



# SOCIAL MEDIA PORTFOLIO

MARY KAY KIN



## PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

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## **EXECUTIVE SUMMARY**

My business name and trade name are Mary Kay Kin which represents timewise miracle set 3D as the product's name. As an Independent Beauty Consultant, my main objective that is to seek for the business is to enhance natural beauty and youthful skin by producing botanical products that properly labelled and safe to be used with a premium innovative virtual beauty consultation service to meet the highest quality standards of cosmetic product and services, so it can ensure the complete satisfaction and well-being of my customers.

In the beginning, I did sign my Independent Beauty Consultant Agreement on November 10th, 2020. I did set up and get started using a Facebook page for online business presence on April 1st, 2021, simply beginning with a set of timewise miracle 3D and providing personalized service and support to meet clients' skincare and beauty needs. In competitive cosmetic markets, I keep my expertise well-trained and updated to improve the performance of my services and offer the highest customer-perceived value. I did actively join a virtual beauty and business class as I can gain the newly acquired skill such as excellent customer service and sales abilities, as well as strong communication skills. These new skills and great skincare sets will create customer loyalty and retention towards Mary Kay Kin.

Since commencement, Mary Kay Kin has made over 8 sales and the numbers are forecasted to be worth at least 10 sales due to shopping trends for Eid Al-Adha in July 2021. This digital marketplace helps me to engage customers, build strong customer relationships, create customers value, and capture value from the customer as well as enhance profitable sale revenue to my business project. By the end of the year, there are two formulas of timewise miracle 3D, a great promotional price, Cash on Delivery offers, and expert beauty consultation.

## 2.0 INTRODUCTION TO BUSINESS

### 2.1 BUSINESS NAME AND ADDRESS

Mary Kay Kin refers to a trading name that had been decided based on the main skincare product and service, which are Timewise Miracle 3D set and beauty consultation. Facebook is a dynamic platform to create Mary Kay Kin and provide exciting opportunities to extend client engagement, value, and satisfaction toward the skincare products and services prepared and sold by Kin. My business motto is “Your Skincare Specialist”, which refer that I am a beauty consultant who will advise on the best formula of skincare to buy to suit the needs and enhance the personal appearance to be younger and more beautiful. Therefore, my target customer levels are T20 with income range per month, RM 4 850 to RM 10 959, and M40 with income range per month, to RM 10 959, where they have a high chance of purchasing Timewise Miracle 3D skincare at the high price point and willing to pay more for a high-quality skincare product. My other valuable target market for Mary Kay Kin is women between the age of 24 years to 50 years old.

The logo used for the business is a tilted alphabet “MK” means ‘Mary Kay’, and “Kin” which is abstracted from my one-syllable name. A white flower crown around the letters and “Your Skincare Specialist” stated upper the ‘MK Kin’ is referred to the beauty consultant’s to assists clients for all things beautiful. Here, I set for a pink background to symbolize as feminine. The logo was just simply to create a customer value-driven.



Figure 1.1: Logo for business