



PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

SOCIAL MEDIA MARKETING

SAMYANG'S BULDAK SAUCE

FACULTY : FACULTY OF ART AND DESIGN
PROGRAM : AD241 – BACHELOR OF GRAPHIC DESIGN (HONS)
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ACKNOWLEDGEMENT

I would like to thank to Allah for giving me the opportunity to create this Facebook page for my Social Media Marketing Principles of Entrepreneurship assignment and to accomplish this Facebook page within the time given. It is an appreciation and thankful for giving me the idea on how to establish, post contents and create copywriting captions to market the product during this current pandemic Covid 19 situation.

Other than that, it always a pleasure to remind the fine people around me such as my family and friends who would always help me out in any circumstances. They are always there and easy to keep in touch with to give an idea, telling their experiences about entrepreneur and more. Not to forget the one and only my entrepreneur lecturer, Madam Salzainna for giving us lectures, advices, sharing some great experiences and giving us tips to get this Social Media Marketing assignment amazingly complete.

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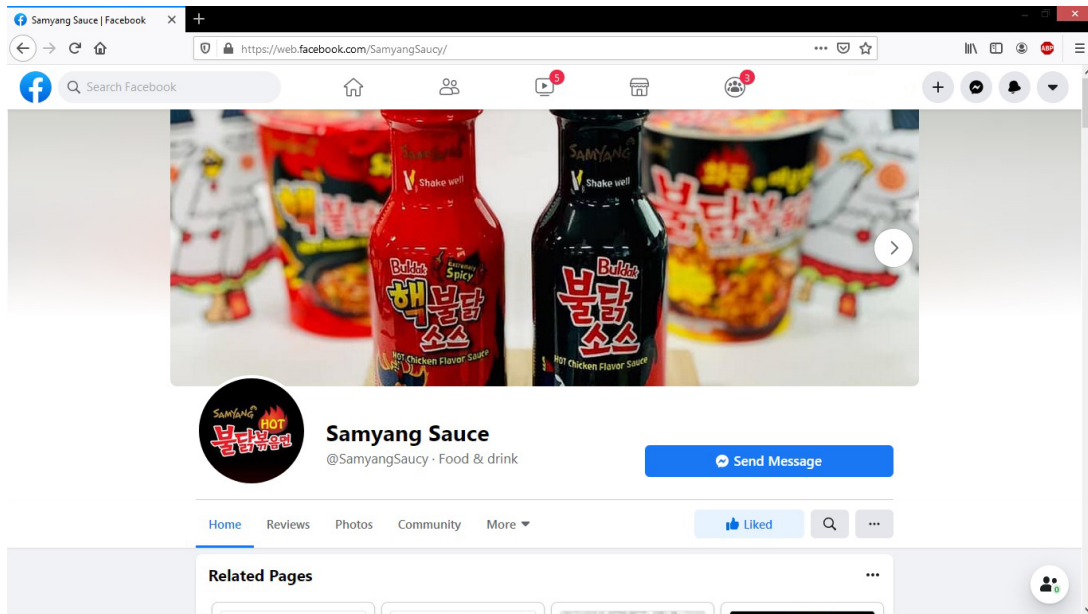
INTRODUCTION

Becoming an entrepreneur is much easier than a decade ago. Living in the era of technology has built up the chances to spread marketing of one's product or services they sell. From computers to the smart phone, anyone can access and understand the product or services that someone has proposed. The only differences on how successful their entrepreneurship are on how the entrepreneur could manage the strategies on selling their products or services to the societies.

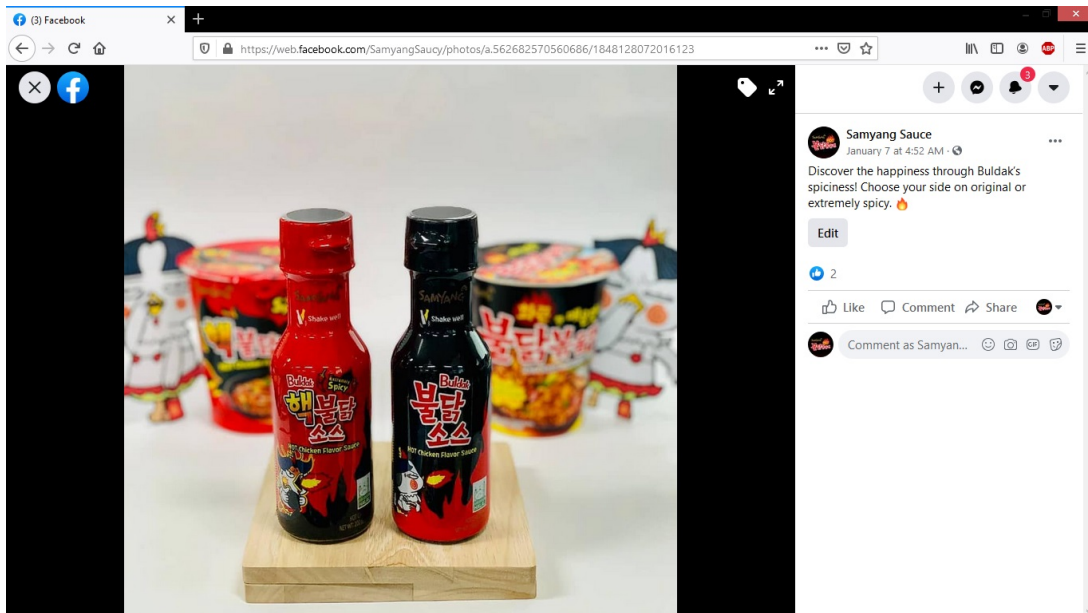
Social media can be defined as a platform where the society use to connect and interact with other people. Facebook, Twitter, Instagram and other social application known as the social media. In this report shows how a product can be marketed by using Facebook. Facebook is one of the social media where we can promote, put details, pictures, videos and information about our product which people can see and contact the seller through the phone number provided or direct message them in Facebook Messenger.

The product that promoted for this assignment is Samyang's Buldak Sauce. This sauce was imported from Korea and it was very well-known from there. The product promoted was a dropship product from a friend and it is part of supporting her business while creating this Facebook page for Social Media Marketing assignment. Samyang's Buldak Sauce costs RM25 per bottle and consist of two level of spiciness which is the Original and Extremely Spicy. This sauce can be eaten with any type of dish at any occasions.

FACEBOOK PAGE



'Samyang Sauce' as Facebook page name and 'SamyangSaucy' as Facebook URL.



Page Facebook header as part of the product teaser, by including the image and copywriting.