



## **SOCIAL MEDIA PORTFOLIO**

### **RATU HAIR SERIES**

#### **PRINCIPLES OF ENTREPRENEURSHIP (ENT530)**

<b>FACULTY &amp; PROGRAMME</b>	<b>: HOTEL AND TOURISM MANAGEMENT</b>
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## **EXECUTIVE SUMMARY**

This report provides a marketing and advertising process of a hair series product by Jamu Empire Sdn Bhd. The method used to perform the process is on the Facebook page platform where adverts of photos and copywriting are showcase together for every posting. The chosen product for this portfolio is the RATU Hair Series that consists of hair shampoo and conditioner in each set.

Jamu Empire is a well know and preferred brand that promotes safe and proven timeless traditional remedies. Besides RATU, Jamu Empire is also well known for its other products such as the jamu supplement called Jamu Tun Teja, Ginseng Herbal Soap that can be used for our body and also added to our skincare routine. Next is their Feminine Herbal Wash, Laut Spa Series that consists of a body scrub, body wash, and a regenerating cleanser. Jamu Empire also has its cosmetic products called Sutera Lip Glass, Iris Love You Lip Glass, and Aqua & Herbs Lip Matte. A newly launched product named Jebat has also launched which is a supplement for men.

RATU Hair Series is one of Jamu Empire's amazing products that was exclusively launched on 28 July 2020. It provides wonders to make users' hair stronger, healthier, thicker, and reduce hair fall while also gives us the feel of fresh herbal aromas. RATU formulation contains Eleven Oriental Herbs that will help stimulate hair growth and also clean not only the scalp but also the hair to its roots.

Feedbacks from the customers have been great with them experiencing better hair care. This Hair series assists in stimulating the hair follicles, skin cells, and blood circulation to better hair condition. Thus, RATU Hair Series is one of the best hair treatments for not only ladies but also men out there that want to cherish their crown or hair.

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## 1.0 INTRODUCTION

### 1.1 BUSINESS BACKGROUND

The product chosen for this social media portfolio is RATU Hair Series which is the product from Jamu Empire Sdn Bhd. It is a locally-based company that provides natural, herbs-based products to its users. RATU Hair Series consists of two products which are the RATU Hair Shampoo and RATU Hair Conditioner that are formulated with Eleven Oriental Herbs and are sold in sets to the customers. Jamu Empire Sdn Bhd Head Quarter is based at 27 &29 Lorong Perda Selatan 2, Bandar Perda, 14000 Bukit Mertajam, Pulau Pinang. The business was built in October 2018.

### 1.2 ORGANIZATIONAL CHART

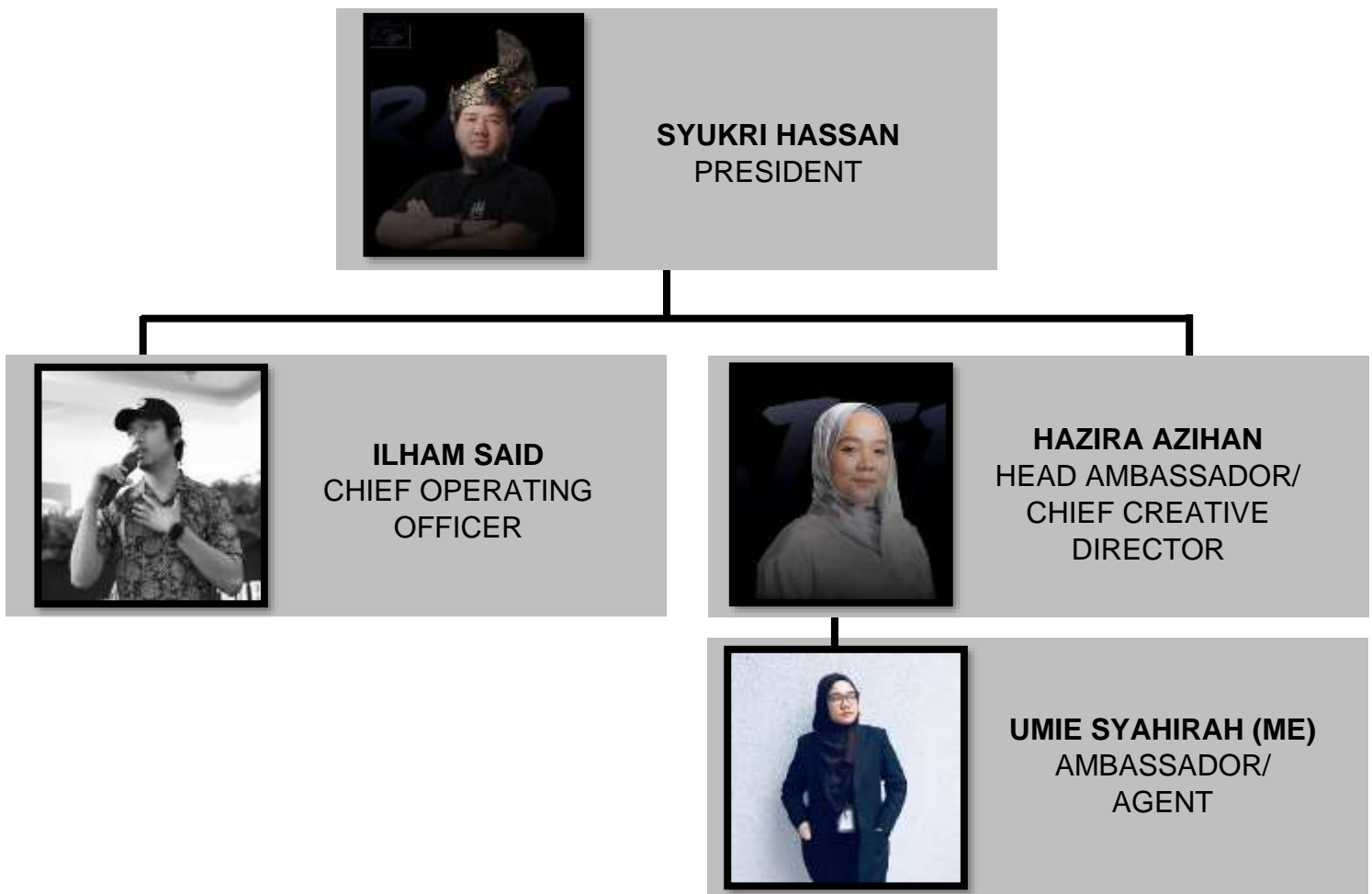


Figure 1 Organizational chart

Every company needs an organizational chart to visually show its internal structure of positions and tasks delegation of the employees. Figure 1 illustrates the organizational chart that represents the structure of positions in the business. The business is led by Mr. Syukri Hassan as the President of Jamu Empire. He is tasked to works with the board and other executives to establish not only short but also long-term goals, strategies, and plans for the business. Mr. Syukri Hassan is also assisted by the Chief Operation Officer (COO), MR. Ilham Said and Mrs. Hazira Azihan as both Chief Creative Director (CCD) and Head Ambassador. The COO's responsibilities are to establish the policies and procedures that promote the business vision as well as oversee daily operations. Mr. Ilham is also charged to analyze and interpret data and metrics of the business. Aside from that, Mrs. Hazira is in charge of developing the artistic design strategy of the business's brands. She is also the Head Ambassadors where she is responsible for the well-being of ambassadors/ agents of Jamu Empire. She will be overseen for any meet with ambassadors' leaders and any other projects related. Jamu Empire Sdn Bhd now has a total of 17 990 ambassadors/ agents registered under their business system. I have officially registered as one of the ambassadors/ agents under this business since 2019.

### 1.3 MISSION AND VISION

#### MISSION

Producer and distributor of timeless of timeless traditional remedies. Resulting to a balanced wellbeing and focused individuals towards achieving outstanding breakthroughs. Empowering heritage treasures known for its magical benefits that is natural and proven, safe for people in driving today's dynamic lifestyle. A mindfulness nation that upholds tranquility in creating a more harmonious world.

#### VISION

A preferred brand promoting safe and proven timeless traditional remedies.