



اَوْنِوَرَسِيَّتِي تَيْكُونُو لَو كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA



Kurung Lycra.Mirul

**FACULTY OF OFFICE SYSTEMS MANAGEMENT
(HONS) (BA232)**

**PRINCIPLES OF ENTREPRENUERSHIP (ENT530):
SOCIAL MEDIA REPORT**

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Next, I want to thank my friends for introducing me to the ideal company and how to do business utilising social media platforms like Tiktok, Facebook, Instagram etc.

Finally, I'm thankful to my parents, who supported and offered their knowledge of my online business platform. I hope that the contributions and thoughts that were made will satisfy myself and the next generation.

EXECUTIVE SUMMARY

Social media is a communication medium that enables users to easily access, share, and produce their own information on their own pages. This Web site is a communication and media tool that is fully active on the internet. Most of the world's community uses websites for social media, whether it be for Facebook, Instagram, Twitter, WhatsApp, and WeChat, for classes, business travellers, or every-day guides. A small dealer could take their name from all corners of the world and achieve multiple profits in a short time with the existence of this platform. I was able to use my creativity and bring the company into the social media to promote the product to the world through this assignment. Various approaches are employed in order to get people to buy the product gently sold, seldom sold and tested for this purpose. Technology and social media are all, as we all know, today. It would therefore assist a growing number of businesses obtain recognition of their brands by using a platform such as the Facebook application and helping other traders.

Kurung Lycra is a women's clothing that complies with Islamic law in maintaining women's aurat. It also uses lycra material, which is very comfortable and cool when worn. Moreover, Kurung Lycra uses material that is not wrinkled and makes Kurung Lycra not need to be scrubbed. There is currently a growing demand for baju kurung, which allows customers to select important events such as weddings, organizations, meetings or trips. We are designing more baju kurung designs to increase the quality of our products with the purpose of focusing on customer loyalty and appreciation. In line with our views, we also offer attractive prices to customers, which are well-known to many for the international marketing of our products. We place a strong emphasis on university students and residents from across the country. Kurung Lycra will continue to increase the demand for customers and provide a detailed look at each of our designs.

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2.0 Introduction of business

2.1 Name and address of business



- Business Name: Kurung Lycra
- Address of Business: 12, Jalan Kuala Selangor, Ijok, 45700 Batang Berjuntai, Selangor.