



اَوَّلُ عِلْمٍ نَبِيٌّ لَوْ كُنِيَ فَالْمَرْءُ
UNIVERSITI
TEKNOLOGI
MARA

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UNIVERSITI TEKNOLOGI MARA (UiTM)
KAMPUS PUNCAK PERDANA SHAH ALAM

PRINCIPLES OF ENTREPRENEURSHIP
(ENT530)

INDIVIDUAL ASSIGNMENT:
SOCIAL MEDIA PORTFOLIO

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Executive Summary

In online business, getting the customer attention to the product is most important part in increase the sale. The report describes on how to promote the product to gain the customer attention with few techniques. The techniques are making a teaser of the product, soft sell and hard sell. Teaser is purpose of the teaser is to make the potential customer feel curious on what we sell. Soft sell is telling the story about the product to make the potential customer invested to follow up with the product. Hard sell is advertising the product right a way and make the customer make the decision of buying for short time. With these techniques, people will attract to the product.

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2.0 Introduction of business

2.1. Name and address of business

Name of Business	Puterylicious Delight
Business Address	https://www.facebook.com/PuteryliciousDelightbyAida
Telephone Number	013-436 8035
Main Activities	Selling dessert, cake and bread
Product Distribution	Online sales
Business Category	Food & Beverages
Date of Commencement	1 March 2021
Business Website	https://www.facebook.com/PuteryliciousDelightbyAida

2.2 Organizational chart

