



اَوْنِيُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**PRINCIPLES OF ENTREPRENEURSHIP (ENT 530 )  
INDIVIDUAL ASSIGNMENT**

**SOCIAL MEDIA PORTFOLIO**

**SECRET OF ADIRA**

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# EXECUTIVE SUMMARY

Secret of Adira (SoA) is a new local product that updates and sells things using the Facebook network as an online company. The type of product is a beauty/healthcare firm that uses an online platform to attract customers. Sunscreen is available from Secret of Adira to protect customers from UV radiation.

The main idea is to market and encourage people to use sunscreen in order to protect themselves from UV rays while also whitening their complexion. Aside from that, SoA's target consumer is a girl between the ages of 16 and 60 who is interested in skin care. Furthermore, Secret of Adira (SoA) provides customers with two delivery options: service delivery. (Pos Laju ) or cash on delivery ( COD ).

Furthermore, SoA updates a poster with Secret of Adira material on a regular basis and communicates with clients via Facebook. Finally, to entice clients, Secret of Adira created a teaser, a soft sell, and a sale poster on social media.

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## 2.0 INTRODUCTION OF BUSINESS

Secret of Adira is a local business that sells products; 'geboo' is the name of one of the products sold, which is a sunscreen and lotion. We sell a product that is suited for women and those who wish to protect their skin, as well as a limited item with a variety of colour, texture, and a free present to customers. Honey Extract, Micro citrus Australasica Extract, Niacinamide, and Hyaluronic acid have been used to create 'geboo,' which is healthy for the skin and helps to protect and brighten it.

Secret of Adira is owned as an agent by Juhaidah Binti Mat Zainal. The business start on. Business is located at No30, Jalan Bukit Indah 3/7 Taman Bukit Indah, 68000, Ampang, Selangor. Secret of Adira use Facebook as online platform to selling product, give information and communicate with customer.

Secret of Adira is aimed at women and those who love to improve care of their skin across the country, because beauty products are extensively used by people, particularly women. We also want to encourage them to use sunscreen and make it wudhu friendly. Plus, 'geboo' was created to be simple and easy to wear for women, as well as a foundation, so they do not need to put as many cosmetics on their faces.

Furthermore, Secret of Adira offers customers the choice of using either our "Pos Laju" or COD (Cash on Shipping) delivery service. We exclusively cover the areas of Ampang and Gombak. We charge RM 8 for peninsula delivery and RM 12 for Sabah and Sarawak delivery.