



اَوْنِيُوْسِيْتِي تِيْكُوْلُوْجِي مَارَا
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TITLE: SOCIAL MEDIA PORTFOLIO

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EXECUTIVE SUMMARY

This report contains the social media post on Facebook. There is a teaser of the product, the soft sell and hard sell that was already posted on Facebook. This is to attract buyers to buy the product with the beginning that is teaser followed by soft sell to attract more customers and hard sell more useful to tell the importance of our product so that we can convince customers to buy the product. Using social media marketing, there is a lot of demand in the product especially when the media is used by various types of the groups from gender, age and so on. By using social media such as Facebook, Instagram, Twitter and so on, the seller can get a lot of attention or demand from customers because they know the product exists. The customers also can get benefits by buying from online sellers. They can be frugal in various factors and they will also know more about the importance or benefits of a product by asking directly to the seller.

Background

Mamasab International Sdn Berhad is one of the companies that sell bakery and dessert products as well as the other home furnishing products. Mamasab using a dropship agent system. The founder of Mamasab is Pn. Siti Sabrina Binti Sobri also known as Mama Sabrina or Mamasab. She is a former radiographer at a government hospital located in the Klang Valley. With sales revenue of 100 million in 2020, now Mamasab International has 12 branches in Malaysia. Now Mamasab has expanded its wings in the field of cosmetic, fashion and furnishing homes and is targeting to get 35 branches in 2021.

1.2 Introduction of the Business

i) NAME: Mamasab International Sdn.Bh
ADDRESS: Mamasab Bakery Petaling Jaya (HQ), No 12 Jalan PJS 5/26,
Taman Desaria, Selangor.

ii) Organizational chart



iii) Mission/vision

Mission: Mamasab seeks to create and promote the high quality of the cake or dessert, great-tasting of the sauce and so on. We sell with responsibility, honesty and integrity to meet customer's demand.

Vision: To become one of the company that most known for the high quality product whether in terms of food, cosmetic, household and so on