



اُونِيُوَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
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TEKNOLOGI  
MARA

**UNIVERSITI TEKNOLOGI MARA  
PUNCAK ALAM CAMPUS**

**ENT 530: PRINCIPLES OF ENTREPRENEURSHIP  
TOPIC: INDIVIDUAL ASSIGNMENT- SOCIAL MEDIA**

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Bismillahirrahmannirahim,

Alhamdulillah, we are very grateful to Allah S.W.T that we are finally completed my individual assignment I have been our Principles of Entrepreneurship (ENT 530) lecturer. The assignment is based on what we have learn through the syllabus in Principles of Entrepreneurship.

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## **EXECUTIVE SUMMARY**

Asyik Cantik Attire is the business of 'Baju Kurung' in which that I am involved. My business is located in Semenyih Selangor. because, as we know, Semenyih is a place with a large population and also many facilities that make many customers who can come from various places such as in Bangi, Putrajaya, Kajang and many more. Asyik Cantik Attire has released a baju kurung product called Adeena Kurung. These Adeena Kurung are available in various sizes from XS to XXL and have a variety of attractive colors to be styled by the wearer. High quality fabric made from Como crepe will make the wearer feel comfortable to wear baju kurung from Asyik Cantik Attire.

In order for me to achieve the success in Asyik Cantik Attire's business, I would like to highlight a few components of strength and also analyze the systematic planning. one of which is by promoting sales products on the social site "Facebook". When this business is promoted on Facebook, indirectly, it will increase sales. With sales using the Hard Sell and Soft Sell methods, customers will be easily attracted to the way we present and will buy the products that have been displayed. In addition, displaying a 'teaser' before selling the product will make customers interested in the product to be sell. This will cause customers to follow up and like our pages on the social site "Facebook" to find out what items will be selling. Asyik Cantik Attire juga is also recognized by commitment to providing high-quality products, not only in terms of product, but also by providing polite and respectful and high-quality service.

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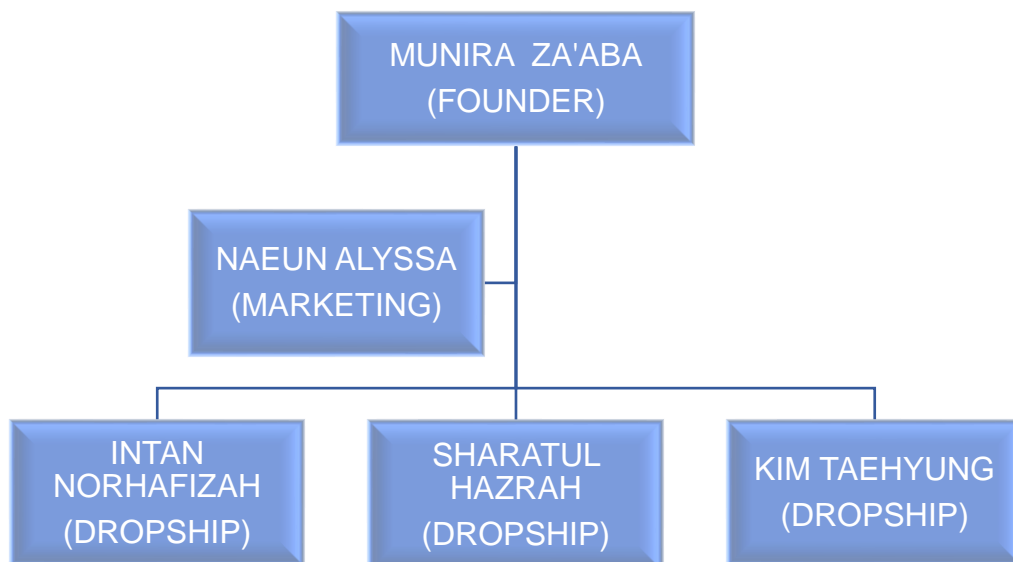
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## **2.0 INTRODUCTION OF BUSINESS**

### 2.1 Name and address of business

- Asyik Cantik Attire is the name of the baju kurung business that has been managed. This term is intended to inspire the wearer to consistently look more attractive when wearing traditional baju kurung. This company's address is No. 39 Jalan Permai 1, Taman Semenyih Permai, Jalan Bangi, 43500 Semenyih Selangor. Customers in the Semenyih and Bangi areas may 'walk in' to purchase and style several varieties of Adeena kurung.

### 2.2 Organisational Chart.



### 2.3 Mission and Vision

- The Vision for my business is to be well known Adeena Kurung in Malaysia
- The Mission is focusing on achieving attractively wearable 'Baju Kurung' that are not only stunning in terms of design but also appropriate and comfortable to be wear not only Malay, but all women's everyday lives, while also contributing to the preservation of Malay women's traditional wears.