



SOCIAL MEDIA PORTFOLIO

MAGIC BLUE'S PRODUCTS

Faculty : BUSINESS AND MANAGEMENT
Program : BA 242
Program Code/Class : BA 242 2B
Course : PRINCIPLES OF ENTREPRENEURSHIP
Course Code : ENT 530
Semester : OCTOBER 2021
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Submission Date:
30 JANUARY 2021

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Executive Summary

Magic Blue provides customers with natural-based skin care, hair care, and supplement products developed by Muslims and approved by Kementerian Kesihatan Malaysia (KKM). Our company offers a variety of products with a range of prices to our valued consumers. In addition, we provided a free consultation to our customers to assist them in selecting the appropriate product to satisfy their needs before making a purchase.

Magic Blue's target audience is a group of people looking for natural ingredient-enriched products at a reasonable cost and require options with varying effects from which to choose to fulfil their desires. This product is also aimed at children, families, and students. We do not target any specific area because our customers can be from anywhere as long they are seeking natural ingredients products. The purchases of our products can be done and dealt with online, and we do not require to have a face-to-face business if it is not convenient for the customers.

In order to emphasize the quality and price of our products, Magic Blue uses a list of costs from each of our items. Because so many people want to take advantage of this product's unique offering, it provides an accessible price with a discount. Customers' attention will be attracted to this method because we regard their desires and needs. Consequently, our marketing strategy is designed to persuade potential customers to purchase Magic Blue's products.

Magic Blue is currently owned and operated by Nurul Ain Bin Ahmad Basak and Najwa Binti Meran. Our company also uses Facebook as a platform to recruit online clients, raise visibility, and increase sales all at the same time. We used Facebook to market Magic Blue by providing teaser posts, soft sells, and hard sells as our sale postings.

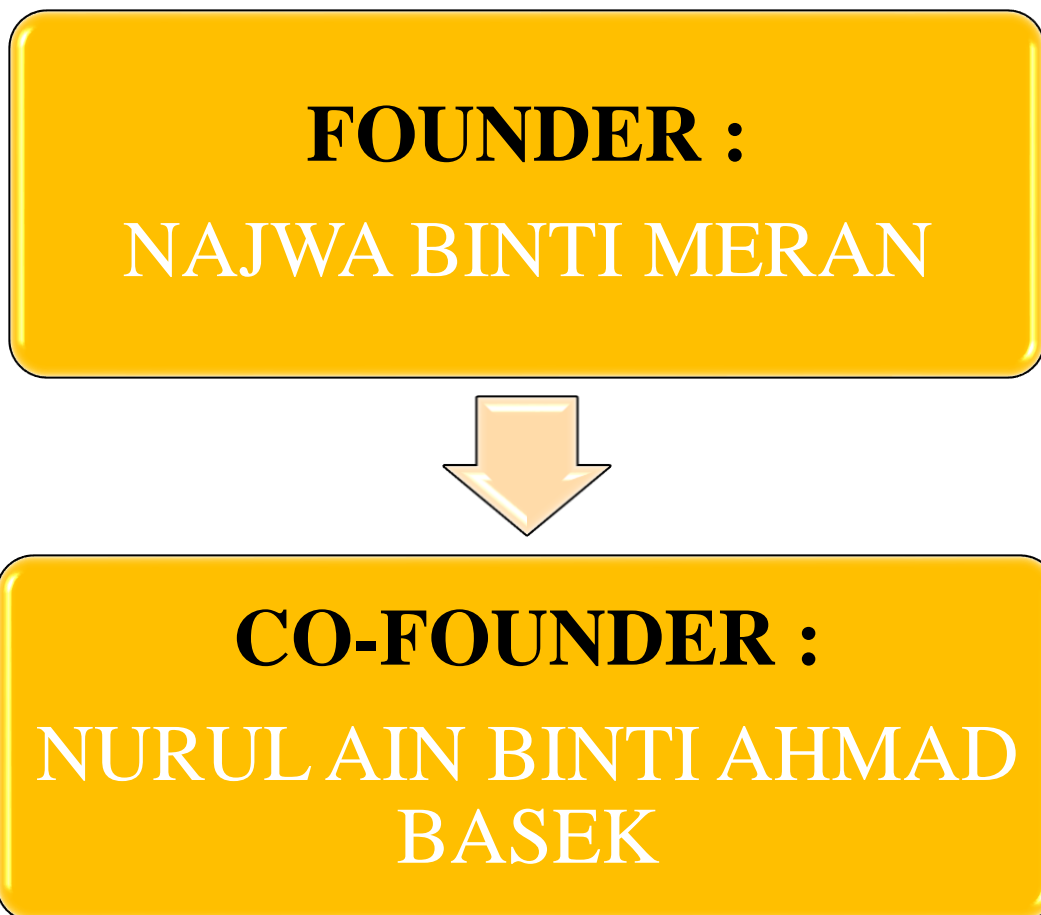
1.0 Introduction of Business

1.1 Name and Address of Business

Magic Blue

Block 21 Jalan Ayer Keroh, 75450 Ayer Keroh, Melaka

1.2 Organization Chart



1.3 Company's Vision / Mission

1.3.1 Vision

To become first choice of customers to enjoy beneficial natural ingredient of product

1.3.2 Mission

To ensure the best quality of natural ingredient products in Malaysia

1.4 Description of Products

MAGIC BLUE NATURAL POMADE



Magic Blue Natural Pomade is enriched with natural ingredients such as Honey, Cape Flowers and mineral oils, which have been proven in many generations to maintain healthy hair and scalp. Honey is an emollient which implies it is a natural conditioner. This makes it an incredible hair conditioner that smoothens your hair. Being a great emollient, it nourishes the scalp from deep within to stimulate the growth of soft, silky hair.