

MARA UNIVERSITY OF TECHNOLOGY, CAMPUS PUNCAK ALAM

FACULTY OF BUSINESS MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION (HONS.) OPERATIONS MANAGEMENT

PRINCIPLES OF ENTREPRENEURSHIP

INDIVIDUAL ASSIGNMENT SOCIAL MEDIA PORTFOLIO – AJ FOOTWEAR

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EXECUTIVE SUMMARY

This social media portfolio was given to us under the subject Principles of Entrepreneurship, and it requires us to study and analyse our skills in marketing our online product or services. This portfolio is related to our entrepreneurship topic and can be used as a guideline for starting a small business in the future.

By starting a small business that selling product, you gain access to a wealth of information that you can use to research and plan how to promote the product. Customers will be aware of your business if you have a clear strategy and plan in place. This company was founded by a group of young entrepreneurs who had no prior experience or knowledge in entrepreneurship.

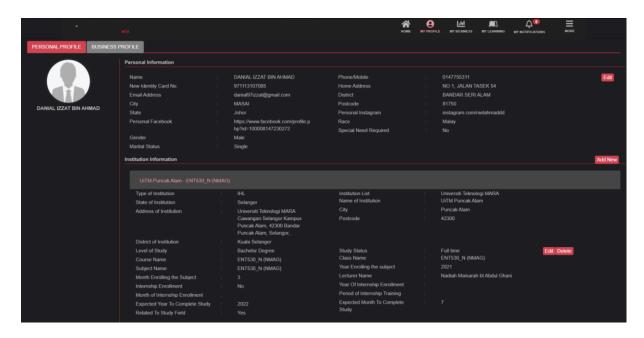
AJ FOOTWEAR uses their knowledges and skills to fulfil their customers needs and wants by providing and selling hot or rare sneakers to sneakers fans especially Air Jordan brand. Mostly Air Jordan shoes always sold out very quickly, they need to line up in front of retail store in the early of morning to buy the shoes and if they do not have a good luck, they are just line up for nothing and vain. So, AJ FOOTWEAR as a reseller, we can fulfil customers dream shoes if they have no chance to buy the shoes at retail store.

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I. GO-ECOMMERCE REGISTRATION

Personal Profile



Business Profile

