



اُنْبُوْا سَبِيْقًا تَكُوْنُوْا لَكُمْ اِمَّاْرًا
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MARA

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MANAGEMENT
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TITLE:

SOCIAL MEDIA PORTFOLIO (FARALIPBUTTER.MY)

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Wassalam.

EXECUTIVE SUMMARY

FARALIPBUTTER.MY is a cosmetics brand that provides cosmetics products to the customers. We are stockists under a company named Fara Hanim Beauty. It was founded by an influencer and TV Presenter, Fara Hanim Razak. First product produced by her is Faraalipbutter.

Faralipbutter is the main product by Fara Hanim Beauty and the stockists under the company. It is a lip care product that is unique and formulated as naturally as possible. This product offers moisture and healthy lips to the customers. It is also a safe product that contains good and natural ingredients and also avoids the ingredients that might be harmful to the consumer.

Our target audience is women, especially students, working women, wife, mother and many more. It is because this product is a cosmetics product which the consumer mostly is women.

Marketing strategy that is used by FARALIPBUTTER.MY is to offer customers free gift, discount and promotion during special occasions such as Hari Raya, Mother Day and International Women Day. It can attract regular customers to buy the product and also the first-time buyer that wants to try the product first.

At the moment, FARALIPBUTTER.MY is owned by Siti Suraya Binti Ashar as one of the stockists of Fara Hanim Beauty company. The business is using Facebook page as a platform to attract and promote customers online as more people are now using social media every day. The business is promoted by doing teaser, soft sell and hard sell on Facebook page postings.

2.0. INTRODUCTION OF BUSINESS

2.1. NAME AND ADDRESS

Name of the Company	Fara Lip Butter
Address of the Business	https://www.facebook.com/faralipbutter.my
Telephone Number	019-8966434
Form of Business	Sole proprietorship
Main Activities	Selling cosmetics products such as lipstick, makeup kit and lip scrub
Product Distribution	Online sale
Date of Commencement	18 April 2021
Date of Registration	18 April 2021
Social Media Page	https://m.facebook.com/faralipbutter.my/?ref=bookmarks