



UNIVERSITI TEKNOLOGI MARA PUNCAK ALAM



SOCIAL MEDIA PORTFOLIO

PRINCIPLES OF ENTREPRENEURSHIP (ENT 530): SOCIAL MEDIA PORTFOLIO

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SEMESTER	: 3
PROJECT TITLE	: SUGARPOP BY FAZZY
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NURFAZLIANA BT MUSA

EXECUTIVE SUMMARY

The idea for our product at the moment is to make and sell different flavours and shades of lip balm and lip scrubs at affordable prices; We choose to make lip scrubs to start off our business as there is an increasing target market for the product, and that there is a gap in the market where our product would go as most of the other companies sell their lip scrubs for over RM15. It should be relatively easy to make a profit from these products as the ingredients are readily available and at a low cost, meaning we could produce the product at a reasonable price so it would be more appealing to more people. Also because they are homemade no chemicals were added so the product is unlikely to hurt anyone's skin. The recipes for the products were gained from the internet but we had to change the recipe slightly to suit our personal tastes, so trials of the product were necessary to make sure the constancy of the products were correct and they weren't harmful for consumers.

The recipes were chosen because they required only a few readily available ingredients, have a large target market and don't take particularly long to make. People would buy our product rather than try to make it at home like we did as it is difficult to get the consistency right; it also creates a huge mess which takes time to clean up. So it would be a lot easier to buy it off us. Our main target market would be teenagers or females. Our main strength is that we are experienced in beauty products as we all use them often, our main weakness is we aren't experienced in making the product, our main opportunity is our position in the middle of botany where a lot of people go to shop and our main threat is that we are unable to compete with companies that mass produce beauty products.

In addition, my business started on 24 November 2020, the same as my first day opening my business facebook page. The target of my business are female teenagers and adults from the age of 13 to 55 years old and individuals who are health conscious all across the country. From the beginning, I put my target to my friends and boost it to others to take the opportunity as it is an online business and I have my own transport to deliver or post it. I am proud to say that this business registered under the ecommerce and e-commerce portal also helps me a lot to submit my sales and so on.

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2.0 INTRODUCTION OF BUSINESS



Business Logo

SugarPop is involved in selling lip scrub. We also offer limited edition products to our customers which is that every outcome of the product is handmade with love. SugarPop prioritises its products to be toxic free and environmental friendly as it focuses on beauty and healthcare.

SugarPop is owned by NurFazliana bt Musa. The business commenced on 24 November 2020. The business is located at 2/173 Lorong Udang Ketak 2, Taman Sri Segambut, 52000, KL. SugarPop is an online business, therefore, it uses an online platform which is Facebook and Whatsapp to connect with its customers.

Its target customers are female teenagers and adult age from 13 to 55 years old and also health conscious females all around the country. This is because it is widely used throughout the whole country by females especially. SugarPop also kept in mind that there are less businesses that provide homemade lip scrub.

Nails.co provides delivery services for orders that are around Kuala Lumpur to their doorsteps. The customers will be charged RM 1 per kilometer for every postage. As for orders from other cities else than Kuala Lumpur, the postage fee will be charged at RM4 or above depending on their location. The orders will be delivered through PosLaju Malaysia