



اَوْنُوْزِئِيْتِي تِيْكَنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



**PRINCIPLE OF ENTREPRENUERSHIP  
(ENT530)**

**SOCIAL MEDIA ASSIGNMENT**

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80

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## EXECUTIVE SUMMARY

Tudunghaus is a business where providing a clothing brand of scarf for everyday use. The business is located at Seremban. I first began my business plan as way to profit from my passion in styling tudung utmost to my everyday outfit to become fashionable. Tudunghaus got it name as to refer for whom are highly desirable for and wanted scarf for their everyday use.

My business mission is to provide the elegant scarf with affordable prices where everyone can have it with their own budget. As Tudunghaus is a new business in the industry, we do not have a physical store to sell the scarf. But in making the business success and to gain attraction from the buyers, we are creating a platform of social media; facebook as a strategy where the buyer can access and purchase to our product via online.

By using the social media platform, I believed that it helps so much in promoting the business and attracting more customers. The social media is helpful because of, in this era, most of the time, customers tend to purchase product via online rather than going to physical store. This is a best implementation of the customer who value their time management. With this social media platform, the customer also being updated with the latest scarf design and fashion.

## TABLE OF CONTENT

No	Contents	Page
1	<b>Business Introduction</b> I. Business Background II. Organizational Chart	4
2	<b>Mission and Vision</b>	5
3	<b>Product Description</b>	6 – 8
4	<b>Product Price List</b>	9
5	<b>Creating Facebook</b> I. Facebook Page II. Facebook URL	10
6	<b>Summary of Page/Posting Likes</b>	11 – 15
7	<b>Facebook Post</b> I. Teaser II. Soft Sell III. Hard Sell	16 – 21
8	<b>Frequency of Posting</b>	22 – 23
9	<b>Sales Report</b>	24 - 27
10	<b>Conclusion</b>	28

## **BUSINESS NAME AND ADDRESS**

Tudunghaus got its name as to refer for who are highly desirable for and wants scarf for their everyday use. The business is based in Seremban. As our nature of business is via online, we are promoting our product from home located at No 16, Kampung Tanjung, 71200 Rantau, Negeri Sembilan. We began the business via the social media platform due to creating an easy access for the customer to our product. Tudunghaus officially joining the online business on March 2019. As the business just began, so Tudunghaus did not have any of the extra workers. All of the business was handled by myself as an owner of the business. And yet, I am the only person in-charge and responsible to manage all the social media access of the Tudunghaus.