

FACULTY OF HOTEL & TOURISM MANAGEMENT BACHELOR OF TOURISM MANAGEMENT (HM241)

ENT530

PRINCIPLES OF ENTREPRENEURSHIP



SOCIAL MEDIA PORTFOLIO

ENOT BEAUTY COSMETICS

GROUP: HM2412A

NAME	STUDENT ID
NUR AINI QAMARINA BINTI MOHD TOHIR	2020959857

PREPARED FOR: MADAM RAHAYU BINTI HASAN

SUBMISSION DATE: 22ND JANUARY 2021

EXECUTIVE SUMMARY

The purpose of this Facebook page is for business plan. This business plan helps me to get income during this pandemic of Covid-19. This is also for me to gain more knowledge in running a business. This is a guarantee of income but still a risk when I have to handle different types of customer. In order to outline the information's for such a promotion, an understanding needs to be met in regards to the benefits of henna in general. The henna should be one of profitable product that can generates around hundreds in a month because every girls need henna for their special occasions or everyday use.

Before I can generate income in this business, a business was formed under my name and registered with Companies Commission of Malaysia to be a trusted seller in Facebook. Generally, this business already plans the strategic marketing plan on Facebook page to reach specific goals as well as a target market.

Enot Beauty Cosmetics as my Facebook page is one and only of my platform to generate revenue. Generally, people love to shop at Facebook page because it's the easiest way to connect to Whatsapp to order. With this complete platform, customers easy to contact directly to purchase.

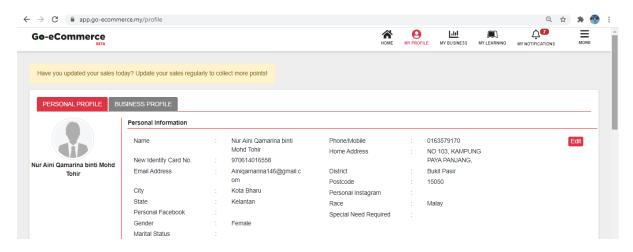
Once this platform registered, it is an effective and efficient strategic marketing medium because teaser, soft sell and hard sell are really helps to deliver information before purchase henna by this Facebook page.

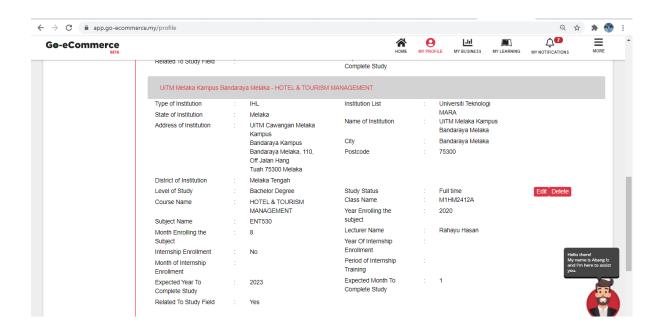
With this medium for those strategies, possibly more, I am stand to success capitalize my business in a short time.

TABLE OF CONTENT

CONTENT	PAGE
ACKNOWLEDGEMENT	1
EXECUTIVE SUMMARY	2
TABLE OF CONTENT	3
1.0 GO E-COMMERCE REGISTRATION	4
2.0 INTRODUCTION OF BUSINESS 2.1. Name and address of business	
2.2. Organizational chart	
2.3. Mission/vision2.4. Descriptions of products/services2.5. Price list	5-8
2.6. Business registration certificate	
3.0 FACEBOOK	
3.1. Facebook page	9-28
3.2. Teaser	
3.3. Soft sell	
3.4. Hard sell	
4.0 CONCLUSION	29

1.0 Go E-commerce registration



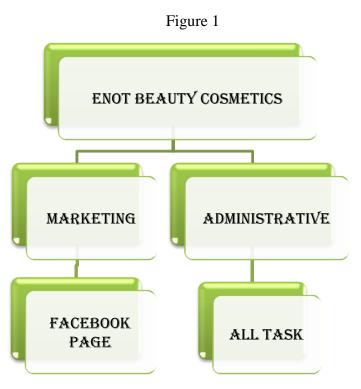


2.0 Introduction of Enot Beauty Cosmetics

2.1. Name and address

Firstly, Enot Beauty Cosmetics is founded by a beautiful lady named Nur Aini Qamarina binti Mohd Tohir who is actually me. I started this business in 2020 and already registered with Companies Commision of Malaysia (CCM). The name of business was used my personal name of the which is Nur Aini Qamarina binti Mohd Tohir and registration number is 202003271875 (003173033-X). The name of the Facebook's page actually came from nickname of mine. My nickname is Enot and I was used this nickname since secondary school as to market my business. Most of my friends recognized myself as Enot so that's why I choose Enot Beauty Cosmetics as my business name registered at Facebook Page. This is very important to let people know I am the founder in order to get sales of my products. Next, my business is located at 103, Kg Paya Panjang, Bukit Pasir, Muar, Johor which placed at my home. My house is very crucial because it is the only place I could organize all my things for the business. Everytime I stock up, I will put everything in store room.

2.2. Organizational chart



The Figure 1 shown above shows flow chart for my business. For marketing, my duty is to promote the product through Facebook page. Furthermore, for administrative, my duty is