



اَبْنُو سَيِّدِي تَتِيكُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF INFORMATION MANAGEMENT

BACHELOR OF INFORMATION SYSTEM MANAGEMENT

(IM245)

PRINCIPLES OF ENTREPRENEURSHIP

(ENT530)

INDIVIDUAL ASSIGNMENT:

SOCIAL MEDIA PORTFOLIO

PREPARED BY:

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GROUP

(ENT530_1)

LECTURER:

MADAM NADIAH BINTI MAISARAH ABDUL GHANI

DATE OF SUBMISSION:

25TH JUNE 2021

ACKNOWLEDGEMENT

First and foremost, I thank Allah S.W.T for his mercy and guidance in providing me with the strength to complete this assignment. Although there were some challenges in finishing this task, Alhamdulillah, I was able to finish it. Thanks to Madam Nadiah Binti Maisarah Abdul Ghani, my lecturer, for all her help and support in completing the assignment report.

I would like to thank my parents for their emotional and physical support throughout this assignment and throughout my entire academic career this semester. I also would like to extend my heartfelt gratitude to all of my friends who assisted me in completing this report. All of the assistance I received was extremely beneficial in completing this task successfully.

This assignment has provided me with new information about entrepreneurship. I have learned a lot, starting with how we entice customers with teasers, soft sells, and hard sells. It provides me with the chance to become involved in business in the future if I am interested. I hope this assignment can give new input to others and attract many people interested in becoming entrepreneurs in the future.

EXECUTIVE SUMMARY

Bequeen concentrated on fashion and leisure items, such as women's clothing, children's clothing, and kitchenware. Nur Farah Shahirah Binti Mustapha is the owner of Bequeen. Because their marketing focuses mostly on women, the proprietor was inspired to call the company Bequeen. Bequeen works for Sabella as a drop shipper. Bequeen does not have a business address. For business starting, Bequeen wants to focus on the Sabella product first, because being a dropship does not need a lot of modals to start a business. Furthermore, being a dropship is really a good choice for the owner because the owner is also still a student.

Even though Bequeen is a dropship agent and does not have a business address, Bequeen will use the SABELLA HQ address for customer references. The SABELLA HQ is located at Lot 19, Jalan Perusahaan 2, Industrial Estate, 68100 Batu Caves, Selangor. Bequeen's products are one-of-a-kind because we also sell other things and not only sell women's clothes. It has a large selection of attractive clothing that makes it hard for customers to choose. Furthermore, most of Bequeen's clothing is high quality and made in Korea.

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2.0 INTRODUCTION OF BUSINESS

2.1 Name and Address of Business



Figure 1.2.1 Bequeen Logo

NAME OF COMPANY	BEQUEEN SDN. BHD
BUSINESS ADDRESS	Lot 19, Jalan Perusahaan 2, Industrial Estate, 68100 Batu Caves, Selangor
TELEPHONE NO.	011-1762 5527
MAIN ACTIVITIES	Clothes & others
FACEBOOK WEBSITE ADDRESS	https://www.facebook.com/Bequeencharm/
COMPANY STATUS	Bumiputera
DATE OF REGISTRATION	March 2021

2.2 Organization and Chart



(Owner of Bequeen, Editor, Facebook Admin, Customer Service)

NAME: NUR FARAH SHAHIRAH BINTI MUSTAPHA

AGE: 22 YEARS OLD