



UNIVERSITI TEKNOLOGI MARA

FACULTY OF BUSINESS MANAGEMENT

PRINCIPLES OF ENTREPRENEURSHIP

(ENT530)

SOCIAL MEDIA PORTFOLIO

(40%)

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EXECUTIVE SUMMARY

The company is LADY BEAU. We provide various beauty and health products that surely can attract more customers into our accounts. The reason for us to involve in this industry is because we can see the booming demand for these products, according to the way of people's lifestyles and the prices we offered are suitable and hit the right target especially in the city where there are full of busy working people and students as well as family who seek for a convenience from our products that we provided. Our company is located in Shah Alam, where it is known as one of the developed cities in Malaysia, therefore there is highly chances of potential that this company can grow rapidly.

Our target audience is a group of people who are looking for trusted serum brand at affordable price and high-quality products. LADY BEAU also is targeting youngsters who is still a beginner in using skincare because of our serum that is suitable for all skin types including oily, acne-prone and sensitive skin.

The marketing strategy that is used by LADY BEAU is through social media where all of these youngsters and all people are connected. For instance, we are focusing to market our products at Facebook page, Twitter, Instagram and also Tiktok. Apart from that, we also market and do selling activities at Shopee and Lazada, apart from the other selling platform. This way, we could connect and reach into wider audience and that will enable our business to provide customer with maximum satisfaction.

Focusing in promoting our products at Facebook page, this platform will allow us to attract more online customers, able to gain more awareness and generate more sales at once. It was told that Facebook marketplace has the highest percentage of sold products to be compared than other social media marketplace. Hence, we will promote LADY BEAU by posting teaser posts, soft-selling posts and hard-selling posts as our sale postings on our Facebook page to promote our products.

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2.0 INTRODUCTION OF BUSINESS

2.1 NAME AND ADDRESS OF BUSINESS



LADY BEAU business logo

The name of the company is Lady Beau. The name was a combination of beauty (BEAU) and (LADY) was meant to describe an elegant, class woman. Combining both, it brings the definition of elegant, class and beautiful woman. The purpose in choosing this name is because we want to emphasize the word that brings exclusive meaning and beautiful into one word so that it sent the right message, the right purpose of this brand to our customers.

This company was located at No 16, Jalan Opera U2, Taman TTDI Jaya, 40150 Shah Alam, Selangor. Our company involves beauty and health products where we need to be in a wider market. Therefore, selecting to be at one of the developed cities in Selangor, which is Shah Alam is one of the greatest decisions we made as it made us easier to monitor our markets in such a big city.

I as one of the agents of BEAUMELLY is taking the stocks directly from the headquarters. This business is an online business where our target customer mostly is coming from various states in Malaysia. For people who stays near with us, we are doing cash-on-delivery for free. However, for customers who are a bit far from our range we will charge a delivery service based on km from our place. Postage will be used for customers from different state.