



PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

FACULTY & PROGRAMME:

FAKULTI FILEM, TEATER DAN ANIMASI (FiTA)

TITLE NAME:

SOCIAL MEDIA REPORT

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EXECURIVE SUMMARY

Fragrancesb_shop started our online business on 17th May 2021 using social media platform. Located in Sabah city. Our targeted customers are students since we are closed to university and schools, workers, women and men. Since our first opening, we received a lot of good feedback from the customer regarding the quality fragrance of perfume EDP and air freshener by Sugar Bomb, the fragrance so fresh and smell. We offered delivery service with charge to those who are near to our area and postage. We also gift offered of product and discount of the price. This is one of our marketing to attract more customer to come and buy our product. Product from Fragrancesb_shop is a good choice with a good quality product of the perfume and air freshener that will going to thrive here and around Malaysia.

In addition, selling perfume and air freshener, we also sell Blast Teh Tarik Karamel by Sugar Bomb, hand sanitizer spray and gel. Every product Sugar Bomb by Fragrancesb_shop is affordable and cheap but the quality of the product is very good comparable to the price. Therefore, customers will be satisfied if they choose our products as their choice because many great offers will be given to customers who often make purchases at Frgrancesb_shop.

2.0 INTRODUCTION TO BUSINESS

2.1 Business Information



Name of Business	Fragrancesb_shop
Location of Business	Pekan Kuala Penyu, Sabah.
Corresponding Address	Wawa34239@gmail.com
Number Phone	011-40103703
Form Of Business	Business Online
Main Activities	Retail the perfume and fragrance product.
Date Of Registration	17 May 2021