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UNIVERSITI
TEKNOLOGI
MARA

ENT 530 – PRICIPLES OF ENTREPRENEURSHIP

INDIVIDUAL ASSIGNMENT

“SOCIAL MEDIA – FACEBOOK”

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CLASS : NBH 6A

MATRIC NUMBER : 2017263406

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ACKNOWLEDGEMENT

Alhamdulillah, finally I manage to finish this social media assignment. Thanks to my lecture for giving this opportunity to us to learn how to handle and manage a business through social media. There are a lot of things that I can learn from this assignment. Thanks to everyone who are willing to help me in order to finish assignment like my lecturer, family and my fellow friends.

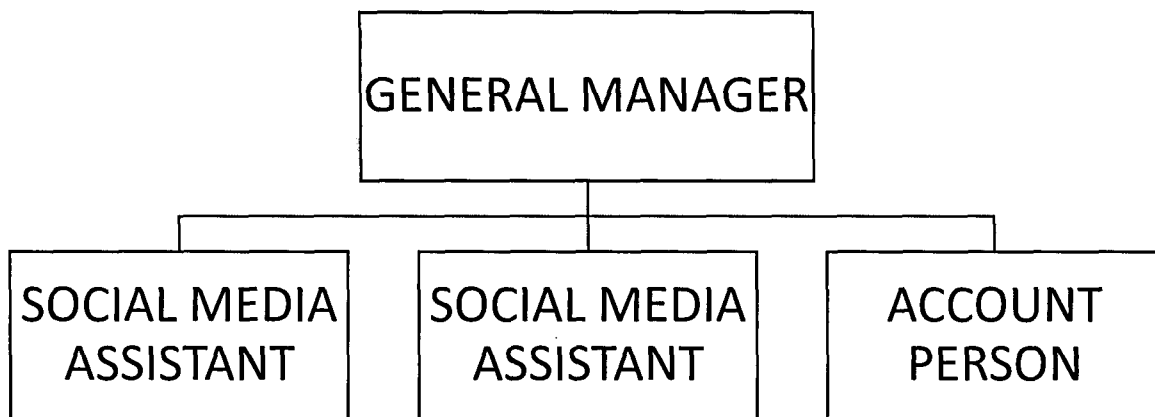
EXECUTIVE SUMMARY

I am using my personal facebook to form a business online. However, this business will be managed by four workers which are general manager, social media assistant (2) and account manager. We decided to sell one of the trendy handbags which is called as Bag Rattan Bali. Below are some of the designs that we sell in our facebook page :



1.1 INTRODUCTION OF BUSINESS

- Name of business : Farzana Azri (Beg Rotan Bali)
- Address : 409, Blok 8, Flat Proton, Taman Bunga Negara, Seksyen 27, 40400 Shah Alam
- Organizational chart :



- Vision : To be one of the successful young entrepreneur in Malaysia
- Mission : To expand our business more wider by having a store shop and adding new products
- Description of product : Bag Rattan Bali
- Price list :
 - RM 88 – RM120 (based on certain design)