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UNIVERSITI
TEKNOLOGI
MARA

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

SOCIAL MEDIA PORTFOLIO: FUN EDUCATION

Prepared by:

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EXECUTIVE SUMMARY:

For this portfolio, it focuses on Fun Education business which is done by online through social media platform that is Facebook (FB). This business provides educational product to customer such as books for toddler for their early learning, story book, Islamic book and also toys that can help them in learn either Math or Science. The business is name as Fun Education because it wants to display how fun can be achieve with something educational. It is the business mission to provide learning while playing atmosphere to the customers.

Due to pandemic Covid-19, this business run solely through social media platform which is Facebook. Although, the pandemic maybe inconveniences to other businesses but for Fun Education it is rather become advantages for the business. As more parents and children spend time at home during this pandemic which may give influence in the them to buy more product for their children to learn. This happened as these parents now have to work from home and their children have to not go to school or kindergarten due to the moving control order (MCO) by government and this cause parent afraid that their children might left behind in learning. So they take initiative to teach their children themselves.

Fun Education's products are all from MommyHappy Group. MommyHappy Group is a company that provide educational products and also give guideline for people to becoming successful entrepreneur. It has more than 1000 agents which also include Fun Education owner. To be an agent for the MommyHappy Group, it is only needing to pay RM50 for one time. Then after registration, agents can access to all products and will also be provide with knowledge about the product.

It is actually a good business to be market. As all the product have no expiry date. It can be sold or deliver to any place without worrying about the condition of the product when it is received by the customer. It also do not have specific measurement or size differ like clothes or shoes. This shows that it can grow more in the future. However the only weakness of this business is that , the target market are families with young children. Therefore, Fun Education have to varied their product to gain more type of customer and enlarge their target market.

All in all, Fun Education have proceed in a good progress for a new business. It still have more space to develop and improve to become successful business.

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INTRODUCTION OF BUSINESS

Name: Fun Education

Address of business:

Kampung Sungai Semungkis, 43100 Hulu Langat, Selangor.

Organizational Chart:



AQILAH BINTI ABD LATIF

(Owner and the seller of Fun Education Page)

Mission: Provide a learning while playing atmosphere to customers.

Vision: Prepare children to be a knowledgeable person and the better leader in future.

Description of service: Sell educational product such as books and toys for family to create educational playing time.