



**UNIVERSITI TEKNOLOGI MARA  
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**FACULTY OF HOTEL AND TOURISM MANAGEMENT**

**SOCIAL MEDIA PORTFOLIO**

MARIPOSA JEWELS



**PRINCIPLES OF ENTREPRENEURSHIP (ENT530)**

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## Executive Summary

The name of the business company is Mariposa Jewels which is a jewelry store for accessories lovers. The main objective of the company is to sell accessories at an affordable price with high quality product. Our product specialty is offering a gift box packaging for customers that would like to gift it to their friends and family to make more memorable memories together.

Our business started on Facebook on 1 May 2021 with releasing out first teaser regarding the soon released jewelries and has been continued with weekly post of our jewelries collection through the whole journey. The tight competition within the business industry and the price of other competitors are bound to be met. Thus, we have a clear analysis on our best seller product and the potential designs of jewelries that our customers would be interested in.

Since the launch day of our product, Mariposa Jewels has received a roughly of 25 sales and the sales are expected to be increased by the end of the year. Due to the high demand of our best seller, Gold Layered Charmi Trio Necklace, it has been a boost for our business company and an increased in our sales. By the end of the year, Mariposa Jewels have launched 4 types of accessories such as rings, necklaces, bracelet and earrings for jewels lover out there.

## 2.0 INTRODUCTION TO BUSINESS

### 2.1 BUSINESS NAME AND ADDRESS

Mariposa Jewels is the business company's name inspired by the word butterfly in Spanish which also symbolizes beauty. It has similar concept with the brand of our company which brings beauty and self-love towards our customers. It is to enhance our natural beauty and feature while being creative at the same time. The location of the business is located at TTDI, Taman Tun Dr Ismail, 60000, Kuala Lumpur which are located near at One Utama Shopping mall and shop lots. Our motto is "Simple yet Classy" which emphasizes that an affordable price has been offered with a high-quality material. Our target market are teenagers and university students from the age of 14 – 23 years old due to the price range being offered and the latest designs of the jewelries.

The logo of Mariposa Jewels was designed to have a flowery accent and a butterfly symbol to symbolize the Mariposa terms. The color chosen was brown that shows the symbol of simplicity and dependability which applies the same with our main concept of business



Figure 1.1 : Logo of business