



# SOCIAL MEDIA: FACEBOOK PAGE

## COMFY BEDSHEETS

**PRINCIPLE OF ENTREPRENEURSHIP (ENT530) :**

**FACULTY & PROGRAMME :** BA242 - Bachelor of Business Administration (Hons)  
Finance

**SEMESTER :** 4

**PROJECT TITLE :** SOCIAL MEDIA – FACEBOOK PAGE

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## EXECUTIVE SUMMARY

Comfy Bedsheets provide bedsheets with comforter. Our objective is to provide high quality product with affordable price to our customer. We offer variety of design to attract customer to buy our product. We also offer free postage within peninsular Malaysia to all customer that buy bedsheets from us.

We focus to people who are looking for comfortable bedsheets with low price. Beside that, we have various design that suitable for kids such as cartoon so that our customer can buy it for their kids. We also provide plain and minimal design for those who like simple pattern. Furthermore, some of our customer buy from us to give it as a gift to their acquaintances. Most of our customer satisfy with quality of our products.


At the moment, the owner of Comfy Bedsheets is Puteri Nur Hidayatul Asyiqeen binti Zulkifli. We use Facebook page as our main platform to promote our business, gain customer's awareness and gain more profit. We promote our business by using teaser, hard sell and soft sell to attract more customer

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## 1.0 Go-Ecommerce Registration

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

PERSONAL PROFILE	BUSINESS PROFILE																																										
 <b>Puteri Nur Hidayatul Asyiqeen binti Zulkifli</b>	<table><tr><td>Company Name</td><td>: Comfy Bedsheets</td><td>Company Registration No.</td><td>:</td><td></td><td><a href="#">Edit</a></td></tr><tr><td>Type Of Business</td><td>: Sdn. Bhd</td><td>Business Role</td><td>:</td><td>Agent</td><td></td></tr><tr><td>Facebook Page</td><td>: Comfy Bedsheets</td><td>Business Category/Business Sub-Category</td><td>:</td><td>Household, Hobbies &amp; Lifestyles / Retails</td><td></td></tr><tr><td>Wechat for Business</td><td>:</td><td>Business Instagram Page</td><td>:</td><td></td><td></td></tr><tr><td>Marketplace</td><td>:</td><td>Business Website</td><td>:</td><td></td><td></td></tr><tr><td>Business Related to Your Study Field</td><td>:</td><td>Type Of Website</td><td>:</td><td></td><td></td></tr><tr><td></td><td></td><td>Experience in International Export</td><td>:</td><td></td><td></td></tr></table>	Company Name	: Comfy Bedsheets	Company Registration No.	:		<a href="#">Edit</a>	Type Of Business	: Sdn. Bhd	Business Role	:	Agent		Facebook Page	: Comfy Bedsheets	Business Category/Business Sub-Category	:	Household, Hobbies & Lifestyles / Retails		Wechat for Business	:	Business Instagram Page	:			Marketplace	:	Business Website	:			Business Related to Your Study Field	:	Type Of Website	:					Experience in International Export	:		
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