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UNIVERSITI
TEKNOLOGI
MARA

BACHELOR IN OFFICE SYSTEMS MANAGEMENT
(HONS.)
BA2323D

ENT530
PRINCIPLES OF ENTREPRENEURSHIP

FACEBOOK ACCOUNT
MARKETING CAMPAIGN ASSIGNMENT

PREPARED BY:
MUHAMMAD IZZAT BIN BAHTHIER
2020977351

PREPARED FOR:
DR. SYUKRINA ALINI BINTI MAT ALI

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Executive Summary.

In a nutshell, the usage of social media such as Facebook is an excellent medium or tool to be used by entrepreneurs around the world due to the connectivity as well as the various underlying benefits that one may acquire throughout the process. The world today heavily relies on the the Internet to spread, share and find information, it's no secret that this medium is high susceptible to all manner of information that will help businesses gain attention faster and more effective. Due to most social media users frequently share their interests, businesses may use these funnels of information to tailor their products or services to suit their needs almost effortlessly.

Facebook in its entirety serves as a wonderful platform for majority of businesses in Malaysia due to how millions of users constantly connecting to it and it has proven to be a populated platform. The number of likes, the ability to share what you find with others helps spread the word of businesses so easily that most entrepreneurs can save on promotional costs due to utilizing the connectivity of Facebook itself. Not to mention, the ability to directly communicate with your consumers is a valuable tool that must be taken advantage of for products or services to gain invaluable feedback. Therefore, it's not difficult to see why most online businesses are booming and given the current global pandemic that prevents outside activity in a large scale, the online world is an excellent alternative in terms of reaching out to consumers.

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E-Commerce Registration.

PERSONAL PROFILE BUSINESS PROFILE



Muhammad Izzat bin Bahthier

Personal Information

| | | | | | | |
|-----------------------|---|--|-----------------------|---|---|----------------------|
| Name | : | Muhammad Izzat bin Bahthier | Phone/Mobile | : | 0122245023 | Edit |
| New Identity Card No. | : | 980124145479 | Home Address | : | No 24 Jalan Selaseh 12 Taman Selaseh Fasa 1 | |
| Email Address | : | izzatbahthier19@gmail.com | District | : | Gombak | |
| City | : | Batu Caves | Postcode | : | 68100 | |
| State | : | Selangor | Personal Instagram | : | https://www.instagram.com/izzatb22/ | |
| Personal Facebook | : | https://www.facebook.com/muhammadizzatbahthier.1 | Race | : | Malay | |
| Gender | : | Male | Special Need Required | : | No | |
| Marital Status | : | Single | | | | |

Institution Information

| | | | | | |
|---|---|---|----------------------------------|---|---|
| UITM Puncak Alam - EN 530-PRINCIPLE OF ENTREPRENEURSHIP-BA2323D OKT 2020 | | | | | |
| Type of Institution | : | IHL | Institution List | : | Universiti Teknologi MARA |
| State of Institution | : | Selangor | Name of Institution | : | UITM Puncak Alam |
| Address of Institution | : | Universiti Teknologi MABA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, . | City | : | Puncak Alam |
| District of Institution | : | Kuala Selangor | Postcode | : | 42300 |
| Level of Study | : | Bachelor Degree | Study Status | : | Full time |
| Course Name | : | EN 530-PRINCIPLE OF ENTREPRENEURSHIP-BA2323D OKT 2020 | Class Name | : | BA2323D Edit Delete |
| Subject Name | : | PRINCIPLE OF ENTREPRENEURSHIP | Year Enrolling the subject | : | 2020 |
| Month Enrolling the Subject | : | 10 | Lecturer Name | : | Syukrina Alini Binti Mat Ali |
| Internship Enrollment | : | No | Year Of Internship Enrollment | : | |
| Month of Internship Enrollment | : | | Period of Internship Training | : | |
| Expected Year To Complete Study | : | 2021 | Expected Month To Complete Study | : | 1 |
| Related To Study Field | : | Yes | | | |

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