



BORANG INVENTORI PROJEK PELAJAR

PERKARA	MAKLUMAT INFORMATION
Program <i>Program</i>	DPM
Jabatan <i>Department</i>	PERDAGANGAN
Semester/ Tahun <i>Semester/ Year</i>	LIMA
Tajuk Projek <i>Project Title</i>	FACEBOOK PAGE AS A PROMOTIONAL TOOL AT CUIT CEKUP MINI MART & BAKERY
Jenis Projek <i>Type of Project</i>	PENYELIDIKAN
Kategori Kluster Penyelidikan <i>Category/ research Cluster</i>	SAINS SOSIAL
Ahli Kumpulan <i>Group member</i>	1. NUR FADZLEN SHAHERA BINTI ROSLAN 970125-43-5102 2. SITI FATIN AYU BINTI SHAHRUL NIZAM 980523-10-5802 3. KRISHNAVEENI A/P RAJESPARAN 980614-10-5760 4. NUR AINA SUHAIDA BINTI YUSLI 990709-10-5316 5.
Penyelia <i>Supervisor</i>	CIK NURUL ESLY BINTI SABIRAN 761120-01-7082
Penyelia Bersama <i>Co-Supervisor</i>	
Abstrak <i>Abstract</i>	<p>Promotional tool are tool that help increase Cuit Cekup Mini Mart & Bakery company's sales. The promotional tool used is advertising through Facebook sites to increase product sales at the Cuit Cube Mini Mart & Bakery company. This study aims to identify the attractive features of Facebook to boost the sales of Mini Mart & Bakery Cuit Cekup product. The aspects used are live often, post consistently, show emotions and feeling, create a sharing session and last keep engagement with your customer. Sample of the survey using questionnaire consisting of 100 respondents in Merlimau, Melaka. The data was collected using the form of questionnaire and analyzed using SPSS software version 23. The findings of this study show that most respondents are dissatisfied with the Mini</p>

	Mart & Bakery Cuit Cekup Facebook site. It was found that the management aspect of Cuit Cekup Mini Mart & Bakery Facebook page was low, whereby the average respondent stated that they were dissatisfied with the Cuit Cekup Mini Mart & Bakery Facebook site. The results of this study can provide input to the Cuit Cekup Mini Mart & Bakery for improvement on the Facebook site so that the company's goals can be achieved successfully.
Keyword <i>Keyword</i> (max 5 word)	Facebookpage,Promitinal tool,CuitCekupMiniMart&Bakery
Objektif Projek <i>Project Objectives</i>	<ol style="list-style-type: none"> 1. To conduct a situational analysis at Cuit Cekup 2. To determine attractive Facebook features to increase sales 3. To formulate features on Facebook that are effective and interesting
Skop Projek <i>Project scope</i>	Promotion tool refers to advertising by using Facebook Page. The view is obtained from existing customer of Cuit Cekup only.

IP No	
Dapatan <i>Finding</i> (500 words max)	<p>The result show that Facebook page as a promotional tool at Cuit Cekup Mini Mart & Bakery. This study can identify the attractive features of Facebook to assist and support sales growth at Cuit Cekup Mini Mart & Bakery. Facebook feature factors can support sales growth with 5 factors influencing Facebook for sales product improvement. However, this study used questionnaires to support problems faced by Cuit Cekup Mini Mart & Bakery. First of all, 57% of Cuit Cekup Mini Mart & Bakery customers are satisfied that the information contained in the Facebook site is incomplete. How the respondent stated that the information was incomplete because Cuit Cekup Mini Mart & Bakery did not make the right post consistently. This consistenly factor is to get customers to know about the product for sale by post. From there, customers can find out about product information. In addition, the second question by 57% of respondents stated that the picture used did not indicate the product. The factors used were show emotions and feelings to support the respondent's statement. This factor may support posting on social media to express emotion on picture about the product and that will make closer to the customer audience. The third question was that 83% of respondents said that the Cuit Cekup Mini Mart & Bakery Facebook page was unattractive. Why doesn't the customer agree that the Cuit Cekup Mini Mart & Bakery Facebook page is interesting because it doesn't used the live often factor and also creates a sharing session. These factors can help your Facebook site attract customers. Create a sharing session is a factor that said social media will attract attention and make customer more confident to buy product. The used of softsell sentences can entice customers to buy a product. Live factor often, according to the latest trend of customers are more interested in seeing the activities that company doing to let the customer know about the product for sale on the Facebook site. Futhermore, the last question of 85% of respondents disagreed that the feedback of Facebook site is no responsive. To support the problem, the factor used is keep engagement with your customer. In this case, the action taken to make audience view after post. Social media engagement involves like, share, comment, view, and click on post. In this way it can be helpful for the problem faced. Lastly, based on this questionnaire can identify the problems encountered in Facebook of Cuit Cekup Mini Mart & Bakery and help to increase sales through advertising on Facebook site.</p>
Cadangan untuk kerja-kerja akan datang <i>Suggestion for future work</i> (500words)	<p>Recommendations that can be made to improve to use guidelines or materials from the internet as sources from the internet or guidelines can show the steps to improve Facebook page so that small entrepreneurs can use Facebook Pages as a free marketing medium , and consider it a place to communicate with customers. This is because the average Facebook user spends 4 to 8 hours a day browsing the site. Additionally, the guidelines will be provided as a reference to improve Facebook. Furthermore, this guidelines also has steps to identify ways to attract customers through Facebook using the right techniques. The guidelines to improve the Facebook page and also guide the company to creating an attractive Facebook page platform. With the techniques and steps included in this guidelines, we can improve our Facebook page to help companies increase product sales. In addition, some kind of guide will be added and it can add knowledge to improve your Facebook page. Finally, through the sample created, the researcher can compare how the level of change after using this guidelines in managing advertising on Facebook page.</p>

Gambar berkaitan projek <i>Picture related to project (700kb)</i>		
Rating/Level	JABATAN	

Borang ini perlu diisi oleh pelajar dan dihantar kepada penyelia/ penyelaras projek dalam bentuk hardcopy dan softcopy (borang LAMPIRAN J) dan gambar hasil projek dalam format jpeg/bitmap) bersama laporan akhir dan hasil projek.

