

### TUDUNG SOUK BCF

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**Matric Number**: 2019207984

Group: BA243 4A

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## EXECUTIVE SUMMARY

In this Entrepreneurship subject, we focus on nurturing a basic appreciation for entrepreneurship from the perspective of the individual entrepreneur. Emphasis is on the entrepreneurial mindset and decision process the individual encounters as he pursues entrepreneurial opportunities, creates new ventures and deals with business management issues. Nowadays, social media is a platform used by all people in the world to be connected with everyone. It has so many benefits when we use it properly. Besides, people also use it, especially Facebook, for online shopping. Many sellers use Facebook as it is easy for them to handle and get many customers from its followers. It is easy for the customers to deal with the seller in terms of many things. It takes time to explore the use of social media to get the advantages as a seller or as a customer.

In this subject, we are required to properly plan on posting the teaser, hard sell, and soft sell on our Facebook page timeline. As an owner of the Tudung Souk BCF Facebook page, I have learned how to market my products on Facebook and engage with my customers. It is because Facebook was among the best platforms for an online seller. I also have learned how I can attract customers on social media.

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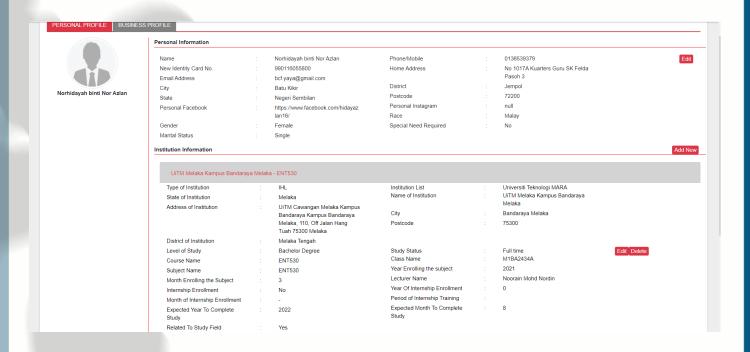


#### **SNAPSHOTS:**





## GO E-COMMERCE REGISTRATION





# CERTIFICATION OF GO E-COMMERCE

