



اَبُو سَيِّدِي تَبَيَّنْ كَوَالُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**SOCIAL MEDIA PORTFOLIO :**  
FRANCESCA FRAGRANCE BY ALHA



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## EXECUTIVE SUMMARY

Francesc Fragrance by Alha is an online operating business that sells perfume such as body fragrance and car fragrance. It is an online business that is a dropship under a local brand owner, Francesc Fragrance. We operate on several different social media platforms, namely Facebook, Instagram, and WhatsApp, for any inquiries or buying and selling processes. As such, Francesc Fragrance customers are free to choose any of the available platforms to contact us according to their preference or whichever is convenient for them. Although Francesc Fragrance is a business that fully operates through the online platform, the location of an online operation mainly takes place in Kok Lanas, Kelantan.

Moreover, We aim to serve our customers with only the best and high-quality products at reasonable prices. Francesc fragrance aspires to give customers an exceptional and original online shopping experience. Next, we prioritize the relationship between customers. The comfort and satisfaction of our customers are very important. As such, we offer aroma and flavor features that uphold each person's values and lifestyle that are best for customers.

In addition, there are many scents and aromas to choose from. In addition to body fragrances, we also sell car fragrances as well. Since we are only a dropship business, the operating plan used by Francesc Fragrance consists of promotion and advertising.

Beside that, We also want to strive to be one of the most successful dropship businesses in Malaysia. To achieve our goals, we intend to make improvements in our business from time to time to ensure we are in competition with international businesses.

# TABLE OF CONTENT

<b>Acknowledgement</b> .....	
<b>Executive summary</b> .....	
<b>Go-ecommerce registration</b> .....	
i.    Print screen of Personal Profile .....	1
ii.   Print screen of Business Profile .....	1
<b>1.0 Introduction of Bussiness</b> .....	2
<b>1.1 Business Information Sheet</b> .....	2
<b>1.2 Name and address of business</b> .....	4
<b>1.3 Mission and vision</b> .....	4
<b>1.4 Bussiness Model Canvas</b> .....	5
1.4.1 Customer Segments .....	6
1.4.2 Value Proposition .....	7
1.4.3 Channels.....	9
1.4.4 Customer Relationships.....	11
1.4.5 Revenue Streams.....	13
1.4.6 Key Resources.....	15
1.4.7 Key Activities.....	16
1.4.8 Key Partnerships.....	17
1.4.9 Cost Structures.....	18
<b>2.0 Facebook (FB)</b> .....	19
2.1 Creating Facebook (FB) page .....	19
2.2 Customizing URL Facebook (FB) page .....	21
2.3 Facebook (FB) Post – Teaser.....	22
2.4 Facebook (FB) post – Copywriting (Hard sell) .....	24
2.5 Facebook (FB) post – Copywriting (Soft Sell).....	27
2.6 Frequency of posting .....	36
<b>3.0 Conclusion</b> .....	41
<b>4.0 Reference</b> .....	43

## 1.0 Introduction to business

### 1.1 Business Information Sheet

Name of Business (with logo)	:	
Name	:	Muhammad Nafis Firdaus Bin Abdul Rahman
Phone number	:	01128938874
Email	:	nfsbmn@gmail.com
SSM registration	:	202003223330
Official business email address	:	franceschq@gmail.com
FB webpage address	:	<a href="http://www.facebook.com/alhaEmporiumm">www.facebook.com/alhaEmporiumm</a>
Instagram link	:	<a href="http://www.instagram.com/alha.goldperfume">www.instagram.com/alha.goldperfume</a>
Brand name	:	Frances Fragrance
Online business mode	:	Dropship Agent
Nature of business	:	Selling and trading
Type of products	:	perfumes products
Main competitors	:	<ol style="list-style-type: none"><li>1. Victoria secret</li><li>2. Versace</li><li>3. Jo Malone</li><li>4. Dior</li></ol>