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PRINCIPLES OF ENTREPRENEURSHIP (ENT 530)

INDIVIDUAL ASSIGNMENT

SOCIAL MEDIA PORTFOLIO

Prepared By:

NUR ATHILAH AUNI BINTI ZURI

2019230916

Prepared For:

MADAM NADIAH MAISARAH ABDUL GHANI

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Assalammualaikum w.b.t

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I also want to send my gratitude to my family as they had helped me to buy all the goods which is the inventory of my giftbox shop. Without their help, consideration and supported, I may not be able to set up my shop and get customers. They willingly to share their idea on what I should write for my copywriting that would meet the requirement in this social media portfolio.

Last but not lease, I also want to say thank you to my friends that also helping me during the process directly or indirectly to be able and manage to submit my assignment according to the allocated time.

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EXCECUTIVE SUMMARY

Thil_Giftbox shop is a form of sole proprietorship business that has been established since 31st November 2020 and operated in Bandar Permaisuri, Setiu, Terengganu. The main reason I established this business is to fulfill the demand from the society that need a service that will help them to surprise their loved one. From the rapid growth of Thil_Giftbox, we can sell minimum 15 boxes of giftbox every month. It shows how committed we are to ensure our business to thrive and achieve our goals and able to sustain in the market.

1. Product

Our business produces services that were focusing to customize gifts according to the customers preferences. Most of those items included variety of chocolates, polaroid with frames, snacks such as oreo or nabati, cap, cookies, scarf, LED fairy light, deodorants, perfume, scented candles, and drawstrings that requested by our customers.

2. Price

We at Thil_Giftbox were trying to provide the excellent quality of giftbox but at the same time in cheaper price to our beloved customers. Our price in range between RM 6.00 to RM 30.00 according the originally giftbox set that are available. While, the customize giftbox are between RM 12.00 until RM50.00. All prices are not included the postage rates.

3. Market and Competition

Our target customers are including kids, teenagers, couples and so on because our products are suitable to all generation ages. Our competitors are basically all giftbox seller in market. To gain trust from our customers we provide with the better services to our customers such as discounts of products also the free shipping rates.

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2.0 INTRODUCTION OF BUSINESS

2.1 Name and Address of Business



Figure 2.1: Our Brand Logo

At first it is quite hard to choose suitable name for this shop. So, I came out with the idea to use my own name which is from word Athilah and make it short which is Thil. As it sounds a bit classy so people will be easily remembering our shop name. Key point here is to be different from other common giftbox shop name. Our shop address was at Lot 50665, Jalan. Kederang, Kg, Burok, Bandar Permaisuri, 22100, Setiu, Terengganu.

2.2 Organizational Chart

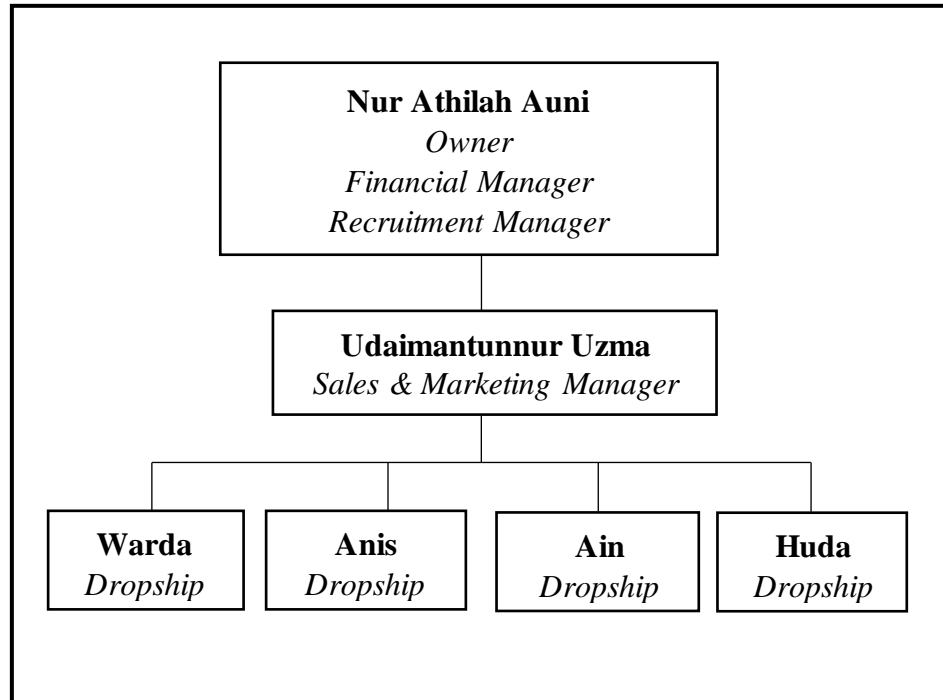


Figure 2.2: Thil_Giftbox Organizational Chart