



SOCIAL MEDIA PORTFOLIO

Naturery.Piece



PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

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EXERCUTIVE SUMMARY

"Naturery.Piece" is name for Homebynature Botanicals that I choose for this project. The main objective that is to achieve for the business is to offer the highest quality of scrub at an affordable price, a sense of worth and satisfaction of the quality than other retailers.

Our business began on Facebook on May 2021, according to the customer review, our product gave a satisfaction after use the scrub because of the ingredient that contained in the product. This product is also liked by many users due to the cheap and affordable price. Hence, this product provides a good insight for the continuation of sale to our customers.

Since early of its opening, *Naturery.Piece* was sold more than 20 packages. Increasing demands for our product results into a good profitable sale revenue to our business project. Therefore, The scrub by Homebynature Botanicals is a good marketable product of choice that can be further expanded to many different areas as the business keeps on growing.

2.0 INTRODUCTION TO THE BUSINESS

2.1 BUSINESS NAME AND ADDRESS

Naturery.Piece is a business name that had been decided based on the main product a beauty care product, which are scrub by Homebynature Botanicals. The name of the business implies that all the products are prepared and sold by Adriana. This product are the body, face and lip scrubs with a variety of scents suitable for those who want to experience beautiful skin only at home. The target market for *Naturery.Piece* are teenagers and for people working in open areas whether male or female.

The logo used for the business have background with the scrub in the spoon and have a little bit of flower illustration. The point is to show that this a natural and beauty product.



Figure 1.1 : Logo for the business