



اَوْنِبُوْرَسِيْتِيْ بِاَتِيْكَوْلُوْكَوِيْ مَارَا

# UNIVERSITI TEKNOLOGI MARA

**FACULTY BUSINESS AND MANAGEMENT**

**BACHELOR OF BUSINESS ADMINISTRATIONS (HONS) HUMAN  
RESOURCES MANAGEMENT**

**COURSE:**

**PRINCIPLE OF ENTREPRENEURSHIP (ENT530)**

**ASSIGNMENT: SOCIAL MEDIA PORTFOLIO**

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**DUE DATE: 25 JUNE 2021**

## **ACKNOWLEDGEMENT**

First, I would like to thank to Madam Nadiah Maisarah Binti Abdul Ghani, my Entrepreneur Lecturer for the opportunities of completing this individual assignment and guiding me with a lot of tips and advice. I also would like to thank to all of my classmate who were always supporting me from behind and inspired me to complete this project.

I gain a lot of knowledge while doing this assignment. We learn a lot about the uses of ratio analysis.

Last but not least, I feel very proud after I have completed this project. I gain a lot of understanding regarding ratio analysis. This project help me to understand more about this subject.

## **EXECUTIVE SUMMARY**

The Kiril Jersey Store is a business that provide sportswear to customers and any sport equipment such as Frisbee disc, swimming equipment such as fin, goggles and swimsuit and also variety of jersey for every major sport like football, basketball and futsal. The main objective of this business is to fulfil every sports fan dream to have a good quality jersey and be comfortable to wear it.

This business has started since 15 April 2020. Most of our customers has given a very good feedback regarding on our product. The quality of the jersey we provide are very comfortable and the customers are very happy with it. We have variety material of jersey such micro fibre, fabric and cotton, which most people like. We also provide some sports gear such as Frisbee disc, which is quite hard to get. Most of the disc that sold are quite heavy and thick which difference than our disc which is much more comfortable to use and not so heavy and thick. As for the swimmers sport fan we also provide the best swimming equipment such as goggles and fin with variety of choice.

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## **2.0 INTRODUCTION OF BUSINESS**

### **2.1 NAME AND ADDRESSES**

Our business name is Kiril Jersey Store and it is a retail business. We provide jersey, sports equipment and we provided custom jersey services for our customers. The Kiril Jersey Store is a store where every customer can get his or her own preferable jersey with variety of choice. People nowadays do not wear jersey just for watching a football match but also as a fashion styling. Most of the jersey design nowadays are very comfortable and an eyesore to wear.

We also provided custom jersey services where our customers can create their own jersey for their team. They can design it or share their ideas to us and let us design it for them. We also can help our customers to create their own team logo. Our store offers a lot of logo and jersey design for our customers. All they had to do is to contact us on our number or on our Facebook pages and share their details and preference and we can design it and get their feedback about our design.

We also provided variety equipment of sport such as Frisbee disc for those who are Frisbee sport fan. The disc is very comfortable to use as it is not too thick and heavy and we provided a services where we can print a logo on the Frisbee disc. Other than that, we also provided some swimming equipment for our customers who like sports on the water such as goggles, fin, swimsuit and waterproof bag.

The targeted customer of our business is of course for every sports man and women and our priority is their comfortableness. Our business can be conduct through online platform which using our business number and our Facebook page where every costumers can have a conversation with our staff to purchase any sports equipment. Our business is located at Gerai 6, One Segamat Mall, 85000 Segamat, Johor.