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SOCIAL MEDIA PORTFOLIO
(ONE BEAUTE)

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EXECUTIVE SUMMARY

One of the most popular social media platforms is Facebook. People normally use Facebook to meet new people, play video games, and stay in touch with old ones. However, the situation is evolving by selling items on websites or social media. We can upload photos and videos to Facebook. As a result, we can start promoting our products by simply choosing a photo to share and adding an enticing caption to attract customers in the Facebook page.

My personal Facebook business page is known as "One Beaute." One Beaute's business is a beauty or healthcare business to customers via online platforms such as Facebook. The company's goal is to sell skincare products to people. They can have one regular product that they can use on a daily basis to make their skin more flawless and glowing. It can help people who are dealing with skin issues. This skincare product is also safe to use because it is made from natural ingredients rather than mercury which can cause skin irritation.

On Facebook, One Beaute sells skincare products such as Coalface Soap, Coalface Cleanser, Skintella Repairing Serum, Skintella Moisturizing Gel, Rosa Glow Treatment Essence, Golden Cocon Multi Element Mask, Wipe-It-All Facial Cleansing Wipes, and Coalberry Cleanser. It was also inspired by the needs of customers who have different skin problems or concerns, such as those who have dry or oily skin. One aspect of One Beaute's social media portfolio is the creation of soft sell, hard sell, and teaser posts in order to attract a large number of customers. With Facebook page created One Beaute can attract many people to take a look at the product and make them to buy the interested product.

We do not have a specific customer target audience because we encourage anyone who wants to try the product. It can be used on both girls and boys who have skin problems. If they live in Shah Alam, our product can be delivered to their house or cod, and for other customers who live further away, they can still order the product with delivery charges. We also use the Pos Laju courier service for deliveries.

2.0 INTRODUCTION OF BUSINESS

The skincare that everyone should have in order to take care of their skin and make it flawless. The business name is a combination of One and Beaute meant is that all of the skincare can be included in one beauty for people. The word beaute is derived from beauty, but it is used in France. It is an amazing name combination. One Beaute is an online business, it communicates with its customers through online platforms such as Facebook, Whatsapp, and its website.

Aside from that, I am one of the product's drop shippers, so with the help of an assistant, I will be able to promote all of the product skincare on One Beaute's Facebook page. As feedback on the hard sell indicates, the product can usually benefit a large number of people. With the hard sell, the customer becomes more interested in knowing more about the product and getting consultation about their skin type and what product will typically suit them.

We do not have a specific customer age group because we welcome anyone who wants to try the product. It can be used on both men and women who have skin problems. If they live in Shah Alam, our product can be delivered to their house or cod, and for other customers who live further away, they can still order the product with delivery charges. We also provide delivery by using Pos Laju courier.