



اَوْنِبُوْزِ سَبِيْتِيْ بِاَتِيْكَوْ لُوْ كِيْ مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

FreshLah
BODY PERFUME

SOCIAL MEDIA PORTFOLIO

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): SOSIAL MEDIA PORTFOLIO

FACULTY : FILEM THEATRE AND ANIMASI (FITA)
PROGRAMME : ARTS MANAGEMENT / FF236
SEMESTER : 4 (FF2364A)
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Thank you.

EXECUTIVE SUMMARY

The FreshLah Malaysia brand was officially launched in November 2014 under Syarikat Malaya Scents owned by Encik Farid Ali and Encik Azri Aris Fadilah. FreshLah Malaysia started with its first product, FreshLah Car Air Freshener which has 64 car fragrance designs and 12 types of fragrances to meet the demand for the use of car fragrances in Malaysia at that time. FreshLah Car Air Freshener was successfully marketed through 500 Sales Agents located throughout Malaysia with a sales quantity reaching 300 thousand units over 2 years in the market. However, its sales activities had to be stopped in 2016 due to the supply of products from the supplier company at that time. After a year of researching demand and supply trends, FreshLah Malaysia has successfully released another product, “FreshLah Body Perfume” which is in high demand among consumers in Malaysia at this time. FreshLah Body Perfume was launched on 15 November 2017 and features 20 selected fragrances inspired by international brands. With a creative design and affordable price, it is expected to meet the demand and supply of consumers and perfume enthusiasts in Malaysia in particular.

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1.0 INTRODUCTION OF BUSINESS

1.1 Name and address of business

Name of business: FreshLah Perak / Nur Azzahira Binti Bahari

Business address: Kampung Sungai Manila 2, 36400 Hutan Melintang, Perak.

E-mail address: azzahira.bahari@gmail.com

Contact number: 016-6205953

1.2 Business Logo



1.3 Organization Chart

