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SOCIAL MEDIA ASSIGNMENT

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

FACULTY & PROGRAMME : BUSINESS MANAGEMENT (MARKETING)
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EXECUTIVE SUMMARY

This social media assignment is about how Socks planet, an online business promotes its product on social media like Facebook by practicing copy-writing in soft sell, teaser and hard sell. Socks planet is founded by Muhammad Zahirudin bin Baharin, whom is the sole proprietor in the business. Socks planet sells various type of socks such as quarter, extra low cut, mid calf and over the calf socks type.

There are 6 types of socks that Socks planet offers which are no-show, low cut, extra low cut, quarter, mid calf and over the calf type. We can understand more about the type of socks if we look at the picture available at bottom of this page. Next, Socks planet is a 100% online business because it does not have a physical store. Therefore, copy-writing on social media to promote their business is very important in maintaining the business growth and success.

Other than that, Socks planet also learns about their customers through the feedback that they get from their Facebook page. The feedback helps Socks planet to plan their next promotion strategy and to improve their business. Hence, Socks planet put a lot of effort in maintaining an interesting Facebook page to retain their customers and gain more customers and opportunities in the future.

ALL TYPES OF SOCKS



1. INTRODUCTION

1.1 COMPANY BACKGROUND

Socks planet is owned and founded by Muhammad Zahirudin bin Baharin In September 2020, this company started as a small scale business that sells socks in Malaysia. At first, this business only started out on the owner's personal Facebook and sales were made from orders that were taken from friends, mutual, relatives and family members. After operating for two months, the brand and business has developed well and it lead to the creation of the current brand name, Socks planet. All products Socks planet produces are made with premium cotton and acrylic that is a highly durable man-made fiber that provides softness and warmth with little weight. Customers who buys our product are always satisfied and will repeat their orders.

Since the company is local and home-based, all processes such as marketing, advertising and customer service is done through online platforms such as Facebook, Instagram, WhatsApp and e-mail. Physical processes such as buying the materials and packaging is done by the owner at his home office which is located in Margosa 12, Taman Bukit Margosa, 70400 Seremban Negeri Sembilan. Customers can get their socks by self-pickup and delivery by third parties such as Lalamove and Grab delivery. This company is also registered under Go E-commerce system and has complied with Malaysian Regulation and Consumer Protection of e-commerce and Online Business.