



اَوْنَبُورِ سَيِّدِي تَيْكُونُ لَوِي كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF INFORMATION MANAGEMENT
UNIVERSITI TEKNOLOGI MARA PUNCAK PERDANA**

**BACHELOR OF INFORMATION SCIENCE (HONS.)
LIBRARY MANAGEMENT (IM244)
PRINCIPLES OF ENTREPRENUERSHIP (ENT530)**

ASSIGNMENT:

SOCIAL MEDIA PORTFOLIO



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EXECUTIVE SUMMARY

“Be Your Own Kind of Beautiful” is a tagline for Just-Isle. The main objective for the business is to offer a good quality of tote bag with variety of designs and colors with affordable and reasonable prices with elegant look ready to wear on our customers.

We started our online business on 20th April 2021 using social media platform. Our targeted customers are young, creative university students, the people who love fashion, environmental awareness, workers, women and men. The consumers choose their print from a vast selection of their own or from our ready stock collection, the design is then printed onto the tote bag, supplying the consumer with collaborative experience while providing a unique and environmentally conscious product.

Just-Isle will target young, creative university students, the people who love fashion, environmental awareness, workers, women and men within the marketplace. We will give them the freedom to express their individualism and values through an environmentally sustainable and personalized product.

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INTRODUCTION OF BUSINESS

1. Name and Address of Business

Just-Isle

Seksyen 3, Shah Alam, Selangor Darul Ehsan.

2. Organizational Chart

JUST-ISLE ORGANIZATIONAL CHART



NURUL NAHTASA NUR BINTI MAT JASNI
FOUNDER

3. Mission and Vision

Mission

Our mission is to provide a service in personalizing tote bags where you are the co-creator in a sustainable solution to saving the environment.

Vision

Our vision is to be one of the biggest suppliers for tote bag that can save the environment.