



**PRINCIPLES OF ENTREPRENEURSHIP (ENT530)
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SOCIAL MEDIA PORTFOLIO: MANIS



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EXECUTIVE SUMMARY

MANIS is an online boutique shop selling modest contemporary wear and apparel for all types of women. Our business is primarily targeting Muslim women, but it is also desirable for non-Muslim or non-hijab women to wear, as our mission is to create a clothing line that is customized to all shapes and sizes of women and can be enjoyed by all women. Presently, MANIS does not have a physical store for customers to walk-in, thus, our business is only operates using an online platform on Facebook. The business had also registered with Go-commerce and had begun to operate on April 2021 through the Facebook platform.

MANIS business is owned by Nuramalin Syahira Binti Suffian as the manager with three staff who are in charge of assisting the manager and the business operations. Furthermore, this company sells a mix of well-known brands as well as clothing lines from well-known designers such as LUNAXSERENITY and Nabilah's collections. For the time being, MANIS has only launched two major items from their collections which are the satin shawl and satin tops as the main staple, and accessories such as face masks and scrunchies. The main feature of MANIS is our superior quality of premium satin material used in the production of our apparel and product lines which we believe are different from other local stores in Malaysia.

MANIS has already custom its Facebook (FB) URL page, where customers can easily locate our page by clicking on this link <https://www.facebook.com/manisbyamalin>. Our Facebook page was managed to get 134 likes from people. To attract more engagement from online customers as well as to generate more sales, we had promoted our business by doing 12 teaser posts, 16 soft sell posts, and 16 hard-sell posts. Since then, our products provide a good insight for the continuation of our sale to our target customers as our Facebook pages had started to get recognition from online audiences.

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2.0 INTRODUCTION OF BUSINESS

2.1 Name and address of business



The business is known as “MANIS”. The idea of creating the business’s name came from the owner of the company itself as MANIS, which means ‘sweet’. One of the main reasons why we chose the word is because ‘sweet’ is often used to describe women. When someone is defined as sweet, it also implies that they are beautiful in a simple and ladylike manner. Thus, we believe MANIS is a perfect name for our company since we would like to emphasize that this company is serving modest apparel and product lines that are specially designed for women.

Since its establishment in April 2021, the brand has adhered to the principle that all types of women, regardless of race, form, or gender, can enjoy fashion. Presently, MANIS does not have a physical store for customers to walk-in. However, we have an office that helps us to running our business smoothly. Its headquarters is in Kuala Lumpur, capital city of Malaysia which is a popular fashion destination and tourist destination where most people come around and shopping.

2.2 Organizational chart

As a small business, we only have a small team. Owner, Nuramalin Syahira Binti Suffian who founded this boutique business is the manager of MANIS boutique. The company's owner will take on leadership positions within the company, overseeing daily activities, marketing campaigns, purchasing products, inventory management, and all other administrative duties. MANIS has a sales team of three part-time workers who are in charge of assisting the owner with sales, customer service, and general stock maintenance on the floor.