

FACULTY OF FILEM THEATRE AND ANIMATION

NAME/COURSE CODE: ENT530 PRINCIPLES OF ENTREPRENEURSHIP

PREPARED FOR:

FINAL ASSIGNMENT

TOPIC:

REPORT FACEBOOK

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ENT 530

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ACKNOWLEDGEMENT

I would like to express my gratitude toward our lecture, Madam Norfazlina Ghazali for her guidance throughout this project. She was a very big help to us and hank her greatly for her patience and wisdom in guiding us.

To my classmates , I also wanted to thank them for being generous in sharing their knowledge on entrepreneurship in Social Media . During this semester , I have learn a lot about doing business online and that it is not an easy journey to become a good and successful businessman . All downs in business can only be overcome with perseverance and the ups can be achieved through hard work .

Through these problems , I manage to become more organize and maturity in dealing with problems that occur during my business . This Portfolio covers social media business using Facebook , sales revenue , creating soft sell , creating hard sell and create teaser to attract customer .

Last but not least, I once again show my gratitude to all parties who have directly and indirectly contributed to the successfulness of these social media project.

EXECUTIVE SUMMARY

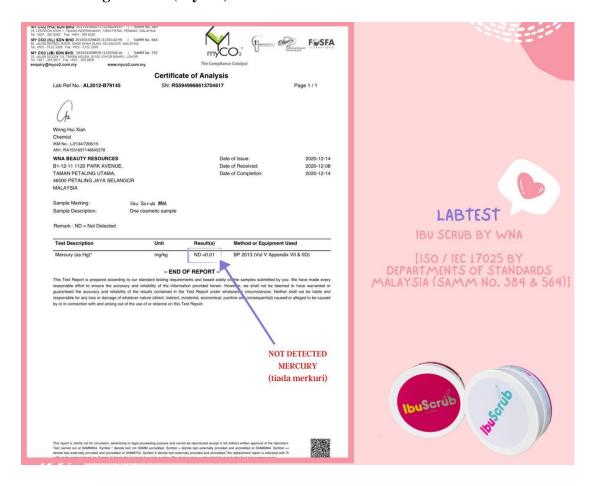
Ibu Scrub WNA provides body skincare to ensure client pleasure. It's figuring out who likes to take care of their beauty items. The product's price is reasonable. It is also aimed towards women who will purchase this product. Because many people desire to acquire this product, Ibu Scrub WNA's marketing strategy is to stress quality and pricing, especially in Malaysia, Singapore, Thailand, and Sri Lanka.

Wan Nur Amirah Wan Alias is in charge of Ibu Scrub WNA's management. I am 23 years old. I created a Facebook page to help me grow my business through social media, and I learned how to write teaser posts, soft sells, and hard sells on Facebook. To avoid profit drops, I also need to increase sales to at least RM61 and judicious expenditure for my goods. I need to spread the word about the product.

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Business Registration (Myco2)



I. Gluta Gebu Brightening Soap By WNA.

