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UNIVERSITI
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FACULTY OF ART AND DESIGN

BACHELOR (HONS.) GRAPHIC DESIGN (AD241)

ENT530

PRINCIPLES OF ENTREPRENEURSHIP



LE' PARFUM

SOCIAL MEDIA PORTFOLIO by LE' PARFUM

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EXECUTIVE SUMMARY

LE' PARFUM provides a few of fragrance flavours for their customers. Our products are affordable for those who love to wear perfume. For our beloved customers, we also have a few of flavours of fragrance that will attract people with affordable price range in small package of perfume.

Our target audience is a group of people who love to wear perfume and like the flavours of perfume that smell expensive yet in affordable price. These flavours of perfume are chosen to meet their customers preferences.

LE' PARFUM business started on May 4, 2021. We do not have expectation on the audience if the audiences are seeking for perfume, then our company is the one! Our service can be deal online and offline but with this pandemic on going, they focus on online business platform.

The marketing strategy that use by LE' PARFUM are keep updating posting on Facebook page that provided all the information about the perfume itself. From the flavours of the perfume, name, price, size and contact information for those who interested in their products. The copywriting for the posting on social media mostly attracts customers' attention as we value the customers' wants to know about the products.

LE' PARFUM owned by Nurul Izzah Mohd Zaki. Our business also uses Facebook page as a platform for them to attract online customers to gain more sales at once. We always keep updating about our sale postings on Facebook to promote the products.

2.0 INTRODUCTION TO BUSINESS

2.1 NAME AND ADDRESS OF BUSINESS



2.1 Image of LE' PARFUM logo

The name of this business is LE' PARFUM. My purpose in choosing this name is because my business serves perfume. LE' PARFUM is in French language.

The LE' PARFUM service is located at Adadia Marketing, D2-04-03, Tamarind Square, Persiaran Multimedia, Cyber 10, 63000 Cyberjaya, Selangor.

2.2 ORGANIZATIONAL CHART

