



اَوْنُوْرَسِيْتِي تِيْكُوْلُوْ كِي مَارَا  
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UNIVERSITI TEKNOLOGI MARA KAMPUS PUNCAK ALAM SELANGOR  
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BACHELOR IN OFFICE SYSTEMS MANAGEMENT (HONS.) (BA232)

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)



SOCIAL MEDIA PORTFOLIO: LOVRE MY

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## **Acknowledgement**

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## Executive Summary

This portfolio is used to keep track of and report on the social media business task assigned as part of the ENT530 prerequisite. The social media portfolio itself is a task that requires students to write and run their own company. The LOVRE MY's development and upkeep are documented in this portfolio. Go E-Commerce is created for the business to be appropriately legally registered for the first section of the portfolio. Furthermore, the main objective is to achieve the business with various offers of clothing that are specialized for women.

The items such as the company's name and address, the organizational chart, the purpose and goal, the product description, and the price list are elaborated in the introduction part. Aside from that, the section for constructing "Facebook Pages" shows the layout of a Facebook Page and the information displayed on it. Meanwhile, the number of likes for Facebook Pages and the custom Facebook Page URL are displayed in the 'Custom URL Facebook Page' area.

Additionally, the screen captures of the teaser and copywriting post is shown in the following three sections. The post is divided into two categories which are a hard sell and soft sell. On the other hand, Facebook is the brand's first social media account. Facebook, one of the social media accounts created on May 20th, 2020, and the team quickly began posting, beginning with teasers, and progressing to hard sell and copy sell postings. All postings are designed to incorporate appealing pictures that will aid in the sale of the merchandise.

Nonetheless, all our items are manufactured with premium and high-quality materials, their pricing may be on the higher end for some, but we try to keep them as low as possible. Our main goal with our sleepwear is to make it comfortable for the wearer while also making it fashionable. We received many orders before the end of June 2021, not only from inside our target demographic (middle-class employed women) but also from outside the client sector (students). Therefore, we hoped to have international sales and a name for the brand among international audiences by the end of the year.

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## 2.0 Introduction of Business

### 2.1 Name and Address of Business



First and foremost, the name of the business, as stated in the logo, is LOVRE. The meaning of LOVRE is slightly similar to Louvre, which is an alternative spelling of louver in the United States. It also means to a famous art museum in Paris, France. As a fashion enthusiast, I am aware of the latest trends in clothing and are often the first among my colleagues to try a new style. Also, I take pride in dressing well and frequently attempted to shop at different suppliers and brands to create my style. On the other hand, I decided to sell clothes, especially a modest and stylish Kurung that comes with sets, blouse, dress, and basic skirt. Many types of clothes that I sell come up with a plain, printed, or pastel design whereby the one who wears it can express and bloom. Thus, it is also a comfy and modest outfit to wear.

Moreover, I started to plan a home business as I had discovered to use remote work to pursue entrepreneurship, with a business headquartered at home. Home-based enterprises come in many shapes and sizes in today's connected world when technology allows us to work from anywhere. LOVRE MY business shop is located at 9 Jalan Cemperaisari 1C, Precint 15, Bandar Sungai Buaya, 48010, Rawang Selangor.

