



## **SOCIAL MEDIA PORTFOLIO**

### **ROYAL PERFUME**

---

Faculty : BUSINESS AND MANAGEMENT  
Program : BA 242  
Program Code/Class : BA 242 2A  
Course : PRINCIPLES OF ENTREPRENEURSHIP  
Course Code : ENT 530  
Semester : OCTOBER- FEBRUARY 2022  
Name of the Company : ROYAL PERFUME

NAME	STUDENT ID
MUHAMAD ADI AKMAL BIN MOHAMAD SHUKRI	2021488788
MUHAMMAD AQIEM BIN RAZALI	2021897774

Submitted to:

**PUAN ZAINAH BINTI JALIL**

Submission Date:

**29 JANUARY 2022**

## TABLE OF CONTENT

	<b>PAGE</b>
ACKNOWLEDGEMENT.....	i
TABLE OF CONTENT.....	ii
EXECUTIVE SUMMARY.....	iii
CONTENT SOCIAL MEDIA PORTFOLIO FILE.....	iv-v
GO-ECOMMERCE REGISTRATION.....	vi-ix
<b>1.0 Introduction of business</b>	
1.1 Name and address of business.....	1
1.2 Organizational chart.....	1
1.3 Company's Vision/ Mission	
1.31 Vision.....	2
1.32 Mission.....	2
1.4 Decriptions of products / services.....	2-4
1.5 Price list.....	5
<b>2.0 Facebook (FB)</b>	
2.1 Creating Facebook (FB) page.....	6
2.2 Customing URL Facebook (FB) page (No. of likes and URL).....	7
2.3 Facebook (FB) post – Teaser.....	8-14
2.4 Facebook (FB) post – Copywriting (Hard sell).....	15-30
2.5 Facebook (FB) post – Copywriting (Soft sell).....	31-46
2.6 Frequency of posting.....	47
<b>3.0 CONCLUSION.....</b>	<b>48</b>
<b>REFENRECES.....</b>	<b>49</b>

## EXECUTIVE SUMMARY

Royal Perfume is a new online business that is mainly focus on Facebook platform that is used to updated and sell its products. The main activity for this business is selling the perfume to the customers. The main idea is to sell perfume came from the brainstorming by two partner which are Adi Akmal and Aqiem. They want to solve the problem that faced by the customer which is odor smell. We are targeted customer age from 18 years old to 55 years old and all range of income but fously on middle income. Our address at D-6082 Km4 Lot 416 Padang Temu, 75050 Melaka.

Our main activities is selling the perfume. Our contact is 013-6718242 or through Gmail which is mraqiemrazali@gmail.com. Royale Perfume is a partnership proprietorship. It is a new start-up business that has just begun operation. Thus, the entirety of the work, from establishment to graphic design and social management are by done by 2 people. For Royal Perfume's vision is to be known as the company that provides scent and flavour features that express the unique character of every individual, place, and experience. For their mission want to provide fragrance and flavour features that support the values and lifestyles of every man and woman on every continent. Royal Perfume's product price is only RM 70 for each product which is affordable for all customers.

We offer the same price for all flavour or scent. This is because every customer has their own favourite scent. We charge RM5 additional if need us to delivery to your doorstep but specifically in Malacca. For those who outside Malacca do not have to worry because we also provide postage which is RM10 for peninsular Malaysia and RM15 for east Malaysia. Royal Perfume frequently posts on their Facebook page and communicate with their customers through the online platform such as Whatsapp. In their posting, they include the posting teaser, hard sell and soft sell and they need to variety thier posting in order to attract the customer.

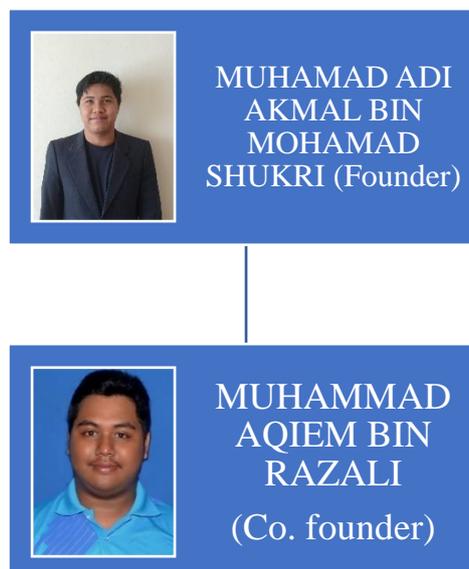
## INTRODUCTION OF BUSINESS

### 1.1 NAME AND ADDRESS OF BUSINESS



Our business name is Royal Perfume. The reasons why we choose that name because it's difficult to put into words how wonderful something is. Our name is something that causes your heart to pound faster or melt. Something that takes precedence over everything else and is constantly on your mind. Our address at D-6082 Km4 Lot 416 Padang Temu, 75050 Melaka. Our main activity is selling the perfume. Our contact is 013-6718242 or through Gmail which is mraqiemrazali@gmail.com.

### 1.2 ORGANIZATIONAL CHART



Royale Perfume is a partnership proprietorship. It is a new start-up business that has just begun operation. Thus, the entirety of the work, from establishment to graphic design and social management are by done by 2 people.

### 1.3 COMPANY'S VISION / MISSION

#### 1.3.1 VISION

Royale Perfume aspire to be known as the company that provides scent and flavour features that express the unique character of every individual, place, and experience.

#### 1.3.2 MISSION

Royale Perfume want to provide fragrance and flavour features that support the values and lifestyles of every man and woman on every continent.

### 1.4 DESCRIPTIONS OF PRODUCTS

PRODUCT	SCENT
	<b>ROYALE'S LUMIERE</b> <ul style="list-style-type: none"><li>• The best scent ever from the other perfumes</li><li>• The scent are unimaginable</li></ul>
	<b>ROYALE'S ROSE'S</b> <ul style="list-style-type: none"><li>• The fragrance is long-lasting</li><li>• Can be smell far from another person</li><li>• The fragrance can be as anti-depressant</li></ul>
	<b>ROYALE'S SAKURA</b> <ul style="list-style-type: none"><li>• The fragrance are long-lasting</li><li>• Can feels the surrounding smell as in Japan</li></ul>