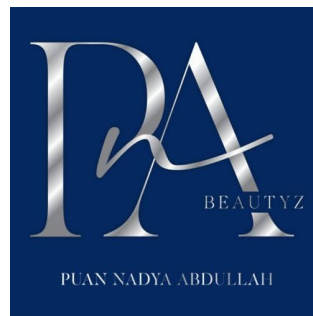




**SOCIAL MEDIA PORTFOLIO:
Birdnest Skincare by NurSyaf**



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Aside from that, I would want to thank my mum for presenting me with this product and then connecting me to Mrs. Nadya Abdullah, the founder of Birdnest Essence to use her business as my social media portfolio, and for providing me with a lot of the material I needed for this assignment. In addition, I'd want to express my gratitude to my family, who have always been supportive of my studies and have also assisted me by giving information for my report. Thank you for taking the time to read about my online distance learning programmed.

Last but not least, I'd like to express my gratitude to my friends, who, although being preoccupied with their own report, constantly go out of their way to help me understand what I don't understand. With all of this assistance, I was able to complete my report effectively.

Executive summary


Birdnest Skincare by Nursyaf is a Malaysian skincare line that uses only legal products. Birdnest Essence was founded by Mrs. Nadya Abdullah and is a halal product. This business sells three products: BNE (Birdnest Essence), BNFR (Birdnest Facial Radiance), and BPCS (Birdnest Propolis Collagen Soap). I participated in the line of business as a stock agent based in Kuala Kangsar, Perak, in order to accomplish the assignment. I created and managed a Facebook page for Birdnest Skincare by Nursyaf for over two months as part of the product's promotional activities. Taking into consideration the COVID-19 pandemic situation, this portfolio will highlight the knowledge gained and the difficulties endured in overcoming the unforeseen hurdles.

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2. Introduction of business

2.1 Business Information Sheet

Name of Business (with logo)	:	
Name, Phone number & Email	:	Nurani Syafiqah Binti Yusof 019-7375106 lkayusof32@gmail.com
SSM registration	:	1372480-K
Official business email address	:	Haikanurani98@gmail.com
FB webpage address	:	https://www.facebook.com/NurSyafShope
Instagram link	:	@_lilkaburn
Brand name	:	Birdnest Skincare
Online business mode	:	Dropship Agent
Nature of business	:	Skincare and Health
Type of products	:	Soap and Serum for faces
Main competitors	:	<ul style="list-style-type: none"> - Mary Kay - Inni'sfree - Garnier
Startup capital	:	RM75
Product selling price	:	BNE (Birdnest Essence) – RM20 BNFR (Birdnest Facial Radiance) – RM20 BPCS (Birdnest Propolis Collagen Soap) – RM5
Cost of the product	:	BNE (Birdnest Essence) – RM15 BNFR (Birdnest Facial Radiance) – RM15 BPCS (Birdnest Propolis Collagen Soap) – RM3
Supplier / Brand Owner Name	:	Puan Nadia Abdullah