



PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

SOCIAL MEDIA MARKETING

SAFRA SCARF

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ACKNOWLEDGEMENT

Assalamualaikum w.b.t. First of all, I would like to thank Allah the Almighty for giving strength and courage to me for the opportunity to create this Facebook page for my Social Media Marketing Principles of Entrepreneurship assignment and to accomplish this Facebook page within the time given. Without his help and grace, this task could not have been completed.

Furthermore, I would like to express my deepest gratitude to my lecturer, Madam Salzainna Zainul Abidin for all guidance, advice, and encouragement throughout the development of this project. Other than that, it always a pleasure to remind the fine people around me such as my family and friends who would always help me out in any circumstances. They are always there and easy to keep in touch with to give an idea, telling their experiences about entrepreneur and more.

EXECUTIVE SUMMARY

Social media marketing is refer to the process of gaining an attention toward the social media user for certain thing. The social media marketing has been one of the main weapon for the businesses in making their product more notice able in the market this day.

Based on the task that been given, the researches has been assign to create an Facebook Page (FB) that purposely for the marketing and selling the product. The researches has collaboration with the local business in Jerantut, Pahang. The product that has been given to be use is shawl. Based on the Madam Salzainna Zainul Abidin, She has put several thing that need to been follow in the Facebook Page such as there posting must have the Teaser for the product, Soft Sell and Hard Sell other than that there were couple posting that need to be post. The Researches also need to be register under E-Commerce as one of the rule before joining the business.

In this report the researches will provide the proof of the company such as provide some of the item that been posting in FB and provide the business background which on this case will more focusing on the company that been collaboration.

Based on the product that been choose, the reason behind the chosen of shawl as the main product is to identify the need of Muslim women to wear the hijab in style. Other than that we believe that shawls can be easy and beautiful to wear. We also believe that this product can be last long in the market due to the needed of the customer.

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INTRODUCTION

Becoming an entrepreneur is much easier than a decade ago. Living in the age of technology has increased the opportunity to spread the marketing of someone's product or service they sell. From computers to smartphones, anyone can access and understand a product or service that someone has suggested. The only difference in how successful their entrepreneurship is is how entrepreneurs can manage the strategy of selling their products or services to the community.

Social media can be defined as a platform where people use to connect and interact with others. Facebook, Twitter, Instagram and other social applications known as social media. In this report shows how a product can be marketed using Facebook. Facebook is one of the social media where we can promote, post details, photos, videos and information about our products that can be seen by others and contact the seller via the phone number provided or send the message directly on Facebook Messenger.

The product promoted for this task is Safra Scarf. Safra Scarf is a shop that sells shawls. The product being promoted is a drop ship product from my sister and it was part of supporting her business while creating this Facebook page for Social Media Marketing assignments. This shawl costs RM45 a piece and consists of many color options.