



اَوْنَبُوْ سَيِّدِيْ تِيْكَوْ لَوِيْجِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

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SHAH ALAM**

**FACULTY OF INFORMATION MANAGEMENT
BACHELOR OF INFORMATION SCIENCE (HONS) INFORMATION CONTENT
MANAGEMENT
(IM249)**

**PRINCIPLE OF ENTREPRENUERSHIP (ENT530)
SOCIAL MEDIA PORTFOLIO**

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EXECUTIVE SUMMARY

This business folio was complete to explain how digital technology helps in marketing sales online. The MedHandmade began in July 2018. It was making significantly improve the way today. The MedHandmade sells kind of scrunchies that is trendy in Malaysia. With affordable prices and higher demand make Scrunchies are popular among us.

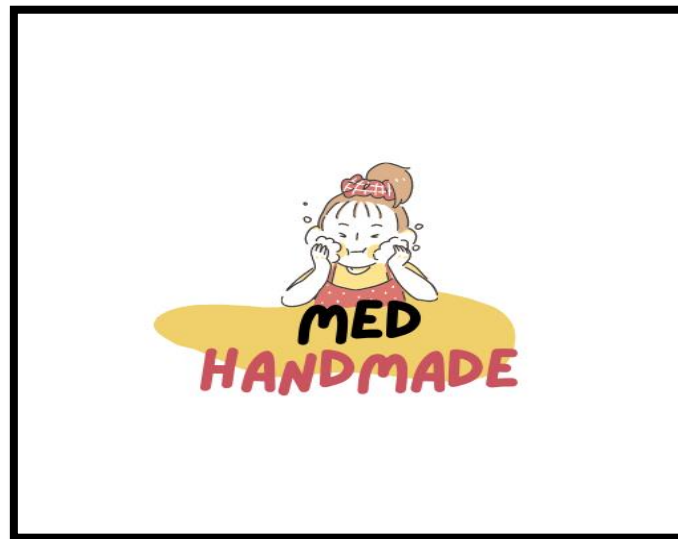
The MedHandmade is placed on high growth products driven by current social trends, social media, and others. The MedHandmade expects to catch the interest of a scrunchies lover based on many cool designs. The MedHandmade aims to offer its products at a competitive price to meet the demand of the lowest-to higher-income local market.

Social Media helps in increasing sales in the product that has produced. There are many advantages to online business. Scrunchies will be able to improve on its variety and quality of fabric products offered to the customers. It is also my great ambition to cover wider areas in the distribution of our Scrunchies. The MedHandmade makes it satisfying to customers by providing a trending and unique made suit customer satisfaction.

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2.0 INTRODUCTION OF BUSINESS

2.1 Name and Address of the business



Address:

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