



اَوْنَبُوْرَسِيْتِي تِي كُنُوْلُوْ كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



**FACULTY OF BUSINESS AND MANAGEMENT  
BACHELOR IN OFFICE SYSTEMS MANAGEMENT (HONS)**

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530)  
INDIVIDUAL ASSIGNMENT – SOCIAL MEDIA**

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## **EXECUTIVE SUMMARY**

Scrunchiverse (Scrunchies Universe) is the name of our business located at Kota Kinabalu, Sabah. We have been selling scrunchies for women of all ages since April 2021. Scrunchiverse aims to ensure our products give comfort at an affordable price that can be used by women, either hijabis or non hijabis in their daily life which are Starry Scrunchies, Flowery Scrunchies, Fruity Scrunchies, Silk Scrunchies and more.

For payment, we come out with only one method which is by making a payment through online banking after placing their order with us through Facebook or Whatsapp. After payment have been made, we will proceed with the order and deliver it two to three days after that. As for the marketing, we are offering a service where we will ship our products to all states in Malaysia. As for the people that is located in Kota Kinabalu, we offer a service that provide door to door services which can help to ease our customer problem of buying our scrunchies.

Moreover, Scrunchiverse (Scrunchies Universe) will focus on women in all ages (from a kid to an adult) which are the company's target market to make the product become popular and is on demand by everyone. Scrunchiverse will design and sell a high quality and beautiful scrunchies for all women to be comfortable when wearing it.

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## 2.0 INTRODUCTION OF BUSINESS

### 2.1 Name and Address of the Business



Scrunchiverse or its full name Scrunchies Universe is a business name that had been decided based on our main product which is a scrunchie. The combination of this name which is Scrunchies and Universe is because scrunchies is loves by many girls all around the world and we decided to change the name world to universe to make it more aesthetic. As for our target market, Scrunchiverse main target is women and girls, from kids to an adult as scrunchies is suitable to be wear by women and girls no matter what age they are.

<b>Name of Business</b>	Scrunchiverse (Scrunchies Universe)
<b>Business Address</b>	Jalan Sepanggar Kuala Menggatal, 88450 Kota Kinabalu, Sabah
<b>Correspondence Address</b>	nrulezzah1998@gmail.com
<b>Telephone Number</b>	014-3784487
<b>Form of Business</b>	Sole Proprietorship
<b>Main Activities</b>	Beauty & Accessories