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FACULTY OF BUSINESS AND MANAGEMENT
BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING



ENT530

Principles of Entrepreneurship
Individual Assignment: Social Media Report

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EXECUTIVE SUMMARY

Dekat.Hati is a flower-gift based that has been introduced to cater the market of people who wanted to give a gift in the form of flower based. It mainly created that are suitable for any occasions. The brand name of **Dekat.Hati** was chosen as it gives the thoughtful meaning of close-to-our-heart. Flower in a frame are fresh in the market, its existence are rarely to be seen as the idea of creating natural-dried flowers are to enhance the beauty and keeping up the memories hold by the giver to the receiver. At this moment, the hype of fresh flowers was received in a high demand, people are in love with the beauty of fresh flowers that gives a serene. The business idea were formed through the moment of wanting to keep the memories of receiving fresh flowers, instead of letting it dried and unable to keep as a memory, hence the came out with natural-dried the flowers and enhance the beauty of it inside a frame. It freshens the memory of the flowers itself.

Besides, in continuation of developing the business, it is a sole proprietorship business background was established in October 2020. The business based are located at Setia Tropika, Johor Bahru. **Dekat.Hati** owned by a ambitious, captivating girl named Nurfadhlin Ilyana Binti Misni. The business was established and market through the social media platform which is Facebook. In this platform of social media, it enables the business to widen its existence in the market of fresh flowers where the target market able to get influenced with the product offered as **Dekat.Hati** are offerings various choices of design that can be suit in every occasions. The social media platform chosen is allowing the market to be reach easily as the number of users in social media are increase as the past few months that lead the accessible of getting product needs at their fingertips.

Furthermore, as the brand are new to the market, a lot of marketing strategies are applicable in engaging with the target market. The brand existence that allowed to be seen in the market were successfully planned as **Dekat.Hati** increase the brand interactions with various product content in the platform of social media. An exclusive product that offering customisation that suitable for every occasion has increase the engagement within the market. Nowadays, people are wanting of something to find a gift that has a special meaning towards the receivers but looking for something that are simpler, hassle-free, and easy! Thus, the idea of creating few designs able to attract the market of fresh flowers. Moreover, as the business are in online based, it needs for constant engagements with the potential customers to enhance the product specialties to the market. Hence, various contents were provided and strategically plan in an excellent alternative to increase the business exposure through social media. Creating of Facebook page as an account, or digital catalogue has increased the knowledge on the best way in communicating with the target market even it is indirectly.

Copywriting for the Facebook post has its vital role for the business with product teaser, soft-sell, and hard sell strategy.

To wrap it up, business is one the various experience can be developed in facing the current market with the demands of customers. It helps the young to be a successful entrepreneur while maintain and managing the business. Various online platform can be used to engage and promote the product to be known in the market. It is because, this technological era has led the market in the online platform which it lowers the buying effort made by the buyers. Thus, Facebook page are allowing its users to fully utilize and enjoy the advantage of promoting a business on its platform.

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