



اَللّٰهُمَّ صَلِّ وَسَلِّمْ عَلٰى رَسُوْلِكَ  
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HUMAN RESOURCE MANAGEMENT



PROJECT TITLE : SOCIAL MEDIA PORTFOLIO  
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## **EXECUTIVE SUMMARY**

BEAULAWATICS is a business that providing cosmetics for foundation and also the milk. The objective is we want to show you on how to maintain beautiful in our daily life to ensure that our health is always good. However, we are require register E-Commerce and also by carry out this assignment, we need to promote our products by using method such as posting the teaser, soft sell and hard sell on the business page on our Facebook.

We also provide the customer with reasonable price. Our mission is ‘make it dream become true’ means that everything that we want it until we make achievement for the future. Therefore, the vision “Bringing people and businesses together for a brighter future” means that we can achieve sales of the product by using Facebook page and also able to give satisfaction to customers’ needs.

Since early of the opening, the business started operation in March 2021 officially on our Facebook page and we only focus on one medium. We found out that we sold the product always getting demand in community. Therefore, Beaulawatics is a great saleable product of choice for customers which is can further expanded it to many more platforms in the future because containing foundation and the milk that is suitable for people.

## INTRODUCTION OF BUSINESS

📍 Name and address of business

BEAULAWATICS is only owned and work by Zaima Binti Muhammad. The name of Beaulawatics created from the BEAUtiful, LAWA means pretty and TICS is from cosmeTICS. Beaulawatics is a sole proprietorship business form. The business had started since March 2021. The address of business is No2 Jalan Tomato Seksyen 24, Shah Alam, Selangor. In addition, my product is very suitable for young age. Furthermore, the business is conducted entirely online.

