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UNIVERSITI
TEKNOLOGI
MARA

ENT 530

PRINCIPLES OF ENTREPRENEURSHIP

SOCIAL MEDIA PORTFOLIO



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EXECUTIVE SUMMARY

All students who take the Entrepreneurship subject have to select and sell one product for this semester. The aim of this study was to evaluate and observe the company's credibility on what form of marketing strategy they preferred in order to raise consumer knowledge of the goods they had sold. Through social media, Facebook, one of the most popular methods used by the company to attract and win consumers is to make them buy items from Nrscarves.

In addition, this study also reported on how often the company, in particular Facebook, promotes and advertises its product on social media. Facebook was chosen because many people are now using Facebook, from all kinds of ages. Each organization needed to post numerous strategies to advertise the item. It contains teasers, hard selling, and soft selling while posting on Facebook. This is because social media is a good place for consumers to participate and communicate. The more companies engage with the audience, the greater the chances of conversion for the company and this will create two-way communication.

Since Facebook offers several forms of ads, it could help businesses reach their potential customers more easily than other businesses could do. This would make it easier for the company to meet its goals in order to improve its profits. It can also win trust in the product they offer to their clients. Thus, the link with Facebook makes business and consumers more likely to improve customer satisfaction and customer loyalty.

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INTRODUCTION OF BUSINESS



Name of Business	Nrscarves
Motto	Elegant Scarves In Malaysia
Address of Business	No 318, Kampung Penambang Jalan PCB, 15350, Kota Bharu, Kelantan
Business Registration Number	NA
Facebook Address	https://www.facebook.com/nrlehaaaa
Telephone Number	01136093739
Business Role	Product Owner
Type of Business	Sdn.Bhd
Date of Commencement	25 September 2020
Date of Registration	NA