



اَوْنِيُوْ رَسِيْتِيْ بَاتِيْ كُونُوْ لُوْ كِيْ مَارَا
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MANAGEMENT**

**INDIVIDUAL ASSIGNMENT:
SOCIAL MEDIA PORTFOLIO**

**SUBJECT:
ENT530: PRINCIPLES OF ENTREPRENEUSHIP**

**GROUP:
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EXECUTIVE SUMMARY

Kins and Kats is a local brand product that has active for a year until recent. They offer a skincare and cosmetic product in Malaysian market. They have started with 2 types of product which are serum and foundation. It is targeting women and man that need facial treatments from around the Malaysia to buy this product. The founder of this product has kept secret but registered and managed under Almyra Beauty Solution, the headquarter located at Kuala Lumpur, Malaysia.

Kins and Kats marketing strategy was very impressive because they emphasize the high quality and price of each product. For a year they have been offered a great quality by the look of product and the ingredients have upgrade. The price also affordable because people want to buy this product for their facial treatment and suitable for their economic during this pandemic COVID-19. Since then, has targeted the whole nation, Malaysia, so I develop marketing strategy to make sure they able to reach this affordable and trusted product.

I create Facebook page to expand my business through social media and learn how to post on Facebook related to business product which are teaser post, hard sell, and soft sell. Since this COVID-19 pandemic, we have requested to not make any revenue and spending for the product. But I have learnt on how to manage and promoting for my future business plan especially how to use eUsahawan Portal to record the sales. This project has challenge for me to make engagement by selling and make people know this product.

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INTRODUCTION OF BUSINESS



Figure 1: Kins and Kats Notification Number and Retail

The name of this product is Kins and Kats and I have chosen this product because I also one of the users. They have 3 main products called Brightening Foundation (NOT200705949K) with RM39, Booster Brighten Serum (NOT200604694K) with RM49 and Glossy Serum (NOT200705833K) with RM15. This product can bring anywhere as customers want to bring it such as travel anywhere. It is also can store in room temperature, but the serum advisedly to store it in cool temperature for cool treatment. For this business, we provided a good info of product and help them to recommend which suitable with their facial problems. As order from our lecturer, we do not make any distributions.