COLLEGE CREATIVE OF ARTS
UNIVERSITI TEKNOLOGI MARA
PUNCAK ALAM

KROMARAINZ

DESIGN AND ARTS

SOCIAL MEDIA (FACEBOOK) PORTFOLIO

SUBJECT:
ENT530
PRINCIPLES OF ENTREPRENEURSHIP

STUDENT:

KHAIRIN SYAHEEDA BINTI ISMAIL
(2020986467)

NURSYAMIMI BINTI MOHD. NORNAFIAH
(2021106173)

GROUP:
AD2334A

LECTURER:

MADAM NORFAZLINA GHAZALI

ACKNOWLEDGEMENT

In the name of Allah, the Most Gracious and the Most Merciful.

All glory be to Allah, who has provided us with the power and knowledge to fulfill our task. This assignment is part of my Principles of Entrepreneurship course. This task has been quite beneficial and a valuable learning experience for us.

we want to thank our supportive professor, Madam Norfazlina Ghazali, for providing us with helpful guidelines and unwavering support in a variety of ways. Also, please advise us on many aspects of the assignment.

We put together a lot of effort into this project. However, it would not have been workable without the guidance and support of our parents and family. They also provided me with many ideas and assisted me in a variety of ways. I would like to thank my mother and family for their cooperation and encouragement, which helped me in finishing the project. Finally, this assignment has taught me many things, particularly how to enter the corporate world and how to adapt to the ever-changing market and environment to become successful people.

Executive Summary

The principle of Entrepreneurship subject is compulsory for students in semester 4. In this assignment, each of the students is required to choose a product as their business and compose social media portfolio through a Facebook page as the platform to run the online marketing campaign. This is the pair project I made, Khairin Syaheeda Bt Ismail and my partner Nursyamimi Bt Mohd. Nornafiah.

By utilizing Facebook for marketing, we have to provide the created Facebook page, customize the URL Facebook page, teaser posting, copywriting on the hard sell and soft sell, and support the posting with good graphics for online marketing.

We as students are also required to register in the go-eCommerce system to get access to the online module by MDEC. Lecturers also have to register go-eCommerce portal to enable the student to choose the name of the lecturer who taught when filling up the go-eCommerce. Besides that, we also registered our business in SSM and MyENT.

TABLE OF CONTENT

GO-ECOMMERCE REGISTRATION

| PERSONAL PROFILE | BUSINESS PROFILE |

Personal Information

KHAIRIN SYAHEEDA BINTI ISMAIL

Edit

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

Figure 1.1 Go-Ecommerce Personal Profile

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			
Level of Study	:	Bachelor Degree	Study Status	:	Full time
Course Name	:	ENT530CAAD	Class Name	:	ENT530CAAD
Subject Name	:	ENT530CAAD	Year Enrolling the subject	:	2023
Month Enrolling the Subject	:	3	Lecturer Name	:	Norfazlina Ghazali
Internship Enrollment	:	No	Year Of Internship Enrollment	:	0
Month of Internship Enrollment	:	-	Period of Internship Training	:	
Expected Year To Complete Study	:	2024	Expected Month To Complete Study	:	2
Related To Study Field	:	Yes			

Edit Delete

Figure 1.2 Go-Ecommerce Institution Information

KHAIRIN SYAHEEDA BINTI ISMAIL

Company Name	:	KROMARAINZ DESIGN & ARTS	Company Registration No.	:	003463730-K	Edit
			Business Role	:	Service Owner	
Type Of Business	:	Sdn. Bhd	Business Category/Business Sub-Category	:	Household, Hobbies & Lifestyles / Arts & Craft	
Facebook Page	:	https://www.facebook.com/Kromarainzdesignnartz				
			Business Instagram Page	:		
Wechat for Business	:		Business Website	:		
Marketplace	:		Type Of Website	:		
Business Related to Your Study Field	:		Experience in International Export	:		

Figure 1.3 Go-Ecommerce Business Profile

eUsahawan™

Certificate of Completion

This acknowledges that

KHAIRIN SYAHEEDA BINTI ISMAIL

has successfully completed

eUsahawan Course

Level 1 – Go Digital

organised by

MDEC

This is a digital-generated certificate. No signature is required.

Figure 1.4 MDEC e-certificate

Personal Information

NURSYAMIMI BINTI MOHD. NORNAFIAH

Name	:	NURSYAMIMI BINTI MOHD. NORNAFIAH
New Identity Card No.	:	
Email Address	:	
City	:	
State	:	
Personal Facebook	:	
Gender	:	Female
Marital Status	:	Single

Phone/Mobile	:	
Home Address	:	
District	:	
Postcode	:	
Personal Instagram	:	
Race	:	Malay
Special Need Required	:	No

Figure 1.5 Go-Ecommerce Personal Profile

UiTM Puncak Alam - NFG ENT530 BA2333A

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			
Level of Study	:	Bachelor Degree	Study Status	:	Full time
Course Name	:	NFG ENT530 BA2333A	Class Name	:	ENT530 BA2333A NFG
Subject Name	:	Principles of Entrepreneurship	Year Enrolling the subject	:	2023
Month Enrolling the Subject	:	3	Lecturer Name	:	Norfazlina Ghazali
Internship Enrollment	:	No	Year Of Internship Enrollment	:	
Month of Internship Enrollment	:		Period of Internship Training	:	
Expected Year To Complete Study	:	2024	Expected Month To Complete Study	:	2
Related To Study Field	:	Yes			

Figure 1.6 Go-Ecommerce Institution Information

NURSYAMIMI BINTI MOHD. NORNAFIAH

Company Name	:	KROMARAINZ DESIGNS & ARTS	Company Registration No.	:	003463730-K
			Business Role	:	Service Owner
Type Of Business	:	Sdn. Bhd	Business Category/Business Sub-Category	:	Household, Hobbies & Lifestyles / Arts & Craft
Facebook Page	:	https://www.facebook.com/Kromarainzdesignnartz			
			Business Instagram Page	:	
Wechat for Business	:		Business Website	:	
			Type Of Website	:	
Marketplace	:		Experience in International Export	:	
Business Related to Your Study Field	:				

Figure 1.7 Go-Ecommerce Business Profile

MYENT CERTIFICATE

Akademi
Pembangunan PKS dan
Keusahawanan Malaysia
(MASMED)

UNIVERSITI TEKNOLOGI MARA

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar	: 2020986467
Nama	: KHAIRIN SYAHEEDA BINTI ISMAIL
Program Pengajian	:
Fakulti	: Faculty of Art & Design
Kampus	: Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan	: Online
Bidang Perniagaan yg diceburi	: Kesenian
Tempoh Berniaga	: SATU TAHUN
No. Pendaftaran Perniagaan	: 003463730-K
URL Perniagaan	: https://www.facebook.com/Kromarainzdesignnartz
Alamat Premis Perniagaan	: 29 JALAN CONGKAK 11/1D
Tarikh Mendaftar	: 18 Nov 2021
Tarikh Kemaskini	: 30 Jan 2023
Tarikh Cetak	: 30 Jan 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 dalam 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 CANSELOR KEUSAHAWANAN UiTM

Malaysian Academy of SME & Entrepreneurship Development (MASMED)

Akademi
Pembangunan PKS dan
Keusahawanan Malaysia
(MASMED)

UNIVERSITI
TEKNOLOGI
MARA

MASMED YOUNG ENTREPRENEUR
(MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar	: 2021106713
Nama	: NURSYAMIMI BINTI MOHD. NORNAFIAH
Program Pengajian	: SARJANA MUDA SENI REKA GRAFIK (KEPUJIAN)
Fakulti	: Faculty of Art & Design
Kampus	: Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan	: Online
Bidang Perniagaan yg diceburi	: Kesenian
Tempoh Berniaga	:
No. Pendaftaran Perniagaan	:
URL Perniagaan	:
Alamat Premis Perniagaan	:
Tarikh Mendaftar	: 16 May 2023
Tarikh Kemaskini	:
Tarikh Cetak	: 29 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 CANSELOR KEUSAHAWANAN UiTM

Malaysian Academy of SME & Entrepreneurship Development (MASMED)

SSM REGISTRATION

SURUHANJAYA SYARIKAT MALAYSIA
COMPANIES COMMISSION OF MALAYSIA

BORANG D (KAEDAH 13)

PERAKUAN PENDAFTARAN
AKTA PENDAFTARAN PERNIAGAAN 1956

Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama

KROMARAINZ DESIGN & ARTS
NO. PENDAFTARAN: 202303025304 (003463730-K)

telah didaftarkan dari hari ini sehingga **27 JANUARI 2024** di bawah Akta Pendaftaran

Perniagaan 1956, beralamat di

Bil. Cawangan: TIADA

Bertarikh di **SISTEM EZBIZ** pada **28 JANUARI 2023.**

DATUK NOR AZIMAH ABDUL AZIZ
Pendaftar Perniagaan
Semenanjung Malaysia

4. INTRODUCTION OF BUSINESS

4.1 Name and address of the business

The company name Kromarainz Design & Arts is created based on the combination of Kroma (Based on the Greek word *Chroma* which means color) and rainz (Based on the word 'rain' and also 'rinse' in pronunciation for the word 'rainz'). While Design & Arts is to show the product that we sell our handmade art & designs.

The purpose of choosing this name is to let our creative idea flow like a color that blends and rinse each other into creative products that bring inspiration and also fun at the same time. Using the combination of the two words becoming a name for the company makes it looks unique and memorable. Our tagline is "Keep flowing our imagination into reality" because we are faithfully making a design into art that brings our thoughts come true.
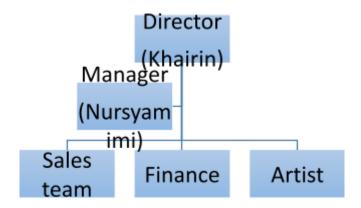
Kromarainz Design & Arts is located at

4.1.1 Business Name: KROMARAINZ DESIGN & ARTS.

Figure 1.2 Business Logo

4.1.2 Address of Business:

4.2. Organizational Chart.

4.3 Mission / Vision

Every company has a unique mission and vision statement that guides how it

Operates under its desired outcomes. We can define the description of the mission as well as explain the purpose of the company. While the vision statement shows the company's declaration of middle and long-term goals for what the company will look like in the future. Because of this, we have made our mission and vision stated down below for long-term business.

4.3.1 Mission.

KROMARAINZ DESIGN & ARTS aims to promote new designing and selling of our unique illustration design specialized in Role-play Games (RPGs) themed.

4.3.2 Vision.

We aim to be the best designer in RPGs themed that fulfill your imagination.

4.4 Description of Products / Services

Kromarainz Design & Arts offers various unique Role-Play games (RPG) themed designs for both characters and weapons for RPG lovers. With an affordable price of RM30 for each of both

presets and customized Pixelate character designs. RM25 for each both presets and customized weapon design. The customers can buy it for themselves or their loved ones. Kromarainz Design & Arts aim to sell assets that only focus on RPG-themed style because we believe our products are marketable for RPG lovers despite their age, look unique and stylish, and are suitable to use for adding to an indie game to make their game project or others. It is also suitable for game designers who need to save time to create their game assets in their game projects.

These unique designs would attract teenagers to use it as a wallpaper icon as their profile picture or even a wallpaper on their phone. The customers can also buy our png pictures as game assets and many more than we provide adding text service on the designs for them to make them easy to contact them. Aside from that, we also provide a customizable design package where the customer can ask us to design for them. The price range can be up to RM 50 to RM 60 where it will depending on the complexity of the design including the colours.

We divided our main products into two categories.
1.   Character design in pixel style
2.   Customized weapon design in classic medieval RPG style.

Figure 2.1 Image of Product (Character)

Figure 2.2 Image of Product (Weapon)
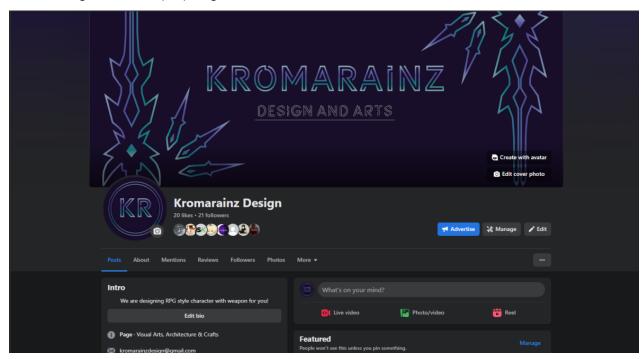
4.5 Price List

Kromarainz Design & Arts provides affordable unique pixel characters and weapons designs for game designers and RPG lovers who like characters or weapons. We consider the minimal budget for the game designer so we can provide with our services and material to come up with the price list as stated below. The price listed below is not the final price for the customer to pay for customized style payment.

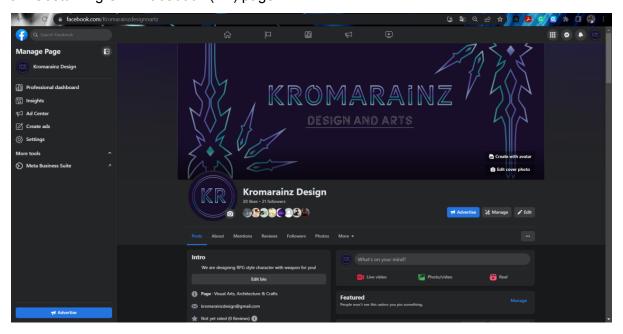| Product Description	Price
Pixel-style Character Design	RM 30
Customized Weapon Design	RM 25

Table 1.1 Product Price List

5. FACEBOOK (FB)

5.1 Creating Facebook (FB) Page

KROMARAINZ DESIGN & ARTS Facebook page was created on **31 December 2022**.

5.2 Costuming URL Facebook (FB) page

FB Pages URL: https://www.facebook.com/Kromarainzdesignnartz

5.2 Facebook (FB) post–Teaser

Kromarainz Design
Published by Khairin Syaheeda · January 25 · ⊕
Coming soon. Something is happening here.
#fantasy #teaser_1

See insights and ads   Boost post

👍 9

👍 Like   💬 Comment   ➤ Share

Kromarainz Design
Published by Khairin Syaheeda ⊘ · January 28 · ⊕
You heard the rumors. What is that..?
#teaser_2

Kromarainz Times
23.12.XXXX
MYSTERIOUS HERO DEFEATS HYDRA
LEDGENDARY SWORD?

See insights and ads   Boost post

👍 5

Kromarainz Design
Published by Khairin Syaheeda ⊘ · May 16 · ⊕
We are upgrading our brand to a new style. Stay tuned. 🌟
#teaser_3

Coming Soon...
KROMARAINZ

See insights and ads   Boost post

👍 1

Kromarainz Design
Published by Khairin Syaheeda ⊘ · 3 days ago · ⊕
Something exciting to start with..?
Let's start by choosing a weapon.
maybe the powerful one?
#teaser_4

KROMARAINZ

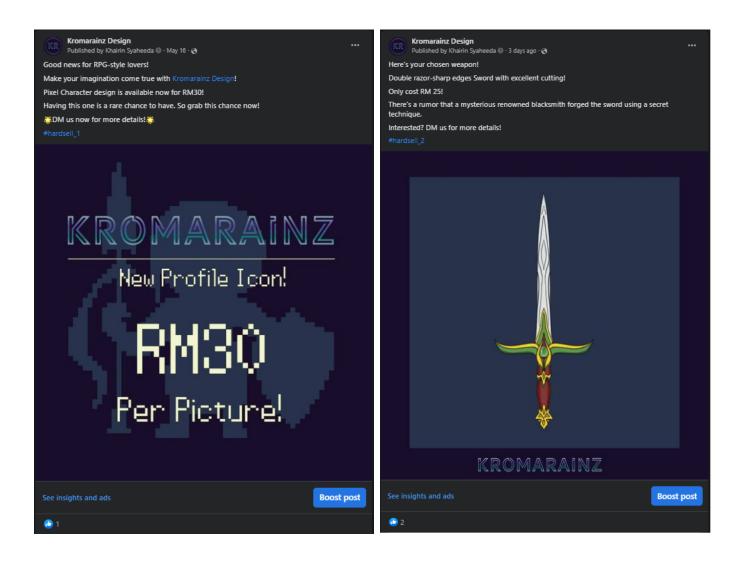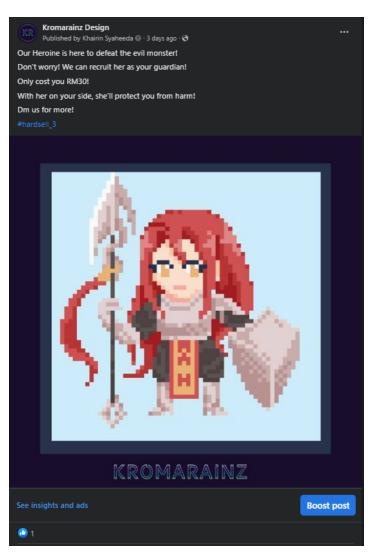See insights and ads   Boost post

👍 1

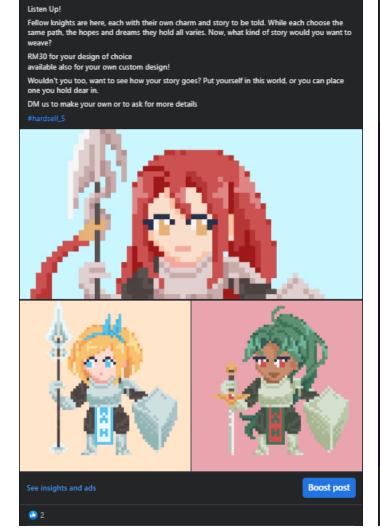Teaser posts are often used to give a sneak peek on the company's business

Products or services they provide. Kromarainz Design started posting teaser posts on the 25

January 2023. We included short but concise copywriting in the posts.

5.3 Facebook (FB) post–Copywriting (Hard sell)

Left post:

Kromarainz Design
Published by Khairin Syaheeda · May 16 · 🌐

Good news for RPG-style lovers!

Make your imagination come true with Kromarainz Design!

Pixel Character design is available now for RM30!

Having this one is a rare chance to have. So grab this chance now!

🌟DM us now for more details! 🌟

#hardsell_1

KROMARAINZ
New Profile Icon!
RM30
Per Picture!

See insights and ads   **Boost post**

👍 1

Right post:

Kromarainz Design
Published by Khairin Syaheeda · 3 days ago · 🌐

Here's your chosen weapon!

Double razor-sharp edges Sword with excellent cutting!

Only cost RM 25!

There's a rumor that a mysterious renowned blacksmith forged the sword using a secret technique.

Interested? DM us for more details!

#hardsell_2

KROMARAINZ

See insights and ads   **Boost post**

👍 2

Kromarainz Design
Published by Khairin Syaheeda ⊘ · 3 days ago · 🌐

Our Heroine is here to defeat the evil monster!
Don't worry! We can recruit her as your guardian!
Only cost you RM30!
With her on your side, she'll protect you from harm!
Dm us for more!
#hardsell_3

See insights and ads   Boost post

👍 1

Kromarainz Design
Published by Khairin Syaheeda ⊘ · 3 days ago · 🌐

This or that..?
Which one that you prefer for making your own RPG story..?
Product Info
1. Pixel Character Design: RM 30
2. Customized Weapon Design: RM 25
Grab yours now!
DM us for more!
#hardsell_4

See insights and ads   Boost post

👍 1

Kromarainz Design
Published by Mimi Thepeanut ⊘ · 2 days ago · 🌐
...

Listen Up!

Fellow knights are here, each with their own charm and story to be told. While each choose the same path, the hopes and dreams they hold all varies. Now, what kind of story would you want to weave?

RM30 for your design of choice
available also for your own custom design!

Wouldn't you too, want to see how your story goes? Put yourself in this world, or you can place one you hold dear in.

DM us to make your own or to ask for more details

#hardsell_5

See insights and ads

Boost post

👍 2

Kromarainz Design
Published by Khairin Syaheeda ⊘ · 22 hours ago · 🌐
...

Salutation to the folks who aspired to be a hero!

Just now the blacksmith announced they can forge another powerful weapon. What do you think it would be?

It's a unique-looking spear that looks like a flower. This spear is not only just plain beautiful but also strong against any enemies
Only for RM25!

Customized weapon design is also available for you to have!

DM us for more details and information.

#hardsell_6

See insights and ads

Boost post

👍 2

5.4 Facebook (FB) post–Copywriting (Soft sell)

Kromarainz Design
Published by Khairin Syaheeda · 3 days ago · 🌐

Make your imagination comes true.

In order to fulfill your dream, all you have to do is look for something that makes you feel inspired to be your best image of yourself.

There are so many designs and characters to choose from. Most likely can be found in every kind of game media from PlayStation, PC, Game consoles, and many more!

We provide the best selection for you to streamline your choices.
DM us for more!

#softsell_2

See insights and ads   Boost post

👍 1

Kromarainz Design
Published by Khairin Syaheeda ⊘ · 3 days ago · 🌐

Fun facts about Role-play games.

Role-playing games (RPGs) are a genre of games where players assume the roles of fictional characters and take part in an interactive story or adventure. In these games, players typically create and develop their characters by making choices about their attributes, abilities, and skills. RPGs can also take various forms, including tabletop role-playing games (TRPGs) and video games.

Role-playing games provide an opportunity for players to step into the shoes of their characters, make decisions that shape the story, and experience adventures and challenges in a fictional world. They offer a blend of imagination, storytelling, character development, and strategic gameplay, making them a popular and engaging form of entertainment.

If you wish you want to have one for yourself but didn't know how to start. You can DM us for more!

#softsell_3

See insights and ads   Boost post

👍 1

What's up! It's time to be a nerd to gain more EXP!

So.. what is the class system in role-play games?

The class system in role-playing games (RPGs) is a mechanic that categorizes characters into distinct roles or professions, each with unique abilities, strengths, and weaknesses. The class system is a way to differentiate and specialize characters within the game world, allowing players to choose a specific archetype or play style for their character.

In RPGs, classes often define a character's role in combat or within the game's mechanics. Here are some typical classes found in RPGs:

Warrior/Fighter/Knight: These classes specialize in close combat, wielding weapons and armor to deal with physical damage and withstand attacks. They are often the frontline defenders and excel in strength and durability.

Mage/Wizard/Sorcerer: Magical spellcasters who harness elemental or arcane powers to cast offensive spells, support allies, or manipulate the environment. They typically have a lower physical defense but possess powerful magical abilities.

Ranger/Archer: Skilled with ranged weapons, these characters are often proficient in archery, tracking, and survival. They excel at dealing with damage from a distance and may have abilities related to nature or animal companions.

These are just a few examples, and the specific classes and their abilities can vary depending on the RPG system or game. Some RPGs offer more flexible class systems, allowing players to customize or hybridize classes to create unique character builds.

This is where we can give an opportunity for you. DM us for more information.

#softsell_4

Class System in Rpg

KROMARAINZ

Some of you didn't realize why Role-play games be associated with the fantasy genre?

Role-playing games (RPGs) are often associated with the fantasy genre because they commonly feature elements and themes that are prevalent in fantasy literature and folklore.

Here are a few reasons they relate RPGs and fantasy to one another:

Setting and World-Building: Fantasy RPGs often take place in imaginative and fictional worlds filled with magic, mythical creatures, epic quests, and ancient civilizations. These settings allow players to immerse themselves in rich and fantastical environments, exploring vast landscapes and encountering fantastical creatures.

Magic and Supernatural Elements: Fantasy RPGs frequently incorporate magic systems, where characters can wield spells, summon creatures, or manipulate the elements. Magic adds an extra layer of wonder, mystery, and power to the gameplay experience.

Mythical Creatures and Races: RPGs often include a wide variety of mythical creatures and races, such as dragons, elves, dwarves, orcs, and other fantastical beings. These creatures are deeply rooted in fantasy lore and provide opportunities for unique interactions and diverse character options.

Epic Storytelling: Fantasy stories often revolve around grand quests, heroic journeys, and battles between good and evil. RPGs draw inspiration from this narrative structure, allowing players to embark on epic adventures, save the world, and shape the fate of their characters and the game world.

Sense of Escapism: Fantasy RPGs provide players with an escape from reality into a world of imagination and wonder. The fantasy genre offers a departure from the constraints of the everyday world, allowing players to experience extraordinary events and abilities that are not possible in their own lives.

The fantasy elements in RPGs that we provide can contribute to the sense of wonder, adventure, and limitless possibilities that players often seek in their gaming experiences. DM us for more information.

#softsell_5

Did you know that Dungeons and Dragons is the pioneer of the RPG genre?

The RPG genre owes a significant debt to the game Dungeons & Dragons (D&D), as it played a pivotal role in shaping and popularizing the genre. Dungeons & Dragons is widely regarded as the first modern tabletop role-playing game, and its influence is evident in subsequent RPGs.

Gary Gygax and Dave Arneson created D&D which was first published in 1974. It introduced a rule-based system that allowed players to create their own characters, explore imaginative worlds, and engage in cooperative storytelling. The game used dice rolls and character sheets to determine outcomes, resolve conflicts, and advance the narrative.

D&D incorporated key elements that have become synonymous with RPGs, such as Class and Level Systems, Dungeon Crawling Adventure Modules, and also Game Master and Player Dynamics.

Dungeons & Dragons' success paved the way for the RPG genre to flourish and inspired countless other tabletop and video game RPGs. It introduced core mechanics and concepts that have become fundamental elements of RPGs across different mediums.

To this day, Dungeons & Dragons remains one of the most iconic and influential RPGs, with multiple editions and an enduring presence in pop culture. Its impact on the genre is profound, and many subsequent RPGs draw inspiration from its innovative gameplay, immersive worlds, and collaborative storytelling.

If you wish to make your own RPG game yourself, DM us to get started on your new journey now!

#softsell_6

Dungeons and Dragons in RPG

KROMARAINZ

4.   CONCLUSION

Overall, we are very thankful to be able on completing this Social Media Portfolio for the subject Principles of Entrepreneurship code ENT530. As a student in this subject, we can manage a product business and promote the business on Facebook as the marketing platform.

Through this assignment, we created online marketing through a Facebook page by using the marketing tools such as Facebook posting. The posting contains teasers, hard sells, and soft sells posting. By doing this, it taught us to be more creative and engage constantly with the customer via social media mainly Facebook.

During completing this assignment, We learned how to manage online marketing, create good content for the marketing, engage with customers, and rising the number of sales constantly to keep the business running well. All in all, we are very proud to have this chance to use our ability and gain extra knowledge aside from our main core subject which is creative game design.