



**FACULTY OF BUSINESS MANAGEMENT
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KAMPUS PUNCAK ALAM**

**INTERNATIONAL BUSINESS
BA246**

ENT530 - PRINCIPLES OF ENTREPRENEURSHIP

INDIVIDUAL ASSIGNMENT -SOSIO MEDIA PORTFOLIO

Prepared by:

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Executive Summary

This assignment was done to hone my talents in online business. It is also to help my use of technology in business. To achieve the objectives of this project, I have been using the Facebook page to run an e-commerce business for several months. I find, the use of Facebook app is very effective for running an online business. This is because the use of the Facebook application is very easy to access by anyone. Facebook is also one of the most used applications in Malaysia. So my advertising or post on Facebook is easily spread and reaches many Facebook users. Websites like canva also help me to create beautiful posters to grab the attention of users.

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1.0 Introduction

Ecommerce, often known as electronic commerce or online commerce, is the purchasing and selling of goods and services through the internet, as well as the financial and data transfers required to complete these transactions. Ecommerce is frequently used to refer to the online sale of real goods, but it can also refer to any type of economic transaction that is made possible by the internet. While e-business encompasses all aspects of running an online firm, ecommerce focuses on the exchange of goods and services.

Commerce has evolved to make products easier to discover and purchase through online retailers and marketplaces. Independent freelancers, small businesses, and large corporations have all benefited from ecommerce, which enables them to sell their goods and services at a scale that was not possible with traditional offline retail.

Ecommerce can take on a variety of forms involving different transactional relationships between businesses and consumers, as well as different objects being exchanged as part of these transactions. Some of the form is retail, wholesale, dropshipping, crowdfunding, subscription, physical products, digital products, and services