



SOCIAL MEDIA PORTFOLIO

SOBELLA LIPMATTE

SOBELLA LIPMATTE

HELPING YOU LOOK AND FEEL YOUR BEST



PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

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MANAGEMENT

SEMESTER : THREE

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Thank you very much.

EXECUTIVE SUMMARY

Sobella Lipmatte by Cik Diya is a brand name of the lip products' company. The main goal of this organization is to provide the best service to customers who love to purchase lip products. Besides, the company wants to guide and help the customers to take care of their lip condition.

Since early January 2020, this business was established, selling various types and colours of lip products to the customers to choose from. Besides, there are two sizes of the products; standard size with 5.5 ml of lip matte, and the small size with 1.3 ml of lip matte. The purpose of these two types of packaging is to give a chance to the customers to decide which are the best for them.

This organization wishes to expand the business in Malaysia and in the international market as well in the future.

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2.0 INTRODUCTION

2.1 NAME AND ADDRESS OF BUSINESS

The name of the business is Sobella Lipmatte by Cik Diya.

The address of this business is at Penang Hill, 11500 Bukit Bendera, Penang.

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Figure 2.1.1: Logo of the Business