



اَوْنِيْفُوْرْسِيْتِي تِيْكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



## **SOCIAL MEDIA PORTFOLIO**

### **GEBOO BY LISA**

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## EXECUTIVE SUMMARY

Selling skincare products and offering delivery services to clients are the business activities that I provide to customers in order to gain my business image on Facebook. Sunscreen, which is Geboo, is the kind of product that I have advertised on Facebook. My business operates as a sole proprietorship. No 54, Jalan Bayan 8, Taman Bukit Katil, Bukit Katil, Melaka is where my business centre is located. Majority of my customers are from Melaka, Negeri Sembilan, and Selangor.

I posted some information on my Facebook page on how to buy products from me. My Whatsapp number, Messenger button, pricing range, and other details are available on my Facebook page. For those customers who are still unsure about the pricing of the items, I have specifically stated the price range. Not just that, I have also specified the location in which I makes a significant focus on delivery in order to inform certain customers who are not from Melaka that delivery is not available to them.

In addition, in order to meet the requirements of the assignment, I registered my name under Go-Ecommerce. The Go-Ecommerce website is really useful as it provides a lot of information about the business. It also provides options for newcomers to the company by creating information that allows users to track the business operations. We can then figure out how much money is coming in and going out of the company. The Go-Ecommerce's website in my opinion, is really useful and beneficial for me.

Last but not least, on the Geboo by Lisa Facebook page, I have used all of the techniques to convince customers to visit the Geboo by Lisa Facebook page. It is hugely helpful since those techniques are by far the most effective for capturing the customer's intent. Furthermore, Facebook is an effective tool to interact with individuals from all over the world at any time. So far, using the Facebook page has led to a large number of people trying to purchase the products that I have advertised on the page. They are primarily interested in my Facebook post, as I ask them.

## 1.4 Description of products



The product that I have promoted in my Facebook page is Geboo sunscreen that is categorised under skincare product. It comes with three packaging. The red bottle is the normal packaging of Geboo reborn, the yellow bottle is the Limited Edition packaging while the green bottle is for Raya Edition packaging. All of the version contains the same content and have the same function as sunscreen. This is an essential product that has to be used daily by all range of age including women and even men. This product protects the skin from the sun and is essential for everyday usage.

To be precise, Geboo sunscreen is necessary because it protects our skin from ultraviolet (UV) rays. The ozone layer's degradation has raised our risk of sunburn from damaging UV radiation. Sunscreen blocks these photons, lowering the risk of sunburn significantly. Next, Geboo sunscreen can help to reduce the risk of skin cancer. Skin cancer may strike anybody, regardless of their age, gender, or ethnicity. Over time, UV damage accumulates, increasing your risk of melanoma and other skin cancers. The quantity of ultraviolet (UV) radiation that reaches our skin is reduced by using sunscreen. UV radiation is filtered by a chemical barrier that absorbs and/or reflects UV rays away from our skin. Furthermore, Geboo sunscreen can also protect the skin from premature aging. UV rays induce photoaging, which is characterized by a thick, leathery appearance, discolouration, and collagen breakdown, all of which lead to lines, sagging, and wrinkles. According to studies, people under the age of 55 who use sunscreen on a daily basis have a 24 percent lower risk of

acquiring these symptoms of aging than those who do not. Finally, Geboo sunscreen aids in the maintaining of an even skin tone by preventing discoloration and black spots caused by sun exposure, resulting in a smoother and more even skin tone.

Geboo sunscreen, unlike the other sunscreens on the market, has a whitening effect when applied to the skin. It has the potential to improve the look of one's skin by brightening the skin tone. It enhances the look of non-dull skin with non-oily skin since it is a water-based product that helps in the absorption of sunscreen. As a result, the user will benefit from a light-weight application with several advantages.

The ingredient used in Geboo sunscreen is suitable for all skin type. The main active ingredients in Geboo includes honey extract, microcitrus australasica, niacinamide & hyaluronic acid. Each one of the ingredient has several functions. The honey extract in Geboo can help keep the skin moist but not oily. This is because natural humectants draw moisture from the skin without replacing it. The microcitrus australasica gently provides exfoliation for smoother, brighter and more even skin tone. Next, niacinamide is a water-soluble vitamin that works with the natural substances in the skin to help visibly minimise enlarged pores, tighten lax pores, improve uneven skin tone, soften fine lines and wrinkles, diminish dullness, and strengthen a weakened surface. Finally, hyaluronic acid helps in improving skin hydration and keeps the skin moisturised and radiant.