



اَوْتَمُوْا سِيْرَتِيْ مَا تَتَّبِعُوْا لَكُمْ فَاَرْزُقُوْا مِنْهَا  
UNIVERSITI  
TEKNOLOGI  
MARA



**FACULTY OF BUSINESS MANAGEMENT**

**BACHELOR OF BUSINESS MANAGEMENT**

**(HONORS) HUMAN RESOURCE MANAGEMENT**

**ENT 530 - PRINCIPLES OF ENTREPRENEURSHIP**

**SOCIAL MEDIA**

**(LURVE OF FELICIDAD)**

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**GROUP : NBH6A**

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## EXECUTIVE SUMMARY

Its more strongly love to see happiness between mum and her daughter that always bonding together or maybe share same interesting since they in a same gender. From there, it bring Lurve of Felicidad here to carries out online business that bring something love to them.

As known, parents always being a mirror of kids. Whatever we do they always want to follow . That bringing some ideas to us to produce something that bring them close with us. Normally, we can match only for color but rarely we found same design to match and match together. The uniqueness by Lurve Of Felicidad we bring something cute and good for mum and kids that can match together. In that case, sometime we can understand and more close with them when we try to followed their interest.

In addition to reinforcing strategies for maintaining customer loyalty towards Lurve Of Felicidad, expanding and exploring ways to promote this online product and services business in social media is important. The way to get customer, to maintaining and attract customer its important to bring this business more expanding in future. The way Lurve Of Felidad use is by giving a teaser of product followed by soft sell then lastly by hard sell. This strategic of marketing will attract customer to buy and will be our regular customer for next new collection.

Lurve Of Felicidad will always find the new knowledge and marketing strategic to further develop in this business.

## TABLE OF CONTENT

NO	TOPICS	PAGE
1	Acknowledgement	i
2	Executive Summary	ii
3	Table Of Content	iii
4	Business Registration	1
5	Introduction Business <ul style="list-style-type: none"> <li>● Business Registration (SSM)</li> <li>● Name And Address of Business</li> <li>● Organizational Chart</li> <li>● Mission and Vision</li> <li>● Description of products and services</li> <li>● Price List</li> </ul>	2-5
6	Create FB Page	6
7	Custom URL FB Page <ul style="list-style-type: none"> <li>● Layout creating</li> <li>● Total Page Like</li> </ul>	7-8
8	FB Teaser Post	9-13
9	Copy writing- Hard Sell	14-20
10	Copy writing- Soft Sell	21-27
11	Frequency Of Posting	28-30
12	Facebook (FB)- Sales Report (eUsahawan Portal) <ul style="list-style-type: none"> <li>● Sales Report</li> <li>● Customer Information</li> </ul>	31-34
13	Conclusion	35

## **ii. INTRODUCTION OF BUSINESS**

### **a. Name and Address**

- Name of this business: Lurve Of Felicidad. .
- Based: at Puchong
- Address : H-03-04 Block H Jalan Prima 6/7 Taman Puchong Prima, Selangor Darul Ehsan.

This is new small business just start and for this time being the owner cum the staff that made everything by own. The routine in the business is she manage and update Facebook account of Lurve of Felicidad, promoting new release, monitor of page, record cash flow, handling postage and shipping items ordered by the customer.

### **b. Organizational Chart**



Owner :

Nur Azmina Shafiza Binti Saupi