



## **PRINCIPLES OF ENTREPRENEURSHIP (ENT530)**

### **SOCIAL MEDIA PORTFOLIO**

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## **1.0 Acknowledgement**

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Thank you to all of you! For sure without them I would not be able to settle this task. Lastly, I hope this portfolio would help me to success in my business journey after this since I learned a lot from this task.

## **2.0 Executive summary**

This portfolio is about the type of posting in the social media and the platform uses to promote the business. There are basically three type of copywriting which are hard sell, soft sell and teaser. The seller who just start the business can use social media as platform to promote the product or services. For example, FB Page, Instagram business and Whatsapp business. This is because those platforms they have the algorithm and the strategy to get highest level of viewers. From here people will start to notice the product that the seller promote. There is total 7 teaser, 16 hard sell and 16 soft sells. This is because for the target customer to notice the product or service that are promote, the seller needs to consistence in posting. For each type of copywriting, there is a formula and key word to attract the target customer's attention. The product use for this task is skincare, makeup, and body care products. The target customers for the product are wide and almost for everyone that is 18 years old and above. This is because everyone has skin and people nowadays are very concern about their skin especially face. Other that that the products have wide range and specific for every skin type and skin issue. For example, people at the age of 20's focus for anti-aging issue and people at the age of 50's focus for repairing skin issue. The product is Mary Kay.

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#### **4.0 Introduction of business**

Mary Kay Holding Corporation operates as a holding company. Mary Kay is founded in 1963 by the founder named Mary Kay Ash and its state-of-the-art manufacturing facilities in Dallas, Texas, and Hangzhou, China. Mary Kay is a premier beauty company have range of skincare, makeup, body care, hand care and even perfume. There are approximately 200 premium Mary Kay products in more than 35 country around the world. Mary Kay is now one of the largest direct sellers of skin care and color cosmetics. The aim of Mary Kay development is to help woman that being unemployed during that time.

Mary Kay very particular with the product. Customers safety is always the priority for Mary Kay. Therefore, there is independent medical expert that plat their role in the product development. They hire dermatologist and scientist to do research and development before the product is launched. The scientist used most advanced skin care technology to ensure that consumers get what they want. Mary Kay also does not support animal testing. Mary Kay also commits to environmental suitability. The packaging of the product is not harmful to environment.

The term used to call the distributors of Mary Kay is 'beauty consultant'. This is because the beauty consultant not just sell the product, but they give the service as well. They will educate and help the customers throughout their skin transformation. Mary Kay is not just selling product, but It provide career and the most important thing it can give financial freedom to their beauty consultant. Mary Kay also can provide pink car, free travel, diamond ring and luxury income.

There is 2 method for the beauty consultant to gain the profit. Firstly, is through direct selling with the customer by doing skin consultation, skin care class and personal in touch with customer. Next is through recruiting. Beauty consultant can recruit more woman to be in their team and automatically can move up career. From the recruitment the beauty consultant can gain commission from company.