



اَوْنِبُوْا سَيِّئَاتِيْ تَيَكُوْنُوْا لِيْ مِثْرًا  
UNIVERSITI  
TEKNOLOGI  
MARA



Faculty of Business and Management  
UNIVERSITI TEKNOLOGI MARA

**PRINCIPLES OF ENTREPRENEURSHIP  
(ENT 530)**

**INDIVIDUAL ASSIGNMENT  
SOCIAL MEDIA**

Prepared by:

**NOR FAZILLA HUSNA BINTI SUJONO**

**(2019314165)**

**BA 249 3B**

Prepared for:

**MADAM NORLIZA SAIFUL BAHRY**

## **ACKNOWLEDGEMENT**

Progress and final result of this task involved a lot of support and help from a great deal of people, and I'm incredibly grateful to have accomplished this during the culmination of my assignment work. I admire and would like to thank my beloved lecturer, Mrs. Norliza Saiful Bahry, so much for giving me the opportunity to do this individual assignment and to have all the encouragement and advice that she has provided me. Right now, I'm grateful to her for providing me with such strong encouragement and advice. I would also like to thank her very much for sending me the guideline and the headings for me to do this task.

I am very grateful that I have managed to complete this assignment within the time given by Mrs. Norliza. This assignment can't be completed without the effort and help of my classmate Nur Zakirah Ali, who helped me a lot to guide me on this assignment when I didn't understand or confuse myself with doing this. Last but not least, I would also like to thank my parents, who also helped me register a Facebook account for this assignment. I can't complete this assignment on time without them.

## **EXECUTIVE SUMMARY**

In the modern age, social media has been an important medium for industry as this allows business enterprise to build brand recognition. It also improves the company's business success and assists in meeting the desired goals. The key objective of the present study is to assess the position of social media marketing as an online marketer with a view of product.

Social networking marketing refers to the method of obtaining on-line traffic or visibility via social media platforms. Many advertisers are running at a quick clip to tap into a new, normal potential. The dominant stream of social media is gone. For enterprises, this provides an extraordinary marketing opportunity that transcends conventional middlemen and links firms directly with consumers. Customer retention remains the primary aim of the advertisers. Marketers' focus is moving from delivering an advertisement to beginning to connect with consumers. In this sense, the position of the marketer is moving from batch and blast processing to the development of listening posts and dialog hubs in the consumer communities. The move from independent pure-play conventional networks to an interconnected multi-channel solution lets advertisers meet the complexity of new consumer demands through a wide variety of technologies and channels.

Social networking marketing is a new age demand. Through the rise in the use of the Internet, this theory has been quite popular. Countries with technological edges are now capitalizing on this theory. Nowadays, social marketing technology works differently than most media to connect to public. Company organizations, having the production of products using social media to exercise their marketing communications.

## TABLE OF CONTENTS

1.0 GO E-COMMERCE REGISTRATION.....	1
2.0 NAME AND ADDRESS OF BUSINESS.....	4
3.0 ORGANIZATIONAL CHART .....	3
4.0 VISSION AND MISSION .....	3
5.0 DESCRIPTION OF PRODUCT .....	4
6.0 PRICE LIST .....	5
7.0 FACEBOOK PAGE .....	6
8.0 FACEBOOK URL .....	6
9.0 TEASER .....	7-11
10.0 SOFTSELL .....	12-19
11.0 HARDELL .....	20-27
12.0 CONCLUSION .....	28

## 2.0 NAME AND ADDRESS OF BUSINESS



**Bandar Baru Bangi**  
**0143859354**