

TITLE: SOCIAL MEDIA PORTFOLIO (CONFIDENT FRAGRANCE BY VICTORIA SECRET)

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

FACULTY & PROGRAMME : Information Management Faculty (Record

Management)

SEMESTER : 3

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EXECUTIVE SUMMARY

Confident fragrance showcases and promotes perfumes from the Victoria Secret brand which is the latest and most famous brand. Your business is affordable with a lot of perfumes and quantities and can be used longer. We provide free gifts as well as promotions every festive time, we also served a free of charge consultation for customers to know the taste that suits the customer.

We register this business on go-ecommerce in October 2020. We do not only focus on certain areas or places because these business items can be sold everywhere. This business runs online and delivery is through delivery services such as *JnT* and *poslaju* according to customer requirements.

We focus this business on women as most perfumes are tailored to the tastes of women, but men are also interested in the sweet smell of the fruit. Confident fragrance provides a perfume that is suitable for every age group and the smell is not too strong especially for buyers who like a light scent.

The price for our perfume product is reasonable with the size of the bottle. Most of the most expensive perfumes are bottle-sized and can be used for a long time. Customers do not have to repeatedly buy perfume and it will be a waste of money because the price of the bottle used is also calculated in product marketing.

In addition, we also sell small bottle perfume on customer's request. The increase and good response to this business helped us add a new product which is a lotion that sells a set with perfume. We also provide gift packaging services if customers want to give perfume to their loved ones.

This business is run with partners and several agents to help promote products throughout the area.

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2.0 GO-ECOMMERCE REGISTRATION

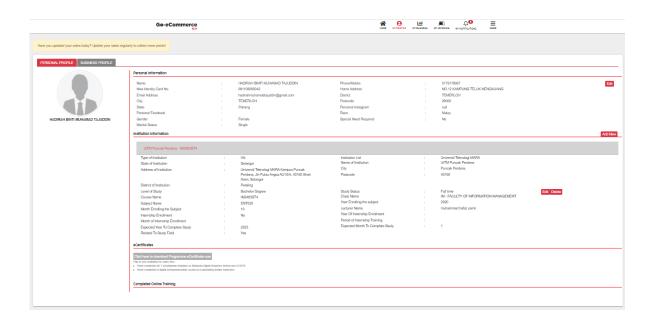


Figure 2.1: Go-eCommerce 1



Figure 2.2: Go-eCommerce 2