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SUBJECT

ENT 530 (PRINCIPLES OF ENTREPRENEURSHIP)

SEMESTER ASSIGNMENT TITLE NAME

SOCIAL MEDIA REPORT

LECTURER

NOR FAZLINA GHAZALI

ACKNOWLEDGEMENT

Alhamdulillah, first of all, we would like to thank ALLAH S.W.T and HIS messenger, Prophet Muhammad S.A.W for this mercy and guidance in giving me full strength to complete this assignment. It is because of HIS blessing; it is possible for us to finish this assignment. Even facing with some difficulties in completing this assignment, we still managed to complete it.

Therefore, we would like to acknowledgment with thanks, the individual who had guided in making this assignment. Firstly, we would like to thanks to Principles of Entrepreneurship, Madam Norfazlina Ghazali. She had guided on how to complete this assignment. Every week in online class, she always reminds and gives guideline on how to search information about this assignment. She also gives all effort to teach understand the subject code ENT530. Without his effort, we cannot have knowledge that we have now. Then, we would like to thanks to all our beloved friends who had helped and shared ideas with us with all afford and responsibility. They also gave us support and advices. Lastly, a big thank to husband, parents, and family, that always support direct and indirectly, who always prayed well for us and giving their time to hear our problem.

Hope that all the afford will give a lot of benefits in future. We hope, our assignment is complete and will be receive. We had used our effort and acknowledgement to search information and ideas. Hoped our effort was worth it.

EXECUTIVE SUMMARY

In this study, the Business Model Canvas was used to introduce participants as an entrepreneurial tool to build a basic business plan and provide transferable knowledge and skills such as experience using tools, verbal communication, critical analysis and teamwork. There are nine blocks containing customer segments, value propositions, channels, customer relationships, revenue streams, key sources, key activities, partners and cost structure. Companies need to define each of the nine business model canvas books. Problems faced by customers can be solved with the identification and resolution of opportunities. Many solutions are made to improve the products available in the current market for the needs of the customers. In a business model canvas, a company needs to meet all the blocks, to run a business and produce a set of measurements with scale. Many options are chosen by companies to distribute measuring instruments with scales such as through online stores, retailers and websites. This product also targets all communities especially those who want to diet. Therefore, this product will help many customers to solve problems in terms of health as well as diet.

Research shows that most coffees on the market are less able to provide satisfaction to customers. Therefore, Alana Coffee will meet the needs of professionals to provide satisfaction to customers in terms of health levels and dietary problems. The combination of 'Organic Green Coffee' with Chia Seed really makes a significant impact. Coupled with the nutrients of Goat's Milk & Black Seed which are rich in nutrients, vitamins and minerals, it definitely provides more benefits for the health of the body. Alana Coffee is based in Ipoh, Perak and purchases can be made online and those nearby can use the COD (Cash On Delivery) service. Alana Coffee will make coffee different from others because its nutrients and nutrients are different from other coffees and the taste of green coffee with an interesting and delicious aroma.

TABLE OF CONTENT

	TITLE PAGE	PAGES
	ACKNOWLEDGEMENT	2
	EXCUTIVE SUMMARY	3
BODY OF THE REPORT		
	Go ecommerce registration	5-6
	Introduction of business:	
	● Name and address of business	7
	● Price lists	7
	● Depcriptions of products	8
	● Vision and mission	8
	Facebook	
	● Creating Facebook Page	9
	● Customing URL Facebook Pages	9
	● Facebook Teaser	10
	● Facebook post (Hard Sell Copywriting)	11-16
	● Facebook post (Soft Sell Copywriting)	17-19
	● Graphics	20-21
	Conclusion	22

Introduction of business



Name of Company	Alana Green Coffee
Nature of Bussiness	Francais
Industry Profile	Supplier of Alana Green Coffee
Location of the Business	Ipoh,Perak
Price lists	RM 18.50 (1 Pack =15 Sachet)