



اُونِيُوَسِيْتِي تِيكُونُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

TOURISM MANAGEMENT

(HM241)

PRINCIPLES OF ENTREPRENEURSHIP

(ENT530)

SOCIAL MEDIA PORTFOLIO

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I am so grateful because Allah gave me a good health during the semester so it makes the burden less.

Executive summary

For this subject I need to do a simple business and I need to market the product of mine through social media which is Facebook. I registered myself on the go-ecommerce portal to learn about the marketing process. After I learnt all the lessons on the website, I need to create my own page on Facebook and start to sell my product.

I started to create page and sell my products on Facebook. I am selling Strange Sugar Wax, it is a local brand wax brand. I choose to sell this kind of product because there is few sellers that selling the waxing product so I took the opportunity to market the Strange Sugar Wax. At first, it kinds of awkward to use this platform for selling my product but now I managed to adapt with it.

Overall, I wanted to show the receipts of the business. Everyone can start doing online business as simple as that. The idea of this action can help individual to explore more about marketing plus, to increase their income.

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2.0 Introduction of business

The product is marketed by a small business. This is a local product from Malaysia but, the agents of this product sell it internationally. They do not have manufacture building to produce the products. They use other manufactures to produce it. The business is under “© 2021 The Spellman Beauty Group” so the products will be produced by them. One of the most prominent manufacturers and suppliers of professional beauty lines in Malaysia is the e-beauty company. Theirs globally recognized GMP manufacturing facility standard is among the best in Malaysia, delivering a wide range of top quality and high efficiency Professional Saloon Care Products.

2.1 Name and address of business



Strange Sugar Wax Logo

- Name: Strange Sugar Wax
- Address: Jalan Setia Perdana BB U13/BB Shah Alam, Malaysia

2.2 Organizational chart



Figure 2.2: Organizational chart