



اَوْنِيُوْ سِيْتِيْ بَاتِيْكَوْ لُوْ كِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

# ENT 530

## INDIVIDUAL ASSIGNMENT

### SOCIAL MEDIA REPORT:

**FACULTY & PROGRAMME** : FACULTY OF BUSINESS MANAGEMENT  
BACHELOR OF BUSINESS ADMINISTRATION  
(HONS.) MARKETING

**SEMESTER** : 4

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**SUBMISSION DATE** : 31 JANUARY 2021

## **ACKNOWLEDGEMENT**

Alhamdulillah, I most grateful to Allah S.W.T for the completion of this Social Media report as one of the requirements that need to be accomplish in the course work assessment for the subject code ENT 530.

I would like to give a special thanks to my parents in supporting me to complete this report by giving me mentally and physically supportive. This report has been prepared by the cooperation and support from many people. Besides, not to be forgotten to my beloved lecturer Madam Norliza Binti Saiful Bahry and her kindness in giving me guideline during the process of completion of this social media business work. She has given me a good lecturer by providing useful information and without her, I would not be able to complete this report.

Through all the problems, I manage to become more organize and mature in dealing with problem that occur in my business especially during this pandemic COVID19. The report covers a social media business using Facebook, creating soft sell, hard sell and create teaser to attract customers.

Lastly, to those who had involved and contributed directly and indirectly to this report. I am very grateful to them for the report and initiative that they have shown in my business until successfully completed my report.

## EXECUTIVE SUMMARY

Women shirt are a naturally demanding product. It is similarly popular in domestic and as well as commercial application. Some of the major reasons for its popularity are easy to wear, suitable for all age and a wide price range (cheap to costly). Almari Astral is the idea to serve people with various unique design women shirt for style lover. It is the answer to women's question of what type of shirt design suits for their outfit. It was established from my ideas, and I wanted to solve womens' problems. I am the owner of Almari Astral, and I also who is the one who comes up with the idea of the designs. My business sells women dress with various design.

As for the business background, it is a sole proprietorship where it is providing a product. This business was established in November of 2020. The owner of this business is me, Mohamad Hasif Bin Mohd Rahim. The business is based at No 19, Jalan Duku 5 Taman Kota Jaya, 81900 Kota Tinggi, Johor. The product is sold using an online social network platform, Facebook. By using this platform, Almari Astral would get more recognition around the globe. During this pandemic Covid-19 all sale transaction would be made online and by post to prevent any outbreak during a business transaction.

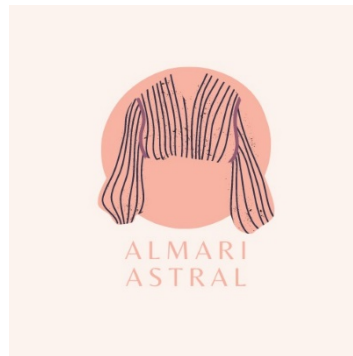
Almari Astral marketing strategy emphasizes the quality and the price of products. We offer affordable prices to attract customer, especially to the style lover out there who have been seeking for an interesting new shirt. Thus, I have developed a marketing strategy to attract potential buyers to purchase my products. Creating a Facebook account for my business is an excellent alternative to expand my business through social media and learn how to make a copywriting for Facebook posts for the business products such as for teaser, soft sell, and hard sell. It is managed by me alone.

In a nutshell, with my consistent, high quality product and moderate pricing, I have the edge in attracting customers by providing delivery service to them. These will prove that my business can be one of the successful fashion business in this country. A practical business is a good initiative because it would help young entrepreneurs gain experience managing business. Hence, the young entrepreneur would help increase the nation's economy, and the country's development would also rise.

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## 2.0 INTRODUCTION OF BUSINESS



### 2.1 NAME AND ADDRESS OF THE BUSINESS

**NAME:** Almar Astral

**ADDRESS:** 19, Jalan Duku 5, Taman Kota Jaya, 81900, Kota Tinggi Johor

**PHONE NUMBER:** 016-7639698

### 2.2 ORGANIZATIONAL CHART



Owner/Manager of Almar Astral  
MOHAMAD HASIF BIN MOHD RAHIM

### 2.3 MISSION AND VISION

- Mission

To reach out more style lover by providing affordable price and best product to customer

- Vision

To become the most influence fashion trading company in Malaysia