



اُونِيُوَرَسِيْتِي تِيكْنُولُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

Faculty of Business Administration Bachelor of Business
Administration (Hons.) Finance

Individual Report

SOCIAL MEDIA PORTFOLIO:



ENT530 PRINCIPLES OF ENTREPRENEURSHIP

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ACKNOWLEDGEMENT

I would like to express my gratitude to a lot of people that helped me in making this social media portfolio comes into a realization. Throughout the semester, we had been briefing regarding about this project, and what we need to do and to accomplished. First, I would like to express my highest gratitude to Dr. Syukrina Alini Binti Mat Ali in giving guidance to me and to the rest of the classmates. Without a proper guidance by an educator, this project will become impossible and complicated to finish. The time that Madam spent for us in consultation hours are highly appreciated by making online classes and open question in WhatsApp group.

I also thank University Technology Mara (UiTM) Puncak Alam Campus in giving us an opportunity to learn Principles of Entrepreneurship for this semester. This subject has help me in widen my skills and knowledge that is useful in my future endeavour. Apart from that, I want to praise many people especially my family in contributing ideas on what I should do in starting a business and especially contributes money for my expenses in buying the materials needed. In addition, to friends and customer who purchase and promotes my business to their family and friends. Without contribution from all of them, none of this is would be possible.

EXECUTIVE SUMMARY

This project helps me to understand better on how to use social media such as Facebook to promote our business. The function of social media is not only for socializing, but there are many thousands functions that it can offer. Marketing strategy through social media is one of the most powerful tools in today business. With the aid of Facebook as marketing tools, we discover that it gives a lot of benefits as it increasing the sales of our business and reached tons of potential customers easily. In addition, promoting products through Facebook also have several guidelines.

This guideline ensures an effective promoting strategy. We are required to promote our product through Facebook by using AIDCA formats in writings the post. A stand for attention, I for interest, D for Desire, C for conviction and A for act. The sequence of postings will be start with teaser and followed by hard sells and soft sells. Another benefit in using Facebook as a tool for marketing strategy is due to Facebook provides a good engagement and interaction with the customers. The two-way communication become easier with Facebook. Moving further, Facebook is a worldwide social media. Advertising business in Facebook will provide an opportunity in having a wider target customer. Thus, business can gain a greater profitability and high business chances. This project does really help in enhance our skills in terms of writings, creativity and innovative.

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1.0 GO-ECOMMERCE REGISTRATION

Go-eCommerce BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

PERSONAL PROFILE BUSINESS PROFILE


SITI HAJAR AISYAH BINTI RAMLEE

Personal Information

Name	: SITI HAJAR AISYAH BINTI RAMLEE	Phone/Mobile	: 0193685147	Edit
New Identity Card No.	: 980223055508	Home Address	: No 16, Jalan SP 3/6, Bandar Saujana Putra, Lebuhraya Elite	
Email Address	: hajaraisyahh2302@gmail.com	District	: Kuala Langat	
City	: Jenjarom	Postcode	: 42610	
State	: Selangor	Personal Instagram	: hajaraisyahh_	
Personal Facebook	: Siti Hajar Aisyah	Race	: Malay	
Gender	: Female	Special Need	: No	
Marital Status	: Single	Required		

Go-eCommerce BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

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

PERSONAL PROFILE BUSINESS PROFILE


SITI HAJAR AISYAH BINTI RAMLEE

Company Name	: Banana Salai Crispy	Company Registration No.	:	Edit
Type Of Business	: Sdn. Bhd	Business Role	: Product Owner	
Facebook Page	: Banana Salai Crispy by Hajar	Business Category/Business Sub-Category	: Food & Beverages / Food & Beverages	
Wechat for Business	:	Business Instagram Page	: @bananasalaicrispy_hajarr	
Marketplace	: Others	Business Website	:	
Business Related to Your Study Field	: Yes	Type Of Website	:	
		Experience in International Export	: No	