

FACULTY OF FILM, THEATRE AND ANIMATION (FiTA) UNIVERSITI TEKNOLOGI MARA (UITM)

COURSE CODE / NAME:

ENT530 PRINCIPLES OF ENTREPRENEURSHIP

LECTURER:

MADAM NURHUDA BINTI HAJI NIZAR

TITLE OF ASSIGNMENT:

MEDIA SOSIAL BEAUTY WITH SHAKLEE

NAME:

MASSITOH BINTI ABU BAKAR

STUDENT ID: 2019612408

NO PROGRAM:

Ff237/4A

DATE OF SUBMISSION:

16/7/2

1.0 PRELIMARY MATERIALS

ACKNOWLEDGEMENT



I am eternally grateful to Allah SWT for allowing and blessing me with the ability to complete this social media task successfully. On this occasion, I'd like to thank to Madam Nurhuda Binti Haji Nizar for her contribution as a lecturer for Principles Of Entrepreneurship for putting his complete trust in me to complete this important task. I'd also like to thank my comrades for their assistance and cooperation in realizing the effort required to complete this task successfully. All of your assistance has been greatly appreciated. Allow the service to be a memory.

Thank you very much.



EXECUTIVE SUMMARY

Social media is a great network to market a product, the most widely used media network by the public in helping them get the latest information. I chose this social media because this social media network is the most effective platform in promoting the Shaklee product, the information is delivered very quickly and the cost is very low. I use Facebook page to advertise Shaklee supplement and I get very positive feedback. In this assignment also tells the history of the business background that I am involved in. In addition there are also some graphics to make it easier to see more closely.

TABLE OF CONTENT

\ /
~/

1.0	PRELIMARY MATERIALS							
2.0	BODY OF REPORT							
3.0	FACEBOOK (FB)							
I	CREATING FACEBOOK							
II	FACEBOOK FB POST TEASER							
III	FACEBOOK FB POST COPYWRITING (HARD SELL)							
IV	FACEBOOK FB COPYWRITING (SOFT SELL)							
V	DESCRIPTION OF PRODUCT/SERVISE							
VI	GRAPHICS							
4.0	CONCLUSIONS							

2.0 BODY OF REPORT

GO-ECOMERCE REGISTRATION (PRINT SCREEN)



COMPANY BACKGROUND







Shaklee is the world's leading natural nutrition company. Shaklee Company sells and markets natural supplements containing 1001 nutrients to help people live longer, healthier, and more productive lives. Shaklee is the right company at the right time in the right industry. Dr. Forrest C Shaklee invented the supplement in 1951 and MLM marketing in 1956. In the late 1960s, the Shaklee Company was on its way to becoming the second fastest growing company in the United States. The corporation is a member of the NYSE and the Fortune 500. Shaklee has established itself as a global leader in the health and wellness industry. Shaklee products have an unrivalled reputation for integrity and quality.

Shaklee Capstone Nutrition manufacturing address, 900 S. Depot Drive, Ogden, Utah 84404, USA. Shaklee does not have a factory. Shaklee does not operate a factory in Malaysia. The Shaklee plant is only available in foreign countries, particularly the United States. This allows Shaklee to maintain complete control over the quality of all of their products. As a result, the manufacturing of Shaklee products necessitates stringent screening and control.

All Shaklee products are imported from the company's headquarters in California, USA, and are stored at the DB Schenker warehouse in Malaysia. DB Schenker is one of the world's largest logistics companies. Shaklee has branches in every state to make it easier for buyers and

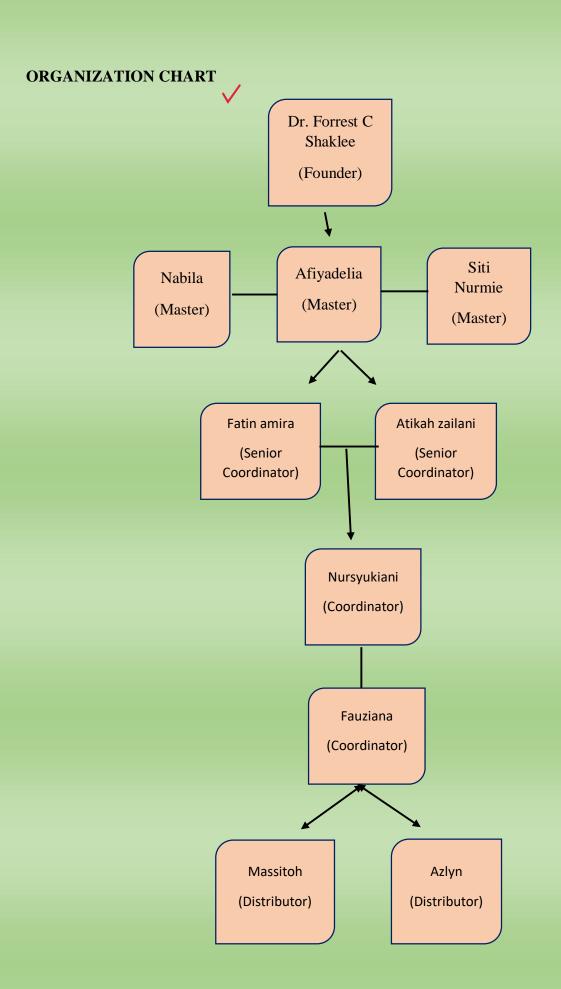
agents to pick up a lot of stock. Home Office at Shaklee Products (M) Sdn. Bhd. @ Home Office Ground Floor, Sunway Geo Tower, Jalan Lagoon Selatan, Bandar Sunway, 47500 Subang Jaya, Selangor. Tel: 603-56223188, Fax: 603-56223199.



Roger Barnett bought Shaklee in 2004 after hearing many Shaklee supplement users talk about the phenomenon of Shaklee products being very good and very good for health. However, there is no evidence to back up the statement, so it could just be a rumour. As a result, he decided to fund a comprehensive study comparing long-term Shaklee supplement users to other users. Roger is optimistic about the Shaklee company. The reason for this is that he notices the appealing features of Shaklee products. The concept of a landmark study first arose in 2007.

Dr. Gladys Block, Ph.D., a renowned nutritional epidemiologist at UC-Faculty Berkeley's of Public Health Division, collected data online. The National Nutrition and Health Examination (NHANES) study was used to collect data on 602 people, including 176 non-users and 176 users of one type of supplement. The National Nutrition and Health Screening Study (NHANES) has detailed data from previous studies comparing users who do not take supplements to users who take only one type of supplement. Roger desired a third study for NHANES, so three groups were compared, People who do not take supplements, Users who only use one type of supplement, Users of Shaklee supplements in a long time. When the study was finished, UC Berkeley contacted

Shaklee's publisher to have it reviewed by peer evaluators, which is an important standard for all clinical trials in which a panel of scientific experts freely access the data to ensure the accuracy of the data generated. In 2007, it was published in the Journal Of Nutrition. Long-term Shaklee supplement users have better health than those who take other multivitamins or do not take any type of supplement, according to the findings. Shaklee is a supplement company that is the only one to make landmark studies.



MISSION AND VISSION



-Committed in helping Malaysians get the life they dream of and fulfill their aspirations through holistic health and well being.

MISSION

-Be a leader in providing business opportunities for products and services that promote holistic health and well -being.

as the number one natural nutrition company in the United States

became the world's first company to be certified Climate Neutral (balancing total carbon emissions to have zero impact on the environment)

generate 54 Gold medals in the Olympics with our products

invested more than US \$ 250 million in clinical trials, research and development

testing for product authenticity and safety with over 80, 000 quality tests annually

join forces with adventurer Jacques Cousteau, Nobel Laureate Dr Wangari Maathai Nobel Peace Prize 2004 and other earth supporters

DESCRIPTION OF PRODUCT/SERVISE

V

Shaklee is the only product that adopts 100 percent natural. It is very famous for its "green concept" and does not contain "silica gel" in vitamin bottles. To your knowledge natural products are very easily digested by organs, and subsequently easily absorbed into our body system. And, of course, because Shaklee products are reasonably priced and accessible to anyone. Shaklee products are available to students as well. Supplements are extremely important because our bodies require vitamins and minerals to function properly, such as vitamin C, which is good for the skin, as well as vitamin E, amino acids, zinc, and so on. Such supplements that we need and take daily to ensure beautiful and fluffy skin. If a person wants to choose a supplement for himself, he must first determine why he needs the supplement and the significance of the supplement to his health. Shaklee offers a wide range of supplements for daily use. Diabetes set, high blood pressure set, cyst set, beautiful set, and many more are among them. Shaklee supplements are used by my family and I. A lack of supplements also leads to a weak digestive system, a lack of nutrients, obesity issues, and other issues. Shaklee also allows everyone to earn money by working together. Shaklee also provides member and non-member pricing for additional benefits. Shaklee also has its own website, which allows users to purchase products directly from the website; in fact, each state has a Shaklee branch in case stock is needed.

Furthermore, the Shaklee is made with natural ingredients, so there will be no negative effects on human health. Research and development are also carried out, as well as tests to ensure the safety of the product. Dr. Forest Shaklee, for example, uses food supplements on himself. Shaklee's food supplement is suitable for people of all ages, including children and the elderly. On the product bottle, there is attractive and minimalist packaging. also very interesting and appropriate for the passage of time Shaklee's philosophy of "Better You, Better World" directly reflects Dr. Forrest C. Shaklee's early vision.



CREATING A HEALTHIER LIFE WITH SHAKLEE

		PRESCRIPTION	CARA PEMAKANAN					
BIL	ITEM	QUANTITY	UV	DN	RP	PAGI	PETANG	MALAM
1.	ESP MIXED SOY PROTEIN	850 G	37	129.00	161.25	1 KALI SEHARI @ 1 PAGI , 1 MALAM		1 MALAM
2.	VITA-LEA	120 TABLETS	22	75.00	93.75	1 BIJI SELEPAS 1 E MAKAN		1 BIJI SELEPAS MAKAN
3.	B-COMPLEX	120 CAPSULES	13	47.00	58.75	1 BIJI SELEPAS MAKAN		1 BIJI SELEPAS MAKAN
4.	CAROTOMAX	20 CAPSULES	18	62.00	77.50	1 BIJI SEHARI SELEPAS MAKAN		MAKAN
5.	NUTRIFERON	30 SACHETS	42	252.00	190.00	1 PEK SEHARI ft AIR PANAS/SEJUK		
6.	COQ-TROL PLUS	30 CAPSULE	33	119.00	148.75	1 BUI SEHARI SELEPAS MAKAN		
7.	GARLIC COMPLEX	60 TABLETS	13	45.00	56.25	1 BIJI SELEPAS MAKAN		1 BIJI SELEPAS MAKAN
8.	GLA-COMPLEX	60 SOFTGELS	22	73.00	91.25	1 BUI SEHARI SELEPAS MAKAN		MAKAN
9.	HERBLAX	120 TABLETS	12	46.00	57.50			4 BIJI SEBELUN TIDUR
10.	PEPPERMINT GINGER	90 TABLETS	12	38.00	47.50			3 BIJI SEBELUN TIDUR
11.	DTX-COMPLEX	90 CAPLETS	37	125.00	156.25			BIJI SEBELUM TIDUR
12.	CHEWABLE C-PLUS	90 TABLETS	9	41.00	51.25	1 BIJI SEHARI SELEPAS MAKAN		MAKAN
13.	LECITHIN	180 SOFTGELS	11	44.00	55.00	3 BIJI SEBELUM MAKAN		3 BIJI SEBELUN MAKAN
14.	PYHTOCOL-ST	120 TABLETS	46	158.00	197.50	3 BIJI SELEPAS MAKAN		
15.	OMEGA GUARD	90 CAPSULES	33	109.00	135.25	3 BIJI SELEPAS MAKAN		
16.	VITA C PLUS SR	180 TABLETS	22	78.00	98.00	1 BIJI SELEPAS MAKAN		1 BIJI SELEPAS MAKAN
17.	VITA E COMPLEX	120 SOFTGELS	36	125.00	156.25	1 BIJI SELEPAS MAKAN		1 BIJI SELEPAS MAKAN
18.	OSTEMATRIX	120 CAPLETS	14	49.00	61.25	100000000000000000000000000000000000000		3 BIJI SEBELUN TIDUR
19.	ALFAFA COMPLEX (S)	330 TABLETS	13	46.00	57.50	5 BIJI SELEPAS MAKAN		5 BIJI SELEPAS MAKAN

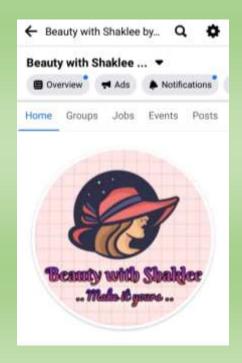
CREATING A HEALTHIER LIFE WITH SHAKLEE

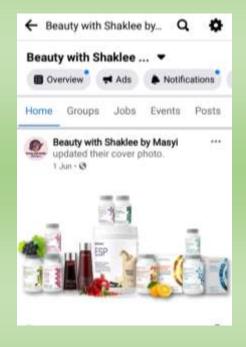
20.	ALFAFA COMPLEX (L)	700 TABLETS	24	82.00	102.50	5 BIJI SELEPAS MAKAN	5 BIJI SELEPAS MAKAN
21.	ZINC PLUS	120 TABLETS	10	45.00	56.25	1 BIJI SEBELUM SARAPAN	110
22.	VITA LEA CHILDREN	60 TABLETS	28	89.00	111.25	% SEHARI SELEPAS MAKAN	
23.	COLLAGEN PLUS POWDER	15 SACHETS	69	238.00	298.00	1 SACHET 2 KALI SEHARI	
24.	PERFORMANCE LIME	840 G	32	119.00	148.75	1 HARI SEKALI AFTER EXERCISE @ 2 JAM SEBELUM BERSUKAN	
25.	PERFORMANCE ORANGE	539 G	20	69.00	86.25		
26.	MEALSHAKES	544 G	30	96.00	120.00	1 HARI SEKALI ANYTIME SELEPAS MAKAN	
27.	CINCH TEA MIX	28 STICKS	25	105.00	131.25	1 HARI SEKALI ANYTIME SELEPAS MAKAN	
28.	CINCH VANILLA/CHOC/LATTE	720 G	35	145.00	181.25	PAGI DAN MALAM SEKALI SEBELUM MAKAN	
29.	HERBAL BLEND	113 G	7	30.00	37.50	SAPU PADA LUKA ATAU PARUT	
30.	VIVIX	150 ML	112	380.00	475.00	½ SUDU TEH SELEPAS MAKAN	½ SUDU TEH SELEPAS MAKAN
	RES-V	60 SOFTGELS	115	408.00	510.00		2 BIJI SEBELUM TIDUR

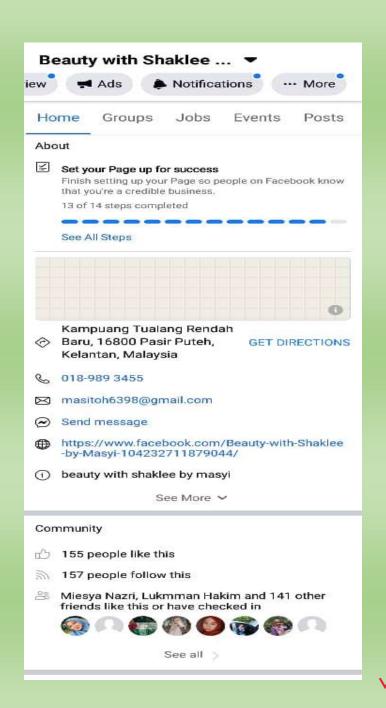
3.0 FACEBOOK FB POST TEASER

CREATING FACEBOOK (FB) PAGES

https://www.facebook.com/Beauty-with-Shaklee-by-Masyi-104232711879044/

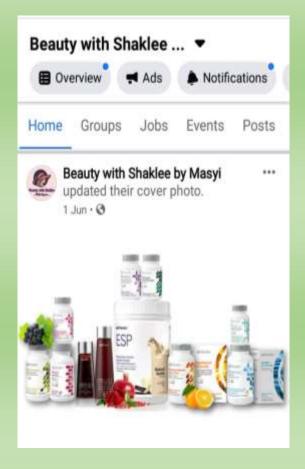






TEASER

1 JUNE



8 JUNE







20 JUNE





2 JULY 15 JULY





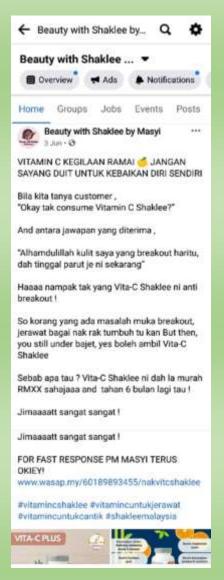
← Beauty with Shaklee by... Beauty with Shaklee ... ▼ Overview Ads Notifications Home Groups Jobs Events Posts SOMETHING NEWS IS COMINGGGGG !!!!!! TAK DE MASA? NK KURUS NAK CANTIK JUGAK 🐲 JANGAN RISAU ESP BOLEH BANTU 🎉 ESP SACHETS KEMBALII !!! 🗱 lebih jimat 🥵 senang dibawa rasa pon sedap FREE 1 BOX !! LAGI MURAH DARI ESP YG TONG!!! # # Mehh pm Masyi sebelum termenung okiess 🎇 Be gorgeous, stay healthy #shakleemalaysia #shakleemurah #shakleeeffect

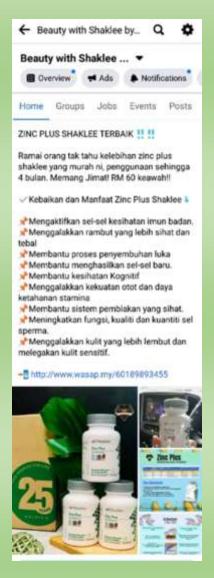




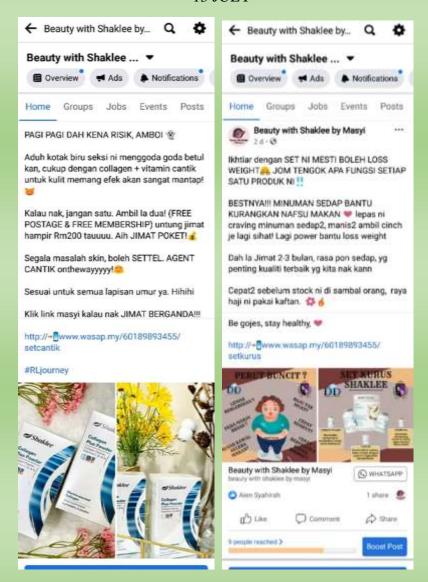
HARD SELL

3 JUN



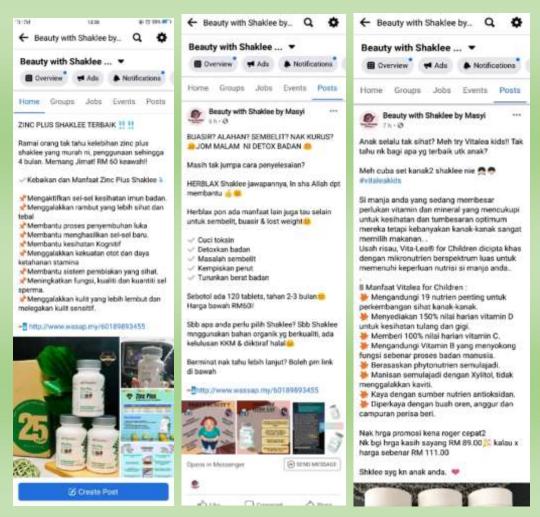




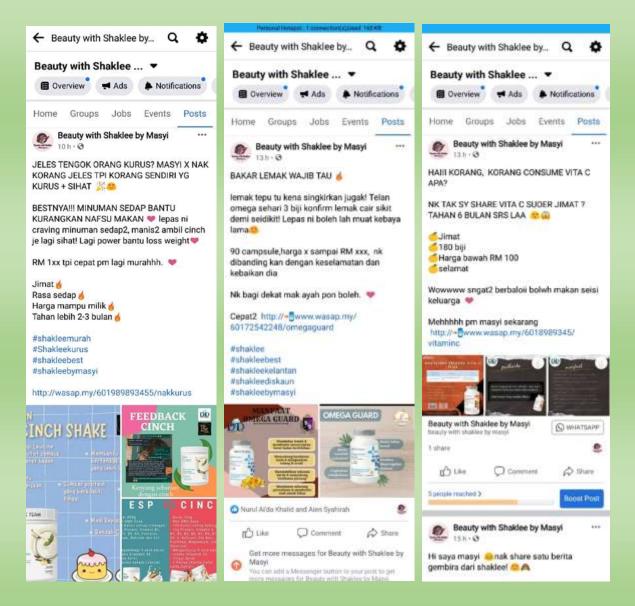




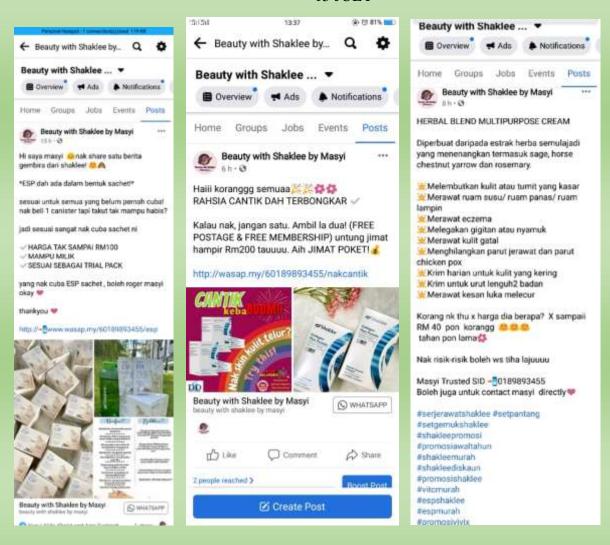
13 JULY 15 JULY





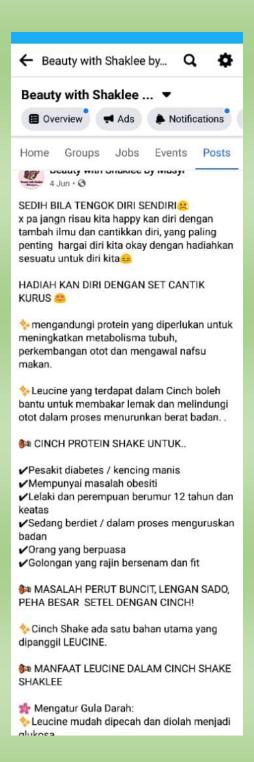












5 JUNE

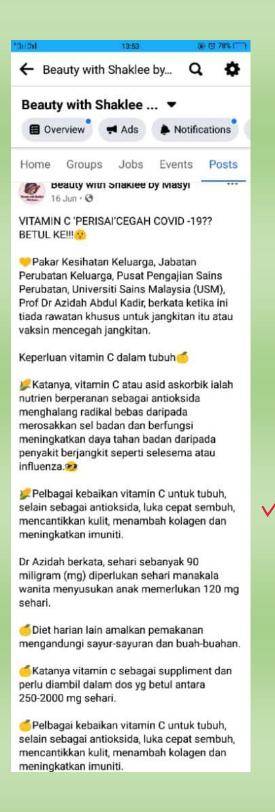


Comment Comment

Create Post

Share

π Like





✓ Bermanfaat Untuk Wanita Menopaus

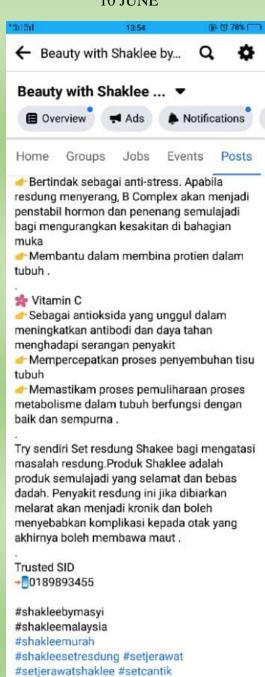
Izzani Syarimi and 3 others

ת") Like

GLA Complex

Comment .

Share



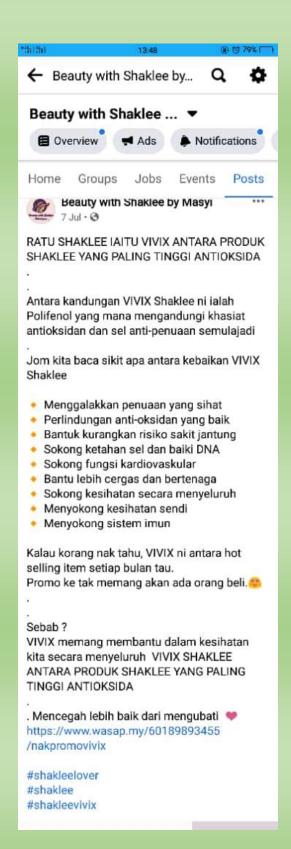


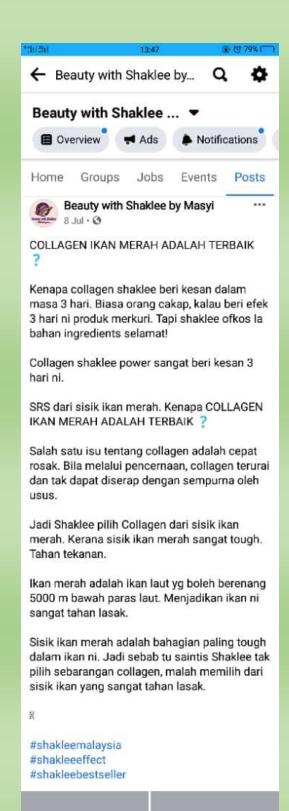


24 JUN

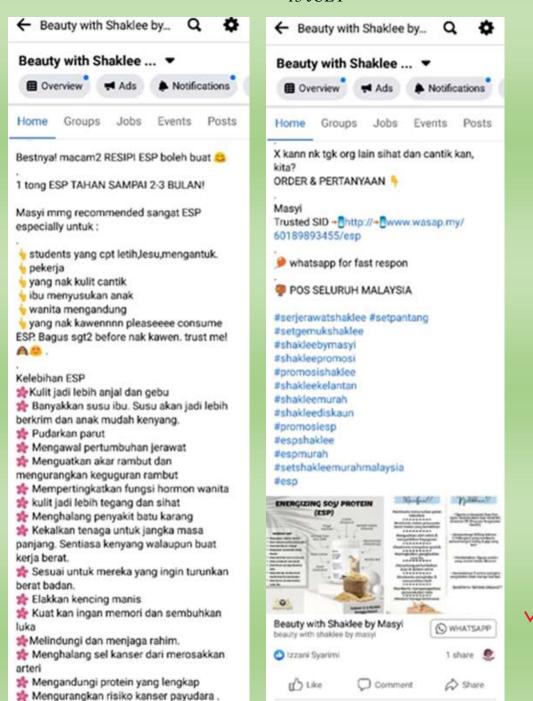


7 JULY 8 JULY

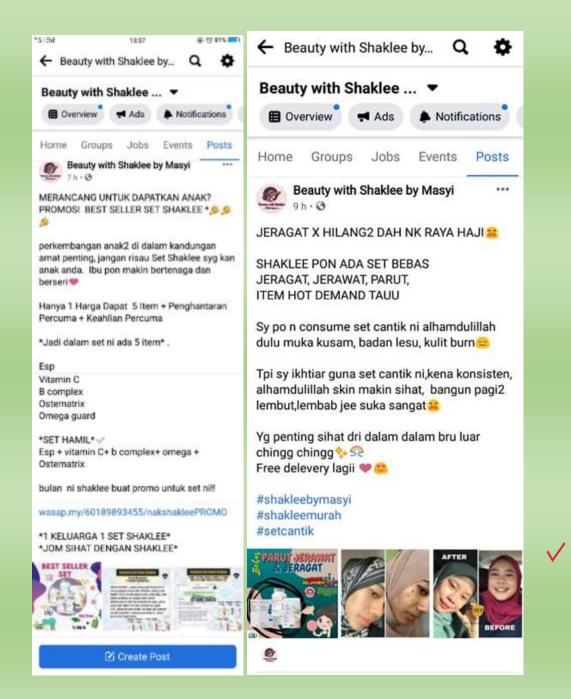


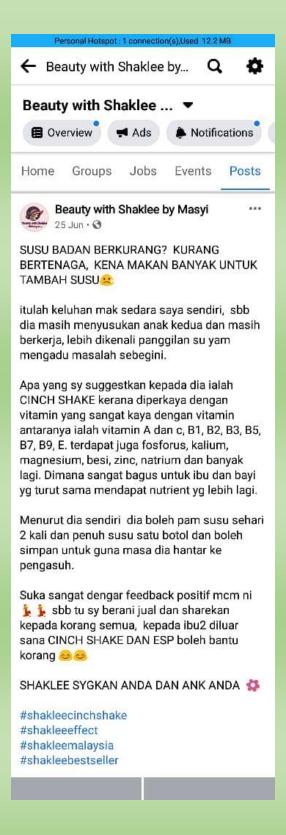












GRAPHICS





































4.0 CONCLUSION

The conclusion I came to was that supplements are also very important in daily life. The use of good food supplements can provide good health to yourself and your family, and even with us can do daily activities more perfectly. The importance of social media in promoting the product is also very important, in fact we can improve communication skills because of communication between customers. As a result of making this Facebook page, I got some customers who bought this supplement from Shaklee. This shows the advantages of selling online and expanding contacts.

