



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



**ENT530**

**PRINCIPLES OF ENTREPRENEURSHIP**

**INDIVIDUAL ASSIGNMENT**

**SOCIAL MEDIA REPORT**

**GROUP**

**BA2424B**

**PREPARED FOR**

**MADAM NORLIZAH SAIFUL BAHRY**

**PREPARED BY**

**MUHAMMAD ZAFRAN AIZAT BIN MOHD RAMLAN – 2019359321**

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## **EXECUTIVE SUMMARY**

For this semester, all student of Principle of Entrepreneurship (ENT530) need to choose certain product to sell and promote on social media. The purpose of the report is to analyses of the business marketing strategy on the social media and how the reaction to people in order to gain the people awareness of the product on social media. Student are required to create a Facebook account as a tool to promote the product to people.

As to achieve that purpose, I have created a Facebook account for my business profile which is called Deltra Seira Outlet. Delta Seira Outlet is a business that provide a sport attire and equipment to the customer particularly in futsal shoes. Delta Seira Outlet provides different variety of choices to the customer based on customer preferences. The idea to open the futsal shoes business is because of the huge demand from the people that play futsal as their career or hobby. People mostly of man play futsal as their favourite sport either it from student or adult. The location of the business is located at my home at Klang, Selangor. Customer can choose either to pick up the ordered shoes from me or I can directly deliver to the customer depend on the location.

Delta Seira Outlet is targeting the customer from all gender and age especially man because futsal sport is mostly played by man. Delta Seira Outlet is a place for the people that want to find the best shoes with high quality and affordable price. Certainly for people that had taste the product of Delta Seira Outlet will find it different from other store.

## TABLE OF CONTENT

<u>ACKNOWLEDGEMENT</u> .....	<b>Error! Bookmark not defined.</b>
<u>EXECUTIVE SUMMARY</u> .....	<b>Error! Bookmark not defined.</b>
<u>GO – ECOMMERCE REGISTRATION</u> .....	<b>Error! Bookmark not defined.</b>
<u>Personal Profile</u> .....	<b>Error! Bookmark not defined.</b>
<u>Business Profile</u> .....	<b>Error! Bookmark not defined.</b>
<u>INTRODUCTION OF BUSINESS</u> .....	6
<u>BUSINESS ORGANIZATIONAL CHART</u> .....	7
<u>VISION AND MISSION</u> .....	8
<u>PRODUCT DESCRIPTION</u> .....	9
<u>PRICE LIST</u> .....	<b>Error! Bookmark not defined.</b>
<u>FACEBOOK</u> .....	11
<u>CREATING FACEBOOK (FB) PAGE</u> .....	11
<u>CUSTOME URL FACEBOOK (FB) PAGE</u> .....	11
<u>ACQUIRE 100 LIKE AND 100 FOLLOWER FOR FACEBOOK (FB) PAGE</u> .....	12
<u>FACEBOOK TEASER (9 TEASER)</u> .....	13 - 17
<u>FACEBOOK HARD SELL (16 HARD SELL)</u> .....	18 - 25
<u>FACEBOOK SOFT SELL (16 SOFT SELL)</u> .....	<b>Error! Bookmark not defined.</b> - 33
<u>CONCLUSION</u> .....	34

## INTRODUCTION OF BUSINESS



<b>Name of Business</b>	Delta Seira Outlet
<b>Business Product</b>	Futsal Shoes
<b>Address of Business</b>	Lot 6276A Batu 2 Jalan Kota Raja Kampung Jawa 41000 Klang Selangor
<b>Facebook Address</b>	<a href="https://www.facebook.com/thedeltaseira">https://www.facebook.com/thedeltaseira</a>
<b>Telephone Number</b>	010-5549490
<b>Form of Business</b>	Sole Proprietorship
<b>Type of Business</b>	Sport Attire