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UNIVERSITI
TEKNOLOGI
MARA

INDIVIDUAL PROJECT

FACULTY OF BUSINESS MANAGEMENT

PRINCIPLE OF ENTREPRENEURSHIP

(ENT530)

PROJECT : SOCIAL MEDIA (FB)

NAME OF PAGE BUSINESS : BANTAL HOTEL DAG

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AKNOWLEDGEMENT



Alhamdulillah to Allah S.W.T for the completion of my Social Media Portfolio which is one of the requirements that needs to be accomplishing in the course work assessment for subject code ENT 530.

I would like to express my deepest appreciation to all those who provided me the possibility to complete this portfolio. A special gratitude I give to our Social Media Portfolio lecture, Madam Zanariah Binti Zainal Abidin, whose contribution is stimulating suggestion and encouragement, helped me to coordinate my portfolio especially in my writing on report.

Furthermore, I would also like to acknowledge with much appreciation to my entire friend that always support me and help me to finish my report on due date. Through this portfolio, I able to learn and manage how to run online business in proper way by using Social Media which is Facebook, from this assessment a lot of knowledge I gain in order to get customer with interactive advertising and skill such as from teaser , soft sell and hard sell method.

EXECUTIVE SUMMARY

DAG Pillow is one of the best pillow brands in Malaysia. We have wide variety of products and have the uniqueness that suits everyone. In addition to ensuring my customers are always good, our goods are also guaranteed as high as enjoyable at the 7 star hotel. DAG pillow is easy and easy to keep. No need to bother or need special tools, our pillows can be washed using a washing machine or can only be sunbathed. With good care our products can last for at least 2 years.

Retaining and gaining DAG Pillow customers is very hard because in the Facebook page have already had a several page & agent that selling this product. In order to ensure that 'Bantal Hotel DAG' pages can gain more profits and views, I need to think a market strategy to attract customer buy this pillow at my Facebook page and feel satisfied with my services while entertain their WhatsApp and Direct Message and also my product. This can be achieved if I employ the best customer service admin who have experience in handling orders, promptly attending to complaints and inquires through WhatsApp and Facebook page Direct Message. We also intend to provide a feedback box for customers to make a complaint or a suggestion about our product and customer service, it can help for business development in future.

In addition to reinforcing strategies for maintaining customer loyalty towards 'Bantal Hotel DAG' pages, expending and exploring ways to promote this online product and services business in social media is important. Skill and ways to know how to attract customers are important. Starting by posting a teaser can give customer a sense of excitement to know which product are been selling. Next is the skills to make soft sell that can give customers an idea what exactly the business that I'm going to sell and lastly is the Hard Sell skills is to attract customers to buy my products by promoting and reveal the price and contact number.

DAG Pillow can further enhance this entrepreneurial knowledge to further develop this business in the near future.

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1.0 INTRODUCTION OF BUSINESS

1.1 Name and address of business

Name of this business is a DAG Pillow. This business address is No 24, Jalan Platinum 7/53, Section 7, 40000 Shah Alam, Selangor Darul Ehsan. This business is only conducted by one staff member and she also is the owner of DAG Pillow page. Because of only one person who in charge of doing this business, the task of the DAG Pillow owner is to manage and updating the Facebook pages of “Bantal Hotel DAG” page by promoting the product released in the social media. In addition, the owner of this business also needs to records buyer details, cash flows of the business and entry by providing sales reports to ensure that company’s finance all in a good condition. Instead of that, the owner also in charge in marketing the product such as taking picture of the new released product and also managing the postage and shipping items that ordered by the customers.

1.2 Organizational Chart



Owner

Muhammad Akram Hafeez Bin Hj Mahusain

1.3 Mission and Vision

Mission

DAG Pillow will ensure became no .1 Asia brand in quality sleep wear products international hotel.