



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

SOCIAL MEDIA PORTFOLIO

ESPRING WATER TREATMENT SYSTEM



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EXECUTIVE SUMMARY

eSpring Water Treatment System is a brand name and a trade name of our business Amway. The main objective that is to achieve for the business is to offer the highest quality water treatment system at an affordable prices, better price, and quality than other retailers.

eSpring is the No. 1 home water treatment system in terms of sales in the world. eSpring products are the building blocks for the good things we work for in life. Amway has been named Asia Pacific's Best Water Filtration Company by Frost and Sullivan since 2010. eSpring has been named Reader's Digest's Most Trusted Brand in Asia, Malaysia and Singapore respectively since 2005. The highest quality and the competitive prices of this commodity are well known to many. This product therefore offers a clear analysis of our customers' continued purchases.

Since commencement, eSpring has made over thousands sales in Malaysia and the numbers are expecting to grow the end of the year through Year End sale. Increasing demands for our product results into a good profitable sale revenue to our business project.

2.0 INTRODUCTION TO BUSINESS

2.1 BUSINESS INFORMATION

Amway Malaysia ranks high in the Amway group worldwide as one of the top 10 performing affiliates, backed by impressive indicators such as sales turnover, profitability, and strong Amway Business Owner (ABO) strengths. Amway Malaysia has expanded to support its ABO business with a network of Amway Retail Stores throughout Malaysia and Brunei, and three regional warehouse centers. Amway Malaysia is a direct selling company, licensed by the Ministry of Domestic Trade and Consumer Affairs (MDTCA).

All components of the eSpring Water Treatment System work together smoothly and efficiently to give a clean water. Whether placed on your counter or under your sink, the eSpring treats up to 5,000 liters of water or can be used for a year between filter changes. The eSpring improves the taste, smell and clarity of water. Carbon filters effectively reduce more than 140 potential health that impact impurities such as pesticides and yet allow beneficial minerals such as calcium and magnesium to pass through them. UV light destroys up to 99.99% of bacteria and viruses in drinking water without the use of chemicals.

Our business motto is “Get Cleaner, Safer and Better-tasting Water Fresh from Tap”, which show that our eSpring will improve the taste, odour and clarity of water mineralised, available and accessible to all while providing wide arrange of promotion. The target market for eSpring are all societies including children, adults from the age of 7 years up to 90 years. The logo used for the business is a tilted letter “e” with an imagery of brand water treatment system around the world. The logo was just simply to symbolize one letter “e” in eSpring.