



اَوْنِيُوْ سِيْتِيْ تِيْكَوْ لُوْ كِيْ بِمَارَا
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SOCIAL MEDIA PORTFOLIO

JUS BUAH BY FATIN



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EXECUTIVE SUMMARY

Jus Buah By Fatin is a brand for the sale of fruit juice products branded Air Paduuu where Jus Buah By Fatin is the agent of Air Paduuu. The goal and objective of this business is to provide natural and quality fruit juices and prepared every day to give satisfaction to customers. It is also sold at an affordable price to give people access to buy.

Our business has started to be introduced on Facebook starting as early as May, we have provided 11 types of flavours as options for the customers. The quality of each of these fruit juice products is counted as a major rivalry with some other traders. This is because, these fruits are ordered in advance and bought every day to ensure the quality of the fruit and the end result during the preparation of the juices. This product is also seen to be able to make customers and buyers repeat their purchases in the future because of its quality and affordable price.

Since its introduction, more than 50 bottles have been sold and over time it is estimated to increase due to the ever-increasing demand from buyers. In order to meet the expectations and goals set to sell more, an active marketing process is implemented to continuously introduce it to the community. Indirectly, it will also further increase the profits that will be earned in this business.

2.0 INTRODUCTION TO BUSINESS

Jus Buah By Fatin I an agent for Air Paduuu business. We have been an agent since end of 2020. Air Paduuu is a fresh juices that have been made manually and every day. It is a Muslim and local product produce by a younger people start with only one (1) flavours which is mango, and as the time goes by, Air Paduuu already made 11 flavours of fresh juices. They also have a best seller juices such as mango, corn and dragon fruit. They also have more than 100 agents including other states than Klang Valley. Their customers come from any age, it is from adults and senior citizen. Air Padu also does a marketing with artist just to make it easier for agent to sell the product and to make sure that people are aware with Air Paduuu product.

2.1 BUSINESS INFORMATION (NAME AND ADRESS)

Jus Buah By Fatin is a business name that have been choose based on the product that were selling, which is Air Paduuu is an fresh juices. This name also to let people and customer know Jus Buah By Fatin is an agent of Air Padu and not the owner of Air Paduuu. We were responsible to sell it but not to make it. But with motto that “Quality come first and customers satisfaction is our priority” we will make sure that our customers only get the item with a high quality and a good taste. If customers are not satisfied with it, we will refund or exchange the product, just to make sure that our customers will always satisfied with our services. The target market is starts from 10 to 45 years old.

The logo that have been used to this business is AIRPADUUU just to let people know that we are selling that product and just to make it easier for customers to recognise it.



Figure 1.1: Logo for business