



اُونِيُوَرَسِيْتِي تِكْنُولُوْجِي مَارَا

UNIVERSITI TEKNOLOGI MARA

INDIVIDUAL ASSIGNMENT

TITLE: SOCIAL MEDIA PORTFOLIO

FAITHFLEUR.BINA

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

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EXECUTIVE SUMMARY

Faith Fleur is an online business to sell hair care product for our customer at all genders and age, the meaning of Faith is loyalty and Fleur is in French words that mean flower so whenever customer wear Faith Fleur hair care product their hair will smell like a flower. The purpose of this business to help people to overcome their problem such as messy hair, hair loss and hair dandruff. In a nutshell, we can conclude that Faith Fleur is business that sell hair care product and can be use by all people including babies.

The founder of this Faith Fleur is Puan Siti Mariam Binti Abdul Samad together with her husband and owned by CTMARY Resources SDN.BHD. They started this business 5 years ago at 10 February 2017 located at Bandar Saujana Putra Jenjarom, Selangor and they have another branch in Bintulu, Sarawak in early 2018 and now they are already open a branch in Sabah in this year.

The ingredients used in this product have been approved by the Ministry of Health Malaysia (MOH) and do not use any chemicals such as *Parabens*, *SLS* and *Soap*. Faith Fleur products are 'halal and ablution friendly'. In addition, this product helps to remove lice, repair damaged hair, soften and moisturize dull dry hair, reduce hair loss, eliminate dandruff, remove puffiness and stench. Not only that, this product also helps with premature graying problems and promotes hair growth by supplying adequate nutrients.

Now Faith Fleur has more than 1000 of active dropship under CTMARY Resources SHD.BHD and has produced 1000 millionaires Faith Fleur. Other than that, Faith Fleur also have its own factory in peninsula, Sabah and Sarawak which is mean they also own saloon and outlets in every state. Last but not least, Faith Fleur also has 500 types of quality and trusted product range.

In a conclusion, Faith Fleur want to help more people who are in need to become a success with business and not only that they can help others too. I hope that Faith Fleur will always thrive and become the No. 1 hair care product range in Malaysia and can help more people out there.

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2.0 INTRODUCTION

We are required to do social media portfolio for our individual assignment. We must promote our business in online using social media platform such as “Facebook”, for this business online I’ve had choice the hair care product as my business. I choice this hair product as my online business because this hair care is really must items for every woman and literally, they will spend their money on trying to find the best hair care product. My hair care product is really suitable from all woman start with shampoo, conditioner, hair tonic, hair mist and also hair serum to treat and protect their hair. Since our country in pandemic and some people can go out to buy their essential needs so with this online business so far can help them to minimize their movement to one place to another place. Our target market not only woman but as well the man and baby and kids also can use this hair care product because it doesn’t contain any harm material.

2.1 Name and address of business

The name of this business is a Faith Fleur, and it’s using franchise word for fleur its means flower. The location of business is at Bandar Saujana Putra, 42610 Jenjarom, Selangor. Usually, we run this business as online to help woman out there to saves their times, they can order directly from us then we can post it or delivery for them.

