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MARA

ENT 530
PRINCIPLES OF ENTREPRENEURSHIP
SOCIAL MEDIA REPORT

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EXECUTIVE SUMMARY

For this semester, all of students that take Entrepreneurship subject have to choose one product and sell them. The purpose of this report was to analyse and observe the credibility of the company on what kind of marketing strategy that they choose in order for them to enhance the customer awareness regarding the products that they had sold. One of the famous tools that I used to attract and gain customers is through social media which is Facebook.

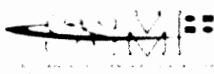
In addition, this report also reported on how frequent the company promoting and advertise their product in this social media especially Facebook. Facebook was chosen because people nowadays including all range of age that used Facebook. Each company required to post varieties of strategies to advertise the product. In posting at the Facebook, it includes the teasers, hard sells and also soft sells. This is because social media is a good way for engaging and interacting customers.

As Facebook provides many kinds of advertising, it could help company to reach their potential customers faster than other company could do. This will make the company achieve their target to increase their sales. Thus, Facebook connection makes company and customers are more probable to upsurge customer retention and customer loyalty.

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BUSINESS REGISTRATION



BORANG DOKAEDAH 15



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