



اَوْنُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَرَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**ENT 530**

**FACEBOOK REPORT**

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## EXECUTIVE SUMMARY

This is sole proprietorship type of business. This company owned by me. I am selling a product which is Bronis Legend. I as a agent of the Bronis Legend. I took the stock from my friend. She is the supplier of Bronis Legend to me. I created a facebook page named "Bronis Legend". I updated the facebook page frequently. In the facebook content consist of teaser, soft sell and hard sell. Firstly, I posted the teasers such as stay tuned, I am coming, and so on. This is to make my customer wondering what kind of product that I am selling. This will make a sense of curiosity to my customer on what I am going to introduce. The total of teaser is about 7 teasers. Next, I am posted soft sell which include the advantages of my product also the information on my product.

Brownies are often sold as it tends to be very tasty, and the demand is high on people. Brownies are actually "kek Bantat". It happens when a cake maker forgets to put the baking powder into its dough. Brownies name taken from "the deep brown colors of cookies". The features of this Bronis Legend were blended with chocolate and tasted sweet. We offer this Bronis Legend with an affordable price and also a standard price range in the market. It is also a student friendly price, means that student can afford to buy this brownies.

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# INTRODUCTION OF BUSINESS