



PRINCIPLE OF ENTREPRENEURSHIP (ENT530)
SOCIAL MEDIA PORTFOLIO (FACEBOOK PAGE)

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Finally, I hope that knowledge that I have gathered from this task will help me to manage my own business and guide me to be more successful entrepreneurs in the future. I would like to apologize for my entire mistake that happened or burst out without or with my concern.

EXECUTIVE SUMMARY

In this subject, Principals of Entrepreneurship, ENT530, we are about to learn on Copywriting strategy. The task given which is Social Media Report is where students need to choose a product to sale or promote in the social media such as Facebook. As we know, there are over seventy percent of total population in the world have their own account of social media to be connected with others. We also can categorize that social media as one of the best platform to involve in the online business.

For this ENT task, we have decided to sell or promote a product named Rempeyek. The brand of this Rempeyek is JoojuBites. We choose this product because Malaysian loves to eat foods especially with a new renovation. Rempeyek from JoojuBites have revolved into two flavours which is Premium Cheese and Salted Egg which these flavours are famous among Malaysian people nowadays. Therefore, we named our new business as JoojuBites.co in order to use the awareness that have been created by the product's brand to attract the public.

There are two kinds of copywriting techniques that can be used to promote our online business or products. One is hard-sell which is a direct and insistent language of advertising. It is considered as a high-pressure and aggressive technique to persuade customer in the short term. Second is soft-sell which features more subtle language, consultative tone and a non-aggressive technique. These techniques are used to attract more customers and persuade them to buy our product, also to create awareness and provide updates about the product.

Thus, for our report, Facebook are used as our channel to promote or sell our product to the public using the copywriting techniques learned in the subject. Facebook is one of best platform of social media to promote online business as it was the most top user account around the world that used this social media. Therefore, it could help online business to reach out their product to the public as many as they could.

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1.0 Go-Ecommerce Registration

HOME
MY PROFILE
MY BUSINESS
MY LEARNING
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MORE

PERSONAL PROFILE

BUSINESS PROFILE

NUR NADIAH BINTI LATIB

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City	:	Postcode	: 76300	
State	:	Personal Instagram	:	
Personal Facebook	:	Race	:	
Gender	:	Special Need	:	
Marital Status	:	Required	:	

UiTM Puncak Alam - NFG ENT530 AC220B4F

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