



اَوْنِيُوْ سِيْطِيْ تِيْكَوْلُوْ كِيْ بِمَارَا
UNIVERSITI
TEKNOLOGI
MARA

91

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA (UITM)

KAMPUS PUNCAK ALAM

OPERATIONS MANAGEMENT

BA244

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

SOCIAL MEDIA PORTFOLIO

Prepared by:

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Prepared for:

DR. NOR ZAWANI MAMAT

Group:

BA244

ACKNOWLEDGEMENT

Assalamualaikum, I am a student from class ENT530 L of Faculty of Business Management, course Operations Management. All glory to Allah and His blessing on the completion of this report of Social Media Portfolio on PRINCIPLES OF ENTREPRENEURSHIP (ENT530). I thank Allah for all the opportunities, motivations, and even obstacles that I have been given during the period in finishing the assignment.

I have seen so much in the process of finishing the assignment, not just from the intellectual point of view but also from the perspective of personality. First and foremost, I would like to express the deepest appreciation to my lecturer, Dr. Nor Zawani Mamat, for her encouragement, empathy, time, determination and the most important is her inspiration and warm spirit given to me in order to complete this report. It was a great pleasure and honour to have her as a lecturer.

Also not forget my wholehearted and big thanks to my parent, family members, my fellow classmates and my customers, direct and indirectly. It would not be possible to do the assignment without continuous support from them. May Allah exhibit accomplishment and glory to the above-mentioned characters in their live.

EXECUTIVE SUMMARY

This social media portfolio is one of the assignments in PRINCIPLES OF ENTREPRENEURSHIP (ENT530). For this assignment, I am required to create a business and promoting the business through social media platform, which I have chosen a Facebook Page as the platform for my business. As requested, I chose the business that can give impact towards the Muslim woman lifestyle, which is hijab business. The name of my business is A's Scarves.

A's Scarves is a clothing and accessories business that selling bawal scarves for Muslim woman. There are 3 sizes available for the bawal which are B45, B50 and B60. Various colour are offered for each of the Bawal Scarves.

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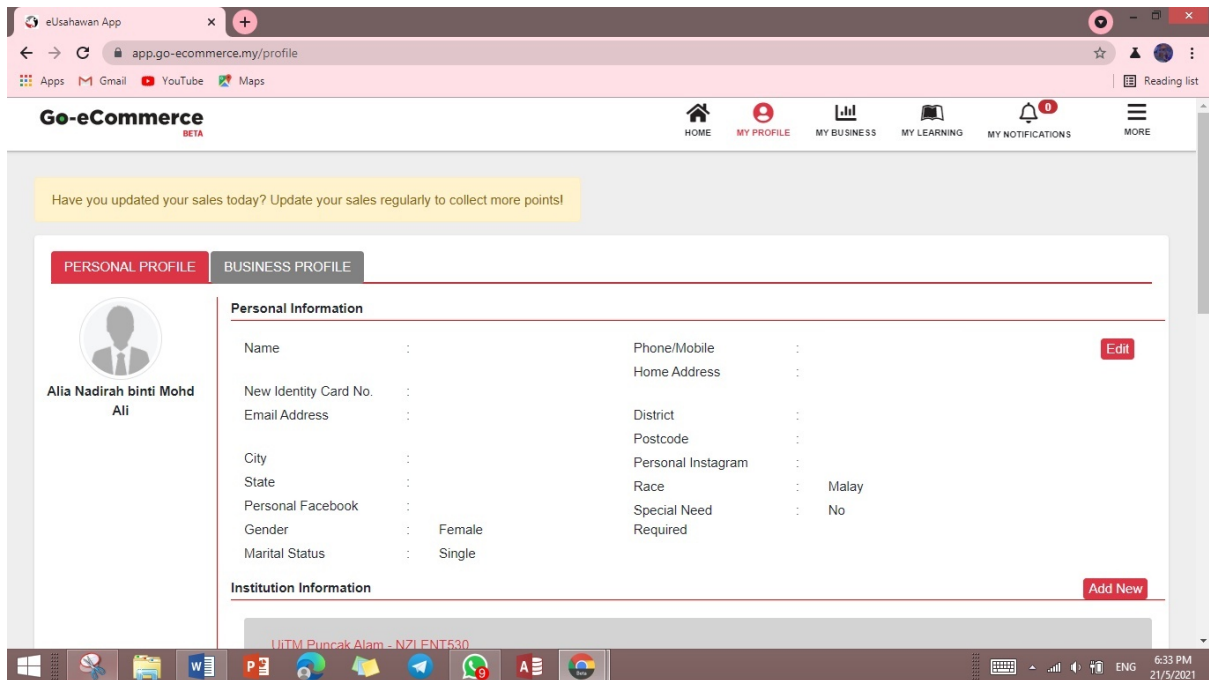
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1.0 GO-E COMMERCE REGISTRATION



Have you updated your sales today? Update your sales regularly to collect more points!

Go-eCommerce BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

PERSONAL PROFILE BUSINESS PROFILE

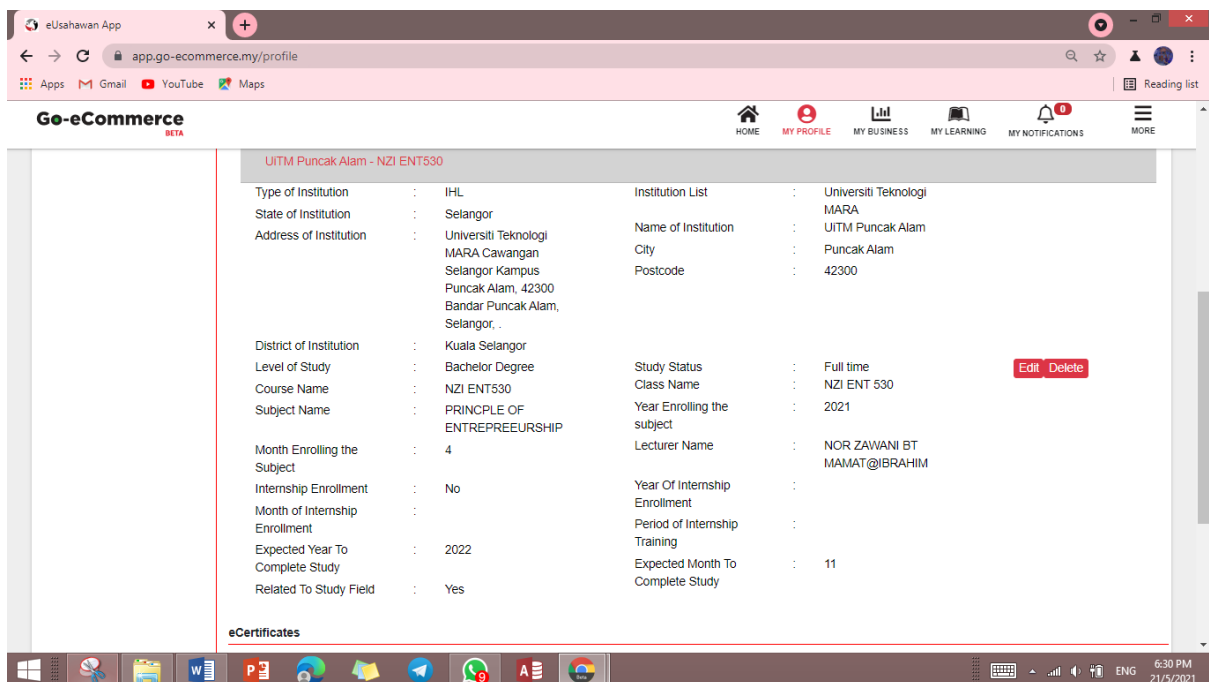
Personal Information

Name : Phone/Mobile : Edit
Home Address :
New Identity Card No. :
Email Address : District :
Postcode :
City : Personal Instagram :
State : Race : Malay
Personal Facebook : Special Need : No
Gender : Female Required :
Marital Status : Single

Institution Information Add New

UiTM Puncak Alam - NZI ENT530

Figure 1: Go-e Commerce Personal Profile



UiTM Puncak Alam - NZI ENT530

Type of Institution	: IHL	Institution List	: Universiti Teknologi MARA
State of Institution	: Selangor	Name of Institution	: UiTM Puncak Alam
Address of Institution	: Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, .	City	: Puncak Alam
District of Institution	: Kuala Selangor	Postcode	: 42300
Level of Study	: Bachelor Degree	Study Status	: Full time
Course Name	: NZI ENT530	Class Name	: NZI ENT 530
Subject Name	: PRINCIPLE OF ENTREPREURSHIP	Year Enrolling the subject	: 2021
Month Enrolling the Subject	: 4	Lecturer Name	: NOR ZAWANI BT MAMAT@IBRAHIM
Internship Enrollment	: No	Year Of Internship Enrollment	:
Month of Internship Enrollment	:	Period of Internship Training	:
Expected Year To Complete Study	: 2022	Expected Month To Complete Study	: 11
Related To Study Field	: Yes		

eCertificates

Figure 2: Go-e Commerce Institution Information

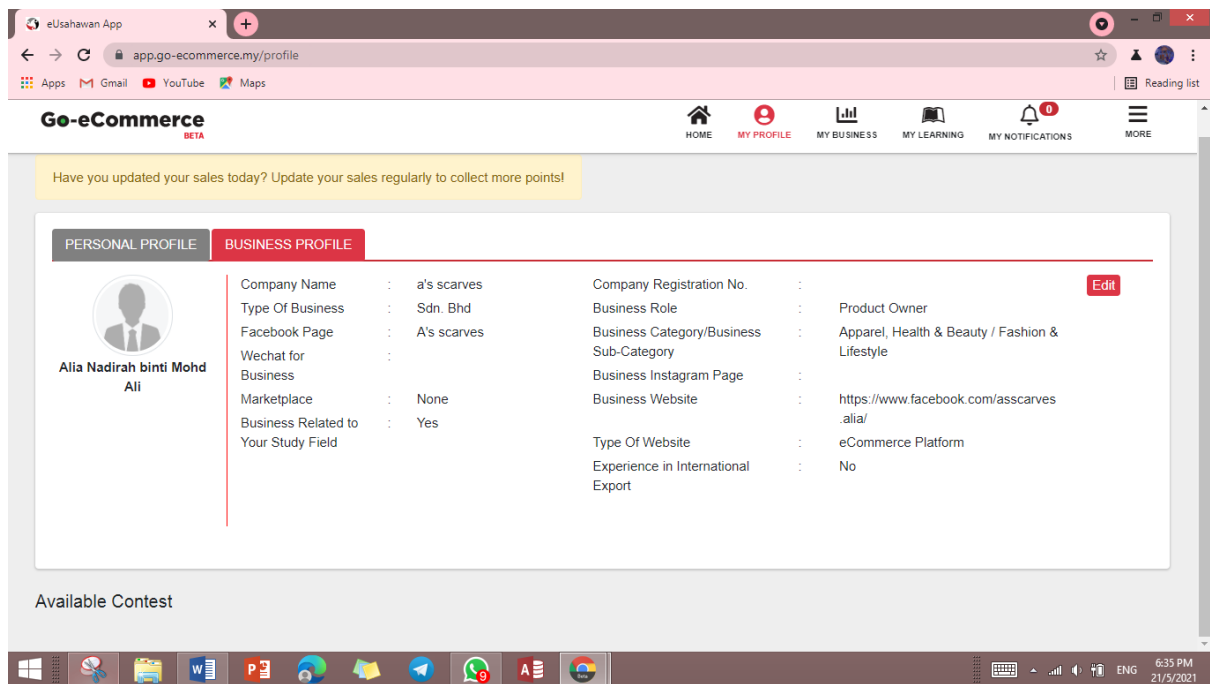


Figure 3: Go-e Commerce Business Profile

2.0 INTRODUCTION OF BUSINESS

2.1 Company Background

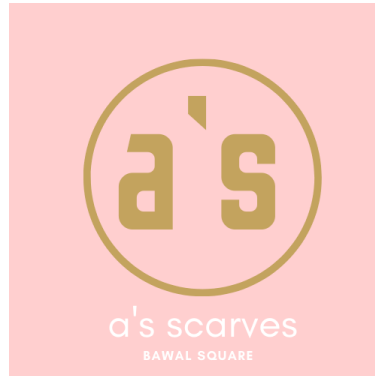


Figure 4: Logo of A's Scarves

Business name and the company logo play an important role for the company in order to attract customer's attention. The importance in choosing the right business name will help customer remember the business name. It goes to A's Scarves business, before the company's name had been confirmed, it takes few days before finalized it. This company names taken based on the owner name, which is Alia. While the letter "s" shows the meaning of belonging. The name is easy to pronounce and might be easy for the customers to remember. The combination colour of the logo was choose to have only few colours to make the design simple.

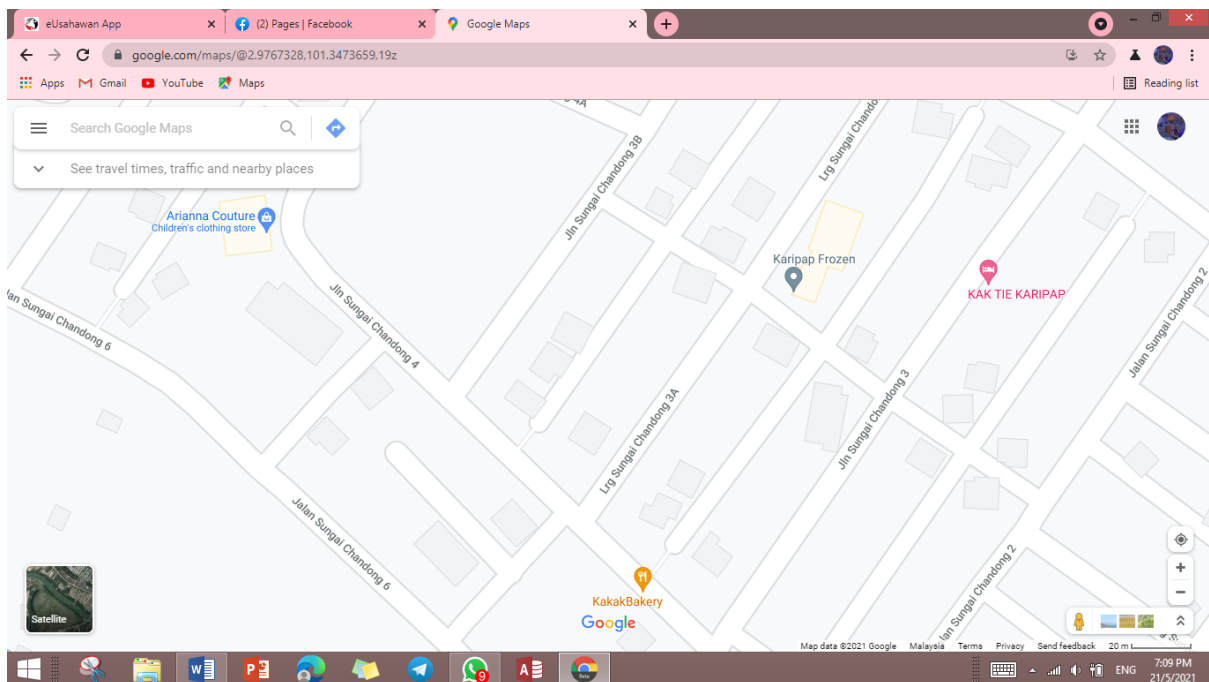


Figure 5: Business Location of A's Scarves

Location is important for any businesses because it will determined the smooth flow of the business. For example, a business location must be very strategic in order to have enough resources, customers, and many else. For A's Scarves, the location is in Klang, Selangor. A's Scarves operated online so they do not have to build up a physical store for the customers to go and buy the item, but they location mentioned are the places where the owner keep the inventories.

2.2 Organizational Chart



Figure 6: Organizational Chart of A's Scarves

A's Scarves is a small business and it is still new in the industries. This business will operate by a person named Alia Nadirah binti Mohd Ali, which is the business owner. The type of the business is sole proprietorship or sole trader. Since the business is small business, so the owner are able to run it by herself without need to hire any workers, in which might need the owner to spend a lot of money. The business profit gain can be used for the business development in the future in order to be a sole proprietorship.

2.3 Mission and Vision

Mission of the business is to provide a high quality product and comfortable headwear for the women for their daily use. The Bawal Scarves are design and create with love

and full attention. Every materials used are good for the customers and very comfortable and light.

A's Scarves vision is to be the most preferable and always in a trend product business even in the 10 years ahead. This business keep promoting and improves the best services based on customer preferences. This is because, it is important to pay attention on the customers opinion and attentions for them to keep supporting the A's Scarves.


2.4 Description of Products




A's Scarves had launched one Bawal Scarves with Cotton Voile as the materials. The product only have one material but it came up with three sizes and varieties colour to choose. The sizes available for the product are size 45, size 50 and size 60. The product have different prices based on the sizes, which are size 45 for RM 12, size 50 for RM 16 and the size 60 is for RM 20. The A's Scarves also offer a gift for the customers that purchase the product more than one.

The product material, which is Cotton Voile are the easy to iron materials. The material chosen are the best in terms of giving the best feeling and comfortable for the customers. It is suitable for them to wear either for work, classes, sport and even suitable to wear at home. The type sew type is Piku and it is very neat.

2.5 Price List

Since we have launched only one material with three sizes available, so the price for our product will have three different prices based on the sizes available.

Item	Description
	Name of Product: Bawal Square Material: Cotton Voile Type of Sew: Piku Size: Size 45 Price: RM 12
	Name of Product: Bawal Square Material: Cotton Voile Type of Sew: Piku

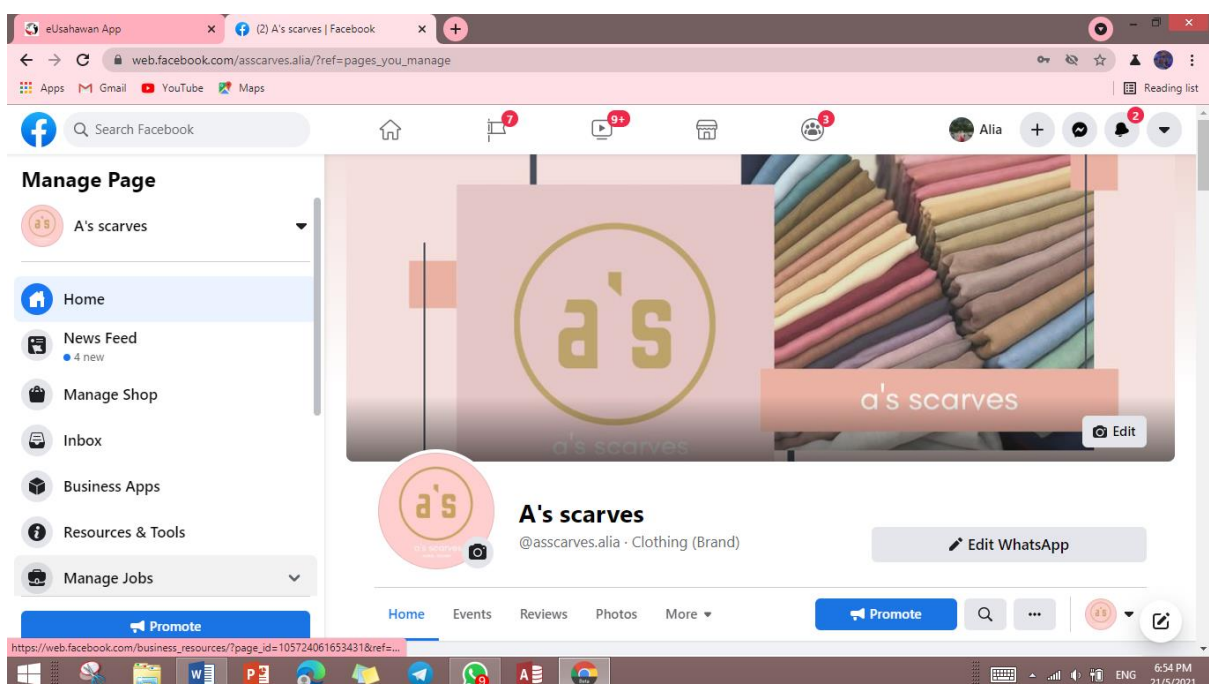
	<p>Size: Size 50 Price: RM 16</p>
	<p>Name of Product: Bawal Square Material: Cotton Voile Type of Sew: Piku Size: Size 60 Price: RM 20</p>
	<p>Scrunches and the hairclip are the gift for the customers that purchase two item and above.</p>

This is the sum-up for my business details and information in a table for reference.

Company's Name	A's Scarves
Owner's Name	Alia Nadirah binti Mohd Ali
Business Started	18 April 2021
Business Address	No 48, Jalan Sungai Chandong 3A, Bandar Armada Putra, 42920 Pulau Indah
Mission	Mission of the business is to provide a high quality product and comfortable headwear for the women for their daily use.
Vision	To be the most preferable and always in a trend product business even in the 10 years ahead
The Number of Worker	1 worker (The Owner)
Products Price	Size 45: RM 12 Size 50: RM 16 Size 20: RM 20
Business Capital	RM 0 (Dropship price)

3.0 FACEBOOK PAGE

Facebook Page (FB) Page is one of the popular social media platform used by seller for creating brand awareness and to advertising their products. Facebook page It can create opportunities for a high sales and it is easier platform to engage with the potential customers. Since social media cost you nothing so it is a good platform to do a business. However, to gain more customers insight, we have an option to use the payment method to promote the business profile. By using this platform, customers also can leave a review or feedback for the other customers. By this, we can build the customers trust too.



3.1 Creating Facebook (FB) Page

A's Scarves FB page is created on 18 April 2021. In order to attract the attentions of the customers, A's Scarves added a profile picture on the Facebook Page and add the profile cover that can show the business type. My tagline for the business is – WEAR IT ANYWHERE AND ANYTIME, shows that my product are suitable for any occasions or events. The best part is it is comfortable. Other than that, I also updated some important details such as the contact number, business locations, price range and others. This is to ease the customers to reach me or buy my products.

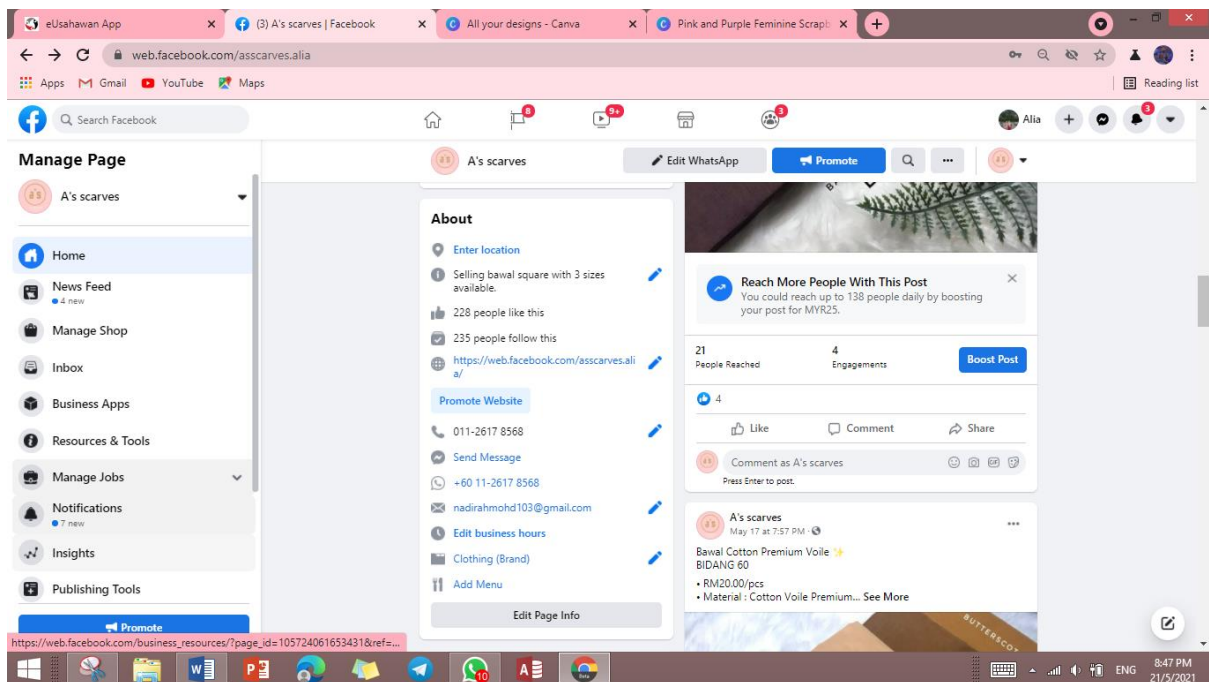


Figure 7: A's Scarves Business Information

3.2 Creating URL Facebook PageNext

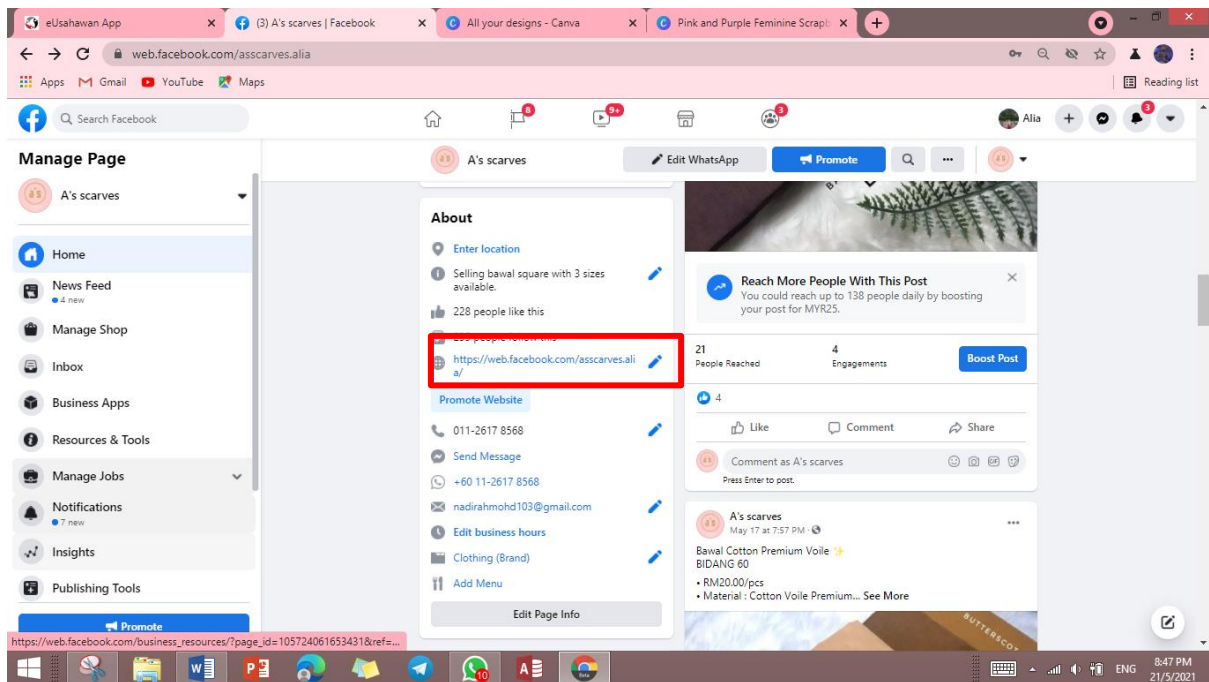


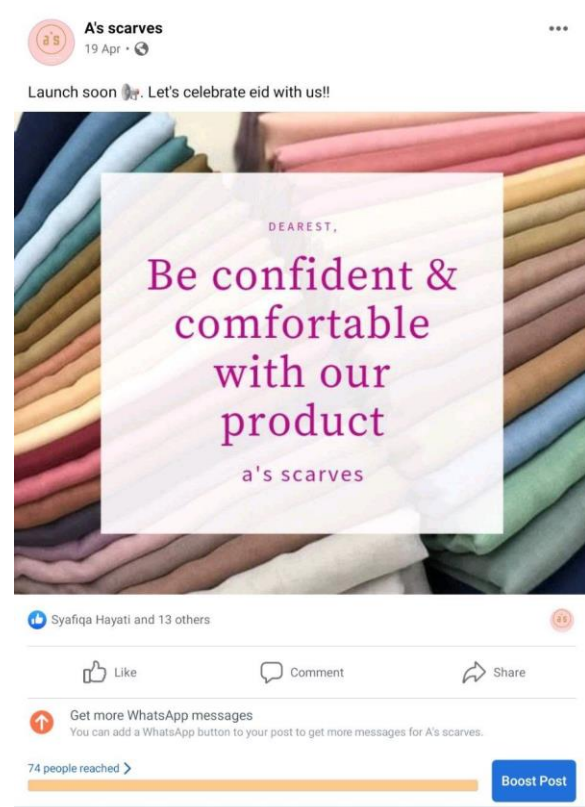
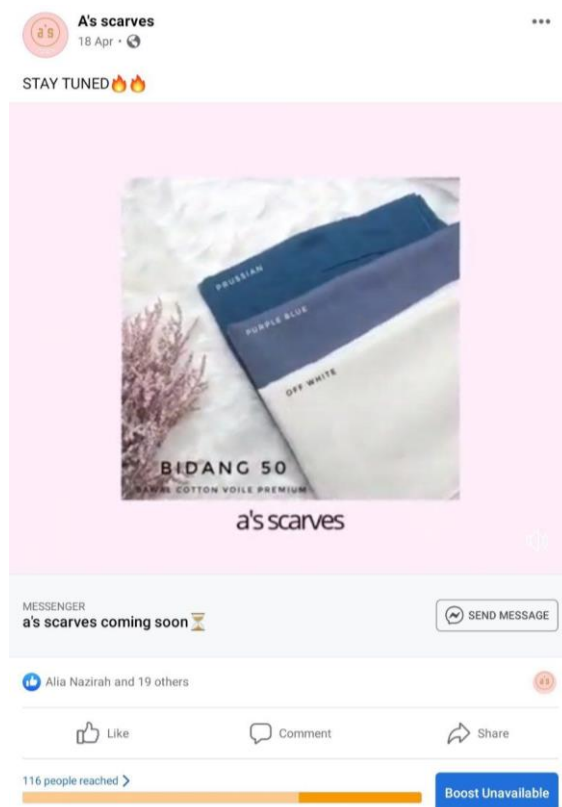
Figure 8: A's Scarves Facebook Page URL

Next, A's Scarves also had created the URL for the Facebook page. The URL created to ease the customers in finding and discover the new products and any updates regarding to the A's Scarves business and its products. A's Scarves managed to gain 253 likes and 260 followers.

3.3 Creating Post- Teaser

Teaser can be define as some techniques or methods that an entrepreneur can use in order to catch customers attentions. By posting some teasers, it will add some curiosity in a customer because the information about the product posted under a limit since it is the introduced part before they release the products officially. Teaser or teaser campaign also is a pre-launch campaign for any products. A teaser usually includes the collection of briefs, full blown product launch, cryptic intimidating commercials that predict a bigger. For A's Scarves product, I had posted nine videos for the teaser posting and it consists the video and photos of when the product will be launch.


These are the 9 teaser posting for A's Scarves:



A's scarves
21 Apr · 🌐

Hello dearest !!

Good news for your upcoming eid because we will launch our scarves in just few days 🥳. Stay tuned okay ladies.... See more



Syafiq Hayati and 9 others

Like Comment Share

Get more WhatsApp messages
You can add a WhatsApp button to your post to get more messages for A's scarves.


56 people reached >

Boost Post

A's scarves
21 Apr · 🌐

Hello dearest !!

Good news for your upcoming eid because we will launch our scarves in just few days 🥳. Stay tuned okay ladies. Make sure to grab our item to look beautiful for your eid 🥳



Syafiq Hayati and 9 others

Like Comment Share


Get more WhatsApp messages
You can add a WhatsApp button to your post to get more messages for A's scarves.

56 people reached >

Boost Post

A's scarves
26 Apr · 🌐

Keep waiting dearest 🥳



Alia Nazirah and 6 others

Like Comment Share

Get more WhatsApp messages
You can add a WhatsApp button to your post to get more messages for A's scarves.


36 people reached >

Boost Post

A's scarves
28 Apr · 🌐

Save the date ladies !!

We will launch on 1 May 2021 🥳



Alia Nazirah and 5 others

Like Comment Share

Get more WhatsApp messages
You can add a WhatsApp button to your post to get more messages for A's scarves.

30 people reached >

Boost Post

A's scarves 29 Apr · 🌐

Stay Tuned 🔥🔥🔥

Alia Nazirah and 6 others

Like Comment Share

Get more WhatsApp messages
You can add a WhatsApp button to your post to get more messages for A's scarves.

28 people reached >

Boost Post

A's scarves 30 Apr · 🌐

Stay still, we are almost there 😊😊

Alia Nazirah and 5 others

Like Comment Share

Get more messages for A's scarves
You can add a Messenger button to your post to get more messages for A's scarves.

29 people reached >

Boost Post

A's scarves 1 May · 🌐

Hello people, we are open now 🔥. Come and grab your tudung for the upcoming Hari Raya from us 😊👉

Alia Nazirah and 6 others

Like Comment Share

Get more WhatsApp messages
You can add a WhatsApp button to your post to get more messages for A's scarves.

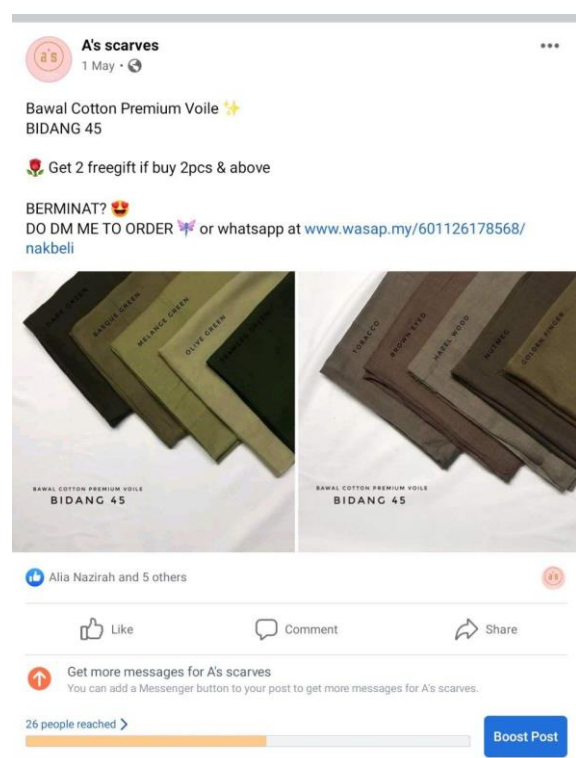
27 people reached >

Boost Post

3.4 Creating Post- Copywriting (Hard Sell)

Hard sell is one of the promotional strategy that uses to attract customers attention by preparing or provides all the product details followed by the contact number. Normally a seller will leave their contact number when they posted the hard sell copywriting to ease the customers. A's Scarves business used the hard sell to copywriting to create brand awareness, catch customer's attention and convince them to buy the products. The example of copywriting hard sell for A's Scarves is includes the materials, size, and benefits of the scarves.

These are 17 hard sell posted on A's Scarves's Facebook Page:




A's scarves
3 May · 🌐

Bawal Cotton Premium Voile ✨
BIDANG 45

🌹 Get 2 freegift if buy 2pcs & above

BERMINAT? 🤔
DO DM ME TO ORDER 📩 or whatsapp at www.wasap.my/601126178568/nakbeli



Messenger SEND MESSAGE

👍 Alia Nazirah and 5 others


A's scarves
3 May · 🌐

Bawal Cotton Premium Voile 🌟

No1 scarf everyday hijab muslimah wear - a wardrobe must have! Optimum comfort, lightweight & cooling, easy to style & on-point, fabric soft to touch. Super easy to match any muslimah outfit of the day #ootd - at home, work or play!

Material: Cotton voile Premium
Measurements: B'45, B'50, B'60
Style: Square
Jahitan: Piku

www.wasap.my/601126178568/nakbeli



👍 Alia Nazirah and 5 others

👍 Like 💬 Comment ➦ Share

📩 Get more WhatsApp messages
You can add a WhatsApp button to your post to get more messages for A's scarves.

32 people reached >

Boost Post

A's scarves
5 May · 🌐

Bawal Cotton Premium Voile ✨
BIDANG 50

🌹 Get 2 freegift if buy 2pcs & above

BERMINAT? 🤔
DO DM ME TO ORDER 📩 or whatsapp at www.wasap.my/601126178568/nakbeli



👍 5

👍 Like 💬 Comment ➦ Share

A's scarves
5 May · 🌐

Bawal Cotton Premium Voile ✨
BIDANG 50

🌹 Get 2 freegift if buy 2pcs & above

BERMINAT? 🤔
DO DM ME TO ORDER 📩 or whatsapp at www.wasap.my/601126178568/nakbeli



Messenger SEND MESSAGE

👍 Alia Nazirah and 5 others

A's scarves
5 May · 🌐

Bawal Cotton Premium Voile ✨
BIDANG 50

🌹 Get 2 freegift if buy 2pcs & above

BERMINAT? 🤔
DO DM ME TO ORDER 📩 or whatsapp at www.wasap.my/601126178568/
nakbelli



Messenger SEND MESSAGE

A's scarves
6 May · 🌐

Bawal Cotton Premium Voile ✨
BIDANG 45

🌹 Get 2 freegift if buy 2pcs & above

BERMINAT? 🤔
DO DM ME TO ORDER 📩 or whatsapp at www.wasap.my/601126178568/
nakbelli



Messenger SEND MESSAGE


Syafqa Hayati and 5 others

A's scarves
6 May · 🌐

Bawal Cotton Premium Voile ✨
BIDANG 45

🌹 Get 2 freegift if buy 2pcs & above

BERMINAT? 🤔
DO DM ME TO ORDER 📩 or whatsapp at www.wasap.my/601126178568/
nakbelli



Messenger SEND MESSAGE

4

Like Comment Share

24 people reached >

Boost Post

A's scarves
7 May · 🌐

Bawal Cotton Premium Voile ✨
BIDANG 45

🌹 Get 2 freegift if buy 2pcs & above

BERMINAT? 🤔
DO DM ME TO ORDER 📩 or whatsapp at www.wasap.my/601126178568/
nakbelli



Allia Nazirah and 3 others

Like Comment Share


A's scarves
7 May · 🌐

Bawal Cotton Premium Voile ✨
BIDANG 60

New Arrival !

- RM20.00/pcs
- Material : Cotton Voile Premium
- Jahitan : Piku

BERMINAT? 🤔
DO DM ME TO ORDER 🌸



2

Like Comment Share

Get more WhatsApp messages
You can add a WhatsApp button to your post to get more messages for A's scarves.

28 people reached >

Boost Post


A's scarves
14 May · 🌐

Bawal Cotton Premium Voile ✨

- ✓ Cool & comfortable
- ✓ Easy to style
- ✓ Quick dry
- ✓ Rich colors & lasting
- ✓ Soft to touch
- ✓ Lightweight & easy for travels
- ✓ 95% tidak jarang
- ✓ 120+ color selection

* Product color may vary due to screen resolution & lighting

Interested to purchase? Do WhatsApp us at www.wasap.my/601126178568/nakbeli



Allia Nazirah and 4 others

Like Comment Share

Get more WhatsApp messages
You can add a WhatsApp button to your post to get more messages for A's scarves.

30 people reached >

Boost Post


A's scarves
14 May · 🌐

Bawal Cotton Premium Voile ✨

- ✓ Cool & comfortable
- ✓ Easy to style
- ✓ Quick dry
- ✓ Rich colors & lasting
- ✓ Soft to touch
- ✓ Lightweight & easy for travels
- ✓ 95% tidak jarang
- ✓ 120+ color selection

* Product color may vary due to screen resolution & lighting

Interested to purchase? Do WhatsApp us at www.wasap.my/601126178568/nakbeli



Messenger

SEND MESSAGE

Allia Nazirah and 2 others

Like Comment Share

29 people reached >

Boost Post

A's scarves
17 May · 🌐

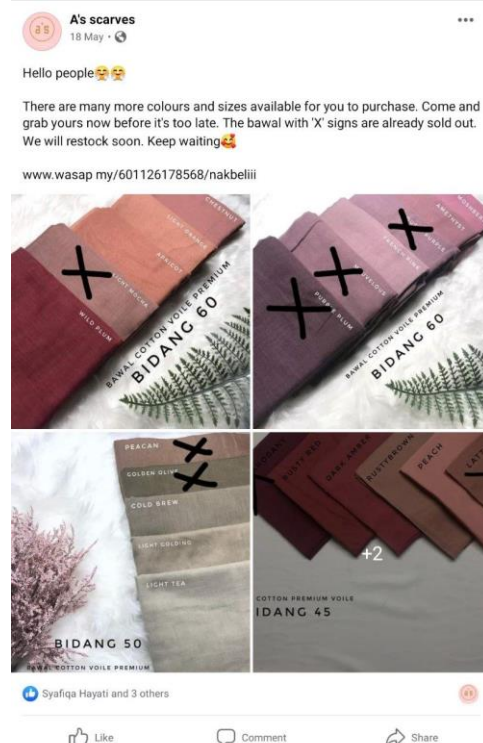
Bawal Cotton Premium Voile ✨
BIDANG 60

- RM20.00/pcs
- Material : Cotton Voile Premium
- Jahitan : Piku



Syafiq Hayati and 3 others

Like Comment Share



SUSAHNYA NAK CARI TUDUNG BAWAL COTTON BIDANG BESAR 🤔
 Disebabkan ada yang mengadu, nah kami bawakan khas untuk peminat bawal Cotton Voile. Bidang 50 dengan pelbagai warna, hah senanglah ualls nak memilih warna pujaan hati ualls 🥰 Harga tak masuk dek akal tau. RM16 sahaja !!

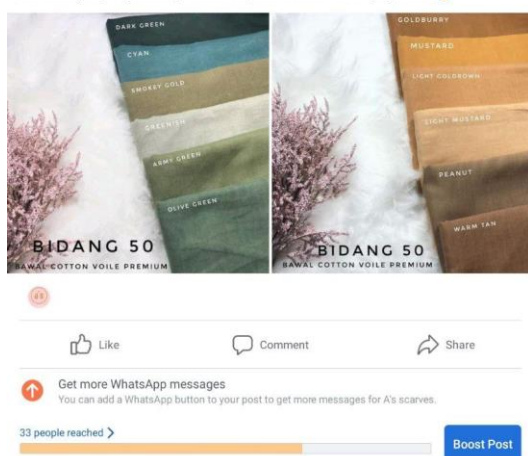
COTTON VOILE BIDANG '50

Material : Cotton Voile
 Size: Bidang '50
 ✓ Sangat Senang Bentuk
 ✓ Berbucu Tajam

PRICE: RM16

Grab yours now, sebelum stok licin dikebas orang 😊

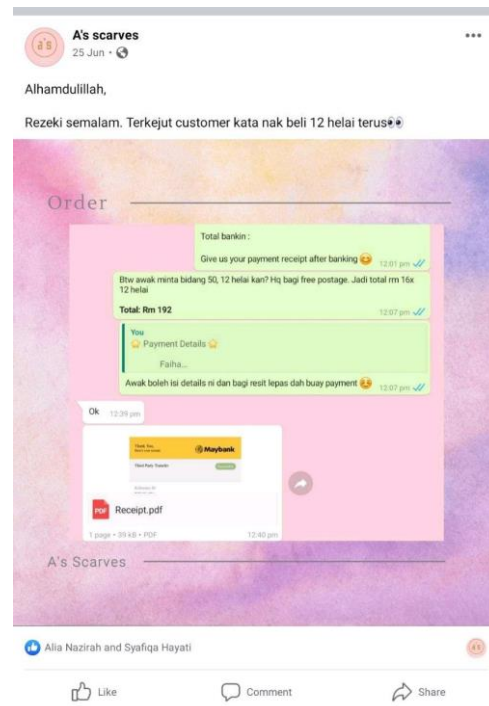
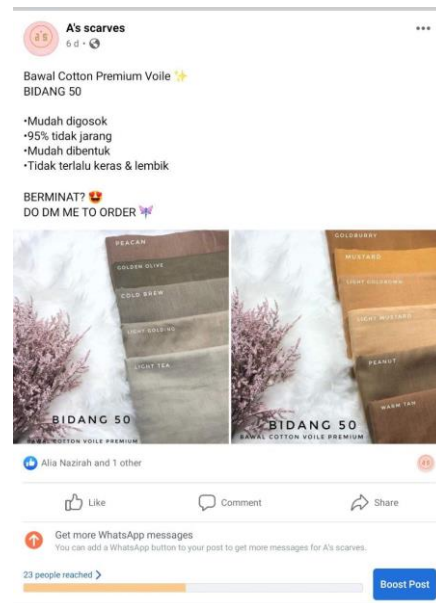
Nak size yang lagi besar pun ada tau, haa boleh usha fb page kami 😊



3.5 Creating Post- Copywriting (Soft Sell)

Soft sell post is a promotional techniques or method that used a subliminal message to advertise the products. Soft sell post also known as the non-aggressive tactics that do not result in selling products but it can build the brand loyalty. By posting the soft sell posts, customers are well known with the products and it would be a chance for the customers to boost the brand loyalty. For A's Scarves, there are 16 posts of soft sell posted at the Facebook Page.

These are the 16 soft sell posted:



A's scarves 11 Jun • 🌐

Another feedback dari customer 🙏 Alhamdulillah selamat sampai 🙏

Customer's Feedback

salam sis 11:06 am

tudung saya dah sampai tau 11:06 am



saya beli ye 🙏 11:07 am

A's Scarves

Alia Nazirah and 1 other

Like Comment Share

A's scarves 10 Jun • 🌐

Tudung bawal cotton premium voile 🙏🙏

Apa yang menarik dengan bawal ni? 🙏 Of course la senang bentuk, terletak elok, lembut, ringan, sejuk dan selesa serta boleh di gayakan dengan pelbagai cara. Cepat cepat dapatkan, produk laku keras ni!!! 🙏

3 sizes available:

- ✅ Bidang 45
- ✅ Bidang 50
- ✅ Bidang 60



Alia Nazirah and 4 others 1 Comment

Like Comment Share

Get more WhatsApp messages
You can add a WhatsApp button to your post to get more messages for A's scarves.

48 people reached

Boost Post

A's scarves 9 Jun • 🌐

Ramai cakap tudung bawal cotton premium voile ni senang bentuk. Awning tak lembik.

Tak percaya? Haa tengok lah feedback tu. Sis tu siap nak repeat tau! Nak cantik sepanjang hari dengan bawal cotton premium voile ni, meh pm kami naaa 🙏

Customer's Feedback

Hi awak! 2:55 pm ✓✓

Nak share feedback tudung tak? 2:55 pm ✓✓

Oh hi!! Sorry lupa pula nak bagi feedback hehehe 2:58 pm

Tudung tu kain best!! Senang je terbentuk, keluar pakai macam tu, balik pun macam tu juga bentuknya. Nanti saya nak repeat order lagi!!! 🙏 2:58 pm

Ye keee hehe 3:04 pm ✓✓

Alright nanti nak repeat roger je saya okieeee 🙏 3:04 pm ✓✓

Terima kasih beli 3:04 pm ✓✓

A's Scarves

Like Comment Share

A's scarves 8 Jun • 🌐

Alhamdulillah barang selamat sampai ke customer. Haa siapa lagi nak beli tudung dapat freegift? Mai pm kami 🙏

Freegift available untuk pembelian dua helai dan ke atas tauuuu

Customer's Feedback

Hi awak! tudung saya dah sampai 11:04 am



siap ada freegift hehe thanks! 11:06 am

A's Scarves

Alia Nazirah and Syafiq Hayati

Like Comment Share

A's scarves
1 Jun • 🌐

Tudung bawah cotton premium voile 🧡🌟

Apa yang menarik dengan bawah ni? 🤔 Of course la senang bentuk, terletak elok, lembut, ringan, sejuk dan selesa serta boleh di gayakan dengan pelbagai cara. Cepat dapat, produk laku keras ni!!! 🤩

A's Scarves






Syafiq Hayati and 1 other

Like Comment Share

A's scarves
25 May • 🌐

B'50









Alia Nazirah and 4 others

Like Comment Share

A's scarves
6 May • 🌐

Attention!!

Dear customers, our products are available for cod area Pulau Indah, StarCruise, and Port Klang.



Alia Nazirah and 3 others

Like Comment Share

28 people reached >

Boost Unavailable

A's scarves
4 May • 🌐

Code: Earth Brown
Size: B'60
Style: Square
Jahitan: Piku
Material: Cotton Voile Premium



Video has no sound 🔊

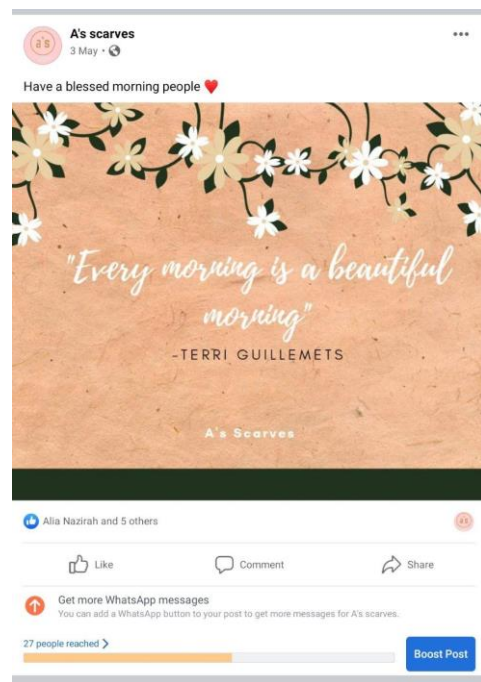
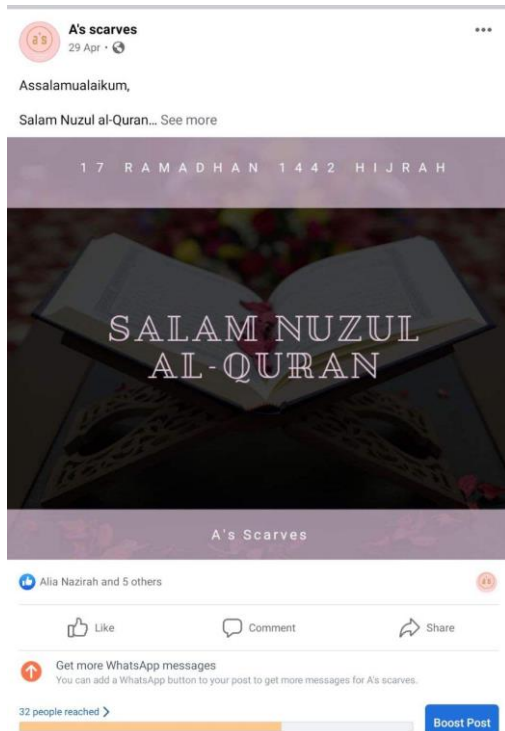
Create Post

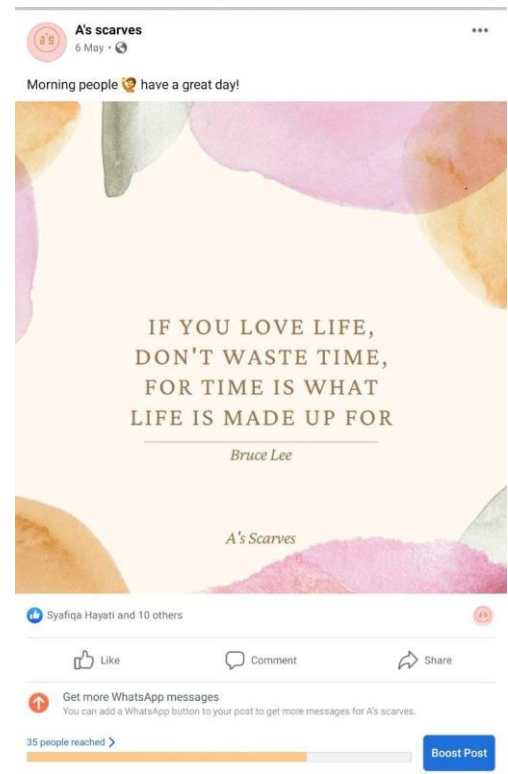
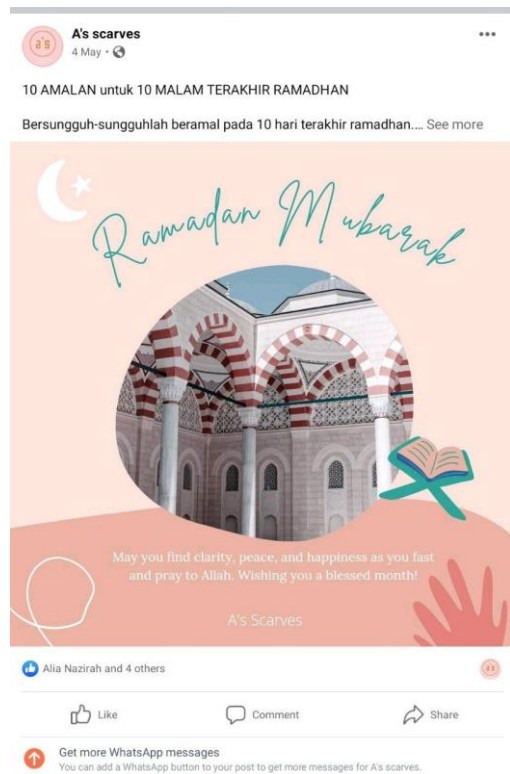


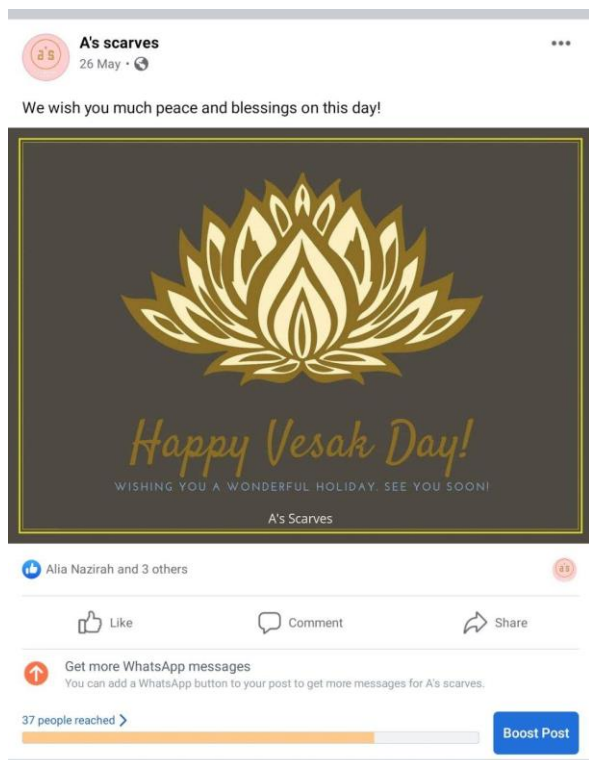
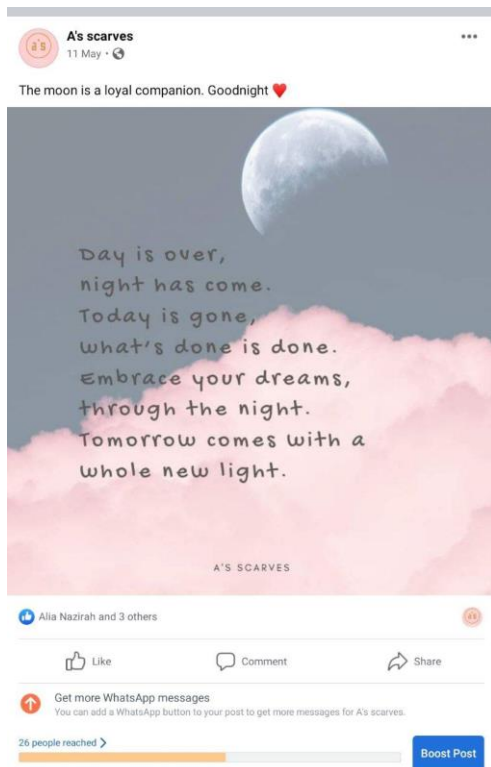
3.6 Facebook Post- Frequency

Frequency post is the posting that I post to remind the customers that this business are still actives. In this post frequency, I shared some tips regarding the scarves, hair care tips and any special day posts.

These are the 15 frequency posts for A's Scarves's Facebook page:







A's scarves
8 Jun · 🌐

Selamat Hari Lautan Sedunia 2021. "The Ocean: Life and Livelihoods."
Let's take a good care of our ocean. Our ocean, our future! 🌊



Alia Nazirah and Syafiq Hayati

Like Comment Share

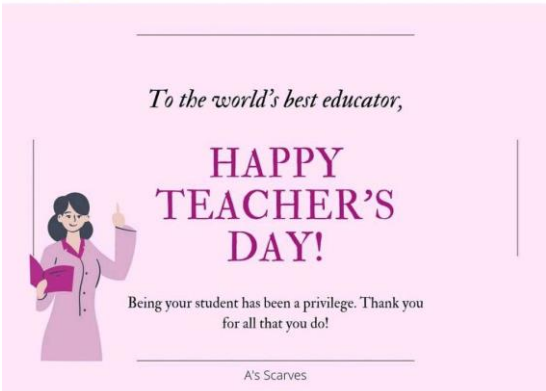
Get more WhatsApp messages
You can add a WhatsApp button to your post to get more messages for A's scarves.

30 people reached >

Boost Post

A's scarves
16 May · 🌐

Happy teacher's day to all educators out there 🌟. Thank you for being a great teacher 🍷



Alia Nazirah and 3 others


Like Comment Share

Get more WhatsApp messages
You can add a WhatsApp button to your post to get more messages for A's scarves.

35 people reached >

Boost Post

A's scarves
21 Apr · 🌐



Alia Nazirah and 8 others

Like Comment Share

Get more WhatsApp messages
You can add a WhatsApp button to your post to get more messages for A's scarves.

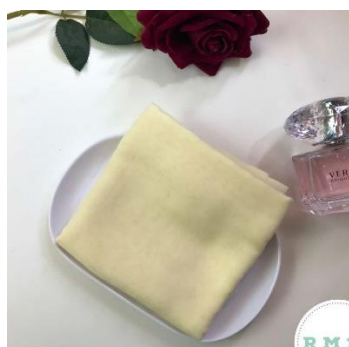
53 people reached >

Boost Post

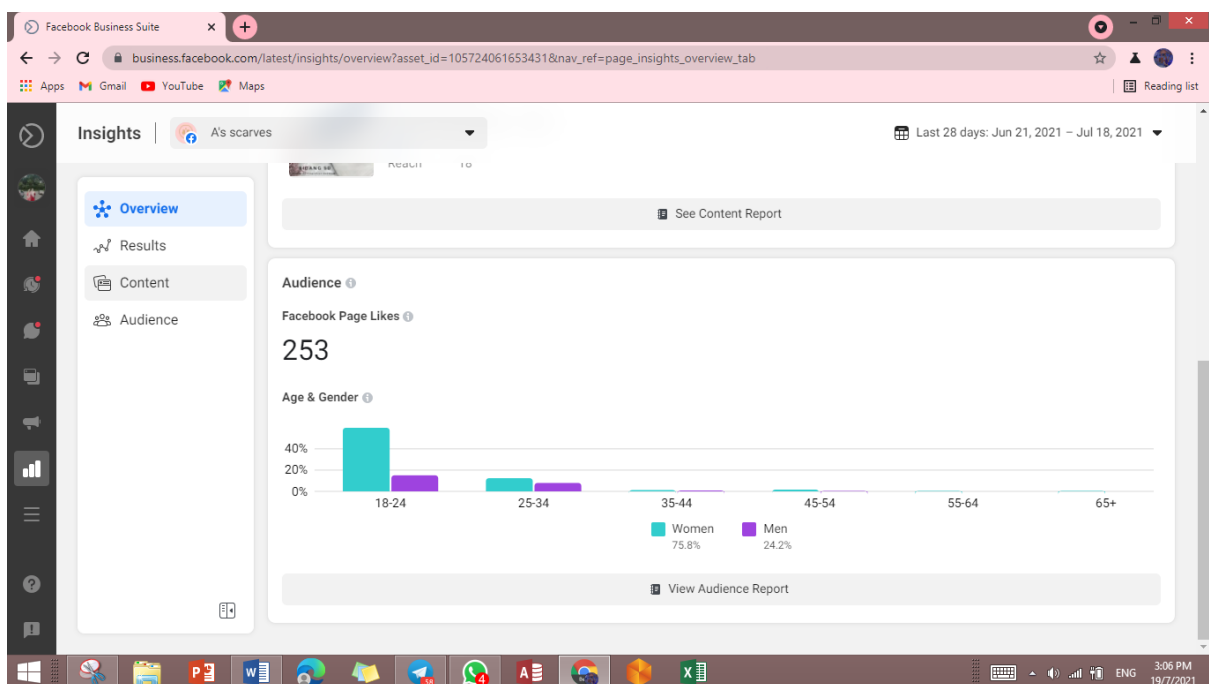
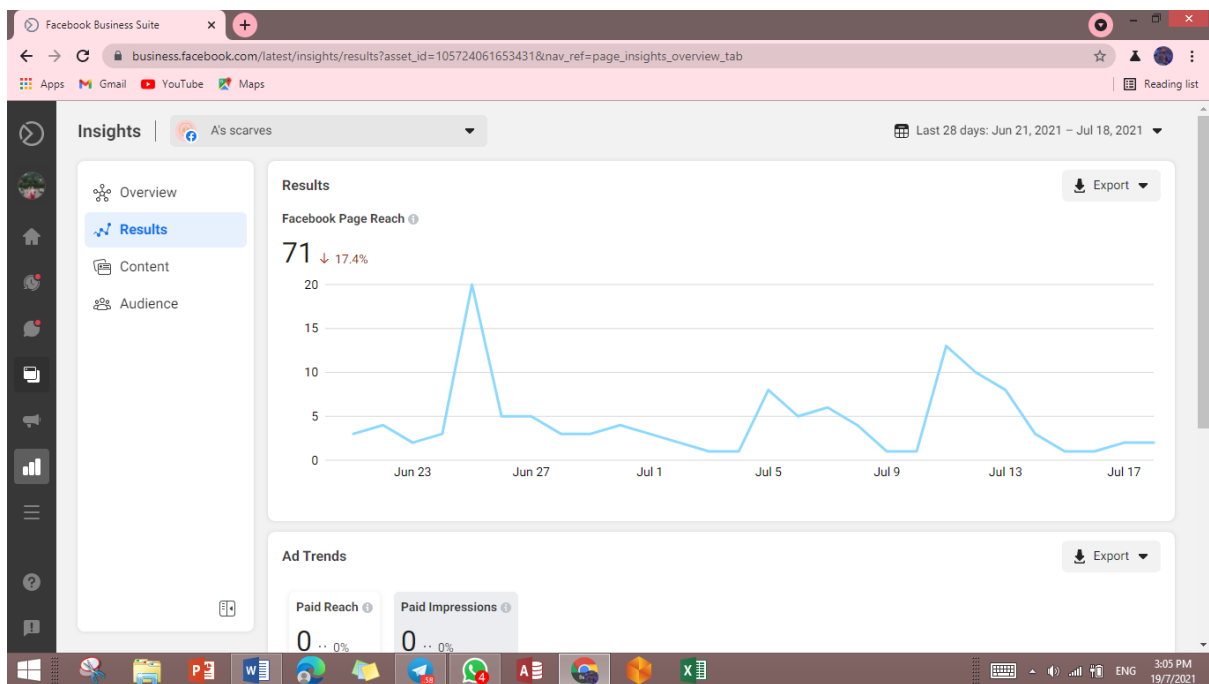
3.7 Graphic

Graphic is the eye-catching design to attract the potential customers. In order to win their heart, a business or company need to design and posting something interesting and able to catch the customer's attention on the Facebook Page or any other platforms. For A's Scarves, I used the beautiful photos of the products and able to attract the customers to buy the scarves. To have a better graphic, the colour of the photos or videos also important.

These are some graphic used by A's Scarves:



Page Insight



4.0 CONCLUSION

To conclude, everyone can start the business, but not everyone can maintain and stay with the business until the end. To start a business, it needs big efforts and hard process to succeed. This is because start a business could take more time. Maybe a week, months and even years. That is why not everyone can stay longer in one business. Patience is the most needed one when doing a business. People without entrepreneurial mind-sets might find the difficulties in doing business. This subject has shown the students about how to grow a company or business from scratch to students are able to handle the business.

The Social Media Assignment Portfolio has slightly give us the description and we are exposed with the business matters includes the business process, marketing, sales and others. In this modern life with modern technology, the business can now being advertise through the social media or any platform. One of the platform that I used for the A's Scarves is Facebook Page. Facebook Page are used as a platform to promote the products and also as a way to communicate or interact with the potential customers.

The platform used need to give benefits for the business owners and the business. By doing promotions using the Facebook page, it need zero costs without the ads payment. To reach more potential customers, the owners can use the Facebook ads by boosting their posts.

Therefore, to conclude, doing a business is a good thing because you can learn many things from it. Normally, people at the young age will attracted to do a business. To maintain and succeed in the business, they need to have high spirit, patience and never give up. They also need to learn from the people who experienced a lot in the business difficulties.



Certificate of Completion

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