



SOCIAL MEDIA PORTFOLIO

NAME OF THE PRODUCT/SERVICES

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Name of the Company : BeautSkincare

Submitted to:
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EXECUTIVE SUMMARY

BeautSkincare is an online business that started solely on Facebook. It began operations toward the end of 2021 and focuses on cosmetics and skincare. Nature will have the final say on whether or not skin health is necessary for our appearance. BeautSkincare is a Mimpimika dropshipper that sold face wash, serum, toner and other skincare products.

The main idea of this business is to sell skincare products that are safe for people and the environment. No harm was used during the completion of the products. Item offered are Super Serum Booster, Salicylic Acid face wash, Hydro Brightening Skin and Hydro Cera Moisturizer. All products are certified by Kementerian Kesihatan Malaysia (KKM) and have been given positive feedback.

BeautSkincare is aiming for a segmentation that includes both men and women. Acne, outbreaks, and unhealthy skin issues affect not only women but also guys. The goods can be utilized by people of all ages, starting with teenagers. BeautSkincare is not only offering skincare, but it is also assisting others by giving a lot of information. Customers can benefit from skin consultations to better understand their skin, identify problems, implement helpful advice, and obtain the best products for their skin type.

BeautSkincare has launched a Facebook page to expand its business platform and reach a wider audience. Facebook is widely acknowledged as one of the most effective social media channels for helping merchants communicate with their consumers and engage with potential purchasers. Soft sells, hard sells, and first teasers can all be done effectively on the platform.

We put up my marketing campaign using this social media platform by releasing seven teasers, 16 graphics and postings for the soft sell, and 16 postings for the hard sell. We met the AIDCA and TISCta requirements in a variety of ways, including writing a caption for the post. In addition, I develop a calendar to ensure that the timing/timeline for my business postings corresponds to the market's advancement. In process, a more detailed description is given below.

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1.0 INTRODUCTION OF BUSINESS

1.1 Name and address of the business



Name of Business	BeautSkincare
Business address	No 24-1F Block D2, Jalan Setia Perdana BF U13/BF, Bandar Setia Alam, Seksyen U13, Setia Alam, 40170, Selangor
Email address	beautskincare@gmail.com
Telephone number	011-26673021
Form of business	Partnership
Main Activities	Selling local skincare product
Date of Commencement	29/11/2021
Name of bank	Bank Islam
Bank account number	12113025072504

- Name of business

The name of the online business created is BeautSkincare. The word "beaut" refers to something that is highly good or attractive. It aligns with our mission of developing excellent skincare products that make our customers feel beautiful in their own skin.

- Business address

No 24-1F Block D2, Jalan Setia Perdana BF U13/BF, Bandar Setia Alam, Seksyen U13, Setia Alam, Selangor, 40170. The stated location is where the skincare company's headquarters are located. The location is well-developed and also quite convenient for customers, since the parking space are fairly large. A shop lot area is a vital location for a business.

- **Email address**
We've using a new business email: beautyskincare@gmail.com, because we believed it would be more professional to keep our personal and work lives separate.
- **Telephone number**
To better serve our customers, we decided to purchase a new smartphone and a new phone number dedicated to customer service. As a result, it will be more organised and systematic, as personal and commercial affairs will be kept separate.
- **Form of business**
Our business is a partnership consisted of two individuals. We both perform our own graphic design, social media management, and database management. It is too early to recruit additional workers because it would cost more, and as a small business seller, we are still on a budget.
- **Main Activities**
We educate the general public about the skincare products sold under the Mimpimika brand. We offer quick skin consultations and aid consumers in selecting the most suitable product for their skin type. Additionally, we expand our audience by sharing skincare knowledge via Facebook posts.
- **Date of Commencement**
The official start date is 29/11/2021, the same day we registered Go-Ecommerce. It should be preferable to have a structured timeframe than to make decisions aimlessly.
- **Name of bank & account number**
Bank Islam is the bank that we have chosen. It's more convenient to do transactions online, as there is an app called GO by Bank Islam that enables us to monitor our daily transactions effortlessly. The account number is 12113025072504.