



SOCIAL MEDIA PORTFOLIO

deHanis Cosmetics

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY

FACULTY & PROGRAMME	: FACULTY OF BUSINESS AND MANAGEMENT BA247
SEMESTER	: OCT 2021 - FEB 2022
PROJECT TITLE	: SOCIAL MEDIA PORTFOLIO
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ACKNOWLEDGEMENT



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EXECUTIVE SUMMARY

Dehanis Cosmetics is an agent for Dehanis products. It sells skincare products like scrubs, lip balms and others. The objective of this business is to promote the product even widely throughout the country. Our business was started on 17 November 2021. Since many people have problems with their skin especially during this pandemic, we decided to provide them with good organic skincare that can soothe their skin. The products are also affordable and can be used by both genders. According to the customers, their skin is getting better by using these products. Dehanis Cosmetics is spreading the sales using online platforms such as Facebook. Customers can get information and ask anything they want to know on our Facebook as we are always active there. From this platform, we hope to reach our goals to get more customers and increase sales.

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PENGANGKUTAN
: Faculty of Business & Management
: Selangor

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Bidang Perniagaan yg
diceburi
Tempoh Berniaga
No. Pendaftaran Perniagaan
URL Perniagaan
Alamat Premis Perniagaan
Tarikh Mendaftar
Tarikh Kemaskini
Tarikh Cetak

: Online
: Penjagaan kulit dan kosmetik
:
:
: <https://m.facebook.com/dehanis.c0o/>
:
: 15 Dec 2021
:
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Tempoh Berniaga :
No. Pendaftaran Perniagaan :
URL Perniagaan : <https://www.facebook.com/dehanis.c0o>
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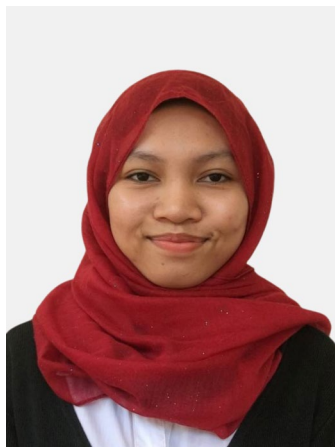
1.0 Introduction of Business

1.1 Name and Address of the Business

The name of our business is Dehanis Cosmetics. We use an online platform to generate and run our business. Specifically we use Facebook applications to market and sell our products. Our Facebook Business is Dehanis Cosmetics. Our business is located at

1.2 Organizational Chart

Dehanis Cosmetics is a partnership business form as this business operated as a small business by two partners:



Nurain Nabilah binti Zulkarnain



Nur Ainil Husna binti Mohd Azmi





Figure 1 Organizational Chart

1.3 Mision / Vision

Mision: To provide good skin care that could satisfy customers.

Vision: To become a successful brand in beauty fields.

1.4 Descriptions of Products

Products	Descriptions
 <p>Body Salt Scrub</p>	<ul style="list-style-type: none"> • Made of Himalayan salt, cane sugar, jojoba oil, vitamin E • Good exfoliator to get a smooth skin • Use 2-3 times per week • 200gm
 <p>Coffee Scrub</p>	<ul style="list-style-type: none"> • Made of pure coffee, aloe vera, brown sugar, jojoba oil • Benefits for anti-ageing, blackheads, dark spots/hyperpigmentation, and puffiness • Use 2-3 times per week • 100g
 <p>Lip Scrub</p>	<ul style="list-style-type: none"> • Made by sugar, extract tomato, and honey • Good to get rid of dead skin cells on the lips and soften the lips • Use 2-3 times per week • 30gm
 <p>Lip Oil</p>	<ul style="list-style-type: none"> • Made of jojoba oil, vitamin E, castor oil, fruit flavours • Have 5 flavours: strawberry, sweet peach, citrus, blueberry, honeydew • 3 in 1 (can be lip balm - lip gloss - lip tint) • It good to repair dry lips, dark lips, and can give a pinkish effect to the lip • Also can be used as a blusher and make nails become healthy and pretty • Can be used every day


 <p>Fresh Oil</p>	<ul style="list-style-type: none"> • Made of olive oil, vitamin E, lemon flavour, jojoba oil, aloe vera, and Vaseline • Good to moisturise the dry skin, help to reduce acne/blemishes, dark spots/hyperpigmentation, dullness/uneven skin tone • Can be used every night • 10ml
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Table 1 Descriptions of Products

1.5 Price List

Products	Price
Body Salt Scrub	RM25
Coffee Scrub	RM25
Lip Scrub	RM15
Lip Oil	RM25
Fresh Oil	RM19

Table 2 Price List

2.0 Facebook (FB)

2.1 Creating Facebook (FB) Page

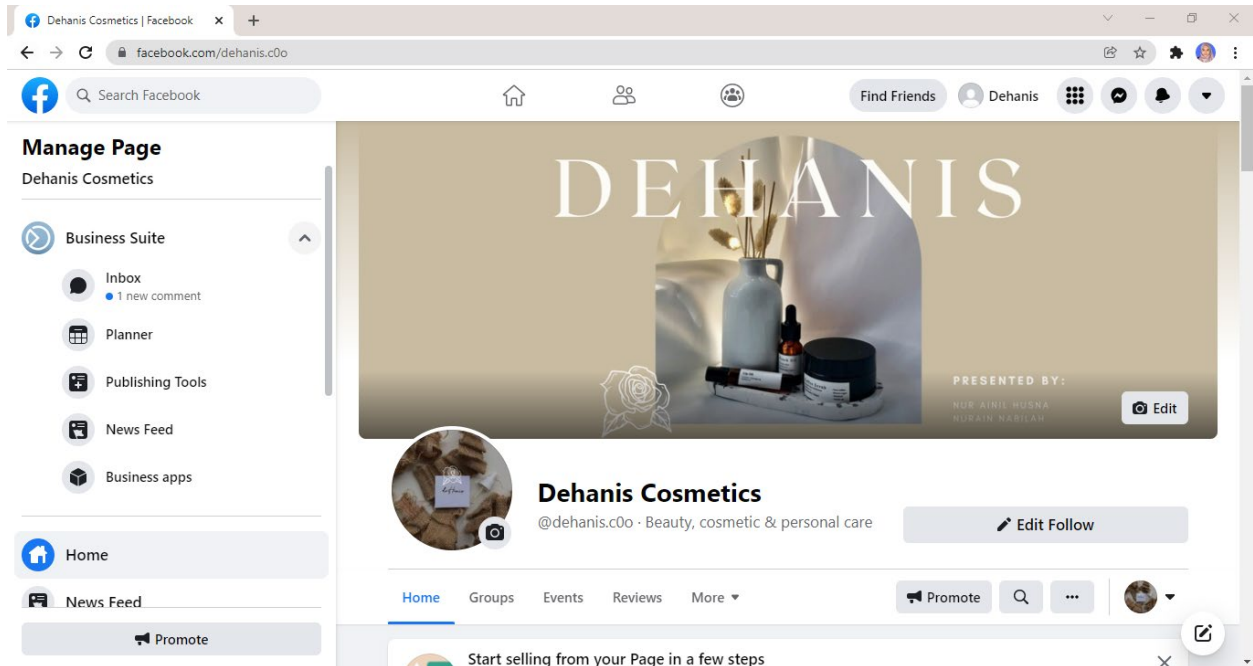


Figure 2 Facebook Page

2.2 Customizing URL Facebook (FB) Page

<https://www.facebook.com/dehanis.c0o>

2.3 Facebook (FB) Post - Teaser

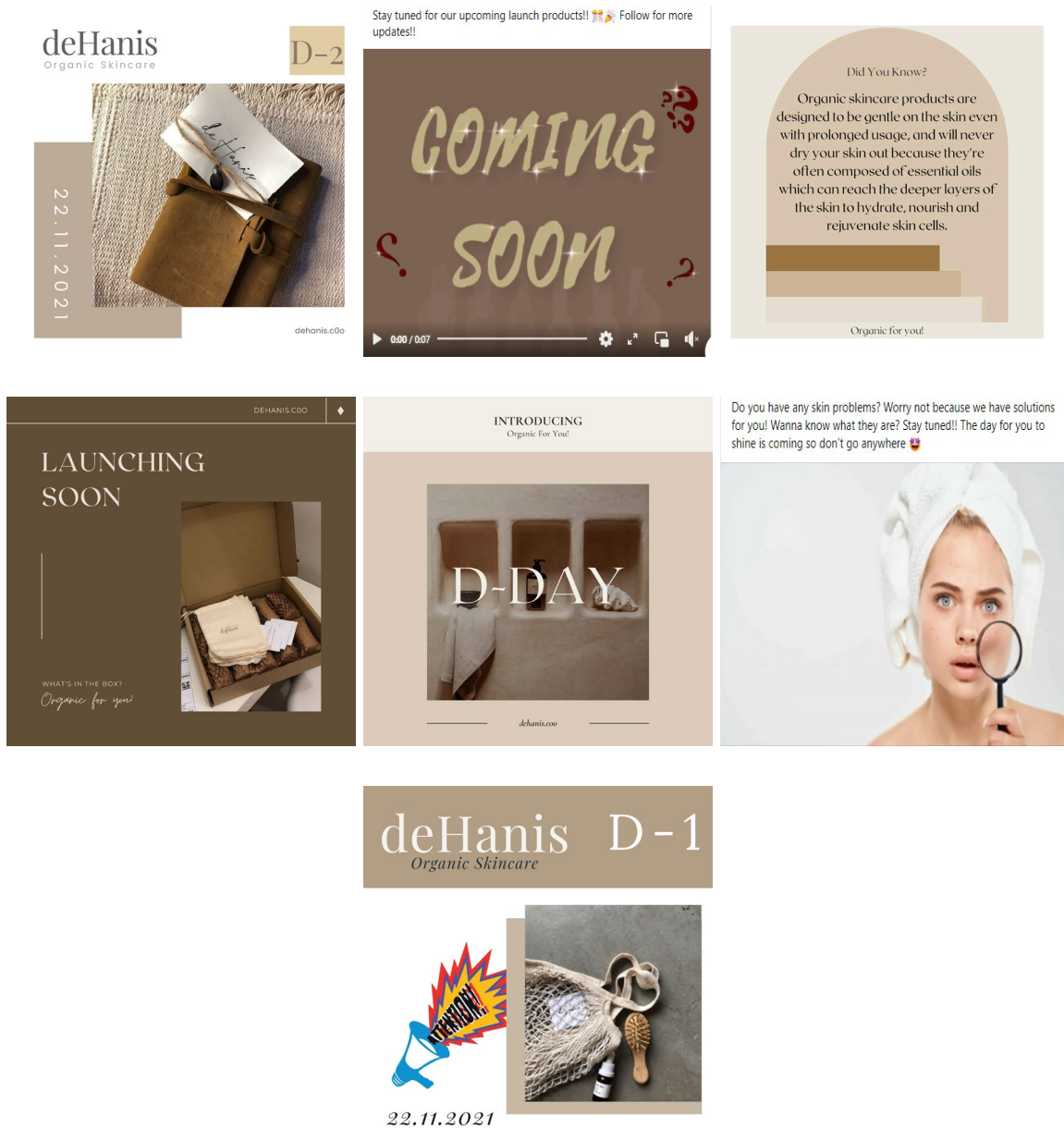


Figure 3 Facebook Post - Teaser

2.4 Facebook (FB) Post - Copywriting (Hard sell)

Dehanis Cosmetics
22 November at 17:12 · 🌐

Introducing to all our potential buyers!

Body Salt Scrub 🌟🌟

- Made of Himalaya salt, cane sugar, jojoba oil, vitamin E
- Good exfoliator to get a smooth skin
- Use 2-3 times per week
- 200gm
- RM25

Coffee Scrub 🌟🌟

- Made of pure coffee, aloe vera, brown sugar, jojoba oil
- Benefits for anti-ageing, blackheads, dark spots/hyperpigmentation, and puffiness
- Use 2-3 times per week
- 100g
- RM25

Lip Oil 🌟🌟

- Made of jojoba oil, vitamin E, castor oil, fruit flavours
- Have 5 flavours: **strawberry** 🍓, **sweet peach** 🍑, **citrus** 🍊, **blueberry** 🍷, **honeydew** 🍉
- 3 in 1 (can be lip balm - lip gloss - lip tint)
- It good to repair dry lips, dark lips, and can give a pinkish effect to the lip
- Also can be used as a blusher and make nails become healthy and pretty 🍷
- Can be used every day
- RM25

Lip Scrub 🌟🌟

- Made by sugar, extract tomato, and honey
- Good to get rid of dead skin cells on the lips and soften the lips
- Use 2-3 times per week
- 30gm
- RM15

Fresh Oil 🌟

- Made of olive oil, vitamin E, lemon flavour, jojoba oil, aloe vera, and vaseline
- Good to moisturise the dry skin, help to reduce acne/blemishes, dark spots/hyperpigmentations, dullness/uneven skin tone
- Can be used every night
- 10ml
- RM19

All products are available now! You guys can get one full set of products with RM130 only! 🍷

#organictoryou 🍷

Dehanis Cosmetics
4 December at 09:22 · 🌐

Do you guys know how to take care of our lips? Besides the face, our lips also play an important role to have a good first impression! Let's grab one of our lips scrub products!

1pc for RM15 only 🍷



Dehanis Cosmetics
8 December at 09:24 · 🌐

Wanna look young? have glowing and healthy skin? Let's try Dehanis Fresh Oil where it can guarantee you to enhance your skin texture!

Buy for now RM19 🍷



Use the Lip Oil to achieve healthy lips & Fresh Oil with Gua Sha to get a v shaped face! 🍷🌟

Grab all those products with promo prices now! 🍷

Don't miss out girls! 🍷🍷





Dehanis Cosmetics
19 h · 🌐

Blackheads? huge pores? dull skin? rough skin? ewwww 🤢🤢

Let's grab our coffee scrub to cure all these skin problems and get perfect and clean skin! RM25 only! 🛒

What else to wait girls! come on! 🛒

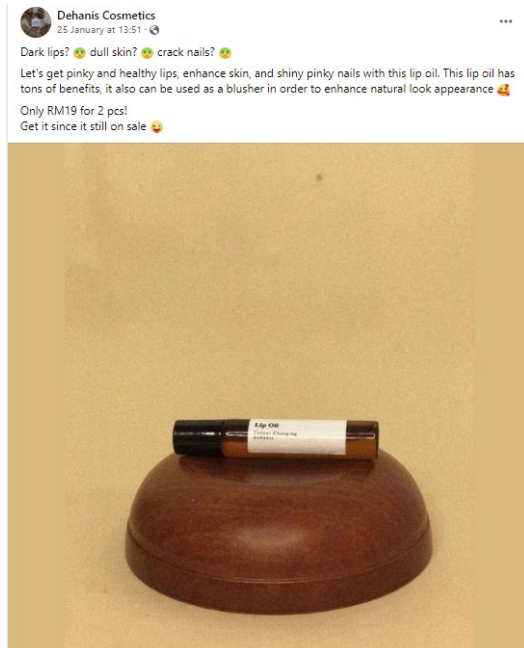


Figure 4 Facebook Post – Hard sell

2.5 Facebook (FB) Post - Copywriting (Soft sell)



Dehanis Cosmetics

7 December at 22:09 · 🌐

Why scrubs are important and how to choose according to our skin?



Dehanis Cosmetics

1 January at 11:21 · 🌐

Good morning beginning the new year! 🌞

Let's tryin' to mix this coffee scrub & fresh oil to get and extra MOIST & JUICY skin 🍷🔥

- Coffee Scrub (RM25)

- Fresh Oil (RM19)



Dehanis Cosmetics

5 January at 15:05 · 🌐

Our fresh oil contains olive oil which gives many benefits to your skin. So, throw away your doubts and grab now!!





Figure 5 Facebook Post – Soft sell

2.6 Feedbacks

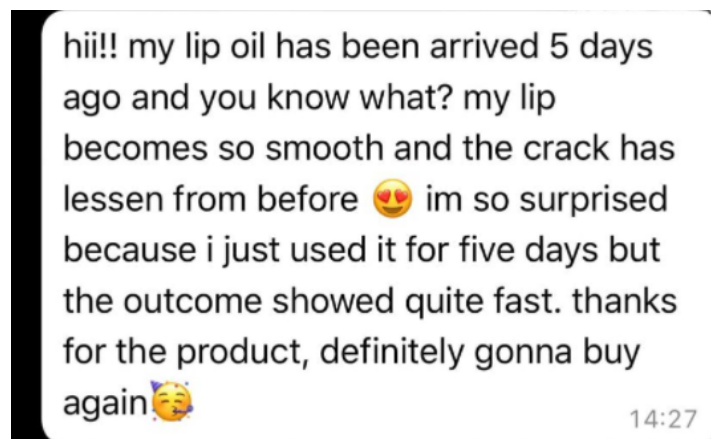


Figure 6 Feedbacks

3.0 Conclusion

Overall, our business, Dehanis Cosmetics that sells cosmetic and skincare products has received quite recognition through social media especially in Facebook. We may infer that by running our company through a Facebook page, we are able to advertise and promote our services and goods while also raising awareness of our current business brand among Facebook users, particularly those who live in close proximity to our business location. We may also use this type of platform to provide the most recent information about our business activities or events. Through this kind of platform, we are also able to post the latest updates of our business activity or event. In addition, it not only benefits our business but also for ourselves as well, as we are able to follow and update with the business trends nowadays by not only using Facebook, but also other available platforms, where we can enhance our knowledge and skills in IT. Then, it will prevent us from being an outdated businessman, but develop us by keeping up with the current development in our country. Therefore, as a start-up business that using Facebook page, we were able to achieve some of our goals with success and will be ongoing to achieve all of the products' targets in the future by expanding and conducting our business through other available social media and as well as improving our marketing strategy.