



SOCIAL MEDIA PORTFOLIO

ALIAIMI ENTERPRISE

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

FACULTY & PROGRAMME

: FACULTY OF BUSINESS AND
MANAGEMENT
BACHELOR OF BUSINESS
ADMINISTRATION (HONS)
ENTREPRENEURSHIP (BA233)

SEMESTER

: SEMESTER 2

NAME & ID NUMBER

: AIMI MAISARAH BINTI RAZALI
(2021809236)
: NUR ALIA UMAIRAH BINTI RUZAIDI
(2021829192)

LECTURER

: DR NOR HARLINA BINTI ABD HAMID

ACKNOWLEDGEMENT

Primarily, we would like to express our outmost gratitude to Allah S.W.T as we managed to complete our social media portfolio report with successfully by His guidance and blessings.

Then, we would like to express our thankfulness to University Technology Mara (UiTM) Campus Puncak Alam, Selangor for giving me the opportunity to conduct this project assignment.

Next, we would like to express our heartfelt thanks to Dr Nor Harlina Bt Abd Hamid, our Principle of Entrepreneurship (ENT530) lecturer for giving us this opportunity to carry out this project assignment as well as giving continuous great support and guidance to us for the whole semester of our project.

Moreover, we deepest gratitude to our family who tried their best to give their support by giving us a lot of encouragement and provide the financial for use to pay all the cost required from the beginning until the end of our project assignment. Not to forgotten to all our friends who had supported and shared knowledge to us through this whole semester.

Finally, not to forget, we want to thank everyone who involved and contributed directly or indirectly in our project. Without their help, we would not be able to complete this assignment successfully. We appreciated it so much. We hope with all the efforts that have been put in this report, we can gain good marks.

EXECUTIVE SUMMARY

Aimi Kitchen offers various of Chocojar. For now, we have chocolate mini crunch, chocolate bubble rice and white chocolate mini crunch with Oreo. Our business was started in April 2022. The specialty of Aimi Kitchen's Chocojar lies in the quality ingredients that does not contain any artificial ingredients or added food coloring.

Moreover, we are selling our products at affordable prices. Customers can enjoy Aimi Kitchen's Chocojar anywhere and anytime. Customers can buy our products through Facebook using cash on delivery method or courier delivery service. To market our products and engage with our consumers, we mostly utilise Facebook as a social media platform. Because so many individuals currently spend the majority of their time on social media, it allows us to simply reach out to potential customers and provides us with additional opportunity to raise brand recognition.

Our online business so far has been well received as we are able to create loyal customers. Since early it's opening, Aimi Kitchen's Chocojar was sold more than 80 packages. As a proof, our Facebook page which name is The Choco Sweet successfully gained 109 likes and 120 followers in less than two months. Our mission is to put a smile on our customers' faces. Therefore, we strive to make them satisfied with every purchase.

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1.0 INTRODUCTION OF BUSINESS

- Name and address of business
- Organisation chart
- Mission/vision
- Descriptions of products/services
- Price list

2.0 FACEBOOK (FB)


- Facebook page
- URL Facebook page
- Facebook (FB) post -Teaser
- Facebook (FB) post – Copywriting (Hard sell)
- Facebook (FB) post – Copywriting (Soft sell)
- Relevant graphics to each post/copywriting
- Sales Report

3.0 CONCLUSION

Go-Ecommerce Registration

PERSONAL PROFILE

BUSINESS PROFILE



NUR ALIA UMAIRAH BINTI RUZAIDI

Personal Information

Name

:

NUR ALIA UMAIRAH BINTI RUZAIDI

:

Phone/Mobile

:

:

Edit

New Identity Card No.

:

:

Home Address

:

:

Email Address

:

:

District

:

:

City

:

:

Postcode

:

:

State

:

:

Personal Instagram

:

:

Personal Facebook

:

:

Race

:

Malay

:

Gender

:

Female

:

Special Need Required

:

No

:

Marital Status

:

Single

:

Add New

Institution Information

UITM Puncak Alam - 530E NHAH

Type of Institution

:

IHL

:

Institution List

:

Universiti Teknologi MARA

State of Institution

:

Selangor

:

Name of Institution

:

UITM Puncak Alam

Address of Institution

:

Universiti Teknologi MARA
Cawangan Selangor Kampus
Puncak Alam, 42300 Bandar
Puncak Alam, Selangor, .

:

City

:

Puncak Alam

District of Institution

:

Kuala Selangor

:

Postcode

:

42300

Level of Study

:

Bachelor Degree

:

Study Status

:

Full time

Course Name

:

530E NHAH

:

Class Name

:

530E

Subject Name

:

ENT530ENHAH

:

Year Enrolling the subject

:

2022

Month Enrolling the Subject

:

4

:

Lecturer Name

:

Nor Harlina Abd Hamid

Internship Enrollment

:

No

:

Year Of Internship Enrollment

:

Month of Internship Enrollment

:

:

Period of Internship Training

:

Expected Year To Complete Study

:

2025

:

Expected Month To Complete Study

:

7

Related To Study Field

:

Yes

Edit Delete

MyENT certificate



The certificate template features a purple and grey geometric background. At the top left is the logo of Universiti Teknologi MARA (UiTM). To its right, the text reads 'Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)'. The main title 'MASMED YOUNG ENTREPRENEUR (MyENT)' is centered in bold, with 'MyENT' in purple. Below this is the subtitle 'SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM'. The student details section lists: 'No. Pelajar : 2021829192', 'Nama : NUR ALIA UMAIRAH BINTI RUZAIDI', 'Program Pengajian : IJAZAH SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN) KEUSAHAWANAN', 'Fakulti : Faculty of Business & Management', and 'Kampus : Selangor'. The business information section, titled 'MAKLUMAT PERNIAGAAN', lists: 'Mod Perniagaan : Online', 'Bidang Perniagaan yg diceburi : Makanan', 'Tempoh Berniaga : 2022/04', 'No. Pendaftaran Perniagaan : 202003222925 (003154017-U)', 'URL Perniagaan : https://www.facebook.com/TheChocoSweet/', 'Alamat Premis Perniagaan :', 'Tarikh Mendaftar : 28 May 2022', 'Tarikh Kemaskini : 28 May 2022', and 'Tarikh Cetak : 28 May 2022'. A disclaimer states that the MyENT registration record is official and will be voided if the student graduates or is no longer active. It also notes that MASMED can cancel the certificate without notice and that its use is for internal UiTM purposes only. The bottom section is signed by the 'PENOLONG NAIB CANSELOR KEUSAHAWANAN UITM' and includes the text 'SALINAN PENDAFTARAN INI DIPERAKUI OLEH' and 'Malaysian Academy of SME & Entrepreneurship Development (MASMED)'.

UNIVERSITI TEKNOLOGI MARA | Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar : 2021829192
 Nama : NUR ALIA UMAIRAH BINTI RUZAIDI

Program Pengajian : IJAZAH SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN) KEUSAHAWANAN
 Fakulti : Faculty of Business & Management
 Kampus : Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Online
 Bidang Perniagaan yg diceburi : Makanan
 Tempoh Berniaga : 2022/04
 No. Pendaftaran Perniagaan : 202003222925 (003154017-U)
 URL Perniagaan : <https://www.facebook.com/TheChocoSweet/>
 Alamat Premis Perniagaan :
 Tarikh Mendaftar : 28 May 2022
 Tarikh Kemaskini : 28 May 2022
 Tarikh Cetak : 28 May 2022

Sijil Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dijalankan oleh pelajar semasa tempoh pengajian di UiTM. Sijil ini secara tidak langsung akan terbatal apabila penama menamatkan pengajian atau tidak lagi aktif dalam sistem universiti.

Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED) juga berhak membatalkan sijil ini tanpa sebarang notis. Penggunaan sijil ini hanya diterima untuk kegunaan urusan dalaman UiTM sahaja. Urusan dan aktiviti perniagaan yang dijalankan oleh penama adalah risiko dan tanggungjawab sendiri tanpa melibatkan kepentingan dan nama Universiti.

SALINAN PENDAFTARAN INI DIPERAKUI OLEH
PENOLONG NAIB CANSELOR KEUSAHAWANAN UITM

Malaysian Academy of SME & Entrepreneurship Development (MASMED)



UNIVERSITI
TEKNOLOGI
MARA

Akademi
Pembangunan PKS dan
Keusahawanan Malaysia
(MASMED)

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UiTM

No. Pelajar : 2021809236
 Nama : AIMI MAISARAH BINTI RAZALI
 Program Pengajian : IJAZAH SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN)
 KEUSAHAWANAN
 Fakulti : Faculty of Business & Management
 Kampus : Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Online
 Bidang Perniagaan yg diceburi : Makanan
 Tempoh Berniaga : 2022/04
 No. Pendaftaran Perniagaan : 202003222925 (003154017-U)
 URL Perniagaan : <https://www.facebook.com/TheChocoSweet/>
 Alamat Premis Perniagaan : LOT 2046-C KAMPUNG BERANGAN MASJID 16200 TUMPAT
 KELANTAN
 Tarikh Mendaftar : 25 May 2022
 Tarikh Kemaskini : 26 May 2022
 Tarikh Cetak : 26 May 2022

Sijil Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dijalankan oleh pelajar semasa tempoh pengajian di UiTM. Sijil ini secara tidak langsung akan terbatal apabila penama menamatkan pengajian atau tidak lagi aktif dalam sistem universiti.

Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED) juga berhak membatalkan sijil ini tanpa sebarang notis. Penggunaan sijil ini hanya diterima untuk kegunaan urusan dalaman UiTM sahaja. Urusan dan aktiviti perniagaan yang dijalankan oleh penama adalah risiko dan tanggungjawab sendiri tanpa melibatkan kepentingan dan nama Universiti.

SALINAN PENDAFTARAN INI DIPERAKUI OLEH
PENOLONG NAIB CANSOLOR KEUSAHAWANAN UiTM

Malaysian Academy of SME & Entrepreneurship Development (MASMED)

SSM Registration (Sole Proprietorship/Partnership)



BORANG D (KAEDAH 13)

**PERAKUAN PENDAFTARAN
AKTA PENDAFTARAN PERNIAGAAN 1956**

Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama

AIMI KITCHEN**NO. PENDAFTARAN: 202003222925 (003154017-U)**

telah didaftarkan dari hari ini sehingga **24 MEI 2023** di bawah Akta Pendaftaran
Perniagaan 1956, beralamat di

Bil. Cawangan: TIADA

Bertarikh di **SISTEM EZBIZ** pada **26 MEI 2022**.

DATUK NOR AZIMAH ABDUL AZIZ
Pendaftar Perniagaan
Semenanjung Malaysia

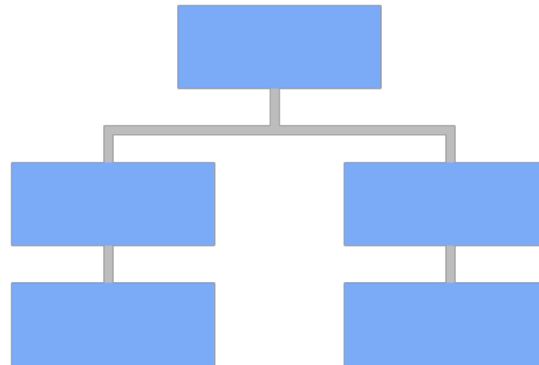
UserID: EZBIZ Date: Thu May 26 21:58:45 MYT 2022

1.0 INTRODUCTION OF BUSINESS

1.1 NAME AND ADDRESS OF BUSINESS

The name of our business is Aimi Kitchen. Our business motto is "Good Chocolate, Good Mood". The premise of our business is located at Lot 2046-C Kampung Berangan Masjid, 16200, Tumpat, Kelantan. As for our target market, Aimi Kitchen is target for all people including kids who loves to eat chocolate.

1.2 ORGANISATION CHART



1.3 MISSION AND VISION

MISSION

- To work tirelessly to develop the ultimate rice crispy that will make our consumers happy.
- To assist in the provision of a quick and healthy breakfast for those who do not have the time to eat.
- To guarantee that our goods are well-made, we utilise only the highest-quality and most nutritious components.
- To become the first choice of Chocojar among customers.

VISION

- To become Malaysia's most popular healthy snack and to gain revenues and loyal consumers.

1.4 DESCRIPTION OF PRODUCT/SERVICES

Aimi Kitchen is a business that offers variety of Chocojar to our customer with affordable price and luxurious taste of chocolate. The reason we are selling Chocojar is because we believe that our product is marketable among people especially among student.

As we selling Chocojar. We have expended our product line where we are not only offering one type of packaging. Customer can choose our packaging between pack or bottle so that our customers can enjoy Aimi Kitchen's Chocojar anywhere and anytime since it is easy to bring.

As for the services, Chocojar by Aimi Kitchen offer free delivery service for customer who's student. Not only that, our customer can get a discount when purchase Chocojar more than 3 packs by getting free 1 for any type of chocojar.

1.5 PRICE LIST



PRICE LIST

PACK

CHOCOLATE MINI CRUNCH	RM 5.00
CHOCOLATE BUBBLE RICE	RM 5.00

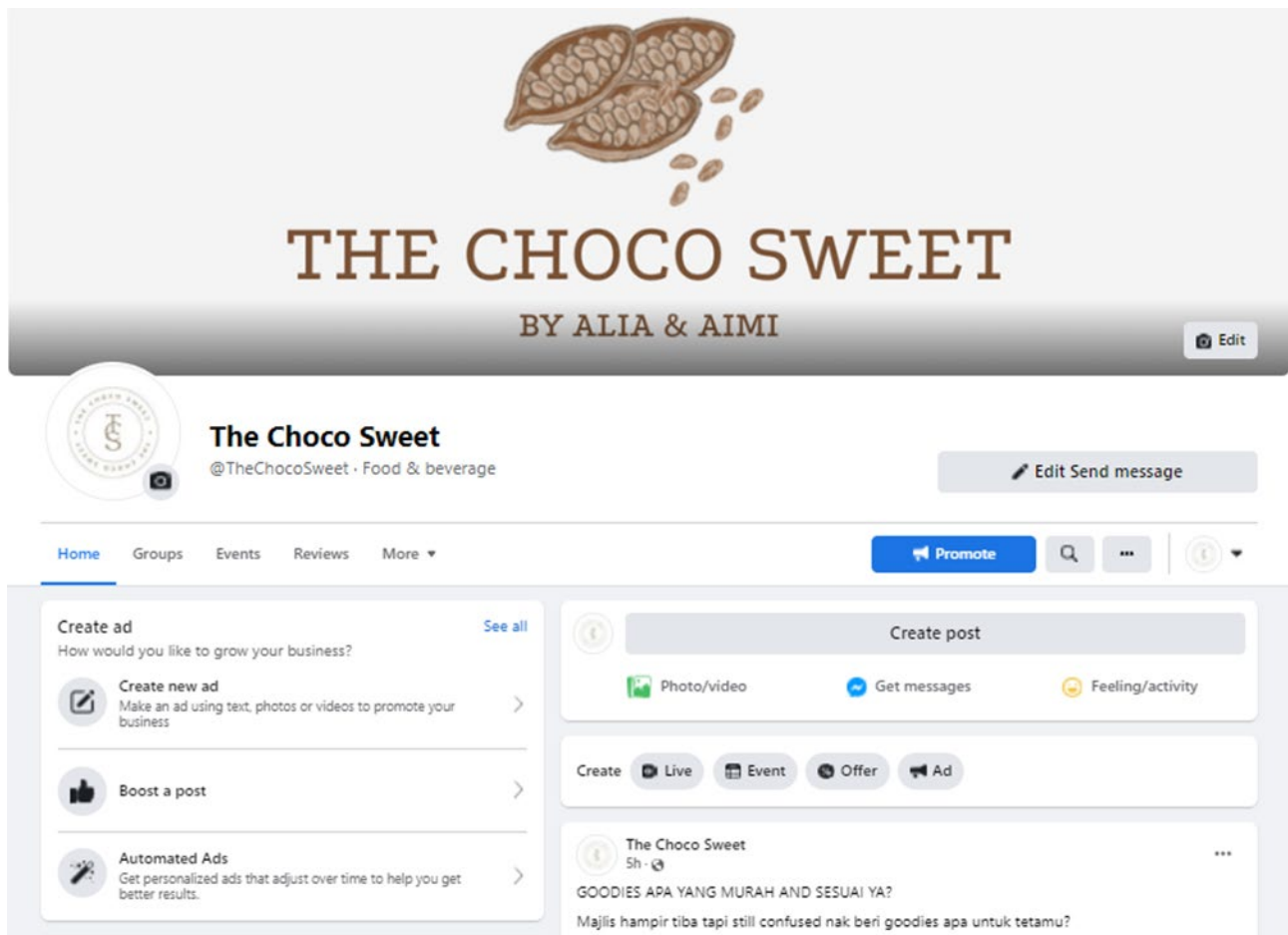
BOTTLE

CHOCOLATE MINI CRUNCH	RM 9.00
CHOCOLATE BUBBLE RICE	RM 9.00
WHITE CHOCOLATE MINI CRUNCH WITH OREO	RM 10.00

aimi's kitchen

2.0 FACEBOOK (FB)

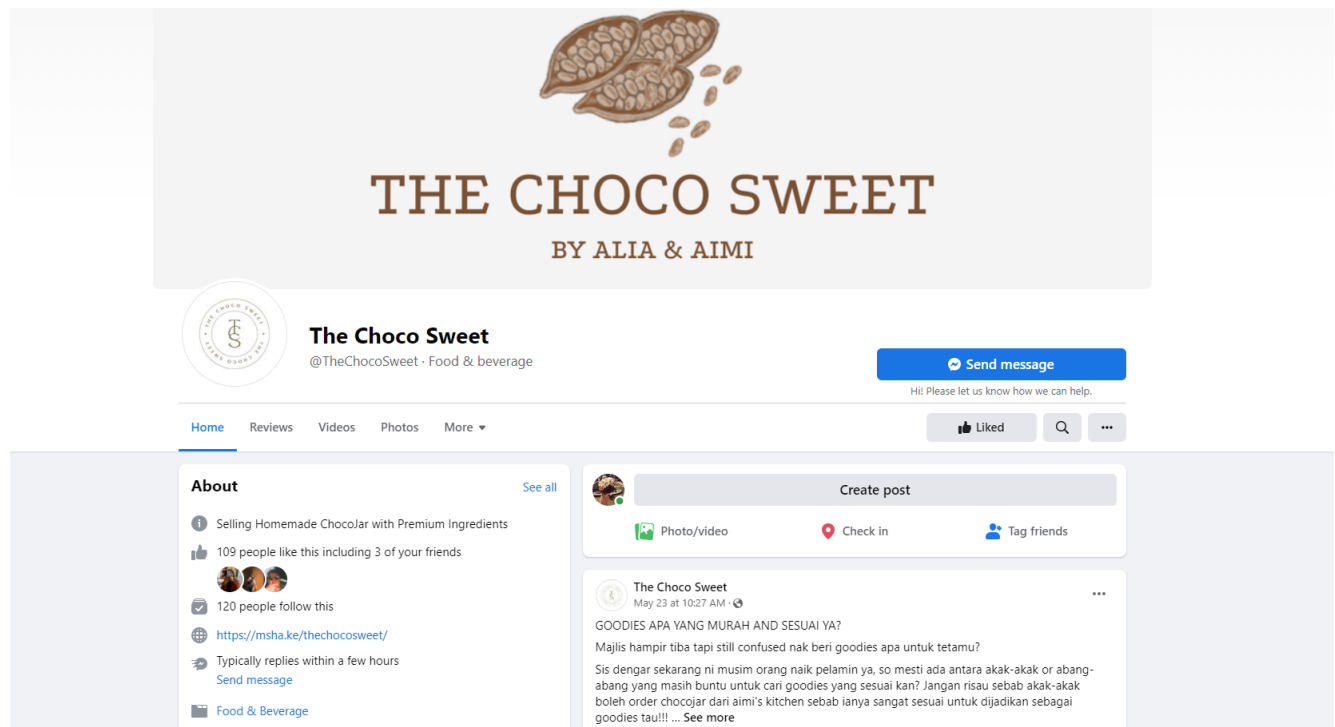
2.1 CREATING FACEBOOK PAGE



2.2 URL FACEBOOK PAGE

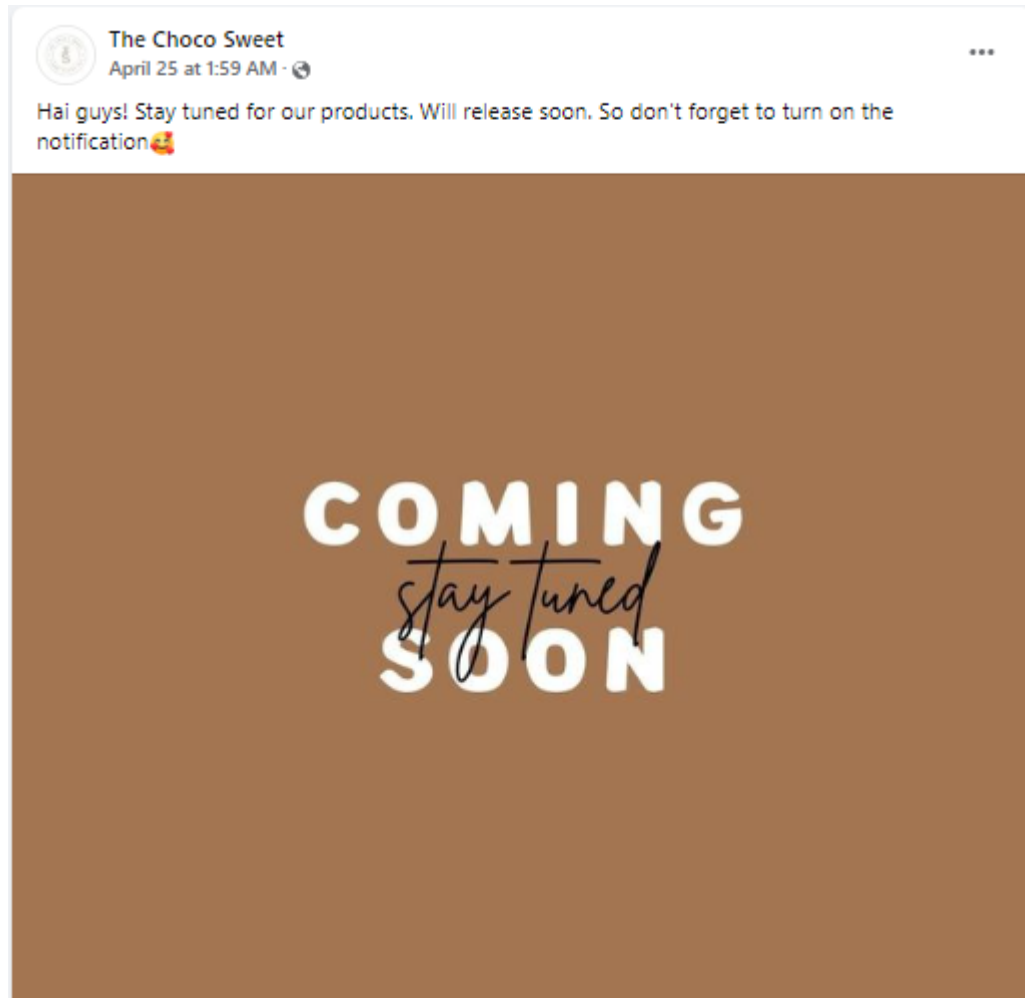
<https://www.facebook.com/TheChocoSweet/>

2.3 INFORMATION ON FACEBOOK PAGE

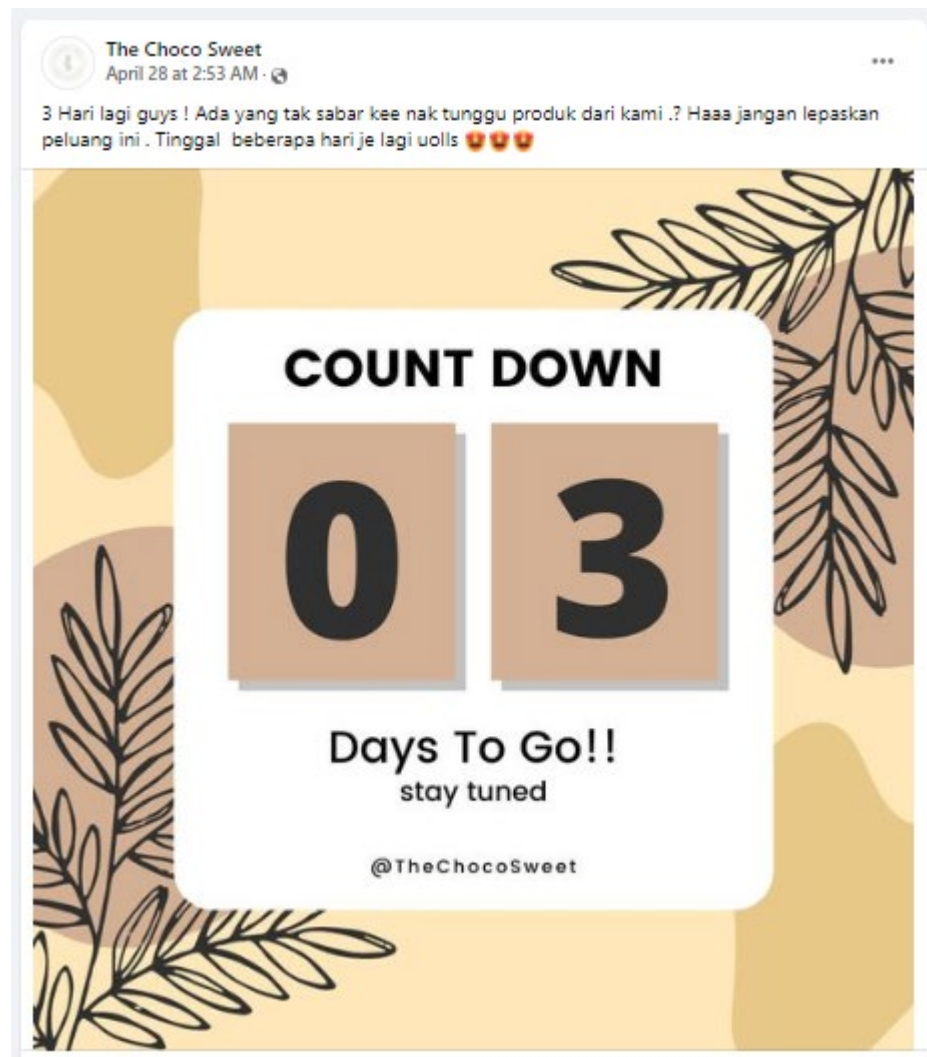


2.4 FACEBOOK (FB) POST -TEASER

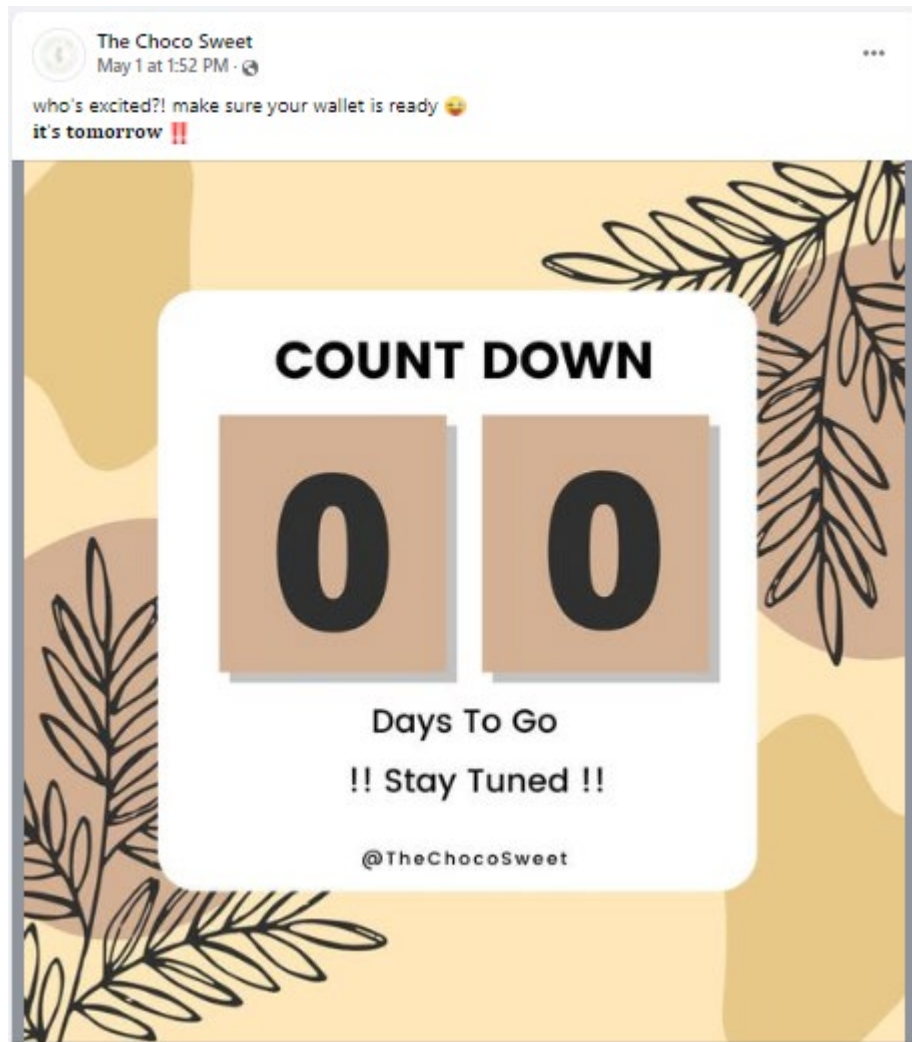
Teaser 1



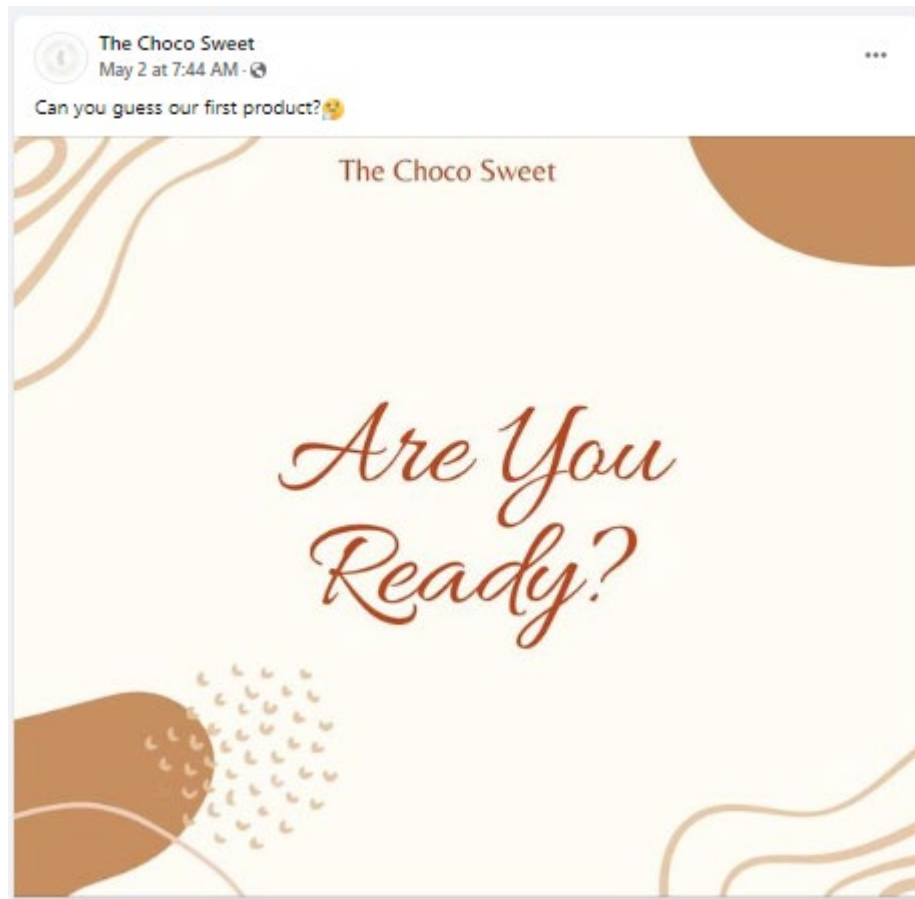
Teaser 2



Teaser 3




Teaser 4



2.5 FACEBOOK (FB) POST – COPYWRITING (HARD SELL)

Hard sell 1



The Choco Sweet
May 9 at 5:17 PM · 🌐

Tiba masanya...inilah yang anda nanti nantikan selama ini 🍫 Chocojar homemade 🍫 Cepat order sekarang !! rugi weh kalau tak cuba 🍫

- 🌟 harga berpatutan 🍫
- 🌟 stock limited !!
- 🌟 yang paling penting kita guna bahan premium
- 🌟 COD area Kota Bharu & Tumpat 🍫

Kalau berminat boleh dm atau tekan je link 🍫

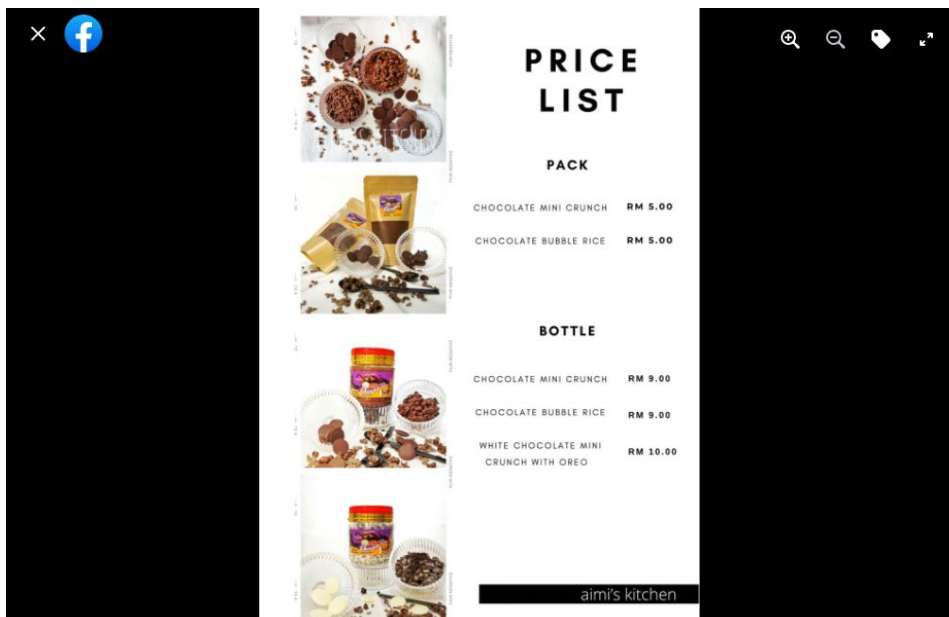
Edit

4

Like Comment Share

Comment as The Cho...

Hard sell 2



PRICE LIST

PACK

CHOCOLATE MINI CRUNCH	RM 5.00
CHOCOLATE BUBBLE RICE	RM 5.00

BOTTLE

CHOCOLATE MINI CRUNCH	RM 9.00
CHOCOLATE BUBBLE RICE	RM 9.00
WHITE CHOCOLATE MINI CRUNCH WITH OREO	RM 10.00

aimi's kitchen

The Choco Sweet
May 9 at 8:23 PM · 🌐

Ni senarai harga untuk chocojar kami 🍫 murahkan? Dah la murah guna pulak bahan yg premium 🍫 haaa ape tunggu lagi meh la dm or blh terus klik link 🍫

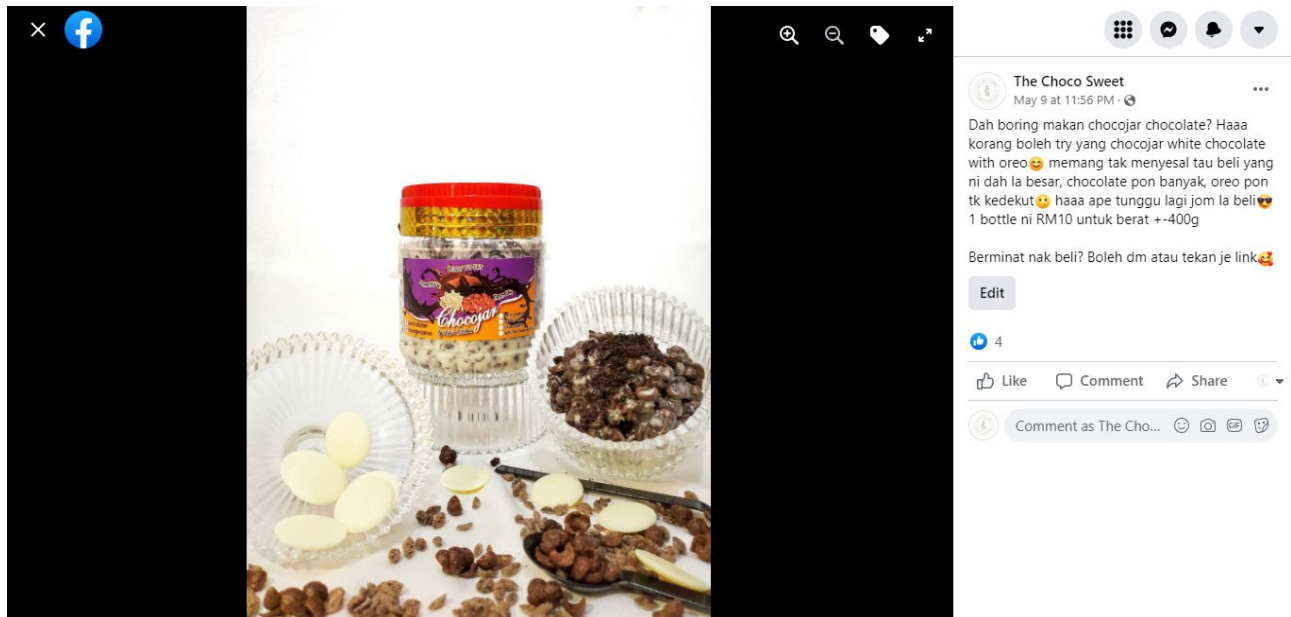
Edit

4

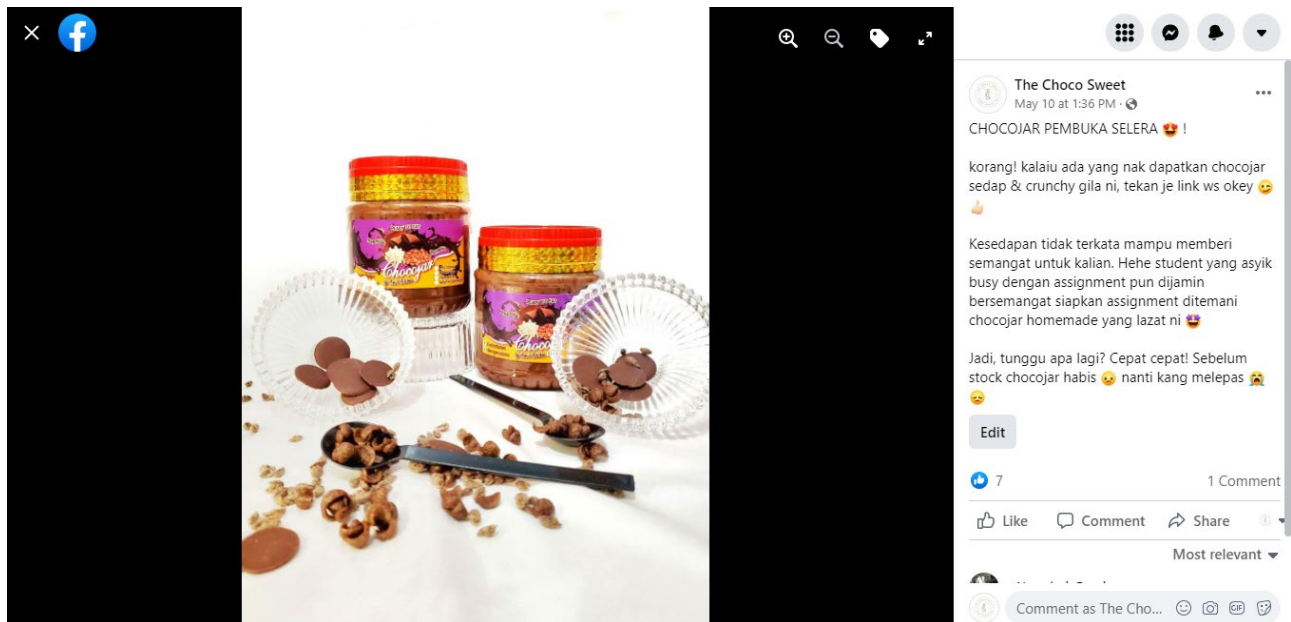
Like Comment Share

Comment as The Cho...

Hard sell 3



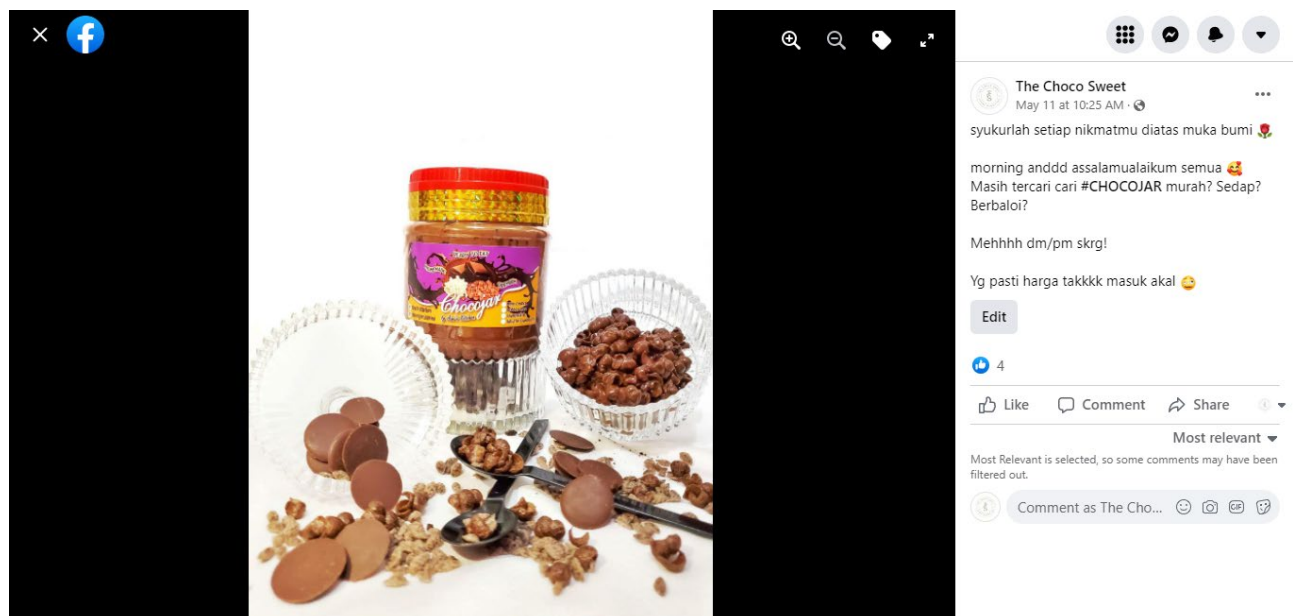
Hard sell 4



Hard sell 5



Hard sell 6



Hard sell 7

OPEN ORDER

RM5

RM9

RM10

!!NEW!!
white chocolate
oreo

The Choco Sweet
May 12 at 11:23 AM · 🌐

Anda Rasa Risau Tiada Makanan Ringan Yang Terbaik Buat Keluarga & Anak-anak ? Malas nak keluar rumah cari makanan untuk dikunyah ? Tak ada makanan yang sedap & menarik sambil layan Netflix bersama family Tersayang ? 🤔

JANGAN RISAU 🙌
Kami Bawakan Kepada Anda ChocoJar by Aimi's Kitchen 🍫

Mini Coco Crunch dan Bubble Rice yang dibanjiri Coklat Beryls 🍫🍫

Setiap satu suapan terasa Cairan Coklat manis yang seimbang sambil layan bersama family tersayang ! 🍫

Pejam Mata je & terus order confirm tak menyesal See less

Edit

1

Comment as The Cho...

Hard sell 8

The Choco Sweet
May 17 at 10:55 AM · 🌐

Ya Allah sedap nye chocojar by aimi's kitchen!!!
Ape yg best sangat Chocojar by aimi's kitchen????

- ✓ Diperbuat dari coklat premium
- ✓ Coklat banyak melimpah
- ✓ Bertih beras besar yang rangup/x lemau
- ✓ X muak langsung
- ✓ pack besar gedabak

Kalo u ols nak try kesedapan chocojar by aimi's kitchen, lekaih pm/wassap tekan je link dekat dio
See less

Edit

2

Like Comment Share

Comment as The Cho...

Hard sell 9



The Choco Sweet
May 17 at 8:13 PM · 🌐

ANDA BOSAN? 🤔

Anda sering berasa bosan dan tak tahu mana nak cari makanan ringani di tengah malam? 🌙 Before this sis promote pada member sebab katanya dah lama tak makan manis so sis bagi dia cuba Chocojar ni and awak-awak semua tau dia keep kunyah tau and katanya rice bubble tu crunchy sangat sampai dia susah nak stop.

Point sis once awak-awak semua makan sis guarantee awak tidak akan menyesal sebab bila awak sibuk mengunyah tu memang dah lupa detik kebosanan tu hehe 🤗

So, jangan risau sis ada jual produk yang mampu menghilangkan rasa bosan awak-awak semua dengan hanya makan produk ni.


Produk tu ialah Chocojar and of course with chocolate and white chocolate flavor!!

Choco crunch yang dilimpahi manis coklat menyebabkan mereka yang memakannya tidak henti makan. Sis tak tipu, ini betul-betul tau.

Berminat nak beli chocojar by aimi's kitchen boleh klik link dekat bio 🤗 [See less](#)

Comment as The Cho... 🗨️ 📷 📺 📌 📎

Hard sell 10



The Choco Sweet
May 18 at 10:40 AM · 🌐

SELAMAT PAGI CHOCOLATE LOVERS 🍫

Bangun pagi-pagi rasa lapar tak tahu nak makan apa? Meh try Chocojar by Aimi's kitchen ni 🤗

Tengok gambar pun dah nampak sedap, tu belum try lagi kan 🤗 Dengan chocolate meleleh, siapa yg taknak kan? Dahlah murah, sedap pulak tu 🤗

Meh meh selit order meh.

Jangan lupa tekan link dekat bio okeyy 🤗 [See less](#)

Edit

👍 Like 💬 Comment ➦ Share 🗨️

Comment as The Cho... 🗨️ 📷 📺 📌 📎

Hard sell 11



Hard sell 12



Hard sell 13



The Choco Sweet
4d · 🌐

SANGGUP KE NAK MENGHADAP ASSIGNMENT SAMBIL STRESS & EMOSI YANG TAK STABIL ? SAH SAH ASSIGNMENT PUN TAK BOLEH FOKUS KAN ?

JOM GRAB CEPAT SAMBIL LAYAN ASSIGNMENT SAMBIL BUAT HOMEWORK SAMBIL SANTAI SANTAI PUN BOLEH NGAP CHOCOJAR BY AIMI'S KITCHEN 😊😋

- 🍫 CHOCOLATE LELEH AUMM GITU 🍫
- 🍫 CHOCOLATE 100% HIGH QUALITY !
- 🍫 HARGA TERSANGATLAH MAMPU MILIK 😊
- 🍫 MINI COCO CRUNCH YANG SUPERB RANGUP !

Kalau rasa nak try ke nk repeat ke boleh tekan je link atau terus dm 😊 [See less](#)

[Edit](#)

👍 4

👍 Like 🗨 Comment ➦ Share

[Comment as The Cho...](#) 🗨 📷 📺 📺 📺

Hard sell 14



The Choco Sweet
3d · 🌐

Salam Jumaat 🌸

SARAPAN APA YA?
Anda student? Anda bekerja?
And confused nak makan apa untuk sarapan pagi ini? Tak sempat nak buat sarapan?

Jadi cepat-cepat dapatkan chocojar dari aimi's kitchen. Kenapa chocojar? Sebabnya coco crunch dia dapat menghilangkan rasa lapar anda di pagi hari sementara anda menunggu waktu lunch. Ditambah pula dengan limpahan coklat yang penuh manfaat untuk kecerdasan badan dan kecerdasan otak di pagi hari.

Sis dapat jamin anda akan rasa seperti makan bijirin cumanya awak-awak dah tak perlu nak siapkan mangkuk semua sebab chocojar ni awak tinggal makan je.. hah tak senang ke gitu.

Berminat nak beli chocojar by aimi's kitchen boleh klik link dekat bio 😊 [See less](#)

[Edit](#)

[Comment as The Cho...](#) 🗨 📷 📺 📺 📺

Hard sell 15

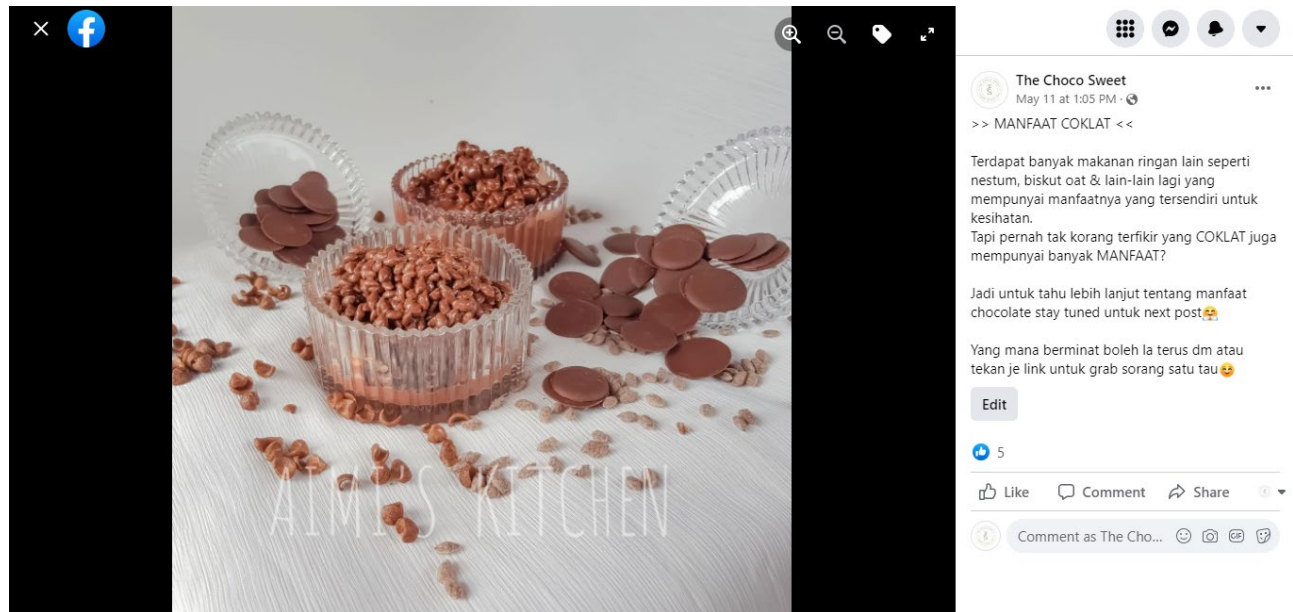


Hard sell 16

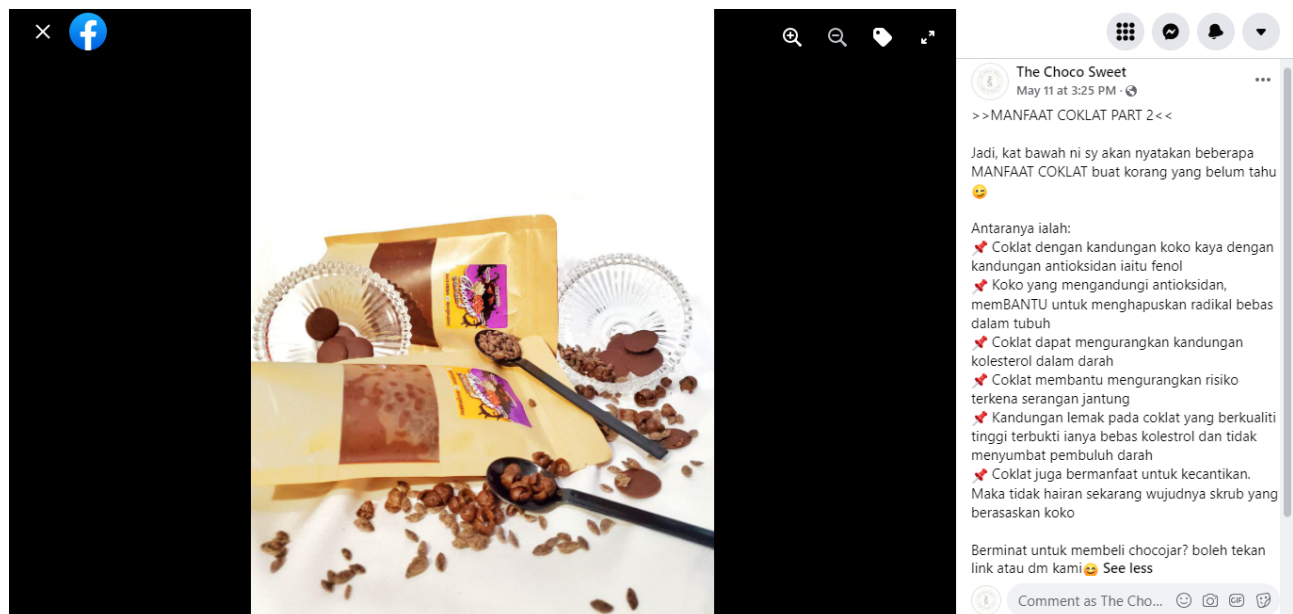


2.6 FACEBOOK (FB) POST – COPYWRITING (SOFT SELL)

Soft sell 1



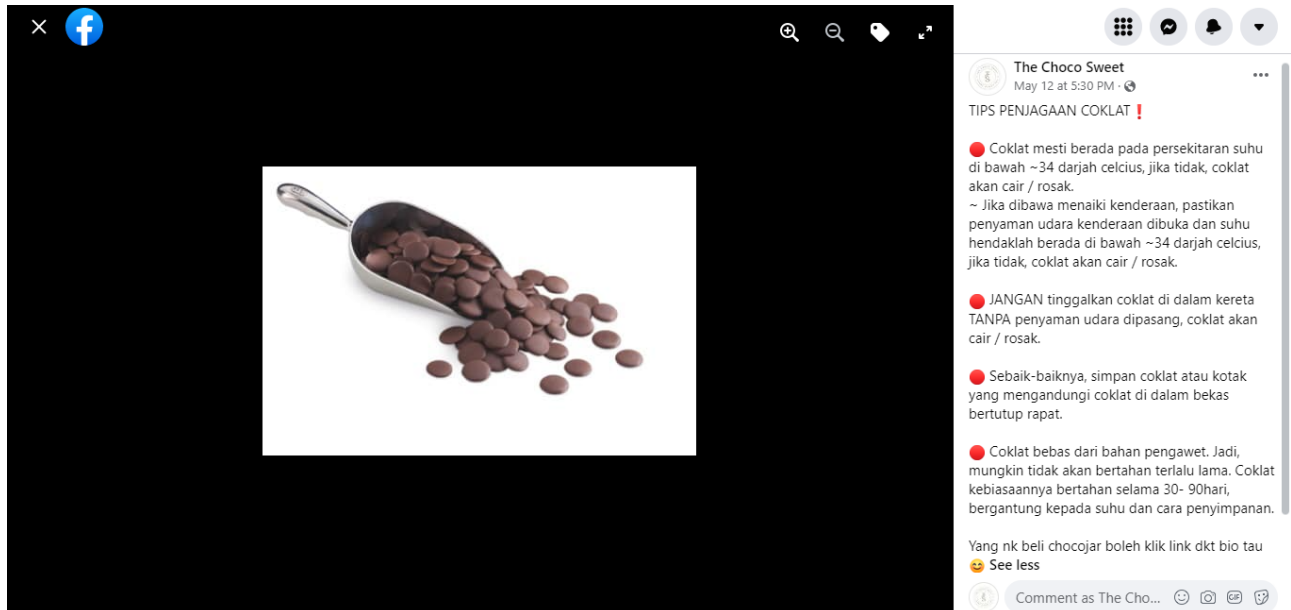
Soft sell 2



Soft sell 3



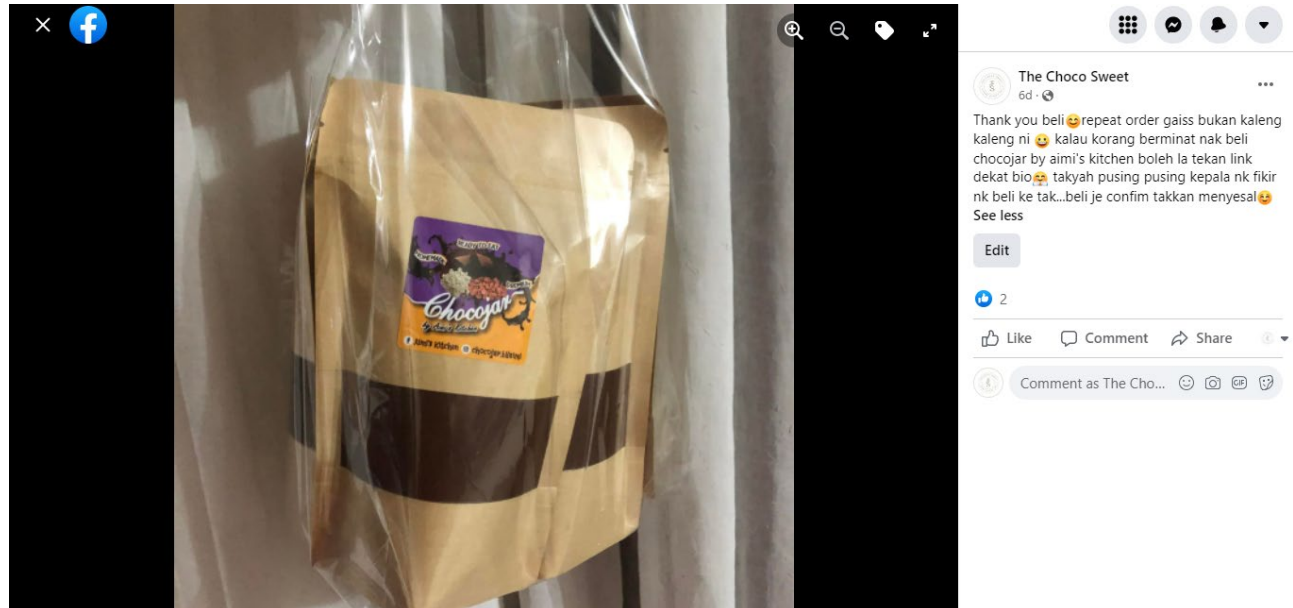
Soft sell 4



Soft sell 5



Soft sell 6




Soft sell 7



Soft sell 8



Soft sell 9



The Choco Sweet
May 18 at 12:09 AM · 🌐

ADAKAH ANDA TAHU KANDUNGAN BAHAN DALAM BUBBLE RICE?

bahan- bahan dalam bubble rice 📋

rice, sugar, salt, malt flavoring, iron, ascorbic acid (vitamin C), alpha tocopherol acetate (vitamin E), niacinamide, vitamin A palmitate, pyridoxine hydrochloride (vitamin B6), riboflavin (vitamin B2), thiamin hydrochloride (vitamin B1), folic acid, vitamin B12 (as cyanocobalamin), and vitamin D.

Haaa tgk tu semua bahan elok2 je so kalau Berminat nak beli chocojar by aimi's kitchen boleh terus tekan link atau dm kami 😊 [See less](#)


Edit

👍 2

👍 Like 💬 Comment ➦ Share

Comment as The Cho... 📷 📺 📖

Soft sell 10



The Choco Sweet
4d · 🌐

THANK YOUUU REPEAT ORDER 🙏

Haaaa sekali repeat memang tak akan beli 1 tangok la tu banyak yee 😊 mng tak akan menyesal walau beli banyak pon.. benda boleh simpan lama kann beli banyak terus la

Yang berminat nak beli chocojar boleh tekan link atau terus dm kami 😊 [See less](#)

Edit

👍 5

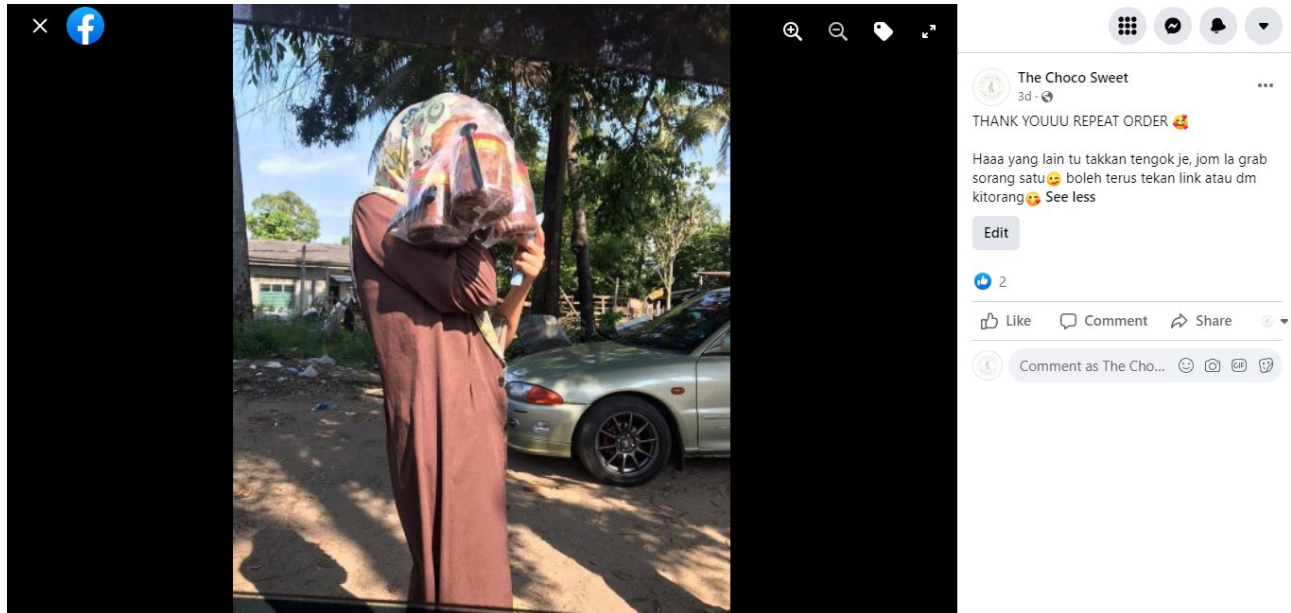
👍 Like 💬 Comment ➦ Share

Comment as The Cho... 📷 📺 📖

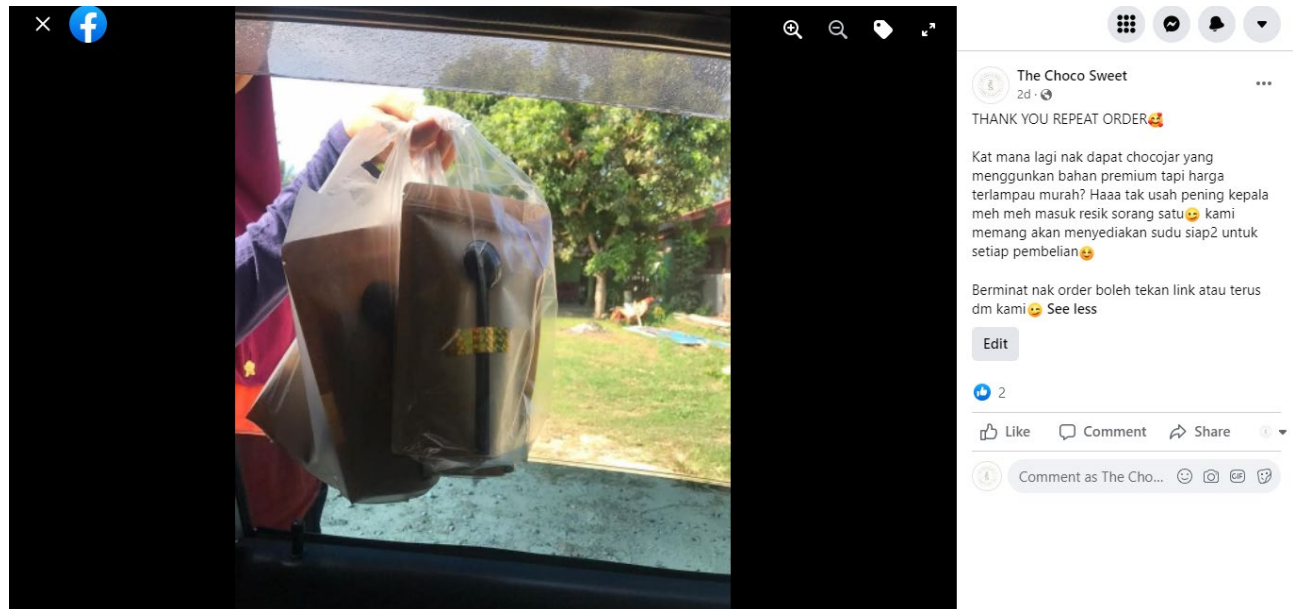
Soft sell 11



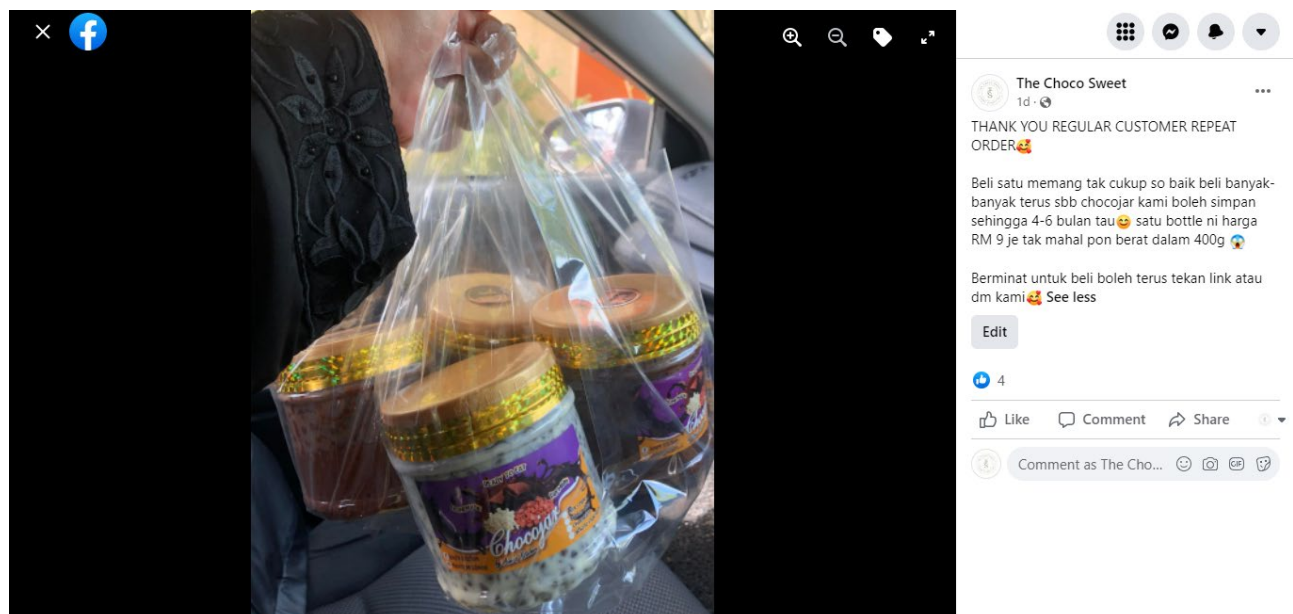
Soft sell 12



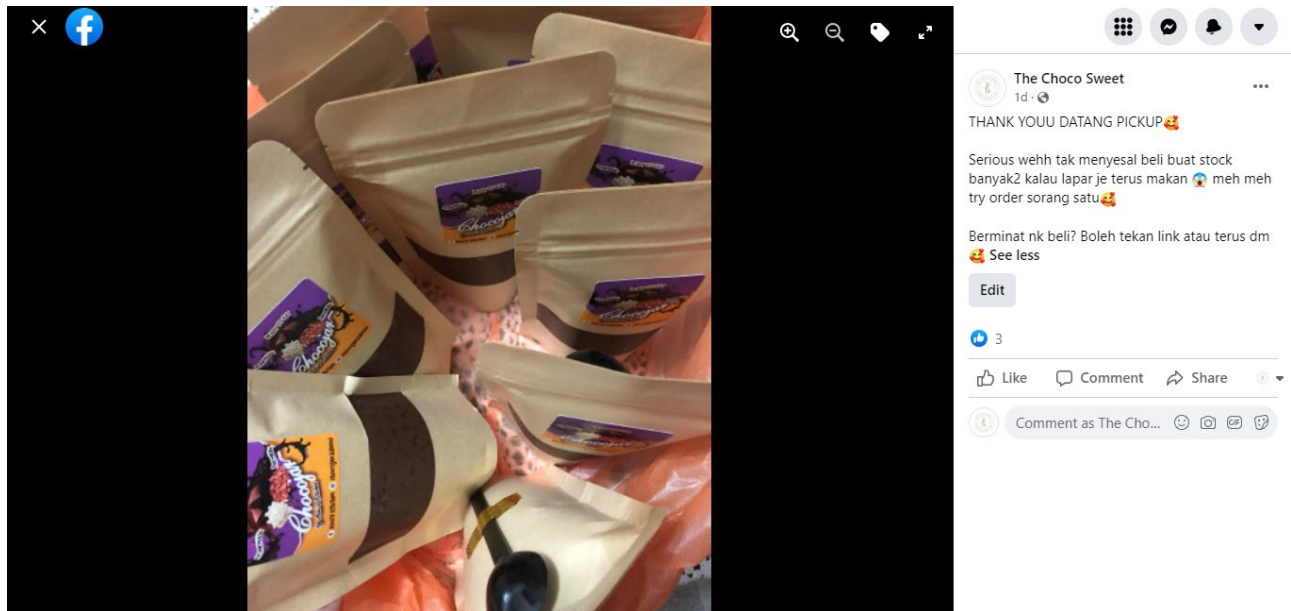
Soft sell 13



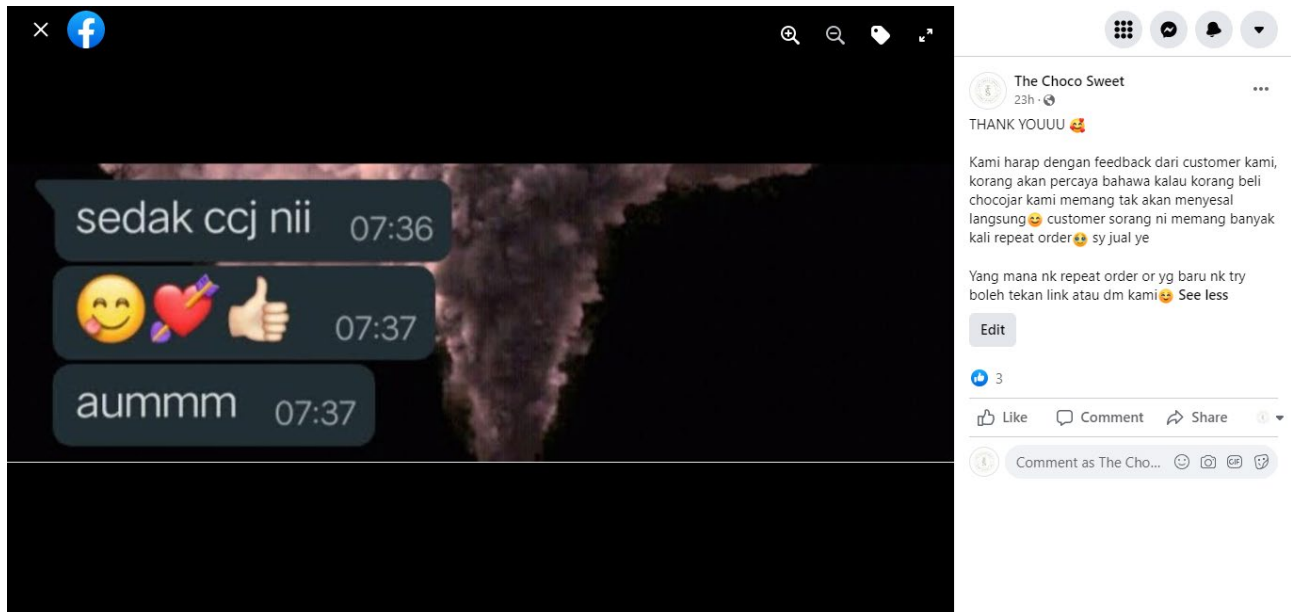
Soft sell 14



Soft sell 15



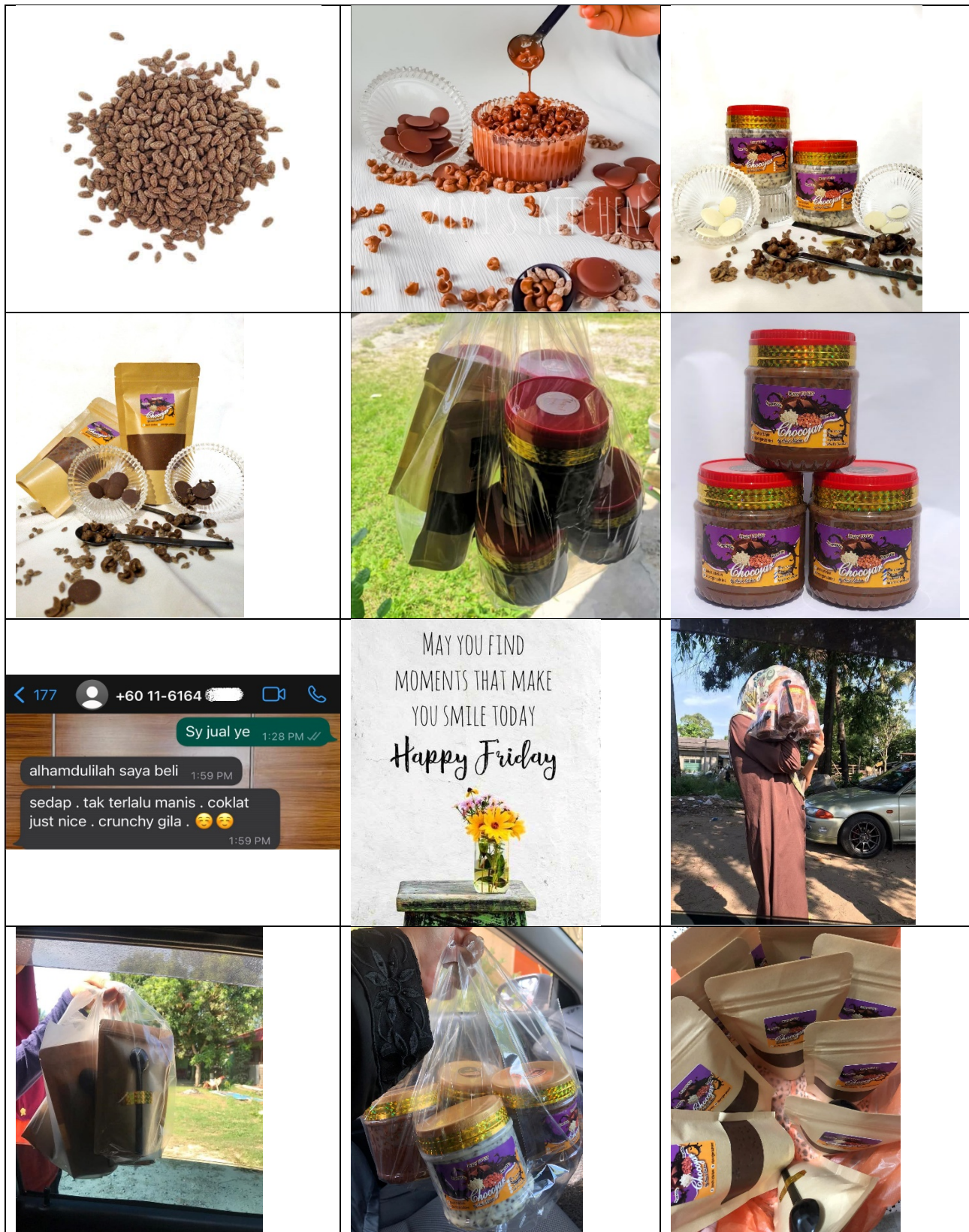
Soft sell 16

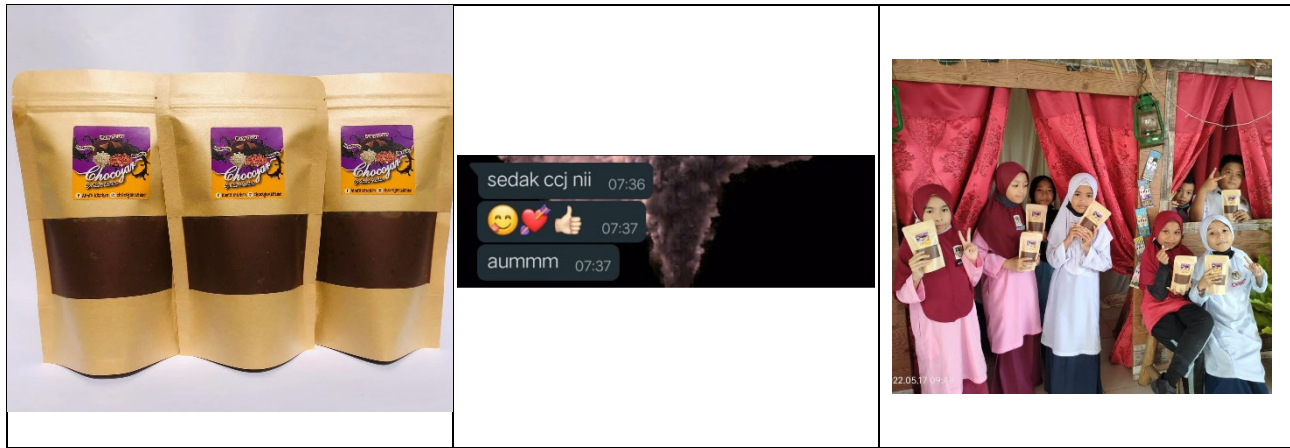


2.7 GRAPHICS

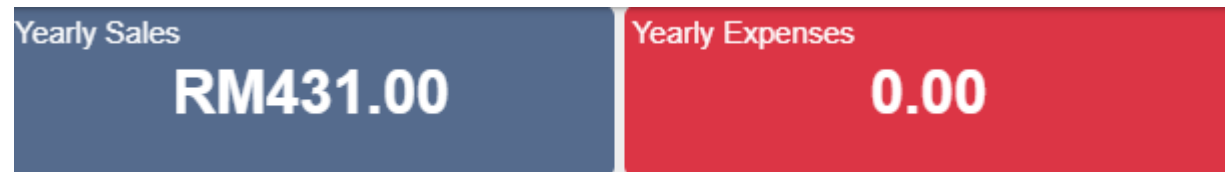








2.8 SALES REPORT



TRANSACTION LIST

Delete										
<input type="checkbox"/>	Business Name	Date	Type	Marketplace (if any)	Others Marketplace (if any)	Total Sales	Expenses Category	Expenses Subcategory	Total Expenses	
<input type="checkbox"/>	Aimi Kitchen	14/04/2022	offline			RM 24.00				
<input type="checkbox"/>	Aimi Kitchen	15/04/2022	offline			RM 54.00				
<input type="checkbox"/>	Aimi Kitchen	21/04/2022	offline			RM 163.00				
<input type="checkbox"/>	Aimi Kitchen	23/04/2022	online	Social Media		RM 80.00				
<input type="checkbox"/>	Aimi Kitchen	04/05/2022	offline			RM 19.00				
<input type="checkbox"/>	Aimi Kitchen	06/05/2022	offline			RM 18.00				
<input type="checkbox"/>	Aimi Kitchen	21/05/2022	offline			RM 73.00				

3.0 CONCLUSION

Finally, social media is a tremendous tool for businesses of all sizes to reach out to their clients. We may not only market our goods but also build a two-way contact with the public through these social media postings. One that comes to mind is Facebook. However, I recognise that in order to leverage this fantastic social media platform for business, I must first learn how to use it. We need a robust marketing plan to use the platform successfully. Using the proper method to handle social media to market our business may bring us a lot of success and help us grow our brand create a lot of buzz, and produce a lot of revenue. This topic, Principles of Entrepreneurship, is a great place to start, it aided me in honing both my business and communication skills. I am glad for the opportunity to learn about copywriting. It will undoubtedly come in handy if I ever decide to establish a legitimate web business. I discovered that a teaser is also necessary to pique the interest of our potential customers and urge them to purchase our services and goods. We must demonstrate an interest in our goods in order to pique people's attention enticing sample of our goods that will cause people to wonder and anticipate the product's release. In addition, I discovered that we may employ a passive approach of advertising our goods without openly saying what we're selling. Soft selling is a practise that can help you make more money, increase consumer engagement and strengthen relationships with future customers. Finally, I think hard sell posting to be the most difficult of the three strategies we've learnt since we need to be forceful in order to persuade them to buy our goods.