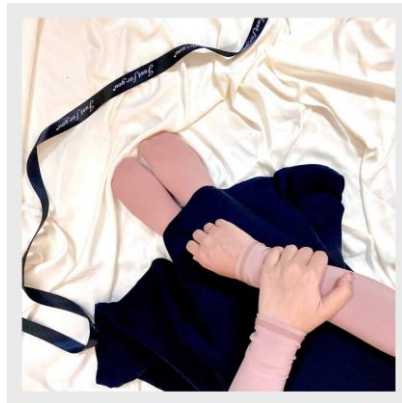


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UNIVERSITI  
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MARA

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530):**

**SOCIAL MEDIA PORTFOLIO**

**NurA's Wear.co**



**FACULTY & PROGRAMME: Hotel and Tourism Management**

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**PROJECT TITLE: REPORT OF SOCIAL MEDIA**

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## **ACKNOWLEDGEMENT**

Assalamualaikum w.b.t.

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I am extremely grateful to my parents for their love, prayers, caring, support and sacrifices for educating and preparing me for my future. I am very much thankful to my classmate too for their understanding, prayers and continuing support even if they are in the same situation to complete this report. Also I express my thanks to my sisters, brothers, sister in law and brother in laws for their support and valuable prayers.

I am proud to say this subject has given me a useful guideline and opportunity to make a small business and take a glimpse on what the real entrepreneur world is. I hope that I can practice it from now so that it will be easy for me in the future.

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## EXECUTIVE SUMMARY

This report aims to look a brand of **NurA's Wear.co** who are selling a product that many people are well known. In this business, although there are some other products for sale, but I more focus on the sale of the hand socks. It is because, hand socks is the first product that was successfully sold to many people out there. When more people are familiar with this brand, it means that the products produced have succeeded in capturing the hearts of customers. I will make sure every product produced has high quality, a wide variety of patterns and colours as well as affordable prices for everyone.

This business began on Facebook on April 24, humbly beginning with only one product. I started a small business and online only. At first, no one knew this brand until there were some influential people who bought and helped in promoting this brand. Time by time, the number of purchases increases as well as this brand is more and more people know. I will ensure the quality produced will be able to satisfy all buyers.

## 2.0 INTRODUCTION TO BUSINESS

### 2.1 BUSINESS NAME AND ADDRESS

**NurA's Wear.co** is a business that produce high quality and innovative services that always put the comfortable and satisfaction of the customers as the main priority. This business sells clothing types such as hand socks, socks, kaftan and scarves. My business motto is to “Comfort and make it stylish”. It can show that although women always have to take care of their aurah, but they can still fashion as they like it. The target market for **NurA's Wear.co** are mainly for women but many men also buy as a gifts for their loved ones.

The logo that has been used for this business is a female limbs that are more inclined towards the wrists and feet. The symbol is too simple to understand with only one glance.

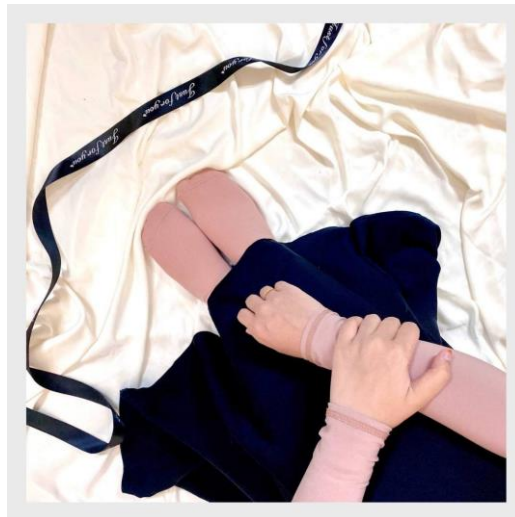


Figure 2.1: Logo of the business