

RINSCARVES



اَوْنِيُوْرَسِيْتِي تِي كُوْلُوْمِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF BUSINESS AND MANAGEMENT
INDIVIDUAL ASSIGNMENT
SOCIAL MEDIA PORTFOLIO
ENT530
JBA 249 3A**

PREPARED FOR :

Madam Jannah Munirah Binti Mohd Noor

PREPARED BY :

STUDENT NAME	STUDENT ID
Nurul Arina Syahira Binti Razali	2018272814

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ACKNOWLEDGEMENT

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EXECUTIVE SUMMARY

For this semester, all of students that take entrepreneurship subject have to choose one product and sell them. The purpose for this report was to analyze and observe the credibility of the company on what kind of marketing strategy that they choose in order for them to enhance the customer company used to attract and gain customers is through social media which is Facebook and make them purchase product from the Rin's Store Enterprise.

In addition, this report also reported on how frequent the company promoting and advertise their product in the social media especially Facebook. Facebook was chosen because many people nowadays including all ranges of ages that used Facebook. Each company required to post varieties of strategies to advertise the product. In posting at the Facebook it includes the teasers, hard sells and also soft cells. This is because social media is a good way for engaging and interacting customers. The more company communicate with the audience, the more chances company have of conversion and this will create two-way communication.

As Facebook provides many kinds of advertising, it could help company to reach their potential customers faster than other company could do. This will make the company could achieve their targets to increase their sales. It also can gain interests about the product that they sell towards their customers. Thus, Facebook connection makes company and customers are more probable to upsurge customer retention and customer loyalty.

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BUSINESS REGISTRATION



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**** BUSINESS INFORMATION ****

NAME	RINSCARVE ENTERPRISE
REGISTRATION NO.	21140271570001520000
PRINCIPLE PLACE OF BUSINESS	21, JALAN BERLIAN 21, TAMAN BUNGGAMAYA, 81200 SIMPANG RENGAM, JOHOR
BUSINESS OWNERSHIP	SOLE PROPRIETORSHIP
BUSINESS START DATE	01/01/2019
REGISTRATION DATE	01/01/2019
BUSINESS EXPIRY DATE	01/01/2020
STATUS	ACTIVE

**** BUSINESS TYPE ****

PAKAIAN

**** BRANCH INFORMATION ****

** NO BRANCH **