



**PRINCIPLES OF ENTREPRENEURSHIP  
(ENT530)**

**TITLE:  
SOCIAL MEDIA PORTFOLIO  
(FACEBOOK PAGE)**

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## **Executive Summary**

In this assignment, we are assigned to create Facebook page for online marketing campaign. We need to address the content of teaser post, copywriting of hard sell and soft sell in this portfolio. We also need to register in Go-Ecommerce system in order to get access to online module by MDEC.

Facebook is a social media that most people have an account regardless ethnicity, race, age and religious. The purpose of Facebook not only help people to keep connect, but it also helps people to grow their business. A Facebook Business Page is a free opportunity for businesses to increase brand awareness and generate sales on Facebook. Therefore, this is the best platform for us to learn and expand our business strategies with this assignment.

Firstly, we need to post a teaser before revealing our product. It is the first step in order to attract more customers to like our page. The purpose of teaser is to introduce new product or re-introduce existing product in the business. This is to create curiosity among our target customers. We need to post at least 7 teasers in the form of video and photo.

Next, we need to post soft sell with minimum 16 is post. Soft sell is an advertisement that uses more subtle, casual or friendly message or in other word is sell in quiet. The concept is to sell products or services not too noticeable by include title, introduction, storytelling and calling to action. By creating a storytelling, we can build our customer trust. Soft sell is very important to make our trust our credibility and our products.

Lastly, we need to post minimum 16 posts of hard sell. It is an aggressive strategy to get customers to buy our products or services. It is more direct and opposed to a soft sell. Hard sell is the time to reveal and force our customer to buy our products. We must use AIDCA hard sell technique where A stands for attention, I stands for interest, D stands for desire, C stands for conviction and A stands for action. The concept of hard sell is to make sure our target customer delivers our message.

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## 2.0 Introduction of Business

### 2.1 Name and Address of Business

<b>Name of Business</b>	Preloved Aida
<b>Address of Business</b>	No.24 Block N Rumah Pangsa Taman Keramat 54200 Kuala Lumpur.  (I sell my products online. Therefore, the address of business is at my home)

### 2.2 Organizational Chart



Figure 2.2 Owner of Preloved Aida

My business type is sole proprietorship where I am the owner. Figure 2.2. shows the picture of me which is the owner of Preloved Aida. I do all things by my self includes making sales, marketing and handle my business financial.