



**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA (UITM)
PUNCAK ALAM CAMPUS, SELANGOR.**

**BACHELOR OF BUSINESS ADMINISTRATION (HONS.) OPERATIONS MANAGEMENT
(BA244)**

**SUBJECT:
PRINCIPLES OF ENTREPRENEURSHIP (ENT530)**

INDIVIDUAL ASSIGNMENT 1: SOCIAL MEDIA PORTFOLIO

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**GROUP:
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In the name of Allah, the Most Beneficent and Most Merciful, I thank Him for giving me the courage to complete this assessment. Upon completing the assessment, I wish to record my highest gratitude to my respective lecturer, Madam Nadiah Maisarah Binti Abdul Ghani, not only for her success in conducting her class, but for her kindness, diligence, and motivation for me to finish this project.

Next, my appreciation also goes to my parents and family for giving me such valuable motivation, financial support and love throughout my good and bad times. I would like to extend my appreciation to my fellow friends for their benefaction in helping me with this project, directly and indirectly.

Their valuable contribution and sincerity are instrumental for me. It helps me in achieving many thoughtful ideas for this assessment. May Allah bless them all.

Thank you.

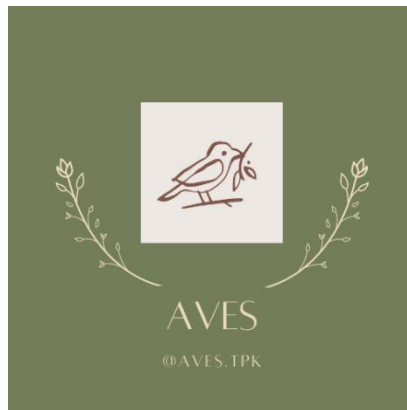
EXECUTIVE SUMMARY

This social media portfolio is a task under the subject Principle of Entrepreneurship (ENT530) which required students to study and analyze our skills in media and digital marketing through online platforms. It portrays related topics about entrepreneurship management which can be used for future guideline in starting up a small business. Through this task, it gives a lot of information on how to create and establish a small business by publishing teasers, soft sells and hard sells which is necessary for start-ups. It gives clear views to students in terms of strategizing and planning, as well as familiarizing with the basic principles of entrepreneurship.

Since stationery business is customer driven, the process of creating, printing, and delivering customer orders requires a large part of the workday. In addition to this, setting up a stationery business also occupies knowledge on the latest trend through researches of emerging design trends. The start of the Covid-19 pandemic has affected some aspects of the stationery business as there are more restrictions for students or workers to go to school and office. Therefore, doing this business during the pandemic might hurt the companies a little in terms of the profits. However, with the growth of e-commerce industry, it may help in contributing to the increment of sales of stationery products. A stationery distributor or seller can distribute many diverse stationery products such as notebooks, pens, art supplies to increase the profitability.

At Aves, we started as a small business which still requires proper development in order to become successful. We manage to monitor and keep track on the demands especially through the help of digital marketing platform. We also focus on having good connection and engagement with our customers to increase customers' loyalty and satisfaction. A lot of promotions were made to gain new customers and to keep our existing customers. By knowing our objective, we required to study the background of our company, our services available, and our strategy business marketing. Therefore, we have decided to register our business in Go-Ecommerce to have a proper start of doing a business.

2.0 INTRODUCTION OF BUSINESS



Name of Business	AVES
Address	Lot 76, Lorong Bistari 2, Sri Aman, 47100 Puchong, Selangor Darul Ehsan
Email address	aves.tpk@gmail.com
Business Commencement	13 th January 2021
Owner of the Business	Nurul Asyiqin Binti Ahmad Falah