



**FACULTY OF FILM, THEATRE AND ANIMATION (FiTA)  
UNIVERSITI TEKNOLOGI MARA (UiTM)**



**NZCRUNCHIES**

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530): SOCIAL MEDIA**

**FACULTY & PROGRAMME: FF237 - BACHELOR OF CREATIVE INDUSTRY  
MANAGEMENT (HONORS) FILM PRODUCTION**

**SEMESTER: 4**

**PROJECT TITLE: SOCIAL MEDIA PORTFOLIO FOR NZCRUNCHIES  
(Crunchielicious By AinSyahirah)**

**NAME: WAN NUR AIN SYAHIRAH BINTI WAN ISHAK (2019228898)**

**LECTURER: PUAN NURHUDA HAJI NIZAR**

## ANKNOWLEDGEMENT



Bismillahirrahmanirahim ..

Alhamdulillah, I am thankful to the divine with the overflow of blessings and the blessings of time, life and energy bestowed on me so that I can complete this task successfully.

First of all, I would like to dedicate this speech of appreciation to my beloved lecturer, Puan NurHuda Binti Haji Nizar because with her guidance and guidance, she opened the space for me to complete this task successfully.

I would also like to express my infinite thanks to my parents who provided me with a facilitator to complete this assignment. They have given me all the facilities and infinite moral support until I successfully completed this assignment.

I would also like to thank my many friends for reminding me of everything I have neglected. They helped me by answering every question I asked them.

Finally, I would like to thank those who were directly or indirectly involved in the making of this course work. Thank you.

## **EXECUTIVE SUMMARY**



This report is about the NZCrunchies business that has been conducted on social media, namely on the Facebook platform. I have created a Facebook to upload the business to be implemented. So, I have created a Facebook Page with the name Crunchielicious by AinSyahirah. For this task I need to post some elements such as teaser, hard sell, and soft sell.

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# GO - ECOMMERCE REGISTRATION (PRINT SCREEN)



PERSONAL PROFILE
BUSINESS PROFILE

WAN NUR AIN  
SYAHIRAH BINTI  
WAN ISHAK

Personal Information

---

Name	: WAN NUR AIN SYAHIRAH BINTI WAN ISHAK	Phone/Mobile	:		<a href="#" style="background-color: #e91e63; color: white; padding: 2px 5px; border-radius: 3px;">Edit</a>
		Home Address	:		
New Identity Card No.	:	District	:		
Email Address	:	Postcode	:		
City	:	Personal Instagram	:		
State	:	Race	:	Malay	
Personal Facebook	:	Special Need Required	:	No	
Gender	:	Female			
Marital Status	:	Single			

Institution Information [Add New](#)

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UTM Puncak Perdana - NHNENT530

Type of Institution	: IHL	Institution List	:	Universiti Teknologi MARA	
State of Institution	:	Name of Institution	:	UTM Puncak Perdana	
Address of Institution	:	City	:	Puncak Perdana	
		Postcode	:	40150	
District of Institution	:				
Level of Study	:	Study Status	:	Full time	<a href="#" style="background-color: #e91e63; color: white; padding: 2px 5px; border-radius: 3px;">Edit</a> <a href="#" style="background-color: #e91e63; color: white; padding: 2px 5px; border-radius: 3px;">Delete</a>
Course Name	:	Class Name	:	FF2374A	
Subject Name	:	Year Enrolling the subject	:	2021	
		Lecturer Name	:	NURHUDA BINTIHAJI NIZAR	
Month Enrolling the Subject	:	Year Of Internship Enrollment	:	0	
Internship Enrollment	:	Period of Internship Training	:		
Month of Internship	:				

http://app.go-ecommerce.my/profile
16

7/15/2021

eUsahawan App

Enrollment  
Expected Year : 2022  
  
To Complete Study  
Related To : Yes

Expected Month To : 9  
  
Complete Study

eCertificates

[Click here to download Programme eCertificate now](#)

This is only available for users who:

- Have completed all 7 eUsahawan chapters on Malaysia Digital Academy before end of 2018
- Have completed a digital entrepreneurship course at a partnering tertiary institution

Completed Online Training

Available Contest

## INTRODUCTION OF BUSINESS



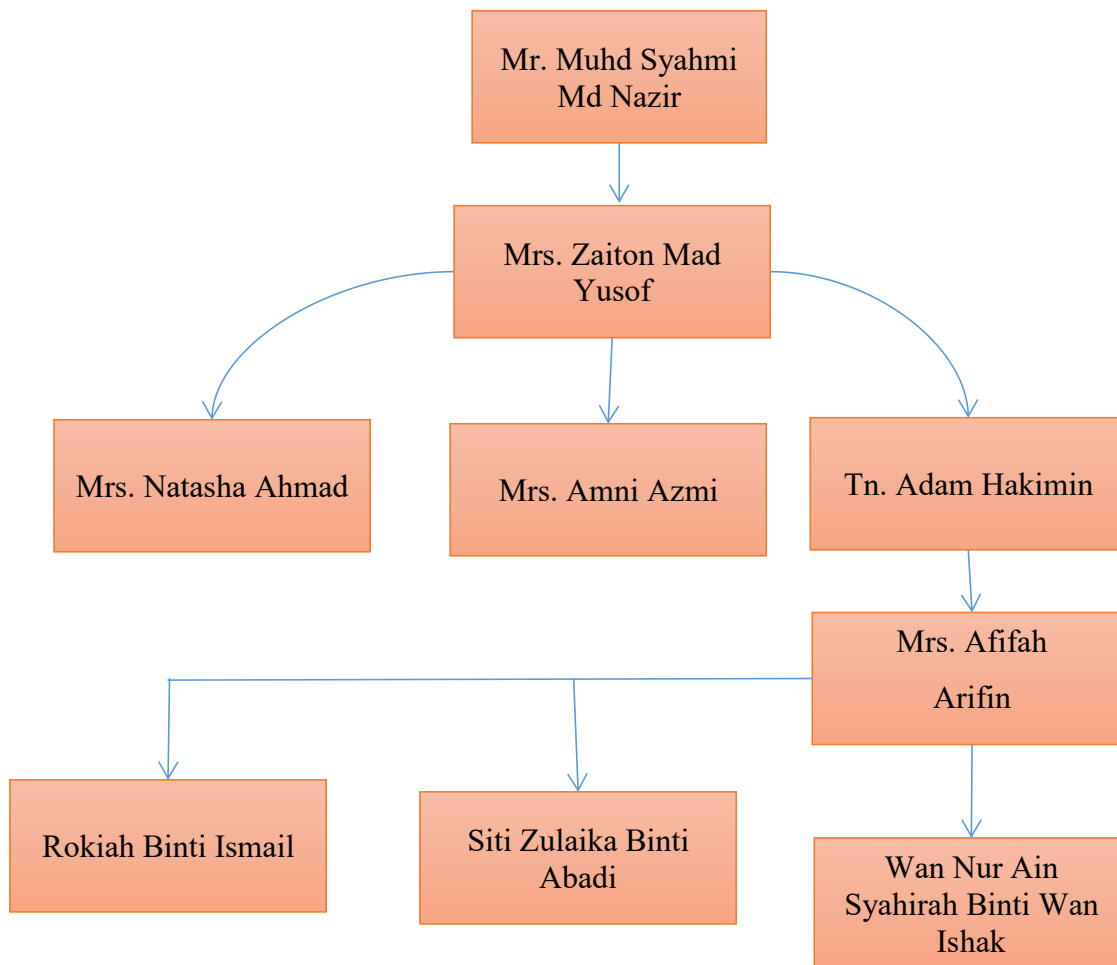
### Name and address of business

- Nama business: NZCrunchies

NZCrunchies is one of the brands of snack products owned by NZ Frozen Industries Sdn. Bhd.

- Address business: NZ Frozen Industries Sdn. Bhd, SME Industrial Complex Tampoi, 80350 Johor Bharu, Johor.

### Organizational chart



## **Mission And Vision**



### ➤ Mission

Provides and emphasizes on the production of various frozen food products including pastries & snacks.

### ➤ Vision

To be a leading, dynamic and competitive organization and company through a strong and solid team alliance and the best company in Malaysia in the food, beverage and halal technology industry.

## **Decriptions of products**










NZ Crunchies are snacks made from poppy skin made with a variety of flavors such as Salted egg, Cheese Primo, Chicken Floss, Korean BBQ, Chocolate, and Milky Matcha. It is also very suitable for the whole family to eat. The price of these Nzcrunchies is between RM 3.00 to RM 10.00 for Peninsular Malaysia and RM 4.00 and RM 14.00 for Sabah and Sawarak. In addition, these snacks can be found in pouch bags weighing 60 grams and jars weighing 220 grams. The advantages of NZCrunchies are a shelf life of over 4 months, attractive packaging, the product is easy to carry anywhere, and has a lot of positive feedback.

**Price list**








A) In a Jar

NO.	FLAVOR	WEIGHT (G)	PRICE (RM)
1	<p>Korean BBQ</p> 	220	<p>10.00 (SM)</p> <p>14.00 (SS)</p>
2	<p>Cheese Primo</p> 	220	<p>10.00 (SM)</p> <p>14.00 (SS)</p>
3	<p>Toast</p> 	220	<p>10.00 (SM)</p> <p>14.00 (SS)</p>
4	<p>Seaweed Teriyaki</p> 	220	<p>10.00 (SM)</p> <p>14.00 (SS)</p>
5	<p>Flaming Salted Egg</p> 	220	<p>10.00 (SM)</p> <p>14.00 (SS)</p>

6	Savoury chicken floss 	220	10.00 (SM) 14.00 (SS)
7	Golden salted egg 	220	10.00 (SM) 14.00 (SS)
8	Chocolate Supreme 	220	10.00 (SM) 14.00 (SS)
9	Milkly Matcha 	220	10.00 (SM) 14.00 (SS)

B) In Pouch Bag

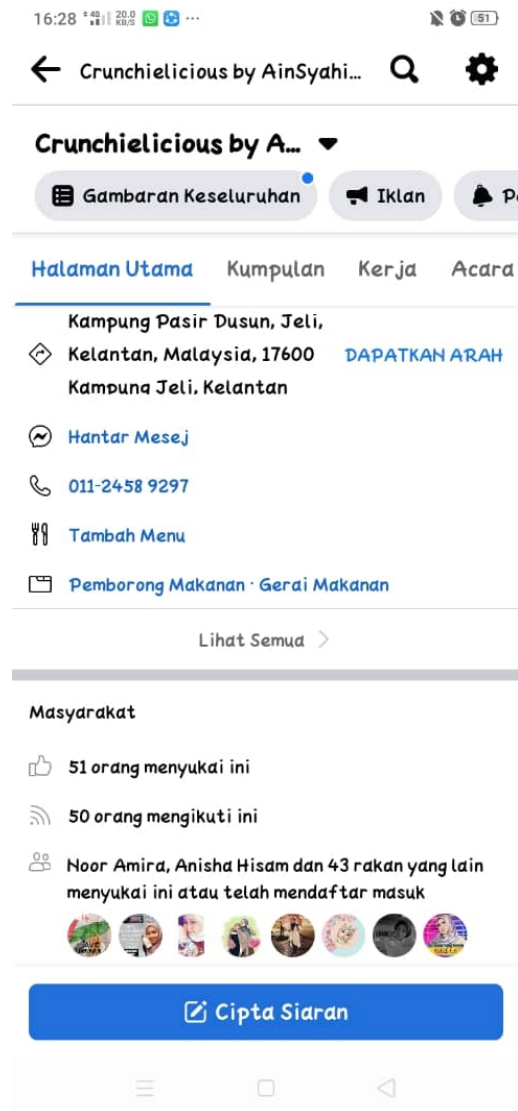
NO.	FLAVOR	WEIGHT (G)	PRICE (RM)
1	Korean BBQ 	60	RM 3.00 (SM) RM 4.00 (SS)

2	<p>Seaweed Teriyaki</p> 	60	<p>RM 3.00 (SM)</p> <p>RM 4.00 (SS)</p>
3	<p>Golden Salted Egg</p> 	60	<p>RM 3.00 (SM)</p> <p>RM 4.00 (SS)</p>
4	<p>Chocolate Supreme</p> 	60	<p>RM 3.00 (SM)</p> <p>RM 4.00 (SS)</p>
5	<p>Cheese Primo</p> 	60	<p>RM 3.00 (SM)</p> <p>RM 4.00 (SS)</p>

# FACEBOOK (FB)



Creating Facebook (FB) page



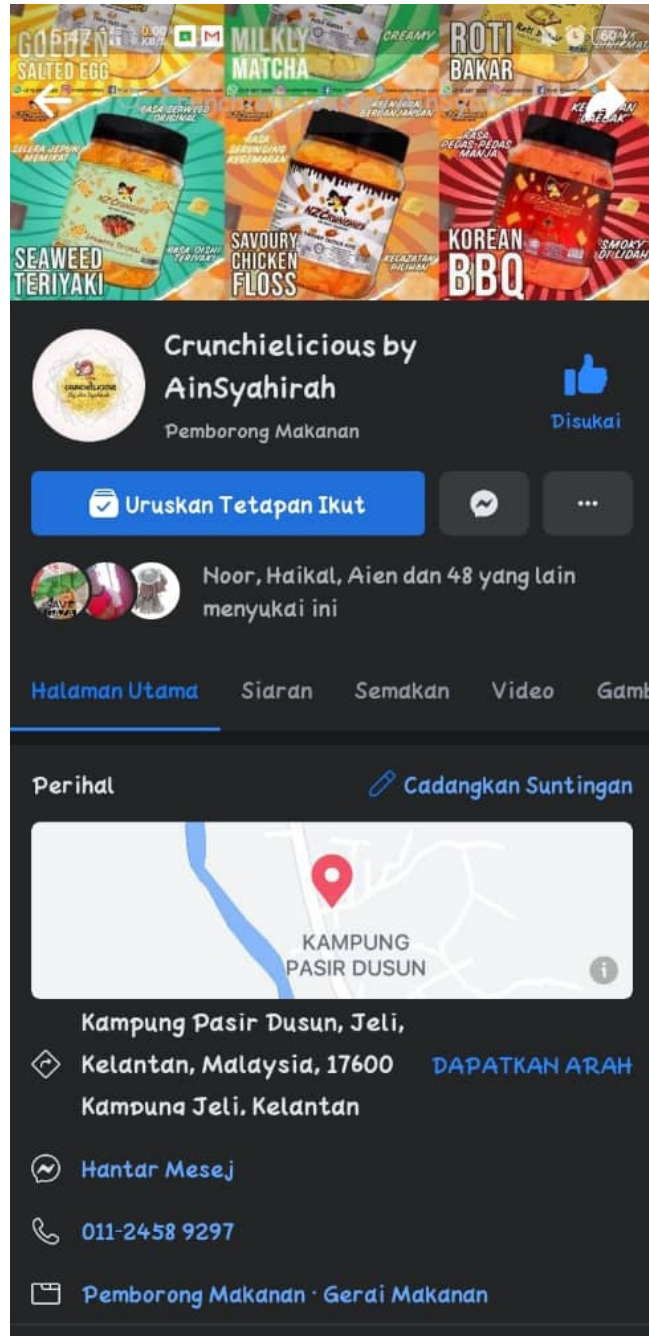


## Customing URL Facebook (FB) page



- Facebook Name: Crunchielicious By AinSyahirah
- Facebook Link:

<https://www.facebook.com/Crunchielicious-by-AinSyahirah-107842661511863/>



Facebook (FB) post – Teaser



1. Date: 11/6/2021

Caption: DENGAN KEPADATAN RASA YANG TIADA PENGHUJUNG...Pasti membuatkan korang semua ketagih. Mana taknya, ada 9 flavour kesemuanya dan digabungkan dengan kepingan kulit popia yang rangup. Jangan salahkan kitorang kalau korang tak henti crunchiess.#nzcunchiess #nzcunchiessviral



2. Date: 8/7/2021 (7.18 PM)

Caption: Kelazatan dan kerangupan yang tak terhingga dengan nzcunchiess.



3. Date: 9/7/2021(4.24 PM) ✓

Caption: SLURPP!!! Memang betul-betul menyelerakan kalau korang jadikan NZCrunchies sebagai pembuka selera dalam setiap hidangan. #nzcruchiess #nzcruchiessedap #nzcruchiessviral



4. Date: 10/7/2021

Caption: Oops! Your life, your choice.

#nzcrunchies #nzcrunchiessedap #nzcrunchiessviral



5. Date: 11/7/ 2021 (2.50 PM)

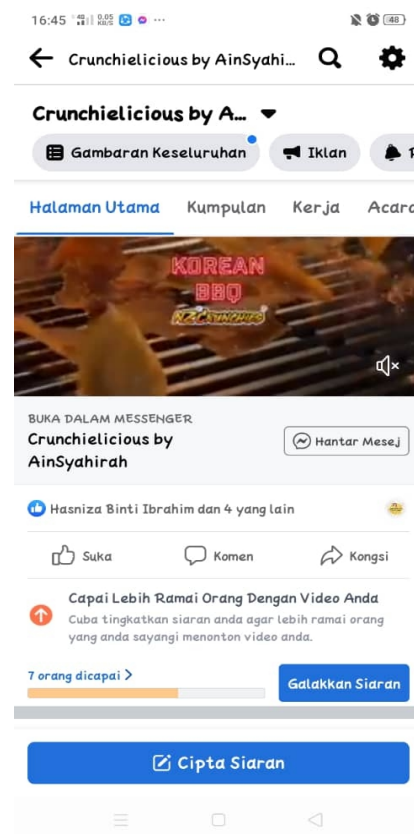
Caption: Perisa mana yang menjadi pilihan anda sekeluarga? Jom screenshot dan kongsi dengan kami.

#nzcunchiesviral #nzcunchiessedap #nzcunchies



6. Date: 13/7/2021 (4.51 PM) ✓

Caption: NZ Crunchies kini dengan 9 perisa yang terdiri daripada Golden Salted Egg, Flaming Salted Egg, Seaweed Teriyaki Cheese Primo, Savoury Chicken Floos, Chocolate Supreme, Milky Matcha, Korean BBQ dan Roti Bakar. Dengan nilai yang hebat, rasa unik dan lazat, disukai ramai dan kerangupan berganda hanya pada NZ Crunchies. #nzcruchiessedap #nzcruchiessviral #nzcruchiess.





7. Date: 11/7/2021 (6.49 PM)

Caption: *Hai korang, Nzcrunchiess ada pelbagai jenis perisa yang sedap dan lazat. Untuk mengetahui tentang nzcrunchiess jom layan video ini dulu untuk info dari Nzcrunchiess. #nzcrunchiess #nzcrunchiessedap #nzcrunchiessviral* ✓

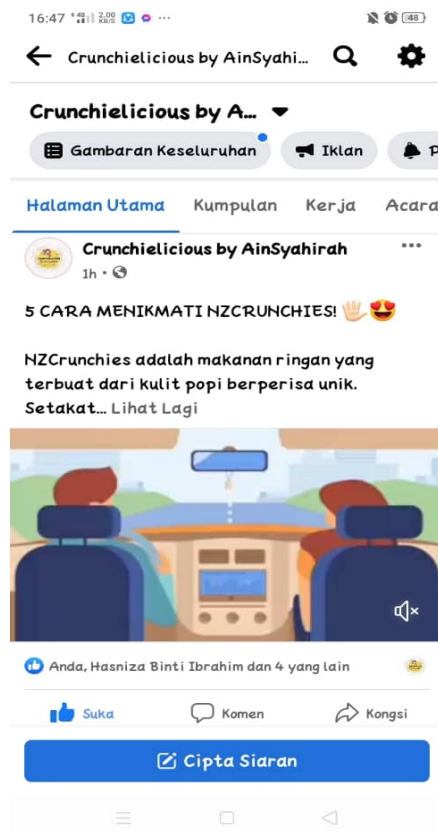




8. Date: 15/7/2021 (11.57 AM)

Caption: *5 CARA MENIKMATI NZCRUNCHIES! NZCrunchies adalah makanan ringan yang terbuat dari kulit popi berperisa unik. Setakat ini, 9 perisa menarik dan 2 perisa khas telah dihasilkan dan mampu memikat peminat makanan ringan. Mari lihat 5 cara untuk menikmati NZCrunchies tidak kira masa, di mana sahaja anda berada!*

*#NZcrunchies #Nzcrunchiessedap #Nzcrunchiesviral*



## Facebook (FB) post – (Hard sell)

1. Date: 14/6/2021

Caption: (no caption)



2. Date: 17 /6/2021 (10.47 PM)

Caption: *Jadikan NZ Crunchies yang pelbagai perisa sebagai peneman setia anda walau dimana anda berada. Nz crunchies di perbuat dari kulit popia yang diproses nipis untuk rasa yang lebih rangup. #nzcrunchiesviral #nzcrunchiessedap* ✓



3. Date: 20/6/2021 (10.59 PM)

Caption: *BANYAK SEBAB KENAPA KORANG KENA BELI SNEKVIRAL NII... Lumayan dan berpatutan. Rasa sekali confirm nak lagi.* #nzcrunchiesviral #nzcrunchiessedap



4. Date: 23/6/2021 (11.12 AM)

Caption: Cuba teka ni perisa nzcrunchiess apa?

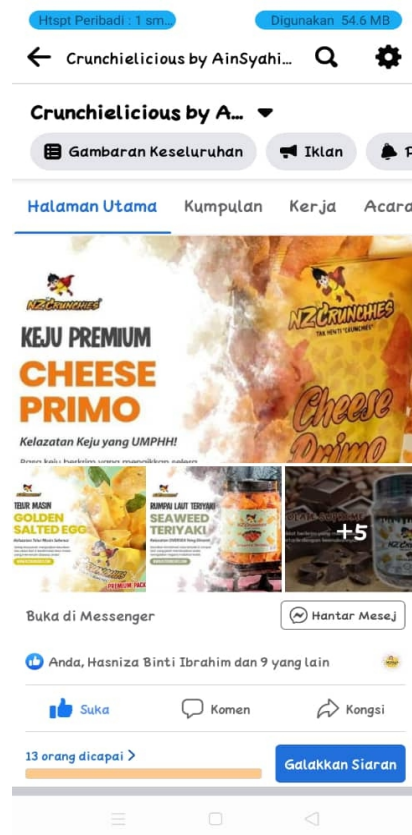
#Nzcrunchiessedap #Nzcrunchiessviral



5. Date: 24/6/2021 (1.38 PM)

Caption: *Tahukah anda apa keistimewaan Nzcrunchies.*

- ▶▶ Terdapat 9 perisa Nz crunchies.
- ▶▶ Rasa yang rangup dan sedap.
- ▶▶ Sesuai dimakan ketika waktu stress dan jamuan.
- ▶▶ Produk bumiputera halal.
- ▶▶ Cheese yang lebih.
- ▶▶ Coklat yang premium. ✓
- ▶▶ Ada yang rasa pedas - pedas manja.



6. Date: 25/6/2021 (8.49PM)

Caption: *Pasangan serasi...Sesekali dapat layan bubur nasi dengan kepingan rangup nzcrunchies seaweed teriyaki, terus jatuh hati..Ada 9 perisa yang boleh kita nikmati..* ✓



7. Date: 3/7/2021(1.09 PM)

Caption: *Cuba korang susun huruf-huruf ni...Agak-agak perisa apa yang korang jumpa? HINT: Pelengkap juadah korang. #nxcrunchies #nzcrunchiessviral #nzcrunchiessedap* ✓





8. Date: 3/7/2021 (11.50 PM)

Caption: (No caption) ✓



9. Date: 6/7/2021 (2.57 PM)

Caption: *MANA KORANG SUKA? NZCrunchies Savoury Chicken Floss ni memang sangat sesuai digandingkan dengan pelbagai hidangan kerana rasa serunding ayam yang padu dan lazat.* ✓



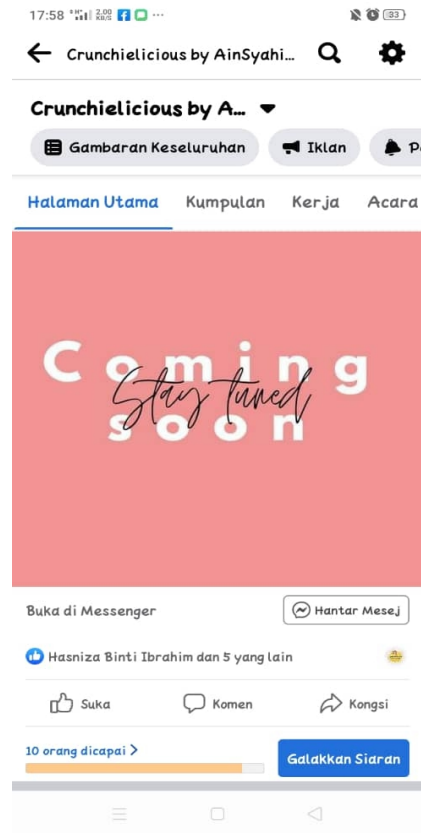
10. Date: 7/7/2021 (10.49 AM)

Caption: IT'S GAME TIME....*Kalaulah satu hari nanti korang ditakdirkan untuk memiliki sebuah restoran, apa nama restoran korang?* ✓



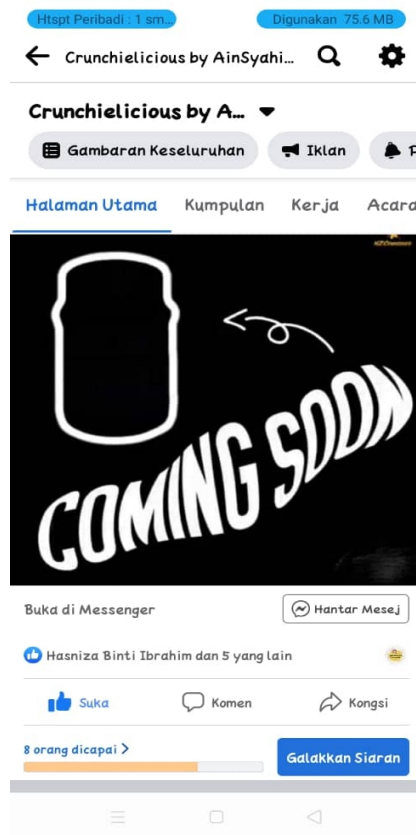
11. Date: 7/7/2021 (10.26 PM)

Caption: Coming Soon\_Nzcrunchies ✓



12. Date: 8/7/2021 (11.48 PM)

Caption: COMING SOON !!!Something great is coming...Wait for my update and stay tuned guys... ✓



13. Date: 9/7/2021 (10.05 AM)

Caption: Enjoy your spare time at home..Stay safe, stay sane. #nzcunchiess  
#nzcunchiessviral #nzcunchiessedap ✓



14. Date: 11/7/2021 (11.23 AM)

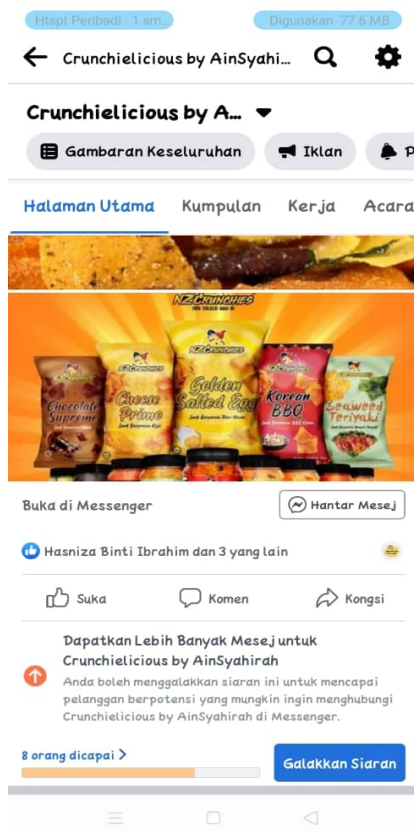
Caption: Setiap perkara baik yang kita niatkan dan lakukan, pastinya ada manis-manis yang Dia telah simpankan. Teruslah bersangka baik dengan segala perancangan Dia. #nzcrunchiess #nzcrunchiessedap #nzcrunchiesviral





15. Date: 12/7/2021 (10.39 Pagi) ✓

Caption: *RAMBANG MATA DIBUATNYA... "Sepanjang musim PKP ni memang kerap jugalah repeat order NZCrunchies. Tapi setiap kali nak repeat order tu, memang ambil masa sikit sebab pening nak 'grab' mana satu." NZCrunchies hadiran dengan 9 perisa botol dan 5 perisa pouch bag NZCrunchies. Mana lagi nak cari snek murah meriah macam ni kan? Kerangapan dan kelazatannya pun berganda-ganda!*





16. Date: 13/7/2021(12.12 PM)

Caption: *Apa lagu yang menemani korang sambil menikmati NZCrunchies?*

*#nzcrunchies #nzcrunchiesedap #nzcrunchiesviral*



## Facebook (FB) post – (Soft sell)

1. Date: 4/6/2021 ✓

Caption: Hai korang-!! Lapar ke tu?? Tak tahu nak pilih kupadan apa!! Meh sini mkn Nzcrunchies sedap sangat tau. Nz crunchies di perbuat dari kulit popia yang diproses nipis untuk rasa yang lebih rangup...ianya mempunyai 9 perisa. Flavour available: Chocolate, Cheese primo, Korean bbq, Roti bakar, Salted Egg, Chicken floss, Milky matcha, Seaweed teriyaki.

Harga: 1 balang RM 10.00

<http://www.wasap.my/+60112458929>



2. Date: 9/6/2021

Caption: Nz crunchies adalah salah satu kudapan yang terbaik pada abad ini!!! Kenapa perlu membeli NzCrunchies? Ramai yang suka makanan ringan tapi tidak semua suka makanan yang mengandungi kolestrol yang tinggi. Kalau nak tahu, NzCrunchies ini merupakan salah satu makanan ringan yang kurang kolestrol dan mempunyai rasa yang unik. Ingin mencuba? Jadi ayuh dapatkan NZCrunchies dari kami.

1 balang RM 10.00

<http://www.wasap.my/+60112458929>



3. Date: 15/6/2021

Caption: *NZ CRUNCHIES VIRAL memang jadi snek wajib untuk seisi keluarga. Sepuluh ringgit (RM 10) jer sebalang, Tiga ringgit (RM 3) jer 1 pouch bag. Serius 1 balang/1 pouch bag memang tak cukup. Krup krap krup krap, sedar-sedar dah habis. Macam mana boleh tak sedar? Sebab rangupnya cukup terasa semasa mengunyah. Dan rasa kerepek ni cair dalam mulut. Memang tak sedar dibuatnya. Sape nak selit o.r.d.e.r boleh pm. [Www.wasap.my/601124589297/nzcrunchiess](http://Www.wasap.my/601124589297/nzcrunchiess) #krepekviral #nzcrunchies #cubasekalimahulagi* ✓



4. Date: 18/6/2021 (10.55 AM)

Caption: *Snek NZ Crunchies diperbuat dari kulit popia dan didatangkan 9 perisa unik iaitu :*

*BALANG: Cheese Primo, Salted Egg, Korean BBQ, Savoury Chicken Floss ,  
Chocolate, Seaweed Teriyaki, Flaming Salted Egg Roti Bakar*

*POUCH BAG: Cheese Primo, Salted Egg, Korean BBQ, Chocolate,  
Seaweed Teriyaki* ✓





5. Date: 21/6/2021 (5.43 PM)

Caption: *RASA NAK MENGUNYAH ? NAMPAK NZ CRUNCHIES  
RASA MACAM SEDAP JE !!*

*Rasa yang rangup dan sedap*

*Sesuai dimakan ketika waktu stress dan jamuan*

*Terdapat 5 perisa Nz crunchies*

*Harga murah bermula RM 3.00 satu pouch bag. Walaupun berbeza perisa:*

▶▶ *Produk bumiputera*

▶▶ *Cheese yang lebih*

▶▶ *Coklat yang premium*

▶▶ *Ada yang rasa pedas - pedas manja*

▶▶ *Stok ini disimpan dalam keadaan baik*

▶▶ *Golongan artis dan influencer pun telah cuba memang cun rasa*

*Telefon nombor di bawah untuk dapatkan info lanjut. !!*

<http://www.wasap.my/+60112458929>

*#nzcrunchies #nzcrunchiesviral #nzcrunchiessedap ✓*



6. Date: 26/6/2021 (9.37 PM)

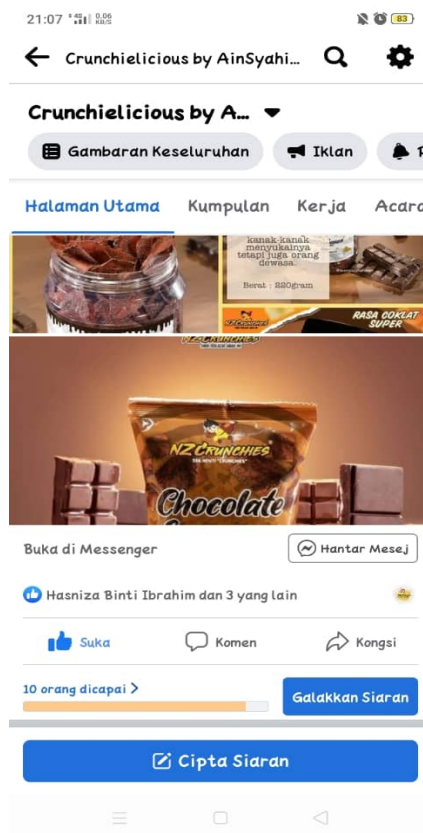
Caption: *KEPEKATAN COKLAT PREMIUM....Rasai kepekatan dan kelazatan rasa coklat premium dalam setiap kepingan kulit popia rangup Nzcrunchies Chocolate Supreme. Sekali kunyah, pasti tak berhenti. Kudapan paling best di dunia. Kini Nzcrunchies Chocolate Supreme juga dalam bentuk botol dan pouch bag.*

*1 Botol RM 10.00*

*1 Pouch Bag RM 3.00*

*Nzcrunchies juga boleh didapati dengan 9 perisa unik*

*#nzcrunchies #nzcrunchiesviral*

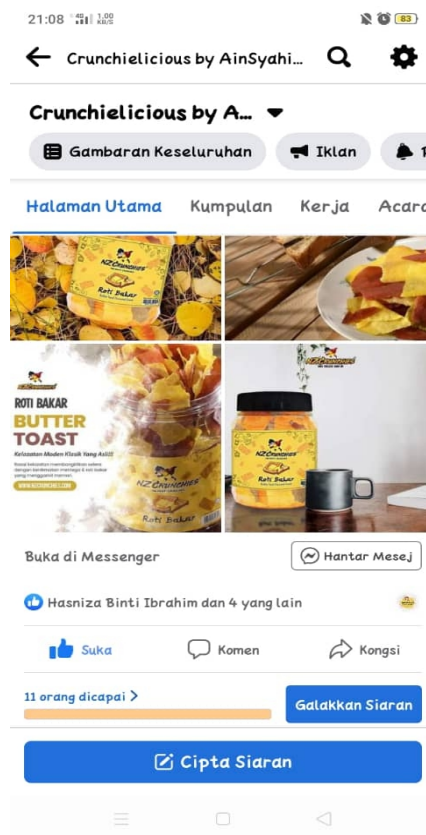


7. Date: 2/7/2021 (11.40 AM)

Caption: *Rasakan keaslian Roti Bakar...Korang sukakan roti bakar? Nikmati keunikan rasa Nzcrunchies Roti Bakar, gabungan citarasa mentega dan roti bakar asli...Snek yang sesuai dijadikan sarapan sebelum mula bekerja dan menjadi kegilaan ramai dgn rasa manis dan masin mentega, bila dimakan pasti tak henti crunchies...*

*Dapatkan Nzcrunchies dengan harga: 1 balang hanya RM 10.00 shj*

*#nzcrunchies #nzcrunchiesviral*





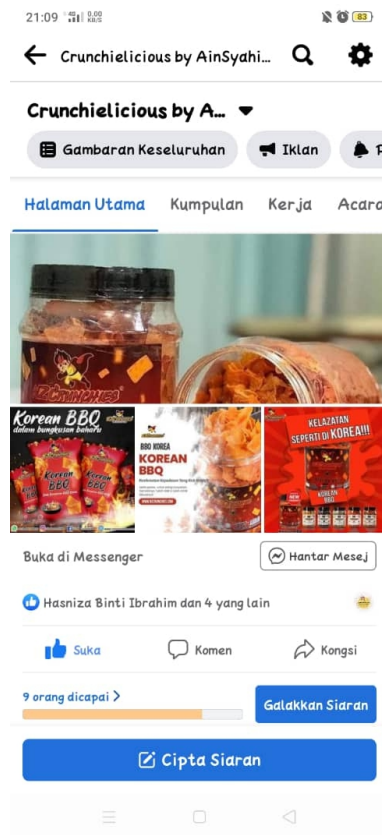
8. Date: 2/7/2021 (11.20 PM)

Caption: *SNEK KULIT POPIA ALA-ALA KOREA..Tak dapat travel ke Korea, nasib baik ada NZCrunchies Korean BBQ untuk mengubati hati yang lara. Nikmati NZCrunchies Korean BBQ, kudapan kulit popia rangup yang dilimpahi dengan sos pedas Korean BBQ asli ...Pasti buat korang tak henti crunchies! Dapatkan NZCrunchies, dengan harga:*

*1 balang hanya RM 10.00 shj*

*1 pouch bag hanya RM 3.00 shj*

*#nzcrunchies #nzcrunchiesviral*



9. Date: 4/7/2021 (12.29 PM)

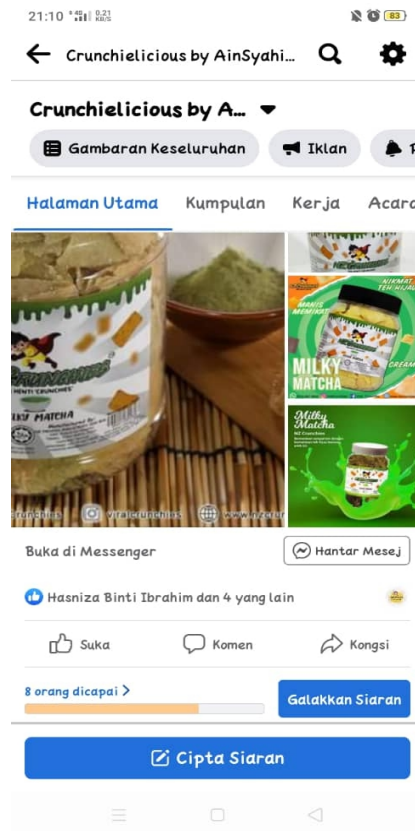
Caption: *Peminat serunding ayam pasti akan 'triggered' dengan flavour ni. Flavour yang korang selalu makan telah di adaptasikan pada snek Nzcrunchiess..Rasa memukau dan umph pasti buat kan korang terangkat bila makan.Nikmat yang hanya ada pada NZCrunchies Savoury Chicken Floss...Dapatkan nzcrunchiess serunding ayam dengan harga: 1 Balang RM 10.00 ✓*



10. Date: 4/7/2021

Caption: *KELAZATAN TEH HIJAU LUAR BIASA..*

*Sebut je Matcha mesti korang terbayangkan kepahitannya kan? Tapi NZCrunchies Milky Matcha ni lain tau korang...Rasai kerangupan NZCrunchies Milky Matcha yang lemak berkrim dengan ekstrak teh hijau yang menepati selera semua! Dapatkan nzcunchiess milky Matcha dengan harga: 1 balang RM 10.00* ✓



11. Date: 5/7/2021 (11.42 AM)

Caption: *DENGAN KEPADATAN PERISA TELUR MASIN... Pasti membuatkan korang semua ketagih. Mana taknya, rasa telur masin yang sangat lemak digabungkan dengan kepingan kulit popia yang rangup Jangan salahkan kitorang kalau korang tak henti crunchies. Nzcrunchiess Telur Masin juga terdapat ada 2 perisa iaitu Golden Salted Egg (masam manis) dan Flaming Salted Egg (pedas).. Boleh didapati dalam balang dan pouch bag: 1 balang RM 10.00*

*1 pouch bag RM 3.00*

*#nzcrunchiess #nzcrunchiesviral* ✓



12. Date:

Caption: *SALUTAN CINTA DI BAWAH POHON SAKURA. Sekeping kulit popia yang disalut dengan sos teriyaki asli dan rumpai laut, terus membuatkan korang terawang-awang sampai ke Jepun. Cuba bayangkan kalau dah berkeping-keping? Sambil layan anime, sambil jatuh cinta dengan NZCrunchies Seaweed Teriyaki..GABUNGAN MANTAP ALA-ALA JEPUN..Nzcrunchiess Seaweed Teriyaki boleh didapati dengan harga:*

*1 balang RM 10.00*

*1 pouch bag RM 3.00* ✓



13. Date: 9/7/2021 (10.51 PM)

Caption: *BUKAN SNEK KUDAPAN BIASA! Snek viral NZCrunchies, snek beraneka perisa dan produk yang WAJIB korang cuba! Ia juga boleh dibawa ke mana-mana sahaja. Nak perisa yang pedas –pedas manja ada, yang lemak berkrim ada, nak perisa yang ngam sambil layan KDrama ada. Memang sangat 'rare'! Nzcrunchies ini boleh didapati dengan harga:*

*1 balang RM 10.00*

*1 pouch bag RM 3.00*





14. Date: 11/7/2021 (12.02 AM)

Caption: *DIA DATANG LAGI! Wah! Semakin menarik dan meriah snek viral NZCrunchies kegemaran korang ni..Dengan kehadiran 9 perisa, korang boleh nikmati NZCrunchies dengan harga yang sangat berpatutan! Mana lagi nak cari snek murah meriah macam ni kan? Kerangupan dan kelazatannya pun berganda-ganda! #nzcrunchie #nzcrunchiesviral #nzcrunchiessedap* ✓



15. Date: 15/7/2021 (2.41 PM)

Caption: *Tora<sup>2</sup> dtg lagi.. ooppss NZ Crunchies dtg lagi Yg mana raya dgn Snek Popia NZ Crunchies tu, cukup ke mkn!? X cukup ada lagi ni yg mne x try lagi tu, meh try.. Rasai penangan SNEK POPIA yg TERLAZAT ABAD INI!! Hanya RM 10 shj sebalang.. #nzcrunchiessedap #nzcrunchiesviral* ✓





16. Date: 16/7/2021

Caption: *NZ CRUNCHIES VIRAL memang jadi snek wajib untuk seisi keluarga. Serius 1 pouch bag memang tak cukup. Krup krap krup krap, sedar-sedar dah habis. Macam mana boleh tak sedar? Sebab rangupnya cukup terasa semasa mengunyah. Dan rasa kerepek ni cair dalam mulut. Memang tak sedar dibuatnya. PERISA YANG DISEDIAKAN: cheese primo, korea bbq, salted egg, seaweed teriyaki, chocolate*

*Eh maaf lah kalau tiba-tiba kecur air liur korang. Maaf maaf...*

*RM 3.00 utk 1 pouch bag*

*RM 3.00 utk 1 pouch bag*

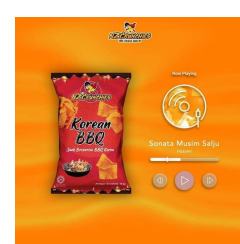


*Sape nak selit o.r.d.e.r boleh*

*#nzcrunchies #nzcrunchiessedap #nzcrunchiesviral*



# Graphics



## CONCLUSION

In conclusion, this social media assignment is an assignment that requires students to select a product and sell that product on Facebook pages. With this assignment also allows me to learn about hard sell and soft sell. Soft selling means building customer credibility and trust first by sharing information and information. When able to build trust and credibility, entrepreneurs can also build better businesses. Meanwhile, Hard Selling continues to promote directly what our product has. We deal directly with prospects and potential customers, explain about our products. It's good hard selling when it comes to people who are interested and ready to buy, but the downside is that when it is too excessive and too stressful, people will start littering and start to stay away from us. In addition, with this assignment can also reveal students more ways to do business in this pandemic business activities are increasing more - more on social media.

