

FACEBOOK PAGE : Clioauraa.co SBL



UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Seni Lukis
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ENT530

PRINCIPLE OF ENTREPRENEURSHIP

social media portfolio

ANIS NAJIHAH BT MOHD RUSHDI

2020983235

MAD241/5C

prepared to:

MADAM SITI NAZIRAH BINTI OMAR

EXECUTIVE SUMMARY

Clioauraa Shea Butter Lipstick had been produced by Nur Amira Abdul Karim. At the top of beginning this business, they released their first edition on September 2020, which is Super Woman edition that contains 3 shade of colour, Elsa, Wina and Zehan. The product's sales increased day by day. Then, after a few months, Nur Amira or known as Myrra Karim released their next edition on 2021, Holiday Edition. Myrra Karim was originally a fashion designer before she ventured into cosmetic business and started her own brand. She also the first one that create a treatment lipstick no.1 in Malaysia.

Our target audience of Clioauraa Shea Butter Lipstick is to all woman's out there that is in need of convenience in doing their makeup routine despite having such a hectic life ahead of them. This product also suitable for all ages because their only using nature ingredients which is jojoba oil, strawberry essential oil, shea butter, and sunflower seed oil that have a lots of benefits to treat our costumers lip. Next, this lipstick price are very affordable even though their ingredients quite expensive.

Clioauraa.co SBL using Facebook Page as their main social media platform to communicate with customer and give them more information on our products and also sharing some knowledge of how to take care our lips using a good lipstick. Then, in order to improve our sales, Clioauraa.co SBL promoted the products by doing teaser posts, soft sell and hard sell posting on Facebook Page. All the information and detail for the product are clearly provided throughout our posting, so customers will know the information about Clioauraa Shea Butter Lipstick before they purchase.

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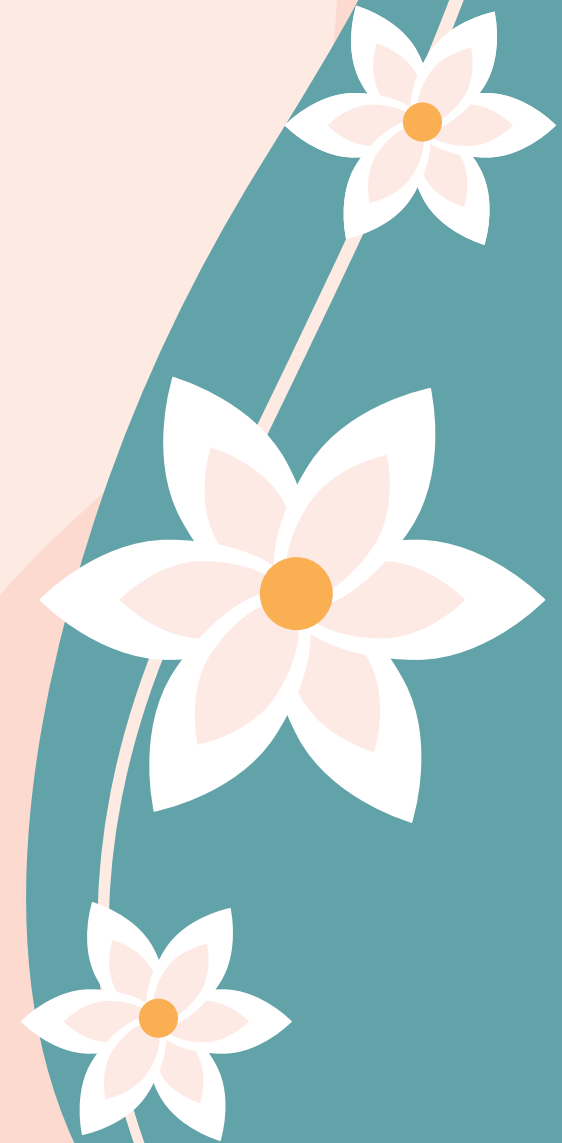
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 - Facebook (FB) Page
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 - Facebook (F B) Post - Teaser
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- Conclusion

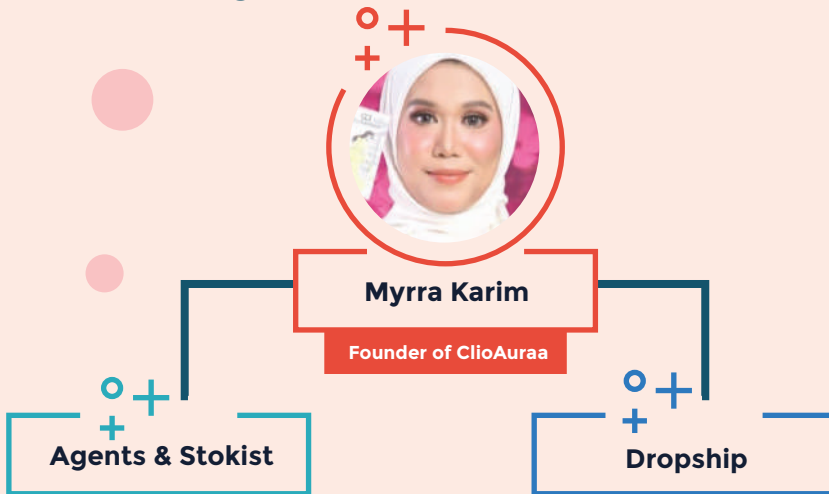
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INTRODUCTION OF

business

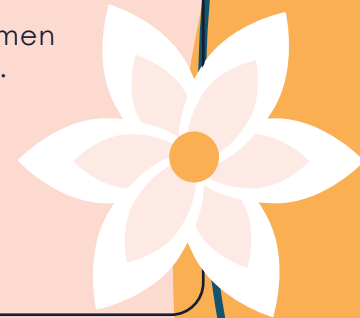
Organizational Chart



NAME OF PRODUCT	CLIOAURAA SHEA BUTTER LIPSTICK
ADDRESS	TANAH MERAH, KELANTAN
CONTACT NUMBER	014-2903717

MISSION: -To create a women's movement that will empower women to live a healthy, happy, balanced and purposeful life.
-To provide a good quality of treatment lipstick.

VISION: -To make ClioAuraa Lipstick well-known in Malaysia and International.



DESCRIPTION OF *product*

ClioAuraa Shea Butterlipstick is a business that selling treatment lipstick and it comes with 2 different edition, Superwoman and Holiday Edition. The reason why I want to sell this product because it is really convenience for all womans out there. This lipstick also suitable for all skin colour which is fair skin, medium skin and tan skin tone.

Subsequently, ClioAuraa Shea Butterlipstick were made by using Jojoba Oil, Strawberry Essential Oil, Sunflower Seed Oil and lastly is Shea Butter. This lipstick has numerous advantages, including the capacity to deeply moisturise the skin, keeping it smooth and supple. Vitamins A and E are abundant in this lipstick.

Moreover, ClioAuraa Shea Butterlipstick comes with cute and aesthetically pleasing packaging that looks very trendy and fit to all range of ages. Its cute yet aesthetic and trendy packaging will immediately catch your eyes first if it were to be put on the shelves in stores.