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SOCIAL MEDIA PORTFOLIO

HANA HAIR EXPERTS



PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

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TABLE OF CONTENT

TITLE PAGE	PAGE
ACKNOWLEDGEMENT	I
TABLE OF CONTENT	II
EXECUTIVE SUMMARY	III
1.0 GO - ECOMMERCE REGISTRATION	1
2.0 INTRODUCTION TO BUSINESS	
2.1 Business Information	2
2.2 Organizational Chart	4
2.3 Mission and Vision	4
2.4 Description of Products/Services	5
2.5 Price List	6
3.0 FACEBOOK (FB)	
3.1 Creating Facebook (FB) page	7
3.2 Facebook (FB) post - Teaser	9
3.3 Facebook (FB) post - Copy Writing (Hard sell)	16
3.4 Facebook (FB) post - Copy Writing (Soft sell)	32
3.5 Graphics	49
4.0 CONCLUSION	52

EXECUTIVE SUMMARY

Hana Hair Experts is one of the hair treatment products marketed to help in treating hair problems faced by society today. The main objective of this product is to help treat hair loss and beautify and healthy hair for the whole family and especially for children. This product is to give confidence to consumers that every hair problem faced can be treated with products sold at Hana Hair Experts. From shampoos to hair serums that are sold and become an assistant in dealing with various hair type problems.

The business started on Facebook on May 24, 2021 by creating promotions and introducing one by one the products offered in Hana Hair Experts. High demand among customers has received high demand especially for the serum sold. With the quality of materials enhanced through quality organic ingredients has increased customer confidence in each product. Therefore, from the very beginning of this business, the seller has made a thorough analysis of each product as well as the benefits it has that bring benefits to consumers. This has increased the profit on the sales of each product as it is increasingly known and become the attention of loyal users of Hana Hair Experts. Through the feedback obtained from customers has also helped in further strengthening the product market.

2.0 INTRODUCTION TO BUSINESS

2.1 BUSINESS NAME AND ADDRESS

Hana Hair Experts is the name for a business that has been run by one of the agents to market 3 types of products under this company. The name of this business refers to the name of the owner of this company, namely Raihana Ismail and also the type of hair treatment products produced by this company. The business motto used by Hana Hair Experts is "Experts Yourself" which has called on customers to be more consistent with the product to get healthy and beautiful hair. The target market is focused on both men and women, for which the products marketed are also suitable for children.

Hana Hair Experts has also convinced customers with the production of 3 types of products, namely Hana Hair Essence Serum, Little Hair Serum and also Hana Argan Shampoo. Each product is formulated from organic and quality ingredients suitable for hair. With the advantages and benefits of each product has increased trust and produced effective feedback for each product.

The logo used in this business is by focusing on the letter "H" in the middle of the Hana Hair Experts fund as an introduction to the company name. The use of the main color which is the color purple in the logo indicates the color that is often used in all the products in this company.



Figure 1.1: Logo for business