PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY

FACULTY AND PROGRAMME: FACULTY BUSINESS MANAGEMENT BA240

SEMESTER: 4

PROJECT TITLE: SOCIAL MEDIA REPORT

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GROUP: BA240 4B

LECTURER'S NAME: MADAM NORLIZA BINTI SAIFUL BAHRY

ACKNOWLEDGEMENT

While preparing this social media report, I needed to take the assistance and direction of some regarded people, who merit my most profound appreciation. As the consummation of this task gave me much joy, I might want to show my appreciation to Madam Norliza , our lecturer, who provided me guidelines and rubrics regarding this report assignment. Other than that, I also would like to extend my appreciation to every one of the individuals who have helped me direct or indirectly to complete the assignment.

Furthermore, the person who made this report is my parents who have given me tremendous support while completing this assignment. I am very grateful to each and everyone that helped me. Plus, it indirectly gives me the opportunity to learn and gain knowledge about the business industries. Next, my classmates who have helped me in explaining the social media report, Nurfadlhlin Ilyana and Nur Ain Izzatie.

Finally, I thanked you.

EXECUTIVE SUMMARY

Having an online business shows that there are 3 main aspects that needed to be focused. These are the aspects, teasers, hard selling copywriting and soft sell copywriting. All of the aspects are needed in order to start business because it compliments each other but before starting a business the most important step is to register our business to avoid any illegal business and we have to obey the laws. Moreover, it helps to build customer's trust towards the brand.

Teasers are used to create suspense and excitement for the customers. This will stimulate our customers' brains like playing a game by having interactive teasers. Teasers like a photo, sneak peak or giving a hint of the product characteristics. At the same time, we can give a reward to those that guess it right such as giving a discount or a special gift. This will give a good image to the brand.

Lastly, there are 2 types of copywriting which are hard selling and soft selling. Hard selling is more focused on generating sales and urges the customers to purchase their product. The characteristics of hard selling are stating the price, a discount, and providing a brief description about the product. Whereas for the soft selling, it is more towards getting more personal with the customers by giving extra information without urging the customers to purchase. Examples of soft selling is sharing the information of Covid-19 cases, fun facts or knowledge regarding a certain topic that suits with the brand image.

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INTRODUCTION

ByTangan is the name of the business, "tangan" means hands in Malay which means all of the products offered by ByTangan are handmade and hand drawn. The idea comes from having passion towards arts and turning it into a job. ByTangan believed that they could spread and share their love for arts to others and help them to express their emotion in a creative way.

Other than that, ByTangan is a sole proprietorship and an online business which means it is fully operated by Ms. Erma Mardiana only. She turns her room into an office located at No.27 lorong PJS 7/9D Bandar Sunway 47500 Subang Jaya, Selangor.

Organizational chart

ERMA MARDIANA BINTI ZANAL ABIDIN
Admin, Marketing, Production and Logistics
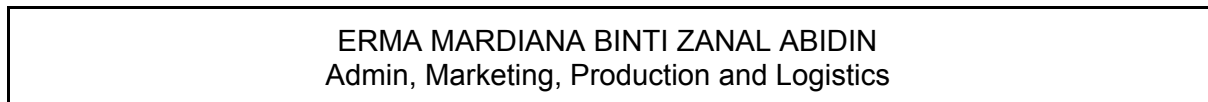
Vision

Becoming a support system for small art based business and becoming full environmental friendly in two years.

Mission

To produce various designs with a high quality product for our customers.