



**FACULTY OF INFORMATION MANAGEMENT**  
**BACHELOR OF INFORMATION SCIENCE (HONS.) INFORMATION SYSTEMS**  
**MANAGEMENT**

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530)**

**SOCIAL MEDIA PORTFOLIO**  
**(ANGGUN COTTON COLLECTION)**

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## **1.0 EXECUTIVE SUMMARY**

The purpose of this paper is to demonstrate how a business emerges and grows from the beginning. That includes how to advertise or manage a business and to educate customers about the company's products by applying appropriate approaches. For instance, teaser techniques, soft-selling strategies, and hard-selling tactics.

Firstly, this paper will outline the Go-Ecommerce registration and the background of the Anggun Cotton Collection firm. Anggun Cotton Collection is solely an online business that sells products through the social media application Facebook. Our company's target market is women and kids. Aside from that, our company focuses on clothing for ladies and youngsters. In this regard, the items we sell are made of high-quality materials and come at a fair price. Furthermore, each of our items has its unique variety of designs, patterns, and colours.

The Anggun Cotton Collection business's organizational structure, mission, and vision were also highlighted in this report. Our mission is to provide high-quality cotton clothes for women and children at an affordable price, with a concentration on "baju kurung". Meanwhile, our company's vision is to be the customer's first option for women's and children's clothing. In addition, this is a drop shipping business. Subsequently, the specifications of our prices and items will also be revealed. Aside from that, the techniques employed by our company are also described in this report.

At the end of this paper, prior to establishing a business, entrepreneurship knowledge is required. The same goes for the ability to market products using acceptable approaches. As a result, learning the subject principle of entrepreneurship (ENT 530) is critical because it can aid in the smooth operation of a business.

### **3.0 INTRODUCTION OF BUSINESS**

#### **3.1 NAME AND ADDRESS OF BUSINESS**



*Figure 3.1-1 Business Logo of Anggun Cotton Collection*

Our apparel business is called Anggun Cotton Collection. On April 18, 2021, the company began operations. Our business is handled entirely online, specifically through the social networking application, namely, Facebook.

Besides, that is our company's logo, as seen in Figure 3.1-1. Meanwhile, our target market for this business is women and kids. We offer a wide variety of clothes for them and have many designs and patterns for each collection.