



Cawangan Melaka

BSpeciale Haircare Serum by Farsha

SOCIAL MEDIA PORTFOLIO

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EXECUTIVE SUMMARY

This project is taught to all semester 4 students, and the concept is strongly tied to entrepreneurship. All students must use the Facebook platform to attract customers for their businesses. As a result, we chose 'Bspeciale Vitamin Hair Serum' as our sales product because it is strongly associated to beauty, cosmetics, and personal care.

Bspeciale Vitamin Hair Serum premiered on 12 April 2018 and is the Bspeciale Hq located at No 12-1 Jalan Eco Majestic 3A/6B Eco Majestic Semenyih, 43500 Selangor, Malaysia. Deeyla is the founder of this product, which intends to assist housewives in earning their own money just from their homes.

Bspeciale Vitamin Hair Serum is a high-quality hair serum material produced from natural components that can help people with hair issues. The combination of excellent ingredients helps in the reduction of tangles and hair loss. Having healthy hair may boost one's confidence in dealing with others.

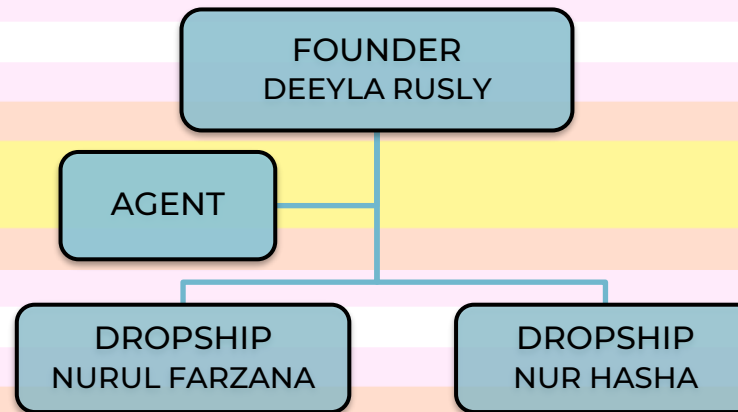
This project exposes us to the world of entrepreneurship. We were exposed to numerous copywriting approaches for promoting our sales products online on Facebook. We were also able to learn strategic methods for attracting customers in order to enhance sales. This project runs from the beginning of the semester through the end of the semester. Throughout the course of this, we can learn a range of new things of business.

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INTRODUCTION OF BUSINESS

NAME OF PRODUCT	BSpeciale Vitamin Hair Serum
ADDRESS	No 12-1 Jalan Eco Majestic 3A/6B Eco Majestic Semenyih, 43500 Selangor, Malaysia.
CONTACT NUMBER	-

ORGANIZATIONAL CHART



MISSION

To provide a high-quality product that many people can achieve their dream hair using natural ingredients.

VISION

To be a trusted and well-known hair care brand in Malaysia that meets the needs and expectations of consumers with high-quality hair care products.

DESCRIPTIONS OF PRODUCTS

BSpeciale Hair Vitamin Serum is a local product in Malaysia that sells a product related to hair problems. This product is specially formulated for all hair types and age groups, including children, adults, and the elderly who suffer hair problems. However, the main target of this product is for men and women who are busy with their careers. Our hair serum is not sticky and oily, but it is lightweight and has a fragrant fruity scent.

BSpeciale Hair Vitamin Serum is a multi-functional hair serum that can protect your hair from damage and split ends while also making it shine. Our serum works for all hair types and problems. Moreover, BSpeciale Hair Vitamin Serum is convenient to carry everywhere because of its high-quality bottle that you just put in your bag and even in your pouch. The ingredients used in this product have been authorised by the Ministry of Health Malaysia (KKM) and are chemical-free.

The main social media platform that we used to promote and sell this hair serum is Facebook. Facebook is one of the most popular social media platforms used by various users regardless of age, so potential customers can engage more with the seller and read the copywriting of the hair serum. The hard sell and soft sell copywriting techniques will be used to promote the product on Facebook by using multilingual of Malay and English to reach the customers and readers. WhatsApp and Shopee will also be linked on the Facebook Page.