



PRINCIPLES OF ENTREPRENEURSHIP

(ENT 530)

GROUP: NBH6A

PROJECT: SOCIAL MEDIA

PREPARED FOR: HJH. ZANARIAH BINTI ZAINAL ABIDIN

PREPARED BY :	MAS AZMIRA BINTI MAT SALLEH	2013293646
---------------	-----------------------------	------------

DATE SUBMISSION: 02 DISEMBER 2018

TABLE OF CONTENTS

BIL	PARTICULAR	PAGE
1	ACKNOWLEDGEMENT	1
2	EXECUTIVE SUMMARY	
3	BODY OF REPORT	2
4	INTRODUCTION BUSINESS	
5	ORGANIZATIONAL CHART	
6	MISSION & VISION	
7	DECRPTIONS OF PRODUCTS / SERVICES	3-6
8	TYPE /LIST PRICE	
9	FACEBOOK (FB)	
	• Creating Facebook (FB) page	7
	• Customing URL Facebook (FB) page	7
	• Facebook (FB) post – Teaser	8
	• Facebook (FB) post – Copywriting (Hard sell)	10-12
	• Facebook (FB) post – Copywriting (Soft sell)	13
	• Frequency of posting	14-15
	• Sales report	16
10	CONCLUSION	19

ACKNOWLEDGEMENT

In preparation of my project assignment (social media), I had to take the help and guidance of some respected person who deserve my deepest gratitude. As the completion of this project give me much pleasure, I would like to show my gratitude to Hajah Zanariah Binti Zainal Abidin, Course Instructor on UiTM in Principles of Entrepreneurship for giving me a good guideline for project throughout numerous consultations. I would also like to expand my gratitude to all those who have directly and indirectly guided me in writing this project.

In addition, many thank you especially my classmate has made valuable comment suggestions on my paper which gave me an inspiration to improve the quality of the assignment.

EXECUTIVE SUMMARY

Entrepreneurship is an area that is now an important aspect in ensuring the survival of students throughout Malaysia. Based on uncertain economic conditions around the world today, entrepreneurial aspects need to be embedded in all potential IPTA / IPTS graduates to ensure that university graduates can be free and not only expect steady income earning to become increasingly difficult. Graduates must be given positive and competitive self-esteem, always eager to try and be willing to risk. Entrepreneurship is a field that needs to be nurtured up to their level and graduates themselves become synonymous with entrepreneurial activities.

Through these project students are able to practice entrepreneurial knowledge that they have learned theoretically in the classroom and practical entrepreneurship experienced in the workplace. Through the small business experience of doing business themselves can build confidence in the students and dare to deal with customers.

Facebook social media is a training student to devise strategies that can be carried out to outline sales when they graduate from the university. Through this, students can also study the intricacies of business in a practical way and express themselves as an entrepreneur.

The collaborative aspect of teamwork can also be nurtured from every student when requiring support from a business partner in ensuring that business arrangements run smoothly and perfectly. This will indirectly generate credible graduates in the future.

BODY OF THE REPORT

INTRODUCTION OF BUSINESS

NAME AND ADDRESS OF BUSINESS

MASAZMIRA ENTERPRISE
2-5-43 MAGNAVILLE SELAYANG
LEBUHRAYA SELAYANG KEPONG
68100 BATU CAVES, SELANGOR.

ORGANIZATIONAL CHART



MISSION

To exceed the high expectations of our supplier and customers while also achieving an optimum sustainable living and healthy with fresh fruits.

VISION

To be a leading supplier of processed fruit product to all area in Klang Valley in premium fresh fruits based beverage markets.

DECRPTIONS OF PRODUCTS / SERVICES

PRODUCT:

FRESH PREMIUM FRUITS

We supply high quality of any premium fruits at great prices. Most of our produce comes direct from the farms with a quick stop at the distribution centre to your door and in many cases, produce picked on the farm today can be on your table within 1 day. So that this can ensure the fruits you receive in very fresh and best condition for your health and your family.

Our service has some really great features: -

Quality – we supply the best quality fresh fruits produce available.

Delivery – we delivery free orders over RM100 in Klang Valley area.

Value – our prices are very competitively prices compared with big retailers and local fruit shop.

Simple to use – simple, straightforward order online shopping.

Specials – get regular notification of special offer and new products.

Safe – secure online payment and cash on delivery.

TYPE OF FRUITS AND PRICE LIST:

1) Canada Cherries



1kg = RM45

500gm = RM25

2) Spain Donut Peach



1 Pack (4) = RM16