



UNIVERSITI  
TEKNOLOGI  
MARA

## SOCIAL MEDIA REPORT

**TITLE:**

**AINAA BEAUTY SKINCARE**

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530)**

**FACULTY** : FACULTY OF BUSINESS AND MANAGEMENT  
**PROGRAMME** : BACHELOR IN OFFICE SYSTEM MANAGEMENT  
**SEMESTER** : 3  
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**LECTURER** : MADAM RAHAYU BINTI HASAN  
**SUBMISSION DATE:** 22<sup>nd</sup> JANUARY 2021

## **EXECUTIVE SUMMARY**

Ainaa Beauty Skincare is a cosmetics manufacturer that has been operating in Malaysia since January 20, 2018. The founder, Hafiz Mahamad once experienced difficulties in life and rose through the business world. This has inspired the young men out there to always strive and be able to stand on their own two feet.

In the beginning, the idea to set up Ainaa Beauty Skincare came from his wife, Syafiqah Aina, who is a famous model. The great ambition to produce their own cosmetic products began when Hafiz's wife had problems with wearing make-up for quite some time during shooting. Syafiqah Aina has skin problems such as dull skin, acnes and allergies which cause blemishes on her face.

The first step in the business was when they decided to formulate their own serum and cleanser called AINAA Serum and AINAA Cleanser from a Malaysian-based cosmetics manufacturer. Their first attempt to open orders for AINAA Cleanser and AINAA Serum products, they have received over 20,000 orders from customers. The biggest success that Ainaa Beauty Cleanser has ever achieved is when a total of 4000 client engagement were recorded under Ainaa Beauty Skincare involving other countries in such as Brunei, Indonesia and Singapore in such a short period of time.

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## 1.0 GO-ECOMMERCE REGISTRATION

**Go-eCommerce**  
BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATION

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PERSONAL PROFILE
BUSINESS PROFILE



**MARIA MAISARAH BINTI OSMAN**

**Personal Information**

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Name	: MARIA MAISARAH BINTI OSMAN	Phone/Mobile	: 0135906763
New Identity Card No.	: 991101105216	Home Address	: Batu 2 1/2, Jln Pt. Botak, No.54, Kg. Sg. Buloh Darat, 83200 Senggarang, Johor
Email Address	: maisara5656@gmail.com	District	: Senggarang
City	: Batu Pahat	Postcode	: 83200
State	: Johor	Personal Instagram	: instagram.com/mariamaisarah_
Personal Facebook	: https://www.facebook.com/maria.maisarah.180	Race	: Malay
Gender	: Female	Special Need Required	: No
Marital Status	: Single		

PERSONAL PROFILE
BUSINESS PROFILE



**MARIA MAISARAH BINTI OSMAN**

Company Name	: Ainaa Beauty Skincare	Company Registration No	:
Type Of Business	: Enterprise	Business Role	: Stockist/ Wholesaler
Facebook Page	: https://www.facebook.com/ainaabautyiskincare maria	Business Category/Business Sub-Category	: Apparel, Health & Beauty / Health & Beauty
Wechat for Business	:	Business Instagram Page	:
Marketplace	: Others	Business Website	: www.ainaabeauty.com
Business Related to Your Study Field	:	Type Of Website	: eCommerce Platform
		Experience in International Export	:

## **2.0 INTRODUCTION**

### **2.1 NAME OF BUSINESS**



The name of business is Ainaa Beauty Skincare, a cosmetics company that offers a variety of cosmetic products such as Ainaa Cleanser and Ainaa Serum. Ainaa Beauty Skincare has also been established in Malaysia since 20th January 2018. The company is led by Hafiz Mahamad and his wife, Syafiqah Aina. Ainaa Cleanser has become the first product of Ainaa Beauty Skincare and has been in high demand in the market. Already entering its fourth year, the company is thriving and has hundreds of stockists and agents working under it including myself. Ainaa Beauty Skincare products get the attention of many people because they are suitable for use by both men and women.

### **2.2 ADDRESS OF BUSINESS**

Ainaa Beauty Skincare operates their business at 7-53-3, Jalan Medan Pusat Bandar 8A, Seksyen 9, 43650 Bandar Baru Bangi, Selangor. The operating hours of the company are on Monday to Friday from 9.00 a.m. to 6.00 p.m. and close on the weekend. In addition, Ainaa Beauty Skincare has also created a website and several social media accounts for online purchase process. Customers can contact us directly or get our products online at these following official accounts:

- +60135996763 (WhatsApp)
- Facebook: Ainaa Beauty Skincare
- Website: [www.ainabeauty.com](http://www.ainabeauty.com)