



## SOCIAL MEDIA PORTFOLIO: FAMIKH PERFUMES



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## **Acknowledgement**

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Next is the brand owner of Famikh. I would like to give big thank you to Izzuddin Bin Mohamed Salleh for giving me the permission to use his product for this particular assignment.

Lastly, thank you to my friends and family who's been there for me to guide and helping me for making me complete the social media platform assignment. Without them giving me the support, I cannot imagine that the assignment would be completed.

## **Executive Summary**

Famikh Perfumes basically are focused on body mist perfumes either for men or women with an affordable price and small factor form size in a 30ml packaging. It's a local made perfume at Batu Pahat, Johor founded by Famikh itself which made by halal ingredient for Muslim friendly and 12 hours long lasting perfumes. The theme for the product are divided into two. Which is black and white. Black is called the Ocean for men perfume meanwhile white is called the Blitz for women perfume.

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## 2.0 Introduction of Business

### 2.1 Business Information Sheet

Name of Business (with logo)	:	 Famikh Perfumes
Name, Phone number & Email	:	Muhammad Najmi Bin Nor'Azam : 018-3913323 : najminrzm@gmail.com
SSM registration	:	-
Official business email address	:	najminrzm@gmail.com
FB webpage address	:	<a href="https://www.facebook.com/famikhperfumes/">https://www.facebook.com/famikhperfumes/</a>
Instagram link	:	-
Brand name	:	Famikh Perfumes
Online business model	:	Dropship
Nature of business	:	Selling perfumes
Type of products	:	Perfumes
Main competitors	:	De'Xandra Perfumes
Startup capital	:	-
Product selling price	:	Ocean - RM50 Blitz - RM50
Cost of the product	:	-
Supplier / Brand Owner Name	:	Famikh HQ
Contact Details of Brand Owner	:	Izzuddin Mohd Salleh No. 23, Jalan Keembong, Taman Perdana, 83000, Batu Pahat, Johor.

## **2.2 Name and Address of business**

### **2.2.1 Name of business**

Famikh Perfumes basically are the name brand of the found company business which is Famikh HQ. The found original name are the combination of a family name which are taken from the owner children which started with Ikh name. The owner of the Famikh company are Izzuddin Mohd Salleh which is my uncle from my mother side. I have asked my uncle permission and consideration to use their product as a social media portfolio assignment. The name of my business are Famikh Perfumes which that I am selling a perfume either for men or women. As an honour to the founder for approving me to sell their product, I kept the Famikh name brand and just add the perfume name brand by replacing the word hq because I am not working under hq but just by a dropship. Either way, at Famikh Perfume, we sell obviously for both gender either from men to women with a different type of fragrance.

### **2.2.2 Address of business**

According to Allan Chester, 2019, official location of a company's premises is the business address. It could be anything from someone's home address or even to a multi-million-pound campus, such as those big tech companies favour and everything in between. It is because, when you own and run a business company, you will need an official address to do the business from that called trading address, correspondence address or Registered Office Address if the company is incorporated. Plus, as the business grows, the customer can find the business through the official address. In order to have a specific business location address, the place will be needed to be a strategic place for the customer to easily reach a certain business. For example, the address of a business place that I chose are at Bukit Indah, 81200, Johor Bahru, Johor. I chose that place because it's a strategic place simply because the shop lot are at the front of the AEON Bukit Indah also near a residential area.