



اَوْنِيُوْرَسِيْتِيْ تِيْكْنُوْلُوْجِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

ENT 530

PRINCIPLE OF ENTREPRENEURSHIP

INDIVIDUAL ASSIGNMENT  
(SOCIAL MEDIA REPORT)

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TRAVELDREAM

NAME:

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CLASS:

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PREPARED FOR:

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## EXECUTIVE SUMMARY

Traveldream is online-based travel business which using social media platform to boost the marketing as well as to inform and acknowledge people about the company. For the starting, Traveldream only introduce 3 Days 2 Nights Koh Lanta package to the customers. Basically Koh Lanta package is focusing on snorkeling activities as a main attraction. Beautiful coral and marine life in Koh Lanta Island is perfect for those who want to escape from busy cities and life.

As a startup business, Traveldream strive to gain customer trust. Customer trust and satisfaction is very important in every business. It is not only creating customer loyalty but also this satisfaction customer will insist their family and friend to make a business with the company. In order to gain trust, Traveldream will always deliver the best services to the customer and trying to match customer need and request. Besides that, Traveldream also applying teaser, soft sell and hard sell concept on social media platforms to attract more people and build trust. The way of the posting including headline, sentences and picture is very important to make people engage with the post and page. Teaser concept is to reveal only a little about the package offer by Traveldream. Its purpose is to arouse widespread attention, and build excitement and expectations through consumer curiosity. For soft sell, Traveldream share about the tips , information and fun fact that related to the travel to their customer. This concept is to avoid angering potential customers and pushing them away. However, for hard sell, Traveldream directly promote Koh Lanta package to the customer.

Traveldream choose social media platforms to increase awareness about the business and to promoting the service is because these channels offer a fun and *easy* way to keep in touch with customer.

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## II. INTRODUCTION OF THE BUSINESS

### a) NAME AND ADDRESS OF BUSINESS

Traveldream is a company that offers service in travel and vacation that suitable for everyone. The idea of this business's name which is Traveldream come from the owner who love to seek adventure and experience and dream to travel all around the world. For the starting, this business only focuses to offer package to KOH LANTA, THAILAND. The address of this business is 3A-02, Pandan Villa Condo, Jalan 1/16 Pandan Indah , 68000 Ampang, Selangor.

### b) ORGANIZATIONAL CHART

