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UNIVERSITI
TEKNOLOGI
MARA

UNIVERSITI TEKNOLOGI MARA
CAWANGAN SELANGOR, KAMPUS PUNCAK ALAM
FACULTY OF BUSINESS AND MANAGEMENT

ENT 530
PRINCIPLES OF ENTREPRENEURSHIP

INDIVIDUAL ASSSIGNMENT:
SOCIAL MEDIA REPORT (AXCELLENT CARS)



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EXECUTIVE SUMMARY

Axcellent Cars is an establishment of procuring vehicles that is reconditioned or pre-owned cars that is affordable or a specific request. Ensuring customers satisfaction is the utmost importance to make sure we will able to garner relationship in trust and acquire trusted recommendations.

The business is mainly held via Facebook page and Whatsapp as a channel to provide information, marketing and product advertisement. Facebook page is able to garner a following above Whatsapp as Facebook is an open Page whilst Whatsapp is bound to know contacts or just recommendations.

Office is being held at Klang, Selangor but vehicle procurement is throughout Malaysia. Customers can test drive or view the vehicle they enquire according to the availability of the vehicle's region but will be transported to the customers preset address if requested.

Vehicles are chosen specifically on the condition that varies from (well, good or excellent). Each specification is based on JPJ and Puspakom inspection to ensure legality ownership and condition in Malaysia's Law.

Different method of selling types is based upon personal preference and guidelines provided by the subject of Principles of Entrepreneurship (ENT 530) that is taught by Madam Norliza Binti Saiful Bahry for the 4TH Semester.

1. INTRODUCTION OF BUSINESS



Name of the business: AXCELLENT CARS

Form of Business: Sole-Proprietorship

Type of Business: Sale of Reconditioned or Used Cars

Business Product: Reconditioned and Used Cars

Address of Business: No. 14, Solok Sri Sarawak 35A, Taman Sri Andalas, 41200,
Klang, Selangor Darul Ehsan.

Contact Number: +60133141201

Facebook Address: <https://www.facebook.com/axcellentcars/>