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UNIVERSITI
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MARA

Fakulti
Filem, Teater
dan Animasi

**FACULTY OF FILM, THEATRE AND ANIMATION
(FiTA)
UNIVERSITI TEKNOLOGI MARA (UiTM)**

COURSE CODE / NAME:

ENT 530/ PRINCIPLES OF ENTREPRENEURSHIP

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TITLE OF ASSIGNMENT:

REPORT SOCIAL MEDIA

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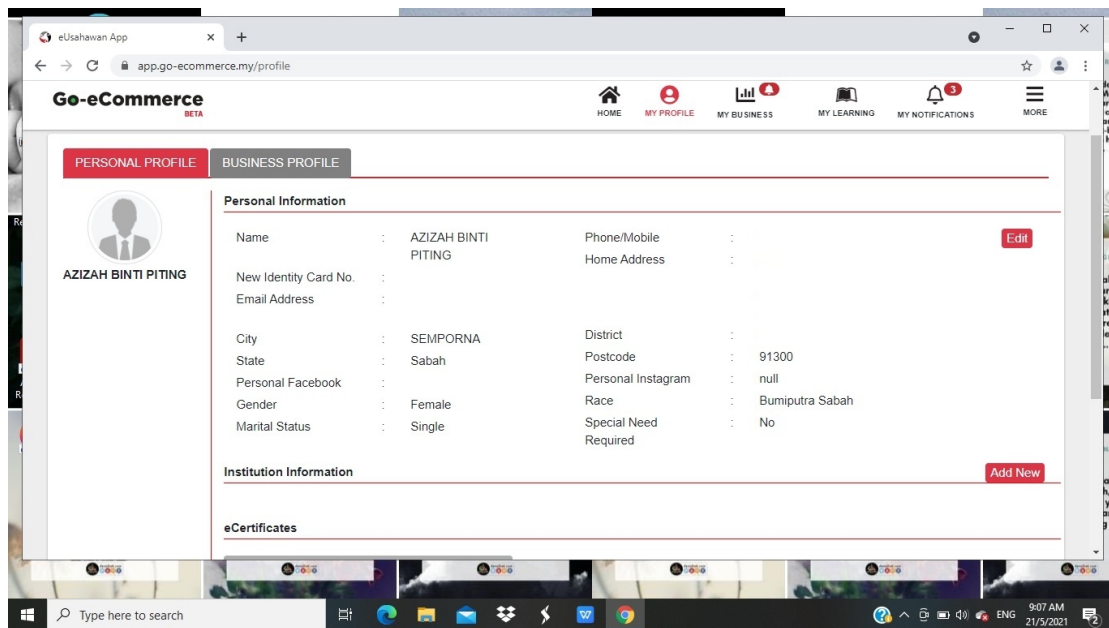
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BIL.	LIST
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1.0 GO -ECOMMERCE



Picture 1: Go-eCommerce Print Screen.

2.0 INTRODUCTION

Name and address of business



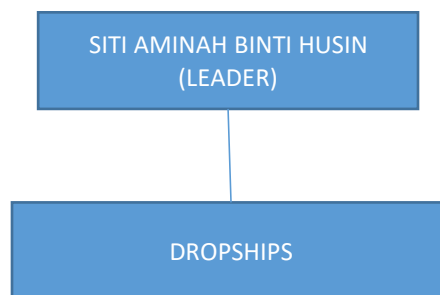
Picture 2

TIYCOLLECTION ENTERPRISE/ LOT 1666 KG BARU AIR HITAM KM 11
JALAN PEKAN, 23150 KUANTAN, PAHANG.



Organizational chart

TiyCollection was actually just established last year which is 2020. Its business scope is not as big as other businesses as it has just started. His business organization chart only includes leader and dropships.



Mission/ Vision



Mission and vision have been created by TiyCollection to ensure customers and dropships are more enthusiastic in marketing their business products. Mission and vision are as follows:

Mission

- Reach business targets every year.
- Always get persistent customers in a creative promotional way.
- To make sure women out there are more confident with their appearance.
- The product can suit the tastes of women and can make them happy.

Vision

- The vision is to ensure that TiyCollection's products can compete with the popular veil business in Malaysia and hopes to penetrate the market not only in Malaysia but also internationally.

Descriptions of products



At the beginning of the business, TiyCollection was only a hijab product for women, but after receiving many requests from customers. TiyCollection has diversified products such as gift boxes, where in this gift box there is still a lid, but added a little renewal by putting chocolates or shirts based on customer demand with the budget they provide.

Price List



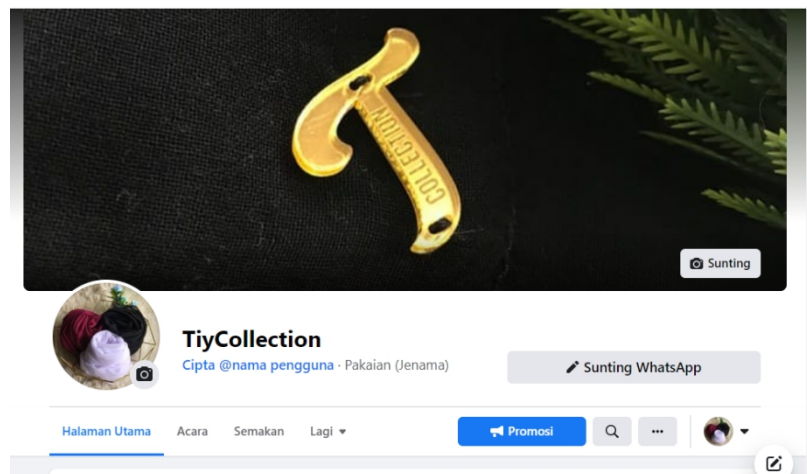
Name of Hijab	Price
Shawl satin eyelash	Rm15
Bawal cotton voile	RM8
Shawl Ombra	RM12
Shawl cotton eyelash	RM13
Shawl crush pleated	RM10
Shawl satin matte	RM10
Shawl chiffon eyelash	RM15
Chiffon silk shawl	RM15
Postage	RM7 SM RM11SS

Table 1: Price hijab and postage

3.0 FACEBOOK

Page Facebook

TiyCollection



Picture 3



URL Facebook



Picture 4

Assalamualaikum and hi everyone . I'm Azizah Binti Piting as a student of Bachelor of Creative Industry Managment (Hons) Film Production, UiTM Puncak Perdana, Selangor. I'm currently doing an assignment for my ENT530 (Principles of Entrepreneurship) subject. Please do like and share my Facebook page. Thank you for your kindness, I am appreciate your help and have a great day ✨

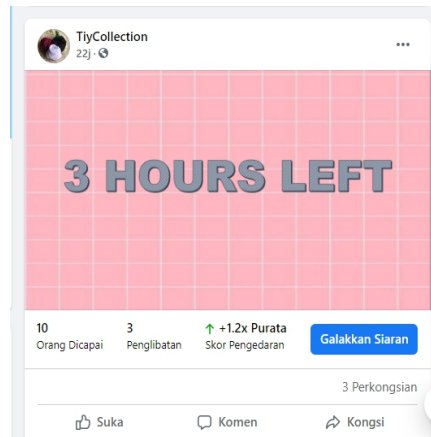
<https://www.facebook.com/TiyCollection-106310688349295/>



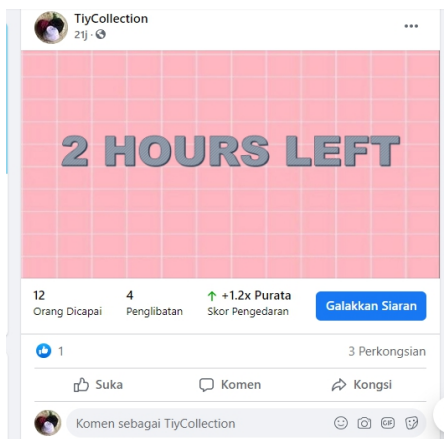
Facebook post (Teaser)



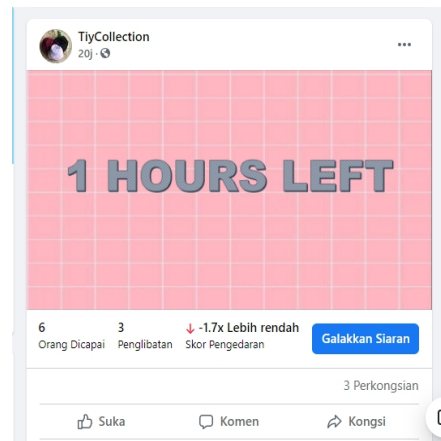
Picture 5



Picture 6



Picture 7



Picture 8

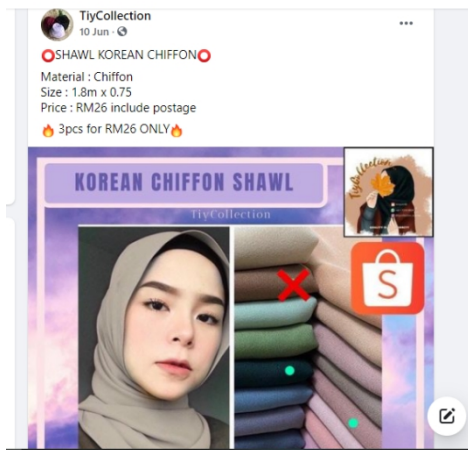


Picture 9

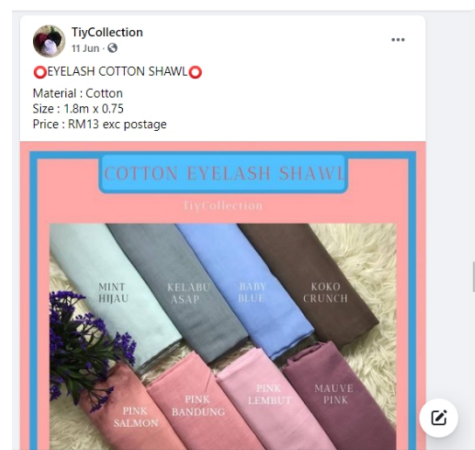


Facebook post (Copy writing - Hardsell)

Hard Selling is a kind of continuous promotion of what our product has. We deal directly with prospects and potential customers, explain about our products. It's good hard selling when it comes to people who are interested and ready to buy, but the downside is that when it is too excessive and too stressful, people will start littering and start to stay away from us.



Picture 10



Picture 11



Picture 12



Picture 13



Facebook post (Copy writing - Softsell)

Soft selling means building customer credibility and trust first by sharing information and information. When able to build trust and credibility, entrepreneurs can also build better businesses. Soft Selling is as if we are not saying that we sell directly. It does not involve psychological pressure on potential customers. It attracts the customer's interest passively and uses emotionally.



Picture 14



Picture 15



Picture 16



4.0 CONCLUSION

In conclusion, this online business actually has many benefits not only to the merchants, it also has a positive impact on the buyers. The benefit of an online business is that it is easy to start and run at a low cost. This is because the cost of renting a store and the cost of renovating a building can be reduced through an online business compared to the cost of a conventional business. In addition, this business is also said to be low risk because traders do not have to spend high financial resources to buy or rent assets such as buildings, equipment and other fittings. The savings can be used to buy stock, website design costs and so on. Therefore, online business also provides an opportunity for online merchants to operate for 24 hours every day. Advanced technology now allows Internet users to shop online anytime and anywhere.

