



اُونِيُوَرْسِيْتِي تِيكُونُو لُوْكِى مَارَا
UNIVERSITI
TEKNOLOGI
MARA

SOCIAL MEDIA PORTFOLIO: FOTATO_ORIGINALBYAIDA
FACEBOOK PAGE

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

FACULTY & PROGRAMME: FACULTY OF BUSINESS MANAGEMENT, BACHELOR
OF OFFICE SYSTEM MANAGEMENT (HONS) (BA232)

SEMESTER: SEMESTER 3

PROJECT TITLE: SOCIAL MDIA PORTFOLIO

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EXECUTIVE SUMMARY

In this research, the researcher had joint Fotato_original as an agent and she had created a new Facebook page that named Fotato_originalbyaida on 23 October 2020. This business is located at Taman Bunga Negara, Seksyen 27, 40400, Shah Alam, Selangor. Since, Fotato_original wanted to hire more agent and dropship around Malaysia as they want people to know about the product. At Facebook page Fotato_originalbyaida, had introduced the best product which is potato chips which is different with others. The potato chip is fried till it crunchy, then it was coated with cheese powder and a little bit chili powder. This potato chip is suitable for all ages. Children likes it because of the delicious taste and not spicy. It offers to their customer satisfaction. Not just base on the taste but also the price, quantity and quality. However, they only sold one type of product.

Base on the Facebook page, I had hit 106 likes, 16 frequent post, 16 hard sells, 16 soft sells, and 7 teasers. From that I learn on how to approach people to now my product. Also, I learn on how to make our customer to be interested to try our product by posting on social media. I learn it from doing hard sell which I need to have 5 elements in my post which are attention, interest, desire, conviction, and action (AIDCA). Rather than selling we need to stay keep in touch with our customer like sharing some useful information that called soft sell. To make our customer remember us we need to post frequently.

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GO-ECOMMERCE REGISTRATION (PRINT SCREEN)


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