



# Acknowledgement

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# Executive summary

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Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration<sup>1</sup>. In doing social media portfolio, my company has chosen Facebook as a medium to market our product. Social media has given The Royal Fruit Juice a good platform for the company to market our product. Facebook is easy to be reach by audience as it is one of the most popular media social medium that used by people nowadays. Facebook are able to help me in promoting company product, spread the message of the product, expand visibility when traditional media such as newspaper advertisement is not effective anymore. Facebook also can help to attract other customer with attractive pictures that the company created to make it become interesting. When the promotion become viral in the media social it can be part of lifestyle and furthermore it will enhance in increasing of sales.



Figure : Facebook logo<sup>2</sup>

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<sup>1</sup> <https://whatis.techtarget.com/definition/social-media>

<sup>2</sup> [http://webclinicalworks.com/software/facebook\\_marketing.php](http://webclinicalworks.com/software/facebook_marketing.php)

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# 1. INTRODUCTION OF BUSINESS

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## 1.1 Name and Address of Business

The name of the business is Rizq Adik Beradik Enterprise. Address of company is at No. 3 Jalan Arked 5/1, Taman Arked, 43800 Dengkil, Selangor.

## 1.2 Organizational Chart



General Manager  
KHATIJAH BINTI AHMAD



Operation and Marketing Manager  
ROSLÉN JATI



Financial Manager  
NURZILA MOHD TAIIB

## 1.3 Vision and Mission