ENT530:

PRINCIPLES OF ENTREPRENEURSHIP

SOCIAL MEDIA REPORT

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ACKNOWLEGMENT

بسم الله الرحمن الرحيم

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1.0 INTRODUCTION

1.1   Overview

Melure

Melure Perfume is a local online based entrepreneurship that sells perfumes inspired by renowned international fragrances such as Victoria's Secret Bombshell and Dunhill Blue. I have chosen this brand because I wanted to promote a product that I have actually used before so that I could provide a level of transparency in doing so.

I asked for permission to market the product from my sister-in-law, Siti Aisyah, who is an existing agent for Melure Perfumes. She provided me with informations and pictures of the product.

1.2   Mission

    i.   To promote the product and improve the quality of their online marketing.

    ii. To build a fanbase and interact with customers to gain brand loyalty.

    iii. To spread awareness of this high-quality local brand.

1.3   Vision

To improve online marketing skills and enhance professionalism in business management.