



اَوْنُوْ سِيْتِيْ تِيْكَوْ لُوْ كِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

## PRINCIPLES OF ENTREPRENEURSHIP (ENT 530)

### SOCIAL MEDIA REPORT

Eatsy Trinkets



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I am very grateful for my family and friends for supporting my Facebook page and not to forget, my loved one for getting me many likes for my page. It is a very tough job for me because I have only ten friends and don't socialize as much. Thank you everyone.

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## **EXECUTIVE SUMMARY**

In this report, the students must choose a business and set up a Facebook page. Posting requirements are applied and the students are assigned to write a report based on their own social media business page.

Eatsy Trinkets is a craft/art store on Facebook that sells famous snacks theme keychains and magnets. All the pieces are handmade with high quality materials, and we make sure they look exactly as the real live products in the market. We appreciate arts and turn them into trinkets that can be use as decoration as well as collections. Our main objective is to produce funky yet quality art forms to satisfy art lovers and collectors. We have turned many snacks brand into little pieces of keychains and magnets that caught attention of many because of the uniqueness of our designs of products.

## INTRODUCTION OF BUSINESS



Our business's name is Eatsy Trinkets where the Eatsy represents the theme of our products which we made items of food and snacks, while the trinkets by definition means a small ornament or item of jewellery that is of little value. Our business is located at Jalan Permata 8, Kampung Permata, Rawang, Selangor.

Organizational chart:



Manager  
Mizan Maizatul  
Mayang Puteri

Sales & Marketing  
Assistant

i. Vision: We committed to the creation of fresh, creative, and attractive items, as well as collections that are distinctly of their time and offer the best value to customers.

ii. Mission: -Achieve customers' satisfaction

-A culture that appreciates arts in any form.

- Achieve sustainable and profitable business growth.

Descriptions of products:

Eatsy Trinkets main products are keychains and magnets that are made of high-quality plastic, cardboard, aluminium and paper as well as glass. Our products theme is from famous