



SOCIAL MEDIA PORTFOLIO

KUTETUBE

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): SOCIAL MEDIA

FACULTY & PROGRAMME: FACULTY BUSINESS & MANAGEMENT, BA247

SEMESTER : 3

PROJECT TITLE : KUTETUBE

NAME : FARRA NURSYAMIM BINTI AZMI 2021149691

**: NUR QURRATU AIN BINTI NORHESHAM
2021155765**

LECTURER : MISS NUR NAJDAH BINTI ABD RAHIM

ACKNOWLEDGEMENT

First of all, we would like to thank Allah S.W.T and His Messenger, Prophet Muhammad S.A.W. It is because of His blessing, if not we can't finish this portfolio. We had finally managed to finish this Pair Assignment, which is a Social Media Portfolio with enthusiasm and determination.

Therefore, we would like to express my special thanks of gratitude to my lecturer Miss Nur Najjah Binti Abd Rahim who gave us the golden opportunity to do this wonderful portfolio on the topic Social Media Portfolio, which also helped us in doing this portfolio and we came to know about so many new things. We are thankful to our parents and friends who helped us a lot in this portfolio within the limited time frame.

We are overwhelmed in all humbleness and gratefulness to acknowledge our depth to all those who have helped us to put these ideas, well above the level of simplicity and into something concrete. Any attempt at any level can't be satisfactorily completed without the support and guidance of our parents and friends.

Thank you to those who helped us in gathering information, collecting data, and guiding us from time to time in making this portfolio. They gave us different ideas in making this portfolio unique.

EXECUTIVE SUMMARY

KuteTube is a trademark of our hand sanitizer product. The objective to be achieved for this business is to offer fragrance hand sanitizer as hand sanitizer has become a very important and most recognized item nowadays. There are lots of hand sanitizer in the market but the smell of those hand sanitizers are more likely to alcohol. Therefore, we come out with an idea to produce fragrance hand sanitizer.

Our business started on October 2021. According to our customers' review, our product gave them a fantastic smell because of the scents in the hand sanitizer. As for the price, our customers felt satisfied with our price which we offer for only RM 11.90. The price is reasonable and affordable for everyone. When the price is reasonable and affordable for everyone, it turns our market larger.

Since early of its opening, KuteTube has sold more than 1000 bottles of hand sanitizer through Facebook, Website, Whatsapp, and our physical store. The demand for our products increasing and it shows a good sign of profit sale revenue to our business. Therefore, hand sanitizer by KuteTube is a good marketable product of choice that can be further expanded to many different areas as the business keeps on growing.

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Nama	:	FARRA NURSYAMIM BINTI AZMI
Program Pengajian	:	SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN) PENGANGKUTAN
Fakulti	:	Faculty of Business & Management
Kampus	:	Selangor
MAKLUMAT PERNIAGAAN		
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Bidang Perniagaan yg diceburi	:	Kimia (Memproses Air/ Filem/ Fotografi/ Pembuat)
Tempoh Berniaga	:	
No. Pendaftaran Perniagaan	:	
URL Perniagaan	:	
Alamat Premis Perniagaan	:	
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MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UiTM

No. Pelajar : 2021155765
Nama : NUR QURRATU AIN BINTI NOR HESHAM
Program Pengajian : SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN)
PENGANGKUTAN
Fakulti : Faculty of Business & Management
Kampus : Johor

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Online
Bidang Perniagaan yg
diceburi : Kimia (Memproses Air/ Filem/ Fotografi/ Pembuat)
Tempoh Berniaga :
No. Pendaftaran Perniagaan :
URL Perniagaan : <https://www.facebook.com/KuteTube-111232778044665/>
Alamat Premis Perniagaan :
Tarikh Mendaftar : 09 Dec 2021
Tarikh Kemaskini :
Tarikh Cetak : 09 Dec 2021

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INTRODUCTION OF BUSINESS

KuteTube is a business name that we had decided based on our products. Kute or the actual word is Cute means something that is cute or attractive. We named it Kute because of the size of the bottle. The size of our product is small, while Tube means a cylinder made from plastics, metal, or glass. Our business motto is “Be Wise and Sanitize”. As for our market segmentation is above 5 years old as hand sanitizer has become part of the important things that we need due to pandemics.

Name of the Business	KuteTube
Business Address	
Corresponding Address	
Telephone Number	
Form of Business	Partnership
Main Activities	Selling hand sanitizer
Date of Commencement	1 st October 2021
Date of Registration	9 th September 2021
Registration Number	002957021-U
Company Website	https://2021155765.wixsite.com/website
Name of Bank	Maybank
Bank Account Number	

LOGO



Organizational Chart

KuteTube is a partnership type of business. This is due to it being a start up business and has just commenced. Therefore, the organizational chart of KuteTube only consists of its two staff.

PARTNERS



FARRA NURSYAMIM BINTI
AZMI



NUR QURRATU AIN BINTI
NORHESHAM

Mission & Vision

We believe that every business has its mission and vision statement to run their business according to their goals which need to be achieved. Therefore, we have made our mission and vision for our business thus we know what to achieve in short and long-term goals.

Mission

Our mission is to create the highest quality products at the most reasonable cost because we believe everyone deserves the best.

Vision

We make the world a brighter, happier place through the power of fragrance hand sanitizer.

Descriptions of Products & Price List

KuteTube Fragrance Hand Cleanser contains 71% ethyl alcohol which is capable of providing strong anti-bacterial protection throughout the day. Our hand sanitizer that softens the skin is also enriched with essential oils, shea, vitamin E and aloe vera that can keep the surface of the hand from dry and suitable for all skin types.

Products	Descriptions of Products	Price
	<p>Lavender & Cedar</p> <p>This masculine fragrance has bold aromatic notes of camphor and cedarwood with crushed pine tips and lavender buds. The camphoric character of this fragrance does tend to fade in cold process soap giving way to the less prominent lavender and pine notes. This is a great fragrance for all year round but this is also the perfect fragrance if you're looking to bring a bit of the outdoors in during the winter and fall months!</p>	<p>RM 9.90</p>
	<p>Apple Blossom</p> <p>Freshly picked soft, delicately sweet, floral blossoms</p>	<p>RM 9.90</p>

	<p>Sunshine and lemons</p> <p>A bright and refreshing aroma of yuzu with citrusy grapefruit and lemon blends to create the perfect everyday clean smell</p>	<p>RM 9.90</p>
	<p>Strawberries & Champagne</p> <p>A juicy fruit aroma with sparkling effervescent notes on a warm, sensual background that closely mimics the popular Victoria's Secret fragrance</p>	<p>RM 9.90</p>
	<p>Fresh Linen</p> <p>A sunny fragrance. Crisp and clean, like sheets dried on the clothesline.</p>	<p>RM 9.90</p>
	<p>Amish Friendship Bread</p> <p>The sweet, cake-like Amish Cinnamon Bread has characteristics of both pound cake and coffee cake. Delectable creamy vanilla and dark brown sugar mix with fruity raisins, cinnamon, sweet nutmeg, and allspice to create this delectable treat.</p>	<p>RM 9.90</p>

Creating Facebook (FB) page

The screenshot shows the Facebook page for 'KuteTube' in a dark theme. The browser address bar displays 'facebook.com/yourfavsanitizer/?ref=pages_you_manage'. The page header includes a search bar, navigation icons, and the name 'KuteTube'. The cover photo features an illustration of five people in protective suits and masks, with the text 'Be wise & sanitize' overlaid in a green, cursive font. The profile picture shows hands being sanitized. The page name is 'KuteTube' with the category 'Health/Beauty'. The left sidebar contains the 'Meta Business Suite' menu with options like 'Inbox', 'Planner', 'Publishing Tools', 'News Feed', and 'Business apps'. The bottom navigation bar includes 'Home', 'Events', 'Reviews', 'Photos', and 'More'. The system tray at the bottom shows the date and time as 11:20 AM on 29/11/2022.

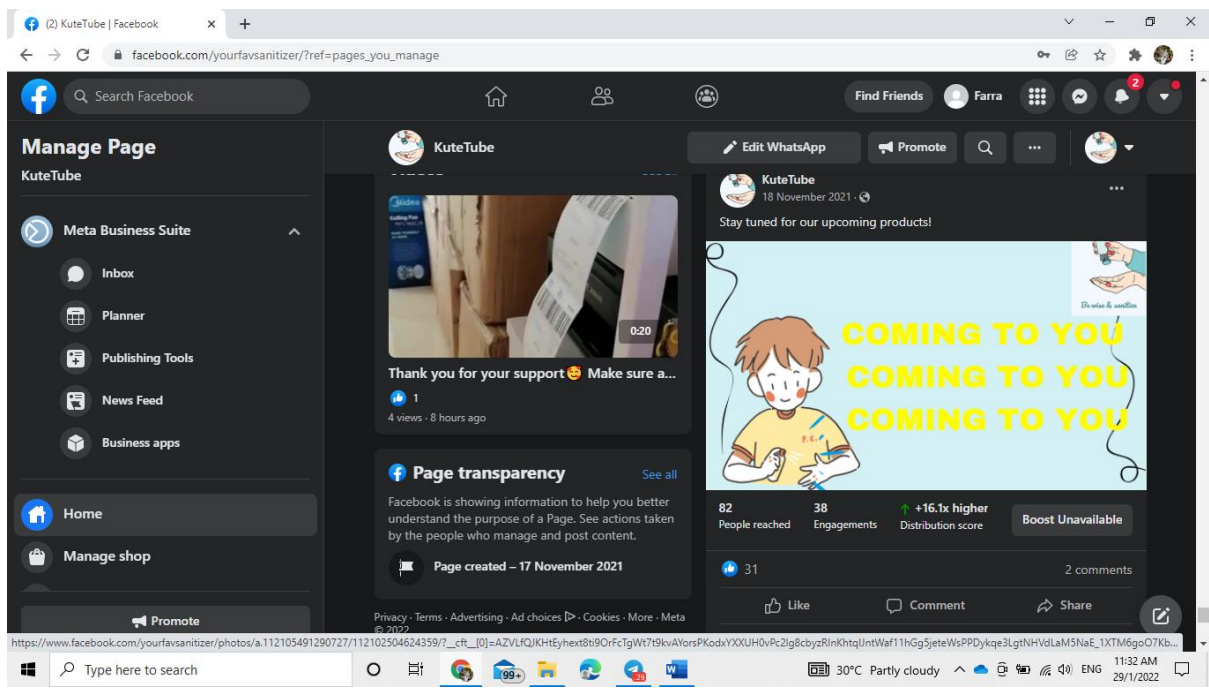
This screenshot shows the same Facebook page for 'KuteTube', but with a post visible. The post is titled 'A cute Fragrances Hand Sanitizer' and includes the following details: '105 people like this', '107 people follow this', a website link 'https://2021155765.wixsite.com/website', a phone number '011-1776 0380', an email address 'kutetube.official@gmail.com', and the status 'Always open'. The post also features a location tag for 'Malaysia' and a promotional message: 'Promote your business locally to lead people directly to G-063 NO, THE MALL MIDVALLEY SOUTHKEY,1 80150 Johor Bahru, Johor, Malaysia.' The main content area displays several bottles of 'KuteTube' hand sanitizer in various scents: 'FRESH LINEN', 'SUNSHINE & LEMONS', 'APPLE BLOSSOM', and 'FRIENDLY BREW'. The left sidebar and navigation elements are consistent with the previous screenshot. The system tray shows the date and time as 11:34 AM on 29/11/2022.

Customizing URL Facebook (FB) page

https://www.facebook.com/yourfavsanitizer/?ref=pages_you_manage

Facebook (FB) post – Teaser

Teaser post is an advertising or promotional device intended to arouse interest or curiosity especially in something to follow. Below shows the teaser post by KuteTube Fragrances Sanitizer.



The screenshot shows a Facebook page for 'KuteTube' with a 'Manage Page' sidebar on the left. The main content area features a video post from November 18, 2021, with the text 'Thank you for your support 😊 Make sure a...' and '4 views · 8 hours ago'. Below the video is a 'Page transparency' section stating 'Page created – 17 November 2021'. To the right, a large graphic for 'COMING TO YOU' is displayed, featuring a cartoon character and the text 'Stay tuned for our upcoming products!'. The graphic also shows '82 People reached', '38 Engagements', and a '+16.1x higher Distribution score'. The bottom of the page shows a Windows taskbar with the date '29/11/2022' and time '11:32 AM'.

Facebook Manage Page interface for KuteTube. The page shows 105 likes and 107 followers. A recent post from 6 January at 12:06 says "something is coming!!" and features an illustration of a woman with the text "GUESS WHAT, WE HAVE for you!". The left sidebar includes the Meta Business Suite with options like Inbox, Planner, and Publishing Tools. The bottom status bar shows 30°C, Party cloudy, and the time 11:32 AM on 29/11/2022.

Facebook Manage Page interface for KuteTube. The page shows a video post from 13 January at 15:21 with the text "3 more days!!" and a large graphic that says "3 DAYS TO GO". The left sidebar includes the Meta Business Suite with options like Inbox, Planner, and Publishing Tools. The bottom status bar shows 30°C, Party cloudy, and the time 11:24 AM on 29/11/2022.

Facebook Manage Page interface for KuteTube. The page is titled "KuteTube" and features a navigation menu on the left with options like "Meta Business Suite", "Inbox", "Planner", "Publishing Tools", "News Feed", "Business apps", "Home", and "Manage shop".

The main content area displays the following information:

- Business Info:** "Promote your business locally to lead people directly to G-063 NO, THE MALL MIDVALLEY SOUTHKEY, 1 80150 Johor Bahru, Johor, Malaysia."
 - A cute Fragrances Hand Sanitizer
 - 105 people like this
 - 107 people follow this
 - Website: <https://2021155765.wxsite.com/website>
 - Phone: 011-1776 0380
 - Email: kutetube.official@gmail.com
 - Wi-Fi: Edit Wi-Fi
 - Status: Always open
 - Category: Health/Beauty
- Post:** "another 2 days!!" (15 January at 17:13)
 - Image: A hand holding a yellow bottle with the text "2 DAYS TO GO" overlaid.

The Windows taskbar at the bottom shows the system tray with a temperature of 30°C, weather "Partly cloudy", and the date "29/11/2022".

Facebook Manage Page interface for KuteTube, showing analytics and a new post. The navigation menu remains the same.

The main content area displays the following information:

- Business Tools:**
 - Create online events that people can pay to access.
 - Add Appointment Bookings: Display your services and availability so that people can book an appointment.
 - Show more
- Insights:** Last 28 days: 31 Dec - 27 Jan
 - People reached: 35 (+250%)
 - Post engagements: 53 (+2350%)
 - Page likes: 2 (+100%)
 - Tagged product clicks: 0
- Post:** "it's coming!!" (16 January at 23:17)
 - Image: A hand holding a yellow bottle with the text "1 DAY TO GO" overlaid.

The Windows taskbar at the bottom shows the system tray with a temperature of 30°C, weather "Partly cloudy", and the date "29/11/2022".

Facebook (FB) post – Copywriting (Hard Sell)

Copywriting of hard sell is a sales technique of pressuring the potential buyer to agree to a purchase. Below shows the example of hard sell by KuteTube Fragrances Sanitizer.

Facebook post from KuteTube:

105 people like this
107 people follow this
<https://2021155765.wixsite.com/website>
011-1776 0380
Send message
kutetube.official@gmail.com
Edit Wi-Fi
Always open
Health/Beauty

WILL NOT DRY YOUR HANDS
Does not dry your hands and is safe for children as well.
29 ML
71% ETHYL ALCOHOL
NATURAL INGREDIENTS
AVAILABLE IN A VARIETY OF SCENTS
1 BOTTLE RM9.90
FREE SHIPPING OVER RM35
Let's grab it quickly before it runs out
It's easy for kids to take it everywhere. Just hang it in the bag
Well worth it.
Grab fast before it's too late

Facebook photo gallery from KuteTube:

Health/Beauty

FREE SHIPPING

Photos

Dear Facebook

KuteTube

WhatsApp Disukai Mesej

Thank you for your support 🥰 Make sure a...
You and 1 other
4 Views · 12 hours ago

Page Transparency [View All](#)
Facebook displays information to help you better understand the purpose of the Page. See actions taken by people who manage and post content.
Page created - November 17, 2021

Related Pages

- Carnationzhomemade Cake and bakery [Suka](#)
- Desambal Nur Nabilah Karim likes this Foods and drinks [Suka](#)
- Suri Idaman Beauty 2 Beauty, Cosmetics & Personal Ca... [Suka](#)

Add Your Business to Facebook
Showcase your work, create ads and connect with customers or supporters.

KuteTube Yesterday at 2:59 AM
IS FRAGRANCES HAND SANITIZER SAFE ??
Haa. You must have thought, is this fragrances sanitizer safe to use? Because there is alcohol and fragrance added - safe ??
I want to say that it is SAFE to use. Why am I sure to say that ?? Because all our Fragrances Sanitizers have been approved by the MOH. That means it is SAFE.

Spread Joy
not germs this holiday

RM 9.90
Above RM 35, FREE shipping

Search Facebook

KuteTube

WhatsApp Disukai Mesej

You and 1 other
4 Views · 13 hours ago

Page Transparency [See All](#)
Facebook displays information to help you better understand the purpose of the Page. See actions taken by people who manage and post content.
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- Carnationzhomemade Cake and bakery [Suka](#)
- Desambal Nur Nabilah Karim likes this Foods and drinks [Suka](#)
- Suri Idaman Beauty 2 Beauty, Cosmetics & Personal Ca... [Suka](#)

Add Your Business to Facebook

Write a comment ...

KuteTube Yesterday at 4:01 AM
CNY SUPER SALE 🧧 GRAB IT WHILE STOCK LASTS!

You and 2 others

Love Komen Share

Write a comment ...

Facebook interface showing a post from KuteTube. The post text reads: "SPECIAL PROMOTION IS BACK FOR 29ML, BUY 2 FREE 1 HURRY UP, WHILE STOCK LASTS! VALID FROM 28/1 UNTIL 2/2 Let's get it now on our website by just clicking the link in the bio. Happy Shopping!". The image shows three bottles of hand sanitizer: "FRESH LINEN", "FRIENDSHIP BREAD", and "SUNSHINE & LEMONS".

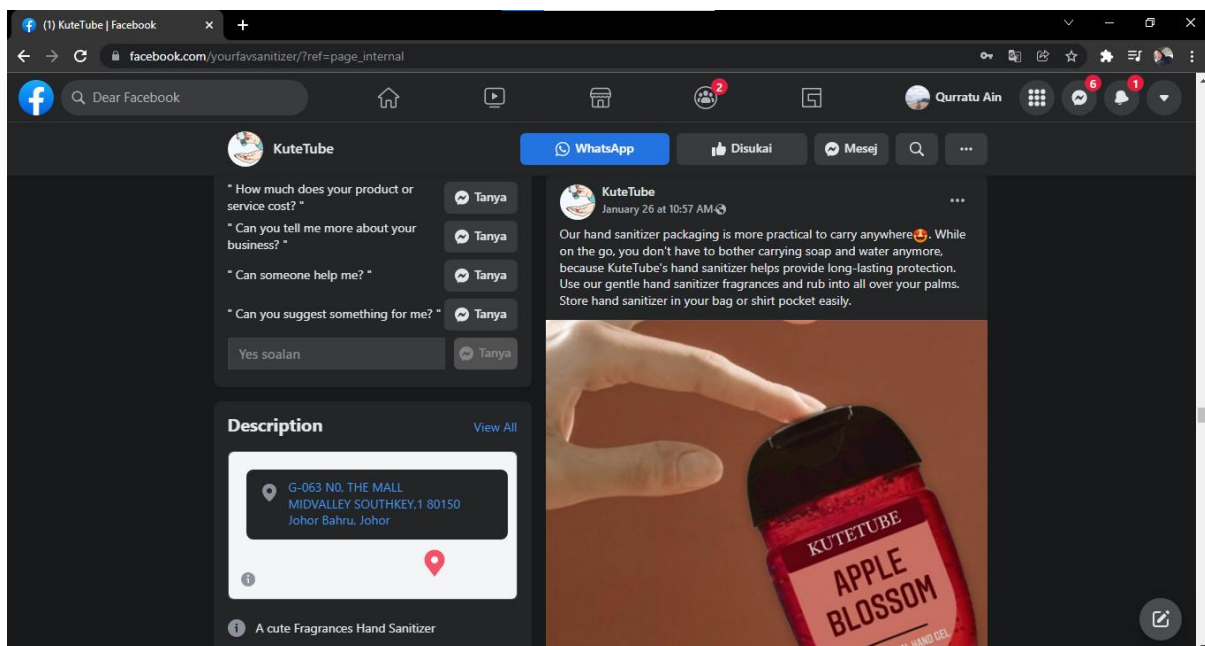
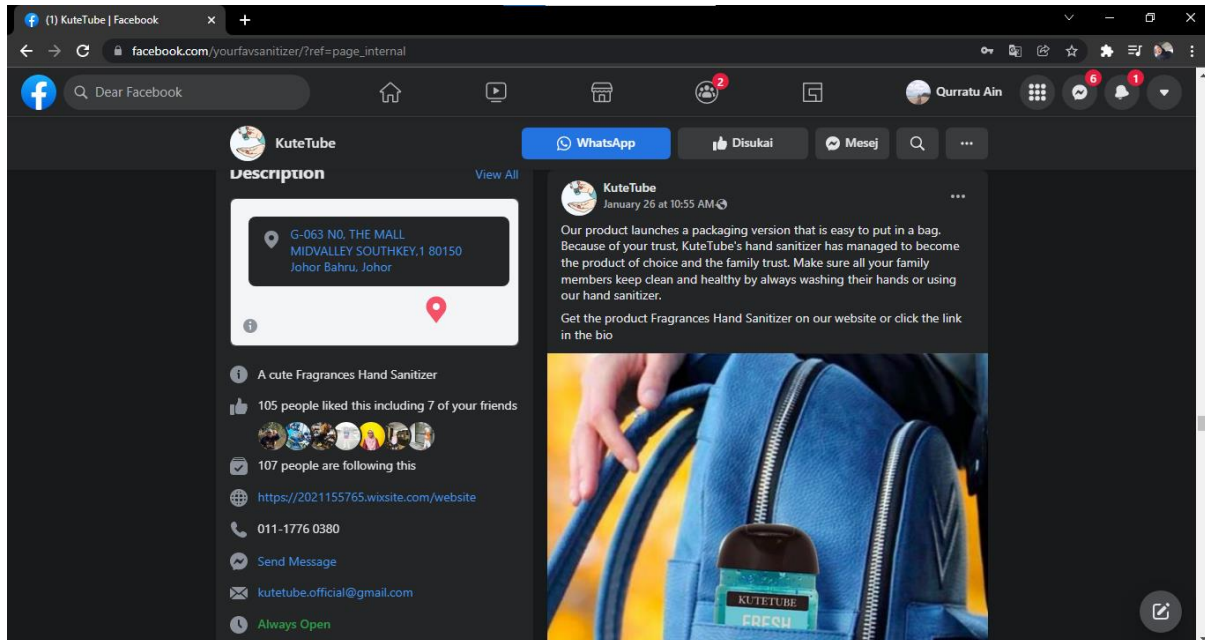
Facebook interface showing a post from KuteTube. The post text reads: "CNY PROMOTION BUY 2 FREE 1 Hand sanitizer is a very important and most recognized item nowadays. Everybody must have it to ensure our hands remain clean from harmful germs and bacteria especially Covid-19 virus. 1 BOTTLE RM9.90 FREE SHIPPING OVER RM35 Get it now with 6 wonderful scents at our website by clicking the link at bio. Stay Safe Stay Awesome". The image shows six bottles of hand sanitizer in various scents: "FRESH LINEN", "SUNSHINE & LEMONS", "APPLE BLOSSOM", "FRIENDSHIP BREAD", "SUNSHINE & LEMONS", and "APPLE BLOSSOM".

Facebook interface showing a post from KuteTube. The post text reads: "Thank you for ordering today! SPECIAL PROMOTION BUY 2 FREE 1 1 BOTTLE RM9.90 FREE SHIPPING OVER RM35 Let's get it now on our website by just clicking the link in the bio. Happy Shopping". The image shows several boxes of hand sanitizer, some with the brand name "KUTE TUBE" visible.

Facebook (FB) post – Copywriting (Soft Sell)

Copywriting of soft sell focuses on relationship-building aspect of sales. It is a passive way to show the customers that have the solutions used. No physiological pressure on potential buyers.

Below shows the example of soft sell



Facebook post from KuteTube (January 26 at 11:58 AM) featuring a hand sanitizer advertisement. The post includes a description, a location (G-063 NO. THE MALL MIDVALLEY SOUTHKEY, 1 80150 Johor Bahru, Johor), and a photo of a woman holding a bottle of KuteTube Sunshine & Lemons hand sanitizer.

Description


G-063 NO. THE MALL
MIDVALLEY SOUTHKEY, 1 80150
Johor Bahru, Johor

A cute Fragrances Hand Sanitizer

105 people liked this including 7 of your friends

107 people are following this

Text: Often use hand sanitizer to make your hands dry? Let's switch to KuteTube's hand sanitizer that is effective in disinfecting, amazing fragrances and able to moisturize the skin. Aloe Vera extract makes skin smoother, fragrant, and not easy to dry. Wait no more, buy KuteTube's hand sanitizer right now!



Facebook post from KuteTube (January 26 at 12:43 PM) featuring a hand sanitizer advertisement. The post includes a description, a location (G-063 NO. THE MALL MIDVALLEY SOUTHKEY, 1 80150 Johor Bahru, Johor), and a photo of a bottle of KuteTube Amish Friendship Bread hand sanitizer.


Description

G-063 NO. THE MALL
MIDVALLEY SOUTHKEY, 1 80150
Johor Bahru, Johor

Text: Be the first 10 people to try our new Fragrances Hand Sanitizer. With a content of 71% ethyl alcohol able to provide powerful anti-bacterial protection throughout the day. Enjoy skin-softening hand sanitizer enriched with essential oils, shea, vitamin E and Aloe Vera which can keep the surface of the hand from drying out and is suitable for all skin types. Buy hand sanitizer on our website now!

Enriched with essential oils, Shea, vitamin E and aloe vera

71% ethyl alcohol



Facebook interface showing a post from KuteTube. The post includes a description, location (G-063 NO, THE MALL MIDVALLEY SOUTHKEY,1 80150 Johor Bahru, Johor), and an image of hand sanitizer bottles (Apple Blossom and Strawberry) and a face mask.


KuteTube
January 26 at 5:57 p.m.

Routine hand washing with soap helps prevent the spread of viruses and bacteria that stick. If not, always have hand sanitizer with you wherever you go. KuteTube's hand sanitizer helps kill up to 99.9% of germs in the palms before they spread. Aromatic hand sanitizer, not dry, and fragrant

Description View All

G-063 NO, THE MALL
MIDVALLEY SOUTHKEY,1 80150
Johor Bahru, Johor

A cute Fragrances Hand Sanitizer



Facebook interface showing a post from KuteTube. The post includes a description, location (G-063 NO, THE MALL MIDVALLEY SOUTHKEY,1 80150 Johor Bahru, Johor), and an image of hand sanitizer bottles (Lavender & Cedar) with text highlighting natural ingredients, 71% ethyl alcohol, and skin-softening properties.

KuteTube
January 27 at 12:34 AM

Best Seller, KuteTube's fragrances hand sanitizer that provides practical protection and is easy to carry anywhere. Our products are guaranteed to be original, contain natural ingredients and safe to apply on hands for daily use.

With 71% ethyl alcohol content can prevent the spread of bacteria and viruses which clings to the hand 🙌


Description View All

G-063 NO, THE MALL
MIDVALLEY SOUTHKEY,1 80150
Johor Bahru, Johor

Natural ingredients

71% ethyl alcohol

Skin-softening hand sanitizer kills 99.9% of most common



Dear Facebook

KuteTube

WhatsApp Disukai Mesej

Thank you for your support 🙏 Make sure a...
You and 1 other
4 Watch · 12 hours ago

Page Transparency [View All](#)
Facebook displays information to help you better understand the purpose of the Page. See actions taken by people who manage and post content.
Page created - November 17, 2021

Related Pages

- Carnationshomemade**
Cake and bakery
- Desambal**
Nur Nabillah Karim likes this
Foods and drinks
- Suri Idaman Beauty 2**
Beauty, Cosmetics & Personal Ca...

Add Your Business to Facebook
Showcase your work, create ads and connect with customers or supporters.
[Cipta Halaman](#)

KuteTube
January 27 at 11:27 AM


KILL GERMS WHILE FRAGRANCE HANDS.

Hand sanitizer is generally to kill germs on the hands with the help of alcohol at a relatively high percentage around 70%-80%. Logically, the hand sanitizer will smell of alcohol that stings the nose when inhaled. BUT ...

Our Fragrances Sanitizer has been designed to address these issues. Although the alcohol content is as high as 71%, but special fragrances have reduced the smell of alcohol that irritates the nose. This Fragrances Sanitiz...
[See More](#)

KUTETUBE'S FRAGRANCES SANITIZER

- APPLE BLOSSOM
- AMISH FRIENDSHIP BREAD
- STRAWBERRIES & CHAMPAGNE
- FRESH LINEN
- LAVENDER & CEDAR
- SUNSHINE & LEMONS



Dear Facebook

KuteTube

WhatsApp Disukai Mesej

Thank you for your support 🙏 Make sure a...
You and 1 other
4 Watch · 12 hours ago

Page Transparency [View All](#)
Facebook displays information to help you better understand the purpose of the Page. See actions taken by people who manage and post content.
Page created - November 17, 2021

Related Pages

- Carnationshomemade**
Cake and bakery
- Desambal**
Nur Nabillah Karim likes this
Foods and drinks
- Suri Idaman Beauty 2**
Beauty, Cosmetics & Personal Ca...


Add Your Business to Facebook
Showcase your work, create ads and connect with customers or supporters.
[Cipta Halaman](#)

KuteTube
January 27 at 10:46 AM

BE ALWAYS FRESH ALL THE TIME 🌿

Keep your hands clean and soft while feeling fresh at the same time with this superb Fragrances Sanitizer: Fresh Linen. A world class perfume sensation on the anti-bacterial hand sanitizer will make you feel so good. 71% alcohol content is enough to kill mostly harmful bacteria and germs on your hands without overpowering the alcohol smell.

Get your Fresh at our website now to protect your hands.



Facebook browser window showing the 'Manage Page' interface for KuteTube. The page features a post from 25 January at 21:18 with the following text:

Hi everyone 🥰, now our store has released a fragrant and gentle hand sanitizer product. KuteTube's Fragrances Hand Sanitizer comes with good benefits to provide protection from 99.9% of germs. Our hand sanitizer is also available in a variety of scents that can provide a fragrant aroma, distinctive and long-lasting fragrance.

Don't be afraid to do more activities, because our Fragrances Hand Sanitizer will protect you wherever you go 🥰

The post includes an image of a cardboard box and a video player showing a hand sanitizer bottle. Below the post, there is a 'Page transparency' section stating: 'Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content. Page created - 17 November 2021'.

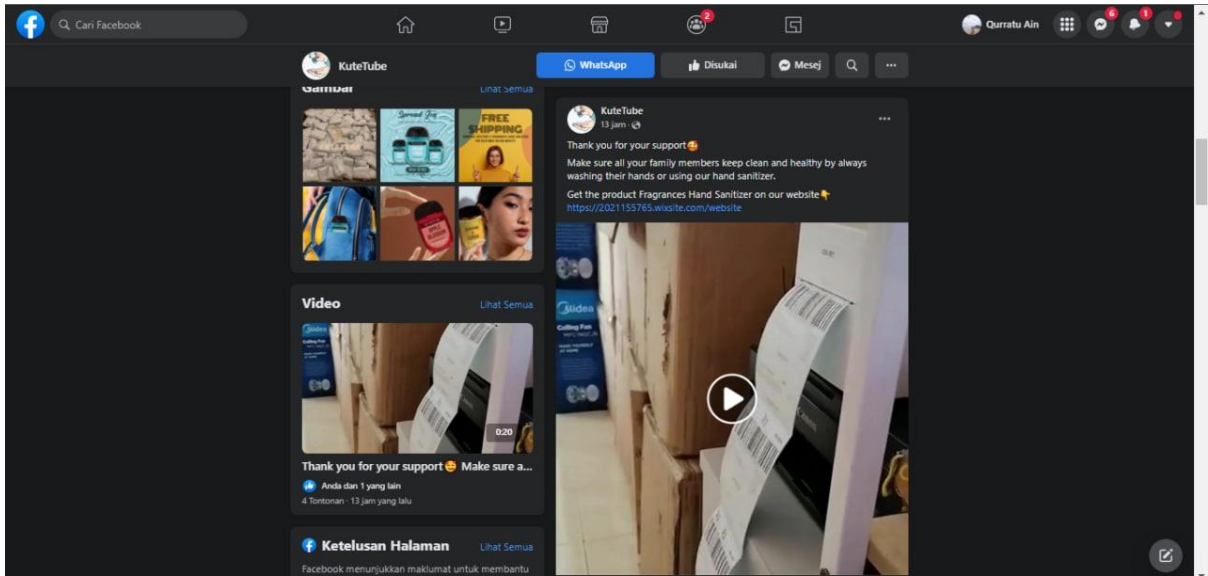
The left sidebar shows the 'Meta Business Suite' with options for Inbox, Planner, Publishing Tools, News Feed, and Business apps. The bottom of the browser shows a Windows taskbar with the date 29/11/2022 and time 11:35 AM.

Facebook browser window showing the 'Manage Page' interface for KuteTube. The page features a post from 25 January at 21:18 with the following text:

Don't be afraid to do more activities, because our Fragrances Hand Sanitizer will protect you wherever you go 🥰

The post includes an image of three hand sanitizer bottles: 'KUTETUBE FRESH LINEN', 'KUTETUBE SUNSHINE & LEMONS', and 'KUTETUBE AMISH FRIENDSHIP BREAD'. Below the post, there is a 'Page transparency' section stating: 'Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content. Page created - 17 November 2021'.

The left sidebar shows the 'Meta Business Suite' with options for Inbox, Planner, Publishing Tools, News Feed, and Business apps. The bottom of the browser shows a Windows taskbar with the date 29/11/2022 and time 11:35 AM.



Graphics

Page insights

Overview

Creator Studio

Followers

Ads

Likes

Reach

Page views

Actions on Page

Posts

Promote

Page summary Last 7 days

Results from 21 Jan 2022-27 Jan 2022
Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Organic Paid

Actions on Page
21 January - 27 January
We have insufficient data to show for the selected time period.

Page Views
21 January - 27 January
14
Total Page views ▲100%

Page Likes
21 January - 27 January
We have insufficient data to show for the selected time period.

Post reach
21 January - 27 January
27
People reached ▲80%

Story reach
21 January - 27 January
Get story insights
See stats on how your Page's recent stories have performed.
[Learn more](#)

Recommendations
21 January - 27 January
We have insufficient data to show for the selected time period.

Page insights

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Post reach
21 January - 27 January
27
People reached ▲80%

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[Learn more](#)

Post engagement
21 January - 27 January
36
Post engagement ▲157%

Videos
21 January - 27 January
We have insufficient data to show for the selected time period.

Page followers
21 January - 27 January
We have insufficient data to show for the selected time period.

Tagged product clicks
21 January - 27 January
We have insufficient data to show for the selected time period.

<https://www.facebook.com/yourfavsanitizer/insights/?section=navVideos>

KuteTube | Facebook

facebook.com/yourfavsanitizer/insights/?referrer=page_admin_insights_card

Search Facebook

Find Friends Farra

KuteTube | Page insights

Page insights

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Actions on Page

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Promote

Ad results have moved
All of the info that you're used to seeing, and more, is now in Ad Centre. [Learn more](#) [Visit Ad Centre](#)

Your 5 Most Recent Posts [Create Post](#)

Reach: Organic/Paid Post clicks Reactions, comments & shares

Published	Post	Type	Targeting	Reach	Engagement
29/01/2022 02:38	Thank you for your support! Make sure all your family members keep clean and healthy by always washing	Video	Targeted	4	1 1
29/01/2022 01:24	CNY PROMOTION BUY 2 FREE 1! Hand sanitizer is a very important and most recognized item nowadays.	Image	Targeted	5	0 1
29/01/2022 01:02	Let's get KuteTube's Fragrances Sanitizer. There are 6 awesome scent options for you all. How to Order? You	Image	Targeted	4	0 1
29/01/2022 00:03	Everyday Essentials! These hand sanitizers smell amazing, easy to carry around and they keep your hands	Image	Targeted	5	0 1
28/01/2022 23:54	Best quality custom fragrances hand sanitizer at affordable price!	Image	Targeted	4	0 1

See All Posts

Panes to Watch [Create Post](#)

KuteTube | Facebook

facebook.com/yourfavsanitizer/insights/?referrer=page_admin_insights_card

Search Facebook

Find Friends Farra

KuteTube | Page insights

Page insights

Overview

Creator Studio

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Reach

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Actions on Page

Posts

Promote

Let's get KuteTube's Fragrances Sanitizer. There are 6 awesome scent options for you all. How to Order? You

Everyday Essentials! These hand sanitizers smell amazing, easy to carry around and they keep your hands

Best quality custom fragrances hand sanitizer at affordable price!

See All Posts

Pages to Watch [Create Post](#)

Compare the performance of your Page and posts with similar Pages on Facebook.

Pages to Watch helps you compare the performance of your Page and posts with similar Pages on Facebook. [Add Pages](#) to get started.

[Add Pages](#) Reactions, comments & shares

Page	Total Page Likes	From last week	Posts This Week	Engagement This Week
YOU				
1 KuteTube	105	▲ 100%	34	36

Conclusion

In conclusion, KuteTube is a business that sell variety of fragrance hand sanitizers not only through online platforms such as Facebook, Website and Whatsapp but customers can also walk in directly to our physical store. We can conclude that by conducting our business through Facebook page, we are able to promote and market our products and services as well as making consciousness of our existing business brand among Facebook users especially those who are nearby to our business area. Through this kind of platform, we are able to post the latest updates of our business activity or event. In addition, it's not only give benefits to our business but for my partner and I as well as we are able to follow and updated with the business trends nowadays by not only using Facebook, but also other platforms, where we can enhance our knowledge and skills in IT. It will prevent us from being an outdated businesswomen but develop us by keeping up with the current development in our country. Therefore, as a start-up business that using Facebook page, we are able to achieve some of our goals with success and will be ongoing to achieve all of fragrance hand sanitizers by KuteTube targets in the future by expanding and conducting our business through other platforms of social media and as well improve our marketing strategies.