



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا
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ENT530 PRINCIPLES OF ENTREPRENEURSHIP



SOCIAL MEDIA PORTFOLIO UFORA COSMETICS

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EXECUTIVE SUMMARY

Ufora Cosmetics Sdn Bhd was founded by Madam Supia Saupi in 2017. At that time she was obsessed with cosmetics products and had experimented with all kinds of beauty products. However, she saw flaws in most beauty products, and she wanted to fix them by starting her own cosmetics line. All her hard work and sacrifices paid off when her product line received overwhelmingly positive responses from Ufora's consumers.

Being grateful for what she has achieved, and seeing potential in the future of Ufora Cosmetics, she decided to share this business opportunity to other businesswomen and businessmen who are either still struggling or who are hungry for business growth. Until today Ufora Cosmetics still sustains its brand and will strive to grow stronger along with its stockists and agents.

TABLE OF CONTENTS

ACKNOWLEDGEMENT	I
EXECUTIVE SUMMARY	II
1.0 E-COMMERCE REGISTRATION	2
2.0 INTRODUCTION OF BUSINESS	3
2.1 NAME AND ADDRESS OF BUSINESS	4
2.2 ORGANIZATIONAL CHART	Error! Bookmark not defined.
2.3 MISSION AND VISION	6
2.4 DESCRIPTION OF PRODUCTS AND SERVICES	7
2.5 PRICE LIST	8
3.0 FACEBOOK (FB).....	9
3.1 FACEBOOK PAGE	9
3.2 CUSTOM URL FACEBOOK (FB) PAGE	9
3.3 FACEBOOK (FB) POST – TEASER	10-12
3.4 FACEBOOK (FB) POST – COPYRIGHTING (Hard sell).....	13-20
3.5 Facebook (FB) Post – Copyrighting (Soft sell)	21-28
4.0 CONCLUSION	29
5.0 FREQUENCY OF POSTING	30-31
6.0 APPENDIXES	32

2.0 INTRODUCTION OF BUSINESS

2.1 NAME AND ADDRESS OF BUSINESS

UFORA is a local brand of cosmetic products of comparable international products quality. UFORA brand has targetted all ladies who obsessed of cosmetics products with range of 18 – 45 years old. This is because they aimed that most of the range are more often using cosmetics products.



Figure 1.2 UFORA Cosmetics Logo