



اَوْنِبُوْرَسِيْتِي تِي كُنُوْلُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**ENT530**



**SOCIAL MEDIA PORTFOLIO  
(INDIVIDUAL ASSIGNMENT 40%)**

**SUBMITTED TO:**

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## **EXECUTIVE SUMMARY**

Aurumie Scarves provides many kinds of scarves for their customers. Our business offers affordable scarves to our beloved customers by giving them a different kind of scarves with different range of prices. Also, we served our customer with a free of charge consultation for them to chat with us regarding the details of our product and what is suitable scarves for them.

Our target audience is a group of women especially who are looking different kind of scarves at low cost and affordable. Aurumie Scarves also targeting teenagers who are want to be fashionable yet simple because our scarves have many choices of beautiful colour especially for teenagers and adult too.

We do not target any specific area because our customers can be from anywhere as long as they are seeking for our scarves. Our business can be done and deal online since we do not own any store yet. We also think that online business is more easier for our customer from all over Malaysia.

At the moment, Aurumie Scarves only owned and work by Nor Anisa Binti Nordin. Our business also uses Facebook page as a platform for us to attract our customers, give more awareness and generate more sales at once. We will promote Aurumie Scarves by doing teaser post, soft sell post and hard sell post as our sale postings on Facebook to promote our services

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## 2.0 INTRODUCTION OF BUSINESS

### 2.1 NAME AND ADDRESS OF BUSINESS

The name of Aurumie described as gold which is in Periodic Table of Chemistry, Aurum means gold. My purpose in choosing this name because I would to emphasize my beloved customers and tell them that they are my gold in my small business in a way that they are always supporting me and in return I have to provide them with my service and better product.

Aurumie Scarves is located at **1-3-6 Jln Putra Perdana 7, Pangsapuri Rivena Villa, Tmn Putra Perdana, 47300 Puchong, Selangor.**

Since my business is online based, so I usually store my scarves and prepare my customer's order in my house. It is also easier for me to send my customer's package, since the courier office is only 7km away from my house.