



اَوْنِبُوْرَسِيْتِيْ تِيْكَنُوْلُوْجِيْ مَارَا
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SOCIAL MEDIA

FACEBOOK PAGE REPORT

BUILDEKO FLOOR TECH

COURSE ENT350 - PRINCIPLES OF ENTREPRENEURSHIP (CASE STUDY)
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GROUP NBH6B

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EXECUTIVE SUMMARY

This report was commissioned to examine the usage of Facebook Page for business. Facebook provides major value benefits to approaching 1 billion users around the globe. Facebook has also become an important part of the communications and marketing strategies of millions of businesses, large and small. Businesses use Facebook to keep users up to date, study user reaction to new products and measure the impact of general media events. To make the customers wanting a product, enhancing its sale and continuing with the sales figure need a lot of homework to be done.

Facebook is a social website (Trusov, Bucklin, & Pauwels, 2009) like many in line but has ended with legendary figures. To bring the content of the site sellable it needs to be more relevant to the mass without any discretion of caste and tribe. Making it global has made the team to put their heart into its production.

A product starts with the idea of doing, followed by its design, its making, launching, selling strategies basically drawing a roadmap, making things quite easier to the team players. The study considered talks about strategies adopted to market the product in consideration. The focus has to consider the target audience, approach taken to bring in the crowd and make them buying the product.

INTRODUCTION OF BUSINESS

BUILDEKO FLOOR TECH

BUILDEKO FLOOR TECH RESOURCES (SA0451406-x) is a Malaysian company known as the house of vinyl tile flooring, interior film and bio-stone which is manufactured and imported directly from Korea. Over year of inspiration and innovation have created a diverse portfolio of brands, encompassing an extensive product range. The approach to product development has always been to offer value through focused innovation, an ethos they continue to foster in order to deliver market-led solutions for clearly defined residential, commercial and institutional sectors. Buildeko Floor Tech commitment to and investment in research and development means innovative processes and techniques are at the forefront of change, delivering continual improvement in product performance to meet the growing demands of our markets. Products are easy to install, clean and maintain. It is also environmentally friendly, durable and economical due to its robust and abrasive resistance quality by Bumiputera.

Buildeko FT trends to provide *High Quality* and *Exclusive Design* to customer with *extensive collection* to suit every budget, design and lifestyles of Home Owners, Commercials, and Industries. Their aim is to provide fashionable designs, excellent quality and timely delivery. They are engaged in providing the most technically suited and artistically brilliant solutions for their customers.

MISSION & VISION

Customer Management

All our activities are customer centric, concentrates on the most competitive quality and services to meet its clients' needs and desires.

Environmental Management

Environment is regarded as the most important value in the 21st Century. Therefore, we are making efforts to protect environment through all of our production processes such as technology, development, manufacturing through to disposal.