



SOCIAL MEDIA REPORT

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

FACULTY & PROGRAMME : FACULTY OF HOTEL AND TOURISM
MANAGEMENT (HM245)

SEMESTER : 3

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ACKNOWLEDGEMENT

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EXECUTIVE SUMMARY

Musical Instruments by FaSya is a business that sell musical instrument through online by business application. Musical Instruments by FaSya is a sole proprietorship business form. The business are based in Klang, Selangor since February 2020. Since early of this business opening, our business was sold more than 30 products with the different instruments.

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Go-Ecommerce Registration



Certificate of Completion

This acknowledges that

Fatin Syahirah Binti Saat

has successfully completed

eUsahawan Course
Level 1 – Go Digital

organised by



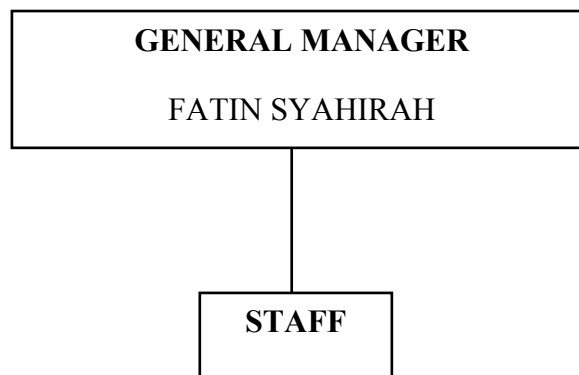
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INTRODUCTION OF BUSINESS

Musical Instruments by FaSya is a business that sell musical instruments. The name was chosen based on what our business sells that is musical instruments to make public know clearly about what we sells from our business. The business was established on 17 February 2020 and located at No 1, Persiaran Batu Nilam 1/Ks6, Bandar Bukit Tinggi, 41200 Klang, Selangor.

Organizational Chart

Musical Instruments by FaSya is a sole proprietorship business form. This is because our business is still new and only operate a small business. Therefore, our organizational chart only consists the owner of Musical Instruments by FaSya and staff.



Mission and Vision

To know more, our mission is to produce and sell musical instruments to music fans or musicians in our country for beginners or who have long involved in music. Our vision is to be a successful and well-known musical instruments business and to be able to invite and encourage many people to play music.




Description of Products and Services

Musical Instruments by FaSya is a business which sells a variety of musical instruments. Examples of musical instruments are piano, violin, guitar and so on. These musical instruments for sale are suitable to be bought by music lovers or musicians that are still beginners or old.

Furthermore, we sell these musical instruments through online that are shoppe and lazada applications. We also promote our business through social media like Facebook and Instagram. In this way, people will know more about the business we run and at the same time help our business to be better known by the general public.

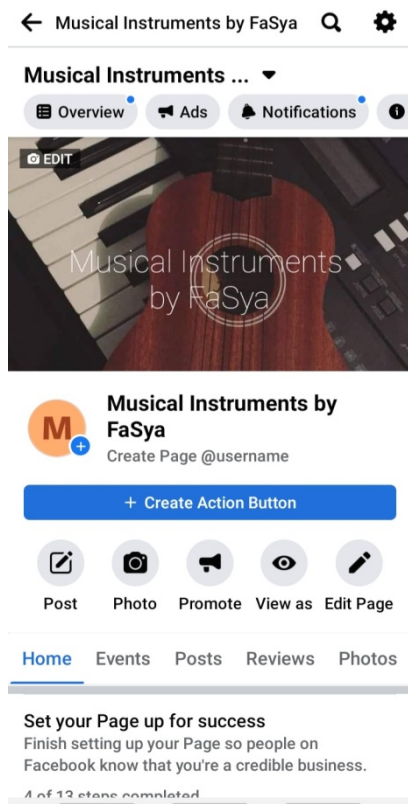
As for the services, Musical Instruments by FaSya offer free shipping for buyers from the peninsula. Not only that, we also offer free for every purchase. For example, with the purchase of an electronic piano, the buyer will be able to get free 6 other ancillary items such as music stand, original adapter, audio cable and so on.

Price List

Product	Name and Price (RM)
	<p>Keys Electric Digital Piano Electronic Learning Keyboard</p> <p>(RM 84.99)</p>
	<p>21/23 Inch Soprano Ukelele 4 Strings Spruce Basswood Guitar Uke</p> <p>(RM 53.90)</p>
	<p>High Grade Acoustic Violin Fiddle</p> <p>(RM 125.00)</p>

FACEBOOK (FB)

Creating Facebook (FB) page



Customing URL Facebook (FB) page

<http://www.facebook.com/Musical-Instruments-by-FaSya-103756772003516/>


Facebook (FB) post – Teaser

M Musical Instruments by FaSy...
2 h · 🌐


M Musical Instruments by FaSy...
2 h · 🌐

Stay tuned!

More musical instruments



For You


 You and 3 others **M**

Facebook (FB) post – Copywriting (Hard sell)

M Musical Instruments by FaSy...
1 h · 🌐

How does music affect culture and society?

Music has the power to culturally, morally, and emotionally influence our society... See more



how does music affect culture and society?

Facebook (FB) post – Copywriting (Soft sell)



Conclusion

In a words, Musical Instruments by FaSya is a business that sells variety musical instruments through online. For examples, piano, ukulele, guitar, violin and so on. We can conclude that our business is conducting by social media like Facebook app. Through this app, we can promote more about our products and services to public. So that, we can able to post the latest of our products and services through there.

Furthermore, this will give knowledge and skills for ourselves in IT. Also, it can prevent ourselves from being the outdated businessman and also it can also develop us by keeping up with the current development in our country.

