



FACULTY OF BUSINESS MANAGEMENT
BACHELOR OF HUMAN RESOURCE MANAGEMENT (BA243)
PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

Title: ' Social Media Portfolio'



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EXECUTIVE SUMMARY

WaxGlowing is a local brand and online-based company that sells candles to all scented candle lovers in Malaysia, which is owned by Nur'Ain Fatin Binti Nor Sallehudin. The company's key platform for attracting clients, creating awareness, and generating revenues is using a Facebook page.

This company's main priority is the customer, so they will make certain to offer the best price that is affordable and to provide them with high-quality scented candles that can meet their needs. This company will also make every effort to assist and guide customers in determining which scented candle will best meet their needs. By doing this, it will increase the level of satisfaction of customers, which can help their positive word-of-mouth lend your brand credibility, popularity, and help you acquire new customers. This saves companies a significant amount of money that they would otherwise spend on marketing and promotional activities to gain new customers.

The company's target market has no age or gender restrictions because scented candles can be used by anybody. This brand provides four types of scented candles, so that the customer has more than one choice to make when they want to purchase a candle. Our candles are suitable for any special occasion, such as personalised gifts for weddings, anniversaries, birthdays, and others. The scent of the candle has been successful in attracting people's attention to this local brand and not to forget that this candle also provides eco-friendly pure soy that is safe for people to use. WaxGlowing is also a portable tin candle which can be sealed and taken with us whenever we want to go and also has a good appearance, perfect for lightning and decorating our interior places.

WaxGlowing has been in business since December 2020, and this product has gained popularity, particularly in the media, due to the various types of scented candles that this brand offers, which include Rose, Jasmine, Lavender, and Gardenia. Since the business operates on an internet platform, there is no targeted area. There will be extensive promotion on internet platforms such as Facebook in order to reach a large audience. It makes it easier for clients to get design or marketing updates. They may also make direct purchases through the internet at any time.

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2.0 Introduction of the Business

2.1 Name and Address of the Business



The picture above shows the company's logo. The name of the WaxGlowing company portrayed the candles that the company created, with the words 'Wax' referring to the candles and 'Glowing' referring to the candles gleaming with or as if with warmth or heat. The firm chose this name since it is distinctive and distinguishes itself from other brands. Buyers can more easily access a Facebook page because it is their primary channel for gaining new customers and promoting their business. Plus, the WaxGlowing logo above plainly demonstrates that the company is focused on the sale of candles.

The WaxGlowing company's primary activity is selling scented candles. This company's main priority is the customer, so the company will always make sure to sell their product at an affordable price and to produce their product at a high quality in order to meet the demands of the customers. The target market is for all individuals, regardless of gender or age, because the firm offers a variety of scented candles which are made of 100% soy wax, which is clearly safe for everyone to use. To ensure client satisfaction and demand are met, the firm constantly updates the candle with current scents that the business has on their main platform for business.

For now, WaxGlowing will fully focus on online selling, mainly on Facebook and Business WhatsApp. The company is currently located in East Malaysia, which is in Tuaran, Sabah. Because the firm operates entirely online, the business provides a charge on delivery (COD) service that covers Sabah in the area of Tuaran, as well as shipping to other states in Malaysia.