



اَوْنُوْرَسِيْتِي تِي كُونُوْمِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA 60

UNIVERSITI TEKNOLOGI MARA, KAMPUS PUNCAK ALAM
CAWANGAN SELANGOR

PRINCIPLE OF ENTREPRENEURSHIP (ENT530)
INDIVIDUAL ASSIGNMENT (SOCIAL MEDIA)

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2. ACKNOWLEDGMENT



Dr. Nor Zawani Binti Mamat @ Ibrahim is lecturer of Faculty of Business & Management. In performing our assignment, we had to take the help and guidelines of some respected person, who deserves our greatest gratitude. The completion of this assignment gives us much pleasure. We would like to show our gratitude to our lecturer Dr. Nor Zawani Binti Mamat @ Ibrahim for giving us a good guideline for assignment throughout numerous consultations. We would also like to expand our deepest gratitude to all those who have directly and indirectly guided us in writing this assignment. We are really grateful because we managed to complete this assignment within the time given. This assignment cannot be completed without the effort and co-operation from our group members.

3. EXECUTIVE SUMMARY

The name of my business is Bad Sheet – RAB – Textile Home and this business is only operate through online because of the PKP and MCO. This business is open by my brother and his wife and after that I help them to promote it through social media platform which is Facebook. This business is to help my brother and me myself to gain extra income. In this business also we have a mission and also vision that we set to help our business more stable. We have a many 12 kind of bed sheet with extra pattern that I am sure that will attract people to buy it especially the customer in the age of 20 and above. The product that we buy is from Sentosa Shop at bahau, negeri Sembilan. This is our supplier that we always order the product from. The social media that we use is facebook and we also have create a cover page, teaser about the product and also the image of the product that we want to sell to the customer. Every business have a problem, and our problem is in this covid -19 pandemic, it hard for us to get

the product in large quantity and the cost also is big. So to solve this problem, we have to try increase the cost to try to get the profit and stable our business.

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5. BODY OF THE REPORT

5.1 GO – ECOMMERCE REGISTRATION

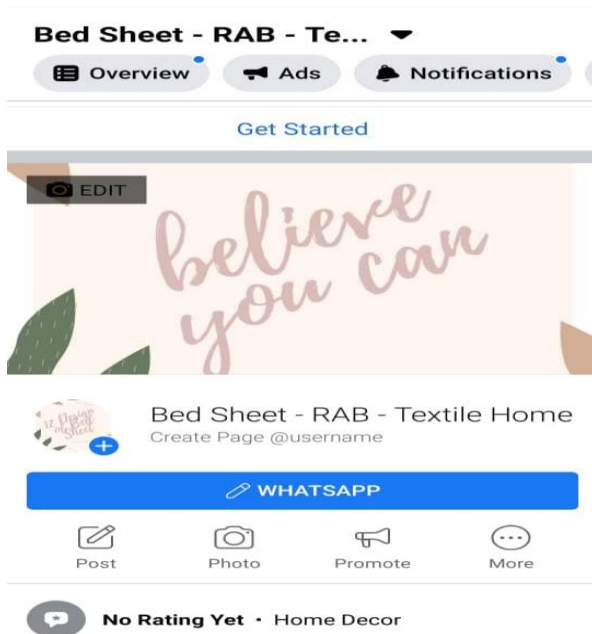


5.2 INTRODUCTION OF BUSINESS

The name of the business is Bad Sheet – RAB – Textile Home and it is located in No,203 Kampung Halacara Baru, Londah, 73400 Gemas, Negeri Sembilan. This business have a 2 owner which is my brother and his wife and me and my sister is their worker and promoter. The business no is 017-7481690 and this business have a mission and also vision. The mission for this business is to provide our customer the best quality product and also pattern that can make them feel comfort and happy. The vision of our business is make our business growth more in the future. Our product category is household item product which is bed Sheet. This product have a fuction 7 in 1 which is we have a 4 pillow case, 1 hug pillowcase, 1 bad sheet and also 1 blanket. This product have 12 set of category or pattern that customer can choose. The price for all set of product is RM 100 each set and if the customer want to buy more than 2 or 3, they can get a discount around 20 to 50 Ringgit.

5.3 FACEBOOK (FB)

5.3.1 FACEBOOK PAGES



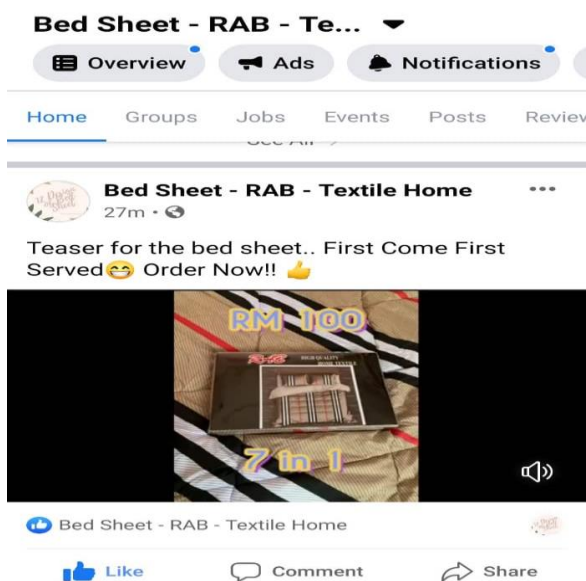
This is our business cover pages that we use in the social media platform which is facebook. This is the cover pages for our business in facebook.

5.3.2 CUSTOMING URL FACEBOOK PAGES

<https://www.facebook.com/Bed-Sheet-RAB-Textile-Home-103287832036263/>

this is the link for our business promotion in the facebook.

5.3.3 FACEBOOK POST – TEASER



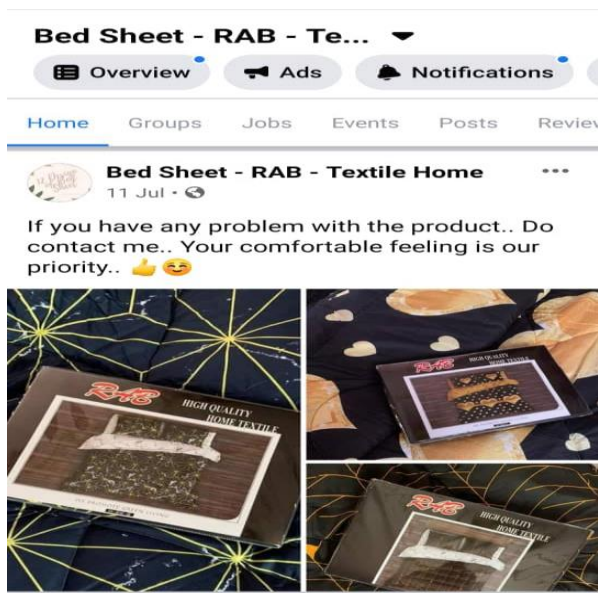
This is the teaser for my product that me do to promote our product to the customer. This teaser have a price for all type of pattern about the product and also about the benefit of 7 in 1

5.3.4 FACEBOOK POST – HARD SELL



This is the example of hard sell that I try to attract the customer by saying something that can make them feel not easy about the product.

5.3.5 FACEBOOK POST – SOFT SELL



This is the example of soft sell that I use to know about our product and also about the customer feedback. By doing this, I can make the customer believe in me and my product.

5.3.6 GRAPHIC



6. CONCLUSION

The product that I and my brother sell is not much profit that we gain but its good enough for me to feel how the feeling to sell the product. This product is not been sell by now because my brother hard to get the product from the supplier. Because of the MCO and else, my brother now is not sell the product anymore. So I hope maybe one day I can continued a business and lets the business growth and stable.