



اُنْبُوْزِ سَيِّدِي تَيْكُوْلُوْ كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

## **SOCIAL MEDIA PORTFOLIO: THEREALPERFUME**



Prepared for:

**DR MUHAMMAD ISKANDAR HAMZAH**

Prepared by:

AMIRA BINTI ISMAIL	2020995541
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**BACHELOR IN PHOTOMEDIA CREATIVE  
GROUP AD247 5B**

**UNIVERSITI TEKNOLOGI MARA (UiTM)  
FACULTY OF ART AND DESIGN**

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## EXECUTIVE SUMMARY

‘Real Perfume’ is a local product originated from Batu Pahat, Johor, Malaysia under the company of GIFTBUZZ SDN BHD. It was founded by Noor Shahrene b. Hj Jumal and her co-founded is Azizah b Manan. Real Perfume is a sole proprietorship type of business that was established on 2015 with the motto of the company is "we help each other; we get a reward together". The company is located at Bangunan SBKK, Jalan Pegawai, 83300, Batu Pahat, Johor, Malaysia.

Three people who work alongside Noor Shahrene b. Hj Jumal as Managing Director, which Azizah b Manan as Advisor, Nurul Niesa Administrative Manager, Siti Nadia as Financial Manager, and Nurul Natasya as Production Manager. Each of them has a background and qualification in entrepreneurship and business which enables them to share the knowledge and contribute it to the business flow and progress.

Their expertise is to solve the problem of body odor & increase the self-confidence of consumers. Other than that, Real Perfume soothes the room with fragrance and they help all groups create the second income opportunity with a business of Real Perfume. They currently have 7 master stockiest, as well as an active master agent and dropship team of 230 people.

Real Perfume begins with a 10ml travel pack, followed by a large 30 + 10ml pack (Combo pack) Real Perfume also introduced car perfumes in 2018 and the latest in Aromatherapy fragrances for living spaces that are suited for homes, rooms, workplaces, and more with additional unique benefits, based on its knowledge in the fragrance market and support from fans and users of Real Perfume.


To promote the product, I developed and managed a Facebook page for "The Real Perfume" and worked as a drop shipper for them for almost a month. We aspire to reach our target market and provide the finest service possible.

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## 2.0 INTRODUCTION OF BUSINESS

### 2.1 Business Information Sheet

Name of Business (with logo)	: THE REAL PERFUME 
	<i>Picture 1: Logo of The Real Perfume</i>
Name	: Amira binti Ismail
Phone number	: 0127969245
Email	: amie250199@gmail.com
SSM registration	: -
Official business email address	: amie250199@gmail.com
FB webpage address	: <a href="https://www.facebook.com/therealperfume.bp">https://www.facebook.com/therealperfume.bp</a>
Instagram link	: -
Brand name	: The Real Perfume
Online business mode	: Dropship Agent
Nature of business	: Selling (perfumes, luxe, and Amor)
Type of products	: Body Perfume. Home Perfume and Car perfume.
Main competitors	: - Dexandra - Rises Perfume - Sugar Bomb - Raja Perfume
Start-up capital	: RM 20.00
Product selling price	: Body Perfume 10ml - RM 18.00 Body Perfume 30ml - RM 48.00 Combo Set 10ml + 30ml - RM 63.00