



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

LECTURER

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ACKNOWLEDGEMENT

In the name of Allah, all praises go to Him. The Creator of all. First of all, I want to express my gratitude to my lecturer Madam Zanariah Binti Zainal Abidin for her helps throughout completing the social media report. She assists with all the requirement that need to be accomplish in the course work assessment for the code ENT530.

The success and final outcome of these assignments required a lot of guidance and assistance from many people and I extremely fortunate to have her along the completion of my report. Whatever I have done is only due to such guidance and assistance and I would not forget to thank them.

I am really grateful because I managed to complete the assignment within the time given. The assignment cannot be completed without my time and energy sacrifices as being a part-time student. It such a very challenging for me. Not forget to mention thank you so much to my beloved parent who patiently understand my strict schedule every day as part time student.

Last but not least, I would like to express my gratitude to my team that always together from day one till now and other friends in supporting and willingness to teach, help and spend some time for me.

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.

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ii. INTRODUCTION OF BUSINESS

a. Name and Address

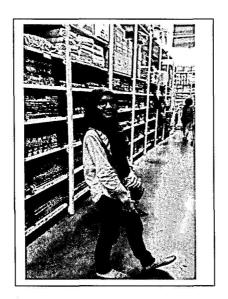
• Name of this business: Lurve Of Felicidad. .

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