



اُونِيُوَرْسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ACCOUNTANCY

PRINCIPLES OF ENTREPRENEURSHIP

(ENT530)

INDIVIDUAL ASSIGNMENT

(SOCIAL MEDIA PORTFOLIO)

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Submitted to:

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EXECUTIVE SUMMARY

The assignment is the study on how to run a business using social media platform. I choose to run a business of selling hijab for Muslimah. In running this business, I learned something new which is how to promote the products using Facebook. Facebook is a strategic platform for entrepreneurs to market their products or services as it is a networking and e-commerce site. I also learned on how to create sales posting such as teaser, soft sell and hard sell with a good copywriting. An effective "soft sell" can help entrepreneurs in answering customers' enquiries.

In addition to this, I learned how to introduce product and approached customer effectively. We need to set our customers target in order to make sure that our business running smoothly. We need to know the customer needs to form a strategy and have knowledge in handling problems in the future.

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1.0 BUSINESS REGISTRATION



BORANG D (KAEDAH 13)



PERAKUAN PENDAFTARAN AKTA PENDAFTARAN PERNIAGAAN 1956

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