



SOCIAL MEDIA PORTFOLIO

NURIN.TEMYRACLE



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EXECUTIVE SUMMARY

Nurin.Temyracle is a titled brand of our business. The targeted goals are to give insight to the customers on the importance of taking care of themselves and to become the best drop shipper in Terengganu.

Nurin.Temyracle began on the 14th of April 2021 on Facebook, humbly starting with a past sale from the head quarters which is the baby step for the business' journey. The cute product with high quality that comforts the users are very well-known among girls and teenagers.

Since the business started, sadly, Nurin.Temyracle has not made any progress or sales as the pandemic is getting worse in Malaysia even though there have been several sales done during the time. However, in hopes to keep on going, promoting the products have been done for the customers.

2.0 INTRODUCTION TO BUSINESS

2.1 BUSINESS INFORMATION

Nurin.Temyracle is a business that has been decided based on the main company's name that is Temyracle. It is more known as a drop-shipper under Temyracle. The name of the business symbolizes that all products are being sold by Nurin. The moto of this business is 'Let Temyracle make your life a miracle", which portrays that our products can make the buyers happy and even change their lifes. Nurin.Temyracle's target markets are for teenagers, adolescents between the age of 15 to 40 years old and also women.

The logo of this business uses the letter N and T with a dot in between two letters. It symbolizes that Nurin and Temyracle are two different entity in one same industry.



Figure 2.1: Nurin.Temyracle's Logo