



اَبُو سَيِّدِي تَيْكُو لَو كِنِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



UNIVERSITI TEKNOLOGI MARA (UiTM)

BACHELOR OF BUSINESS ADMINISTRATION (HONS.)
HUMAN RESOURCE MANAGEMENT

ENT530 (PRINCIPLES OF ENTREPRENEURSHIP)
SOCIAL MEDIA REPORT - FACEBOOK
(MM CONFECTIONERY HOUSE)

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EXECUTIVE SUMMARY

MM Confectionery House mainly promotes chocolate products which provide few flavors. Among the flavors are dark chocolate, milk chocolate, white chocolate, sesame chocolate, raisins and sunflower seeds. My company ensures high quality products and will give the best dessert that will satisfied all our customers.

MM Confectionery House's clients are mostly from family, office colleagues and friends also students from UiTM because our target market is chocolate lover who loves chocolate with luxury taste but with affordable prices.

MM CONFECTIONERY HOUSE was started in September 2019 and it was located at Block J No 107, SD Apartment 2, Persiaran Meranti, Bandar Sri Damansara, Kuala Lumpur. Our company located in Kuala Lumpur but we're selling our product in around Klang Valley.

Our company's marketing strategy is to give satisfaction towards their customer especially in terms of quality of products and services. Our product is very cheap compare to other chocolate products because the main target is student and people who live in Kuala Lumpur with lower price. We also develop market strategy such as promotion price that will give attraction towards the customers.

In my company, I am Nur Amiera Mudryqah Bt Ridzwan as the one who manages. I also have created Facebook Page for my company to expand my business through social media and learn how to promote my products through Facebook posts for business purpose such as teaser, soft sell and hard sell. I also must gain profits to achieve our target RM60 and manage it wisely to avoid any losses.

We planned to promote our product and ensure that our products to provide maximum satisfaction to customers.

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B. BODY OF THE REPORT

i) Business Registration