



اَبُو سَيِّدِي تِكْمُو لُو كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF BUSINESS MANAGEMENT
MARA UNIVERSITY OF TECHNOLOGY (UITM)
CAMPUS PUNCAK ALAM, SELANGOR.**

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

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

**INDIVIDUAL ASSIGNMENT
SOCIAL MEDIA PORTFOLIO**

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EXECUTIVE SUMMARY

Social Media is a platform for a wide variety of business affecting the function of the platform range. Target market for each of social media platforms in this world represent different demographics factors such as Gender, Age, Region, Interests, and Preferences. The main platform used in this report is Facebook were established on February 2004 in Cambridge, Massachusetts, United Stated.

This early year of 2021, Kukubysyu company has established as a service industry principle in beauty and heath to make every people feel special through personalized service, professional care and affordable treatments – The special of our company to ensure community to have their own awareness in treating their hand & foot in a right way to prevent any future issues regarding related diseases.

1. Product

Kukubysyu provides services (as applicable) the following:

Serving the customer a services of manicure and pedicure which using Facebook as a platform to make a relationship with them. The development continues as Facebook have a wide range boosting the posting using their systems.

2. Market

Our target market includes male and female who need help in treating their hand & foot to be in a better condition in terms of hygiene, cleanliness, and beauty. The addressable market should be gaining meaningful treatment. Our company should able to capture 70 percent sales from Facebook this year.

3. Competition

Our competition is comprised of all shop that provided the same treatment as ours and based at Bangi, Kajang, Selangor Darul Ehsan, Malaysia. Our uniqueness shows the competitive advantage and differentiation in the market.

Recorded insight data in this report displays that Facebook is a best performance platform that may integrated with many sources either internal or external. I

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2.0 Introduction of business

2.1 Name and Address of Business



Business name: *Kukubysyu*

The organization was established in year early 2021. “Kuku” means nails in Bahasa Melayu and “syu” is coming from our founder’s name, Atiqahsyuhada. The business name is simple and easy to remember by our customers. Our tagline “Get nailed it” is a slang meaning to a successful and very well which refers to the customer who got their services will have a bright feeling.

Address: *Jalan Seri Putra 2/3h, Bandar Seri Putra, Bangi 43000 Kajang, Selangor.*

Not only at the shop, the organization also provide mobile services where they can come to customer house in order to perform the treatments. This mobile service suitable for customer who is unable to be entertained at the shop such as need to take care children, no transportation, want to relax at home, and other reasons.