



**FACULTY OF INFORMATION MANAGEMENT
PUNCAK PERDANA CAMPUS, SELANGOR**

ENT530 - PRINCIPLES OF ENTREPRENEURSHIP

SOCIAL MEDIA PORTFOLIO – HEAD TO TOE



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EXECUTIVE SUMMARY

Head To Toe is a trademark that which describes about health and beauty products from hair to feet. The main objective of this business is to introduce quality products that can benefit internal body health and external beauty to the customers and letting them know the products that suits them well. All the products in Head To Toe is to satisfied the need of the customer that want to be healthy and beauty inside out.

The business has started on 16 April 2021 Our customer was very satisfied with the services and gave amazing feedback on the product. All products is beyond organic because the ingredients is based on plants without any added colour and preservations. This is why the customer trust this business.

Since the opening, Head To Toe has reached over 100 likes and followers on Facebook. The sales was increasing since the product has been introduced and posted on Facebook. The business is growing from time to time because everyone nowadays want a better and healthy live with our product. This can show that the business will be further expanded at any areas because the business is giving an increasing statistic as it growing from time to time.

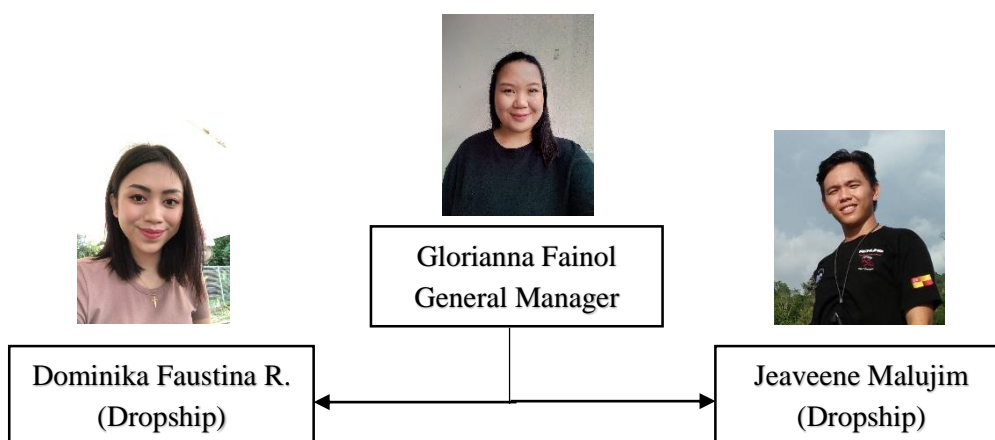
2.0 INTRODUCTION OF BUSINESS

2.1 Name and Address of Business

Head To Toe is a business that supplies beauty and health product from head until feet. The name that has been chosen for the business is Head To Toe. The slogan for this business is 'Where Your Beauty Begins' means that our products is the starting step to being beautiful inside and out in terms of health. The target market for this business is for teenage and adults with range of 13 and above as the product is suitable for that age range.

Name of Business:	Head To Toe (Health and Beauty)
Business Address:	Kampung Binouou Laut Sook, 89008 Sook, Keningau, Sabah.
Corresponding Address:	gloriannessa@gmail.com
Telephone Number:	0198554582
Date of Established:	16 April 2021
Name of Bank:	Bank Islam
Bank Account Number:	1006 1020 0540 57

2.2 Organizational Chart



The business is run by a manager who is the owner and assisted by two dropships that can makes the sales wider and known by many people.