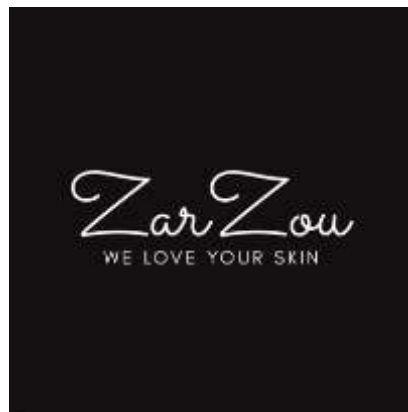




اَوْنَبُوْ سِيْتِيْ تَيْكُوْلُوْ كِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF TOURISM AND HOTEL MANAGEMENT  
DEGREE IN TOURISM MANAGEMENT**

**SOCIAL MEDIA PORTFOLIO (FACEBOOK PAGE)**



**ZARZOU BEAUTY SERUM**

Prepared by:

**NUR ALYA NAJWA BINTI HISHAM**

**2020865894**

**HM241 3B**

Prepare for:

**MADAM NORFAZLINA BINTI GHAZALI**

## **ACKNOWLEDGMENT**

All praises to Allah and His blessing for the completion of this Article review. I thank Allah for all the opportunities and strengths that have been showered on me to finish writing the social media portfolio within the due date given. I experienced so much during this process, not only from the academic aspect, and also add new information I had learned.

Next, I would like to sincerely thank my lecturer Madam Norfazlina Binti Ghazali for her guidance clearly, the information given and most importantly encouragement she provided to helped students.

At the same time, I also want to thanks all of my family members. It would not be possible to write the social media portfolio without support from them. I would like to thank my dearest father Hisham bin Mohd Foad, my mother Hasniza Binti Mohd Shahidi who always supported me in doing everything I would like to do.

Last but not least, not forget my fellow friend and classmate who help me a lot and sharing information with me while doing this article especially my beloved friend Siti Nurhadirah Binti Helmee and Umie Syahirah Binti Ahmad Zamri without both of them I cannot finish my the social media portfolio on time and I would like to thank all how had involved directly or not while I finished doing my social media portfolio.

Thank you.

## **EXECUTIVE SUMMARY**

Zarzou Beauty is the brand of serum that usually people use as one of daily routine skincare. This serum was established on the 1st of July 2019. Next, this product had been created by the founder while trying ACCA. She found the lovely ingredient product toward skincare that will give the greatest joy and being an avid skincare freak. This product also really affordable and the price are suitable for the function of serum. The target market of this serum is teenagers, adults either man or woman.

The founder had found a problem which is people need to buy many types of serum to solve their problem, but this product can help people to solve the skin problem all in one product. This is the first product that they introduced the Brightening, Hydrating Facial Serum. However, the formula of product are safe to use, and it different from others local product.

Through media social, I learned how to boost my sale and share with people the best serum ever. At the same time, I also can differentiate between hard sell and soft sell. Last but not least, I also had learned how to find how to record and monitor the sale every month by using the G0-Ecommerce Website. By this, it teaches me how to promote and learn more about marketing and marketing strategy.

## TABLE OF CONTENTS

<b>Cover page</b>	I
<b>Acknowledgement</b>	II
<b>Executive Summary</b>	III
<b>Table of Contents</b>	IV
<b>1.0 Go-Ecommerce Registration &amp; eUsahawan Certificated</b>	1 - 2
<b>2.0 Introduction of Business</b>	3 - 4
• Name and address of business	
• Organization chart	
• Mission & Vision	
• Description of product & services	
• Price list	
<b>3.0 Facebook page</b>	
• Creating Facebook Page	5
• Customing URL Facebook page	6
• Facebook – Teaser	7 - 13
• Facebook- Copywriting (Hard Sell)	14 - 21
• Facebook- Copywriting (Soft Sell)	22 - 29
<b>4.0 Conclusion</b>	30

## 2.0 Introduction of Business

- **Name and address of Business**

- ZarZou Beauty is the name of the business. This business had one founder and a few agents to promote and sell this product. This serum is a local skincare that provides transparency to create customer trust and is always committed to producing better results for the skin.
- The shop is located at Taipan 2, No 79-3, Jalan Setia Utama AT U13/AT, Setia Alam, 40170 Shah Alam, Selangor. Customers can choose to buy at shop or bu website at <https://zarzoubeauty.com/> and through agents that can find on Instagram or Facebook.

- **Organizational chart**

- This business had only one founder who is Zulaikha Binti Rosli and helps by agents from many states or areas.

