

LYUNA SCARVES



ENT530

PRINCIPLES OF ENTREPRENEURSHIP

SOCIAL MEDIA REPORT

LYUNA SCARVES

NAME OF STUDENT

NUR AIN SYAFIQAH BINTI SULAIMAN

MATRIC NO

2019563909

GROUP:

JBA2493A

PREPARED FOR:

MADAM JANNAH MUNIRAH BINTI MOHD NOOR

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Lastly, I would also like to expand my gratitude to all those who have directly or indirectly guided me in writing this assignment. It will be impossible to complete this assignment without support from them.

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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 for this report was to analyses and observes 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 sold. One of most famous tools that company used to attract and gain customers is through social media which is Facebook and make them purchase product from the Lyuna Scarves Company.

In addition, this report also reported on how frequent the company promoting and advertise their product in the social media especially Facebook. Facebook was chosen because many people nowadays including all ranges of ages that used Facebook. Each company required to post varieties of strategies to advertise the product. In posting at the Facebook it includes teasers, hard sells and soft sells. This is because social media is a good way for engaging and interacting customers. **The more company communicates with the audience, the more chances company have of conversion and this will create two-way communication.**

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 could achieve their targets to increase their sales. It also can gain interest about the product that they sell towards their customers. Thus, Facebook connection makes company and customers are more probable to upsurge customer retention and customer loyalty.

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INTRODUCTION OF BUSINESS

Name of business	: Lyuna Scarves
Address of business	: No.183, Jalan Siantan 3,Felda Redong 1, 85000 Segamat, Johor.
Business registration number	: 003022514-H
Facebook address	: https://www.facebook.com/Lyuna-scarves
Telephone number	: 011-11492285
Form the business	: Sole-proprietorship
Type of business	: Fashion & Lifestyle
Date of commencement	: 22 September 2019
Date of registration	: 30 September 2019