

SOCIAL MEDIA PORTFOLIO

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

FACULTY & PROGRAMME SEMESTER NAME STUDENT ID GROUP LECTURER : FACULTY OF ART & DESIGN (AD244)

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ACKNOWLEDGMENT

First of all, I would like to express my gratitude and appreciation towards my lecture, Sir Muhammad Hafizi Zamri for his dedication and time in teaching us this subject. He also has guided us along the way to complete this social media report.

Moreover, I am beyond grateful to my parents for their understanding which allows me to finish the assignment during ODL. This assignment could not be done on time without support from all of them.

In completing this social media report, I have learned valuable lessons and gained new knowledge in setup business. Therefore, thank you to everyone who helped me by contributing either directly or indirectly.

EXECUTIVE SUMMARY

GRAFEET Design provides graphic design services for their customers. Our business offer affordable services to our beloved customers by giving them a different package with different range of prices. Also, we served our customers with a free of charge consultation for them to meet us before proceeding in designing part.

Our target audience is a group of people who are looking design service at low cost and need options with different styles design effect for them to choose in order to meet their preferences. GRAFEET Design also targeting businessman who is about to start new business and in need of ideas for their logos, poster and others.

We do not target any specific area because our customers can be from anywhere as long they are seeking for design services. Our services can actually be done and deal online and we do not require to have a face-to-face discussion if it is not convenient for them.

The marketing strategy that is used by GRAFEET Design is the lists prices that is provided from the design packages. Whatever guarantee their satisfaction, negotiation on the discount is acceptable. This strategy will attract customer's attention as we value the customer's wants and needs.

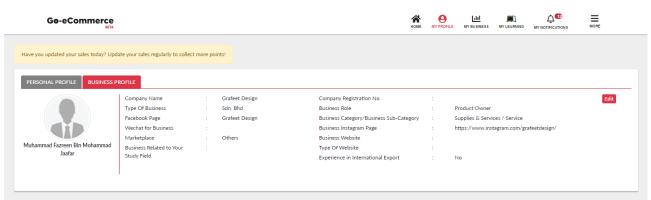
At the moment, GRAFEET Design only owned and work by Muhammad Fazreen Bin Mohammad Jaafar. Our business also use Facebook page and Instagram as a platform for us to attract online customers, gain more awareness and generate more sales at once. We will promote GRAFEET Design by doing teaser post, soft and hard sell as our sale postings on Facebook and Instagram to promote our services.

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GO E-COMMERCE REGISTRATION

Go-eCommerce				но	ME M	Y PROFILE	MY BUSINESS	MY LEARNING	MY NOTIFICATION \$	MORE
	Personal Information									
	Name		Muhammad Fazreen Bin Mohammad Jaafar	Phone/Mobile Home Address			123159695 18, Jalan dusun	kubung		Edit
	New Identity Card No.		960527435245			27)	/83 taman alam	megah		
Ihammad Fazreen Bin Mohammad	Email Address		fazreen1578@gmail.com	District		tan	nan alam megah			
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