



اَبُو سَيِّدِي تَيْكُو لُو كِي مَبَارَا
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SOCIAL MEDIA PORTFOLIO



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EXECUTIVE SUMMARY

Ainaa Beauty Skincare is a cosmetic manufacturer that has been operating in Malaysia since January 20, 2018. Hafiz Mahamad is the founder who has experienced the difficulties in this business world. Therefore, he became an influencer in Malaysia that gave motivation and inspired the young men out there to always strive and be able to stand on their own two feet.

In the beginning, the idea to set up Ainaa Beauty Skincare came from his wife, Syafiqah Aina, who was a famous model at that time. The great ambition to produce their own cosmetic products began when Aina had skin problems such as dull skin, acne and allergies which caused blemishes on her face due to excessive makeup wear during her photo shoot.

The first step in the business was when they decided to formulate their own serum and cleanser called AINAA Serum and AINAA Cleanser from a Malaysian-based beauty product manufacturer. They received 20,000 pre-orders from customers when they launched their product within a week. Then, the biggest success they achieved was when a total of 4000 client engagements were recorded under Ainaa Beauty Skincare involving other countries such as Brunei, Indonesia and Singapore in such a short period of time.

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1.0 INTRODUCTION OF BUSINESS

1.1 Name and Address of Business



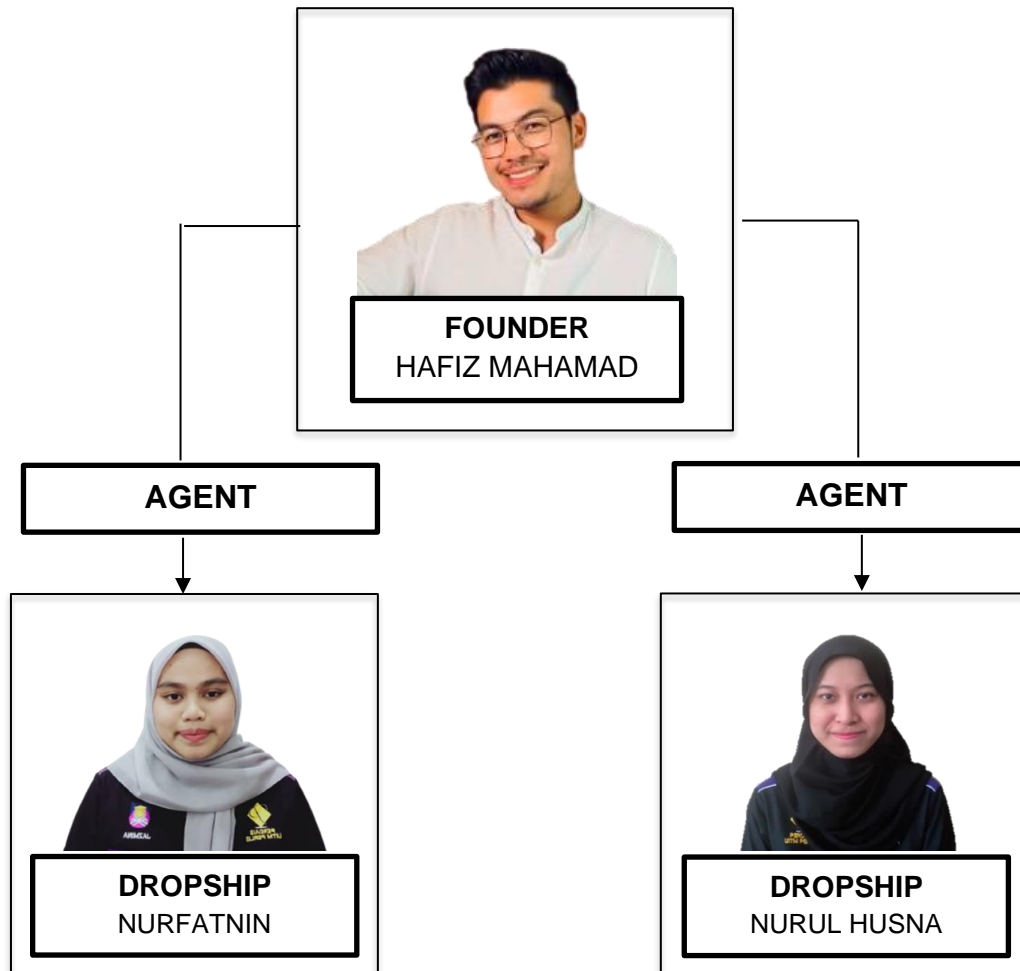
The name of the business is Ainaa Beauty Skincare, a cosmetics company that offers various cosmetic products such as Ainaa Cleanser, Ainaa Serum, Ainaa Sunscreen, Ainaa Scrub and Moisturizer. The company has been established in Malaysia since 20th January 2018. The company is led by Hafiz Mahamad and his wife, Syafiqah Aina. Ainaa Serum has become the first product of Ainaa Beauty Skincare and was in high demand and very popular in the market at that time. Now, Ainaa Beauty has been in this industry for almost 5 years and has a lot of master stockists, stockists, agents and mini agents working under it including myself. Ainaa Beauty Skincare products get a huge amount of attention from many people whether in and outside of the country because the products are suitable for use by both men and women.

Ainaa Beauty Skincare operates their business at 7-53-3, Jalan Medan Pusat Bandar 8A, Seksyen 9, 43650 Bandar Baru Bangi, Selangor. The operating hours of the company are on Monday to Friday from 9.00 a.m. to 6.00 p.m. and close on the weekend. Furthermore, Ainaa Beauty Skincare has also created a website and several social media accounts for the online purchase process such as instagram, facebook and whatsapp.

Customers can contact us directly or get our products online at these following official accounts:

- Whatsapp : +6013000000
- Facebook : Ainaa Beauty Skincare
- Website : www.ainabeauty.com
- Instagram : ainaabeautyofficial

1.2 Organizational Chart



1.3 Mission and Vision

1.3.1 Mission

The main mission Ainaa Beauty company is “Kejayaan demi Kebahagiaan”. Other than that, is to deliver exception quality of advice, care and support.

1.3.2 Vision

To be the number one choice for skincare and well being to help people feel more confident about their appearance.