



اَوْبُنُورِ سَيِّدَتِي تَتِيكُونُ لَوِ كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

SOCIAL MEDIA PORTFOLIO REPORT:

“PINCESS PERFUME”



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Not forgetting also to Ms. Farah as the founder of this brand because she has allowed me to be part of the big Pin'cess Perfume family as their drop ship agent. I am so grateful to have been allowed to taste the experience as a drop-ship agent. Many words of encouragement as well as his knowledge in the field of business were shared with me.

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Lastly is the most meaningful human being in life which is my family. With unceasing support in all matters including financially and mentally from beginning to end. Thanks to all that, I was able to achieve the goal with more enthusiasm.

EXECUTIVE SUMMARY

Pin'cess perfume has 2 companies located in Jerantut, Pahang, and also in Shah Alam Selangor. In addition to operating within the company, Pin'cess perfume is also actively conducting its business online such as on social media. Among the social media used are Facebook, Instagram, Twitter, Shopee, and also Lazada. In addition, customers are free to choose which app to use to purchase Pin'cess items.

Pin'cess offers as many as 10 types of fragrances and it has a variety of uniqueness that is the main attraction for customers to give because most of the fragrances suit their tastes and interests.

Furthermore, Pin'cess perfume aims to offer its clients an excellent and authentic buying experience online. We want to provide our clients exclusively at a reasonable price with the greatest and highest quality items. We also focus on the happiness and comfort of our consumers. The success of a business is to make a big profit and all the profits come from none other than the customer himself. So first and foremost, the way for us to attract customers is by giving rewards or purchase vouchers to customers every time a payment is made. Especially to regular customers.


As a dropship for this product, my responsibility is to do marketing and also promote the product more often to attract people to buy it. In addition, our job is also to make observations with other competitors on how they promote their products. There, we will learn many things and indirectly there will be healthy competition between our products and other products.

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2.0 INTRODUCTION OF BUSINESS

2.1 Business Information Sheet

Name Of Business (with logo)	:	<p>Pincess Perfume</p> 
Name Phone number Email	:	<p>Anis Syazwany Binti Ismail 0142921717 anissyazway37@gmail.com</p>
SSM registration	:	-
Official business email address	:	-
FB webpage address	:	https://www.facebook.com/pincessperfumebyanis
Instagram link	:	-
Brand name	:	Pin'cess Perfume
Online business mode	:	Brand owner
Nature of Business	:	Promoting and selling perfume
Type of Products	:	Health & Beauty / Fashion & Lifestyle
Main competitors	:	<p>1) Real Perfume 2) Gold Perfume 3) Famikh Perfumes 4) Legend Intense</p>
Startup capital	:	RM 46
Product selling price	:	<p>RM 49.00 (35ML) RM 15.00 (10ML)</p>
Cost of the product	:	<p>RM 49.00 (35ML) RM 15.00 (10ML)</p>