



اَوْنِبُوْرَسِيْتِيْ بِاْتِيْكَوْلُوْ كِيْ مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

SOCIAL MEDIA PORTFOLIO



ENT 530

PRINCIPLES OF ENTREPRENEURSHIP

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Thank you once again for the encouragement which help me in completion of this project. May the Almighty God richly bless all of you.

EXECUTIVE SUMMARY

The assignment is the study on how to run a business by using social media. I have chosen a business to be run by me which is the business of selling Eco-bag. By doing this business, I have learned how to promote our products by using social media which is Facebook. Facebook is a social networking and e-commerce site that makes it a strategic platform for entrepreneurs to market their products or services. While doing this assignment, I have learned how to create sales postings by using teaser, soft sell, and hard sell. An entrepreneur has to be proficient when closing sales using effective “soft sell” to answers customers’ enquire.

Furthermore, I have learned how to attract our customers and introduce our product to the customers. We need to set our customers' target to make sure that our business running smoothly. We must know what customers target to make sure that our business running smoothly. We must know what the customer wants. We also need to know how to handle the upcoming problems.

2.0 INTRODUCTION OF BUSINESS

2.1 Business profile

Name of the business : NURUL ATIKAH BINTI ABDUL KARIM
Business address : No 13, Blok 7, Felda Chini 2, 26690 Pekan, Pahang
Email address : nurulatikah301295@gmail.com
Telephone number : 011-25538092

2.2 Organizational chart

Greener Bag is co-founded by Manager Mr. Chu Wise from Bfuming Shop assisted by Operation Manger and three operating staff which is tailor.

