



اَوْبُوْرَسِيْتِي تِي كُنُوْ لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

TITLE: SOCIAL MEDIA PORTFOLIO
(CONFIDENT FRAGRANCE BY VICTORIA SECRET)

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

FACULTY & PROGRAMME : Information Management Faculty (Record Management)
SEMESTER : 3
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EXECUTIVE SUMMARY

Confident fragrance showcases and promotes perfumes from the Victoria Secret brand which is the latest and most famous brand. Your business is affordable with a lot of perfumes and quantities and can be used longer. We provide free gifts as well as promotions every festive time. we also served a free of charge consultation for customers to know the taste that suits the customer.

We register this business on go-ecommerce in October 2020. We do not only focus on certain areas or places because these business items can be sold everywhere. This business runs online and delivery is through delivery services such as *JnT* and *poslaju* according to customer requirements.

We focus this business on women as most perfumes are tailored to the tastes of women, but men are also interested in the sweet smell of the fruit. Confident fragrance provides a perfume that is suitable for every age group and the smell is not too strong especially for buyers who like a light scent.

The price for our perfume product is reasonable with the size of the bottle. Most of the most expensive perfumes are bottle-sized and can be used for a long time. Customers do not have to repeatedly buy perfume and it will be a waste of money because the price of the bottle used is also calculated in product marketing.

In addition, we also sell small bottle perfume on customer's request. The increase and good response to this business helped us add a new product which is a lotion that sells a set with perfume. We also provide gift packaging services if customers want to give perfume to their loved ones.

This business is run with partners and several agents to help promote products throughout the area.

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2.0 GO-ECOMMERCE REGISTRATION

Ge-eCommerce

Have you updated your sales today? Update your sales regularly to collect more points!

PERSONAL PROFILE BUSINESS PROFILE

 HADIRAH BINTI MUHAMMAD TAJUDDIN

Personal Information

Name	: HADIRAH BINTI MUHAMMAD TAJUDDIN	Phone/Mobile	: 079178007	Edit
New Identity Card No.	: 90108000002	Home Address	: NO 12 KAMPUNG TELUK MENGLUANG	
Email Address	: hadirahmuhammadajudin@gmail.com	District	: TEMERLOH	
City	: TEMERLOH	Postcode	: 26000	
State	: Pahang	Personal Instagram	: null	
Personal Facebook	:	Race	: Malay	
Gender	: Female	Special Need Required	: No	
Marital Status	: Single			

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Institution Information

LITH Puncak Perdana - IM2483ST4

Type of Institution	: IIL	Institution List	: Universiti Teknologi MARA	
State of Institution	: Selangor	Name of Institution	: LITH Puncak Perdana	
Address of Institution	: Universiti Teknologi MARA Kampus Puncak Perdana, Jin Puluh Angsa AU19A, 40150 Shah Alam, Selangor	City	: Puncak Perdana	
District of Institution	: Puncak	Postcode	: 40150	
Level of Study	: Bachelor Degree	Study Status	: Full time	Edit Delete
Course Name	: IM2483ST4	Class Name	: IM - FACULTY OF INFORMATION MANAGEMENT	
Subject Name	: EN1930	Year Enrolling the subject	: 2020	
Month Enrolling the Subject	: 10	Lecturer Name	: muhammad hafiz zarni	
Internship Enrollment	: No	Year Of Internship Enrollment	:	
Month of Internship Enrollment	:	Period of Internship Training	:	
Expected Year To Complete Study	: 2022	Expected Month To Complete Study	: 1	
Related To Study Field	: Yes			

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- Have completed a digital entrepreneurship course at a partnering tertiary institution.

Completed Online Training

Figure 2.1: Go-eCommerce 1

PERSONAL PROFILE BUSINESS PROFILE

 HADIRAH BINTI MUHAMMAD TAJUDDIN

Company Name	: Confident Fragrance by Victoria's Secret	Company Registration No.	:	Edit
Type Of Business	: Skin Care	Business Role	:	Owner/Partner
Facebook Page	:	Business Category/Business Sub-Category	:	Apparel, Health & Beauty / Apparel & Accessories
Wechat for Business	:	Business Instagram Page	:	
Marketplace	:	Business Website	:	
Business Related to Your Study Field	:	Type Of Website	:	
		Experience in International Export	:	

Figure 2.2: Go-eCommerce 2