



اوتو ستي تي تكنولوجي مارا  
UNIVERSITI  
TEKNOLOGI  
MARA

ENT 530

PRINCIPLES OF ENTREPRENEURSHIP

SOCIAL MEDIA REPORT

SELUAR TRACK PADU



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Last but not least, I would like to thanks my customers for believing in me and having faith in my product even though I lack the experience of doing this. Thank you also for the good feedback for my product.

## **EXECUTIVE SUMMARY**

Every student that take Principle of Entrepreneurship subject is given an assignment to make small business by selling products. Each of the students must choose only one product and sell it by any means throughout this semester. Thus, that make this report relevant as it is to observe the credibility of the business made. It is also to analyse the marketing strategy of the business. The main marketing tools used by Seluar Track Padu is through social media which is Facebook.

Facebook is chosen for this company because it is the most popular social media to date with every type of demography from all around the globe. Each company needs to frequently posts through social media to sell their product and increase the reach of their product. What must be included in the post is teaser, soft sells and hard sells. The reason is that social media is a good way for interacting with customers. The chance of the company to create two-ways communication increases the more they communicate with the customers.

Social media indeed is the best way of reaching customers. Social media can be used by peoples around the globe. Given the right time and technique, it makes the product of the company can reach the whole world. Other than that, the compnay can also reach potential customers a lot faster as social media has many types of advertising.

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BERANGKUTAN KE



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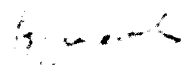
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