



اَوْنَبُوْسِيَّتِي تَيَكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT 530

SOCIAL MEDIA PORTFOLIO

“NSABEAUTY.MILHUSNA”

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BA2423A

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ACKNOWLEDGMENT

In performing my assignment, it is a successful one I had to take the help and guideline of some respected persons.

First of all, we are grateful to Allah SWT who gives me sound mind and sound health to accomplish this assignment. The completion of the report give me so much pleasure and will encourage me in future. And not to forget my family in giving supportive in every aspects to do my best in doing the assignment given

I were received an assignment by our lecturer Sir Mohammad Zaim bin Mohd Salleh for the subject Entreprenuership / ENT530 . The assignment given is to do individual social media business page. With all the guidance provided by our lecturer and helps each other in the class of BA2423A, I finally have done my assignment report that should be submitted on Thurday, 13/12/2018.

Thank you to my lecturer that have provided all the resources to help me in doing my tasks. Also thank you to all classmates by giving the supporting to complete this report.

EXECUTIVE SUMMARY

The business that I pursue is in health and beauty industry which I feel there is still a place to open to place a business in this industry . So I choose to open my business which called NSABeauty.milhusna. In this business I become an agent to the NSA Beau which founder by Hafiz Mahamad with his wife, Syafiqah Aina, well-known model.

Both are public figure which viral upon his sweet ways of showing his love to his girlfriend which now is his wife. Both of them is famous especially in social media which is Instagram. So I also choose this business as I see there is a lot people supporting their products and they opening up the platform in helping people from zero to someone who has income four or five digits number.

The company was set up on 20th January 2018 and it is an established cosmetics manufacturer. The product having a great welcome on their first launch as they get 20 000 pre-orders for serum within one week. A success part of NSA Beau is when a total of 4 000 client engagement were recorded under NSA Beau which also involved other countries in Southeast Asia in short period of time.

Hafiz Mahamad once said everything you can imagine is real, which giving him emphasis to set up the business with the intention he can helps other young generations to elevate the level of determination to succeed amongst this group.

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1.0 INTRODUCTION

The business that I pursue is in health and beauty industry which I feel there is still a place to open to place a business in this industry . So I choose to open my business which called NSABeauty.milhusna. In this business I become an agent to the NSA Beau which founder by Hafiz Mahamad with his wife, Syafiqah Aina, well-known model.

The company was set up on 20th January 2018 and it is an established cosmetics manufacturer. The products offered by NSA Beau are AINAA Cleanser and AINAA Serum. The cleanser and serum use natural ingredients that are different from others local product that full of chemicals.

The cleanser ingredients include castor oil for anti acne and moisturizing, cocamidopropyl to clean all the excess oil and dirt, lecithin to cure facial skin and avena seed extract to kill bacteria , calming and freshen the skin.

Besides, the serum ingredients are include cucumber for youthful skin and brightening, aloe vera to reduce pigmentation and fade scars, soapwort to treat skin problems like psoriasis, eczema and acne, lavender for anti aging and asparagopsis armata to help cleans the skin and fade scars.

The price of AINAA cleanser is RM 85 for Peninsular Malaysia, RM 89 for Malaysian Borneo. For AINAA serum they put the price of RM65 for Peninsular Malaysia and RM 89 for Malaysian Borneo.