



اَبُو سَيِّدِي تِكْنُوْلُوْجِي مَارَا  
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**INDIVIDUAL ASSIGNMENT:  
SOCIAL MEDIA PORTFOLIO**

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## **EXECUTIVE SUMMARY**

PicaShoppe is an online business that offers beauty and health products for the customers' satisfaction. The beauty industry is growing because of the availability of information online, and people want to find solutions to reduce their skin problems. The consumer is now knowledgeable about what ingredient is good and bad for skin and wants to have younger-looking skin even in their old age. The increase in demand is the opportunity to grab, so that is the reason PicaShoppe is only focusing on beauty and health to help this category of the consumer in and out of Malaysia.

The main idea of PicaShoppe is to sell Malaysian-made skincare brands to remove the mindset that local beauty products are not great and have many harmful ingredients such as mercury. The owner has the spirit to make a place that allows consumers to directly buy skincare products from a single seller over the Internet. All the products featured on the Facebook page are safe to use because customer safety is our priority. Most of them are vegan, cruelty-free, halal-certified, and even wudu-compliant, which our Muslim sisters can use and feel beautiful without any concerns. Adding on to the long list of pros about Malaysian beauty brands is that they are in a more affordable price range. When the customer purchases from here, they will get high-quality products that are reasonably priced and contribute to helping the local company grow.

PicaShoppe's target market is both men and women who value skincare quality and in the age range between 15 years old until 40 years old in every area of Malaysia. However, if the potential customer lives in Selangor state and interested in buying, then the products will be delivered to them through cash on delivery method where the charge is RM1.20 per kilometre or through shipping method where it will cost around RM8 for East Malaysia and RM10 for West Malaysia.

The management of PicaShopee is only handled by the owner, Nur Farisha Sabrina Binti Mohd Darwis. There is no physical store yet because the business is still new and focuses on marketing online through social media to help cut costs without sacrificing results. Facebook is the main one for this business. Facebook page is the leading platform for PicaShoppe to attract customers by posting the teaser post, soft sell, and hard sell post. Therefore, the potential customer can see the full catalogue and communicate with the owner easily to get on hand with the product they want to buy or ask any question regarding their skin problem.

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## 2.0 INTRODUCTION OF THE BUSINESS

### 2.1 Name of the Business



FIGURE 2.1 PicaShoppe's logo.

The name of PicaShoppe comes from the combination of my character that my friends usually call me instead of Farisha. The name is perfect, unique, and represents me. The customer will easily remember like it is a simple term because there are only four words for the name, and easy to pronounce. I have included my name for this online business is the best way to go for personal branding, and it seems more authentic for customers to believe. Moreover, the phrase Shoppe, where it is a fanciful spelling of shop, gives an old-fashion vibe. I want the customer to know just by the name that I sell products, and this is the shop where they can find a suitable product for their skin. However, the word shop is standard and commonly used, so I have applied another word that gives the same meaning.

### 2.2 Address of the Business



FIGURE 2.2 PicaShoppe's location.

PicaShoppe is located at Seksyen 23, Shah Alam, Selangor. I have my own home in Shah Alam for this business because sometimes there are customers who choose to self-pickup their product to cut the cost for a delivery charge, and because of that, they will come to my place. Furthermore, I am also able to save money from paying for rent or more utility bills. This place is important because I have open the business, so money management is my priority.