



اَوْنَبُوْرَسِيْتِي تِيْكَنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



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PRICE FOR HONEY B SOAP

CUSTOMING URL FACEBOOK (FB) PAGE

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FACEBOOK (FB) POST – COPYWRITING (SOFT SELL)

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EXECUTIVE SUMMARY

My business is registered under company Barak Business Production Sdn.Bhd. and it was started operated on 15th July 2020. This type of business is a Sdn.Bhd which is I join the business as a agent to sell their product.

All are all the startups I want to generate a compilation of covid19 compilations. I began to realize that I could not get out of the house to work part-time. So I took this opportunity to earn income online by selling Honeyb soap. This soap is very safe to use and able to solve the problem I face which is to get rid of sunburn. Then, I want to help others who are facing the same problems as me. so I decided to sell it on all social media including Facebook page.

Lastly, I have posted teasers, soft-sell and hard-sell as my marketing techniques. I also include AIDA selling concept and for soft-cell post, there are introduction and call to action concept.

2.0 INTRODUCTION OF BUSINESS



This business was created on 11 August 2020 and it is called Honey b soap as shown the pictures above. The reason why the name of this business Honey b soap is because the word honey b soap is define as a soap on how people nowadays already know this product for skincare. They also already know how to use without too much explain. This product cares about to solve skin problem to our customers because that is our main objective. This product is suitable for use at the age of 15 to 50 years. it is also suitable for use on every skin. This Honey b soap is able to get rid of acne, get rid of sunburn, remove problem skin and relieve stress because Honey b soap soap has a fragrant smell every time a customer uses it.

2.2 ORGANIZATIONAL CHART



AS A AGENT

2.3 MISION/VISION

MISION

- **Care for our client and communities and team.**
- **Build a culture honesty, integrity and accountability.**

VISION

To be a world class skincare globally for its excellence in quality and service.