



اَوْنِيُوْرَسِيْتِي تِي كُونُوْرِي كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

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PRINCIPLES OF ENTREPRENEURSHIP

SOCIAL MEDIA PORTFOLIO

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1.0 EXECUTIVE SUMMARY

Sultry Wink is a brand that enhancing woman beauty. Our mission is to Enriching and empowering lives by delivering on our promise to provide revolutionary beauty products, unparalleled client support, and comprehensive education. Furthermore, Sultry winks is a cruelty free brand that uses unique synthetic silk material. We sell the product with an affordable price with a high quality. This is to make sure that every one is able to purchase the fake eyelashes. Which means everyone would not feel left out on the beauty trend. Our target customer is mainly woman and for those who are into beauty.

Nevertheless, as the business has actively expanding, and the market indicates that the beauty sector is being maintained by increasing aggregate demand, which is being driven by more personal income and higher economic stability, we chose to sell the eyelash in several varieties of lashes. As a result, our product is suitable not only for a natural appearance but also for a dazzling appearance.

Plus, we have chosen to do a promotion on buy one, get one free deal throughout the Eid Festival. We chose to treat the customers since we have to spend Eid at our own residence this year. Therefore, we launched the offer in order to make our customers happy and to gain customers interest in the product. Also, the customer has the option of selecting which eyelashes they want for the complimentary one.

Last but not least, the medium for our online retailer is our website and Facebook. We selected these platforms since the majority of our potential customers frequently use them. Moreover, using our websites is easier as the customer will get more information and can simply purchase them rather than using Facebook or WhatsApp, where they must wait for our response before purchasing, which can occasionally cause them to lose interest.

3.0 INTRODUCTION TO THE BUSINESS

Name and address of the business



The business is called Sultry Wink. I choose this name as our product is a fake eyelashes and wink indicate eyes. Sultry on the other hand is exciting in a sensual way attractive and suggesting hidden passion or can be known as sexually attractive. When it comes to eyes, we want our fake lashes become one of the reasons that person look attractive. As woman nowadays are immerse in beauty, I am certain that our fake lashes will attract woman attention.

The business is located at 15, Jalan Bukit Indah 3/20 Taman Bukit Indah, 68000 Ampang, Selangor.