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UNIVERSITI  
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MARA

# UNIVERSITI TEKNOLOGI MARA

FACULTY OF INFORMATION MANAGEMENT

ENT 530 – PRINCIPLES OF ENTREPRENEURSHIP

**Assignment: Social Media Portfolio (BLIESE)**

Due date: 25 June 2021

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## EXECUTIVE SUMMARY

“Always With You” is a tagline for BLIESE and with the #Breathefreshandhappy hashtag that represent to our beloved customers. The main objective for the business is to offer a good quality Fragrant Liquid with variety of designs with affordable and reasonable prices with elegant look ready use on our customers. I started my online business on 28 may 2021 using Facebook social media platform. My targeted customers women and men. Since the first opening, we received a lot of good feedback from the customer regarding the quality of the perfume (air freshener), how comfy and site on their heads. We also offer gift box to those who wants to surprise their love one. This is one of our marketing to attract more customer to come and buy our product. It has proven that BLIESE is a good choice with a good quality product that will going to thrive here and around Malaysia.

## TABLE OF CONTENT

CONTENTS	NO. OF PAGE
COVER PAGE	1
ACKNOWLEDGEMENT	2
EXECUTIVE SUMMARY	3
TABLE OF CONTENT	4
I. Go-Commerce Registration	5
II. Introduction Of Business <ul style="list-style-type: none"> <li>• Name and Address of Business</li> <li>• Organizational Chart</li> <li>• Mission and Vision</li> <li>• Description of products / services</li> <li>• Price list</li> </ul>	6-9
III. Facebook <ul style="list-style-type: none"> <li>• Creating Facebook (FB) page</li> <li>• Customing URL Facebook (FB) page</li> <li>• Facebook (FB) post – Teaser</li> <li>• Facebook (FB) post– Copywriting (Hard sell)</li> <li>• Facebook (FB) post – Copywriting (Soft sell)</li> </ul>	10-15
IV. Conclusion	16

## II. Introduction Of Business



Figure 1.1 Bliese Official Logo

Bliese started on 17 September 2019 is registered by Bliese (M) Sdn Bhd and operates at No.50, Tiong Nam Industrial Park, Jalan 15/22, Section 15, 40200 Shah Alam, Selangor, Malaysia.

There are 5 types of fragrance products, namely Bliese Wooden Cap, Bliesematic Set, Bliesematic Refill, Bliese Body Perfume (EDP) 30ml and also 7ml. Bliese fragrance liquid is imported from Europe and uses 100% pure fragrance essence. Bliese also works with manufacturing plants that meet international standards where every product produced is guaranteed FRAGRANT, SAFE with a LONG -LASTING ODOR.