



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
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PRINCIPLE OF ENTREPRENEURSHIP  
(ENT530)

ASSIGNMENT 1  
SOCIAL MEDIA PORTFOLIO

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## EXECUTIVE SUMMARY

Sugarbomb gley is a trademark for our Sugarbomb g'B. The main objective that this business to achieve is to offer a variety of perfume from a local products to the customers who really a perfume lover with an affordable price and luxurious perfume like international product. This perfume products were provide for all gender, men and women. Besides that, our business also offer an indoor perfume for car, bedroom, and shoe rack.

This business of perfume is very popular among people. Every where we go or before go out, usually we will spray a perfume to our body. So, it mean perfume is very important to people look elegant and more confident. This perfume product offered a affordable price for people to purchase it even students can also purchase it.

I promote this product through social media at my area which is around Serian Sarawak especially on Facebook page. The reasons I had create this Facebook page is to make it easier for me to introduce this product to the public. With this Facebook Page also makes it easier for me to promote or update my product by posting pictures that related to this perfume's product such as teaser, soft sell and hard sell.

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## 1.0 Introduction of Business

Sugarbomb g'B is a famous among people especially for students, carrier people and many more. Sugarbomb g'B is a name that I had combine from people genders. The word of g'B is stands for girls and boys that will shows us sell this products is suitable for both genders. My motto for this business is “Your Perfume Life” is to show that this perfume as a fragrance that always perfects our life all the time.



Figure 1.2: Sugarbom g'B Logo