

PRINCIPLES OF ENTREPRENEURSHIP ENT 530

BY:



NAME	STUDENT ID	PROGRAM CODE
FARIS AIZUDDIN BIN ABD SAMAT	2019253708	BA244

Table of Contents

AKNOWL	EDGEMENT	2
EXECUTI	VE SUMMARY	3
1.0	Go-Ecommerce Registration	3
2.0	Introduction of Business	ł
2.1	Name and Address of business	ļ
2.2	Organization Chart	ļ
2.3	Mission and Vision	ļ
2.4	Description of products/services	ļ
2.5	Price List	5
3.0	Facebook (FB)	5
3.1 Cr	eating Facebook (FB) page	5
3.2 Cu	stom URL FB page	5
3.3 Fa	cebook (FB) post – Teaser	7
3.4 Fa	cebook (FB) post – Soft sell	3
3.5 Fa	cebook (FB) post – Hard sell1	L
3.6 Fre	equency of posting14	ļ
CONCL	USION1	5

AKNOWLEDGEMENT

I cannot express enough thanks to my family and mostly to both my parent Abdul Samat Bin Saman and Laila Binti Tasrip, who has been supporting me financially and emotionally. All of your support will be remembered. I truly appreciate your effort in raising me and taught me to become a better person.

My assignment would not have been completed without the help of my classmates, Aidel, Nan, Imran and my housemate who has been supporting me, Hakim, Khan, Faza and Faid. You guys helped me a lot in finishing my assignment.

Finally, to my lecturer Mrs. Nadiah Maisarah Binti Abdul Ghani, I cannot express enough thanks for your lecture and guide in this semester. You have been provided me with notes and example every class as help in this assignment. It was great to know you as my lecturer.

2.0 Introduction of Business

2.1 Name and Address of business

The name of my business is Perabot mak kau hijau and the address of business is 9, Jalan Kemuing Pinggir 1, Taman Seri Penggaram, 83000 Batu Pahat, Johor.

2.2 Organization Chart



2.3 Mission and Vision

The vision statement of Perabot mak kau hijau is "To create a comfort in everyday life for the many people".

Our mission is "to offer a wide range of well designed, functional home furnishing products at prices so low that as many people as possible will be able to afford them." The mission statement of Perabot mak kau hijau is based on the fundamental belief that sustainability should be an affordable option for the majority of the people, rather than being regarded as a luxury good.

2.4 Description of products/services

Our product line includes furniture, lighting, textiles, tools, and other items. For your dining area, there are fancy dinner tables and beautiful chinaware and coasters, and for you living room, there are creative modular sofas, plush rugs and more. We also providing you the best wardrobes, wall shelves, bed & mattresses for you.

2.5 Price List

This is the price list of Perabot mak kau hijau

