



اَوْنِيُوْزِ سِيْتِي تِي كُوْ لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS AND MANAGEMENT

PRINCIPLES OF ENTREPRENEURSHIP

(ENT530)

SOCIAL MEDIA PORTFOLIO

INSTAGRAM: "DE'XANDRA PERFUME BODY"

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PREPARED FOR:

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ACKNOWLEDGEMENT

Alhamdulillah, our greatest thanks to Allah because this assignment can be successfully completed. First, we would like to thank our advisor, Madam Zanariah Binti Zainal Abidin for her valuable advice and constant guidance throughout the process. She has inspired us greatly in order to complete this assignment. Her willingness to share knowledge, support and motivation contributed tremendously to the success of this assignment.

Besides that, we would also like to thank the management of University Technology Mara Selangor, Campus Puncak Alam for providing us with a good environment and facilities for us to complete this assignment. An honorable mention goes to our families and friends for their understanding and supports in completing this assignment. Without their support, we would not be able to face many difficulties while doing this assignment.

In addition, we would like to thank all team members for giving fullest support, cooperation, ideas and undeniable efforts that have shown in order to complete this assignment. We could not make it without the effort and cooperation from all of us.

EXECUTIVE SUMMARY

De'Xandra Perfume is created based on the three main features sought by each user of perfume in Malaysia which is durable, can be taken solat and can be taken travel.

De'xandra Perfume has finally been produced from the best starch and it's safe to use with a budget price. In addition, even if it is many times ustaz, ustazah and JAKIM parties confirm that alcohol can be the prayers were taken but many were still asking. Therefore, the De'Xandra take the initiative to verify the best alcohol from the extract plants. De'Xandra alcohol is from sugarcane extract and it can be in the prayer. In addition, many also like to buy the perfumes can carry hand luggage in flight & light and easy brought. With 35ml content, De'Xandra Perfume suitable for carrying fly together!

INTRODUCTION OF BUSINESS

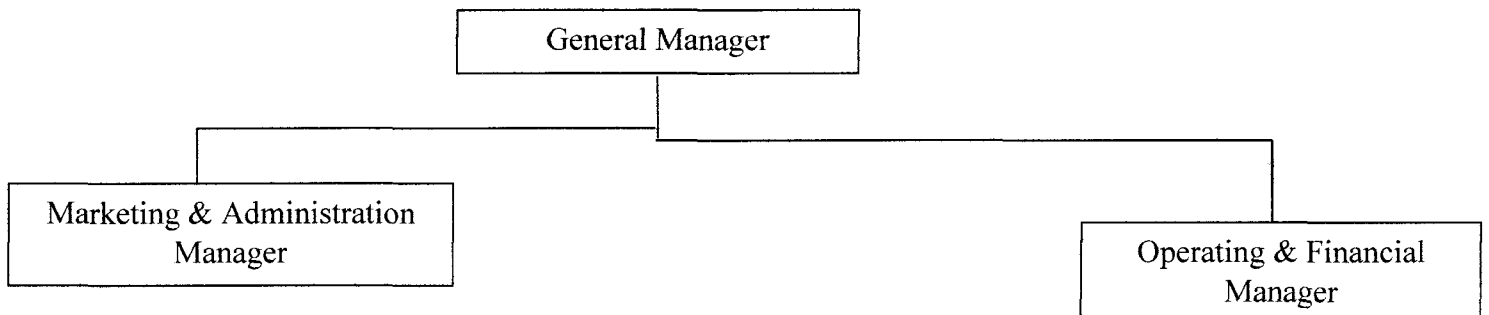
Name:

De'Xandra Perfume Body

Address:

Jalan Medan Pusat Bandar 8A, Seksyen 9 43650 Bandar Baru Bangi

Organizational Chart:



Mission:

- We are business entity
- We supply variety of high quality fragrance that is long lasting, affordable and compact.
- We aspire to create unforgettable experience, elevating self-confidence towards reinforcement of personal statement.

Vision:

To be a key player in fragrance industry dominating Asia's Market.

Descriptions of Product:

New De'Xandra Series

Women

For Her - Women Driven by the passion to make De'Xandra's wearers stand out above the rest, our new scents of life are especially created to bring out the best in every woman. The series' combine refreshing citrus fruits to capture the essence of feminine confidence and delicate floral scents, which emanate a taste of luxury.

Dynamic Series

De'Xandra's Dynamic Series - For Her was created especially for she who is always active. She's the kind of lady who'll offer to hold the rain and fix things. Her can-do nature makes her extra adventurous and thrives in challenges!

- Lozen
 - ✓ Citrusy essence with a sweet fruity note. Ingredients include Casablanca, bergamot and orange blossom.
- Luvia
 - ✓ An uplifting citrus aroma with a touch of sweetness. Ingredients include grapefruit, cucumber and magnolia.
- Mercy
 - ✓ An uplifting citrus aroma with a touch of sweetness. Ingredients include melon, peach and apple.
- Posh
 - ✓ An uplifting citrus aroma with a touch of sweetness. Ingredients include mandarin orange, mango and freesia.

Luscious Series

The sweet scents of De'Xandra's Luscious Series - For Her were created for the confident lady. She's that lady who lights up the room when she smiles. Her audacious vivacity combined with her fiery passion defines her as the beauty with brains. If you're her, then these scents are for you.

- Chaleur
 - ✓ Citrus-based scent entwined with fruity notes. Ingredients include tangerine, grapefruit, pineapple, big strawberry and passion fruit.
- Zahra
 - ✓ An irresistible combination of floral and romantic scents. Ingredients include honeysuckle, gala apple and stephanotis.
- Frescia
 - ✓ Attractively zesty with a distinct sweet note. Ingredients include black currant, citruses, strawberry and red apple.
- Deluna
 - ✓ A seductive infusion of floral and fruity scents. Ingredients include plum, sour cherry and vanilla.
- Valerie
 - ✓ An uplifting citrus aroma with a touch of sweetness. Ingredients include mandarin orange and wild berries.

Intense Series

She's that lady you can't help but look at. It's not how she looks, it's the seductive allure that she exudes. Her charm becomes even more pronounced when she wears De'Xandra. You can be that lady too, with just a spray of De'Xandra's Intense Series - For Her perfumes.

- Belle
 - ✓ The unique blackcurrant entwined with a light fruity note. The ingredients include black currant and pear.
- Lourve
 - ✓ A delicious scent tastefully infused with fresh and warm notes. The ingredients include peach, red apple and pear.
- Juliet
 - ✓ A rich combination of fruity and sweet scents. The ingredients include passion flower and vanilla.

Elegant Series

Have you ever wondered what luxury smells like? Wonder no more. De'Xandra's Elegant Series - For Her was concocted with the image of a queen in mind. A queen who exudes calm elegance and inspires others with her unique sense of style. Are you that queen?

- Elenor
 - ✓ A blend of citrus fruits and sweet floral notes. The ingredients include citruses, peonies and mandarin orange.
- Victoria
 - ✓ Romantic aroma with a woody twist. The ingredients include neroli, Amalfi lemon and raspberry.
- Helena
 - ✓ Rich essence entwined with a sweet fragrance. The ingredients include blackberry and mandarin leaf.
- Grace
 - ✓ An enticing sweet scent topped with floral notes. The ingredients include peony, freesia and litchi.

Classic Series

De'Xandra's Classic Series - For Her represents the essence of a woman who loves and gives with all her heart. She's that woman who'd go the extra mile to make everyone happy. She's the epitome of beautiful inside and outside.

- Olivia
 - ✓ A combination of rich Magnolia aroma with fruity and spicy notes. The ingredients include magnolia, melon, peach, pear, bergamot and mandarin orange.
- Lady Rose
 - ✓ Fresh floral note infused with sweet and citrusy flavor. The ingredients include orange, mandarin orange, orange blossom and bergamot.
- Marilyn
 - ✓ Enticingly sweet note with a refreshing aroma. The ingredients include litchi and freesia.

Men

FOR HIM – A man’s perfume says a lot about him. De’Xandra’s For Men Series aspires to give every man a unique personality of his own with our exclusive scents of life. With five gorgeous scents made of baritone and rich aromas, we’re promoting passion through expression and unique sense of style.

Dynamic Series

Dare him to do anything and he will do it. Thrill-seeking comes naturally for him and he will not shy away from it. He’s honorable as he is brave. He’s not one to shy away from defending the rights of another. The adventurer wears De’Xandra’s Dynamic Series – For Him to give himself that extra mood boost before he goes off on his next quest.

- Nemesis
 - ✓ A unique blend of sweet and deep notes. The ingredients include litchi, mandarin orange, lotus and bergamot.
- Vigor
 - ✓ Spicy aroma with a twist of sea scent. The ingredients include grapefruit, mandarin orange and seawater.
- Hyder
 - ✓ Exclusive fusion of rosy musky and tangy scents. The ingredients include grapefruit, pink paper, galbanum and metalin notes.
- Savage
 - ✓ Bright and refreshing scent with sweet undertone. The ingredients include amalfi lemon and mint.

Luscious Series

The prodigal man is a role model to many. He’s well respected and admired. This charismatic man turns heads wherever he goes due to his magnetic personality. He is De’Xandra’s definition of The Luscious Series - For Him.

- Woodbine
 - ✓ Refreshing scent with a tinge of sweetness. The ingredients include grapefruit, blood mandarin and mint.
- Devotion
 - ✓ Sensuous scent with rich and earthy aroma. The ingredients include plum, oakmoss, apple, lemon, bergamot and geranium.
- Zephyr
 - ✓ Fresh aroma with a citrusy undertone. The ingredients include apple, neroli, bergamot and lemon.

Intense Series

He's like a walking and talking magnet. The seductive aura of this man attracts people to him like bees to honey. De'Xandra's Intense Series – For Him is an echo of the seductive man's charm in the form of fragrances. Would you like to be him? Because now you can.

- Himeros
 - ✓ Refreshing scent with a sweet and tangy undertone. The ingredients include mint, green apple and bergamot.
- Blaze
 - ✓ Spicy aroma infused with tangy notes. The ingredients include bergamot, black currant, pineapple and apple.
- Romeo
 - ✓ Citrusy notes with sweet undertone. The ingredients include pink paper, mandarin orange and bergamot.

Elegant Series

The embodiment of a refined man lies in De'Xandra's Elegant Series for Him. The gentleman is a man with the heart of a lion and the attitude of a leader. His quiet wisdom speaks volumes about his kind and reserved nature. Be a gentleman and more with the elegant series.

- Grandeur
 - ✓ A complex scent made of sweet and aromatic chords. The ingredients include passion fruit and rum.

- Titus
 - ✓ Naturally-evocative note infused a rich and spicy flavour. The ingredients include mandarin orange, bamboo and bergamot.
- Credence
 - ✓ A touch of fine cranberry scent with crisp fruity notes. The ingredients include grapefruit, Italian lemon and cranberry.

Classic Series

De'Xandra's Classic Series for Him were made for the quintessential man. The woody and rich accents of this series represent the physical and mental strength of this courageous man who will do anything for his loved ones. He's the pillar that holds his family together and is the epitome of the traditional man.

- Clubman
 - ✓ A spicy aroma entwined with sweet and classic scents. The ingredients include lavender, mandarin orange, bergamot and lemon.
- Dark Amberwood
 - ✓ A deep scent on the surface with a tinge of fruity notes. The ingredients include sandalwood, patchouli and mango.
- Majestic
 - ✓ Refreshing aroma like that of new mown hay infused with a woody and floral scent. The ingredients include agarwood, rose musk and tonka bean.

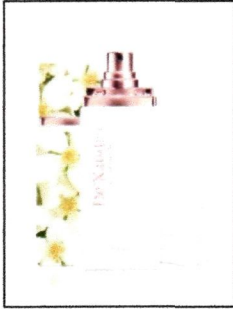
De'Xandra Perfume

Clearance Stock

Since the New De'Xandra Series was launched on October 16, 2017, we have made clearance stock De'Xandra Perfume of old bottle perfume until to the last bottle in our store.

Price List:

New De'Xandra



OLIVIA BY DE'XANDRA 35ML – W

A combination of rich Jasmine aroma with fruity & spicy notes

RM79.50 (RM75.00 before GST)



JULIET BY DE'XANDRA 35ML - W

The unique blackcurrant entwined with a light fruity note

RM79.50 (RM75.00 before GST)



LOURVE BY DE'XANDRA 35ML - W

A delicious scent tastefully infused with fresh and warm notes

RM79.50 (RM75.00 before GST)



VALERIE BY DE'XANDRA 35ML - W

An uplifting citrus aroma with a touch of sweetness

RM79.50 (RM75.00 before GST)



DELUNA BY DE'XANDRA 35ML - W

A seductive infusion of floral and fruity scents

RM79.50 (RM75.00 before GST)



FRESIA BY DE'XANDRA 35ML - W

Attractively zesty with a distinct sweet note

RM79.50 (RM75.00 before GST)



ZAHRA BY DE'XANDRA 35ML - W

An irresistible combination of floral and romantic notes

RM79.50 (RM75.00 before GST)



CHALEUR BY DE'XANDRA 35ML - W

Citrus-based scent combining classics like strawberry & passion fruit

RM79.50 (RM75.00 before GST)



GRACE BY DE'XANDRA 35ML - W

Enticing sweet scent with a floral note

RM79.50 (RM75.00 before GST)



HELENA BY DE'XANDRA 35ML - W

Rich essence entwined with a sweet fragrance

RM79.50 (RM75.00 before GST)



VICTORIA BY DE'XANDRA 35ML - W

Romantic aroma with a woody twist

RM79.50 (RM75.00 before GST)



ELENOR BY DE'XANDRA 35ML - W

A blend of citrus fruits and sweet floral note

RM79.50 (RM75.00 before GST)



POSH BY DE'XANDRA 35ML - W

Sweet Mango aroma with more fruity notes

RM79.50 (RM75.00 before GST)



LUVIA BY DE'XANDRA 35ML - W

Aqueous aroma combined exquisitely with rich Magnolia notes

RM79.50 (RM75.00 before GST)



LOZEN BY DE'XANDRA 35ML - W

Citrusy essence with a sweet fruity note

RM79.50 (RM75.00 before GST)



MARILYN BY DE'XANDRA 35ML - W

Enticing sweet note with a refreshing aroma

RM79.50 (RM75.00 before GST)



LADY ROSE BY DE'XANDRA 35ML - W

Fresh floral note infused with sweet and citrusy flavor

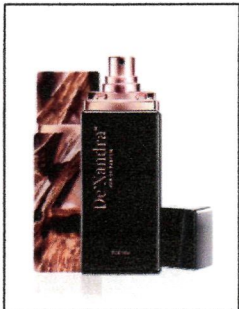
RM79.50 (RM75.00 before GST)



CLUBMAN BY DE'XANDRA 35ML - M

A spicy aroma entwined with classic lavender fragrance

RM79.50 (RM75.00 before GST)



DARK AMBERWOOD BY DE'XANDRA 35ML - M

A deep scent on the surface with a tinge of fruity notes

RM79.50 (RM75.00 before GST)



MAJESTIC BY DE'XANDRA 35ML - M

Refreshing scent of new mown hay infused with a woody and floral scent

RM79.50 (RM75.00 before GST)



NEMESIS BY DE'XANDRA 35ML - M

A unique blend of sweet and deep notes

RM79.50 (RM75.00 before GST)



VIGOR BY DE'XANDRA 35ML - M

Spicy aroma with a twist of seawater scent

RM79.50 (RM75.00 before GST)



GRANDEUR BY DE'XANDRA 35ML - M

A complex scent made of sweet and aromatic chords

RM79.50 (RM75.00 before GST)



TITUS BY DE'XANDRA 35ML - M

Naturally-evocative note infused a rich and spicy flavour

RM79.50 (RM75.00 before GST)



CREDENCE BY DE'XANDRA 35ML - M

A touch of fine cranberry scent with crisp fruity notes

RM79.50 (RM75.00 before GST)



WOODBINE BY DE'XANDRA 35ML - M

Refreshing scent with a tinge of sweetness

RM79.50 (RM75.00 before GST)



DEVOTION BY DE'XANDRA 35ML - M

Sensuous scent with rich and earthy aroma

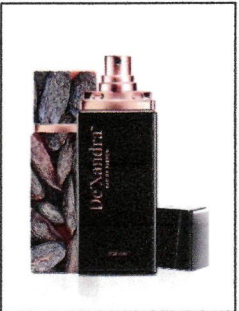
RM79.50 (RM75.00 before GST)



ZEPHYR BY DE'XANDRA 35ML - M

Fresh aroma with a citrusy undertone

RM79.50 (RM75.00 before GST)



HIMEROS BY DE'XANDRA 35ML - M

Refreshing scent with a sweet and tangy undertone

RM79.50 (RM75.00 before GST)



ROMEO BY DE'XANDRA 35ML - M

Citrusy notes with sweet undertone

RM79.50 (RM75.00 before GST)

De'xandra Perfume (Clearance Stock)



ANNICK GOUTAL ROSE POMPON 35ML - W

De'Xandra Perfumes

RM47.70 (RM45.00 before GST)



PURITY - LIMITED EDITION 35ML - W

De'Xandra Perfumes

RM47.70 (RM45.00 before GST)



CREED LOVE IN WHITE 35ML - W

De'Xandra Perfumes

RM47.70 (RM45.00 before GST)



VERSACE EROS POUR FEMME 35ML - W

De'Xandra Perfume

RM47.70 (RM45.00 before GST)



NARCISO BY NARCISO RODIGUEZ 35ML - W

De'Xandra Perfume

RM47.70 (RM45.00 before GST)



MODERN MUSE 35ML - W

De'Xandra Perfume

RM47.70 (RM45.00 before GST)



ANGEL BY THIERRY MUGLER 35ML - W

DE'Xandra Perfume

RM47.70 (RM45.00 before GST)



GRENADE - LIMITED EDITION 35ML -M

De'Xandra Perfume

RM47.70 (RM45.00 before GST)



PRIMUS - LIMITED EDITION 35ML -M

De'Xandra Perfume

RM47.70 (RM45.00 before GST)



BRAVE - LIMITED EDITION 35ML -M

De'Xandra Perfume

RM47.70 (RM45.00 before GST)



SULTAN - LIMITED EDITION 35ML -M

De'Xandra Perfume

RM47.70 (RM45.00 before GST)



JPG LE MALE 35ML - M

DE'XANDRA Perfume

RM47.70 (RM45.00 before GST)



CREED 35ML - M

De'Xandra Perfume

RM47.70 (RM45.00 before GST)



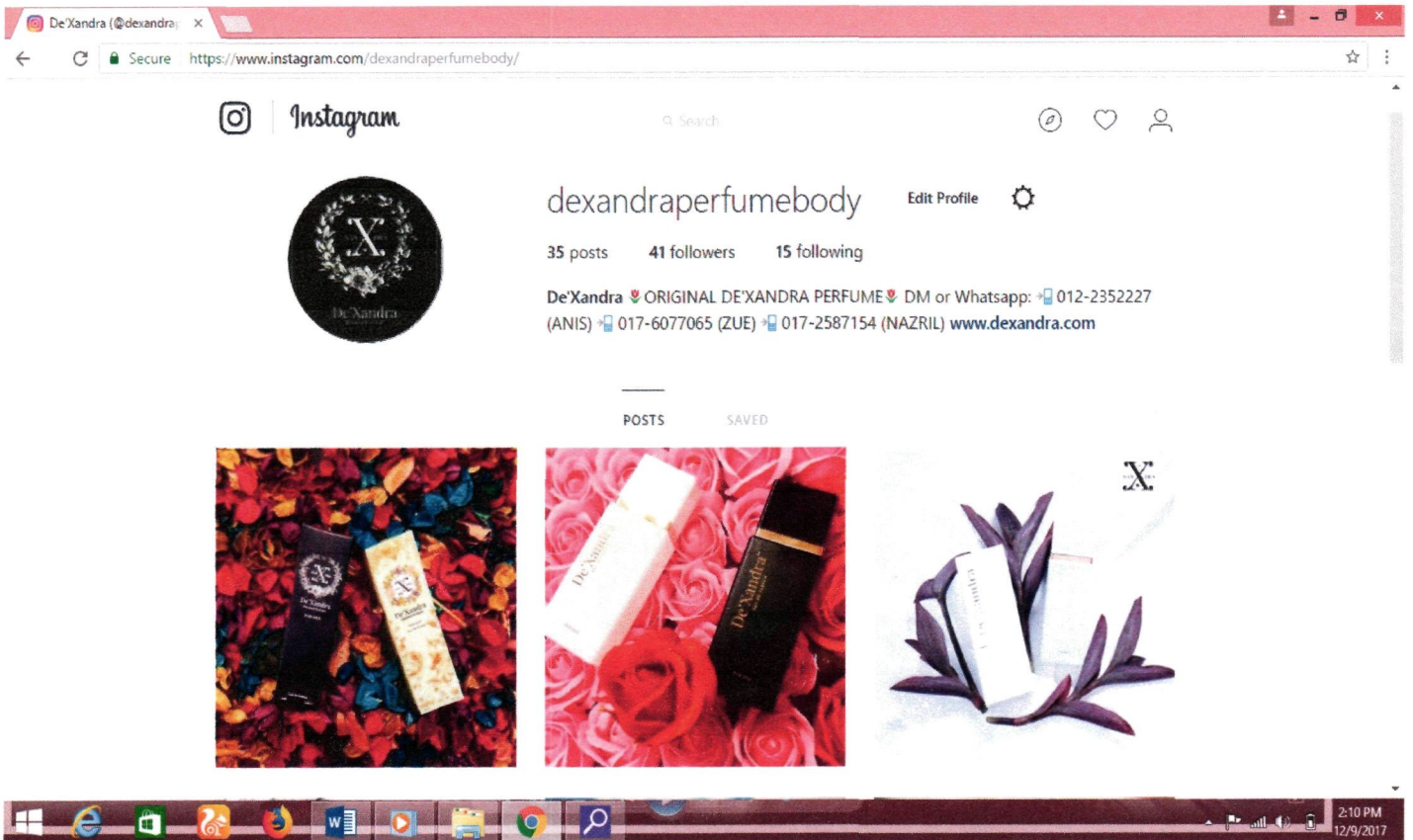
THIERRY MUGLER A MEN 35ML - M

De'Xandra Perfume

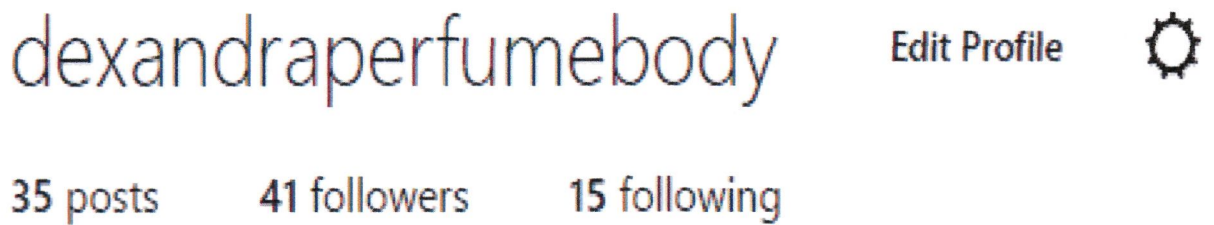
RM47.70 (RM45.00 before GST)

INSTAGRAM (IG)

Contents in Instagram (IG)



Build awareness of account on Instagram (Followers)



Hashtag



dexandraperfumebody
...
Women & Thierry Mugler A Men for Men

Let's contact us!! 📞

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+ 017-6077065 (ZUE)
+ 017-2587154 (NAZRIL)

LET PASSION LEAD YOU

#newdexandra #dexandra
#dexandraperfumebody
#dexandraperfume #dexandra lover
#dexandranspiredperfume #eusahawan
#uitm #kampusuncakalam #bm243



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this



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+ ELEGANT
+ LUSCIOUS
+ CLASSIC

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dexandraperfume_nony cik.january.
semanis_honey anirasaza norainakib.
kacak.ent and ayieakim_ like this



De'Xandra

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the new releases again it's important to get the original 😊

Let's Try Posh by De'Xandra for Women & Marilyn by De'Xandra for Women 🌹

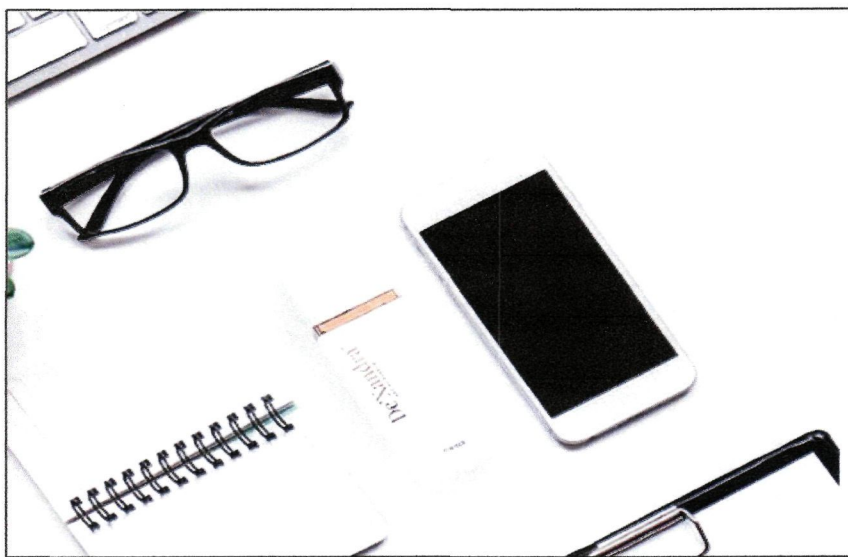
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Good Night 😊

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fyfah_lim. mr.424m. pretty_amna_zahraa.



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fyfah_lim. pretty_amna_zahraa.
aina_ahmad9178. handsockcotton88.
semanis_honey and anirasaza like this

NOVEMBER 3



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💖 💬

fatanaamzah, fyfah_lim, pretty_amna_zahraa, handsockcotton88, semanis_honey, anirasaza, inspiredperfumehouse and perfume_fashasandha like this

7:40 PM

Betul perfume baru ni lebih wangi. Tadi dropship datang ambil stok bg dia bau botol baru, katany lebih wangi la kak. Katanya lagi, mungkin spray yg lembut buat perfume keluar smooth & lebih wangi. Beliau berasal dari jakarta & memang peminat perfume.

7:39 PM

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#newdexandra #dexandra
 #dexandraperfumebody
 #dexandraperfume #dexandalover
 #dexandranspiredperfume #eusahawan
 #uitm #kampuspuncakalam #bm243

💖 💬

fatanaamzah, fyfah_lim, pretty_amna_zahraa, semanis_honey and anirasaza like this

7:39 PM

Semalam dapat pegang botol baru. Untuk lelaki dan perempuan. Serius sangat wow tengok kotak. Tu baru kotak tau. Bila buka tengok dan belek setiap inci botol tu. Sampai ke bawah. Wowwww!!! Sangat kemas, eksklusif rasa mcm pegang perfume ratus2. Sangat terperinci. Design yang kemas dan cantik. Bukan saja keliling botol tp bawah botol pun ade hiasan X Dexandra. Bila buka penutup botol rase nak nangis sebab teringat botol lama..dlu pakai biase je kan..skrg nampak kemas..dengan warna rose gold. Melting 🥰🥰🥰 dan satu lagi bab bau. Kenapa rasa macam bau makin best? Sebab feeling pegang botol baru atau memang diupgrade.hehe. semalam dapat zahra dan woodbine. Apapun dari 1 hingga 5 Qila bagi 7 🌟🌟🌟🌟🌟🌟🌟

7:38 PM

dexandraperfumebody

dexandraperfumebody Many are excited when holding De'xandra's new bottle! Feel like a bottle of expensive perfume. But this new bottle is only RM79.50 🥰. De'xandra is an affordable perfume with a comparable quality of international brands!!

Let's contact us!! 📞

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 #uitm #kampuspuncakalam #bm243

💖 💬

fatanaamzah, fyfah_lim, pretty_amna_zahraa, semanis_honey and anirasaza like this

7:38 PM

Add a comment



1:16 PM

Wslam sis. Alhamdulillah. Cmner sis ok x perfume

1:43 PM ✓


alhamdulillah..mmg best..test skit je husben ckp wangi..

1:47 PM

dexandraperfumebody Let's contact us!! 📞

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#dexandraperfume #dexandalover
#dexandranspiredperfume #eusahawan #uitm
#kampuspuncakalam #bm243



dexandraperfumebody

When teaching and feeling, when spray... you know what else you should say. 😊

It 📍 📍 📍

Let's contact us!! 📞

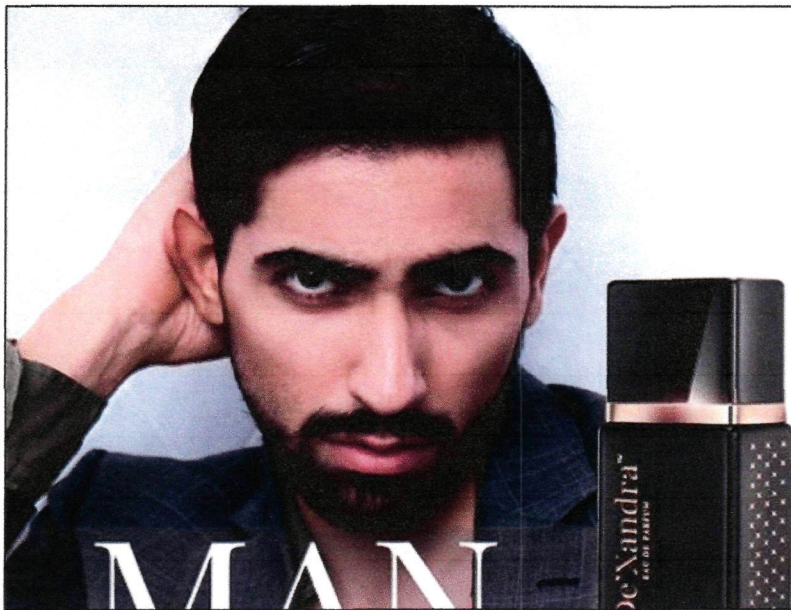
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#uitm #kampuspuncakalam #bm243

❤️ 💬

fatanahamzah, fyfah_lim and semanis_ho



dexandraperfumebody

So is this your fragrance?

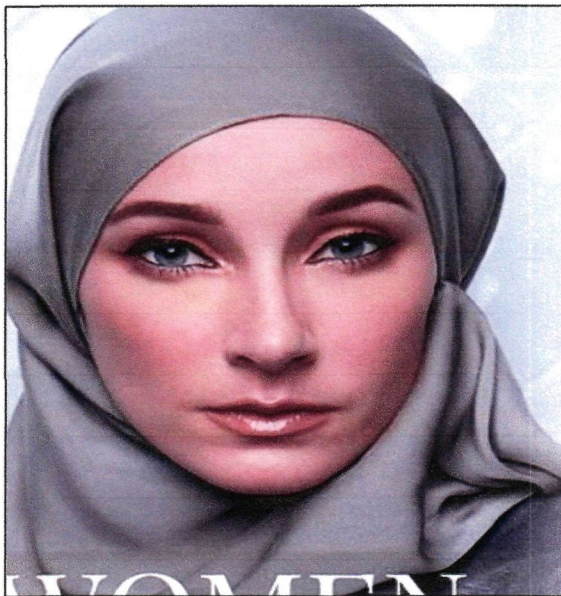
Ready for THE NEW DE'XANDRA

P / S - Feeling excited? Spread your feelings!

Let's contact us!!

- ☎ 012-2352227 (ANIS)
- ☎ 017-6077065 (ZUE)
- ☎ 017-2587154 (NAZRIL)

#newdexandra #dexandra
#dexandraperfumebody
#dexandraperfume #dexandralover
#dexandrainspiredperfume #eusahawan
#uitm #kampuspuncakalam #bm243



dexandraperfumebody

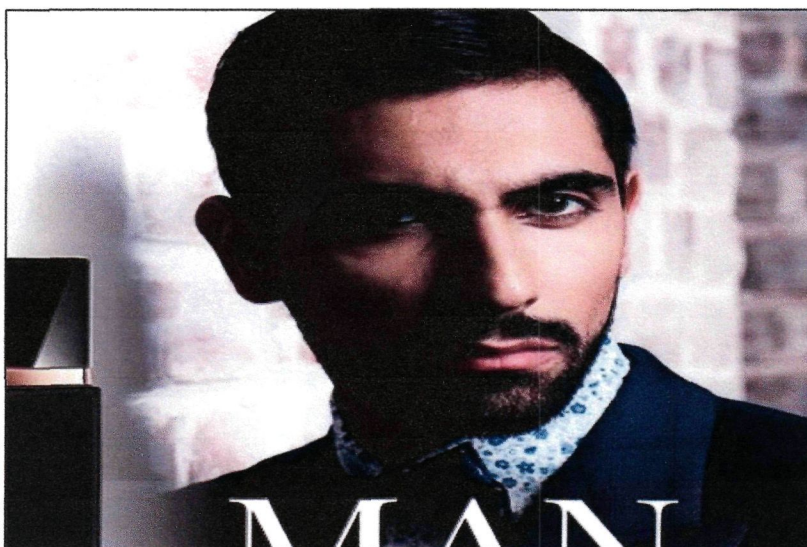
Ready to experience a sense that would be thrilling the soul?

P / S - Feeling excited? Spread your feelings!

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- ☎ 017-6077065 (ZUE)
- ☎ 017-2587154 (NAZRIL)

#newdexandra #dexandra
#dexandraperfumebody
#dexandraperfume #dexandralover
#dexandrainspiredperfume #eusahawan
#uitm #kampuspuncakalam #bm243



dexandraperfumebody

+ DARK AMBERWOOD
+ MAJESTIC

Ready to feel the touch of the Classic Series? P / S - Feeling excited? Spread your feelings!

Let's contact us!!

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- ☎ 017-6077065 (ZUE)
- ☎ 017-2587154 (NAZRIL)

#newdexandra #dexandra
#dexandraperfumebody
#dexandraperfume #dexandralover
#dexandrainspiredperfume #eusahawan
#uitm #kampuspuncakalam #bm243

Attractive Pictures



dexandraperfumebody

dexandraperfumebody When looking up at the sky, do not forget that the feet are still stepping on the ground, and De'xandra is in the middle 🥰 you have all sprayed De'xandra into the body? 🥰

Let's Try Creed Love In White for Women & Grenade - Limited Edition for Men 🥰

Let's contact us!! 📞


- 📞 012-2352227 (ANIS)
- 📞 017-6077065 (ZUE)
- 📞 017-2587154 (NAZRIL)

#dexandra #dexandraperfumebody

fatahahamzah, fyfah_lim, iam.jujue, dexandraperfume_nony, nszanisa and hanasuvaperfume like this

OCTOBER 7

Add a comment...



dexandraperfumebody

dexandraperfumebody When the wind blows, does it feel good? Again if we use dexandra, the blowing wind will bring this dexandra fragrance and spread it to the people around it. Maybe meet someone special later 🥰

Let's Try Versace Eros Pour Femme for Women 🥰

Let's contact us!! 📞

- 📞 012-2352227 (ANIS)
- 📞 017-6077065 (ZUE)
- 📞 017-2587154 (NAZRIL)

#dexandra #dexandraperfumebody

fatahahamzah, fyfah_lim, iam.jujue, dexandraperfume_nony, nszanisa and hanasuvaperfume like this

OCTOBER 7

Add a comment...



dexandraperfumebody

dexandraperfumebody See the picture of the love key behind that? I was in love with the same place where the key was supposedly a relationship that would survive until sometime but eventually broke up. Maybe that time there is no De'xandra anymore.

But since there's De'xandra, it lasts long just like the long lasting De'xandra. But it's not a lock of love because you've grown up 😊😊.

Keep your relationship like De'xandra's fragrance that will last forever 😊

fatamahzah, fyfah_lim, iam.jujue, dexandraperfume_nony, nszanisa and hanasuvaperfume like this

OCTOBER 7

Add a comment...



dexandraperfumebody

dexandraperfumebody COMING SOON!

#dexandra #dexandraperfumebody #dexandraperfume #dexandra lover #dexandrainspiredperfume #eusahawan #uitm #kampusuncakalam #bm243

fatamahzah, fyfah_lim, iam.jujue, aliaa_sapuan, anirasaza, ghaziasnawi and nszanisa like this

OCTOBER 7



 dexandraperfumebody

dexandraperfumebody COMING SOON!

#dexandra #dexandraperfumebody
#dexandraperfume #dexandalover
#dexandrainspiredperfumes #eusahawan
#uitm #kampuspuncakalam #bm243

fatahahamzah, fyfah_lim, iam.jujue,
aliaa_sapuan, anirasaza, ghaziasnawi and
nszanisa like this

OCTOBER 7

Add a comment... 



 dexandraperfumebody

dexandraperfumebody COMING SOON!

#dexandra #dexandraperfumebody
#dexandraperfume #dexandalover
#dexandrainspiredperfumes #eusahawan
#uitm #kampuspuncakalam #bm243

fatahahamzah, fyfah_lim, iam.jujue,
aliaa_sapuan, anirasaza, ghaziasnawi and
nszanisa like this

OCTOBER 7

Add a comment... 



dexandraperfumebody

dexandraperfumebody [COMING SOON] - THE NEW DE'XANDRA. NEW LOOK. NEW CONCEPT, NEW INSPIRATION, EVERY SHOWER EASY TO DEVELOP HEART, EVERYDAY WITHOUT STOP! .

YES, the time is coming soon, more MINIMAL, more MODERN. THE NEW DE'XANDRA will feature 6 LATEST, LATEST LATEST this century. Spray sure to make every wearer in his own CLAUSE. Do you know the 6 SERIES that will be the craze of this fragrance fan? .

6 SERIES BELIEVED BY DE'XANDRA FANS

fatanaHamzah, fyfah_lim, iam.jujue and cik.january like this

OCTOBER 11

Add a comment...



dexandraperfumebody

dexandraperfumebody Tired of the same smell? Looks like the original De'xandra is everything. Can get your perfume at RM47.70 only 🍋

Let's contact us!! 📞

- +📞 012-2352227 (ANIS)
- +📞 017-6077065 (ZUE)
- +📞 017-2587154 (NAZRIL)

#dexandra #dexandraperfumebody #dexandraperfume #dexandalover #dexandrainspiredperfume #eusahawan #uitm #kampusuncakalam #bm243

fatanaHamzah, fyfah_lim, aina_ahmad9178, mufid_makrifat, iam.jujue, ghaziasnawi, cik.january, semanis_honey, shuqree and zulfadliazahari like this

OCTOBER 12

Chats (97) **DA azira** online

wahhh 10:31 PM

mmg dexandra users ni mmg elo
+++e+++e+++e 10:32 PM

best kak kan bau dia? 10:32 PM

Ya bau dia mmg best 10:35 PM

Dah basuh baju tu masih lg wangi 10:35 PM

dexandraperfumebody Well it's fun to wash your clothes still smell again 😊 let's get your De'xandra perfume right now 📞
Let's contact us!! 📞
☎️ 012-2352227 (ANIS)
☎️ 017-6077065 (ZUE)
☎️ 017-2587154 (NAZRIL)
#dexandra #dexandraperfumebody #dexandraperfume #dexandalover #dexandrainspiredperfume #eusahawan #uitm #kampusuncakalam #bm243
fatanahamzah, fyfah_lim, iam.jujue, cik.january and semanis_honey like this
OCTOBER 12
Add a comment...

Hello dear... 😊😊 10:44

Nak bagitau ni.... 10:45

Dexandra memang best....ramai kwn tegur wangi okey 😊😊 10:45

Betul la feedback2 yg i baca dlm all post u tu..setanding dgn yg ori punya. Lasting nya mak aiii...dr am sampai pm melekat 😊😊😊 10:47

Tolong ye dear...tolong post apa i inform ni "NAK JIMAT DUIT PERFUME RATUS2 TU BAIK BELI DEXANDRA!" 10:48

dexandraperfumebody De'xandra is the best!!! 😊
Let's contact us!! 📞
☎️ 012-2352227 (ANIS)
☎️ 017-6077065 (ZUE)
☎️ 017-2587154 (NAZRIL)
#dexandra #dexandraperfumebody #dexandraperfume #dexandalover #dexandrainspiredperfume #eusahawan #uitm #kampusuncakalam #bm243
fatanahamzah, fyfah_lim, iam.jujue, semanis_honey and cik.january like this
OCTOBER 21



dexandraperfumebody

dexandraperfumebody OMG!!! 😍

fell in love with De'xandra's new look 😍

Let's contact us!! 📞

- 📞 012-2352227 (ANIS)
- 📞 017-6077065 (ZUE)
- 📞 017-2587154 (NAZRIL)

#dexandra #dexandraperfumebody
#dexandraperfume #dexandalover
#dexandrainspiredperfume #eusahawan
#uitm #kampusuncakalam #bm243
susukambing.skkm 😊👍

♡ 💬

fatanaahamzah, fyfah_lim, iam.jujue and dexandraperfume_nony like this

OCTOBER 22

Add a comment...



dexandraperfumebody

dexandraperfumebody These beautiful girls are fascinated with De'xandra's new fragrance 😍

Not only sweet, but spray The New De'Xandra still looks beautiful. This is all the reason for The New De'Xandra, until they are all fascinated.

Let's contact us!! 📞

♡ 💬

fatanaahamzah, fyfah_lim, iam.jujue, cik.january, dexandraperfume_nony and hanasuvaperfume like this

OCTOBER 22



 dexandraparfumebody

dexandraparfumebody LUSCIOUS SERIES FOR WOMEN - THE ESSENCE OF SOPHISTICATION

The Luscious series for women raises the desire of the wearer to get a romantic atmosphere and experience the dynamic movement of the couple. This fragrance describes the wearer of a person who is convinced and able to amaze anyone who sees it.

List of Fragrance in Luscious Series W

- + CHALEUR
- + ZAHRA
- + FRESIA
- + DELUNA
- + VALERIE



fatamahzah, fyfah_lim and iam.jujue like this

OCTOBER 22

Add a comment



 dexandraparfumebody

dexandraparfumebody LUSCIOUS SERIES FOR MAN - LAVISH INDULGENCE OF THE SENSES

Sensual aromas are the choice of a man to attract the girl's attention. Luscious fragrance makes the wearer look sexy and so seductive.

List of Fragrance in Luscious Series

- + WOODBINE
- + DEVOTION
- + ZEPHYR

Can not wait to have this sensual fragrance?



fatamahzah, fyfah_lim, iam.jujue, dexandraparfumebody_nony and hanasuvaperfume like this

OCTOBER 22

Add a comment...



dexandraperfumebody

dexandraperfumebody DYNAMIC SERIES FOR WOMAN - FOR THE ACTIVE BEAUTY

Women who use this fragrance will appear as an active, and capable of self-reliance. This fragrance enhances its characteristic and personal and remote view.

List of Dynamic Series W perfume

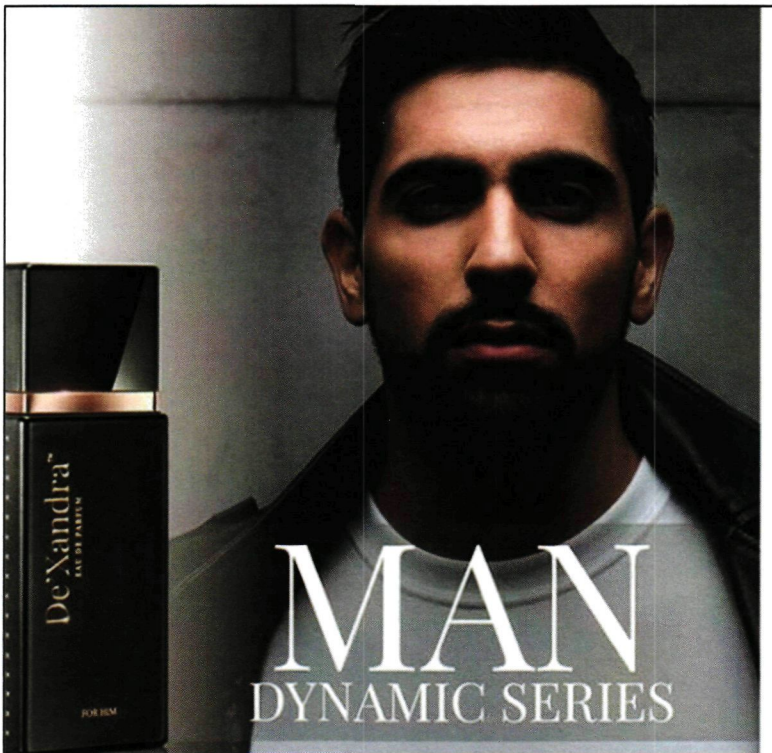
- + LOZEN
- + LUVIA
- + MERCY
- + POSH

Ready for the next challenge?

P / s - Feeling excited? Spread your feelings!

fatanaahamzah, fyfah_lim, iam.jujue, cik.january and hanasuvaperfume like this

OCTOBER 22



dexandraperfumebody

dexandraperfumebody DYNAMIC SERIES FOR MAN - FOR THE BRAVE ADVENTURER

The Dynamic Series of The New De'Xandra makes every man wearing it look bold and admired for his courage. Men who like Dynamic fragrance are men who love the incredible challenges and are always ready to face any obstacles ahead of us. It is not easy to rely and calm down in any situation.

List of Fragrance in Dyanmic Series M

- + NEMESIS
- + VIGOR
- + HYDER
- + SAVAGE

fatanaahamzah, fyfah_lim, iam.jujue, hanasuvaperfume and dexandraperfume_nony like this

OCTOBER 22



dexandraperfumebody

dexandraperfumebody INTENSE SERIES FOR WOMAN - THE SEDUCTIVE CHARM

Appeared to The New De'Xandra Intense Series For Woman. A fragrance that enhances the personality of the wearer, with a more seductive charm.

List of Fragrances in Intense Series W

- + BELLE
- + LOURVE
- + JULIET

Highlight personality

P / S - Feeling excited? Spread your feelings!

fatanaamzah, fyfah_lim, iam.jujue, cik.january and hanasuvaperfume like this

OCTOBER 22

Add a comment



dexandraperfumebody

dexandraperfumebody INTENSE SERIES FOR MAN - THE DEFINITION OF SOPHISTICATION

Intense Series from The New De'Xandra makes every man wearing it looks more attractive. this sensual fragrance will increase the attractiveness and highlight the wearer's aura.

List of Fragrances in Intense Series M

- + HIMEROS
- + BLAZE
- + ROMEO

Highlight your charm

P / S - Feeling excited? Spread your feelings!

fatanaamzah, fyfah_lim, iam.jujue, cik.january and hanasuvaperfume like this

OCTOBER 22



dexandraperfumebody CLASSIC SERIES FOR WOMEN

Making women wearing them always gets a special place in the hearts of the guys. The fragrance that creates the most beautiful memories is unforgettable.

List of Fragrances in Classic Series W

- + OLIVIA
- + LADY ROSE
- + MARILYN

Ready to feel the touch of the Classic Series?

P / S - Feeling excited? Spread your feelings!



fatanaahamzah, fyfah_lim, iam.jujue and hanasuvaperfume like this

OCTOBER 22

Add a comment



dexandraperfumebody

dexandraperfumebody CLASSIC SERIES FOR MAN

Classic Series from The New De'Xandra makes every man wearing it looks more casual and minimalist. Simple and unpretentious, not too complex and seemingly calm at all times.

List of Fragrances in Classic Series M

- + CLUBMAN
- + DARK AMBERWOOD
- + MAJESTIC

Ready to feel the touch of the Classic Series? P / S - Feeling excited? Spread your feelings!



fatanaahamzah, fyfah_lim, iam.jujue, dexandraperfume_nony, cik.january and hanasuvaperfume like this

OCTOBER 22

Add a comment...





dexandraperfumebody

dexandraperfumebody ELEGANT SERIES FOR WOMEN - A TASTE OF LUXURY IN EVERY SPRAY

Each spray creates a sense of luxury and highlights the elegance of the wearer. The uniqueness of the game is impressive, with a charming and charismatic style.

List of Fragrances in Elegant Series W

- + ELENOR
- + VICTORIA
- + HELENA
- + GRACE

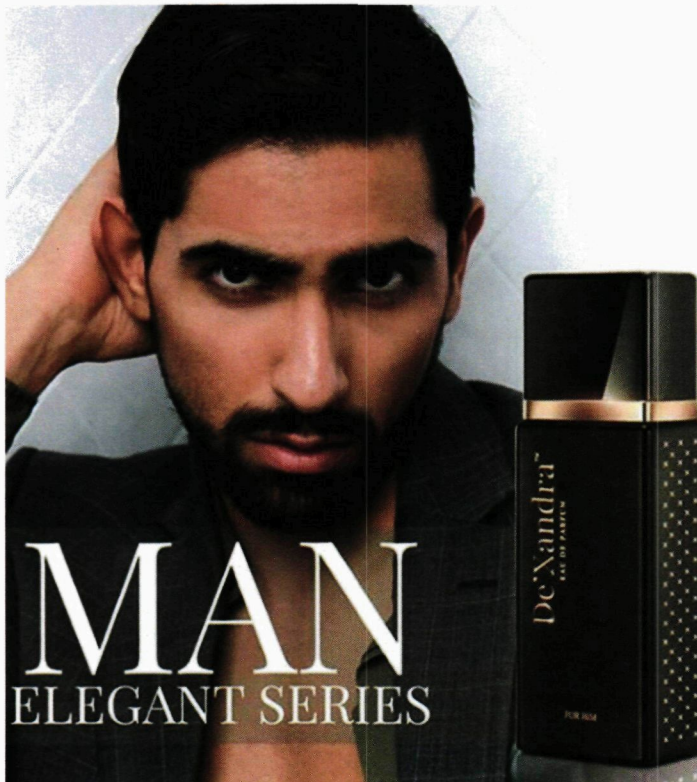
Ready to experience a sense that would be thrilling the soul?

P / S - Feeling excited? Spread your



fatanahamzah, fyfah_lim, ayieakim_iam.jujue, cik.january and hanasuvaperfume like this

OCTOBER 22



dexandraperfumebody

dexandraperfumebody ELEGANT SERIES FOR MEN - THE SCENTS OF A GENTLEMAN

The New De'Xandra, the elegant series makes the man using it look calm, courageous and wise. The distinguished character gives the user an elegant look. It makes the souls around it awkward, but anyone likes to accompany it.

List of Fragrances in Elegant Series M

- + GRANDEUR
- + TITUS
- + CREDENC

So is this your fragrance?

Ready for THE NEW DE'XANDRA



fatanahamzah, fyfah_lim, iam.jujue, cik.january and hanasuvaperfume like this

OCTOBER 22

Add a comment...



dexandraperfumebody

dexandraperfumebody "WOW! I just want to cry, I'm proud to see the founders of the perfume of the Malays. It's on par with the international brand. I'm kind of like trying other branded fragrances. Finally I'm looking for De'xandra back" . ~ Sis Merlia. .

It is undeniable that there are people who like to try different brands. But eventually there will still be one that always pleases the heart. Moreover there is this new De'xandra 😊

LET PASSION LEAD YOU

Let's contact us!! 📞

☎️ 012-2352227 (ANIS)
☎️ 017-6077065 (ZUE)

📍

❤️ 💬

fatanahamzah, fyfah_lim, julianaboutique, cik.january and semanis_honey like this

OCTOBER 25



dexandraperfumebody First saw this new De'xandra, it was so great. Not to mention when touching and feeling, when sprayed, you know what else you should say. 😊

It 🍷🍷🍷

Let's contact us!! 📞

☎️ 012-2352227 (ANIS)
☎️ 017-6077065 (ZUE)
☎️ 017-2587154 (NAZRIL)

LET PASSION LEAD YOU

#newdexandra #dexandra
#dexandraperfumebody

❤️ 💬

fatanahamzah, fyfah_lim and semanis_honey like this

OCTOBER 26



dexandraperfumebody

dexandraperfumebody Let's contact us!! 📞

☎️ 012-2352227 (ANIS)
 ☎️ 017-6077065 (ZUE)
 ☎️ 017-2587154 (NAZRIL)

#dexandra #dexandraperfumebody
 #dexandraperfume #dexandalover
 #dexandranspiredperfume #eusahawan #uitm
 #kampusuncakalam #bm243



fatanahamzah, fyfah_lim,
 pretty_amna_zahraa, semanis_honey,
 anirasaza and zulfadliazahari like this

NOVEMBER 5

Semalam dapat pegang botol baru. Untuk lelaki dan perempuan. Serius sangat wow tengok kotak. Tu baru kotak tau. Bila buka tengok dan belek setiap inci botol tu. Sampai ke bawah. Wowwwww!!! Sangat kemas, eksklusif rasa mcm pegang perfume ratus2. Sangat terperinci. Design yang kemas dan cantik. Bukan saja keliling botol tp bawah botol pun ade hiasan X Dexandra. Bila buka penutup botol rase nak nangis sebab teringat botol lama..dlu pakai biase je kan..skrg nampak kemas..dengan warna rose gold. Melting 🥰🥰🥰🥰 dan satu lagi bab bau. Kenapa rasa macam bau makin best? Sebab feeling pegang botol baru atau memang diupgrade.hehe. semalam dapat zahra dan woodbine. Apapun dari 1 hingga 5 Qila bagi 7 🌟🌟🌟🌟🌟🌟🌟 5:33 PM



dexandraperfumebody

dexandraperfumebody Many are excited when holding De'xandra's new bottle! Feel like a bottle of expensive perfume. But this new bottle is only RM79.50 😊. De'xandra is an affordable perfume with a comparable quality of international brands!!

Let's contact us!! 📞

☎️ 012-2352227 (ANIS)
 ☎️ 017-6077065 (ZUE)
 ☎️ 017-2587154 (NAZRIL)

#newdexandra #dexandra
 #dexandraperfumebody
 #dexandraperfume #dexandalover
 #dexandranspiredperfume #eusahawan
 #uitm #kampusuncakalam #bm243



fatanahamzah, fyfah_lim,
 pretty_amna_zahraa, semanis_honey and
 anirasaza like this

NOVEMBER 5

Add a comment...

Betul perfume baru ni lebih wangi. Tadi dropship datang ambil stok bg dia bau botol baru, katany lebih wangi la kak. Katanya lagi, mungkin spray yg lembut buat perfume keluar smooth & lebih wangi. Beliau berasal dari jakarta & memang peminat perfume.

7:39 PM



dexandraperfumebody

dexandraperfumebody Let's contact us!!

- + 012-2352227 (ANIS)
- + 017-6077065 (ZUE)
- + 017-2587154 (NAZRIL)

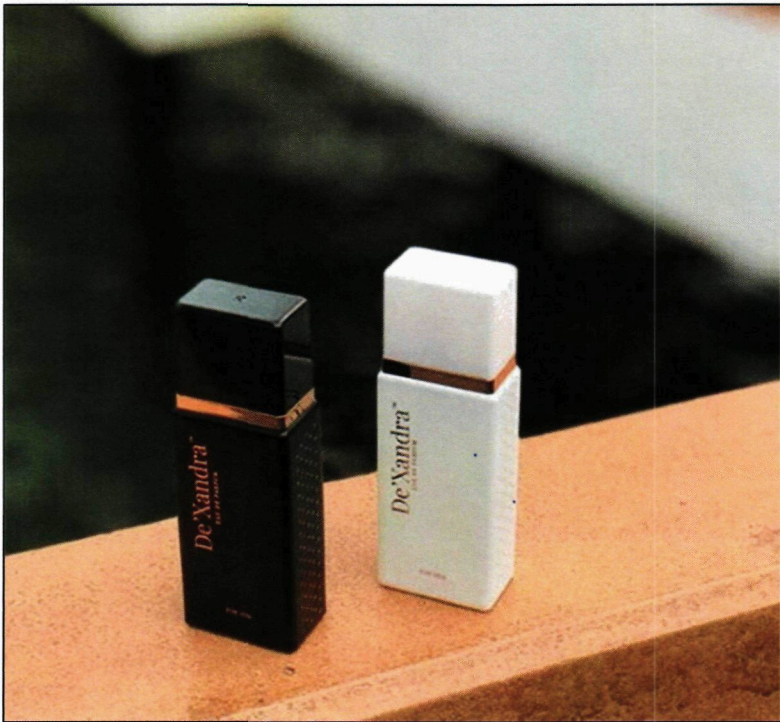
#newdexandra #dexandra
#dexandraperfumebody
#dexandraperfume #dexandralover



fatamahzah, fyfah_lim,
pretty_amna_zahraa, semanis_honey and
anirasaza like this

NOVEMBER 5

Add a comment...



dexandraperfumebody

dexandraperfumebody "Thank you De'xandra! New look and upgraded quality. Worth with the price. Hopefully De'xandra continues to succeed." ~ Pn Noraini Mohd Sukis

It's fun to see people excited with this new De'xandra. Try it yourself and then know it.

Let's contact us!!



fatamahzah, fyfah_lim,
pretty_amna_zahraa, handsockcotton88,
semanis_honey, anirasaza,
inspiredperfumehouse and
perfume_fashasandha like this

NOVEMBER 5

Add a comment...





dexandraperfumebody

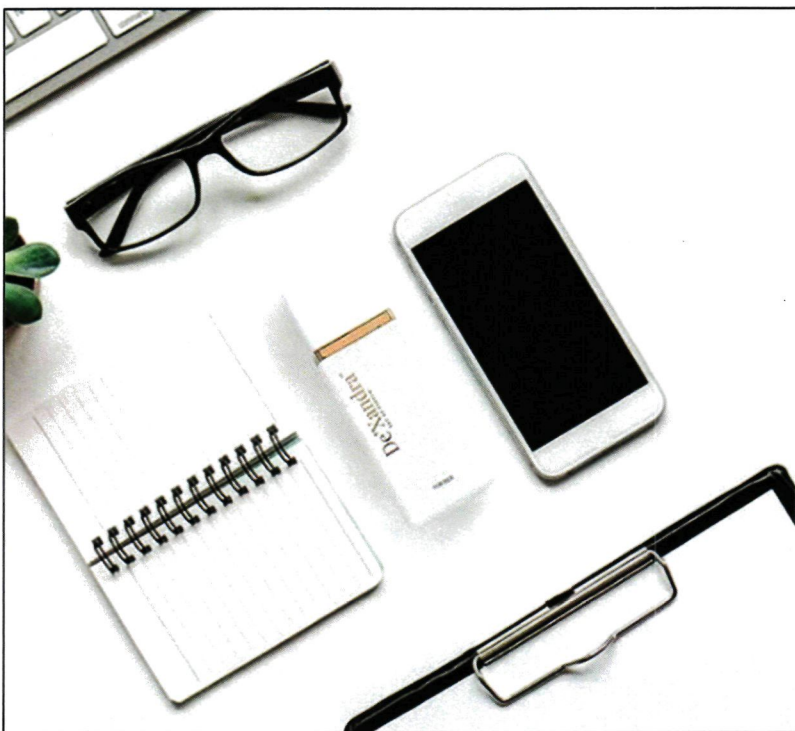
dexandraperfumebody Some say De'Xandra's new bottle of RM79.50 is expensive 😬. Do not worry we still have an old bottle of RM47.70 but depending on the stock. 🙄

Let's contact us!! 📞



jamu.nenek.malaysia, fatanahamzah, fyfah_lim, pretty_amna_zahraa, aina_ahmad9178, handssockcotton88, semanis_honey and anirasaza like this

NOVEMBER 5



dexandraperfumebody

dexandraperfumebody [☆☆☆☆] - "I really like De'xandra, it's a good smell, it does not make me feel like any other perfume. ~ Nuriz Lam, 30 August 2017

If the old De'xandra is good this way, the new De'xandra must be better. Just look at the bottle just got stunned, the smell of it is certainly more awesome. 🌟

Good Night 🌙

Let's contact us!! 📞



jamu.nenek.malaysia, fatanahamzah, fyfah_lim, mr.424m, pretty_amna_zahraa, dexandraperfume_nony, anirasaza, ayieakim_, gioielloperfume_official and semanis_honey like this

NOVEMBER 8



dexandraperfumebody

dexandraperfumebody IT'S AMAZING!
 Every New De'Xandra spray was exciting. No matter where you are spraying, clothes to the body to the neck must be fragrant to pierce to the heart. Loss who does not try the new dexandra again. It's important to get the original 😊

Let's Try Posh by De'Xandra for Women & Marilyn by De'xandra for Women 🍷

Let's contact us!! 📞

- ☎️ 012-2352227 (ANIS)
- ☎️ 017-6077065 (ZUE)
- ☎️ 017-2587154 (NAZRIL)



jamu.nenek.malaysia, fatanahamzah, fyfah_lim, erneysarani, semanis_honey, ayieakim_, ezahezaty, aliaa_sapuan and cik.january like this

NOVEMBER 20



dexandraperfumebody

dexandraperfumebody Someone likes strong fragrances. Some people like soft fragrances. There are also people who do not know which ones love the fragrance.

Haa ... must be bitter if self does not know its own 😊 But do not worry as de'xandra is ready to classify fragrances according to their respective series. InshaAllah can make any decision, as this series can help make a decision.

Let's pick the fragrance for your loved ones

5 Series available



wangiwangi2u, camyhashim, perfume_harga_borong, dexandraperfume_nony, cik.january, semanis_honey, anirasaza, norainakib, kakak.ent and ayieakim_ like this

1 DAY AGO



dexandraperfumebody De'xandra Perfumes is out of stock? 🙄

How much time do you delay the promotion of this old bottle, then when you contact us ask the perfume you are interested in. It must be sad, that's why do not worry about the increasing number of stocks that shrink.

Where does everyone do not want to miss this promotion opportunity. If the word sold out is the old bottle, then it is sold. So let's get De'xandra Perfume right away. 😊

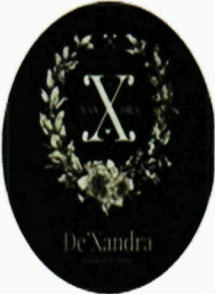
Let's Try Annick Goutal Rose Pompon for Women & Thierry Mugler A Men for Men 🍷



11 likes

23 HOURS AGO

Create call to action (CTA)




dexandraperfumebody

35 posts · 41 followers · 15 following

De'Xandra 🍷 ORIGINAL DE'XANDRA PERFUME 🍷 DM or Whatsapp: 📞 012-2352227 (ANIS) 📞 017-6077065 (ZUE) 📞 017-2587154 (NAZRIL) www.dexandra.com

Edit Profile



Frequency of posting

Frequency	Posting	Product Details	
1	07/10/2017	De'Xandra Perfume	- Creed Love In White for Women - Grenade - Limited Edition for Men
2	07/10/2017	De'Xandra Perfume	Versace Eros Pour Femme for Women
3	07/10/2017	De'Xandra Perfume	- Annick Goutal Rose Pompon for Women - Brave - Limited Edition for Men
4	07/10/2017	New De'Xandra Series	Introducing a New De'Xandra Series (Coming Soon)
5	07/10/2017	New De'Xandra Series	Introducing a New De'Xandra Series (Coming Soon)
6	07/10/2017	New De'Xandra Series	Introducing a New De'Xandra Series (Coming Soon)
7	11/10/2017	New De'Xandra Series	Introducing of New De'xandra Series: -Elegant -Classic -Luscious -Dynamic -Intense -Deluxe

8	12/10/2017	De'Xandra Perfume	<ul style="list-style-type: none"> - Grenade - Limited Edition for Men - Primus - Limited Edition for Men - Brave - Limited Edition for Men - Sultan - Limited Edition for Men - Jpg Le Male for Men - Creed for Men - Annick Goutal Rose Pompon for Women - Purity - Limited Edition for Women - Creed Love In White for Women - Versace Eros Pour Femme for Women - Zahra by Dexandra for Women - Victoria Secret Bombshell for Women
9	12/10/2017	De'Xandra Perfume	Feedback from De'Xandra Perfume user
10	21/10/2017	De'xandra Perfume	Feedback from De'Xandra Perfume user
11	22/10/2017	New De'xandra	Introducing of a new look New De'Xandra's Series
			Introducing a new

12	22/10/2017	New De'Xandra Series	fragrance of New De'Xandra Series
13	22/10/2017	New De'Xandra Series	Luscious Series for Women
14	22/10/2017	New De'Xandra Series	Luscious Series for Men
15	22/10/2017	New De'Xandra Series	Dynamic Series for Women
16	22/10/2017	New De'Xandra Series	Dynamic Series for Men
17	22/10/2017	New De'Xandra Series	Intense Series for Women
18	22/10/2017	New De'Xandra Series	Intense Series for Men
19	22/10/2017	New De'Xandra Series	Classic Series for Women
20	22/10/2017	New De'Xandra Series	Classic Series for Men
21	22/10/2017	New De'Xandra Series	Elegant Series for Women
22	22/10/2017	New De'Xandra Series	Elegant Series for Men
23	22/10/2017	De'Xandra Perfumes	Clearance Sale on all De'Xandra Perfume's fragrance
24	22/10/2017	De'Xandra Perfume	Feedback on De'Xandra Perfume's User
25	25/10/2017	New De'Xandra	- Lady Rose By De'Xandra for Women - Zephyr By De'Xandra

			for Men
26	26/10/2017	New De'Xandra User	- Romeo By De'Xandra for Men - Marilyn By De'Xandra for Women
27	5/11/2017	De'Xandra Perfume	Feedback from De'Xandra Perfume's User
28	5/11/2017	New De'Xandra Series	Feedback from New De'Xandra's User
29	5/11/2017	New De'Xandra Series	Feedback from New De'Xandra's User
30	5/11/2017	New De'Xandra Series	- Lady Rose By De'Xandra for Women - Clubman By De'Xandra for Men
31	5/11/2017	De'Xandra Perfume	- Narciso By Narciso Rodiguez for Women - Zahra by De'Xandra for Women - Abir by De'Xandra for Men - Creed for Men
32	8/11/2017	New De'Xandra Series	Feedback from New De'Xandra's User
33	20/11/2017	New De'Xandra Series	- Posh By De'xandra for Women - Marilyn By De'xandra for Women

Sales report

Date, Customer and Product Details	Total Sales (Unit)	Price Per Unit (RM)	Total Sales (RM)
<u>07/10/2017</u>			
Customer's Name: Nur Alia Address: Lorong Sutera 3, Taman Maznah 41000 Klang Payment Method: Cash On Delivery (COD) Delivery Method: Delivery Details : De'Xandra Perfume			
- Creed Love In White for Women	2	RM47.70x2	
- Grenade - Limited Edition for Men	1	RM47.70	RM286.20
- Versace Eros Pour Femme For Women	1	RM47.70	
- Annick Goutal Rose Pompon for Women	1	RM47.70	
- Brave - Limited Edition for Men	1	RM47.70	
<u>11/10/2017</u>			
Customer's Name: Zaiton Address: Lorong Hj Said Batu 7 Jalan Kebun, 40440 Shah Alam Payment Method: Cash on Delivery (COD)			

Delivery Method: Delivery Details: New De'Xandra - Dynamic Series For Women - Intense Series for Men - Classic for Women	1 1 1	RM79.50 RM79.50 RM79.50	RM238.50
<u>12/10/2017</u>			
Customer's Name: Norhafizah Address: Kampung Sungai Kandis 40460 Shah Alam Payment Method: Cash On Delivery (COD) Delivery Method: Delivery Details: De'Xandra Perfume -Lozen By De'Xandra	1	RM47.70	RM47.70
<u>22/10/2017</u>			
Customer's Name: Nurul Address: Jalan Ciku, Kampung Telok Menegon 41000 Klang Payment Method: Cash On Delivery (COD) Delivery Method: Delivery Details: New De'Xandra - Helena By De'xandra - Grace By De'xandra - Chaleur By De'xandra	1 1 1	RM79.50 RM79.50 RM79.50	RM238.50
<u>26/10/2017</u>			
Customer's Name: Nozi Address: Jalan Remia 5, Bandar Botanik 41000 Klang			

Payment Method: Cash On Delivery (COD) Delivery Method: Delivery Details: New De'Xandra - Romeo By De'Xandra for Men - Marilyn By De'Xandra for Women	1	RM79.50	RM159.00
	1	RM79.50	
<u>05/11/2017</u>			
Customer's Name: Erney Address: Loring Sutera 1, Taman Maznah 41000 Klang Payment Method: Cash On Delivery (COD) Delivery Method: Delivery Details: De'Xandra Perfume - Narciso By Narciso Rodriguez for Women - Versace Eros Pour Femme for Women	2	RM47.70x2	RM190.80
	2	RM47.70x2	
<u>08/12/2017</u>			
Customer's Name: Fatanah Address: Jalan Seruling 49, Taman Klang Jaya 41000 Klang Payment Method: Cash On Delivery (COD) Delivery Method: Delivery Details: New De'Xandra & De'Xandra Perfume -Angel By Thierey Mugler for			

Women - Lady Rose by De'Xandra for Women	1 1	RM47.70 RM79.50	 RM127.20
		TOTAL:	RM1,287.90

CONCLUSION

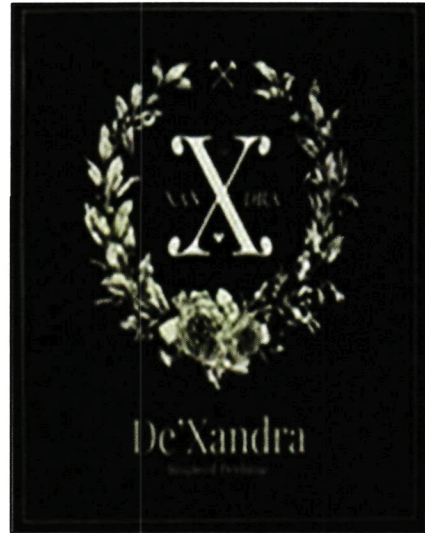
With De'Xandra, you do not have to worry about body odor. De'Xandra comes with a variety of fragrances, inspired from international-standard fragrances that can last more than 8 hours and even halal and can be taken solat.

In fact, with the easy size to carry anywhere, it will definitely give you a refreshing taste throughout the day. Still do not believe, read the testimonials they have tried here. And you know, this fragrance product is also among those who often get buyers who come back to buy after trying it out?

The package that comes in the form of a cute bottle of 35ml only, it is certainly able to make the men and women reassured to confront the public. For those on motorcycles for example, when arriving at destination, spray De'Xandra. For women, there's no problem with heavy bags to bring big-bottle perfume bottles.

APPENDICES

Logo



Clearance Stock



New De'Xandra Series





FACULTY OF BUSINESS AND MANAGEMENT
UNIVERSITI TEKNOLOGI MARA, MALAYSIA

RUBRICS
SOCIAL MEDIA PORTFOLIO (30%)

COURSE NAME : PRINCIPLES OF ENTREPRENEURSHIP
 COURSE CODE : ENT530
 STUDENT'S NAME : SITI ZUBAIDAH BINTI MOHD NOR (2014979953)
NUR SAZATUL ANISA BINTI SAPUAN (2014180033)
MUHAMMAD NAZRIL HAKIM (2012358759)

 LECTURER'S NAME : MADAM ZANARIAH BINTI ZAINAL ABIDIN
 PROGRAM : BM243
 GROUP : NB46A

Criteria	Marks Allocated	Poor (1)	Moderate (2)	Satisfactory (3)	Good (4)	Excellent (5)	C	P	A	Weighted Marks Obtained (%)
FACEBOOK (FB)										
Create FB page	5	Unable to create FB page	Able to create FB page	Able to create FB page with interesting layout	Able to create FB page with interesting layout and format	Able to create FB page with interesting layout and format as well as complete business information			A3	
Custom URL FB Page	5	Unable to acquire any like	Able to acquire 1 – 30 likes	Able to acquire 31 – 60 likes	Able to acquire 61 – 90 likes	Able to acquire 91 likes and above as well as changed FB URLs to Custom URLs Eg: www.facebook.com/rochin-kitchen			A3	
FB Teaser Post	5	Unable to post any teaser	Able to post 1 – 5 teasers	Able to post 6– 10 teasers	Able to post 11 – 15 teasers	Able to post 16 teasers and above			A3	

Criteria	Marks Allocated	Poor (1)	Moderate (2)	Satisfactory (3)	Good (4)	Excellent (5)	C	P	A	Weighted Marks Obtained (%)
Copywriting – Hard Sell	10	Unable to do any post	Able to do 1 – 10 posts using the correct hard sell technique - AIDA	Able to do 11 – 20 posts using the correct hard sell technique - AIDA	Able to do 21 – 30 posts using the correct hard sell technique – AIDA	Able to do 31 posts and above using the correct hard sell technique - AIDA			A3	
Copywriting – Soft Sell	10	Unable to do any post	Able to do 1 – 10 posts using the correct soft sell technique – Title – Introduction of story – Storytelling – CTA	Able to do 11 – 20 posts using the correct soft sell technique – Title – Introduction of story – Storytelling – CTA	Able to do 21 – 30 posts using the correct soft sell technique – Title – Introduction of story – Storytelling – CTA	Able to do 31 posts and above using the correct soft sell technique – Title – Introduction of story – Storytelling - CTA			A3	
Frequency of Posting	5	Unable to do any post in a month	1 – 10 posts in a month	11 – 20 posts in a month	21 – 30 posts in a month	31 posts and above in a month			A3	
TOTAL	40									/40

INSTAGRAM (IG)

Criteria	Marks Allocated	Poor (1)	Moderate (2)	Satisfactory (3)	Good (4)	Excellent (5)	C	P	A	Weighted Marks Obtained (%)
Contents in Instagram	5	Unable to create an Instagram account	Able to create an Instagram account	Able to create an Instagram account and upload a profile picture	Able to create an Instagram account and upload a profile picture and a basic business profile	Able to create an Instagram account and upload a profile picture and a basic business profile that are complete and attractive			A3	
Frequency of Posting	5	Unable to do any post in a month	1 – 10 posts in a month	11 – 20 posts in a month	21 – 30 posts in a month	31 posts and above in a month			A3	
Build awareness of account on Instagram (Followers)	5	Able to acquire 1 – 200 followers	Able to acquire 201 – 400 followers	Able to acquire 401 – 600 followers	Able to acquire 1 – 800 followers	Able to acquire 801 followers and above			A3	

Criteria	Marks Allocated	Poor (1)	Moderate (2)	Satisfactory (3)	Good (4)	Excellent (5)	C	P	A	Weighted Marks Obtained (%)
Hashtag #eusahawan #uitm #kampus puncakalam #BM231 (compulsory #)	10	Unable to use the correct Hashtag on the bio profile or every uploaded image (Eg: Trendy, General and Unique)	Able to use slightly the correct Hashtag on the bio profile or every uploaded image (Eg: Trendy, General and Unique)	Able to use the correct Hashtag on the bio profile or every uploaded image (Eg: Trendy, General and Unique)	Able to use the correct Hashtag on the bio profile or every uploaded image (Eg: Trendy, General and Unique) but inadequate compulsory Hashtag	Able to use the correct Hashtag on the bio profile or every uploaded image (Eg: Trendy, General and Unique) as well as compulsory Hashtag			A3	
Attractive Picture	10	Unable to upload images	Able to upload images (1 – 5 pictures)	Able to upload images but not interesting (6 – 10 pictures)	Able to upload images that are interesting in terms of backgrounds, props, lighting and rules of third (11– 15 pictures)	Able to upload images that are interesting in terms of backgrounds, props, lighting and rules of third (15 pictures and above)			A3	
Create Call To Action (CTA)	5	Unable to create CTA	Able to create CTA but provide phone number only	Able to create CTA but provide phone number and website / FB link only	Able to create CTA but provide phone number and e-mail address only	Able to create CTA by providing phone number, website / FB link, and e-mail address			A3	
TOTAL	40									/40
OVERALL TOTAL	80									/80 X 30 =