



اَوْنِيُوْ سِيْتِي بَاتِي كِنُوْ لَوِي كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**PRINCIPLE OF ENTREPRENEURSHIP  
(ENT530)**

**SOCIAL MEDIA PORTFOLIO**

**NAME**

**SITI KHOLIJA BINTI SOLLAHUDDIN**

**CLASS**

**AC2203N**

**LECTURER'S NAME**

**SIR MOHAMMAD ZAIM BIN MOHD SALLEH**

**SUBMISSION DATE**

**22<sup>nd</sup> NOVEMBER 2019**

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# ACKNOWLEDGEMENT

It is great pleasure to present this report on the project named “ Social Media Portfolio “ undertaken by me as part of my Principles of Entrepreneurship (ENT530) subject.

I would like to express my special thanks of gratitude to my Principles of Entrepreneurship (ENT530) lecturer Encik Mohammad Zaim Bin Mohd Salleh for providing me his time, inspiration, encouragement, help, valuable guidance and constructive criticism throughout in completing my project, which was a great learning process for me. Without the sincere and honest guidance of my respected project guide I would have been to reach the present stage.

I heartily indebted to @papalens for giving me opportunity to sell their product which is contact lenses. I appreciate the company for their cooperation and assistance during the course of my project. They directed me towards the right information and regularly reviewed my progress in making sales. Their valuable contribution has facilitated the successful completion of this project to great extent.

I'm also thankful to everyone who support me especially my parents and friends, for that I have completed my report effectively. They give me many helpful comments which helped me a lot in preparing this project. I hope that I can build upon the experience and knowledge that I have gained and make a valuable contribution in coming future.

# INTRODUCTION OF BUSINESS

It is established by Siti Kholijah Binti Sollahuddin. The business address is 73D Belakang Petron, Kampung Padang Jalan Kuala Kedah, 06600 Kuala Kedah, Kedah. Today, contact lenses are as much for vision as they are for fashion. Giving wearers the ability to change eye color and design in literally the blink of an eye, lenses are no longer only for the nearsighted. People choose to wear contact lenses for many reasons. Aesthetics and cosmetics are often motivating factors for people who would like to avoid wearing glasses or would like to change the appearance of their eyes. Other people wear contacts for functional or optical reasons. When compared with spectacles, contact lenses typically provide better peripheral vision, and do not collect moisture such as rain, snow, condensation, or sweat.

For my project, the price of the contact lens was set by my supplier from Instagram known as @papalens. So it is sold according to the color of the contact lenses and customer demand. Additionally I also sell 3 pairs for RM50 for selected colors. Basically a pair of touch lenses I sell for around RM20-25 but on promotion day I only give RM15-20 per pair.


When it comes to contact lenses, it's very important to know exactly what's inside of them, or better yet, what they're made of. Materials used have varied throughout the years. Earlier times called for more rigid materials that didn't allow much oxygen to get to your eye. But as technology has improved, so has the availability of products.

# FACEBOOK PAGE

facebook.com/kakalens/?ref=aymt\_homepage\_panel&eid=ARDtwJLt5I9hcNq9S52COVz6QCEQdhvuOEKeOdUfv9x71B0XqU\_a0OfOgl29-R67BiFe0NdkjLHqcA


Kaka Lens

Halaman Peti Masuk Urusk... Pemberitahuan 14 Wawasan Alat Penerbitan Lebih ramai ▾ Tetapan 3 Bantuan ▾



Kaka Lens  
@kakalens

Halaman Utama  
Acara  
Siaran




Suka Ikuti Kongsi ...

+ Tambah Butang

facebook.com/kakalens/?ref=aymt\_homepage\_panel&eid=ARDtwJLt5I9hcNq9S52COVz6QCEQdhvuOEKeOdUfv9x71B0XqU\_a0OfOgl29-R67BiFe0NdkjLHqcA

Kaka Lens

Halaman Peti Masuk Urusk... Pemberitahuan 12 Wawasan Alat Penerbitan Lebih ramai ▾ Tetapan 3 Bantuan ▾




Kaka Lens  
@kakalens

Halaman Utama  
Acara  
Siaran  
Semakan  
Gambar  
Kedai  
Tawaran  
Kumpulan  
Masyarakat  
Video  
Perihat  
Keria

Disukai Mengikuti Kongsi ...

Heyy cantik bukan ini colour ! #comingsoon #kakalens



Hantar Mesej

+ Beritahu orang tentang perniagaan anda

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Maria Nangnona dan 62 orang rakan yang lain

128 mengikuti

Lihat Suapan Halaman  
Siaran daripada Halaman yang anda sukai seperti Halaman anda

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