



## **SOCIAL MEDIA PORTFOLIO**

### **BLISS HAIR**

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Submitted to  
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Submission Date:

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## **Executive Summary**

Bliss Hair is an online business that started solely on Facebook. It was established in the year 2021 and is focusing on hair care products. The main idea of this business is to sell haircare products that are safe for people and the environment. No harm was used during the completion of the products. All products are certified by Kementerian Kesihatan Malaysia (KKM) and have been give positive feedback. Bliss Hair targeting the segmentation consisting of women. Not just selling haircare, but Bliss Hair is also helping other people by posting a lot of sharing.

Bliss Hair is now running a Facebook account to widen its business platform while reaching a broader audience. It is agreed that Facebook is one of the best social media platforms that can help sellers communicate well with their customers while engaging with their potential buyers. Doing soft sells, hard sells, and the starting teasers can be done well on the platform. Using this social media platform, I set up my marketing campaign by providing teasers, 17 graphics and postings for soft sell, and 17 postings for the hard sell. I utilized all sorts of ways to fulfil the AIDCA and TISCTa, respectively, by writing a caption on the post and designing all graphics on my own. All were illustrated by us using Canva. Besides, I also prepare a schedule to make sure my timing/timeline for my business postings will suit the market progression. A deeper explanation is stated below in progress.

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## 1.0 INTRODUCTION OF BUSINESS

### 1.1 Name and address of business



Name of Business	Bliss Hair
Business Address	No 68, Jalan Lagenda 5, Taman 1 Lagenda, 75400 Melaka (HQ)
Email Address	<a href="mailto:Blisshair@gmail.com">Blisshair@gmail.com</a>
Contact Number	011-11611844
Form of Business	Partnership
Main Activities	Selling local hair care product
Date of Commencement	26 November 2021
Name of Bank	Maybank
Bank Account Number	155015467519

- Name of Business

Bliss Hair is the name of our business that was chosen based on our main products which is hair care. We put a lot of emphasis on the business name so that the buyer can see what kinds of products we sell by just reading the name. The word bliss is used to describe perfect delight or immense joy. We want our consumers to have faith in our products and experience complete enjoyment as a result of using them, especially for women. We want them to be confident about their appearance and able to reach complete enjoyment in their lives by using Bliss Hair products. Also, remember that hair is the crown for most women.

- Business Address

The above address is the headquarters of the company we joined. It is located in a city with well-developed infrastructure, transportation, and environmental conditions. The site is ideal because it is in a city that is densely populated both throughout the day and at night, and there are other businesses nearby such as restaurants, franchises, banks, and retail malls. The surrounding area has also become more modern as a result of the availability of numerous facilities

- Email Address

We are using [blisshair@gmail.com](mailto:blisshair@gmail.com) as our business address, which is short and simple to remember. Customers can also use the email to access the products, and we appreciate any feedback, recommendations, or criticism about how we conduct business. We choose this name address to keep things more convenience for both parties.

- Form of Business

Bliss hair is a joint venture between Nor Fateha Kassim Maniam and Nuryasmin Zulaikha. This business will be operated by both of us, and the tasks will be divided accordingly. Nuryasmin will be in charge managing database, while Nor Fateha will be in charge of digital marketing, such as promote products in social media. Both of us will be involved in the graphic design of our product.

- Main Activities

We work as a drop shipper whereby we will promoting the brand of hair care products to the general public. We will update all product information on social media, such as price and sales promotions, as well as give some educational recommendations via Facebook postings, so that customers get benefit and gain knowledge at the same time.

- Date of Commencement

The date of commencement for our business is 26 November 2021. It also the same day we registered the Go-Ecommerce for the business.

- Bank and Account Number

We used Maybank as our main transactions for the business activities. The customer will transfer their money into this account whenever they wish to purchase the products via online banking. The account number is 155015467519.