



اُونِيُوَرْسِيْتِي تِيكْنُوْلُوْجِي مَآرَا
UNIVERSITI
TEKNOLOGI
MARA

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BACHELOR OF SCIENCE (HONS.) TOURISM MANAGEMENT

PRINCIPLES OF ENTREPRENEURSHIP
ENT530

SOCIAL MEDIA PORTFOLIO
CALLUNA



PREPARED BY:
HASANAH BINTI HAMZAH
2021125509

GROUP:
HM 241 3C

PREPARED FOR:
MADAM NORFAZLINA BINTI GHAZALI

ACKNOWLEDGEMENT

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EXECUTIVE SUMMARY

Calluna is a sole proprietorship business and falls under the health and beauty industry. It focuses on producing hair products and targets not only women but men as well. It also offers two different types of products like Calluna Shampoo and Calluna Hair Tonic. Both genders can use these products as it is designed to solve common hair problems such as hair fall, dandruff, oily and itchy scalp as well as frizzy and split ends hair. It is a matter of concern for both women and men although it is normal to shed some hair each day but not in a big amount. The business is located in Rawang, Selangor and has joined the Go-ecommerce platform. Calluna can be used by all ages including kids above 2 years old, adolescents, adults and even senior citizens by following the proper instructions on how to use it.

Apart from that, Calluna values its customers by only using natural safe ingredients in every pump of the products. Calluna also accepted those who have the intention to generate side incomes by becoming its dropshippers, agents and stockists in which they will hold the stocks with them. In this way, it can help those with a limited monthly income as they can easily promote and sell Calluna directly or indirectly using online selling platforms such as WhatsApp Business and Facebook especially for students and housewives. Not less than that, Calluna mission is to help people who are facing a worrying state of hair problems and give them the utmost hair products as well as the proper hair care tips. Furthermore, its vision is to become one of the top choices for hair products among customers and to build a stronger brand image.

Next, Calluna operates the business using a Facebook page in order to promote and deliver additional information about the products because many people have used Facebook in their daily lives either to socialise with the public or keep updated to latest news. They can even sell and purchase any products from the Facebook marketplace. Besides, this platform also provides business owners with a free marketing method such as advertising and placing the product to the public as well as gathering a large number of audiences that are engaged to the postings. Inadvertently, customers also can give their honest feedback in the comment sections in every post uploaded and thus will attract more people to try out Calluna products. Since commencement, Calluna has made countless sales and will be expecting to increase in the number of customers every year because these products have received many positive feedbacks from customers. It shows that Calluna really helps those people in need effectively.

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2.0 INTRODUCTION OF BUSINESS

2.1 Name and Address of Business

Calluna is the business name that had been chosen to portray the products' exclusive packaging and effectiveness. Besides, our business motto is "Beautiful Hair with Beautiful Care", to show that our products not only will treat customers' bad hair but at the same time provides them with helpful and useful hair care tips.

Next, the business logo is the word "Calluna" itself written on a plain black background to show the sophisticated yet classic brand image. In the upper word are symbols that describe Calluna products for its natural ingredients and vegan which do not include any animal derived ingredients.



Figure 1.1 Business logo

Name of the Business	Calluna
Business Address	No 8, Jalan Kasturisari 2C, Bandar Sungai Buaya, 48010 Rawang, Selangor
Websites	https://www.facebook.com/callunasyampooselangor/
Contact Number	010-6579905
Form of the Business	Sole Proprietorship
Main Activities	Retail
Date of Commencement	21 st March 2021