



اَبُو سَيِّدِي تَيْكُونُ لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

## “SOCIAL MEDIA PORTFOLIO”

WONGI PERFUME



### PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

FACULTY & PROGRAMME : FACULTY OF BUSINESS &  
MANAGEMENT

SEMESTER : 4 (2021)

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## **ACKNOWLEDGEMENT**

First and foremost, all praise to Allah SWT, for providing me with the comfort and guidance to enable me to complete this assignment.

In performing this portfolio for my social media page, I had to acquire help and guideline of some respected person, who deserve my greatest gratitude. The completion of this assignment gives me much pleasure. I would like to show my gratitude to Madam Rahayu Binti Hasanordin, University of Technology Mara for providing me a good guideline for this assignment throughout numerous consultations. Deepest thanks and appreciation to my family, and friends for their warm support and countless encouragement during this tough condition. Finally, thanks go to all people who have supported directly or indirectly towards completing this social media portfolio.

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## EXECUTIVE SUMMARY

Wongi Perfume is a small business that has been in service since 2021. This business is managed by the owners of Nurul Faizah Binti Mohd Shafuan. Our market is 95% focused on online business and 5% is direct sale. We are selling Wongi Perfume fragrance product through Facebook. Basically, we are selling perfume.

We already have our ambitions target since this business has been formed up and we want to make sure we reach our goals. Our aim is to create a broad customer base focused on our strategic marketing ingenuity and the capacity to engage with the demands of customers. We have to provide our clients with a professional service. An effective company has multiple elements, including a steady supply of creative goods that are regularly manufactured to high quality, accessible to clients when and when they are needed, and accompanied by attentive operation and support.

Our pricing policy meanwhile is to position our goods at a shelf price that is in the mid to lower quadrant of high-quality products and brands that we offer. The mind set of consumers is that they will still find the lowest price of the before they decide to purchase them. In addition, we use this opportunity to provide them with the best quality commodity at the lowest price. Our targeted clients are aged from 15 and over. Much of them are also graduate students, male and female who already working mostly is our customer.

In a summary, we use Facebook as a tool to sell our product to consumers and to advertise our product. In my view, since it is free and easy to use, consumers choose to use Facebook. Moreover, this is the fastest way to serve our consumer.

## 2.0 INTRODUCTION TO BUSINESS

### 2.1 Business Information

Wongi Perfume is a business name that had been decided based on the main product, which is a perfume. The name of the business implies that all the products are prepared and sold by Nurul Faizah. Our business moto is ‘Scented, Affordable. Bring colours to your everyday lifestyle, which shows that give a good scents, cheerful and accessible to wear at any events. The target market for Wongi Perfume is teenagers and adolescents between the ages for age 15 to 50 years old.

The logo used for the business is a designated with flowers that reflect the elegant and flowery scent that can make you fall for this perfume.



Figure 1.1: Logo for Business