



SOCIAL MEDIA PORTFOLIO.

TEMYRACLE

PRINCIPLE OF
ENTREPRENEURSHIP
[ENT530]

NAME & MATRIC NUMBER

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CLASS

MAC2204B

PREPARED FOR

MADAM SITI NAZIRAH BINTI OMAR

II EXECUTIVE SUMMARY

For ENT530 course, we created Facebook page to advertise our business through online. We registered as a dropship and choose Temyraclebyad for our Facebook name. Temyraclebyad are handled by Nuranis Syahirah and Adilah Hanim. We offers a customer with various homemade scrubs for the body and face.

Our target market more focusing on women and men who want to have beautiful skin, glowing, white, acne-free & scars. We strive to provide the best natural scrub at an affordable price. Our products are believed to be safe & free from harmful chemicals because the ingredients used are only natural & organic ingredients.

Lastly, we hope Temyracle will become a tremendous success in the future and be well-known around the world.

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INTRODUCTION OF BUSINESS

Name and Address of Business

Name: Temyracle Sdn Bhd

Address:

Lot 1894, Simpang 3 Tanjung Mas, Jalan Pengkalan Chepa, 15400 Kota Bharu, Kelantan.

Brand Product: Temyracle Scrub

Background of Temyracle

Temyracle is founded by Fatin Amirah Zaabar. She first started scrub business called Irissential using natural ingredients at her house. In 2014, big flood hit her house and she decided to rent a small shop in Kota Bharu town. Her scrub started to be recognized and she slowly recruiting agent and dropshipper to market the scrub. In 2018, she rebrand her business name to Temyracle.

ORGANIZATION CHART



FOUNDER
FATIN AMIRAH

LEADER
NINA MARLYNDA

AGENT
SYAMIZA

DROPSHIP
NURANIS SYAHIRAH
ADILAH HANIM