



اَوْنِيُوْرَسِيْتِيْ بِاَتِيْكَوْلُوْ كِيْ مَبْنَاا  
UNIVERSITI  
TEKNOLOGI  
MARA

**PRINCIPLE OF ENTREPRENEURSHIP**

**(ENT530)**

**SOCIAL MEDIA PORTFOLIO**

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## **INTRODUCTION**

**Business Name:** Nisya Nails Spa

**Type of Business:** Services

**Category:** Health & Beauty

**Owner's Name:** Fitri Khairunnisa' Binti Herryson

### **Description of product:**

**Non-wudhu friendly** – Elianto nail polish

**Wudhu friendly** – Kester Black nail polish

Kester black nail polish is made water permeable specifically to enable muslim costumers to perform their prayers with their nail polish on. We also provide other service such as manicure pedicure, exfoliating, scrubs and many more.

**Custom Facebook page URL:** <https://www.facebook.com/NisyaNailsSpa/>

## **Acknowledgement**

I am using this opportunity to express my gratitude to everyone who have supported me throughout this individual project. Without your support I will never be able to complete this task within the due date. Your guidance, moral support, positive critics and friendly advice are helpful to me. Thank you for being the backbone of this project.

I would also like to express a sincere gratitude to Sir Mohammad Zaim Mohd Salleh, our entrepreneur lecturer for giving me this opportunity to do this assignment work and help me with all sorts of supports. I have learnt so many things about the business and how to manage my social media account properly for business matter.

This experience has taught me so much and I really appreciate the guidance he gave. Moreover I am so thankful to my fellow friends who are willing to help me. Thank you for sharing information and show me the correct way to complete my individual assignment, without them my work will not be as perfect.

Thank you once again for the encouragement which helps me in completion this project may the Almighty bless all of you.

## **Executive Summary**

Nisyanails Spa is a salon that provides a service that is created to slightly ease the UITM Puncak Alam students. It is to encourage the students to take care of the tidiness and the cleanliness of their nails. This business provides all sorts of service that is available in the market but easier and more convenient for the students.

Our target area is Puncak Alam and our target market are mainly for the lecturers and students. It consists of manicures, pedicure, shaping, exfoliating, nail coloring, nail color removing and many more. We also don't charge the delivery service if it is within the campus area.

This business is mainly to help the lecturers and the students looking more presentable without having a headache to go all the way to the salon and shopping malls with the price that won't break your bank account.