



# **PRINCIPLES OF ENTREPRENEURSHIP (ENT530)**

## **SOSIAL MEDIA PORTFOLIO**

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## **EXECUTIVE SUMMARY**

Mawarose Kelantan which is easy to help community and people in area Kelantan who interested to buy Mawarose Lips and Cheek Serum by Mawar Rashid. The premise is located at Ground & 2st Floor, No.7 Jalan Wakaf Cheyeh, 16150 Kota Bharu Kelantan. Mawarose is the first serum Lips and Cheek in Malaysia by founder which is Mawar Rashid.

Mawarose serum has many agent in all country and area because the product very famous because of the founder and ingredient in mawarose serum. The high quality and mostly mawarose serum use the natural ingredients from rose scent. The mawarose serum is totally suitable for all types skin and save to use because have apporovel by KKM.

Our target markets are female adolescents and adults from 17 to 60 years of age, as well as health-conscious women throughout the country. This is because it is particularly widely used by women across the entire nation. The customers can walk in to the premise to buy Mawarose serum or by delivery and postage.

The management of Mawarose Kelantan is a company form of sole proprietorship. This is because it is a start-up company and has just beginning. Hence, Mawarose Kelantan organisational chart consists only of its owner and three employees. These workers have their own responsibilities in order for the business to run smoothly.

## 2.0 Introduction Of Business

- **Name Of Business**

The business name is Mawarose Kelantan which is easy to help community and people in area Kelantan who interested to buy Mawarose Lips and Cheek Serum by Mawar Rashid. So that by having an agent in area Kelantan, Mawarose Lips and Cheek Serum will help Head Quarters (HQ) get more customers and will expend their product in all country and area. Mawarose Lips and Cheek Serum is also an online business, so it uses Facebook and Whatsapp online platforms to link with its customers.

- **Address Of Business**

The main premise is located at Ground & 2st Floor, No.7 Jalan Wakaf Cheyeh, 16150 Kota Bharu Kelantan. We need the place in order to save and store all the stock of Mawarose Lips and Cheek Serum and rent this floor to help people easy to buy if they want to walk in. This location we choose is strategic which is near to Kota Bharu City on the side of the road, close to the shopping mall and business centre, it is easy to navigate. The location also is famous and mostly people will easy to find.

- **Organizational Chart**

Maworese Kelantan is a company form of sole proprietorship. This is because it is a start-up company and has just beginning that consists only of its owner and three employees.

