



اَوْنِيُوْسِيْتِي تِيْكُوْلُوْجِي مَارَا
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MARA

FACULTY OF HOTEL AND TOURISM MANAGEMENT

SOCIAL MEDIA PORTFOLIO

DE FLONÉRCH



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EXECUTIVE SUMMARY

De Flonérch is a brand that provides a variety of lifestyle products suitable for the consumers from young to middle-aged. This type of business is very suitable to attract customers to try different products from others at an affordable price for everyone. The products provided are lifestyle items and can inspire and give some motivation to the consumers in their life. In addition, many advantages can be provided by owning a product of this brand.

Moreover, the brand will also be constantly looking for new products and service ways to provide satisfaction to customers. Also, we will provide the best quality products and can give benefit to them. This product business requires a high-level marketing strategy by only promoting online and being able to attract more people by sharing information about this brand's products. Also, we can share more on the page about the advantages of this product to be given to customers.

By creating a Facebook page to promote our brand, we get more users because we promote the page to get more awareness in a way that has been learned that is using the copywriting in soft sell and hard sell to increase users' interest in this product.

Keywords: Lifestyle Brand, Soft sell, Hard sell, Marketing

2. INTRODUCTION TO BUSINESS

2.1. BUSINESS NAME

The name of De Flonérch is described as the meaning of “De” is “By” in French. Then the combination of De Flonérch means “By Flonérch” as the brand name. Flonérch is the main business brand which is brand that focuses on the lifestyle of each product. Also, this lifestyle brand is to give inspiration and a connection between the customer and the brand itself.



Figure 2.1 De Flonérch Logo

Moreover, the logo that used for the business is focused on the brand business name which is “De Flonérch” and a small flower element that represents gratitude and joy. In addition, the colour used is light pink is showing sweetness and fun to the logo. It is also a great combination for this self-love brand.

2.2. BUSINESS INFORMATION

BUSINESS INFORMATION	
Name of Business	De Flonérch
Business Address	No 27, Jalan PU 12/7D, Taman Tasik Prima, 47100 Puchong, Selangor.
Business Email	deflonerch@yahoo.mail
Contact Number	019-4402886
Form of Business	Sole Proprietorship
Main Activities	Lifestyle Brand