SOCIAL MEDIA PORTFOLIO

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

FACULTY & PROGRAMME	:	**FACULTY OF ART & DESIGN (AD244)**
SEMESTER	:	**5**
NAME	:	**MUHAMMAD FAZREEN BIN MOHAMMAD JAAFAR**
STUDENT ID	:	**2019527683**
GROUP	:	**AD2445B**
LECTURER	:	**SIR MUHAMMAD HAFIZI ZAMRI**

ACKNOWLEDGMENT

First of all, I would like to express my gratitude and appreciation towards my lecture, Sir Muhammad Hafizi Zamri for his dedication and time in teaching us this subject. He also has guided us along the way to complete this social media report.

Moreover, I am beyond grateful to my parents for their understanding which allows me to finish the assignment during ODL. This assignment could not be done on time without support from all of them.

In completing this social media report, I have learned valuable lessons and gained new knowledge in setup business. Therefore, thank you to everyone who helped me by contributing either directly or indirectly.

EXECUTIVE SUMMARY

GRAFEET Design provides graphic design services for their customers. Our business offer affordable services to our beloved customers by giving them a different package with different range of prices. Also, we served our customers with a free of charge consultation for them to meet us before proceeding in designing part.

Our target audience is a group of people who are looking design service at low cost and need options with different styles design effect for them to choose in order to meet their preferences. GRAFEET Design also targeting businessman who is about to start new business and in need of ideas for their logos, poster and others.

We do not target any specific area because our customers can be from anywhere as long they are seeking for design services. Our services can actually be done and deal online and we do not require to have a face-to-face discussion if it is not convenient for them.

The marketing strategy that is used by GRAFEET Design is the lists prices that is provided from the design packages. Whatever guarantee their satisfaction, negotiation on the discount is acceptable. This strategy will attract customer's attention as we value the customer's wants and needs.

At the moment, GRAFEET Design only owned and work by Muhammad Fazreen Bin Mohammad Jaafar. Our business also use Facebook page and Instagram as a platform for us to attract online customers, gain more awareness and generate more sales at once. We will promote GRAFEET Design by doing teaser post, soft and hard sell as our sale postings on Facebook and Instagram to promote our services.

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Personal Information

Name	:	Muhammad Fazreen Bin Mohammad Jaafar	Phone/Mobile	:	01123159695	Edit
New Identity Card No.	:	960527435245	Home Address	:	No 18, Jalan dusun kubung 27/83 taman alam megah	
Email Address	:	fazreen1578@gmail.com	District	:	taman alam megah	
City	:	shah alam	Postcode	:	40400	
State	:	Selangor	Personal Instagram	:	https://www.instagram.com/bvngfvzz	
Personal Facebook	:	https://www.facebook.com/muhammad.fazreen.188/	Race	:	Malay	
Gender	:	Male	Special Need Required	:	No	
Marital Status	:	Single				

Institution Information

Add New

UiTM Puncak Alam - Industrial Design

Type of Institution	:	IHL	Institution List	:	Universiti Teknologi MARA
State of Institution	:	Selangor	Name of Institution	:	UiTM Puncak Alam
Address of Institution	:	Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, .	City	:	Puncak Alam
			Postcode	:	42300
District of Institution	:	Kuala Selangor			
Level of Study	:	Bachelor Degree	Study Status	:	Full time
Course Name	:	Industrial Design	Class Name	:	AD244 5A & 5B
Subject Name	:	Intro to entrepreneurship	Year Enrolling the subject	:	2020
Month Enrolling the Subject	:	10	Lecturer Name	:	muhammad hafizi zamri
Internship Enrollment	:	Yes	Year Of Internship Enrollment	:	2020
Month of Internship Enrollment	:	August	Period of Internship Training	:	3 Months
Expected Year To Complete Study	:	2021	Expected Month To Complete Study	:	9
Related To Study Field	:	Yes			

Edit Delete

Hello there!
My name is Abang Iz and I'm here to assist you.

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Have you updated your sales today? Update your sales regularly to collect more points!

PERSONAL PROFILE BUSINESS PROFILE

Company Name	:	Grafeet Design	Company Registration No.	:	Edit
Type Of Business	:	Sdn. Bhd	Business Role	:	Product Owner
Facebook Page	:	Grafeet Design	Business Category/Business Sub-Category	:	Supplies & Services / Service
Wechat for Business	:		Business Instagram Page	:	https://www.instagram.com/grafeetdesign/
Marketplace	:	Others	Business Website	:	
Business Related to Your Study Field	:		Type Of Website	:	
			Experience in International Export	:	No

Available Contest

Hello there!
My name is Abang Iz and I'm here to assist you.