



اَوْنُوْرَسِيْتِي تِكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

## SOCIAL MEDIA PORTFOLIO

### SKIN & BODYCARE

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COMPANY

#### SUBMITTED TO:

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## EXECUTIVE SUMMARY

Aesthetique Skincare is an online business that began as a Facebook partnership. The business's aim is on beauty and skincare items. Aesthetique Skincare provided are a variety of skin care products such as scrubs, serums, lips treatments, and all-over mists that are friendly used on your body, hair, and even your clothes. The purpose of Aesthetic Skincare will always be to deliver the greatest to everyone with whomever we come into touch with while also supporting the environment in which we live. Also, customers no need to worry about the ingredients in our product because Kementerian Kesihatan Malaysia (KKM) has certified all our products, and loyal customers have offered lovely comments.

Aesthetique Skincare chose Facebook as our platform since a Facebook account allows it to broaden its business platform while reaching a larger audience. As we know, Facebook is one of the top social media platforms for sellers as their alternative ways to get effectively engage with their consumers while engaging with new purchasers. Furthermore, it is the largest source of entertainment worldwide. Because Facebook is a worldwide social networking platform with users from all over the world, geography isn't an issue. Important is soft sells, hard sells, and the initial teasers may be executed on the platform to attract more customers of all ages.

We built up our marketing campaign on Facebook to improve the Aesthetique Skincare business engagement with customers by giving 7 posting teasers, 17 graphics and postings for soft sell, and 17 postings for the hard sell. We also met the AIDCA and TISCta requirements in various ways, including writing a caption for the content posting and developing the images ourselves. Then, we create a strategy to ensure that the timing for our business posts matches the market's evolution to customers notices our business.

Aesthetique Skincare is aiming for a female and male market sector. Gender is not a barrier to skin disorders. Because hormones lead women to have terrible skin, women outnumber males, but we must remember those skin problems such as acne, breakout skin, and others can affect men as well, depending on their skin type. As a result, we've created a skincare product that's ideal for both men and women. The products also can be utilized by people of all ages, beginning with teens. Aside from offering skincare, Aesthetique Skincare also helps others by giving a lot of information. We as a skin consultation will propose a personalized skincare strategy to assist enhance the texture, tone, and overall look of our customer's skin.

## 1.0 INTRODUCTION OF BUSINESS

### 1.1 Name and Address of Business



*Aesthetique Skincare's Logo*

<b>Name of Business</b>	Aesthetique Skincare
<b>Business Address</b>	Jalan Astaka U8/84A Bukit Jelutong, Business And Technology Centre, 40150 Shah Alam, Selangor, Malaysia
<b>Email Address</b>	<a href="mailto:aesthetiqueofficial@gmail.com">aesthetiqueofficial@gmail.com</a>
<b>Telephone Number</b>	017-0000000
<b>Form of Business</b>	Partnership
<b>Main Activities</b>	Selling skincare product
<b>Date of Commencement</b>	21 November 2021
<b>Name of Bank</b>	CIMB Bank
<b>Bank Account Number</b>	-

- Name of Business

The reason we chose "Aesthetique Skincare" as our company name is that it can aid in the development of a stronger emotional link between a brand and its consumer. Following that, there are 24 synonyms, antonyms, idiomatic phrases, and related terms for aesthetic, such as artistic, beautiful, style, delicious, appreciating, tasty, art-conscious, esthetical, aesthetical, and aesthetic.

- Business Address

We decided this location to do business online because there are many different sorts of businesses that do business online in this area, and we can compete fairly. Furthermore, this area has strong internet coverage, which makes it easy to complete all our activities while working.

- Email Address

We want to make our business looks professional online so that everything about business we will use email. The customers also have chance to contact us through email. Email communication is immediate, which improves communications by rapidly sharing information and responding to customer enquiries. It also enables faster issue resolution and more efficient corporate operations. As small business owners can do more tasks in less time.

- Telephone Number

We decided to only one contact number as business number, but we can active this number on any device such laptop, telephone, or iPad. A business phone number enhances our reputation by making us appear professional and accomplished.

- Form of Business

We started our business as partnership type which our profit we will share together. It may allow us to take time off when we need it, knowing that there is someone we can rely on to hold down the fort. This has the potential to improve our personal lives.

- Main activities

We decided to selling skincare product because the need for skincare products is always expanding, there are several chances for development and profitability. Next, Various and readily available product supply sources since it is simple to locate skincare product supplies from a variety of origins, brands, and pricing points.