



**UNIVERSITI TEKNOLOGI MARA PUNCAK ALAM
FAKULTI BUSINESS AND MANAGEMENT (FBM)
DEGREE IN ISLAMIC BANKING**

ENT 530

PRINCIPLES OF ENTREPRENEURSHIP



SOCIAL MEDIA PORTFOLIO :

“ LA NOIRE FRAGRANCES ”

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EXECUTIVE SUMMARY

Our company established on the 24th September 2020. La Noire Fragrances was created to be known as the authentic perfume shop of our product. We invented one of the most authentic, original unique scent yet affordable of perfume than others as we produce few additional perfumes which not yet exist in our competitors. To maintain the authenticity, we need to ensure the quality that comes with it before we deliver to our customer. This is because we learn that most of the beauty, cosmetics and personal care companies lost its quality when they produce lots of quantity. That is why we produced our perfumes with our own unique scent recipe assisted by the well-known fragrances expert from Malaysia.

We always strive to produce the finest quality of a perfumes for our dear customers. Therefore, we require our workforce to prioritize the quality of each of our product before deliver to the customers. The brand's success and its consumer's satisfaction are the result of consistently meeting the high expectations that are expressed through the more potential customers.

We are driven by a passion in preparing our product so that it will feel like the expensive one of the kind perfumes because we want our customers to experience of the top notch quality perfumes with affordable prices. Hence, we also ready to receive any feed backs from our customers in order to fulfil their needs and satisfactions towards our perfumes.

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1.0 INTRODUCTION OF BUSINESS

1.1 NAME AND ADDRESS OF BUSINESS

La Noire Fragrances is a business name that had been decided based on our main products. The combination of names between La Noire and Fragrances shows that we only sell authentic unique scent of perfume fragrances yet affordable to our customers. Our business motto is “ Truly you” shows the true definition of yourself by choosing the exact perfume suit for your own taste. As for our target market, La Noire Fragrances is targeting all woman especially young teenagers and working adult woman with above range from 18 to 50 years old, as our La Noire Fragrances are suitable for the individual who like perfumes and fragrances.



Figure 1 : La Noire Fragrances Official Logo