



اَوْنِيُوْ رَسِيْتِي بَاتِي كُونُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

SOCIAL MEDIA PORTFOLIO

**FACULTY & PROGRAMME : FACULTY OF BUSINESS MANAGEMENT
(HONS) ENTREPRENEURSHIP**

SEMESTER : 3

GROUP : BA2333A

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EXECUTIVE SUMMARY

MIZ IMAN business provides snack products for the customers. Our business service offers an affordable product to our beloved customers by giving them a desirable snack product that suits taste buds of all different ages, from kids to their grandparents. We also served our customers with different promotions several times on certain months for special occasions.

MIZ IMAN run business does target a specific area because we are mainly based at Jitra Kedah. But for online selling, we are not targeting any specific area because our customers can be from anywhere as long as they know about our business and product through an online platform.

Our target market audience is a group of people who age in their thirties, whether working out as a housewife or office worker. Our product surely will meet their preference for their desires, family bonding, work performance, and energy booster. Our business also targeting those who want to generate income and be our business partner.

The marketing strategy that is used by MIZ IMAN, is the promotions and offers that are provided for a special occasion. We also provided the customer with extra service, where we give them a special gift for every purchase they made with us. For anniversary and birthday celebrations, once a while, we also do a contest to attract more customers and reward customers with valuable gifts. This strategy will attract customers' attention as we value the customers' wants and needs.

At the moment, the MIZ IMAN business is only owned by Maizatul Iman Binti Zakaria as a sole business owner. Our business uses the Facebook marketing platform which is a Facebook page to attract online customers, gain more customers' awareness, and generate more sales at once. We also have a business website, Instagram, Twitter, Youtube channel, TikTok, Shopee as our marketing and selling platform. MIZ IMAN business focuses more on promoting its product and brand by doing a teaser post, soft sell, hard sell, promotion, and Facebook Live as our sale posting on Facebook.

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1. GO-ECOMMERCE REGISTRATION



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