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FACULTY BUSINESS AND MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION (HONS.) FINANCE

PRINCIPLES OF ENTREPRENURSHIP (ENT300)

BA242 (4F)

FACEBOOK PAGE

RATTAN BAG BY KIKI



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Next, I would also like to say thank to everyone for like and follow my Facebook page and always support all my posting. Last but not least, I would like to express our gratitude to my friend especially my classmates who have helped in answering questions related to this case study and appreciation to our parents and family for their unconditional love and word of encouragement until my case study is fully completed.

TABLE OF CONTENT

No	Title	Page
i	Title Page.....	1
ii	Acknowledgement.....	2
iii	Table of Content.....	3
iv	Executive Summary.....	4 – 5
1.0	Go-Ecommerce Registration.....	6 – 7
2.0	Introduction of Business.....	8 – 11
	2.1 Name and Address of Business.....	8
	2.2 Organizational Chart.....	8
	2.3 Mission/Vision.....	9
	2.4 Descriptions of Products.....	9 – 11
	2.5 Price List.....	11
3.0	Facebook (FB) Page.....	
	3.1 Creating Facebook (FB) Page.....	12
	3.2 Customing URL Facebook (FB) Page	13
	3.4 Facebook (FB) Page Likes.....	13
	3.5 Facebook (FB) Post – Teaser.....	14 – 17
	3.6 Facebook (FB) Post – Hard Sell.....	18 – 26
	3.7 Facebook (FB) Post – Soft Sell.....	27 – 36
	3.8 Frequency of Posting Per Month.....	37 – 52
	3.9 Frequency of Posting (Insight).....	53 – 57
4.0	Conclusion.....	58
5.0	Declaration Form.....	59
6.0	Plagiarism Check Turnitin.....	60

EXECUTIVE SUMMARY

Rattan Bag by Kiki offers the trendy rattan bag for women which comes with variety design and comes with two patterns which is plain and designed. Our collection have 6 design which are Handwoven rattan bag in white and khaki, Square rattan bag, Child handwoven rattan bag Tote rattan bag and Box lunch rattan bag. They also come with two colours which are khaki and white that are very attractive. These bags are made of high quality straw and strong tied which we guarantee the customers will be satisfied. Other than that, these Rattan bag also 100% handmade without using machine, 100% natural from rattan and inside rattan bag attached with thick fabric that can avoid things from falling down. Our Handbag Rattan bag is big size which customers can put personal things together like handphone, power bank, makeup and lipstick. Besides, we also provide box rattan bag for food to keep warm and fresh. It is suitable for our customer used for picnic, camping and work.

Rattan bag by Kiki targeting women who want to have stylish and casual handbag and get 124 likes for Rattan bag by KIKI Facebook page. This is because rattan bag had been viral since 2017 and we are sure that all women want to add this bag to their collection. Furthermore, we are also targeting students to purchase with us because we offered lowest and affordable price. It is worth to buy because the bag is highly recommended and can be in long time.

Across Klang Selangor particularly, Rattan bag by Kiki had started the business in early November 2020. Klang is an area crowded with people. I have a lot of friends in Klang who are mostly young population. So, it is an advantage for us because this bag is really close to their young age. They can buy these rattan bag for casual, holiday, gift present to friends and annual dinner.

Beside of the lowest price, we make our customers comfortable to buy with us by using Cash on Delivery (COD) method. So, they just wait for us to deliver their parcel and do not need to do online transaction. We are willing to do COD as to show our gratitude and honesty in supplying a good condition product to our beloved customers. In other words, we can get direct feedback from them and this can encourage us to do better from time to time.

Rattan bag by Kiki marketing strategy is to emphasize the quality and price of products. Rattan bag by Kiki offers affordable price to attract their customers. Thus, I developed marketing strategies that gave attraction for people to buy our Rattan bags. My target is I want to achieve high profit in the involvement of this business although I need to compete with others. Thus, with the good hard work and perseverance, I will be able to call as an entrepreneur. I also believe that our product will be able to promote with all platforms of social media including Shopee not just in Facebook only.

1.0 Go-Ecommerce Registration

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Go-eCommerce BETA

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SITI NURHAMIDAH BINTI JESRI

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City	: KLANG	Postcode	: 42100	
State	: Selangor	Personal Instagram	: _midajesri	
Personal Facebook	: Midahjesri	Race	: Malay	
Gender	: Female	Special Need Required	: No	
Marital Status	: Single			

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Level of Study	: Bachelor Degree	Study Status	: Full time	Edit Delete
Course Name	: ENT530-PRINCIPLE OF ENTREPRENEURSHIP-BA2424F-OKT 2020	Class Name	: BA2424F OKT 2020	
Subject Name	: PRINCIPLE OF ENTREPRENEURSHIP	Year Enrolling the subject	: 2020	
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Subject		Year Of Internship Enrollment		Activate Windows Go to Settings to activate Windows.
Internship Enrollment	: No	Period of Internship		
Month of Internship Enrollment		Training		
Expected Year To Complete Study	: 2022	Expected Month To Complete Study	: 2	
Related To Study Field	: Yes			

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