



اَبُو سَيِّدٍ تَكُونُ لَوْ كُنَّ مَنَارًا
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MARA

Fakulti
Seni Lukis
& Seni Reka

FACULTY OF ART AND DESIGN

ENT 530

PRINCIPLES OF ENTREPRENEURSHIP

ASSIGNMENT 2

SOCIAL MEDIA REPORT

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TABLE OF CONTENT

		PAGE	
COVER PAGE	i	ACKNOWLEDGEMENT	ii
TABLE OF CONTENT			iii
1. INTRODUCTION OF BUSINESS			4 - 5
2. FACEBOOK PAGE			6
3. FACEBOOK'S TEASER POSTS			6 - 8
4. COPYWRITING SOFT SELL			9 - 18
5. COPYWRITING HARD SELL			20 - 28
6. CONCLUSION			29

1.0 INTRODUCTION OF BUSINESS

1.1 Introduction

"MUSCLE MATRIX" is an online based entrepreneurship that sells protein powder. I chose this brand and product because I want to promote a healthy fitness lifestyle and also because I am also a regular user of this product..

I applied as a MUSCLE MATRIX dropshipper from an advertisement from an Facebook account as they need dropshippers and agents. I had Mr Qanda who guides me on the details and information about the products. The dropship

commission is RM20 for each bottle sold. I choose to operate my business by social media which is making Facebook with a page ('Protein Monster' with URL link created <https://www.facebook.com/Protein-Monster-103176248372476/> .

1.2 Mission

1. To build good relationship with customers and gain their loyalty and trust.
2. To promote healthy products to the younger generation and sharpen brand marketing of quality product.
3. Providing excellent service that exceed the expectations of customers.

1.3 Vision

To enhance the skills and professionalism in business management.

1.4 Product and Price





product/packaging

Previously, MUSCLE MATRIX only had 2 original flavour which is Chocolate and Vanilla but now they have expanded to 4 new products which is Honey, Milk , Mocha and Coffee.

For the price, Muscle Matrix is sold RM120 per bottle. The pricings are very reasonable due to the premium ingredients.

2.0 FACEBOOK PAGE

