UNIVERSITI TEKNOLOGI MARA

CHEESY POPIA

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): SOCIAL MEDIA PORTFOLIO

FACULTY & PROGRAMME	: FACULTY OF BUSINESS, OFFICE SYSTEM
SEMESTER	: 3
PROJECT TITLE	: SOCIAL MEDIA PORTFOLIO
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EXECUTIVE SUMMARY

For this semester, all students are required on taking the subject of Entrepreneurship and one of the tasks is the students must select and sell one product. The aim of this study was to evaluate and observe the brand image of the company that they chose as to acknowledge what form of marketing approach they would choose in order to improve the customer's knowledge of the products they had sold. One of the most common methods used by the business to attract and reach customers is through social media which is Facebook. Facebook has been known as one of the easiest platforms to sells any kind of products besides socialise, the customer can purchase Cheesy Popia through Facebook.

In addition, this report additionally wrote about how the business continues to boost and advertise the products in social media, particularly in Facebook. Facebook was selected by numerous individuals including all range of ages have been using Facebook these days. Each business needed to present a variety of techniques to advertise the product when it is shared on Facebook most of the postings contains teasers, hard sells, soft sells and yet frequency posting. This is because social media is a helpful method to convey and associate with buyers. However, the more the business interfaces with the crowd, the more possibilities the business can grow.

As Facebook offers several kinds of ads, it could allow businesses to identify their future customers quicker than any other methods could do. This would make it possible for the company to meet its goals of increasing its profits. They will also gain interest in the product they market to their customers. As a result, Facebook connectivity makes it easier for business to target the right audience and more likely to strengthen customer loyalty and business quality of service. One of the reasons of the increasing profits and customers Cheesy Popia is from the right technique of using Facebook for business.

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