



اَبُو سَيْدِي تَيْكُو لَوِيْنُ فَاارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**SUGAR  
BOMB**

**SOCIAL MEDIA PORTFOLIO**

**AMIRA & SUHAILA PERFUME HOUSE**

**FACULTY OF BUSINESS AND MANAGEMENT**

**BACHELOR OF BUSINESS ADMINISTRATION (HONS) ENTREPRENEURSHIP (BA233)**

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530)**

**PREPARED BY: GROUP 1**

ID	NAME	ID NO.
1	NUR AMIRA AFIFAH BINTI ABU BAKAR	2021871044
2	NURUL SUHAILA BINTI SABRI	2021603342

**PREPARED FOR: DR. NOR HARLINA ABD HAMID**

**CLASS: ENT530:530E (SEMESTER 2)**

## **ACKNOWLEDGEMENT**

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Last but not least, for their endless prayers and encouragement, our deepest gratitude goes to our parents and siblings. And for those that contributed and helped our group towards this assignment, your kindness means a lot to us. Once again, thank you very much, may Allah S.W.T bless you all.

## EXECUTIVE SUMMARY

Sugarbomb is a local brand company that creates a brand concept which produces Sugar Bombs own fragrance at their own factor that give benefits to consumers such as health and beauty . Sugarbomb's focus is to be the No. 1 distributor and manufacturer of affordable perfume in Malaysia and recognized by the community like the other popular local brands such as Le Labo, OLFAC3, Fragrance du Bois, Malay Perfumerie, Henry Jacques and many more. The brand's mission is simple, which is to formulate value-for-money and long-lasting fragrances.

In addition to selecting garments that are a good fit for you, another way to take your appearance to the next level is to use fragrance, be it perfume or anything else. A young man named Ahmad Azhari Rosli, who was just 26 years old at the time, wanted to start a business by developing his own brand of perfume called "Sugarbomb." He did this after realizing how essential perfume is to individuals in today's society. This is a point in time that he won't let slip his mind.


Sugarbomb has been through a lot of difficulties since it first opened its doors for business about 4 years ago, in 2017. But Ahmad Azhari Rosli, better known by his alias "Boss A," has reason to be proud of what SugarBomb has accomplished today. Initially, SugarBomb was located simply in the backyard of Boss A's home. It currently operates 17 retail outlets and 4 manufacturing facilities across the Malaysian states of Sabah, Sarawak, Perak, Negeri Sembilan, and Johor.

SugarBomb may now be purchased not just in Malaysia but also in Brunei, Singapore, and Indonesia. Previously, it was only available in Malaysia. It is also en route to the United Kingdom at this time. Today, Sugarbomb offers more than 80 fragrance options for men's and women's perfumes, as well as hand sanitizers, facemasks, and air fresheners for cars and homes.


In order to expand our business and become a Sugarbomb dropshipper, we were required to create a Facebook page. Marketing the products through social media is a manner that is both quicker and simpler to get the word out there about them. In order to advertise our business, we can also become familiar with the usage of teaser postings, as well as hard sells and soft sells.

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## 1.0 BUSINESS REGISTRATION

  
SURUHANJAYA SYARIKAT MALAYSIA  
COMPANIES COMMISSION OF MALAYSIA

BORANG D (KAEDAH 13)



**PERAKUAN PENDAFTARAN  
AKTA PENDAFTARAN PERNIAGAAN 1956**

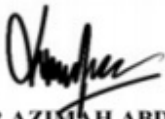
Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama

**AMIRA & SUHAILA PERFUME HOUSE**  
**NO. PENDAFTARAN: 202203123290 (003399294-H)**

telah didaftarkan dari hari ini sehingga **18 MEI 2023** di bawah Akta Pendaftaran  
Perniagaan 1956, beralamat di

**Bil. Cawangan: TIADA**

Bertarikh di **SISTEM EZBIZ** pada **19 MEI 2022**.

  
**DATUK NOR AZIMAH ABDUL AZIZ**  
Pendaftar Perniagaan  
Semenanjung Malaysia

UserID: EZBIZ Date: Thu May 19 11:30:22 MYT 2022

Figure 1: SSM Registration



Figure 2 : Go-eCommerce Certificate


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 Keusahawanan Malaysia  
 (MASMED)

## MASMED YOUNG ENTREPRENEUR (MyENT)

### SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar : 2021871044  
 Nama : NUR AMIRA AFIFAH BINTI ABU BAKAR

Program Pengajian : IJAZAH SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN)  
 KEUSAHAWANAN  
 Fakulti : Faculty of Business & Management  
 Kampus : Selangor

### MAKLUMAT PERNIAGAAN

Mod Perniagaan : Online  
 Bidang Perniagaan yg  
 diceburi : Pakaian dan Kelengkapan  
 Tempoh Berniaga : 1 TAHUN  
 No. Pendaftaran Perniagaan : 003399294-H  
 URL Perniagaan : <https://www.facebook.com/Sugarbombperfume-110720201610196/>  
 Alamat Premis Perniagaan : NO A-130, FELDA JERANGAU, 21820, AJIL, TERENGGANU.  
 Tarikh Mendaftar : 20 Apr 2022  
 Tarikh Kemaskini : 19 May 2022  
 Tarikh Cetak : 19 May 2022

Sijil Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dijalankan oleh pelajar semasa tempoh pengajian di UITM. Sijil ini secara tidak langsung akan terbatal apabila penama menamatkan pengajian atau tidak lagi aktif dalam sistem universiti.

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Malaysian Academy of SME & Entrepreneurship Development (MASMED)


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 Pembangunan PKS dan  
 Keusahawanan Malaysia  
 (MASMED)

## MASMED YOUNG ENTREPRENEUR (MyENT)

### SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar : 2021603342  
 Nama : NURUL SUHAILA BINTI SABRI

Program Pengajian : IJAZAH SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN)  
 KEUSAHAWANAN  
 Fakulti : Faculty of Business & Management  
 Kampus : Selangor

### MAKLUMAT PERNIAGAAN

Mod Perniagaan : Online  
 Bidang Perniagaan yg  
 diceburi : Pakaian dan Kelengkapan  
 Tempoh Berniaga : 1 TAHUN  
 No. Pendaftaran Perniagaan : 003399294-H  
 URL Perniagaan : <https://www.facebook.com/Sugarbombperfume-110720201610196/>  
 Alamat Premis Perniagaan :  
 Tarikh Mendaftar : 17 Apr 2022  
 Tarikh Kemaskini : 19 May 2022  
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**Figure 3: MyENT Certificate**

## 2.0 INTRODUCTION OF BUSINESS

### 2.1 NAME AND BUSINESS PLATFORM



**Figure 4: Business Logo**

Amira & Suhaila Perfume House is the name of our business. The name was decided based on our main product that we sell which is a body perfume. We started this business as a dropship. As a dropship, we get pictures and product information from the supplier or dropshipper. Next, we will promote the product on social sites, advertising sites, forums, blogs and so on. Our business motto is, 'Much more than perfume' as well sell more other products and not only body perfume. As for our target market, we target for all teenagers and above with a range 13-60 years old.

Our business is based on online only. We create a social media which is a Facebook Page as our main platform to promote the business. Our business can be reached through WhatsApp platform as we set up on the page.



Name of Business	AMIRA & SUHAILA PERFUME HOUSE
Business Platform	FACEBOOK PAGE
Corresponding Address	
Phone Number	
Form of Business	Partnership
Main Activities	Sell Body Perfume, Air Freshener, Aromatic Diffuser, Fabric Freshener, Hand Sanitizer from SugarBomb
Date of Registration	28. 04. 2022
Registration Number	003399294-H

**Table 1: Amira & Suhaila Perfume House Business Information**

## 2.2 ORGANIZATIONAL CHART



**Figure 5: Organizational Chart**

Amira & Suhaila Perfume House is a partnership business form. This is because this business was managed by me, Nurul Suhaila binti Sabri and my partner, Nur Amira Afifah binti Abu Bakar as a dropship. Both of us manage and operate this business together and share its profits. Therefore, Amira & Suhaila Perfume House's organizational chart only consists of the dropships because our business is only a small business that we started as a dropship. In the future, we will try to expand our business so that we could upgrade to become an agent..

## **2.3 MISSION AND VISION**

We believe that every business has their own mission and vision statement in order to run the business according to the goals which need to be achieved. Therefore, even though we're just started this business as a dropship, we have made our mission and vision for our business so that we know what to achieve in short and long term goals.

### **Mission**

- **To help SugarBomb brand be recognised internationally as Malaysian best fragrance brand.**
- **To indulge consumers with high quality fragrance.**
- **To provide excellent service to the customers.**
- **To become the best stockist or dropship in Malaysia.**

### **Vision**

**Become a well-known local distributor of affordable perfumes in Asia and be able to compete with the world's leading perfume products**

## 2.4 DESCRIPTION OF PRODUCT



**Figure 6: Product Description**

SugarBomb is a brand that has created their own fragrance with high quality ingredients and material at affordable prices. SugarBomb had a variety of perfumes such as air freshener, fabric freshener and air diffuser. We came up with this product to solve the customer problem in finding suitable fragrance for fabric, clothes, house and car. Our products are highly recommended as they are easily out of stock.

There are 19 products of SugarBomb. Firstly is air freshener. There are 3 categories of SugarBomb's air freshener like Achey edition, Air freshener SugarBomb and SUGARBOMBXLuPK. SugarBomb has created almost 37 fragrances for cars and homes. SugarBomb uses ingredients that give the best quality, affordable price and material to our customers. The examples of air freshener made by SugarBomb are White Team Pandan, Lemon Grass, Mint Breeze, Soapy Silk and Tutti Frutti. For this collection, SugarBomb uses glass and small packaging which is easy to hang or put in a car or home.

On the other hand, for the perfume collection, SugarBomb has created more than 88 fragrances. The ingredients to produce this collection are similar to air freshener products. The difference is the function and benefits. SugarBomb's perfume has many categories such as SugarBomb LITE 30 ml, EDP 10 ml and 30 ml and EDT 10 ml.



For our Home Edition, SugarBomb produces 4 categories like Fabric Freshener, Mini kit Fabric Freshener, Air Diffuser and Bath Bomb set (+ air freshener+ EDP 30 ml), (+ air freshener), ( bathbomb only). For fabric freshener, there are 6 scents, for example lemongrass, summer sky, sakura, fresh

sunshine, fresh laundry and apple delight. This convenient fabric freshener spray and mini kit are designed to sanitize and freshen fabrics. For air diffuser, used to fill air in a room with tiny, breathable particles of beneficial essential oils from SugarBomb.

For SugarBomb care, there are 3 types of product which are HAND SANITIZER 30 ml (gel), HAND SANITIZER 60 ml (spray) and face mask. For hand sanitizer 30 ml, SugarBomb has 4 types of scent that are based on fruits and leaves such as grape, mango, strawberry and mint. The ingredients are approved by KKM and recommended by WHO, have 70 % of alcohol, denat, fragrance and glycerin, hospital grade and kill 99.99% of germs. For the mask, 100 % cotton, 3 layer fabric and can be reused after washing.

As for the services, We provide postage for those who live far away and delivery service for customers who live nearby Dungun, Terengganu. We usually charge RM 2 for every one kilometer. The reason why we charge the service is to pay for the fuel and others to go to their place.

## 2.5 PRICE LIST

PRODUCTS	NAME AND PRICES
 <p><b>New Eau De Toilette (EDT 10ml FOR HER)</b></p> <p>Introducing our new 10ml EDT. The unique colorful packaging and bottles, the colour that reminds you of the sky at dawn, hides a fragrance composed with vision of light at the heart of a desert - Strong and Beautiful.</p> <p><b>RM10 only</b></p> <p><b>Sweet Fantasy</b> BLACK BERRY ORANGE VANILLA</p> <p><b>Sweet Scandalous</b> PEACH STRAWBERRY RASPBERRY</p> <p><b>Vanillavie</b> VANILLA MADAGASCAR VANILLA</p> <p><b>Floral Flora</b> LILY OF THE VALLEY ROSE RED PEPPER</p> <p><b>Fruity Rose</b> ORANGE ROSE MANGO</p> <p><b>Sweet Bombshell</b> STRAWBERRY RASPBERRY MANGO</p> <p><b>New Eau De Toilette (EDT 10ml FOR HIM)</b></p> <p>Our new choices of 10ml EDT shares a little bit of our inner self with the world, from light, floral and joyful, to intense, rich and seductive, our perfumes contributes to leaving a first impression on people never met before.</p> <p><b>RM10 only</b></p> <p><b>Aromatic Eros</b> SANDALWOOD ORANGE VANILLA</p> <p><b>Aromatic Legend</b> SANDALWOOD ORANGE VANILLA</p> <p><b>Citrus Desire</b> LEMON ORANGE MANDARIN</p> <p><b>Citrus Invictus</b> SANTALWOOD ORANGE MANDARIN</p>	<p><b>NEW EAU DE TOILETTE FOR MEN AND WOMEN ( 15 ML )</b></p> <p><b>Each RM10 Exclude postage</b> <b>Postage: RM7 (SM) RM10 (SS)</b></p>
 <p><b>NEW ARRIVAL</b></p> <p><b>30ml Body Perfume</b></p>	<p><b>EDP LITE MEN AND WOMEN ( 30 ML)</b></p> <ol style="list-style-type: none"> <li>1. Ultimate Cool</li> <li>2. My Darling</li> <li>3. Seniorita</li> <li>4. Day Dream</li> <li>5. Dazzling Shine</li> <li>6. Please me</li> <li>7. Secret Wish</li> <li>8. Red Moon</li> </ol> <p><b>Each RM35 exclude postage</b> <b>Postage: RM7 (SM) RM10 (SS)</b></p>

\*EDP 30ml (UNISEX)\*  
 1. Love Fate \*Similar to\* Body Shop - White Musk  
 2. Dream Angel \*Similar to\* Jennifer Lopez - Still  
 3. Magic Madness \*Similar to\* Maison Francis Kurkdjian - Baccarat Rouge 540



**EDP 30 ML ( UNISEX )**

1. Love Fate
2. Dream Angel
3. Magic Madness

Each RM59 Exclude postage  
 Postage: RM7 (SM) RM10 (SS)



**AIR FRESHENER**

Each RM10 Exclude postage  
 Postage: RM7 (SM) RM10 (SS)



### DR BOMB FABRIC FRESHENER (500ML)

1. Summer Sky
2. Fresh Sunshine
3. Apple Delight
4. Sakura
5. Fresh Laundry

Each RM25 Exclude Postage

Postage: RM7 (SM) RM10 (SS)



### AROMATIC DIFFUSER

1. Aromatic Diffuser English Pear ( Premium )
2. Aromatic Diffuser Bloomy Love ( Classic )

Premium RM 59, Classic RM49

Postage: RM7 (SM) RM10 (SS)





**HAND SANITIZER 30ML ( GEL )**

1. **BTS GRAPE**
2. **BTS MANGO**
3. **BTS STRAWBERRY**
4. **BTS SAKURA**
5. **BTS MINT**

Each RM 7 Exclude postage  
 Postage: RM7 (SM) RM10 (SS)



**SUGARBOMB TRAVEL PACK**

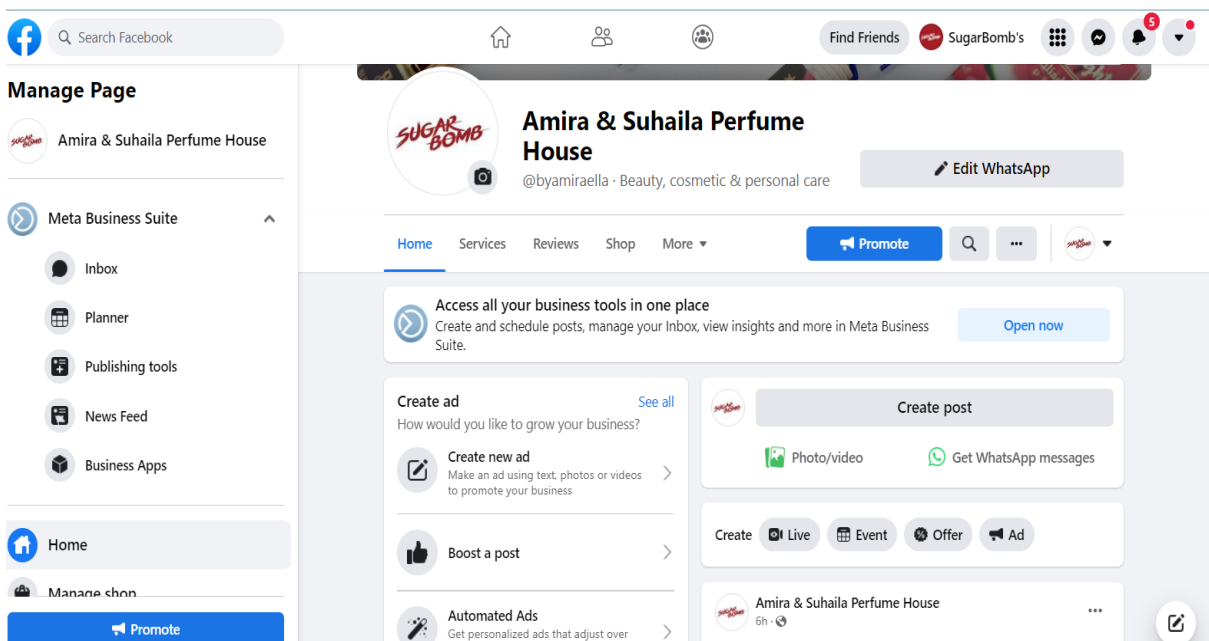
1. **WOMEN SET**
  - Vanilla Poison
  - Fruity Solace
  - Floral Goddess
2. **MEN SET**
  - Citrus Insanity
  - Aromatic illusion

RM 25 per box exclude postage  
 Postage: RM7 (SM) RM10 (SS)

### 3.0 FACEBOOK PAGE ( FB )

As we start our business, as a dropship, I have a responsibility to create a Facebook page in order to promote the products and services among Facebook users. By creating a Facebook page we can share basic information about our products, share pictures and videos of the products, and most importantly we can raise brand awareness. Therefore, it is a good way to connect our business with customers online by creating a Facebook page. In the Amira & Suhaila Perfume House Facebook page, both of us had created Facebook posts such as teaser, soft sell, and hard sell with related business. For page's like, we managed to get more than 100 like.

#### 3.1 Creating Facebook (FB) Page



#### Community

👍 106 people like this

📡 107 people follow this






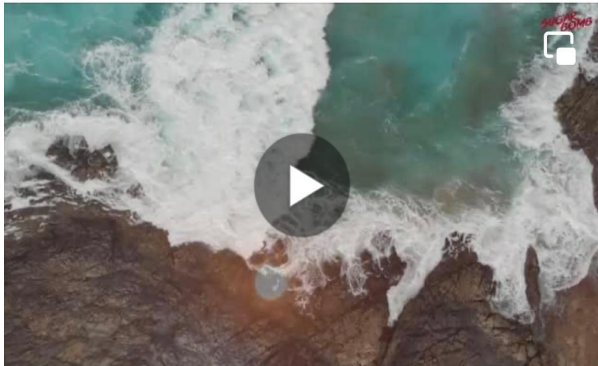


Figure 7: Facebook Page

### 3.2 Costuming URL Facebook (FB) Page

Amira & Suhaila Perfume House's Facebook username is @Sugarbombperfume and the customized URL is <https://www.facebook.com/Sugarbombperfume-110720201610196/>





### 3.3 Facebook (FB) Post - Teaser

Teaser post is an advertising or advertising tool designed to arouse interest or curiosity, especially in something to follow.

<p><b>Teaser 1</b></p> <p> Amira &amp; Suhaila Perfume House Apr 30 · 🌐</p> <p>Selamat datang semua ke page kami !!! 🥰🥰</p> <p>Save the date 🗓️ 2 MAY 2022 !!!</p> <p>Don't forget to turn on your notifications 📅🖋️</p> 	<p><b>Teaser 2</b></p> <p> Amira &amp; Suhaila Perfume House Apr 30 · 🌐</p> <p>coming soon 🥰🥰 stay tuned!!! 🔥🔥🔥🔥</p> <p>Dont forget to turn on your notifications 🔔🔔</p> 
<p><b>Teaser 3</b></p> <p> Amira &amp; Suhaila Perfume House 4d · 🌐</p> <p>Mark your calender guys !</p> <p>Something exciting is coming your way. 🥰</p> 	<p><b>Teaser 4</b></p> <p> Amira &amp; Suhaila Perfume House 2d · 🌐</p> <p>Mark your calendar guys 📅🖋️ Tomorrow at 3.00 p.m 🥰 Stay Tuned !</p> 

### 3.4 Facebook (FB) Post --- Copywriting (Hard Sell)

A hard sell refers to an approach to advertising or sales that features particularly direct and insistent language. Instead of evaluating his or her options and potentially deciding to wait for the purchase, a hard sell is designed to get a consumer to buy a good or service in the short term. Below shows the example of hard sell by Amira & Suhaila Perfume House.

Hard Sell 1	Hard Sell 2
<p> <b>Amira &amp; Suhaila Perfume House</b> 22h · 🌐</p> <p>HAND SANITIZER BACK TO SCHOOL IN THE HOUSE</p> <p>Meriah yee sejak sejak dah boleh beraya dan boleh lakukan aktiviti sukan sekarang.. Tapi macam mane pon kita kena jugak sanitize tangan kita kat mana ii.</p> <p>NAK BAGITAHU YANG STOCK HAND SANITIZER DEKAT KITORANG DAH TERHADDD!! So yang mana nak order sanitizer ni boleh whatsapp kami sekarang. Tekan link di bawah 🙌🙌</p> <p><a href="https://api.whatsapp.com/send?phone=601161080523">https://api.whatsapp.com/send?phone=601161080523</a></p>	<p> <b>Amira &amp; Suhaila Perfume House</b> 22h · 🌐</p> <p>FABRIC FRESHENER MINI KIT 99% KILLS BACTERIA 🦠🧬</p> <p>Product baru available pada kami 5 in 1 rm 45 sahaja</p> <p>Cepat order dan ws kami sekarang BUY MORE SAVE MORE 😊</p> <p><a href="https://api.whatsapp.com/send?phone=601161080523">https://api.whatsapp.com/send?phone=601161080523</a></p>
	



### Hard Sell 3



Amira & Suhaila Perfume House

23h · 🌐

Air Freshener Twisted Pomelo  
Bau dipenuhi dengan campuran buah citrus, tidak dapat dinafikan memberikan kesegaran sepanjang hari  
Bau sedap gileeeee bau real fruit tau.  
Kena cepat tau sementara stock masih ada...

HA apalagiii tunggu tuuu !!! Nak ke tak nak?  
NAK KKK ? ? ? ?  
Macam mana nak dapatkan?  
Kalau nak, cepat whatsapp kami melalui link bawah niiii 🙌🙌🙌

<https://api.whatsapp.com/send?phone=601161080523>



### Hard Sell 4



Amira & Suhaila Perfume House

3d · 🌐

Salam Jumaat semua 🤗

Hari ini nak ke mana je?? 🙄🙄

Kereta wangi baru la feel sikit jalan jauh kan 😊  
SugarBomb mempunyai lebih 35 pilihan bau yg sesuai untuk ruangan kereta korang 🚗

🎉 Dapatkan Air Freshener Sugarbomb harini !!

🔥 Harga Promo 3 botol RM28 (PROMO SAH SEHINGGA JUN 2022) 🔥 !!!!!!

Boleh klik link di bawah sekarang untuk order, cepat sebelum flavour favourite korang kehabisan stock 😊

<https://api.whatsapp.com/send?phone=601161080523>



### Hard Sell 5



Amira & Suhaila Perfume House

1d · 🌐

Air Freshener Twisted Pomelo bau dipenuhi dengan campuran buah citrus yang menyegarkan ini dengan bunga yang segar dan lembut, bau yang tidak dapat dinafikan akan memberikan kesegaran dan kegembiraan sepanjang hari. Bau sedap gilaaa bau real fruit tau.



Kena cepat sementara stock masih ada. Haa tunggu apa lagi ? Nak ke tak? NAKKKK ?? Macam mana nak dapatkan ? Kalau nak, cepat dapatkan melalui WhatsApp kami



<https://api.whatsapp.com/send?phone=601161080523>



### Hard Sell 6

ATTENTION TO ALL SUGARBOMBERS ! ! ! !

Promo sempena raya sudahpun tamat dan kini bersambung dengan Promo Sugarbomb Sempena Kaamatan yang bakal tiba 🥰

Promo bermula 11/5 sehingga 10/6 sahaja Promo hanya berlangsung sehingga 10 JUN SAHAJA ye guysss!!!!

Cepat guyss, sementara masih sempat, lepas je tarikh tu tak dapat dah harga promo chuollss... harga sudah kembali kepada asal yee.. ruginyerr. So apalagi ws kami sekarang

**Promo**  
**PESTA PADI**  
11 MEI - 10 JUN 2022

COMBO  
**NGAJAT**

**2** 30ML EDP  
RM **100**

### Hard Sell 7



Amira & Suhaila Perfume House

3d · 🌐

PROMOSI PRODUK BARU 🥰🥰🔥

Sehingga 10 jun 2022 sahaja !!!

Harga asal 2 EDP 30 ml ialah \*~Rm118~\*

Sempena Hari Kaamatan yang bakal tiba 🥰

Kami adakan promosi harga Pesta Padi 2 EDP 30 ml dengan hanya Rm100 sahaja 🙏🙏

Kenapa perlu dapatkan sekarang?

- Supaya tidak ketinggalan
- Sementara stock masih ada
- Jimat Rm18 dari harga asal

DAPATKAN SEKARANG !!!

Whatsapp di link ini 📌

<https://api.whatsapp.com/send?phone=601161080523>



### Hard Sell 8



Amira & Suhaila Perfume House

5d · 🌐

Chuo!sss!!!! Kecil kecil cili padi kita ni dah macam virus tauuu.. kita calit calit kat baju kita, orang sebelah dah terkesan dah bau dia tu, betapa kuatnya bau dia 😂😂

Tambah lagi dia cenonet je, permintaan apa lagi, melambung tinggii!!!..

Stock dah makin berkurangan chuolss..

Apa lagi, cepat2... kang rugii kalau terlambat opsss 🤔

Boleh order link di bawah ni 📌📌📌

<https://api.whatsapp.com/send?phone=601161080523>





### Hard Sell 9



Amira & Suhaila Perfume House

May 13 · 🌐

Ramai sangat cari travel atau poket perfume raya ii ni kan? 🚗🚗

Nah you boleh dapat set 1 box dengan wangian 😍. Kita bagi kerja senang untuk you 3 wangian dalam 1 box set bagi lelaki dan perempuan. Kotak sangat exclusive dan travel friendly 👤... boleh je bawak masuk dalam poket tau! 😊

Dan paling besstttt harga memanglah tersangat mampu milik hanya RM25 sahaja setiap kotak. 🔥

Create your own good time with SugarBomb Kanda & Dinda Raya travel! 👤👤🚗

Tinggal berapa hari je lagi nak raya ni, cepat cepat stock Kanda & Dinda raya travel ni sangat terhad. Siapa tak dapat rugilerrrr...promo set harga RM25 sahaja sekotak. Cepat cepat ws kami di link ini 👉👉!!!

<https://api.whatsapp.com/send?phone=601161080523>



### Hard Sell 10

ATTENTION TO ALL SUGARBOMBERS ! ! ! !

Promo bermula 11/5 sehingga 10/6 sahaja 🔥🔥

Combo Ngajat : 2 EDP hanya RM 100

Combo Sumazau : 3 AF hanya Rm 28

Promo hanya berlansung sehingga 10 JUN SAHAJA ye guysss ! ! 🤯

Cepat guys, sementara masih sempat, lepas je tarikh tu tak dapat dah harga promo chuollss... harga sudah kembali kepada asal yee.. ruginyerrr. So apalagi ws kami sekarang

**Promo**  
**PESTA PADI**  
11 MEI - 10 JUN 2022  
**COMBO SUMAZAU**  
**3 AIR FRESHEN**  
RM **28**

### Hard Sell 11



Amira & Suhaila Perfume House

May 16 · 🌐

Psttt. Jatuh cinta ke tidak tengok TRAVEL PACK ni ? Kalau dah jatuh cinta cepat dapatkan TRAVEL PACK EDITION sekarang dengan harga 1 box RM25 sahaja. 😍 Nahhh chuols boleh dapat 1 box tu 3 wangian. Kita senangkan kerja chuols ada set for men and women dalam satu kotak exclusive.

Chuols kena ingat, untuk kalini stock sangat terhad tau. CEPAT CEPAT whatsapp kami sekarang 😊

<https://api.whatsapp.com/send?phone=601161080523>



### Hard Sell 12



Amira & Suhaila Perfume House

May 16 · 🌐

Siapa yang tak tahu nak bagi apa dekat orang tersayang ? Mak, ayah, suami, isteri adik- beradik ke kan, boleh grab Raya Travel Pack ni. Memang cun sangat lah hang paa. Satu box dapat 3 perfume. Raya ni boleh tukar-tukar wangian. Confirm si penerima happy !

Btw uolls kena cepat tau sementara hari raya belum habis 😊 sbb stock tersngat terhad.

Ada yang dah beli ke ? Cuba share bau dia 😊



### Hard Sell 13



Amira & Suhaila Perfume House

May 15 · 🌐

Fuuh.... Panasnya harini, sepanas  
bau Magid Madness dengan harga PROMO  
COMBORAYA 2022 !!! Cepat korang, stock makin  
susut tauu 😓  
Jangan buang masa. Magic Madness ni RM100 je  
untuk 2 botol 30ml !!



www.sugarbombgroup.com

Nak Wangi? #Su



### Hard Sell 14



Amira & Suhaila Perfume House

May 5 · 🌐

ATTENTION TO ALL SUGARBOMBERS !!

SugarBomb ada buat PROMO COMBO RAYA 2022  
!!

Promo ini available sehingga 10 Mei 2022 sahaja  
👉 CEPAT CEPAT stock makin susut tau !  
Tunggu apa lagi tekan je link di bawah 😊👉

[https://api.whatsapp.com/send?  
phone=601161080523](https://api.whatsapp.com/send?phone=601161080523)





## Hard Sell 15



Amira & Suhaila Perfume House

May 13 · 🌐



ATTENTION TO ALL SUGARBOMBERS !!

SugarBomb ada buat PROMO PESTA PADI 2022

!!

Promo ini available sehingga 10 JUN 2022 sahaja

🤯 CEPAT CEPAT sementara stock masih ada 🤗

WhatsApp kami sekarang utk purchase combo ini



[https://api.whatsapp.com/send?  
phone=601161080523](https://api.whatsapp.com/send?phone=601161080523)



## Hard Sell 16



Amira & Suhaila Perfume House

May 7 · 🌐



NEW EAU DE TOILETTE FOR HER AND HIM BY SUGARBOMB 🔥🔥

Selamat hari raya semua 🎉🎉

BTW kita nak beraya rumah orang mesti kena wangi ii kan... Ha yang mana masih belum dapatkan wangian poket EDT kita, cepat ii grab, mana tahu dari bau wangian SugarBomb terus dapat pikat hati bakal mak ayah mertua ke hihi 😊


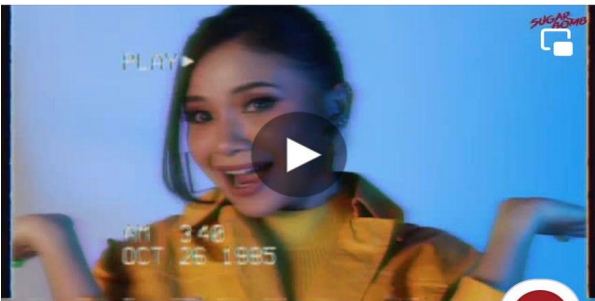

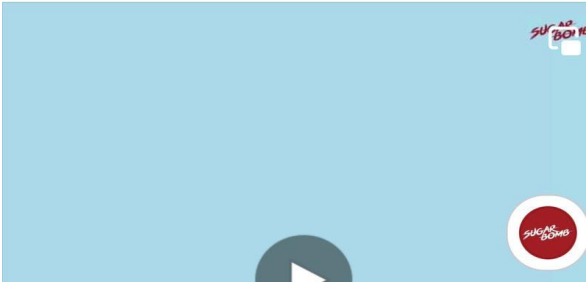
😊...rm10 sebotol je uolss ❤️🔥

Boleh dapatkan secepat mungkin sementara stock masih ada hihi... 😊😊😊



### 3.5 Facebook (FB) Post --- Copywriting (Soft Sell)

Soft sell refers to an approach to advertising and sales that features subtle language and a non-aggressive method. Because soft selling is a technique of low pressure, persuasive and subtle sales, the first time a product is presented, it may not result in a sale, but helps to promote repeat sales. Below shows Amira & Suhaila Perfume House soft sell.

Soft Sell 1	Soft Sell 2
<p> <b>Amira &amp; Suhaila Perfume House</b> May 15 · 🌐</p> <p>Treat yourself! You really deserve it after all your hard work this week. Summer Love wangian yang sesuai untuk lelaki mahupun wanita. Gabungan yang terhasil dari campuran aroma Grapefruit, Green Apple dan Sandwood yang mampu membangkitkan mood ceria anda sepanjang hari 😍</p> <p>Ingin dapatkan wangian Summer Love? Dapatkan sekarang dgn kami 😊</p> <p><a href="https://api.whatsapp.com/send?phone=601161080523">https://api.whatsapp.com/send?phone=601161080523</a></p> 	<p> <b>Amira &amp; Suhaila Perfume House</b> May 11 · 🌐</p> <p>Tahukah anda? 😊</p> <p>Perfume dapat membantu menaikkan semangat dan juga reflects mood anda. Antaranya semangat dlm menjalankan aktiviti harian.</p> <p>Tiada masalah, untuk uolls kekal fresh sepanjang hari! 😍</p> <p>Uolls suka bau yg macam mana? Cuba komen sikit 😍</p> <p>WhatsApp kami untuk tahu dgn lebih lanjut 📌</p> <p><a href="https://api.whatsapp.com/send?phone=601161080523">https://api.whatsapp.com/send?phone=601161080523</a></p> 

### Soft Sell 3



Amira & Suhaila Perfume House

2d · 🌐

If you guys diberi pilihan memiliki kuasa magic, magic apa yang akan korang pilih? Tapi kalau nak wangi, tak perlukan kuasa. Pakai je Magic Madness.

Nak wangi? [#sugarbombjelah](#)

Contact us to place your order 📌

<https://api.whatsapp.com/send?phone=601161080523>



### Soft Sell 4



Amira & Suhaila Perfume House

May 11 · 🌐

OUR SCENTS ACCOMPANYING YOU THROUGHOUT YOUR DAY ✨

Bye Bye Bau Busuk !!! 😞

Rasai kesegaran Aromatic Diffuser yg mampu membangkitkan mood serta mewujudkan kesegaran disetiap sudut rumah uolls 🥰

Sebarang pertanyaan WhatsApp kami 📌 😊

<https://api.whatsapp.com/send?phone=601161080523>



### Soft Sell 5



Amira & Suhaila Perfume House

3d · 🌐

Have you try Love Spell yet ? SO CHARMING & ELEGANCE 🌹👉

Ella love gilerr bau Love Spell ni. Rasa elegance gitu bila pakai 😊

Contact us to place your order 👍

<https://api.whatsapp.com/send?phone=601161080523>



### Soft Sell 6



Amira & Suhaila Perfume House

May 10 · 🌐

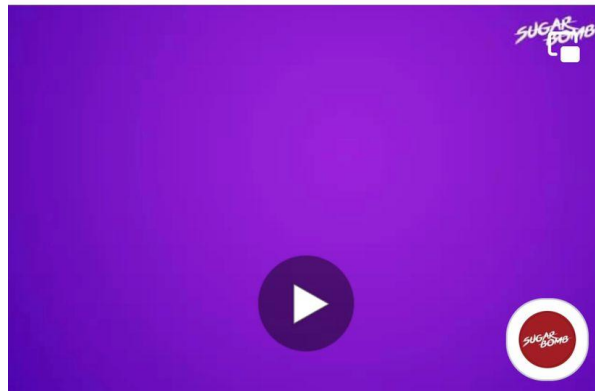
AIR FRESHENER NEXT GENERATION 🏠

Kini berwajah baru !! Dengan reka bentuk & packaging yg sleek & moden. 😍

Mesti uolls tertanya-tanya tentang harga kan? Semestinya masih mengekalkan harga yang mampu milik iaitu RM 10.00 sahaja 😊

Ingin rumah, kereta dan bilik anda sentiasa segar dah berbau harum WhatsApp kami 🙌👉

<https://api.whatsapp.com/send?phone=601161080523>





### Soft Sell 7



Amira & Suhaila Perfume House

May 12 · 🌐

Untuk abang- abang yg suka bau sporty, boleh try this Hot Mess.

Walaupun lepas main bola pun korang still wangi



Yang tak tahu nak bagi apa untuk yang tersayang, boleh grab ni okay. Hehe

Boleh WhatsApp kami utk tahu dgn lebih lanjut 😊

<https://api.whatsapp.com/send?phone=601161080523>



### Soft Sell 8



Amira & Suhaila Perfume House

3d · 🌐

Mulakan hujung minggu anda dengan wangian Youth Poison ! Wangian yang romantic in merangsang keceriaan untuk sepanjang hari anda. Wangian campuran Floral yang terbaik menjadikan hujung minggu anda penuh romantic serta menjadikan anda sentiasa menawan sepanjang hari.



WhatsApp us for more information

<https://api.whatsapp.com/send?phone=601161080523>





### Soft Sell 9



Amira & Suhaila Perfume House

5h · 🌐



Ada penggemar perfume Vanillavie ke kat sini? 🤔

Apa yg best tentang perfume Vanillavie ni, dia ada bau Sweet Spicy dan vanilla yang buat kan chuols rasa tenang dapat rehatkan minda chuols yang tengah stress. Kalau chuols stress spray je Vanillavie ni!

Stress #punwangi gituu. 🤔

Contact us to order 🤔👉

<https://api.whatsapp.com/send?phone=601161080523>



### Soft Sell 10



Amira & Suhaila Perfume House

1d · 🌐



Nak rumah bau mewah, feeling macam rumah Datin gituuu kan.. Chuols bolehlah purchase Aromatic Diffuser SugarBomb untuk yang nak ruangan rumah chuols wangi semerbak, fresh je.

Chuols boleh dapatkan di WhatsApp kami 👉

<https://api.whatsapp.com/send?phone=601161080523>



### Soft Sell 11



Amira & Suhaila Perfume House

1d · 🌐

Assalamualaikum uolls! This is the perfect time to refuel your soul and to be grateful for each and every one your blessing. Relax, pamper yourself, recharge your energy and litt up mood with aromatic diffuser by sugarbomb.

Dah cuba ke belum Hot Item Aromatic Diffuser Fresh Granada ni? Kalau dah cuba komen sikit 🤔



### Soft Sell 12



Amira & Suhaila Perfume House

5d · 🌐

Harini chuols tak nak kemas rumah ke? 😊 Tukar cadar, kemas bilik, lipat baju and gosok baju & tudung.

Untuk kekalkan bau wangi kat semua fabrik yang ada, just spray SugarBomb Fabric Freshener ni. Spray sikit je tapi satu rumah lah bau wangi dia tu. Ella pilih Summer Day. Fresh betul feeling nya.



### Soft Sell 13

**Amira & Suhaila Perfume House** 5h · 🌐

Selamat petang chuols !! Chuols percaya tak kalau Ella cakap sweet fantasy is perfect for you! Kenapa ?? Sebab ia dapat meningkatkan keyakinan diri tau especially untuk anda diluar sana!! Esok chuols try pssstt pssstt sikit sebelum masuk office confirm feeling tu lain.

Siapa yang suka sweet fantasy ni comment sikit 🙏🏻



### Soft Sell 14

**Amira & Suhaila Perfume House** 5d · 🌐

Jeng jeng jeng. Bestfriend chuols semua dah tiba ni! WOWWW! Mempersembahkan bestfriend chuols. Fruity Hand Sanitizer by SugarBomb in stock now!! Yang paling best wangi sangat-sangat chuols, rasa nak makan diri sendiri je chuols. Wangi, Kecil molek je. Perfect size to carry.

Mana satu yang chuols NAK ?? Grape, Mango atau Sakura??? Share la sikit 🙏🏻



### Soft Sell 15

**Amira & Suhaila Perfume House** 3d · 🌐

"Ladies, a man will never remember your handbag, but he will remember your perfume." bak kata @shihazikir.

This scent is a wild blend of invigorating notes of Floral, Green and Musky. 🌹

Sekali spray confirm tak cukup 😊



### Soft Sell 16

**Amira & Suhaila Perfume House** May 12 · 🌐

Tengok awan ni macam lembutnya. Gebu gitu. 🥰  
Haa, cuba uolls pakai Goddess by SugarBomb ni lagi lah rasa macam lembutnyaa lahai baunya ayu gemalai je. Hehe

Goddess ni permintaan dia lain macam tau tambah pula dgn packaging yang baru makin ramai customer jatuh cinta dengan wangian ni uolls 😊

Siapa suka bau flora yg smooth2 tu, boleh la cuba. Esok kan weekend haa sesuai la untuk pakai jalan-jalan pergi mall.





### 3.6 GRAPHICS

**NEW ARRIVAL**  
SHOP NOW

**30ml**  
**Body Perfume**

\*EDP 30ml (UNISEX)\*  
 1. Love Fate \*Similar to\* Body Shop - White Musk  
 2. Dream Angel \*Similar to\* Jennifer Lopez - Still  
 3. Magic Madness \*Similar to\* Maison Francis Kurkdjian - Baccarat Rouge 540

**New Eau De Toilette** (EDT 10ml FOR HER)

Introducing our new 10ml EDT. The unique colorful packaging and bottles, the color that reminds you of the sky at dawn, hides a fragrance composed with vision of light at the heart of a desert - Strong and Beautiful.

**RM 10 only**

<p><b>Sweet Fantasy</b></p> <ul style="list-style-type: none"> <li>BLACK CEDAR</li> <li>LYMBE</li> <li>VANILLA</li> </ul>	<p><b>Sweet Scandalous</b></p> <ul style="list-style-type: none"> <li>PASSION</li> <li>PEACH</li> <li>FRAGRANCE</li> </ul>	<p><b>Vanillavie</b></p> <ul style="list-style-type: none"> <li>ESSENCE</li> <li>HONEY VANILLA</li> <li>VANILLA</li> </ul>
<p><b>Floral Flora</b></p> <ul style="list-style-type: none"> <li>ROSE</li> <li>FRAGRANCE</li> <li>RED PEPPER</li> </ul>	<p><b>Fruity Rose</b></p> <ul style="list-style-type: none"> <li>SPICE</li> <li>FRAGRANCE</li> <li>ROSE</li> </ul>	<p><b>Sweet Bombshell</b></p> <ul style="list-style-type: none"> <li>ESSENCE</li> <li>ESSENCE</li> <li>AMBERGOLD</li> </ul>

www.wearsugarbomb.com

**New Eau De Toilette** (EDT 10ml FOR HIM)

Our new choices of 10ml EDT shares a little bit of our inner self with the world. From light, floral and joyful, to intense, rich and seductive, our perfumes contributes to leaving a first impression on people never met before.

**RM 10 only**

<p><b>Aromatic Eros</b></p> <ul style="list-style-type: none"> <li>ESSENCE</li> <li>ESSENCE</li> <li>ESSENCE</li> </ul>	<p><b>Aromatic Legend</b></p> <ul style="list-style-type: none"> <li>ESSENCE</li> <li>ESSENCE</li> <li>ESSENCE</li> </ul>
<p><b>Citrus Desire</b></p> <ul style="list-style-type: none"> <li>ESSENCE</li> <li>ESSENCE</li> <li>ESSENCE</li> </ul>	<p><b>Citrus Invictus</b></p> <ul style="list-style-type: none"> <li>ESSENCE</li> <li>ESSENCE</li> <li>ESSENCE</li> </ul>

www.wearsugarbomb.com

www.wearsugarbomb.com

#sugarcvungisugarbombjajulu

www.wearsugarbomb.com

Kebanggaan Malaysia #PuriWangi



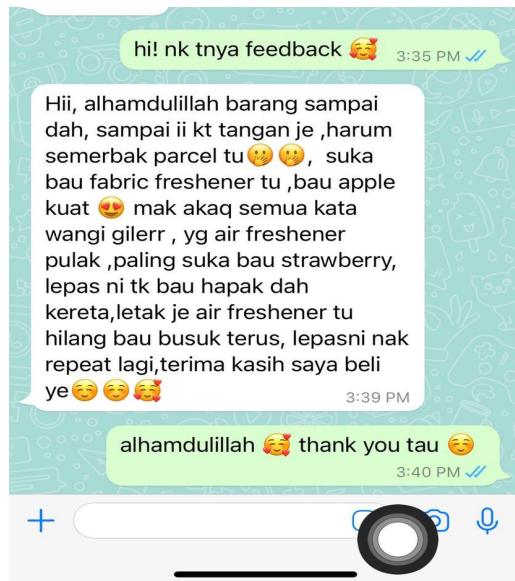
**SUGARBOMB AIR FRESHENER** 

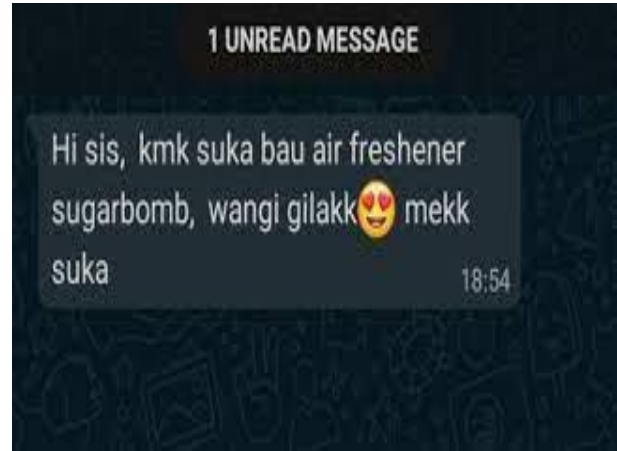
				
<b>AF1</b> <b>SPOOKY DEW</b>	<b>AF2</b> <b>SAKURA ESSENCE</b>	<b>AF3</b> <b>CREAMY VANILLA</b>	<b>AF4</b> <b>LEMON TWIST</b>	<b>AF5</b> <b>FRESH LAVENDER</b>
				
<b>AF6</b> <b>TUTTI FRUITY</b>	<b>AF7</b> <b>BLOOMY LOVE</b>	<b>AF8</b> <b>PEONY PETALS</b>	<b>AF9</b> <b>COFFEE AROMATIC</b>	<b>AF10</b> <b>MELON STRIKE</b>
				
<b>AF11</b> <b>APPLE BLISS</b>	<b>AF12</b> <b>COOL OCEAN</b>	<b>AF13</b> <b>MYSTERY MANGO</b>	<b>AF14</b> <b>GRAPE MANIA</b>	<b>AF15</b> <b>STRAWBERRY SORBET</b>
				
<b>AF16</b> <b>POMEGRANATE CRYSTAL</b>	<b>AF17</b> <b>ARIANNA ROSE</b>	<b>AF18</b> <b>FRESH LEMONGRASS</b>	<b>AF19</b> <b>GRASSY PANDAN</b>	<b>AF20</b> <b>WHITE XO</b>
				
<b>AF21</b> <b>WHITE TEA</b>	<b>AF22</b> <b>SPRING CHERRY</b>	<b>AF23</b> <b>WOODY SAUVAGE</b>	<b>AF24</b> <b>SOAPY SILK</b>	<b>AF25</b> <b>MINT BREEZE</b>

(JANUARY 2021/1)

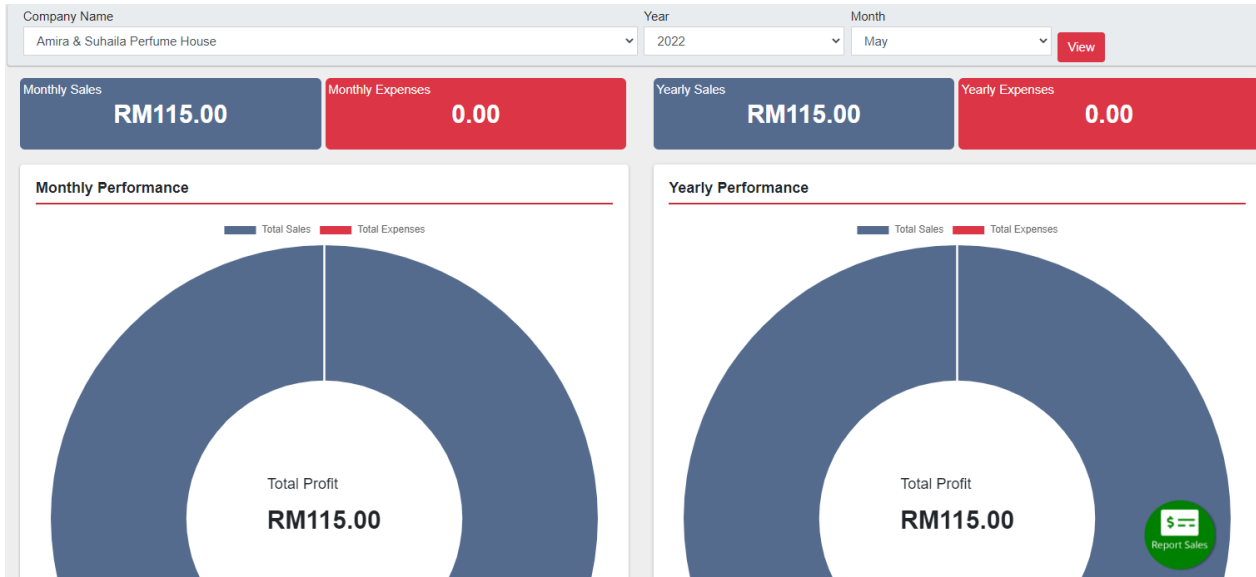


Here are some pictures of the customer's purchases and feedback





### 3.7 SALES REPORT



**Figure 8: Monthly Sales Report**

**TRANSACTION LIST**

[Delete](#)

<input type="checkbox"/>	Business Name	Date	Type	Marketplace (if any)	Others Marketplace (if any)	Total Sales	Expenses Category
<input type="checkbox"/>	Amira & Suhaila Perfum...	12/05/2022	online	Social Media		RM 50.00	
<input type="checkbox"/>	Amira & Suhaila Perfum...	12/05/2022	online	Social Media		RM 55.00	
<input type="checkbox"/>	Amira & Suhaila Perfum...	19/05/2022	online	Social Media		RM 10.00	

**Figure 9: Transaction List**

Based on the report above, Amira & Suhaila perfume house is managing to make a total RM115 as we targeted to get more than RM50 in a month. Amira & Suhaila Perfume House currently has 3 customers that are making a sale of more than RM100 in a month. Mostly, body perfume and air freshener get more attention. We used COD method for customers who's living nearby and postage method for those who live in another state. For postage, we provide tracking number for customers to check their parcel.



## **4.0 CONCLUSION**

In conclusion, social media reporting may help us better plan our content development and better schedule our interactions with current and potential customers by providing insights into the optimal times and days of the week to engage with them. It also helps our business figure out which topics were popular on a given day and when and why people are interacting with us. Examples include after work, on weekends, during lunch, and numerous other times.

My goals for the completion of this report include enhancing my problem-solving, critical thinking, research, and management abilities, as well as my capacity for greater creativity. Our expectation is that in the not too distant future, our company will expand and become well-known to a large number of customers.

Last but not least, utilizing Facebook as a social media platform can assist our company in more effectively reaching new potential clients through the use of Facebook advertisements and boosted posts. Creating Facebook pages for your company is a fantastic method to centralize all of your information in one location and have one-on-one conversations with your clients. Aside from that, Facebook enables us to create a longer-term interactive platform through which we can truly link our company with our client base.