



اَللّٰهُمَّ صَلِّ وَسَلِّمْ عَلٰى اَبْنائِنَا
**UNIVERSITI
TEKNOLOGI
MARA**

SOCIAL MEDIA PORTFOLIO

KAYMAN SKINCARE

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EXECUTIVE SUMMARY

Kayman Skincare is an online business that started partners on Facebook. It was established in the year 2021 and is focusing on beauty and skincare products. Nature is to prevail that skin healthiness is indeed essential and is the key to our beauty. Kayman Skincare is a dropship under Kayman Beauty brand that offered various skincare products such as face mist and toner, soap, and scrub.

The main idea of this business to sell skincare products that are safe for people and the environment. No harm was used during the completion of the products. Items offered are CoalFace Soap, HyaluMelon Mist Toner and HoneyGlo Facial Exfoliant. All products are certified by Kementerian Kesihatan Malaysia (KKM) and have been given positive feedback.

Kayman Skincare is now targeting the segmentation consisting of both women and men. Not only women but men are also do suffer from acne, breakouts, and unhealthy skin conditions. Starting form teenagers, the products can be used by all stages of ages. Not just selling skincare, but Kayman Skincare is also helping other people by posting a lot of sharing about skin. Skin consultation can help customers understand their skin, find the causes, apply valuable tips, and get the right products suitable to their skin.

Kayman Skincare is now running a Facebook account to widen its business platform while reaching a boarder 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, we set up our business by providing seven teasers, 17 graphics and postings for soft sells, and 17 postings for the hard sell. We utilized all sorts of ways to fulfill the AIDGA 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, we also prepare a schedule to make sure our timing for my business postings will suit the market progression. A deeper explanation is stated below in progress.

2.0 INTRODUCTION OF BUSINESS

2.1 Name and address of business



YOUR SKIN'S FAVOURITE
COMPANION

NAME OF BUSINESS	Kayman Skincare
HEADQUARTERS (HQ)	U13, Seksyen, 18 1-F, Jalan Setia Perdana BE U13/BE, Setia Alam, 40170 Shah Alam, Selangor
BUSINESS ADDRESS	No.12, Jalan Bukit Tua, Malim Jaya, 75250 Melaka
EMAIL ADDRESS	kayman_skincare@gmail.com
TELEPHONE NUMBER	-
MAIN ACTIVITIES	Selling product specialized in skincare
DATE OF COMMENCEMENT	10 December 2021
NAME OF BANK	CIMB Bank
BANK ACCOUNT NUMBER	-

▪ **Name Of Business**

The name of the business is Kayman Skincare which Kayman is originally created by the founder, Nabella Anuar, while Skincare has been taken by the types of the product, more to skincare instead of cosmetic. Kayman is a combination name of Nabella's father, Khairul Anuar Bin Che Man. The first syllable of his father's name is Khai and the last syllable is Man. To make it more aesthetic and easy to pronounce, Nabella change the name of Khai to Kay combine with Man to get Kayman.

▪ **Headquarters (HQ)**

Kayman has a headquarter at Shah Alam, Selangor where it is the premise as well as the main office to manage the financial and administration of the organization. All the problems and overall success of the organization is controlled at the HQ to achieve efficiency.

- **Business Address**

The business address is at Melaka Tengah where it is considered as a strategic area because the target market is wide and there are many facilities offered. As an agent or stockist of Kayman, the place to sell the product can be everywhere since it is an e-commerce brand by using technologies and enhancements. The method of postage or cash on delivery can be made in order to deliver the package to customers.

- **Email Address**

The email address of this business is kayman_skincare@gmail.com. The name of the email does not include many numbers, nickname or unrelated name to make it sound more professional.

- **Telephone Number**

The number that has been used is not a personal number. To make a business smooth without any personal interruptions, a new number is used as a business number.

- **Main Activities**

The main activities of Kayman is producing a high quality product while as an agent or stockist, the main activities are promoting and selling the product which specialized in skincare.

- **Date Of Commencement**

The first date of starting the business is 10 December 2021 where the idea and teasers started to publish online.

- **Name Of Bank & Account Number**

The bank that we choose is CIMB Bank as it is one of the largest bank in Malaysia. One of benefits of using this types of bank is because the account number is quite short compared to other bank that has more than 15 numbers. Thus, it is easier for Kayman customer to make a payment with only 10 numbers which lessen the typing error.