



اَبُو سَيِّدِي تِكْنُوْلُوجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Filem, Teater
dan Animasi

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

COURSE CODE / NAME:

ENT 530 / PRINCIPLES OF ENTREPRENEURSHIP

LECTURER:

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TITLE OF ASSIGNMENT:

ASSIGNMENT 3: SOCIAL MEDIA PORTFOLIO

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PROGRAM / GROUP:

FF237/ FF2374A

DATE OF SUBMISSION:

16 JULY 2021

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EXECUTIVE SUMMARY



The social media portfolio is presenting the business that been working on with using the social media such as Facebook. This portfolio are showing the strategy of hard sell and soft sell of promoting the business product that been chosen.

1. GO- ECOMMERCE REGISTRATION



Have you updated your sales today? Update your sales regularly to collect more points!

PERSONAL PROFILE BUSINESS PROFILE



Personal Information

Name	:	NURUL A'IDA BINTI KHALID	Phone/Mobile	:		Edit
Home Address	:		District	:		
New Identity Card No.	:		Postcode	:	11900	
Email Address	:		Personal Instagram	:		
City	:		Race	:		
State	:		Special Need Required	:		
Personal Facebook	:					
Gender	:					
Marital Status	:					

Institution Information

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UITM Puncak Perdana - NHN ENT530

Type of Institution	:	IHL	Institution List	:	Universiti Teknologi MARA	
State of Institution	:	Selangor	Name of Institution	:	UITM Puncak Perdana	
Address of Institution	:	Universiti Teknologi MARA Kampus Puncak Perdana, Jln Pulau Angsa AU10/A, 40150 Shah Alam, Selangor	City	:	Puncak Perdana	
District of Institution	:	Petaling	Postcode	:	40150	
Level of Study	:	Bachelor Degree	Study Status	:	Full time	Edit Delete
Course Name	:	NHN ENT530	Class Name	:	FF2374A	
Subject Name	:	Principles of Entrepreneurship	Year Enrolling the subject	:	2021	
Month Enrolling the Subject	:	3	Lecturer Name	:	NURHUDA BINTI HAJI NIZAR	
Year Of Internship Enrollment	:	No	Period of Internship Training	:		
Month of Internship Enrollment	:		Expected	:	10	

<https://app.go-e-commerce.my/profile>

1/2

Expected Year To Complete : 2022

Month To Complete Study

Study Related To : Yes

eCertificates

[Click here to download Programme eCertificates now](#)

This is only available for users who:

- Have completed all 7 eUsahawan chapters on Malaysia Digital Academy before end of 2018.
- Have completed a digital entrepreneurship course at a partnering tertiary institution.

Completed Online Training

Available Contest

2. INTRODUCTION OF BUSINESS



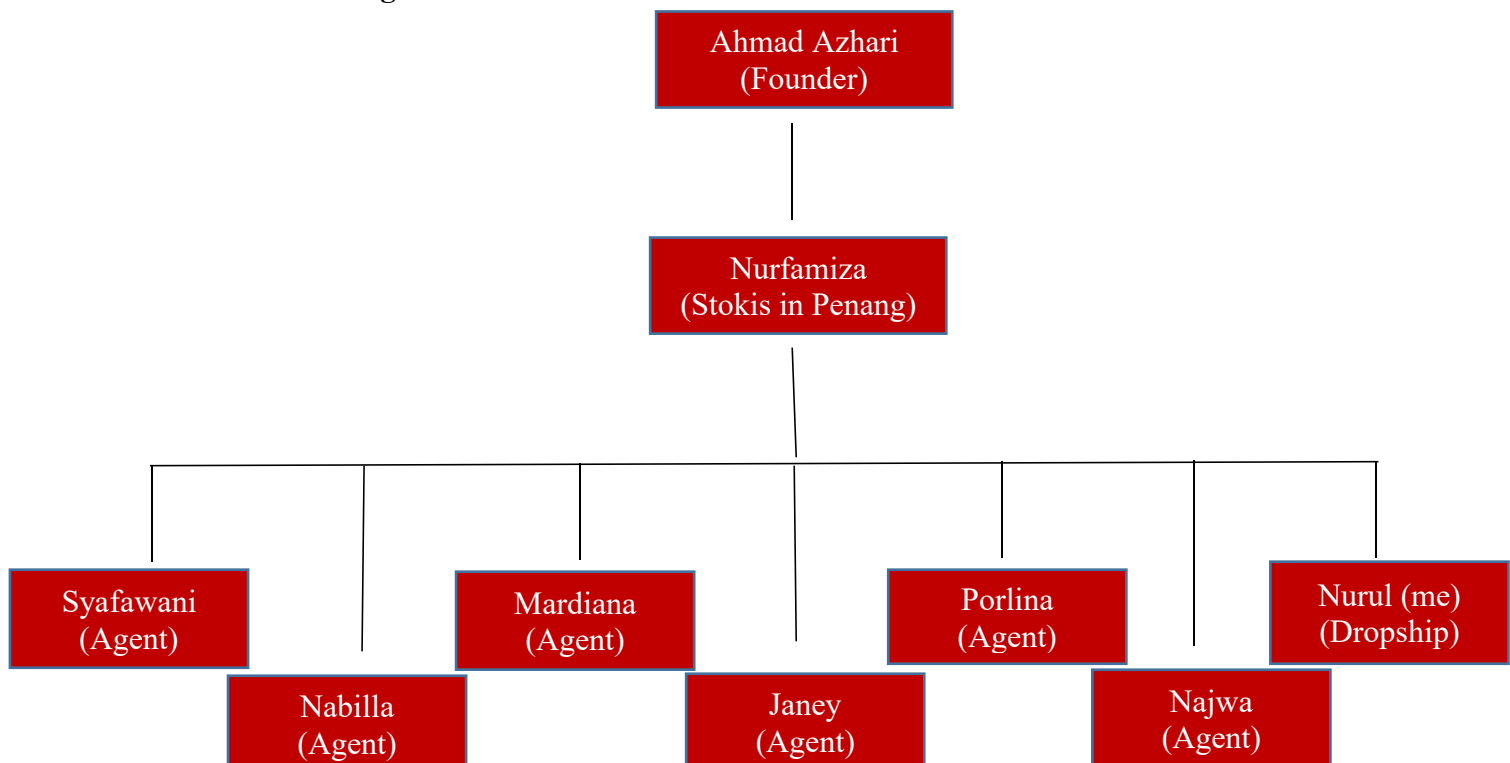
2.1 Name and Business Address



Picture 1 shows the SugarBomb logo

SugarBomb Perfume factory which supply up to more than 100 scents of perfume and high quality of fragrances oil imported from Europe. Our factory provide the services to customize your own perfume and mixing of different scents together to make your own personalized perfume and packaging for any event upon request. SugarBomb Headquarters was located at No. 9/11, Lorong Astana 1A/KU 2 Bandar Bukit Raja 41050 Klang Selangor.

2.2 Organizational Chart



2.3 Mission and Vision



Mission

- Create a globally fragrance brand distributor
- Pledge in formulating value-for-money, long-lasting fragrances with internationally approved ingredients that is scientifically tested, diffusing premium scents.
- Aim to inspire to reinforce the nation's business landscape creating a supreme economic power accomplishing worldwide admiration
- Inspire to reinforce the nation's business landscape creating a supreme economic power accomplishing worldwide admiration.

Vision

A leading fragrance brand distributor, formulating fragrances with internationally approved ingredients that is scientifically tested and value for money.

2.4 Description of Product

NO.	PRODUCT	DESCRIPTION
1	Air Freshener	● Air freshener is a odour product that be use for car, bedrooms, toilet and so on. ● The air freshener can be lasting within 60 days. ● This is a list scent of air freshener: - Spooky Dew - Sakura Essence - Lemon Twist - Pomegranate Crystal - Woody Sauvage - Spring Cherry - Melon Strike - Fresh Lavender - White Xo - Grassy Pandan - Creamy Vanilla - Mystery Mango

		- Strawberry Sorbet - Coffee Aromatico - White Tea - Cool Ocean - Poeny Petals - Soapy Silk - Sakura Jepun - Hutan Rimba - Daun Pandan - Vanilla Eskrem - Medinna - Ombak Badai - Arianna Rose - Grape Mania - Apple Bliss - Bloomy Love - Tuitti Fruity - Mint Breeze - Ice Lemon Tea - Honey Dew - Kopi Kaw - Geng Serai - Merah Delima - Rose Mawar
2	Perfume	● Perfume by SugarBomb has three types which is Parfum and EDP. ● Perfume oil on Eau de Parfum (EDP) has 15%-25% . ● Perfume oil on Pure Parfum (Parfum) has 26%-40%. ● All the perfume can be lasting until 48 hours on fabrics and 12 hours on skin. ● List scent of women perfume EDP (30ml): • Sweet Bombshell • Sweet Fantasy • Vanillavie • Floral Flora • Sweet Scandalous • Floral Seduction • Floral Blush • Vanilla K.P Meow • Fruity Rose • fruity Sparkle • Fruity Selena • Sweet Coach • Floral Guilty • Fruity Signorina • Fruity L. Million • Aquatic Miracle

		• Vanilla Poison ● List scent of men perfume EDP(30ml): • Citrus Invictus • Citrus Desire • Aromatic Legend • Aromatic Eros • Citrus Code • Aromatic Scent • Fruity Aventus • Woody Walker • Spicy Million • Citrus Di Gio • Spicy XS • Aquatic Marine • Aromatic Eternity ● List scent of Parfum (20ml): • Blast • Intense • Elisa • Layla • Roselle • Julia
3	Aromatic Diffuser	● There have two category which is classic and premium. ● The flavour and color of aromatic diffuser is the differ between classic and premium. ● Aromatic diffuser classic edition has 3 flavour which is Bloomy Love, Fruity Burst and Spooky Dew. ● While for Aromatic diffuser premium edition has two flavour which is English Pear and Fresh Lemon Grass.

2.5 Price List

NO	PRODUCTS	PRICE (per each)
1	Air Freshener	RM10
2	Perfume ● EDP (10ml) ● EDP (30ml) ● Parfum (20ml)	RM 15 RM 45 RM 49
3	Aromatic Diffuser ● Classic ● Premium	RM 49 RM 59
4	● Hand Sanitizer (60ml)	RM 10

3. FACEBOOK



3.1 Creating Facebook Page

This is the Facebook page of SugarBomb.



3.2 Custom URL Facebook Page

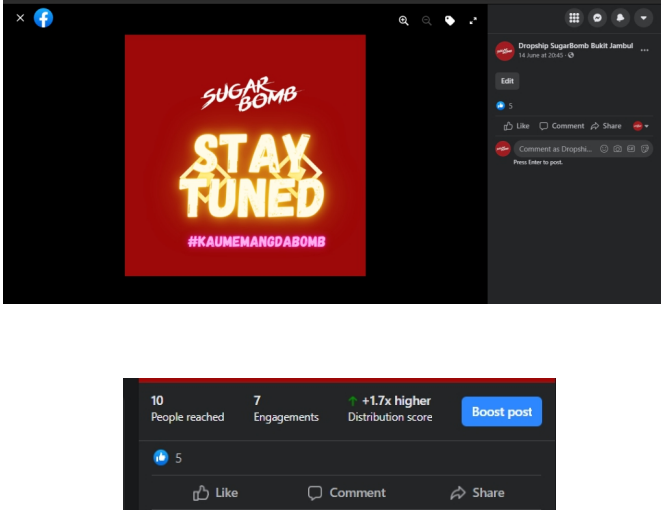
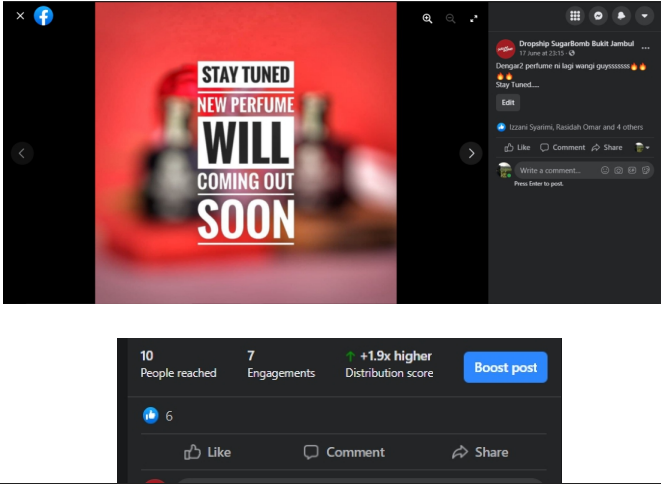
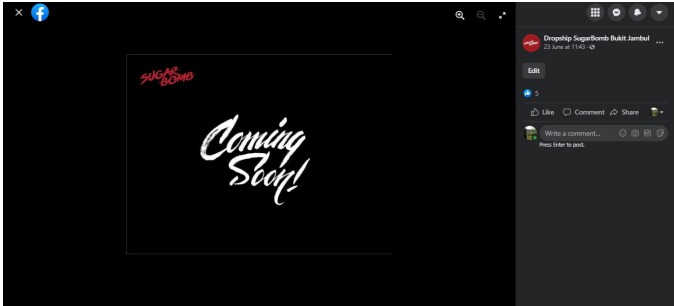


This is URL link for Dropship SugarBomb Facebook page:

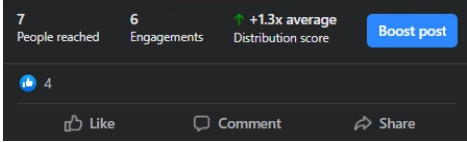
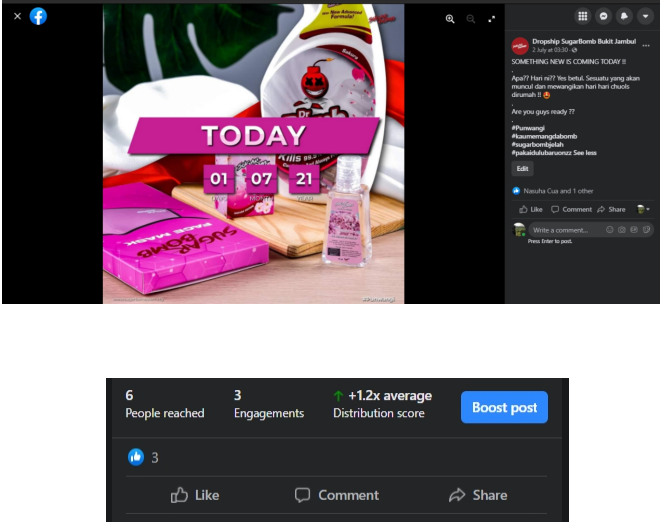
<https://www.facebook.com/Dropship-SugarBomb-Bukit-Jambul-103041788671667>

3.3 Facebook Teaser Post ✓

Teaser post is a early promotional of product. This teaser are involving a basic image without revealing too much information. This is a list of teaser that been post on Facebook page.

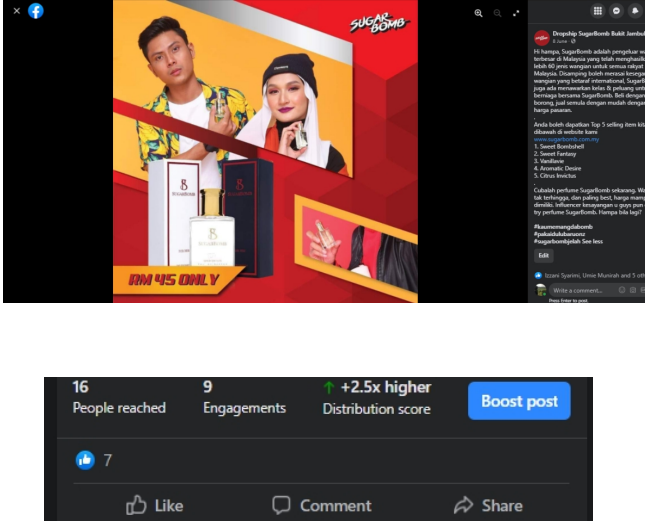
NO.	DATE AND POSTINGS	CAPTION
1	14 JUNE 2021 (Night) 	-
2	17 JUNE 2021 (11:15 pm) 	<i>Dengar2 perfume ni lagi wangi guysss 🔥🔥🔥</i> Stay Tuned.....
3	23 JUNE 2021 (11:43 am) 	-

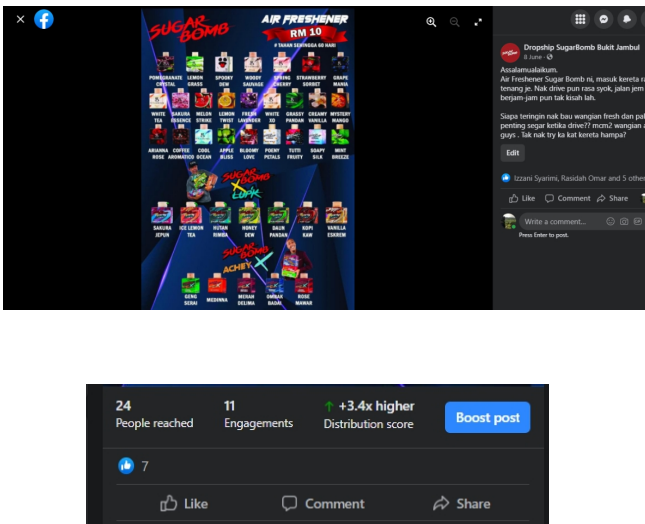
	9 People reached 6 Engagements +1.8x higher Distribution score Boost post 5 Like Comment Share (7:42 pm) 11 People reached 5 Engagements +1.8x higher Distribution score Boost post 4 Like Comment Share	Her Personality ? 🤔🤔 Stay tuned
4	25 JUNE 2021 (6:12 pm) 6 People reached 5 Engagements +1.4x higher Distribution score Boost post 4 Like Comment Share	Stay Tuned Guy 🤔🤔
5	27 JUNE 2021 (4:58 pm)	Agak-agak promo apa yaa 🤔🤔.. Stay Tuned Guys.. 🤔

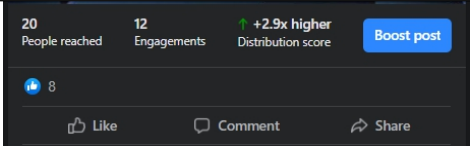
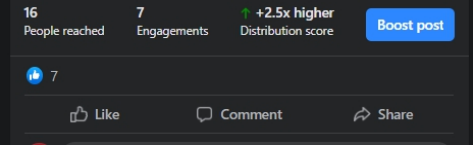
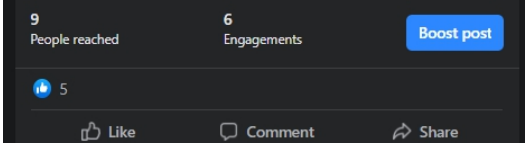
		
6	2 JULY 2021 (3:30 am) 	SOMETHING NEW IS COMING TODAY !! • Apa?? Hari ni?? Yes betul. Sesuatu yang akan muncul dan mewangikan hari hari uols dirumah !! 🍷 • Are you guys ready ?? • #Punwangi #kaumemangdabomb #sugarbombjelah #pakaidulubaruonzz

3.4 Facebook Post- Copy writing (Hard Sell) ✓

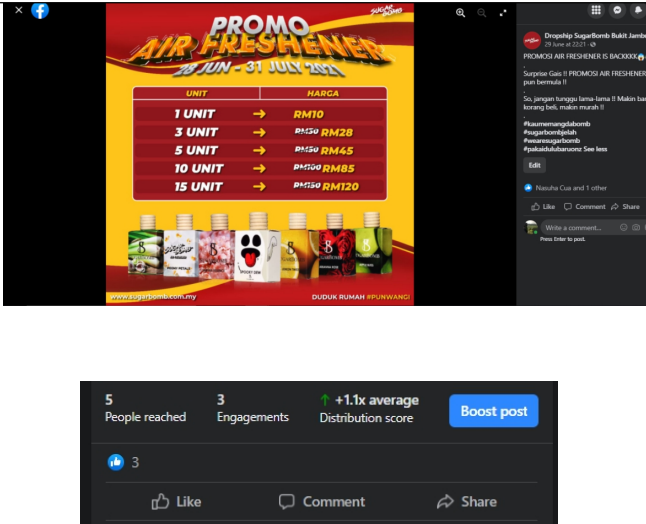
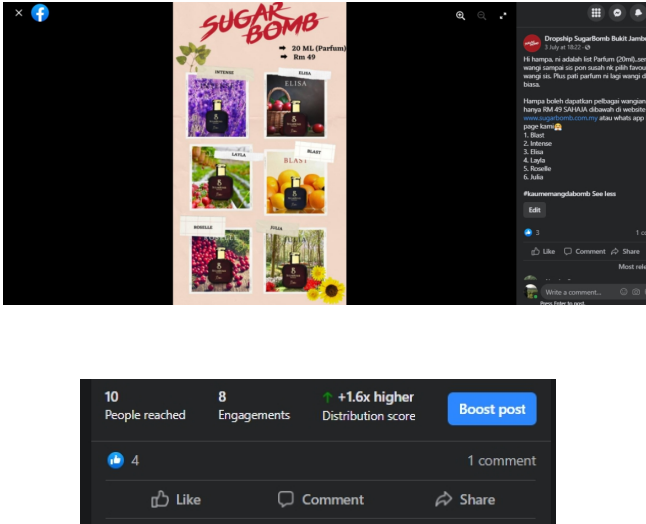
Copy writing hard sell is a direct sales approach and aimed at persuading a potential customers. This is a list of copy writing hard sell on Dropship SugarBomb Facebook page:

NO	DATE AND POSTINGS	CAPTION
1	8 JUNE 2021 (Evening) 	Hi hampa, SugarBomb adalah pengeluar wangian terbesar di Malaysia yang telah menghasilkan lebih 60 jenis wangian untuk semua rakyat Malaysia. Di samping boleh merasai kesegaran wangian yang betaraf international, SugarBomb juga ada menawarkan kelas & peluang untuk berniaga bersama SugarBomb. Beli dengan harga borong, jual semula dengan mudah dengan harga pasaran. • Anda boleh dapatkan Top 5

	(Night) 	selling item kita dibawah di website kami www.sugarbomb.com.my 1. Sweet Bombshell 2. Sweet Fantasy 3. Vanillavie 4. Aromatic Desire 5. Citrus Invictus . Cubalah perfume SugarBomb sekarang. Wangi tak terhingga, dan paling best, harga mampu dimiliki. Influencer kesayangan u guys pun dah try perfume SugarBomb. Hampa bila lagi? #kaumemangdabomb #pakaidulubaruonz #sugarbombjelah Assalamualaikum. Air Freshener Sugar Bomb ni, masuk kereta rasa tenang je. Nak drive pun rasa syok, jalan jem berjam-jam pun tak kisah lah. Siapa teringin nak bau wangian fresh dan paling penting segar ketika drive?? mcm2 wangian ada guys . Tak nak try ka kat kereta hampa?
2	10 JUN 2021 (Evening) 	Dah wangi belum ? Kalau belum ni haaaa meh la try sugarbomb nih. Even WFH pon badan kena wangi tauuu. Baru semangat nak buat keje berkobar-kobar 🍷🍷🍷🍷 Tahan 48jam kat baju, boleh bawa solat dan harga gerenti mampu milik. Jom try...Hampa boleh pilih banyak gila flavour minyak wangi

	 (Night)  	Kecil-kecil cili padi.. Perfume SugarBomb ni dah jadi macam perfume ajaib tau.. 🌈🌈 Kat mana-mana mesti ada kan? Siapa dah grab Si Kecil ni?? Promo jimat kaw2 punyaaaa... Nak order whatsapp ja kami bila-bila saja. #sugarbombjelah #adorewhileitlast #wearesugarbomb #sugarbombcare
3	21 JUNE 2021 (4.10 pm)  	Proudly to show you, Layla and Roselle by Sugarbomb !! Nak feeling feeling exclusive and mewah? Chuols should try Exclusive Parfum Layla and Roselle ni, confirm perasaan cinta itu berputik kembali 🥰 Ya Ampun.. sis tak kuat.. Harga Exclusive Parfum ni Rm49 je chuols, ni betul-betul harga kasih sayang ni. Siapa nak cepat komen now !! #PunWangi #kaumemangdabomb #sugarbombjelah #pakaidulubaruonzz
4	29 JUNE 2021 (10:21 pm)	PROMOSI AIR FRESHENER IS BACKKKK 🌈🌈 Surprise Gais !! PROMOSI AIR FRESHENER dah pun bermula !! So, jangan tunggu lama-lama !! Makin banyak korang

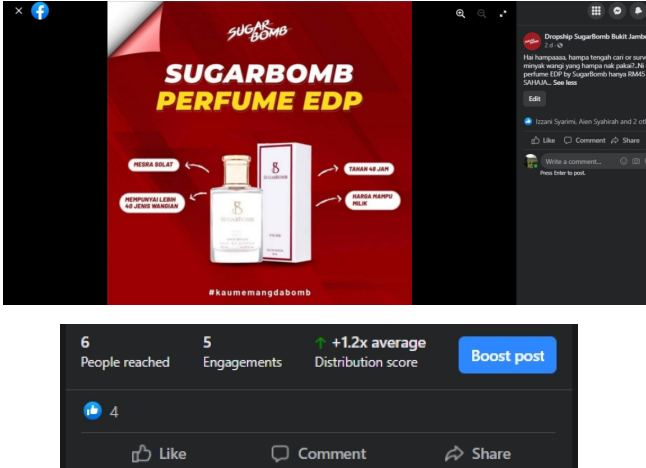
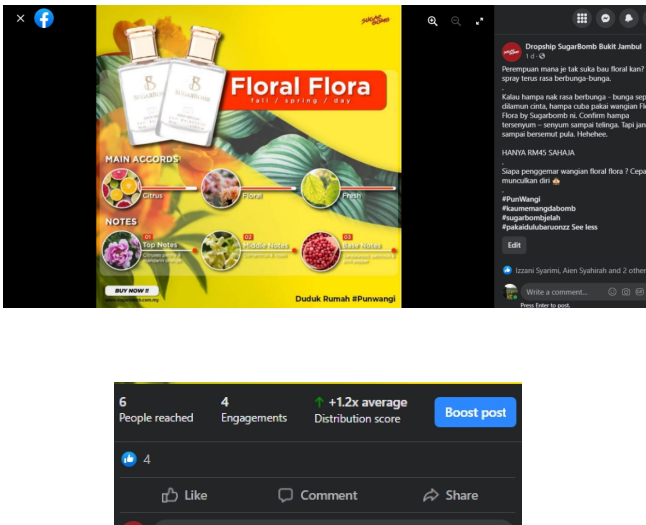


		beli, makin murah !! #kaumemangdabomb #sugarbombjelah #wearesugarbomb #pakaidulubaruonz
5	3 JULY 2021 (6:22 pm) 	Hi hampa, ni adalah list Parfum (20ml)..semua wangi sampai sis pon susah nk pilih favourite wangi sis. Plus pati parfum ni lagi wangi dari biasa. Hampa boleh dapatkan pelbagai wangian parfum hanya RM 49 SAHAJA dibawah di website kami www.sugarbomb.com.my atau whats app kami di page kami 🙏 1. Blast 2. Intense 3. Elisa 4. Layla 5. Roselle 6. Julia #kaumemangdabomb
6	4 JULY 2021 (2:52 pm) 	Ada penggemar perfume Sweet Fantasy ke kat sini ?? Apa yang bestnya tentang perfume sweet fantasy ni, dia ada bau amber musk vanilla yang membuatkan hampa rasa tenang dan dapat merehatkan minda hampa yang tengah stress. Kalau hampa stress spray je pefume sweet fantasy by sugarbomb ni! Stress stress #punwangi HANYA RM45 SAHAJA

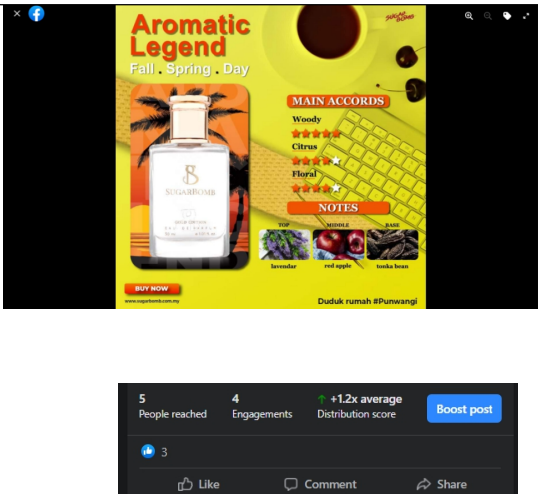


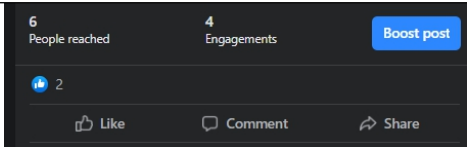
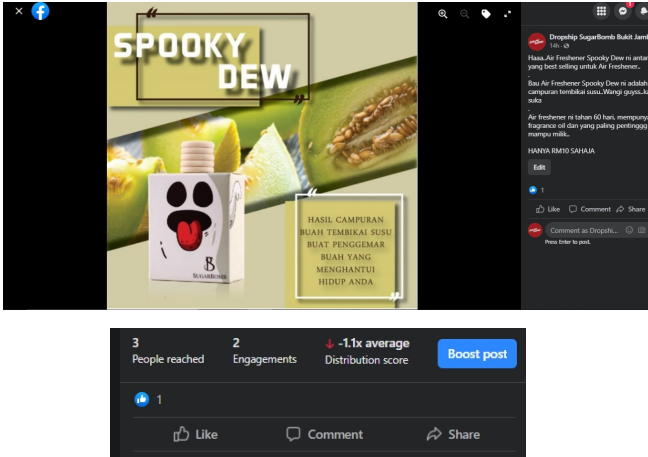
	6 People reached 4 Engagements +1.0x average Distribution score Boost post 4 Like Comment Share	#PunWangi #kaumemangdabomb #sugarbombjelah #pakaidulubaruonzz
7	6 JULY 2021 (11.15 am) × f WANGIAN FRESH YANG SEAKAN AKAN SABUN. SUGAR BOMB AIR FRESHENER SOAPY SILK SOAPY SILK Dropship SugarBomb Bukit Jambul 11:15 am · 111 views SOAPY SILK AIR FRESHENER Wangian SOAPY SILK by SugarBomb, seolah olah bauan sabun guys! Bagi siapa siapa yang minat bauan seolah olah sabun boleh try SOAPY SILK, ianya seakan akan jadikan kita rasa fresh macam baru lepas mandi guys ha. Dahlah harga sangat mampu milik cuma Rm10 je, mampu bertahan selama 60 hari, serikan ruangan kereta dan rumah kita dengan SOAPY SILK sekarang. Jom mewangi bersama SugarBomb #sugarbombpenang #sugarbombjelah #PunWangi Like Comment Share 8 People reached 7 Engagements +1.4x higher Distribution score Boost post 6 Like Comment Share (6.34 pm) × f WANGIAN YANG BERANGIN SEOLAH OLAH MINT. SEKALI HIDU TERUS FRESH. SUGAR BOMB AIR FRESHENER MINT BREEZE MINT BREEZE Dropship SugarBomb Bukit Jambul 6:34 pm · 111 views MINT BREEZE AIR FRESHENER Wangian yang dingin seolah olah MINT adalah antara wangian AIR FRESHENER yang sangat sangat berangin direka khas by SugarBomb guys. Sekali hidu memang kita akan teringat dengan chewing gum. Bagi siapa siapa yang minat dengan wangian seolah olah chewing gum boleh try. Dahlah harga mampu milik cuma Rm10 je, worth trying wei! Ingin wangian yang dingin special buat ruangan kereta dan rumah kita? Jom dapatkan Air Freshener MINT BREEZE by SugarBomb dari reseller reseller berdekatan anda #sugarbombpenang #sugarbombjelah #PunWangi Like Comment Share 5 People reached 3 Engagements +1.1x average Distribution score Boost post 3 Like Comment Share	SOAPY SILK AIR FRESHENER Wangian SOAPY SILK by SugarBomb, seolah olah bauan sabun guys! Bagi siapa siapa yang minat bauan seolah olah sabun boleh try SOAPY SILK, ianya seakan akan jadikan kita rasa fresh macam baru lepas mandi guys ha. Dahlah harga sangat sangat mampu milik cuma Rm10 je, mampu bertahan selama 60 hari, serikan ruangan kereta dan rumah kita dengan SOAPY SILK sekarang. Jom mewangi bersama SugarBomb #sugarbombpenang #sugarbombjelah #Punwangi MINT BREEZE AIR FRESHENER Wangian yang dingin seolah olah MINT adalah antara wangian AIR FRESHENER yang sangat sangat berangin direka khas by SugarBomb guys. Sekali hidu memang kita akan teringat dengan chewing gum. Bagi siapa siapa yang minat dengan wangian seolah olah chewing gum boleh try. Dahlah harga mampu milik cuma Rm10 je dengan bau tahan lama selama 60 hari, worth trying wei! Inginkan wangian yang dingin special buat ruangan kereta dan rumah kita? Jom dapatkan Air Freshener MINT



		<i>BREEZE by SugarBomb harini dari reseller reseller berdekatan anda! 🙌</i> <i>#sugarbombpenang #sugarbombjelah #Punwangi</i>
8	9 JULY 2021 (3:09 pm) 	<i>Hai hampaaaa, hampa tengah cari or survey minyak wangi yang hampa nak pakai?..Ni dia perfume EDP by SugarBomb</i> <i>Hanya RM45 SAHAJA...</i>
9	10 JULY 2021 (9:53 pm) 	<i>Perempuan mana je tak suka bau floral kan? Bila spray terus rasa berbunga-bunga.</i> <i>Kalau hampa nak rasa berbunga - bunga seperti dilamun cinta, hampa cuba pakai wangian Floral Flora by Sugarbomb ni. Confirm hampa tersenyum – senyum sampai telinga. Tapi jangan sampai bersemut pula. Hehehee.</i> <i>HANYA RM45 SAHAJA</i> <i>Siapa penggemar wangian floral flora ? Cepat munculkan diri 🙌</i> <i>#PunWangi #kaumemangdabomb #sugarbombjelah #pakaidulubaruonz</i>
10	11 JULY 2021 (3.05 am)	<i>Hampa nak tahu tak, wangian Aromatic Legend adalah salah satu wangian best seller yang menjadi pujaan hati ramai.</i> <i>Siapa kata perempuan je kena</i>



		wangi-wangi ? Lelaki pun kena wangi tau, baru terserlah aura kekelakuan Tak percaya? Kena la try dulu! Nak jadi gentleman #punwangi Hanya RM 45 Sahaja Whats App Sekarang #PunWangi #kaumemangdabomb #sugarbombjelah #pakaidulubaruonzz
11	13 JULY 2021 (10:02 pm)   	Penggunaan Aromatic Diffuser dapat membantu meningkatkan mood anda semasa berada di rumah. So, memandangkan kita kena stay at home, apa kata kita guna Aromatic Diffuser untuk mewangikan rumah kita 🍷 Classic Aromatic Diffuser- RM 49 sahaja Flavour -Bloomy Love - Fruity Burst - Spooky Dew Premium Aromatic Diffuser- RM 59 sahaja Flavour - English Pear - Fresh Lemon Grass Apa-apa pon boleh whatsapp kami tau 🍷 #Punwangi #kaumemangdabomb #sugarbombjelah #pakaidulubaruonzz

		
12	15 JULY 2021 (1.30 am) 	Haaa...Air Freshener Spooky Dew ni antara top 5 yang best selling untuk Air Freshener.. Bau Air Freshener Spooky Dew ni adalah hasil campuran tembikai susu..Wangi guyss..kami pun suka Air freshener ni tahan 60 hari, mempunyai 100% fragrance oil dan yang paling penting harga mampu milik.. HANYA RM10 SAHAJA

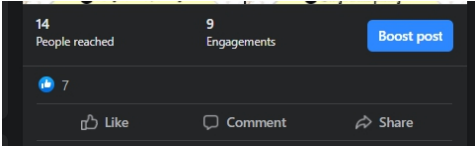
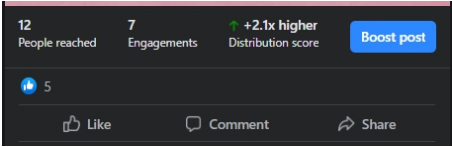


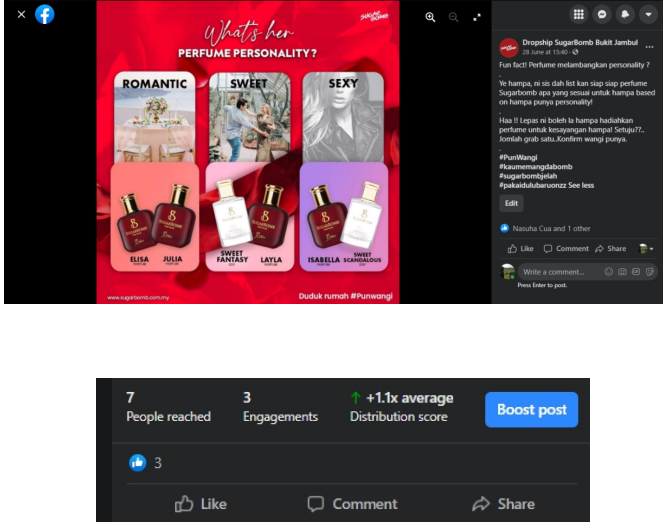
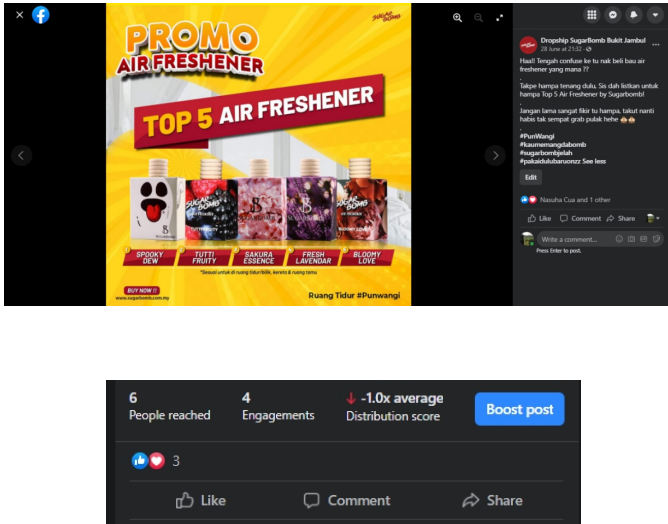
3.5 Facebook Post- Copy writing (Soft Sell)

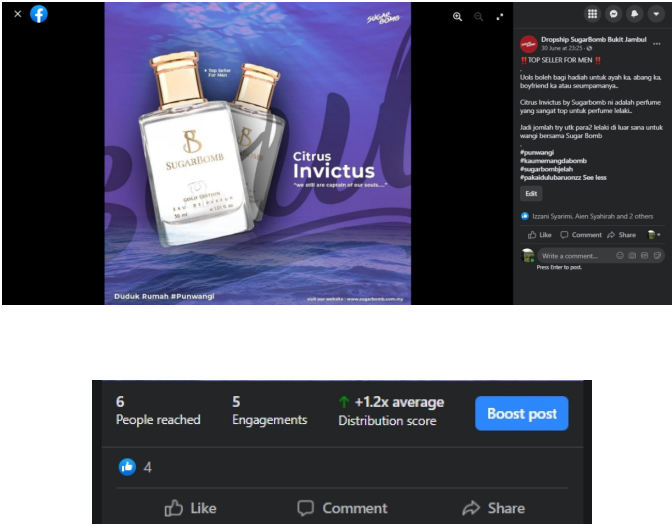
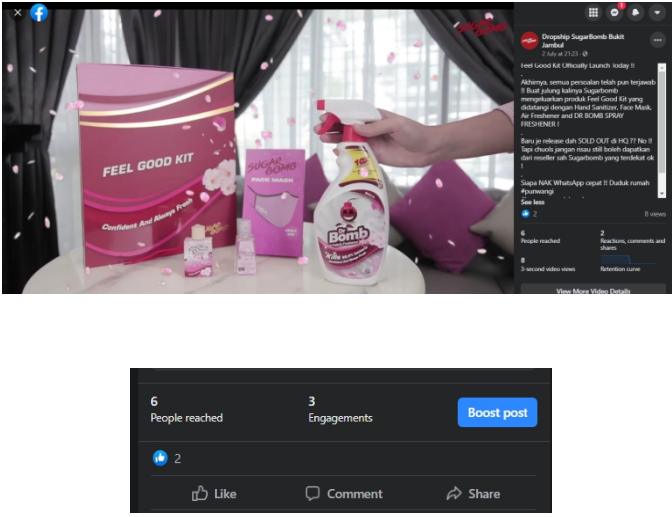
Copy writing soft sell is an indirect approach to customers to buy a products.

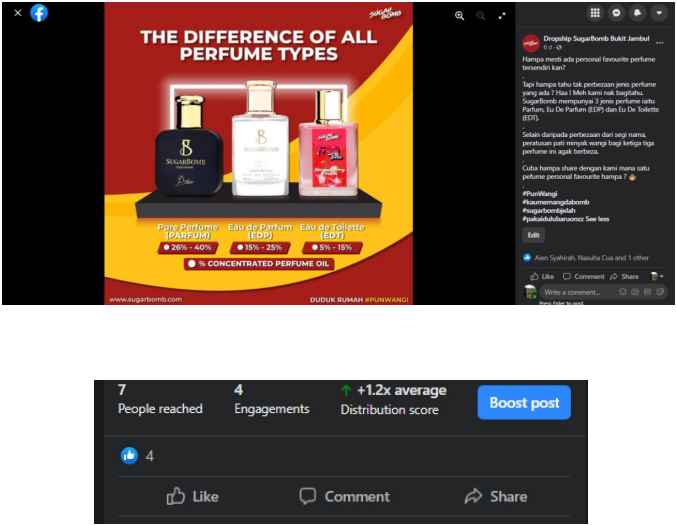
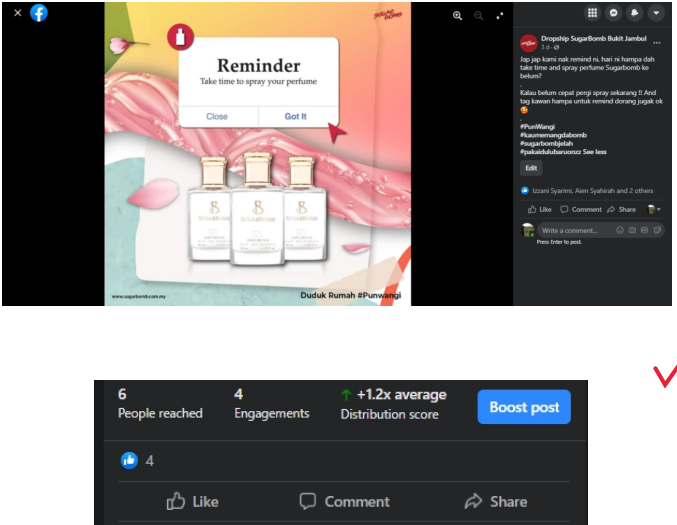
Plus, soft sell is more focusing on relationship building with their prospects to build a trust to the customers. This is a list of copy writing soft sell on Dropship SugarBomb Facebook page:

NO.	DATE AND POSTINGS	CAPTION
1	16 JUNE 2021 (4:47 pm) 	Cubalah perfume SugarBomb sekarang. Wangi tak terhingga, dan paling best, harga mampu dimiliki. Ramai orang dah try perfume SugarBomb ni. Korang bile lagi? #kaumemangdabomb #pakaidulubaruonz #sugarbombjelah Boleh trus whatsapp kami tau di bio FB 🙌

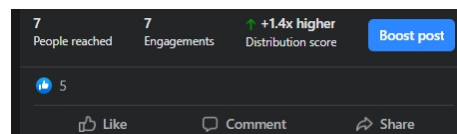
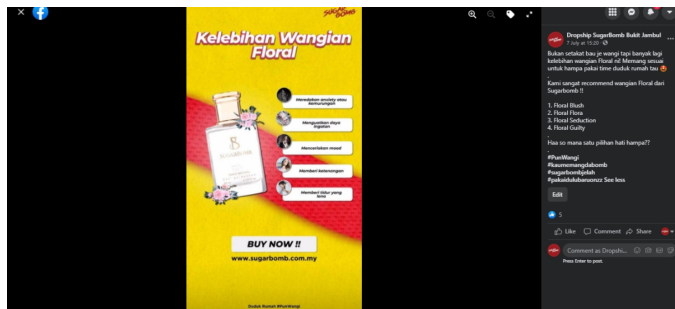
	 	
2	21 JUNE 2021 (11.27 pm)  	Surprise !! Exclusive Parfum Princess Collection Is Back ! Wangian exclusive Parfum kembali memukau dan memikat jiwa kita semua ! Kalini Princess Collection akan mencipta satu fenomena luar biasa sehingga ratusan ribu rakyat MALAYSIA jatuh cinta 🥰 Antara wangian Elisa, Julia, Isabella, Roselle dan Layla, mana satu yang menjadi pilihan hati chuols ? Apalagi jom grab satu 🤔🤔

		#PunWangi #kaumemangdabomb #sugarbombjelah #pakaidulubaruonzz
3	28 JUNE 2021 (3:40 pm)  (9:32 pm) 	Fun fact! Perfume melambangkan personality ? Ye hampa, ni sis dah list kan siap siap perfume Sugarbomb apa yang sesuai untuk hampa based on hampa punya personality! Haa !! Lepas ni boleh la hampa hadiahkan perfume untuk kesayangan hampa! Setuju??.. Jomlah grab satu..Konfirm wangi punya. #PunWangi #kaumemangdabomb #sugarbombjelah #pakaidulubaruonzz Haa!! Tengah confuse ke tu nak beli bau air freshener yang mana ?? Takpe hampa tenang dulu, Sis dah listkan untuk hampa Top 5 Air Freshener by Sugarbomb! Jangan lama sangat fikir tu hampa, takut nanti habis tak sempat grab pulak hehe 🤔🤔 #PunWangi #kaumemangdabomb #sugarbombjelah #pakaidulubaruonzz

4	30 JUNE 2021 (11.25 pm) 	!! TOP SELLER FOR MEN !! . <i>Uols boleh bagi hadiah untuk ayah ka, abang ka, boyfriend ka atau seumpamanya..</i> <i>Citrus Invictus by Sugarbomb ni adalah perfume yang sangat top untuk perfume lelaki..</i> . <i>Jadi jomlah try utk para2 lelaki di luar sana untuk wangi bersama Sugar Bomb</i> . <i>#punwangi</i> <i>#kaumemangdabomb</i> <i>#sugarbombjelah</i> <i>#pakaidulubaruonzz</i>
5	2 JULY 2021 (9:25 pm) 	Feel Good Kit Officially Launch Today !! . <i>Akhirnya, semua persoalan telah pun terjawab !! Buat julang kalinya Sugarbomb mengeluarkan produk Feel Good Kit yang didatangi dengan Hand Sanitizer, Face Mask, Air Freshener and DR BOMB SPRAY FRESHENER !</i> . <i>Baru je release dah SOLD OUT di HQ ?? No !! Tapi chuols jangan risau still boleh dapatkan dari reseller sah Sugarbomb yang terdekat ok !</i> . <i>Siapa NAK WhatsApp cepat !! Duduk rumah</i> <i>#punwangi</i> <i>#kaumemangdabomb</i> <i>#sugarbombjelah</i> <i>#pakaidulubaruonzz</i>

6	4 JULY 2021 (9:17 pm) 	Hampa mesti ada personal favourite perfume tersendiri kan? Tapi hampa tahu tak perbezaan jenis perfume yang ada ? Haa ! Meh kami nak bagitahu. SugarBomb mempunyai 3 jenis perfume iaitu Parfum, Eu De Parfum (EDP) dan Eu De Toilette (EDT). Selain daripada perbezaan dari segi nama, peratusan pati minyak wangi bagi ketiga tiga perfume ini agak berbeza. Cuba hampa share dengan kami mana satu perfume personal favourite hampa ? 🐼 #PunWangi #kaumemangdabomb #sugarbombjelah #pakaidulubaruonzz
7	7 JULY 2021 (12:34 pm) 	Jap jap kami nak remind ni, hari ni hampa dah take time and spray perfume Sugarbomb ke belum? Kalau belum cepat pergi spray sekarang !! And tag kawan hampa untuk remind dorang jugak ok 🤗 #PunWangi #kaumemangdabomb #sugarbombjelah #pakaidulubaruonzz

(3.20 pm)



Bukan setakat bau je wangi tapi banyak lagi kelebihan wangian Floral ni! Memang sesuai untuk hampa pakai time duduk rumah tau 😊

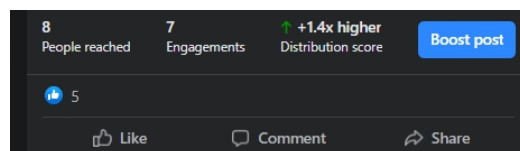
Kami sangat recommend wangian Floral dari Sugarbomb !!

1. Floral Blush
2. Floral Flora
3. Floral Seduction
4. Floral Guilty

Haa so mana satu pilihan hati hampa??

#PunWangi
#kaumemangdabomb
#sugarbombjelah
#pakaidulubaruonzz

(9:24 pm)



Kalau hampa jenis yang cepat stress especially time work from home ni, kami suggest hampa pakai wangian citrus ni. Memang life saver!

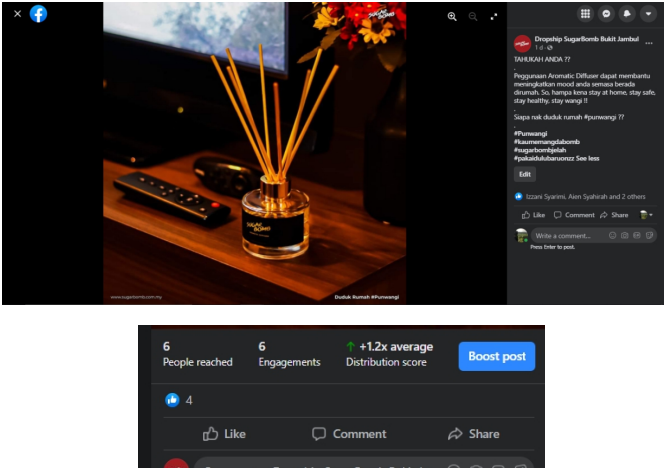
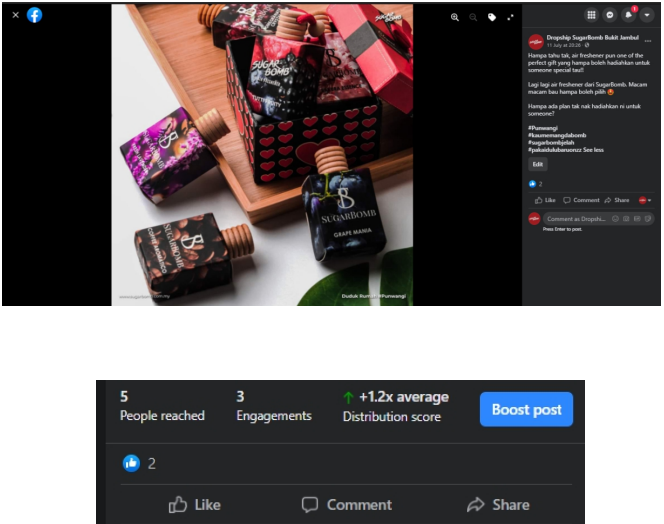
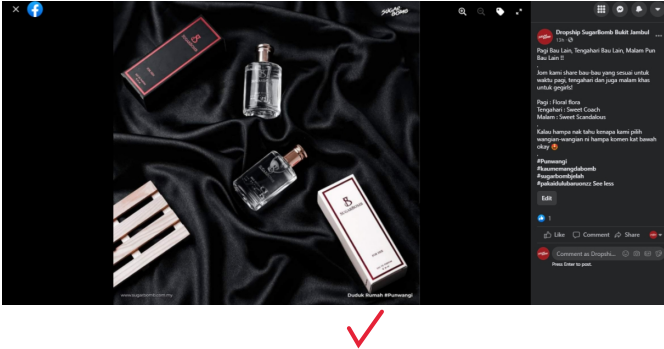
Before hampa start buat kerja jangan lupa spray perfume yang ada wangian citrus ni ok! Buat kerja #punwangi

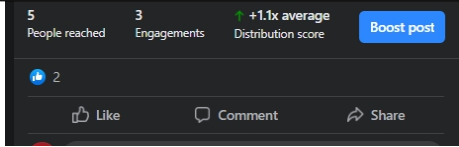
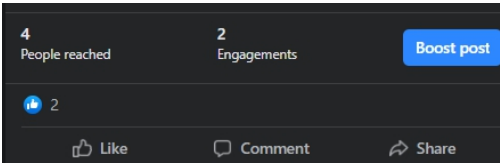
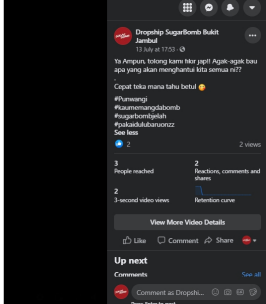
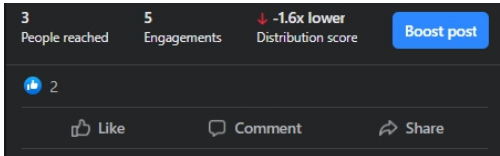
Siapa rasa nak terus grab lepas tengok post ni?

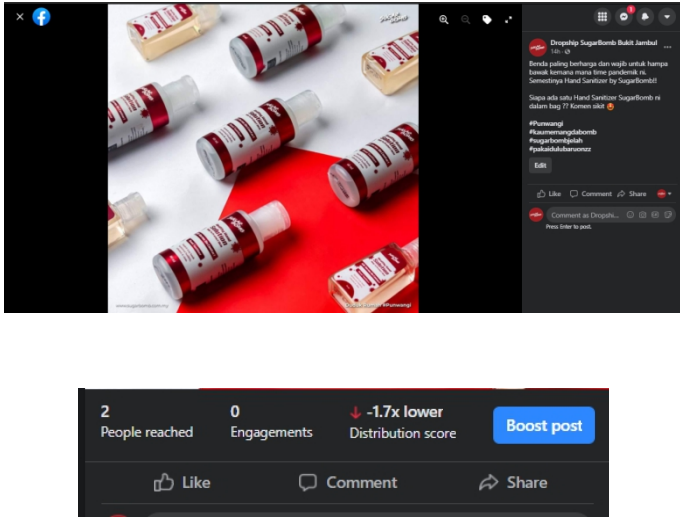
Whats Apps sekarang guyss..

#PunWangi
#kaumemangdabomb
#sugarbombjelah
#pakaidulubaruonzz



8	9 JULY 2021 (10:16 am) 	TAHUKAH ANDA ?? Peggunaan Aromatic Diffuser dapat membantu meningkatkan mood anda semasa berada dirumah. So, hampa kena stay at home, stay safe, stay healthy, stay wangi !! Siapa nak duduk rumah #punwangi ?? #Punwangi #kaumemangdabomb #sugarbombjelah #pakaidulubaruonzz
9	11 JULY 2021 (8:26 pm) 	Hampa tahu tak, air freshener pun one of the perfect gift yang hampa boleh hadiahkan untuk someone special tau!! Lagi lagi air freshener dari SugarBomb. Macam macam bau hampa boleh pilih 🤗 Hampa ada plan tak nak hadiahkan ni untuk someone? #Punwangi #kaumemangdabomb #sugarbombjelah #pakaidulubaruonzz
10	12 JULY 2021 (11:25 am) 	Pagi Bau Lain, Tengahari Bau Lain, Malam Pun Bau Lain !! Jom kami share bau-bau yang sesuai untuk waktu pagi, tengahari dan juga malam khas untuk gegirls! Pagi : Floral flora Tengahari : Sweet Coach Malam : Sweet Scandalous

		Kalau hampa nak tahu kenapa kami pilih wangian-wangian ni hampa komen kat bawah okay 🤗 #Punwangi #kaumemangdabomb #sugarbombjelah #pakaidulubaruonzz
11	13 JULY 2021 (5:53 pm)    (6:25 pm)   	Ya Ampun, tolong kami fikir jap!! Agak-agak bau apa yang akan menghantui kita semua ni?? Cepat teka mana tahu betul 🤗 #Punwangi #kaumemangdabomb #sugarbombjelah #pakaidulubaruonzz Psstt.. Kami nak bagitahu ni Feel Good Kit dah seminggu launch ! Walaupun pkp kena duduk rumah, jadi rumah kenalah wangi 🤗. Heheh duduk rumah #punwangi 🤗 Hampa still boleh grab dari reseller sah Sugarbomb 🙌 #Punwangi #kaumemangdabomb #sugarbombjelah #pakaidulubaruonzz

12	15 JULY 2021 (1:30 am)	 Benda paling berharga dan wajib untuk hampa bawak kemana mana time pandemik ni. Semestinya Hand Sanitizer by SugarBomb!! Siapa ada satu Hand Sanitizer SugarBomb ni dalam bag ?? Komen sikit 🙏 #Punwangi #kaumemangdabomb #sugarbombjelah #pakaidulubarunzz 2 People reached 0 Engagements -1.7x lower Distribution score Boost post Like Comment Share
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3.6 Graphic

Those are the products content which is



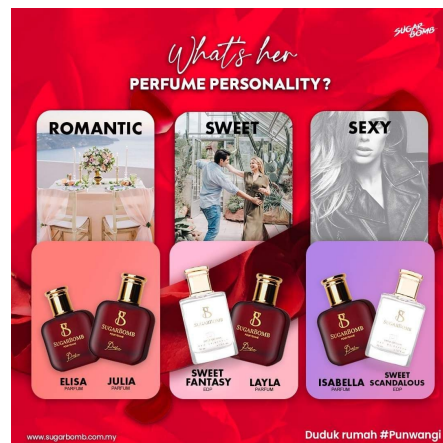
Air Freshener



EDP Perfume



Aromatic Diffuser



EDP Perfume and Parfum



Feel Good Kit



Differences of oil perfume in perfume types

4. CONCLUSION

In a nutshell, social media is a biggest platform to promote and can make a business with using it. It is because this platform easy to reach the customers all over the place. Plus, with a minimal cost to promote the product or business can save their capital to expand in their business. Facebook is a biggest platform and usually use by any entrepreneur to promote their business and products. In addition, Facebook also can be a platform that easy to make the business due to provide a Facebook Page and can boost the business post to more get engaged with the customers especially to the new customers.

Besides, the caption of selling products also needs to be focus on whereas it needs to be creative and attractive to the customers to read it and get interest with the postings. The graphic or the content of the products also need to more creative to attract the customers by remembering the logo of the brands. Next, promoting on social media need to be consistent which is keep posting the products frequently. It is because to make the customers trust and believe of the products that we are selling is real and active. 

References

SUGARBOMB. (2021). About Us. <https://www.sugarbomb.com.my/pages/about-us>

Appendices

The products

SUGAR BOMB
EDP 30ML
RM 45

WOMEN PERFUME

- Sweet Bombshell
- Sweet Fantasy
- Vanillavie
- Floral Flora
- Sweet Scandalous
- Floral Blush
- Vanilla K.P. Meow
- Fruity Rose
- Fruity Sparkle
- Fruity Selena
- Sweet Coach
- Floral Guilty
- Fruity Signorina
- Fruity L. Million
- Aquatic Miracle
- Vanilla Poison

MEN PERFUME

- Citrus Invictus
- Citrus Desire
- Aromatic Legend
- Aromatic Eras
- Citrus Code
- Aromatic Scent
- Fruity Aventus
- Woody Walker
- Spicy Million
- Citrus Di Gio
- Spicy XS
- Aquatic Marine
- Aromatic Eternity

BEST-SELLERS

1. Sweet Bombshell
2. Sweet Fantasy
3. Vanillavie
4. Aromatic Desire
5. Citrus Invictus

• TAHAN 48 JAM PADA FABRIK

• TAHAN 8-12 JAM PADA KULIT

• MESRA SOLAT

EDP 10ML
RM 15

SUGAR BOMB
AIR FRESHENER
RM 10
#TAHAN SEHINGGA 60 HARI

POMEGRANATE CRYSTAL, LEMON GRASS, SPOOKY DEW, WOODY SAUVAGE, SPRING CHERRY, STRAWBERRY SORBET, GRAPE MANIA, WHITE TEA, SAKURA ESSENCE, MELON STRIKE, LEMON TWIST, FRESH LAVENDER, WHITE XO, GRASSY PANDAN, CREAMY VANILLA, MYSTERY MANGO, ARIANNA ROSE, COFFEE AROMATICO, COOL OCEAN, APPLE BLISS, BLOOMY LOVE, POEY PETALS, TUTTI FRUITY, SOAPY SILK, MINT BREEZE, SAKURA JEPUN, ICE LEMON TEA, HUTAN RIMBA, HONEY DEW, DAUN PANDAN, KOPI KAW, VANILLA ESKREM, GENG SERAI, MEDINNA, MERAH DELIMA, OMBAK BADAI, ROSE MAWAR

The feedback of customers

SUGAR BOMB
TESTIMONY

"BAU DIA WANGI SANGAT"

@sugarbomb.penang

SUGAR BOMB
TESTIMONY

"MEMANG WANGI TAHAN LAMA"

@sugarbomb.penang

PROMO AIR FRESHENER

CUSTOMER FEEDBACK !!



Puteri
5:04 PM
Hi dia!
Omg! dah received! Wrapping perfect
laidu looking.
Lauveeeeeee gila bau dia sis.
Yay! Best kann! Thank u be!
Kamari? Nanti I request another kind too! Nih!

BUY NOW !!
www.sugarbomb.com.my

Bilik Air #Punwangi

PROMO AIR FRESHENER

CUSTOMER FEEDBACK !!



Daniel
5:01
Salam sugarbomb hq, dah sampai
ya. First time beli paxwangi kereta ni,
tapi dah JATUH CINTA!
Suka bau dia!!! Menyesal beli satu
je. Nanti saya nak order lagi untuk
rumah pulak. Yg ni letak kat kereta
je. Apa pon mantap and thanks ya

BUY NOW !!
www.sugarbomb.com.my

Bilik Air #Punwangi

PROMO AIR FRESHENER

CUSTOMER FEEDBACK !!



Haliza

Hi kak Shal

Air freshener dah sampai

I dah try dah letak and gantung kt kereta i

waahh

terbaik

so freshh

and i really like

how dia surround the whole place

with the wangian

thank you so much!

Yai! Bestnya dengr  jangan lupa repeat order ok. Share la dengan kawan kawan sekali nanti

BUY NOW !!
www.sugarbomb.com.my

Bilik Air #Punwangi

PROMO AIR FRESHENER

CUSTOMER FEEDBACK !!



Yasmin



Saya dah dapat air freshener saya. Dia dua best sangat. Tersangat puas hati!! Saya paling suka bau lemon grass, bau dia fresh sangat. Lepas ni saya nak try bau yang lain juga lah.

Yayy dah dapat! Nanti jangan lupa repeat order ok. And share la dengan kawan kawan sekali 

BUY NOW !!
www.sugarbomb.com.my

Bilik Air #Punwangi