



اَوْنَبُوْ سَيِّتِيْ بِاَتِيْكَوْ لَوِيْجِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS AND MANAGEMENT
BACHELOR OF BUSINESS ADMINISTRATION (HONS.) FINANCE
ENT530 – SOCIAL MEDIA PORTFOLIO
SCRUBS WITH SNJ



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Last but not least, I hope we get to achieved whatever that we have been aiming for. May success be with us, InsyaAllah, amin.

EXECUTIVE SUMMARY

SCRUBS WITH SNJ is a sole proprietorship business which was founded by Syamim Najiha binti Mohamad Sahibullah. The founder of SCRUBS WITH SNJ is a dropship under Temyracle which is a local skincare brand that is mostly focused on scrubs. In this case, Miss Syamim fully focused on promoting Temyracle's Brightening Body Scrub since Temyracle itself have various types of scrubs under their brand including coffee scrub, lip scrub and more.

SCRUBS WITH SNJ is operating in Shah Alam, Selangor. For the postage of the products, SCRUBS WITH SNJ uses JNT Express since that is the fastest courier out of all couriers exists with an affordable fee offered, but customers are allowed to choose their courier preferences if they want. However, customers have to bear their own postage fees if it's expensive. Besides that, 'Cash on Delivery' services are also available but limited to Shah Alam area only.

SCRUBS WITH SNJ promoting their products using Facebook (FB) platform. Beside from just promoting the products, SCRUBS WITH SNJ boosting its advertisement in Facebook, so that the business could attract more customers and hence, could increase their engagements.

The reason why SCRUBS WITH SNJ chooses to sell Temyracle's Brightening Body Scrub despite so many local body scrub brands exists is because Temyracle using a high-quality ingredient in which it is proofed to smoothens their customers' skins. Not only that, the brand also offers a very affordable price with a lot of quantity. The quantity of scrubs that fill the whole bottle while offering for less than RM50 is considered cheap because we can see that most local skincare brand usually sell their products for more than RM50 and some of them even reach RM100 and above despite calling it a local brand.

Temyracle's Brightening Body Scrub can be used for both genders, whether female or male, the scent are acceptable to be used on both, hence why they have so many potential of attracting customers.

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2.0 INTRODUCTION OF THE BUSINESS

2.1 NAME AND ADDRESS OF BUSINESS

Business Name:	SCRUBS WITH SNJ
Address:	15, Jln Pulau Angsa U10/1E, Sunway Alam Suria, Seksyen U10, 40170, Shah Alam
Email:	scrubswithsnj@gmail.com
Contact no:	0129791872 (Whatsapp)

2.2 ORGANIZATIONAL CHART



**SCRUBS WITH SNJ FOUNDER
SYAMIM NAJIHA BINTI MOHAMAD SAHIBULLAH**

2.3 MISSION AND VISION

- Mission: To help customers in achieving smooth skin with long-lasting scent fully using natural ingredients.
- Vision: To be one of the top local skincare brand and highly affordable price with the quality of an international brand.