



## **FAIR NATURALS: YOUR BEST SKIN PRODUCTS**

PRINCIPLE OF ENTREPRENEURSHIP (ENT530): CASE STUDY

FACULTY AND PROGRAMME: BUSINESS MANAGEMENT

COURSE CODE: BM243

SEMESTER: MARCH 2018

PROJECT TITLE: REPORT ON SOCIAL MEDIA (FB PAGE)

GROUP: NBH6B

SITI NURSARAH BINTI ISMAIL (2013293638)

LECTURER'S NAME: HAJAH ZANARIAH BINTI ZAINAL ABIDIN

SUBMISSION DATE: 13 MAY 2018

## **ACKNOWLEDGEMENT**

On 18<sup>th</sup> March 2018, Madam Zanariah binti Zainal Abidin, lecturer for the subject "*Principles of Entrepreneurship*" (ENT530) has instructed us to create our own products and use Facebook as the platform for marketing and promoting our products. The report has to include business vision and mission, products description, price list, teaser, softsell and hard sell, background, and any relevant input that need to view to be submitted together on 13<sup>th</sup> May 2018.

## **EXECUTIVE SUMMARY**

This report is prepared to show how social media works for the products marketing. I had choose to produce and sell the Rejuve Face Mist which are contains natural ingredients. By using Facebook Page I can do product introduction, promotion, marketing and learn how to interact with customer.

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## INTRODUCTION OF BUSINESS

**Name of Business:** FAIR NATURALS

**Address:** JALAN AMPANG 50450 KUALA LUMPUR

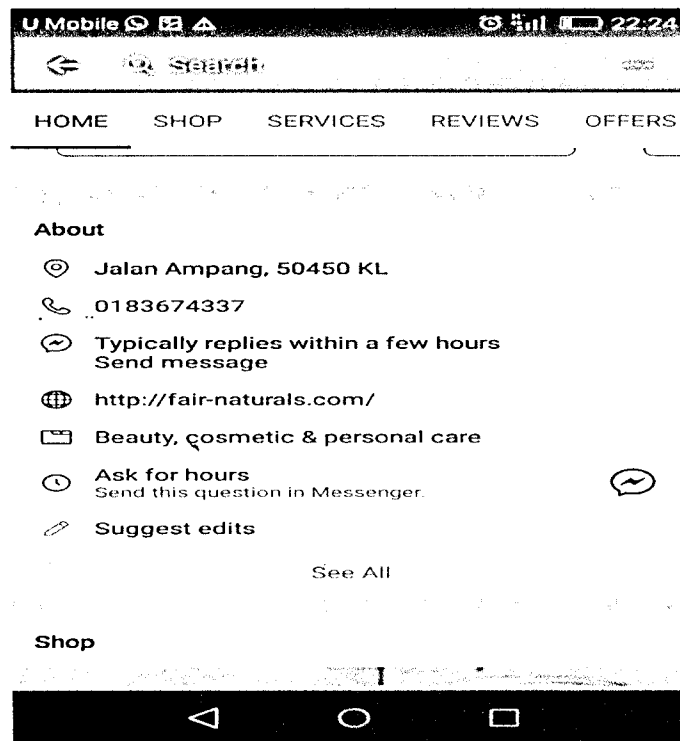
**Webpage:** <http://fair-naturals.com>

**FB Page :** <http://www.facebook.com/HealthySkinIsPrecious/>

**Vision:** TO PRODUCE AND SELL MORE PRODUCTS WHICH ARE CONTAINS NATURAL INGREDIENTS WHICH ARE GOOD FOR SKIN.

### Mission:

TO EDUCATE PEOPLE HOW MUCH IMPORTANT FOR US TO USE NATURAL PRODUCTS FOR SKIN.



**Description of Products/ Services:**

We produce and selling the products which are contains natural ingredients that beneficial to your precious skin.

One of our products range:

Rejuve Face Mist contains high quality active skincare ingredients to refresh and stimulate the skin functions. What inside Rejuve Face Mist? Rejuve Face Mist contains premium quality Bulgarian Rosa Damascene Therapeutic Essential Oil and Witch Hazel Essence.