



UNIVERSITI TEKNOLOGI MARA

SOCIAL MEDIA PORTFOLIO

'SUGARBABEYD'



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EXECUTIVE SUMMARY

Sugarbabebyd is a cosmetics brand that will compete fiercely with Skin White and Snow White Bleaching Lotion. Sugarbabebyd will produce whitening products that are suitable for use for the appropriate community and age group. For general knowledge, these whitening products are a growing field of business and are in high demand through online sales. As such, Sugarbabebyd would like to take advantage by producing quality and exclusive whitening products to meet the demands of online customers and compete healthily with existing merchants. Furthermore, social media is the main platform for consumers, so as an entrepreneur this is the best opportunity to advertise this product. For example, Instagram, WhatsApp, Shopee, Lazada and more. Sugarbabebyd's Instagram account also has 3 thousand followers and also 100 followers on the Facebook page, which is expected to increase in the future.

As an entrepreneur, the challenge is common to anyone including an entrepreneur. Every challenge needs to be overcome because every challenge is an experience that can be a catalyst for success. This product is intended to help users who are unable to make skin whitening treatments at beauty centres. A well-known feature of our Unique Selling Propositions (USP), we have 3 products that can impress customers and also have very good quality. In addition, although Malaysia has produced many beauty product operators, that does not make it an obstacle for Sugarbabebyd to continue to thrive. Therefore, Sugarbabebyd has a very high potential to grow a very high demand in the world of beauty among the community in Malaysia. The plan below will explain the marketing strategy and financial analysis for Sugarbabebyd. With a sale price of RM50 for 1 item, 1 for RM60 and 1 for RM20, Sugarbabebyd managed to generate the entire revenue more than RM3,000 since it started. Following the current success, Sugarbabebyd will be releasing beauty products for men expected to be released in early January 2022.

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2.0 INTRODUCTION OF BUSINESS

2.1 Business Information Sheet

Name of Business (with logo)	:	Sugarbabebyd 
Name Phone Number Email	:	<ul style="list-style-type: none"> ✓ Mohammad Nazmi Bin Mohd Nizam ✓ 0192906930 ✓ nazmiarmy96@gmail.com
SSM Registration	:	-
FB webpage address	:	https://m.facebook.com/sugarbabebyd/
Instagram link	:	https://www.instagram.com/sugarbabebyd/
Brand name	:	Sugarbabebyd
Nature of business	:	Selling and delivering Skin Care Product
Online business model	:	Stockist Agent
Type of products	:	Skin Care Whitening Bleaching
Main competitors	:	<ul style="list-style-type: none"> ✓ Skin White Bleaching ✓ Snow White Bleaching Lotion
Start-up capital	:	RM500.00
Product selling price	:	<ul style="list-style-type: none"> ✓ Skin Bleaching – RM50.00 ✓ Ibu Scrub – RM60.00 ✓ Face Bleaching – RM20.00
Cost of the product	:	<ul style="list-style-type: none"> ✓ Skin Bleaching – RM24.00 ✓ Ibu Scrub – RM35.00 ✓ Face Bleaching – RM13.00
Supplier/Brand Owner Name	:	<ul style="list-style-type: none"> ✓ The Glam Lynn – Skin Bleaching ✓ Nana Kireina Empire – Ibu Scrub ✓ Magnivque Empire Resources – Face Bleaching
Contact Details of Brand Owner	:	<ul style="list-style-type: none"> ✓ The Glam Lynn – 01169696566 ✓ Nana Kireina Empire – 01124111427 ✓ Magnivque Empire Resources - 0127907725