



اَوْنِيُوْسِيْتِي تِيْكُوْلُوْغِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

Bachelor of Creative Motion Design (Hons.)  
(CAAD234)

Principles of Entrepreneurship  
(ENT530)

**COCOASTER**  
SOCIAL MEDIA PORTFOLIO

Prepared by:

MIESYA DANIA BINTI MOHD ZAHIRUDDIN (2021226252)  
NOR KHALIDAH BINTI NOOR HISHAMUDDIN (2021856314)

Group:

CAAD234

Prepared for:

Madam Norfazlina Ghazali

## **ACKNOWLEDGEMENT**


All praise be to Allah the Almighty for giving us good mental and physical health throughout this study case. We are grateful to have this opportunity to complete the case study, especially during the current global crisis.

Other than that, we would like to express our deep and sincere gratitude to our course lecturer, Madam Norfazlina Ghazali, for teaching and guiding all of us and giving us a chance to finish this case study.

Besides, thanks to our family, because they motivate us and give us moral support throughout, we do our assignment. Without their help, it would not be possible for us to do this assignment. Finally, thank you to our beloved friends, who always stand together and support us in completing this assignment.

# 1.0 GO-E-COMMERCE REGISTRATION

PERSONAL PROFILE
BUSINESS PROFILE



**Miesya Dania Binti Mohd  
Zahiruddin**

**Personal Information**


Name	: Miesya Dania Binti Mohd Zahiruddin	Phone/Mobile	:	<a href="#" style="color: red; font-weight: bold;">Edit</a>
New Identity Card No.	:	Home Address	:	
Email Address	:	District	:	
		Postcode	:	
City	:	Personal Instagram	:	
State	:	Race	:	
Personal Facebook	:	Special Need Required	:	
Gender	:			
Marital Status	:			

**Institution Information**

UITM Puncak Alam - ENT530CAAD

Type of Institution	: IHL	Institution List	:	<a href="#" style="color: red; font-weight: bold;">Edit</a> <a href="#" style="color: red; font-weight: bold;">Delete</a>
State of Institution	: Selangor	Name of Institution	:	Universiti Teknologi MARA
Address of Institution	: Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, .	City	:	Puncak Alam
		Postcode	:	42300
District of Institution	: Kuala Selangor	Study Status	:	Full time
Level of Study	: Bachelor Degree	Class Name	:	ENT530CAAD
Course Name	: ENT530CAAD	Year Enrolling the subject	:	2023
Subject Name	: ENT530CAAD	Lecturer Name	:	Norfazlina Ghazali
Month Enrolling the Subject	: 3	Year Of Internship Enrollment	:	2023
Internship Enrollment	: Yes	Period of Internship Training	:	9 Months
Month of Internship Enrollment	: October	Expected Month To Complete Study	:	7
Expected Year To Complete Study	: 2024			
Related To Study Field	: No			

PERSONAL PROFILE
BUSINESS PROFILE




**Miesya Dania Binti Mohd  
Zahiruddin**

Company Name	: COCOASTER	Company Registration No.	:	<a href="#" style="color: red; font-weight: bold;">Edit</a>
Type Of Business	: Enterprise	Business Role	:	Product Owner
Facebook Page	: <a href="https://www.facebook.com/profile.php?id=100092489743038">https://www.facebook.com/profile.php?id=100092489743038</a>	Business Category/Business Sub-Category	:	Apparel, Health & Beauty / Apparel & Accessories
Wechat for Business	:	Business Instagram Page	:	
Marketplace	: Others	Business Website	:	
Business Related to Your Study Field	: No	Type Of Website	:	
		Experience in International Export	:	No

Figure 1 GO-E-COMMERCE REGISTRATION for Miesya

PERSONAL PROFILE BUSINESS PROFILE



**NOR KHALIDAH BINTI NOOR  
HISHAMUDDIN**

---

**Personal Information** [Edit](#)

Name	: NOR KHALIDAH BINTI NOOR HISHAMUDDIN	Phone/Mobile	:	
New Identity Card No.	:	Home Address	:	
Email Address	:	District	:	
		Postcode	:	
City	:	Personal Instagram	:	
State	:	Race	:	
Personal Facebook	:	Special Need Required	:	
Gender	:			
Marital Status	:			

**Institution Information** [Add New](#)

UiTM Puncak Alam - ENT530CAAD

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
		Postcode	:	42300
District of Institution	: Kuala Selangor	Study Status	:	Full time
Level of Study	: Bachelor Degree	Class Name	:	ENT530CAAD
Course Name	: ENT530CAAD	Year Enrolling the subject	:	2023
Subject Name	: ENT530CAAD	Lecturer Name	:	Norfazlina Ghazali
Month Enrolling the Subject	: 3	Year Of Internship Enrollment	:	2023
Internship Enrollment	: Yes	Period of Internship Training	:	9 Months
Month of Internship Enrollment	: October	Expected Month To Complete Study	:	7
Expected Year To Complete Study	: 2024			
Related To Study Field	: No			

[Edit](#) [Delete](#)

PERSONAL PROFILE BUSINESS PROFILE



**NOR KHALIDAH BINTI NOOR  
HISHAMUDDIN**

---

Company Name	: Cocoaster My	Company Registration No.	:	EB-A2023070300300
Type Of Business	: Sdn. Bhd	Business Role	:	Product Owner
Facebook Page	: Cocoaster	Business Category/Business Sub-Category	:	Household, Hobbies & Lifestyles / Arts & Craft
Wechat for Business	:	Business Instagram Page	:	
Marketplace	: Others	Business Website	:	
Business Related to Your Study Field	: No	Type Of Website	:	
		Experience in International Export	:	No

[Edit](#)

*Figure 2 GO-E-COMMERCE REGISTRATION for Khalidah*



## 2.0 MyENT CERTIFICATE



The certificate is a purple-bordered document with a background of abstract geometric shapes in shades of purple and blue. At the top left is the logo of Universiti Teknologi MARA (UiTM) and the text 'UNIVERSITI TEKNOLOGI MARA'. To its right is the logo of the Malaysian Academy of SME & Entrepreneurship Development (MASMED) and the text 'Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)'. The main title 'MASMED YOUNG ENTREPRENEUR (MyENT)' is centered in bold black and purple text. Below it is the subtitle 'SLIP PENDAFTARAN PERNIAGAAN PELAJAR UiTM'. The registration details are listed in two columns: 'No. Pelajar' (2021226252), 'Nama' (MIESYA DANIA BINTI MOHD ZAHIRUDDIN), 'Program Pengajian' (blank), 'Fakulti' (Faculty of Art & Design), and 'Kampus' (Selangor). The business information section, 'MAKLUMAT PERNIAGAAN', includes 'Mod Perniagaan' (Hybrid), 'Bidang Perniagaan yg diceburi' (Aksesori Dan Bekalan Jahitan), 'Tempoh Berniaga' (blank), 'No. Pendaftaran Perniagaan' (blank), 'URL Perniagaan' (https://www.facebook.com/profile.php?id=100092489743038&mibextid=LJ4d), 'Alamat Premis Perniagaan' (blank), 'Tarikh Mendaftar' (14 Jul 2023), 'Tarikh Kemaskini' (blank), and 'Tarikh Cetak' (14 Jul 2023). A disclaimer states that the MyENT registration record is official and will be voided if the student is no longer active in the university system. Another disclaimer notes that MASMED can cancel the certificate without notice and that its use is limited to UiTM management. The certificate is signed by the 'PENOLONG NAIB CANSOLOR KEUSAHAWANAN UiTM' and issued by MASMED.

**UNIVERSITI TEKNOLOGI MARA** | Akademi  
Pembangunan PKS dan  
Keusahawanan Malaysia  
(MASMED)

**MASMED YOUNG ENTREPRENEUR  
(MyENT)**

**SLIP PENDAFTARAN PERNIAGAAN PELAJAR UiTM**

No. Pelajar : 2021226252  
Nama : MIESYA DANIA BINTI MOHD ZAHIRUDDIN

Program Pengajian :  
Fakulti : Faculty of Art & Design  
Kampus : Selangor

**MAKLUMAT PERNIAGAAN**

Mod Perniagaan : Hybrid  
Bidang Perniagaan yg  
diceburi : Aksesori Dan Bekalan Jahitan  
Tempoh Berniaga :  
No. Pendaftaran Perniagaan :  
URL Perniagaan : <https://www.facebook.com/profile.php?id=100092489743038&mibextid=LJ4d>  
Alamat Premis Perniagaan :  
Tarikh Mendaftar : 14 Jul 2023  
Tarikh Kemaskini :  
Tarikh Cetak : 14 Jul 2023

Sijil Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dijalankan oleh pelajar semasa tempoh pengajian di UiTM.  
Sijil ini secara tidak langsung akan terbatal apabila penama menamatkan pengajian atau tidak lagi aktif dalam sistem universiti.

Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED) juga berhak membatalkan sijil ini tanpa sebarang notis.  
Penggunaan sijil ini hanya diterima untuk kegunaan urusan dalaman UiTM sahaja. Urusan dan aktiviti perniagaan yang  
dijalankan oleh penama adalah risiko dan tanggungjawab sendiri tanpa melibatkan kepentingan dan nama Universiti.

SALINAN PENDAFTARAN INI DIPERAKUI OLEH  
**PENOLONG NAIB CANSOLOR KEUSAHAWANAN UiTM**

Malaysian Academy of SME & Entrepreneurship Development (MASMED)

Figure 3 MyENT Certificate for Miesya



Akademi  
Pembangunan PKS dan  
Keusahawanan Malaysia  
(MASMED)

## MASMED YOUNG ENTREPRENEUR (MyENT)

### SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar : 2021856314  
Nama : NOR KHALIDAH BINTI NOOR HISHAMUDDIN  
Program Pengajian :  
Fakulti : Faculty of Art & Design  
Kampus : Selangor

### MAKLUMAT PERNIAGAAN

Mod Perniagaan : Hybrid  
Bidang Perniagaan yg  
diceburi : Aksesori Dan Bekalan Jahitan  
Tempoh Berniaga :  
No. Pendaftaran Perniagaan :  
URL Perniagaan : <https://www.facebook.com/profile.php?id=100092489743038&mibextid=LQJ4d>  
Alamat Premis Perniagaan :  
Tarikh Mendaftar : 03 Jul 2023  
Tarikh Kemaskini :  
Tarikh Cetak : 04 Jul 2023

Sijil Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dijalankan oleh pelajar semasa tempoh pengajian di UiTM. Sijil ini secara tidak langsung akan terbatalkan apabila penama menamatkan pengajian atau tidak lagi aktif dalam sistem universiti.

Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED) juga berhak membatalkan sijil ini tanpa sebarang notis. Penggunaan sijil ini hanya diterima untuk kegunaan urusan dalaman UiTM sahaja. Urusan dan aktiviti perniagaan yang dijalankan oleh penama adalah risiko dan tanggungjawab sendiri tanpa melibatkan kepentingan dan nama Universiti.

SALINAN PENDAFTARAN INI DIPERAKUI OLEH  
**PENOLONG NAIB CANSOLOR KEUSAHAWANAN UiTM**

Malaysian Academy of SME & Entrepreneurship Development (MASMED)

Figure 4 MyENT Certificate for Khalidah

## **3.0 INTRODUCTION OF COCOASTER**

### **3.1 Name and Address of Cocoaster**

#### **Introducing Cocoaster: The Perfect Blend of Elegance and Functionality**

This comprehensive report introduces Cocoaster, a brand that is committed to delivering exceptional coasters designed to enhance and elevate the overall beverage experience. With a perfect fusion of style and functionality, Cocoaster sets itself apart by prioritizing sustainability and creating exquisitely crafted coasters that engage the senses on multiple levels.

Cocoaster's coasters are meticulously designed, striking the ideal balance between form and function. Each coaster is crafted with premium materials, ensuring the protection of surfaces from unwanted moisture and heat. Additionally, the carefully chosen materials lend a touch of sophistication and elegance to any environment in which they are placed.

One of the remarkable aspects of Cocoaster is its diverse collection, which caters to various tastes and occasions. The brand offers a wide range of sizes and colours to suit every preference, enabling customers to find the perfect coaster that seamlessly complements their decor and personal aesthetic. From sleek and minimalist designs to intricately detailed and artistically inspired motifs, Cocoaster ensures that there is a coaster available for every beverage moment.

Cocoaster takes immense pride in its craftsmanship and the durability of its products. The brand pays meticulous attention to detail, ensuring that each coaster is a testament to unparalleled quality and longevity. Built to withstand daily use, Cocoaster coasters offer exceptional performance, making them reliable and long-lasting companions for your beverages.

Embracing the Cocoaster experience means embracing a journey of refined elegance and practicality. By incorporating Cocoaster's exquisite coasters into your daily routine, you can effortlessly elevate your beverage moments to new heights. Whether it is your home, office,

or any space that appreciates the finer things in life, Cocoaster promises to provide the perfect coaster that combines both style and functionality.

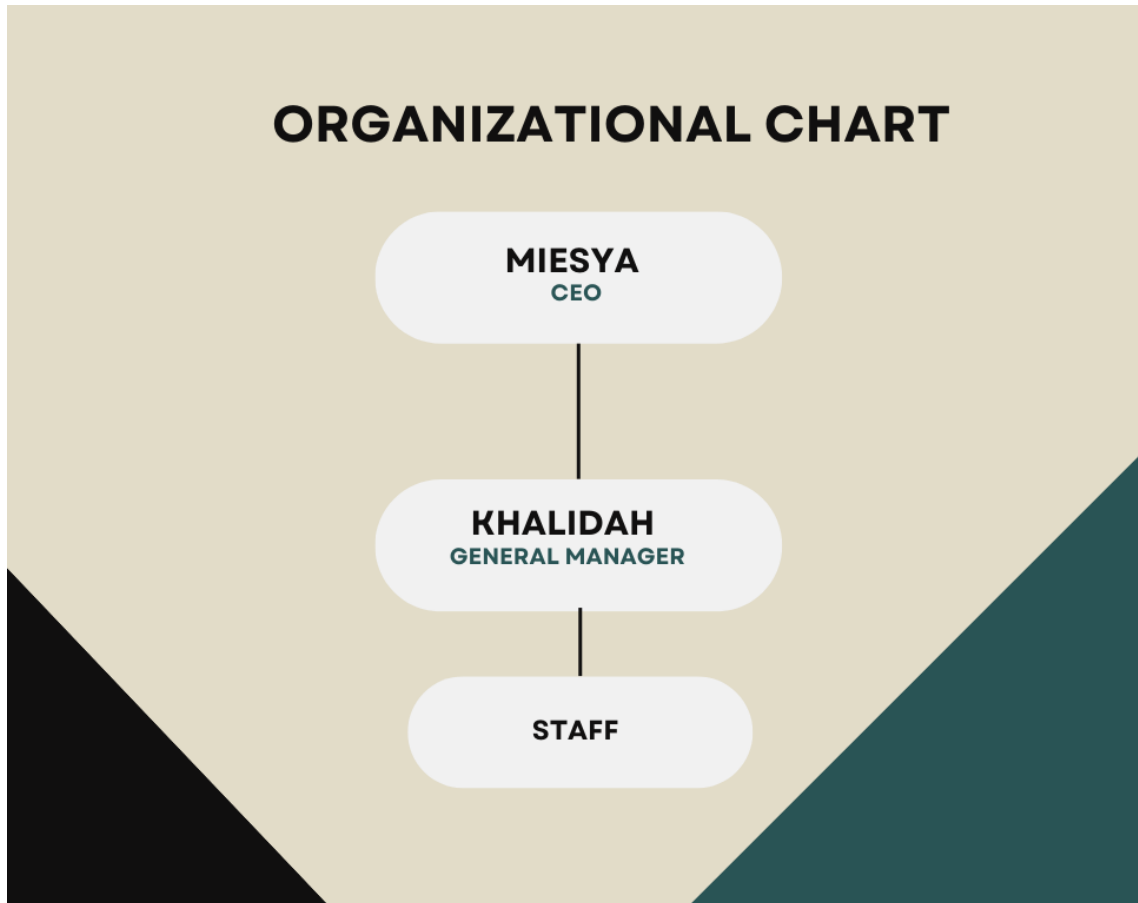
Cocoaster - Where Elegance Meets Functionality.

Name of Business	COCOASTER MY
Business Address	
Corresponding Address	
Telephone Number	
Form of Business	Partnership
Year of Operating	2023
Main Objective of Business	Serving Coaster
Name of Bank	Maybank
Bank Account	

*Table 1 Name and Address of Cocoaster*

### 3.2 Organizational Chart

Cocoaster is organized as a partnership-type business. This is because our company is just getting started as a business and is only operating as a small business at this time. As a result, the only people on our organizational chart are the owner (CEO), their partner (general manager), and one staff member.



*Figure 5 Organizational Chart of Cocoaster*

### 3.3 Mission and Vision

Every established business must have its own mission and vision to understand what the business is striving for and what it hopes to achieve in the long and short term. Basically, the mission statement of Cocoaster serves as a clear and effective guide for the business in making decisions, whereas the vision statement of Cocoaster guarantees that all decisions are correctly connected with what the business wants to accomplish. Our business, Cocoaster, will benefit from having a mission and vision statement since it will aid in decision-making and help keep our personnel focused. Cocoaster company's goal and vision statements are shown below.

<b>Mission</b>	<b>Vision</b>
At Cocoaster, our mission is to elevate the beverage experience by providing exceptional coasters that blend elegance and functionality. We strive to create coasters that not only protect surfaces but also add a touch of style and sophistication to any setting. Through our commitment to craftsmanship and sustainable materials, we aim to enhance the enjoyment of every drink, ensuring that each moment becomes a memorable and delightful experience.	Our vision at Cocoaster is to be the leading brand in the coaster industry, known for our impeccable designs, superior quality, and commitment to sustainability. We envision Cocoaster coasters becoming an essential element in homes, offices, and establishments worldwide, elevating the aesthetic appeal while providing reliable and practical protection. We aspire to inspire individuals to appreciate the beauty in even the smallest details and create meaningful connections over shared moments and beverages. With innovation, passion, and a dedication to customer satisfaction, we strive to set new standards for coaster excellence and become synonymous with elegance and functionality in the industry.

*Table 2 Mission and Vision of Cocoaster*


### **3.4 Description of Product And Service**

Cocoaster.my has offered a trendy coaster at an affordable price of only RM 5.00 per coaster. The size consists of three options, which are 11 cm, 25 cm and 30 cm while colours consist of 6 variety choices which are dark grey stripes, light grey stripes, white stripes, khaki, dark grey, light grey. We use high-quality material, these braided coasters are made of 100% cotton, woven style, light and soft, super water absorption and heat insulation. This coaster is reusable. These drink coasters are strong and sturdy enough to last for years ,they are washable, easy to clean, can be air-drying. The most important thing is that the coaster can be applied to many occasions such as kitchen, home, office, bar, very decent housewarming gift, holiday gift.

Since this is a homemade business, we have offered a free delivery service for the neighborhood or people who live nearby the owner's house in Petaling Jaya, Selangor. However, for a courier service delivery, the customer will be charged RM 8.00 for one delivery.



### 3.5 Price List

List	Price
 <p data-bbox="400 1070 584 1111">Coaster 11cm</p>	<p data-bbox="1038 667 1150 707">RM5.00</p>
 <p data-bbox="400 1794 584 1834">Coaster 25cm</p>	<p data-bbox="1038 1496 1150 1536">RM8.00</p>



 <p data-bbox="400 801 584 837">Coaster 30cm</p>	<p data-bbox="1031 539 1158 575">RM10.00</p>
---	--

*Table 3 Price List of Cocoaster products*

## 4.0 FACEBOOK (FB)

### 4.1 Creating Facebook (FB) page



## Cocoaster

116 likes · 118 followers



*Figure 6 Creating Facebook (FB) page*

## 4.2 Customizing URL Facebook (FB) page

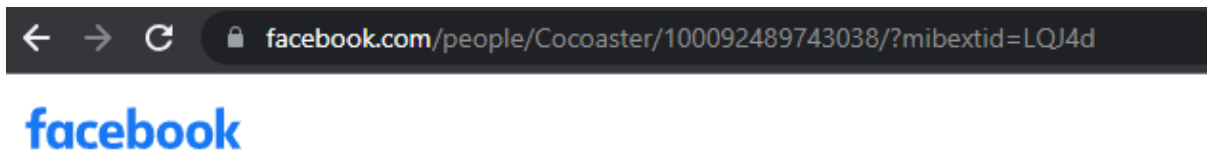


Figure 7 Customizing URL Facebook page.

Cocoaster managed to gain 100 likes from customers starting from April to June. Cocoaster already customizes its URL FB Page, where customers can easily find our page by clicking on this link

## 4.3 Facebook (Teaser)

A teaser post can be utilised to provide a sneak preview of a product or service. We are going to use Facebook teaser posts to get buyers interested in Cocoaster before we even introduce the product.

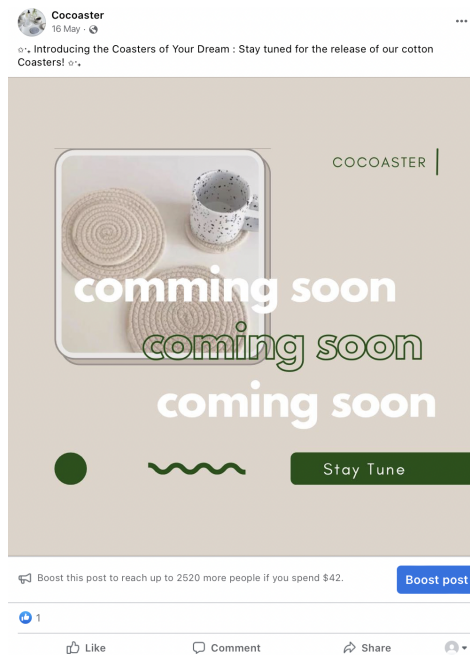


Figure 8 Facebook (Teaser)

#### 4.4 Facebook Post – Copywriting (Hard sell)

Cocoaster uses both hard and soft sell strategies to market the products we sell to customers. It is a direct and aggressive form of hard selling. It is designed to encourage a buyer to purchase a product straight away, without allowing them time to consider it. On Cocoaster's Facebook page, we employ a hard-sell copywriting approach to create compelling messages that drive immediate action and generate sales. Our attention-grabbing headlines instantly capture users' attention as they scroll through their newsfeeds. We clearly communicate the unique selling points of Cocoaster coasters, highlighting features such as premium materials, exquisite designs, and durability. Utilizing persuasive language, we create a sense of urgency, compelling users to take immediate action. Social proof in the form of testimonials and user reviews enhances credibility and encourages trust. Our strong call-to-action prompts users to make a purchase, directing them to "Shop Now," "Buy Today," or "Get Your Cocoaster Coasters Today." By incorporating limited-time offers and promotions, we create a sense of urgency, such as "Buy Two, Get Two Free" or "New Year Sales: 15% Off!" Through these hard-sell copywriting techniques, we captivate potential customers, communicate the value of our coasters, and motivate immediate action, leading to increased sales and conversions.



Figure 9 FB post - copywriting (hard sell)



Figure 10 FB post - copywriting (hard sell)

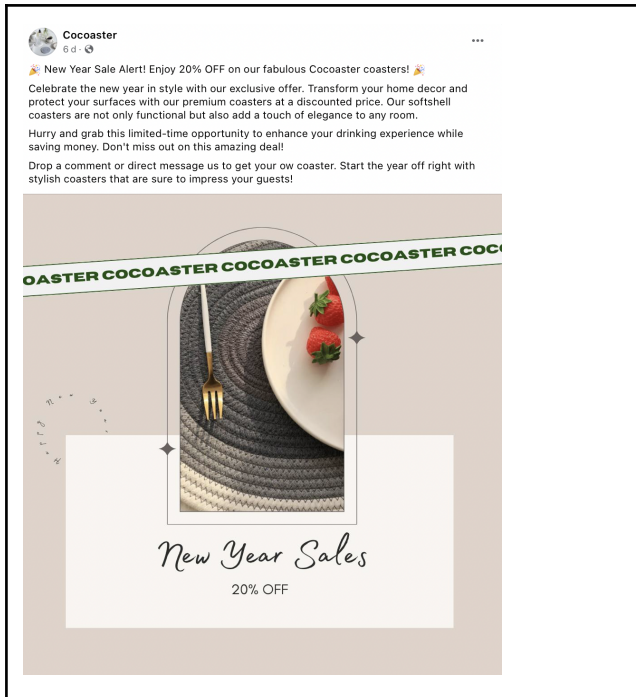


Figure 14 FB post - copywriting (hard sell)

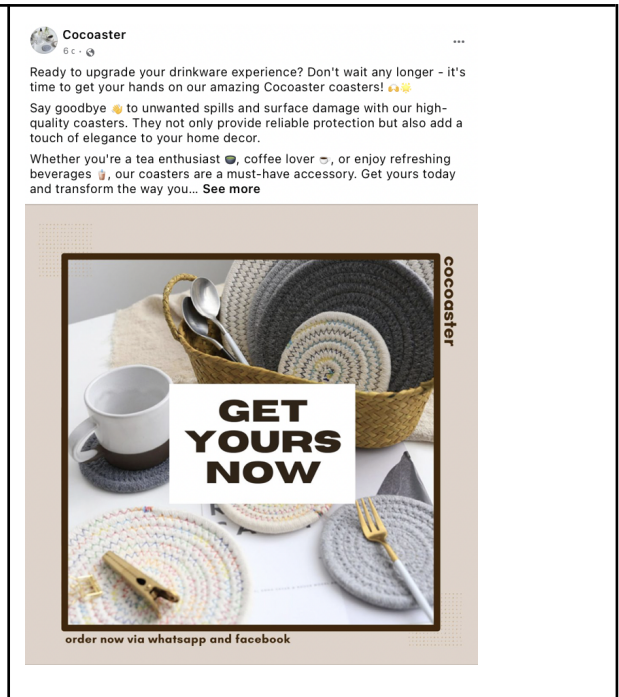


Figure 15 FB post - copywriting (hard sell)



Figure 11 FB post - copywriting (hard sell)

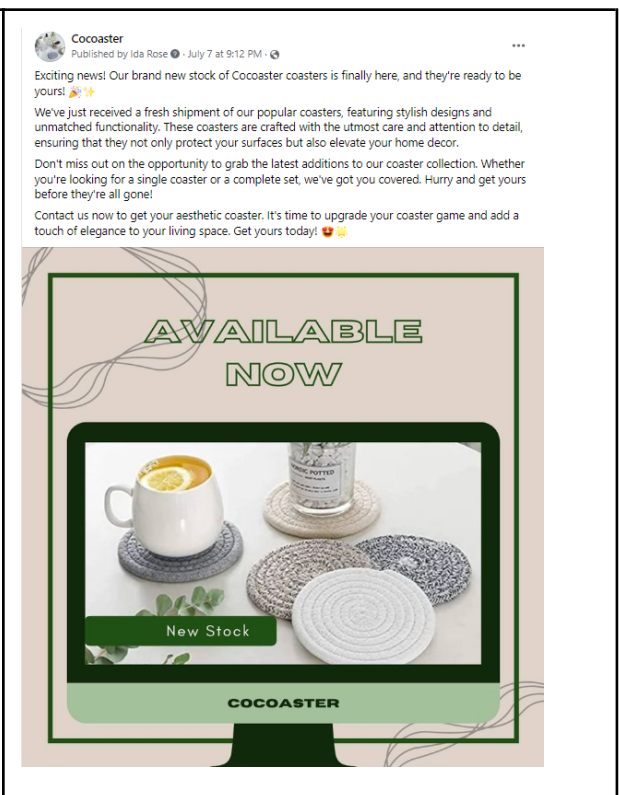


Figure 12 FB post - copywriting (hard sell)





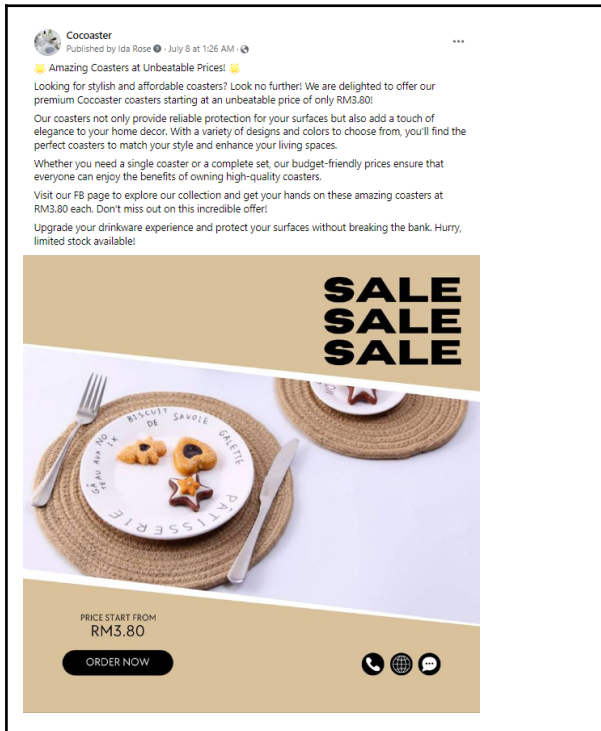


Figure 17 FB post - copywriting (hard sell)



Figure 18 FB post - copywriting (hard sell)

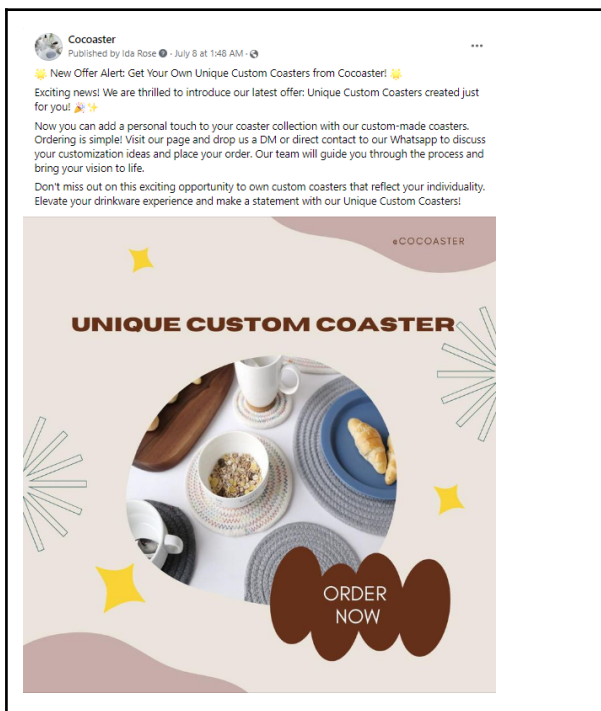


Figure 19 FB post - copywriting (hard sell)

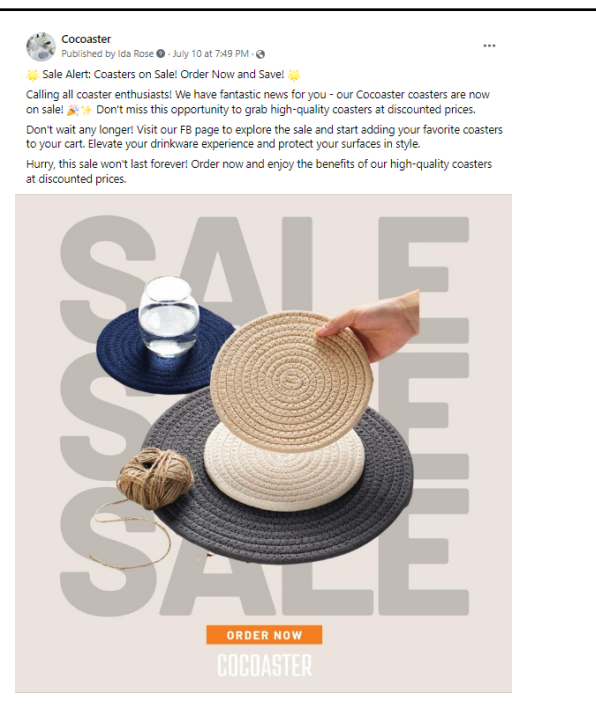


Figure 20 FB post - copywriting (hard sell)


**Cocoaster**  
Published by Ida Rose · July 10 at 7:51 PM · 🌐

🌟 Exclusive Offer: 20% OFF on Our Cocoaster Coaster Mugs! Don't Miss Out! 🌟

We have an exciting offer that you won't want to resist! Today, we're thrilled to announce a limited-time deal on our Coaster Mugs with a fantastic discount of 20% OFF! 🌟

Don't wait any longer! Contact us today to take advantage of this incredible 20% OFF offer on our Coaster Mugs. Elevate your drinkware experience and protect your surfaces with style. Hurry, this offer won't last forever! Order now and enjoy your favorite beverages in our premium Coaster Mugs at an unbeatable discount.

## COASTER MUG



TODAY ONLY 20% OFF

@COCOASTER

Figure 21 FB post - copywriting (hard sell)  
sell)

**Cocoaster**  
Published by Ida Rose · July 10 at 7:55 PM · 🌐


🌟 Special Offer Alert: Get RM10 OFF Your Coaster Purchase Today! 🌟

We have an irresistible deal for all coaster enthusiasts! For a limited time, when you purchase our premium coasters, you'll get RM10 OFF your total purchase with a minimum spend of RM50! 🌟

Don't miss out on this amazing deal! Visit our FB page to explore our coaster collection and select your favorites. Use the code "COASTER10" at checkout to claim your RM10 discount.

Upgrade your drinkware experience and protect your surfaces with our premium coasters. Order today and enjoy this special offer while it lasts!

## Get Your Cocoaster Today



RM10 OFF WITH MIN SPEND RM50

@COCOASTER

Figure 22 FB post - copywriting (hard sell)



#### **4.5 Facebook Post – Copywriting (Soft sell)**

The advertising strategy known as "soft sell" makes use of subliminal messaging to promote the product or service being sold. It is also considered to be a non-aggressive marketing method, which may not result in the sale of the firm but may result in customer devotion to the brand. Soft sell copywriting techniques focus on building relationships, providing valuable information, and creating a sense of trust and desire in the audience. In Cocoaster's Facebook advertising, these techniques can be employed to engage potential customers on a deeper level. By incorporating storytelling, Cocoaster can create an emotional connection by sharing relatable stories and experiences related to enjoying beverages and the importance of protecting surfaces. The copy would also highlight the benefits and features of Cocoaster coasters in an informative and descriptive manner, emphasizing how they enhance the beverage experience, protect surfaces, and add elegance to any setting. Educational content could be shared, positioning Cocoaster as a knowledgeable and helpful brand in areas related to beverages, interior design, or hosting gatherings. Testimonials and user stories from satisfied customers could be showcased to build social proof and credibility. The call-to-action in soft sell copywriting is usually more subtle and less urgent, inviting users to explore more about Cocoaster, sign up for newsletters or updates, or visit the website for further information. The emphasis on lifestyle and aspirational elements associated with the product can also be highlighted, showcasing how using Cocoaster coasters can enhance moments of relaxation, socialization, and indulgence. Through these soft sell copywriting techniques, Cocoaster can engage potential customers on a deeper level, foster trust, and create a desire for their coasters, positioning themselves as a valuable and trusted brand. There are 8 soft sell posts that Cocoaster has posted on Facebook. This soft sell will be an opportunity for our customers to increase brand confidence and create awareness about our service. Our clients will have the opportunity to build more trust in our brand and become more knowledgeable about the services we provide through the use of this soft sell.

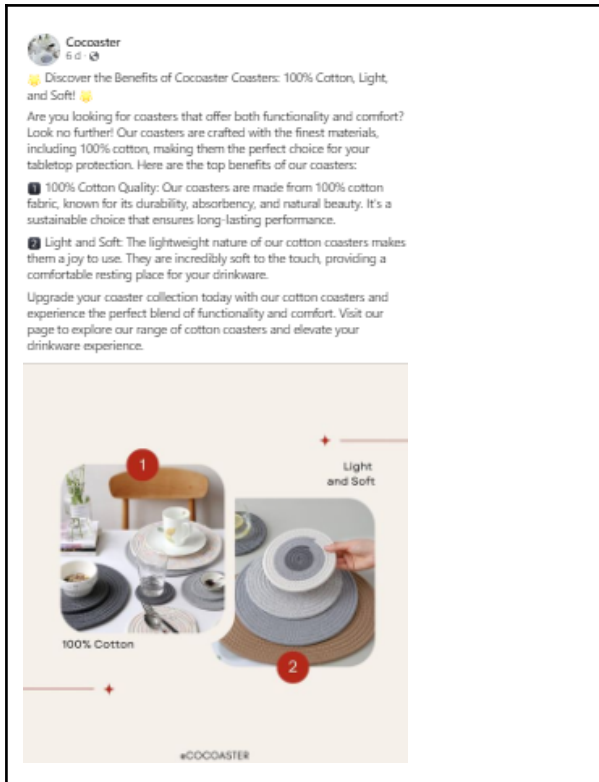


Figure 23 FB post - copywriting (soft sell)

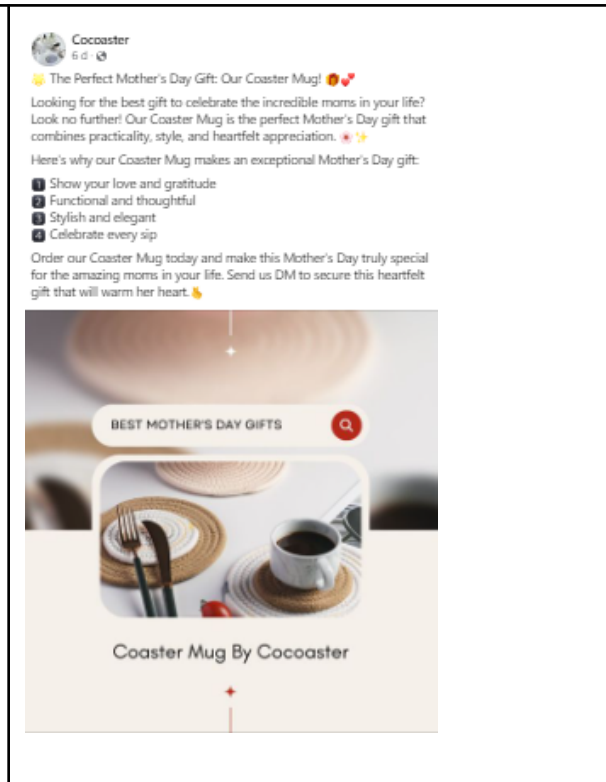


Figure 24 FB post - copywriting (soft sell)

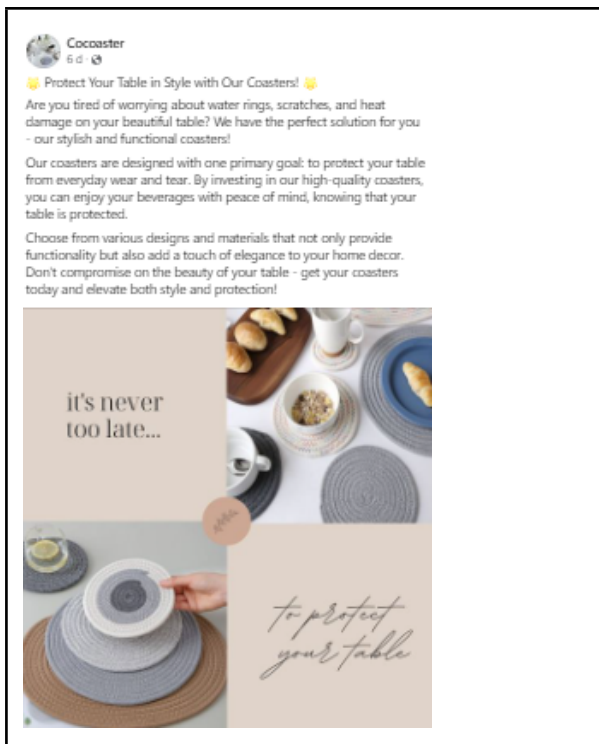


Figure 25 FB post - copywriting (soft sell)



Figure 26 FB post - copywriting (soft sell)

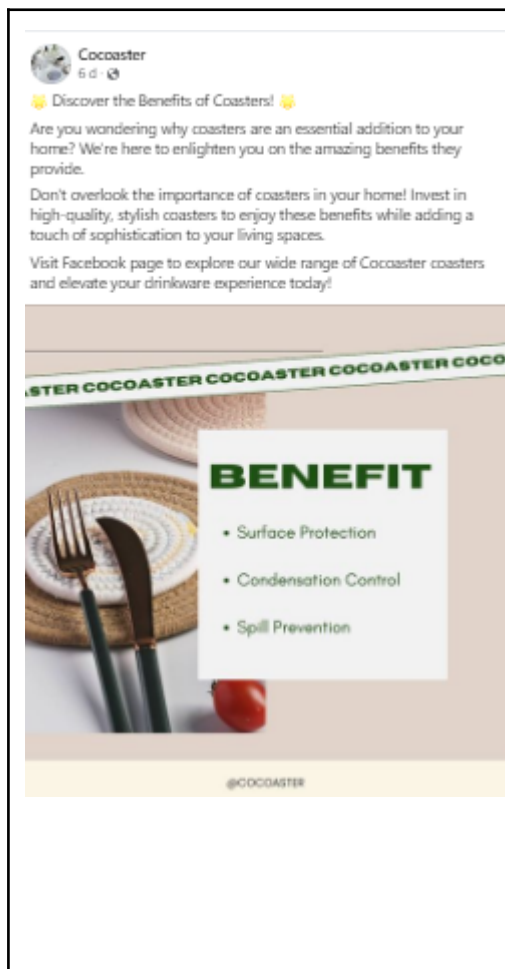


Figure 27 FB post - copywriting (soft sell)

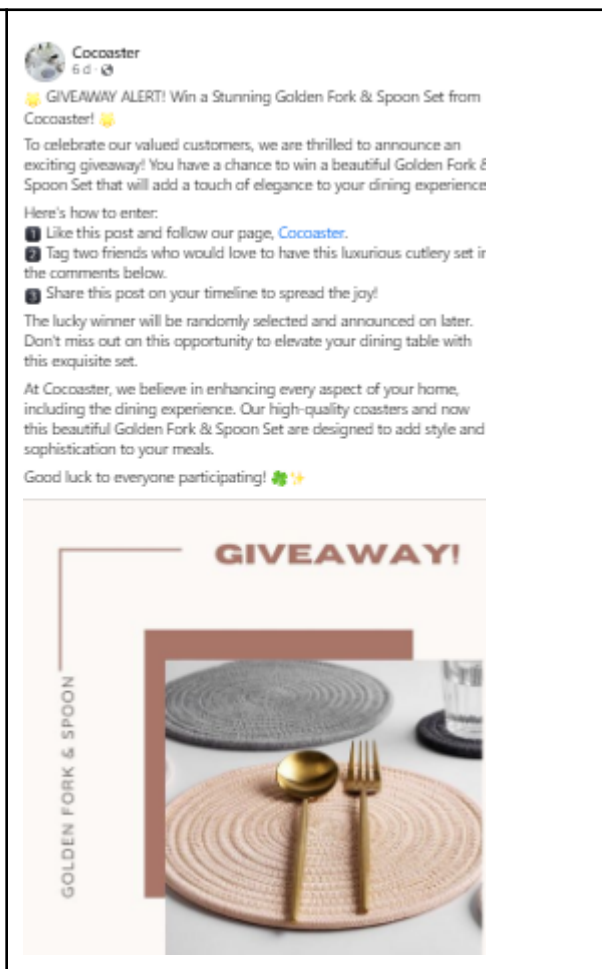


Figure 28 FB post - copywriting (soft sell)



Figure 29 FB post - copywriting (soft sell)

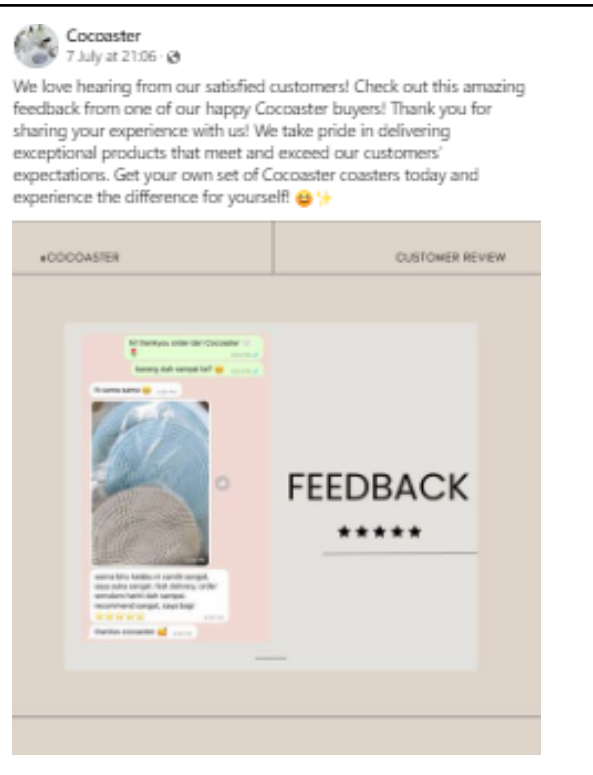


Figure 30 FB post - copywriting (soft)

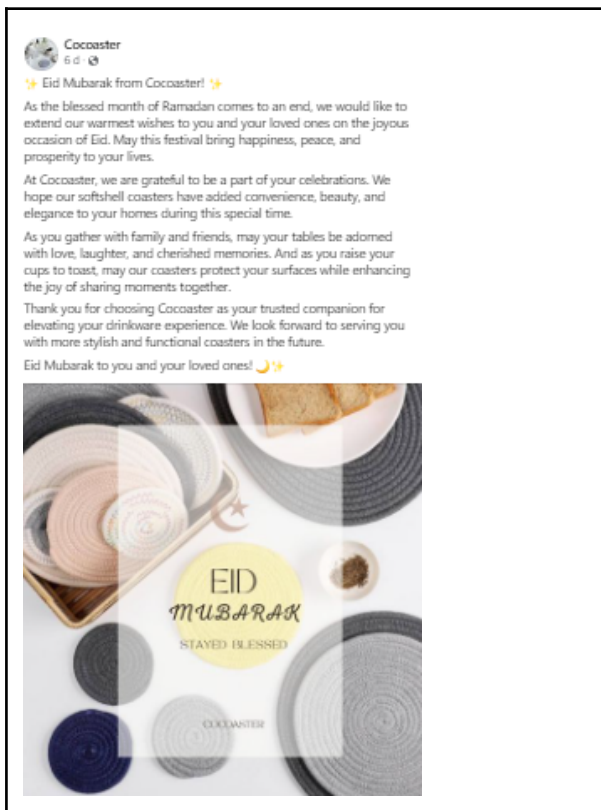


Figure 31 FB post - copywriting (soft sell)

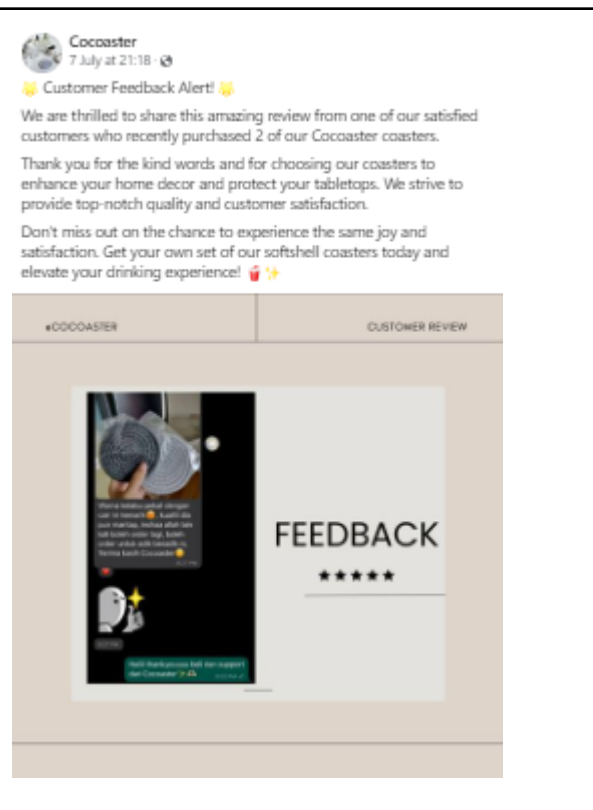


Figure 32 FB post - copywriting (soft sell)

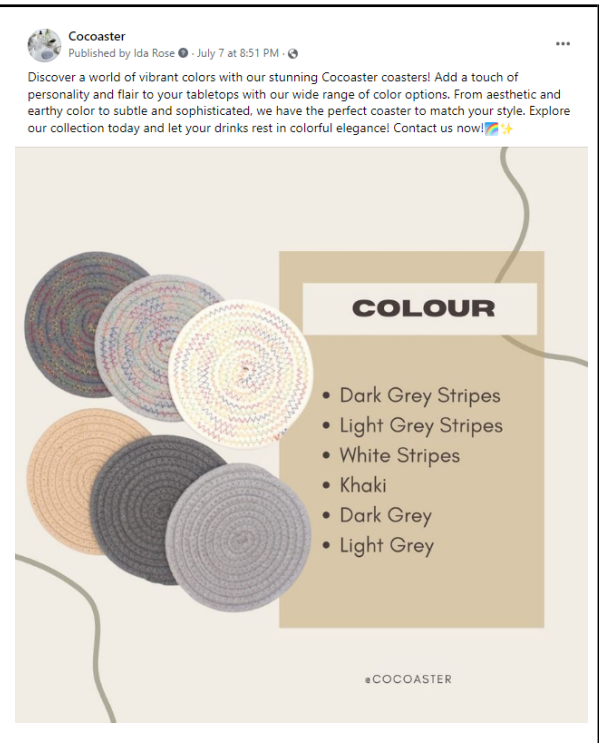
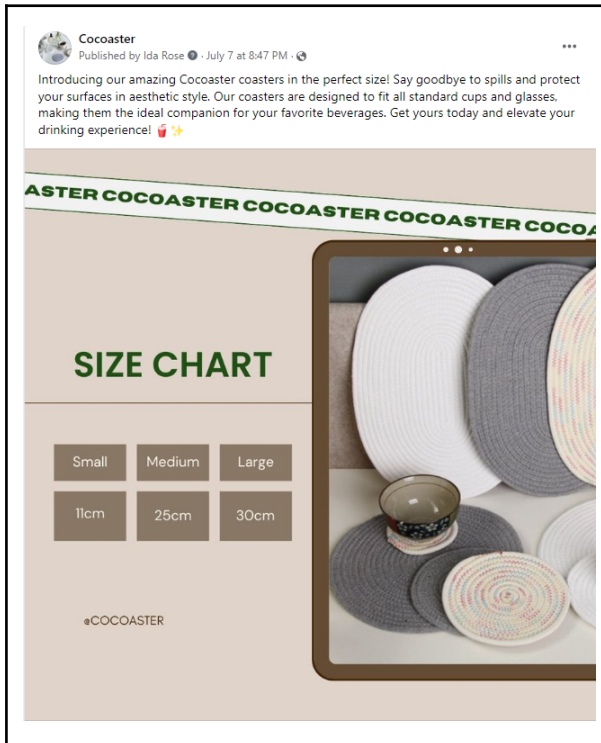


Figure 33 FB post - copywriting (soft sell)

Figure 34 FB post - copywriting (soft sell)

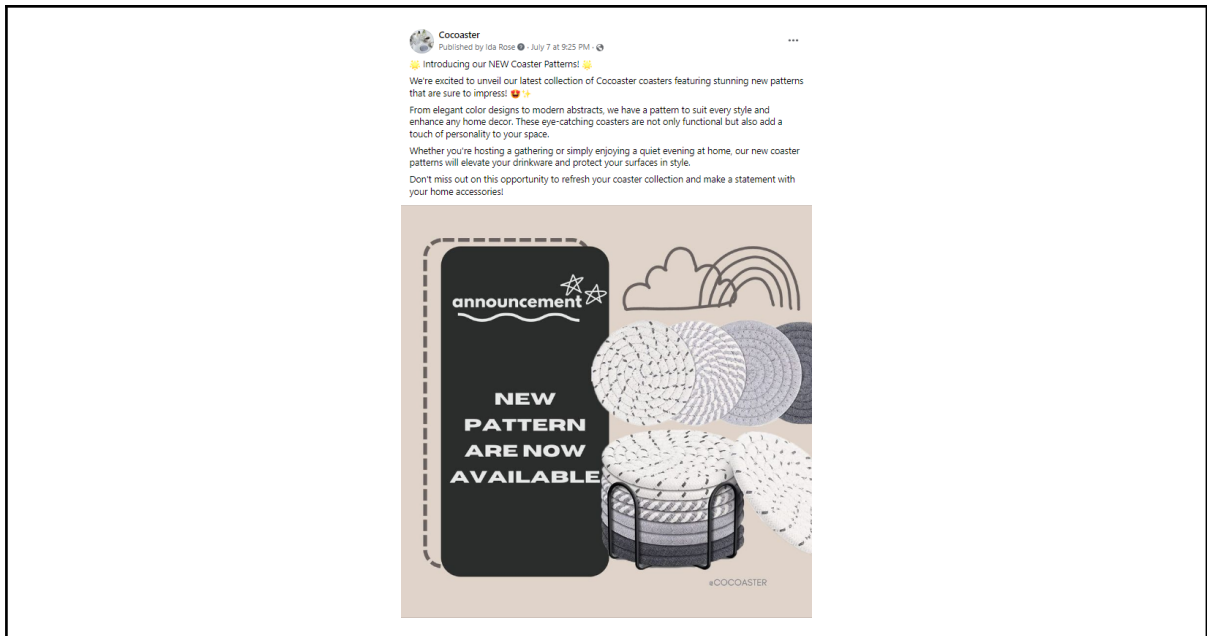


Figure 35 FB post - copywriting (soft sell)

#### 4.6 Relevant graphics to each post/copywriting



Figure 36 Relevant graphic to each post/copywriting



Figure 37 Relevant graphic to each post/copywriting

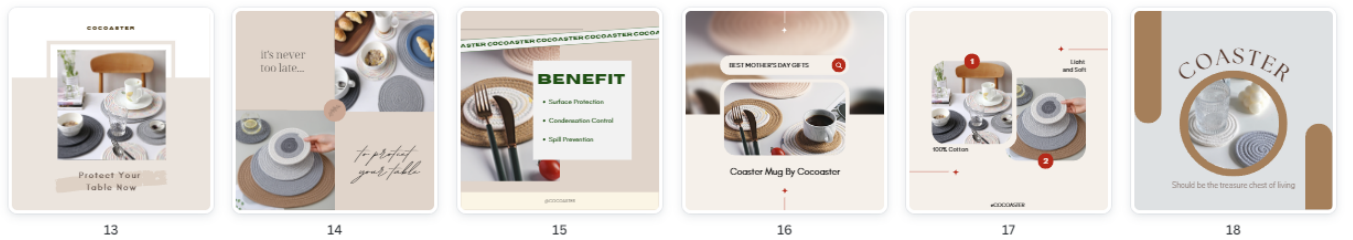


Figure 38 Relevant graphic to each post/copywriting



Figure 39 Relevant graphic to each post/copywriting



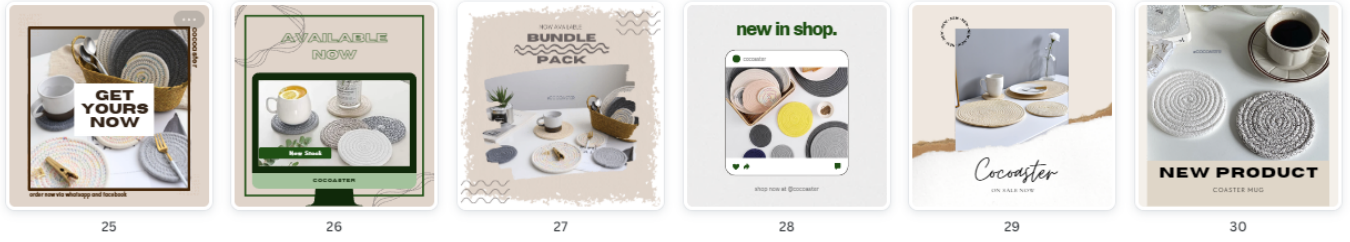


Figure 40 Relevant graphic to each post/copywriting



Figure 41 Relevant graphic to each post/copywriting

## 4.7 Sales report

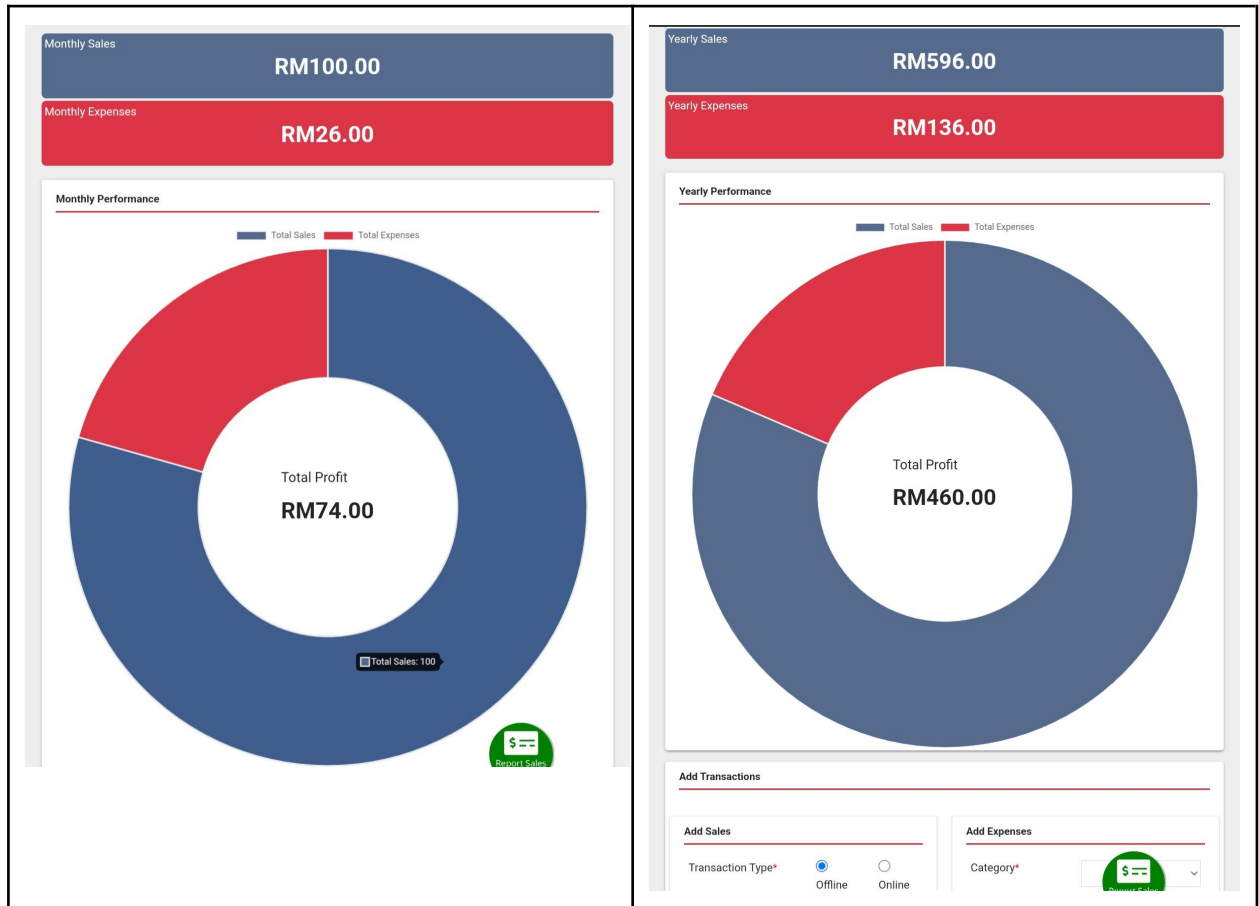


Figure 42 Sales report Cocaster



## 5.0 CONCLUSION

To conclude everything that has been stated above, marketing and promoting the business through a Facebook page is the best method for business marketing and advertising. As a seller of a food business known as Cocoaster, we can conclude that by operating our company through our Facebook page, namely Cocoaster, we are able to market and promote our products and services under our current business brand among Facebook users, particularly those in our business area.

Cocoaster has successfully utilized Facebook as a platform to sell our exceptional coasters. With our hard sell copywriting techniques, we have effectively captured the attention of potential customers as they scroll through their newsfeeds. Through attention-grabbing headlines, clear value propositions, persuasive language, and social proof, we have communicated the unique benefits of Cocoaster coasters and instilled a sense of urgency to prompt immediate action. Our strong call-to-action directs users to make a purchase, while limited-time offers and promotions create a sense of exclusivity and encourage quick decision-making. By leveraging Facebook as our sales platform, Cocoaster has effectively reached and engaged with our target audience, leading to increased sales, conversions, and overall business success.

Additionally, Facebook offers a highly interactive and social environment, allowing users to engage with our brand, and provide feedback through comments and reviews. This creates opportunities for organic growth and word-of-mouth marketing as satisfied customers spread the word about their positive experiences with Cocoaster coasters.

Other than that, Facebook does not only give benefits to our business; it also gives benefits to ourselves as well. By operating our business through Facebook, we can enhance our knowledge of IT and be more creative in terms of writing a good caption for hard-sell and soft-sell marketing on Facebook. A good combination of soft and hard selling can impact our business and attract many customers to buy our product. Obviously, Facebook is not the only platform we use to promote our product; we also use Instagram and any other available platform. However, Facebook is known as the most extensive social network in the world, with nearly 2.5 billion monthly active users. Surely it is a good platform to market businesses and help them grow faster. We also prefer Facebook over other social media because it is easy to acknowledge the existence of our product.

Overall, Cocoaster's strategic use of Facebook as our primary selling platform has not only facilitated sales and conversions but also provided valuable targeting capabilities, insights and analytics, opportunities for engagement and organic growth, a seamless shopping experience, and flexibility for continuous optimization. By leveraging the power of Facebook, Cocoaster has positioned itself for success in the competitive coaster market and continues to grow and thrive as a brand.

Lastly, what we have learned from this project is that the usage of social media is very important for the operation of a business, particularly in this day and age when everyone uses social media to engage with one another, do online shopping, and do a variety of other activities. As a start-up business, it is essential for us to remain current on all the most recent events and developments in our industry. This presents us with the option to seize the day in these modern times while utilising social media as a venue for the sale of items.