



PRINCIPLES OF ENTREPRENEURSHIP

(ENT530)

SOCIAL MEDIA PORTFOLIO

PRODUCT NAME : SHAKLEE

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CLASS : HM2453 B2

SUBMISSION : WEEK 14

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Thank You,

Name: ROHZAIANA BINTI ZAINAL

ID Number : 2019475668

Class : HM2453 B2

EXECUTIVE SUMMARY

A little bit about Shaklee products is. Forrest C. Shaklee was a chiropractor and nutritionist based in his native state of Iowa, and later in Oakland, California, he created the first vitamin in the United States labeled "Shaklee Vitalizing Minerals" in 1915. After that, in 1956, Shaklee established the Shaklee Corporation Company with his two sons and intended to manufacture supplements. Shaklee companies choose a multi-level marketing business model to market their products to a large audience. Beginning in 1956, Shaklee began marketing its new products, organic and biodegradable cleaners. In a nutshell, Shaklee Corporation is an American manufacturer and marketing distributor of various levels of natural nutritional supplements, weight management products, beauty products, and household products. With the rapid development of the company, the company based in Pleasanton, California is now able to operate globally in Canada, China, Indonesia, Japan, Malaysia, and Taiwan.

Just like other products that use the services of an agent or drop ship to make product sales. This is due to the current developmental pressures where all aspects are mostly through social media. On this FB page, I am one of the dropship that sells Shaklee products. Apart from being active in online selling, but at the same time, I also have my own store called SHAKLEE. It is located in Pekan Semporna Sabah. My sales cover almost all aspects i.e. health vitamins, household, and more. In addition, for product sales, of course, I do a lot of promotions through my official Facebook which is SHAKLEE, and also in my store, Through this FB i often make entries about the products I sell, for example, submitting SHAKLEE benefits, customer testimonials, how to get products my sales, how to contact me. This is one of the strategies to attract customers to SHAKLEE products.


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GO E-COMMERCE REGISTRATION

Hotspot Peribadi : 1 sambungan, Digunakan 4.9 MB



ROHZAIANA BINTI ZAINAL

Company Name
:
SHAKLEE

Type Of Business
:
Enterprise

Facebook Page
:
<https://www.facebook.com/Shaklee-110316864629819/>

Wechat for Business
:

Marketplace
:

Others

Business Related to Your Study Field
:
Yes

Company Registration No.
:
Business Role

752 B/s 13:47 76%

Company Registration No.
:
Business Role
:
Dropshipper

Business Category/Business Sub-Category
:
Apparel, Health & Beauty / Health & Beauty

Business Instagram Page
:

Business Website
:
<https://www.facebook.com/Shaklee-110316864629819/>

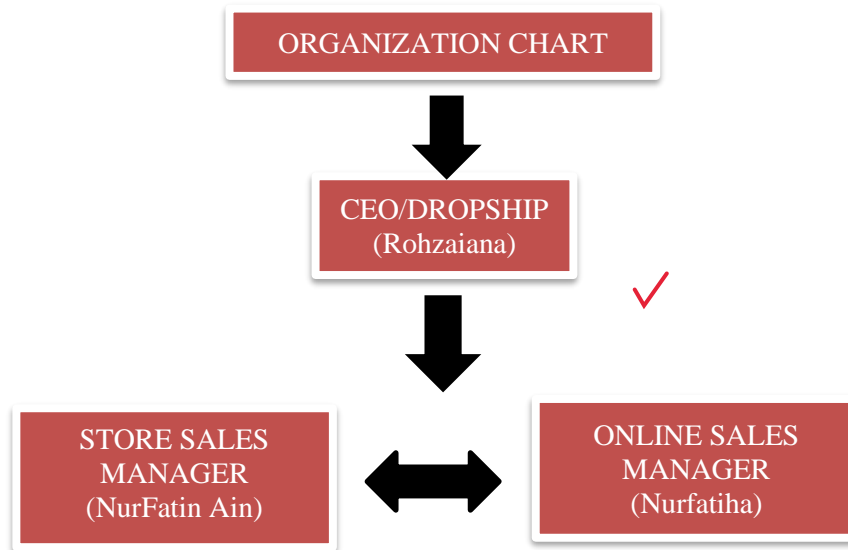
Type Of Website
:
Mini Site (Landing Page)

Experience in International Export
:

[Edit](#)

INTRODUCTION OF BUSSINES

ITEM	ITEM
Name	SHAKLEE
Address	PEKAN SEMPORNA SABAH
Link facebook page	https://www.facebook.com/Shaklee-110316864629819/
No Phone	



MISI SHAKLEE Mission

Our mission at SHAKLEE is to provide healthier vitamins for everyone and to have a better life for everyone. We do it by making natural products that are so incredible. Customers just need to tell & share the goodness of the product with other friends. Every product that goes into every Shaklee bottle is designed to improve health, work without compromise and be environmentally friendly.






VISI SHAKLEE Vision

The vision inspired by Dr. Shaklee is still pursuing the company’s goals by producing quality and natural products that support the health of the universe. With the goal of being a world leader in health and wellness products of life, Shaklee is highly dedicated to continuing to contribute in product innovation, scientific excellence. ✓




DESCRIPTIONS OF PRODUCTS AND SERVICE

For all you know, Shaklee noodle product is not a ‘MEDICINE’ to cure @ cure disease but it is a supplement that complements the nutrients needed by the body. Shaklee supplements are taken strengthen and maintain the health of all of us. Don't be exposed until you wake up. If you get sick later, don’t look for supplements, as supplements are not suitable, but you need to see a doctor to get the right medication. While taking the drug, there are side effects when taken over a long period of time. Therefore, we strive and strive for our health and well-being, the rest we leave to Allah SWT. Therefore, here I would like to explain a little about Shaklee products.

NAME OF PRODUCTS	DECRPTIONS	PRICE
<p>Alfalfa</p> 	<ol style="list-style-type: none"> Alfalfa is the center of accumulation of all nutrients, its taproot projecting as deep as 6 meters down is able to absorb nutrients and minerals from the soil, while its leaves collect a lot of chlorophyll through the process of photosynthesis. Alfalfa Complex is a Shaklee Signature Formula originally developed by Dr. Shaklee in the 1950s. Shaklee uses only high-quality alfalfa grown in California for this product to ensure a rich source of raw materials with a variety of nutrients including calcium, iron, and magnesium in addition to chlorophyll, bioflavonoids, trace minerals, and vitamins. Importance, help overcome constipation, husband and 	<p>Size S: RM56.00</p> <p>Size L: RM 105.00</p>

	wife energy, menstruation, dirty urine, sinusitis, eczema, allergies, vaginal discharge, flatulence. Helps increase body milk, Very suitable for breastfeeding and maternity mothers	
<p>B-complex</p> 	<ol style="list-style-type: none"> 1. Vitamin B for good health. Stress, alcohol intake, and some prescription medications can contribute to the risk of vitamin B deficiency. Vitamin B plays an important role in all body functions, from DNA synthesis to metabolism to energy production. 2. B-Complex is used to; Controls stress, migraines, depression, men and women who are always tired, students, employees Helps smooth the digestive system, increase stamina, and control cholesterol levels 3. Very suitable also for students, employees, pregnant mothers, breastfeeding, and abstinence 	RM 56.00
<p>Vita-Lea</p> 	<ol style="list-style-type: none"> 1. Vita-Lea has a variety of nutrients and is one of the most balanced supplements with complete nutrition, specially formulated to supply 28 essential vitamins and minerals needed by the adult body. 2. Intake of this vitamin can promote fitness and strength throughout the body, build the immune system and protect the body from harmful free radicals. 3. Importance of Vita-Lea for anemia patients, low blood pressure and, diabetics, men and women who are always tired and lethargic. Weak students in the class 	RM 94.00
<p>Vita-C</p>	<ol style="list-style-type: none"> 1. Vita-C Plus offers the benefits of pure vitamin C through a proprietary all-natural delivery method that acts to release vitamin C gradually into the body. Vitamin C is a nutrient required for various functions 	Rm 98.00



	<p>including immune resistance, cell integrity, dental health, bone gums, and body functions in general. Vitamin C can overcome various problems such as.</p> <ol style="list-style-type: none"> 2. There are many benefits of vita-C among them, good for ADHD children, frequent colds, constipation, and appetite relations. It is also able to strengthen bones and teeth. Furthermore, vita-C is very helpful in improving children's IQ 	
<p>ESP Soy Protein Esolate Powder</p> 	<ol style="list-style-type: none"> 1. Esp Soy Protein Isolate Powder is a complete biological plant -based protein source that is naturally low in fat, cholesterol-free, and rich in essential amino acids. It is clinically proven to retain energy for hours. High-quality plant-based protein with 14 grams of soy protein and 500 mg per serving is very good for heart health. Low index glycemic levels can help maintain normal blood sugar levels.. 2. This product helps to strengthen for energy suitable for men and women as it gives energy in the context of resisting hunger Also suitable for men s urinary patients 	<p>RM 159.00</p>
<p>Omega Guard</p> 	<ol style="list-style-type: none"> 1. Omega Guard is produced through a proprietary process of double molecule distillation that aims to increase the concentration of Omega-3 fatty acids and at the same time get rid of harmful substances such as mercury and lead that often contaminate fish species. 2. Omega Guard supplies a broad spectrum of Omega-3 fatty acids consisting of seven key components, including EPA for overall health and DHA for normal mental function and development. 3. Omega guard is used to losing weight, for pregnant 	<p>RM 144.00</p>

	women to create baby brain cells, and others	
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FACEBOOK

TEASER / SUMMARY OF PRODUCT

Shaklee products are one of the food supplement products that cover various aspects. Among them are health, appearance, beauty, and more. This product is not only for teenagers, but also involves products for children and the elderly.

In my organization, we sell several products that focus on children, adults, and the elderly. Among them are B-Complex, Herb-Lea, Omega-guard, Vita-C, ESP, and Alfalfa. Here are the sales products that are a priority of our organization.

Our sales or promotions are made through the main FB page, SHAKLEE, which is managed by the Online Sales Manager. Through this platform, the process of getting customers, promotion, sales are done. In addition, to further develop our sales products, my employees in my Store Sales Manager division will do in store sales. and at the same time, put up various pamphlets, posters, and catalogs for promotion in reality.



COPYWRITING HARD SELL AND SOFT SELL

To keep customers always with us, further increase the number of Shaklee customers, or introduce products to the d community out there. Of course the various ways we will do it either in reality or online. Among the ways, we do that are Hard Sell and Soft sell.

SOFT SELL

The soft sell is one of the methods of product marketing that is soft or not coercive. This way is more to promote the product or introduce the product to the community. The soft sell method is done through Shaklee Facebook Page. Here's how I made a soft sell

No	Examples
1	<p>ENERGIZING SOY PROTEIN (ESP) ☐ 🌱</p> <p>Sebelum ni, ESP hanya ada dalam bentuk tong je kan? Haaa sekarang dah ada dalam 2 bentuk iaitu tong dan sachets. Kalau yang sachet tu 1 kotak ada 10 sachets. Wahh! 😊</p> <p>Masih tak tahu lagi apa kebaikan ESP ni? 😞</p>

	<p>Haaa ni nak terangkan apa kebaikan ESP ni 😊☐</p> <p>ESP ni :-</p> <ul style="list-style-type: none"> • Membaiki sel kulit • Boleh membantu untuk menghilangkan jerawat dan parut jerawat • Mencerahkan kulit • Boleh membantu atasi masalah Gastrik • Boleh memberikan tenaga yang berkekalan • Boleh membantu menahan rasa lapar • Boleh membantu mengurangkan kolestrol dan menyokong kesihatan jantung • Boleh membantu atasi rambut gugur dan pigmentasi <p>Jadi, kalau kita nak jaga kesihatan dalaman kita, saya sangatlah sarankan untuk amalkan E...</p>
2	<p>The best set product in SHAKLEE !!</p> <ul style="list-style-type: none"> ☞ Set cantik ☞ Set kurus ☞ Set gain weight ☞ Set resdung ☞ Set sendi <p>Semua set available 😊</p> <p>Harga mampu milik yang semestinya mampu bertahan 2-3 bulan 🔥</p> <p>Mari cepat2 comment -Berminat(no fon) atau terus ja tekan butang mesej...</p>

HARD SELL

The hard sell is one of the methods that is more of a promotion or sale by force or directly to the customer. This method is not only used on our Facebook Page, but also practiced in the store. Here is an example of a hard sell through our Shaklee Facebook Page

No	Examples
1	<p>PKP,.PKPD.PKPB.PKPP aallaa semua lahhh...Kita kena duduk rumah, bukan seminggu dua tapi lamaa mak oiii..</p> <p>Akak2, abg2, dan adk2 kat luarr sana mesti ad yg dh naik berat bdn, perut buncit, lemak bergelebeh, dan sebgainy knnn.. Xpayah nak tipu, mesti ada yg brhadapan msalh ini kn..</p> <p>Ahhhh mari sini saya nak cakap..Ringankn lh tngn utk mnekan, mata utk</p>

	<p>melihat produk² SHAKLEE SET KURUS NI. Cepatt..cepat.. Jangan lama² buat tak kisah jaa.. Mari tekan butang mesej utk brhubung dgn pihak kami, bagi memudahkan kami utk membantu anda.</p>
2	<p>" SUSAHNYA NAK MEMBUANG ! "</p> <p>Ramai sangat ada masalah macam ni☹️</p> <p>Selalu alami sembelit dan perut pun rasa sakit. Bila nak buang dekat toilet mesti lama sampai orng lain tunggu turn pun jadi bising..SEGAN KAN?</p> <p>Nak tahu apa yang membantu ?</p> <p>SET DETOX SHAKLEE ❤️</p> <p> ALFAFA + HERBLAX </p> <p>Eh kenapa pula membantu ?</p> <p>★ Alfafa</p> <p>Alfafa bantu meningkatkan fungsi sistem penghadaman kita. Ia juga bantu melegakan kembung perut ! Alfafa ni ibaratnya SUPERFOOD kerana mengandungi lebih</p> <p>300 vitamins dan mineral yang berguna kepada badan !</p> <p>★ Herblax</p> <p>Herblax adalah laksatif (laxative) semula jadi. Laksatif ialah makanan yang bantu melancarkan proses pembuangan najis. Secara tidak langsung juga mengelakkan sembelit . Herblax menggalakkan pergerakan usus untuk melancarkan proses nat...</p>

GRAPHIC OR PICTURES

BEAUTY SET

RP : RM196
DN : RM157

Menghaluskan kulit, membina sel kulit baru dan menganjalkan kulit

Mengurangkan pertumbuhan jerawat dan membantu penghasilan kolagen. Tona kulit cerah sekata.

The Beauty Set includes two products: a white pouch of ESP Mixed Soy Protein (Natural Vanilla) and a white bottle of Sustained Release Vita-C Plus. The Vita-C Plus bottle features an orange and white design with the text 'Naturally Sourced Multivitamin' and 'HEALTH SUPPLEMENT | 100 TABLETS'. The background is light pink with beauty-related icons like a magnifying glass and a palette.

ENERGY SET

RP : RM157.50
DN : RM126

Protein adalah asas untuk kesihatan tulang, otot, kulit dan rambut yang lebih sihat. Memberikan tenaga sepanjang hari.

Lengkap dengan semua jenis Vitamin B dan menjadi peranan penting untuk membantu menukar makanan kepada tenaga untuk sel sel badan anda.

The Energy Set includes two products: a white pouch of ESP Mixed Soy Protein (Natural Vanilla) and a white bottle of B-Complex with Folic Acid. The B-Complex bottle features a green and white design with the text 'Contains B & B-Vitamins' and 'HEALTH SUPPLEMENT | 100 TABLETS'. The background is light green with energy-related icons like a lightbulb and a gear.

MOMMY SET

RP : RM156.25
DN : RM125

Protein membantu mempertingkatkan kualiti susu ibu, susu lebih pekat dan anak dapat khasiat secukupnya.

Alfalfa dikenali sebagai "Raja Segala Makanan" sejenis tumbuhan semulajadi untuk memperbanyakkan susu ibu, lengkap dengan nutrien dan mineral

The Mommy Set includes two products: a white pouch of ESP Mixed Soy Protein (Natural Vanilla) and a white bottle of Alfalfa Complex. The Alfalfa Complex bottle features a green and white design with the text 'Alfalfa & Calcium' and 'Naturally Sourced Alfalfa' and 'HEALTH SUPPLEMENT | 330 TABLETS'. The background is light green with a silhouette of a mother and child.



MANFAAT VIT C SHAKLEE

1. Mencantikkan kulit & memudarkan parut
2. Membantu penyembuhan luka & masalah alergik
3. Bantu tingkatkan imunisasi badan
4. Cantikkan kulit, rambut & kuku
5. Mengurangkan masalah resdung

10 Manfaat Alfalfa Complex

Mengalakkan penghasilan susu badan	Membantu pengecutan rahim
Membantu mengurangkan masalah bau badan	Membantu mengurangkan berat badan
Mengawal gula dalam darah	Membantu membuang angin dalam badan
Membantu menurunkan kadar kolesterol yang tinggi	Membantu mengurangkan gatal-gatal pada kulit
Mengurangkan simptom menopause	Membantu masalah keputihan dan kegatalan pada faraj

* Produk ini tidak bertujuan untuk mendiagnosis, merawat, mengubati, atau mencegah sebarang penyakit. Ini adalah iklan produk suplemen.

CONCLUSION

Overall Forrest C. Shaklee was a chiropractor and nutritionist who had been based in his native state of Iowa, and later in Oakland, California, He successfully created the first vitamin in the United States labeled "Shaklee Vitalizing Minerals" in 1915. In 1956, Shaklee founded Shaklee Company Corporation with his two sons and aimed to produce supplements. In short, Shaklee Corporation is an American manufacturer and marketing distributor of various levels of natural nutritional supplements, weight management products, beauty products, and household products. With the rapid growth of the company, the company based in Pleasanton, California is now able to operate globally, including in Malaysia.

My organization or company is one of the authorized distributors or sellers of SHAKLEE products. We do sales not only through reality in the store in Shaklee Pekan Semporna Sabah but also online. Sales through these two platforms were triggered by relatively high demand from customers. For the promotion method, we do it through two methods as well i.e. first, promotion through our own SHAKLEE Facebook Page. Through this FB we will make posts related to the products we sell, the benefits of each product, sales price promotions, and more. The second store is, by placing catalogs and posters in our store.

Along with the mission and vision of the SHAKLEE product, we strongly press this product to help everyone out there treat and prevent themselves, their families, and their spouses from contracting dangerous diseases. Therefore, our store makes Shaklee product sales service that includes children, adults, and the elderly. Not only that, the products we offer have a variety of functions of their own, whether Alfalfa, Omega guard, ESP, B-Complex, Vita-Lea, and Vita-C

Clearly, all of the Shaklee products we feature or offer are safe and very good to use. Therefore we must all be together to spread such products so that, everyone can avoid any dangerous diseases. Good things need to be shared quite a bit of goodness can be enjoyed together

