



اَوْنِيُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**PRINCIPLE OF ENTREPRENEURSHIP  
(ENT530)**

**SOCIAL MEDIA PORTFOLIO**



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**CLASS**

AC220 3N

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Last but not least, I would also like to thank my friends that always giving me helping hand whenever I reach for them. Without all the support given, this assignment is impossible to be completed.

## EXECUTIVE SUMMARY

The business I have chosen is under health and beauty. The product is named as Raffaz Lip Scrub. Raffaz Lip Scrub is mainly about lip care product that have three flavours which are peppermint, lemon raspberry, and vanilla orange. The founder of this business is Nur Izatul Amirah binti Khalillullah. The business address is No. 66, Lorong 4, Taman Raya Batu 40, 45200 Sabak Bernam, Selangor.

Basically, we promote our products through online medium such as Whatsapp and Facebook. In order to widen our business, we offer public to join as an agent or a dropshipper.

For marketing purpose, I have use social media platform by utilizing Facebook (FB) to promote my product. For several months, I have successfully achieve the target sales by RM 91.00. I have registered the business under SSM using my name.

## **2.0 INTRODUCTION OF BUSINESS**

### **2.1 Name and address of business**

This business is named as Raffaz Lip Scrub which is owned by me. This name has been chosen based on its meaning. I use social media such as Facebook Page as a starting point for my online business and the link of my Facebook page is <https://www.facebook.com/raffaz.lipscrub.319452> . A category of my product is under beauty and healthcare. The registered location of my business is No. 66, Lorong 4, Taman Raya, batu 40, 45200 sabak Bernam, Selangor. This business has only one branch that just started this year.

### **2.2 Mission and Vision**

**Mission** – Introducing Raffaz Lip Scrub to everyone, especially to UiTM Puncak Alam students at reasonable price and they can use it as their routine.

**Vision** – Providing good services to customers by ensuring them that the lip scrub is assured to be used and will bring the best.