



**UNIVERSITI TEKNOLOGI MARA  
PUNCAK ALAM CAMPUS**

**ENT 530**

**PRINCIPLE OF ENTREPRENEURSHIP**

**INDIVIDUAL ASSIGNMENT**

**SOCIAL MEDIA PORTFOLIO**

**GROUP: ENT530 O**

**CLASS: BA232 3A**

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## **EXECUTIVE SUMMARY**

### **1.1 Brief description of the business and product concept**

Young Living's commitment is to offer everyone, everywhere where the opportunity to live with purpose and wellness. People can live freer lives when they feel well and have peace of mind. Young Living delivers that wellness and peace of mind with our pure and natural solutions. This is because, our purpose creating this product actually to give an exciting time of growth for our movement as more many people are looking for a life free of toxins and products they can trust.

As the original essential oils company and the standard bearer for this global movement, our product concept is we are dedicated to build a community which provides the purest essential oils. This is because, people everywhere are searching for ways to create healthier homes and healthier life. They wanted to live a free-toxic lifestyle thus, we are thrilled to invite everyone to discover the power of nature pure living energy for themselves and together we all can shrink the toxin life's, and build a healthier life with the natural source of wellness.

### **1.2 Vision and Mission of the company**

As the standard bearer, Young Living's already set up our own vision and mission for this business. Our vision is to bring Young Living Essential Oils to every home in the world. Meanwhile, our mission is we honor our stewardship to champion nature's living energy, essential oils, by fostering a community of healing and discovery while inspiring individuals to wellness, purpose, and abundance.

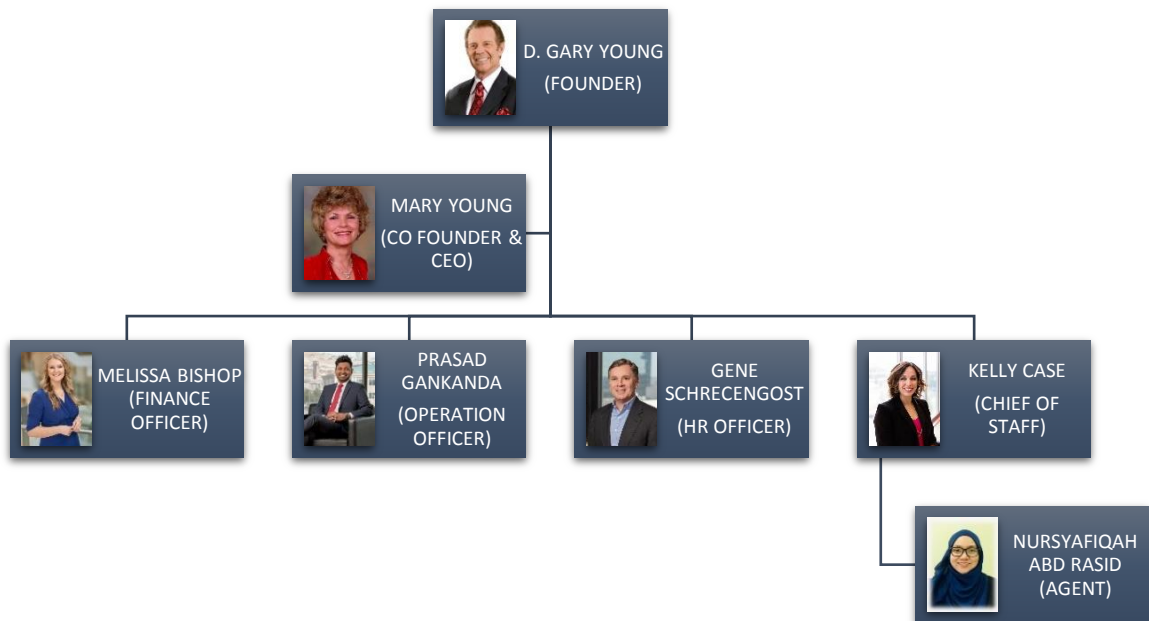
### **1.3 Core strength**

This Product Guide represents a decades long dedication to helping others find freedom in whole-life wellness and toxin-free living. All of us at Young living have made a tremendous effort to offer safe and effective oils and natural oil infused products to replace the harsh chemicals found in many homes. The Product Guide gathers these essential products into one place, so everybody can quickly find what they are looking for and discover new favorite's they have not tried yet.

## INTRODUCTION OF BUSINESS

<b>Name</b>	Young Living Malaysia Sdn Bhd
<b>Address of Business</b>	Ground Floor, Tower 7, Avenue 3, 8, Jalan Kerinchi, Bangsar South, 59200 Kuala Lumpur

### Organizational Chart



### Vision

To bring Young Living Essential Oils to every home in the world.

### Mission

We honor our stewardship to champion nature's living energy, essential oils, by fostering a community of healing and discovery while inspiring individuals to wellness, purpose, and abundance.