



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**Bachelor of Photomedia and Imagine Creative**

**SOCIAL MEDIA PORTFOLIO**

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## **EXECUTIVE SUMMARY**

Anyeong Dyxy is an online operating business that sells skin care products such as foundation, face mist, mascara, serum, toner, brush, and lipstick. It is an online business that is a dropship under a local brand owner, Dyxy Official HQ (headquarters). Anyeong Dyxy operates on several different major platforms, such as Facebook, Instagram, and WhatsApp if there are any questions from customers through the product and transaction. Anyeong Dyxy is free to choose any available platform to contact us according to their choice.

In addition, Anyeong Dyxy intends to expand customers, especially women because Anyeong Dyxy sell beauty products. We focus our sales on women is because even though the current Pandemic Covid 19 is hitting the country and the world, but Anyeong Dyxy emphasizes the priority of customers out there to take care of beauty even when not out of the house. we give a reasonable price according to the customer's desire to buy our product and the price we offer is RM200 and below for each set refer to the customer's ability and wishes

Moreover, Anyeong Dyxy is just a dropshipping business that has just started and is even a student. so Anyeong Dyxy makes this as a passion and determination to compete with dropship merchants who to be more successful and progress further in a better direction.

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## 1.0 INTRODUCTION TO BUSINESS

### 1.1 Business Information Sheet

<b>Name of Business ( with logo )</b>	Anyeong Dyxy 
<b>Name :</b>	Muhammad Haziq bin Ibrahim
<b>Phone Number</b>	0189038598
<b>Email :</b>	haziqbrhm21@gmail.com
<b>Official Business Email Address :</b>	anyeongdyxy@gmail.com
<b>FB Webpage Address :</b>	<a href="https://www.facebook.com/AnyeongDyxy">https://www.facebook.com/AnyeongDyxy</a>
<b>Instagram Link :</b>	<a href="https://www.instagram.com/anyeongdyxy/">https://www.instagram.com/anyeongdyxy/</a>
<b>Brand Name :</b>	Anyeong Dyxy
<b>Online Business Mode :</b>	Dropship Agent
<b>Nature of Business :</b>	Selling Skin Care Product ( face mist, lipstick & more )
<b>Type of products :</b>	<ul style="list-style-type: none"><li>- Face Mist and White Aqua Mist that come in BC Cream</li><li>- Lipkit Set</li><li>- Mascara and Perfect Blender</li></ul>