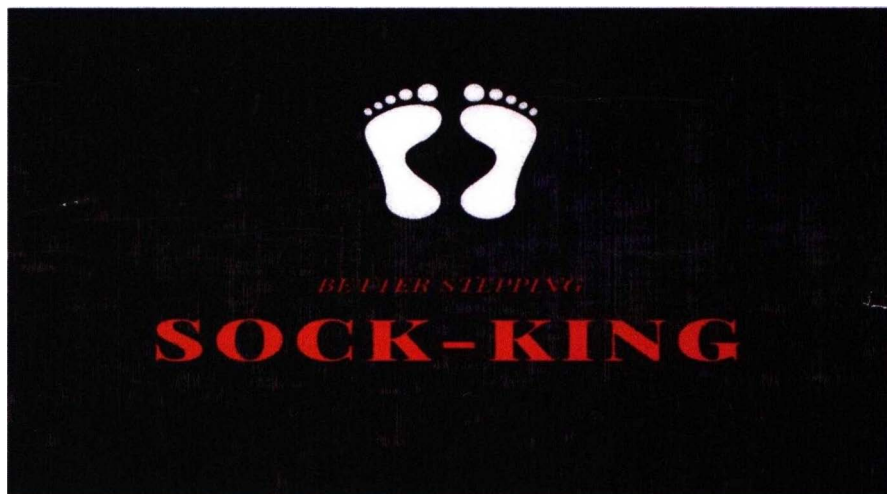




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UNIVERSITI  
TEKNOLOGI  
MARA

**ENT 530**

**PRINCIPLE OF ENTREPRENEURSHIP**



**SOCIAL MEDIA**

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## TABLE OF CONTENT

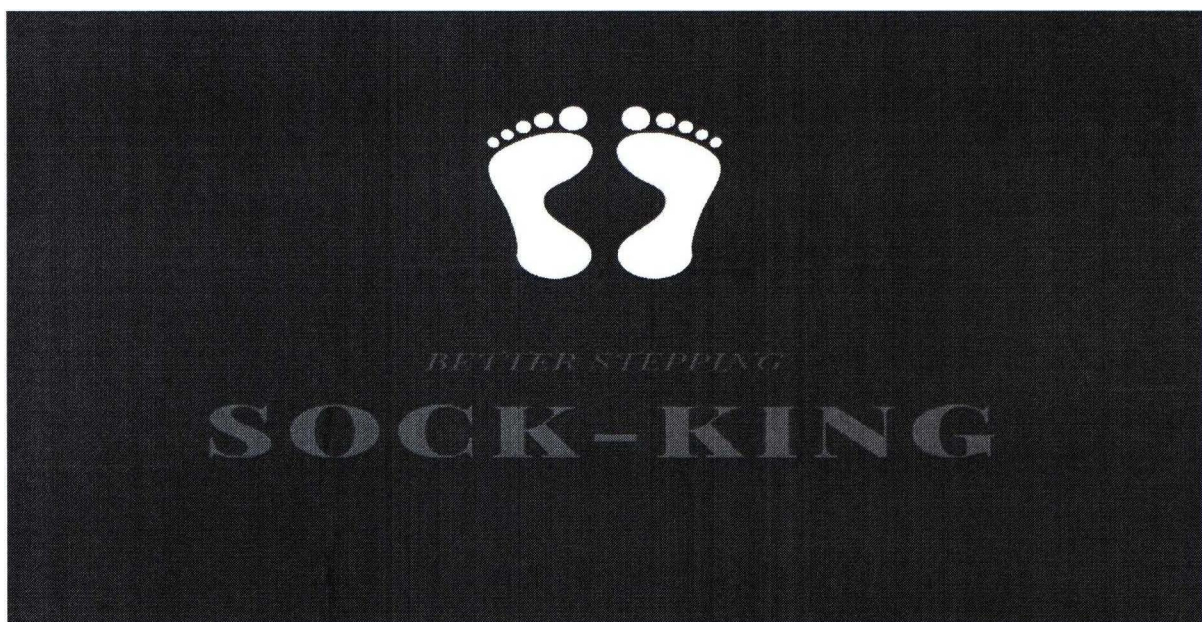
<b>NO</b>	<b>CONTENTS</b>	<b>PAGE</b>
1.0	INTRODUCTION	1
2.0	ACKNOWLEDGMENT	1
3.0	TEASER	2-5
4.0	SOFT SELL	6-9
5.0	HARD SELL	10-14
6.0	CONCLUSION	15
7.0	APPENDICES	16-18

## 1.0 INTRODUCTION

My business basically about buying and selling socks which is known as Sock-King and its does not like a normal sock. It is anti-slip sock which is suitable for athlete to wear with their shoes and have many beneficial with this sock. Most of athlete using the normal sock such as form Adidas, Nike, Puma and others but with the anti-slip sock have own specialist which mean give more comfortable for the athlete. The product performance such as breathable, comfort, y-heel, antiskid, non-slipping. Sock-King product become popular at soccer and futsal sport which is they need this socks for help them become more grip for their shoes. Sock-King have eight type of color and have a half also long size for customer. The price start with RM 15 for mid-calf and RM 20 for long-calf socks.

## 2.0 ACKNOWLEDGMENT

The principle of entrepreneurship (ENT530) courses focus on teach student how to make their own business by individual and make their own decision. I have to make my own business and using the social media such as Facebook as a platform that on my marketing for my product. This project has to include by the selling and buying with the customer also make a easier, soft cell, and hard sell to post at Facebook as a proof for fulfill this assignment requirement. I also need to register a business under Syarikat Suruhanjaya Malaysia (SSM) and the certificate need to enter in my report.





### 3.0 TEASER

The image displays two social media posts from a page named "Sock-King".

**Top Post:**  
- **Timeline Photos:** 28 of 28  
- **Background:** A stadium at night with bright lights.  
- **Text:** "STAY TUNE" at the top, "SOMETHING SOFT & AIRY" in a white box in the center.  
- **Interactions:** Like, Comment, Share, Tag Photo, Add Location, Edit, and a comment section with "Write a comment" and "Press Enter to post".

**Bottom Post:**  
- **Timeline Photos:** 27 of 28  
- **Background:** A running track.  
- **Text:** "STICKY, BUT IN A GOOD WAY" in a white oval, "COMING SOON" at the bottom.  
- **Interactions:** Like, Comment, Share, Tag Photo, Add Location, Edit, and a comment section with "Write a comment" and "Press Enter to post".



Sock-King

Add a description

Tag Photo Add Location Edit

Like Comment Share

Write a comment

Post your comment



Sock-King

Page Liked December 5

Add a description

Tag Photo Add Location Edit

Like Comment Share

Write a comment

Post your comment