



اَوْنِيُوْزِ سِيْتِي تِي كُنُوْ لُوْ كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

## **PRINCIPLES OF ENTREPRENEURSHIP (ENT530)**

### **SOCIAL MEDIA PORTFOLIO**

FACULTY : FACULTY OF ACCOUNTANCY  
PROGRAM : BACHELOR IN ACCOUNTANCY  
PROGRAM CODE : AC220  
SEMESTER 4  
BUSINESS NAME : ANASISM.YASNINA  
GROUP : MAC2204E  
LECTURER : PUAN SITI NAZIRAH BINTI OMAR  
NAME :DHEANNA SHAHIERRA KELLY EZUREEN BINTI ABD  
GHANI  
METRIC NO : 2020994695

## **EXECUTIVE SUMMARY**

Anasism.Yasnina is an agent for ANAS cosmetic products that focus on selling various types of cosmetics like lip matte, eyeshadow, blusher, concealer, mascara and many more that give high satisfaction to the customers in terms of good quality products.

Yasnina's customers are customers identified as people at any level of age, especially university students and working people. Yasnina also targets the people that are beginners in makeup or cosmetic products as ingredients that are used in the products are safe. The price of Anasism cosmetics are also affordable with the best quality products suitable for students. I are always developing good marketing strategies in order to attract more customers buying cosmetic products from Anasism.Yasnina.

Anasism.Yasnina has started the online business on 28 February 2020 before MCO in 2020 just to make a side income and started as dropship. I have been operating Anasism.Yasnina 100% in online platforms which are Facebook and Instagram. The good flow of selling systems and good business branding of Anasism Cosmetic make us interested to join the Anasism team to sell the Anasism products. Due to consistency in selling the Anasism products, I have succeeded to upgrade our business title to Agent of Anasism Cosmetic on 28 April 2020.

The management of Anasism.Yasnina consists of two owners, which are Nurimanina and Dheanna Shahierra since it is a partnership business. I started creating the Facebook page in order to expand the business wider. Our social media posting consists of teaser, hardsell and softsell. Since this business has 2 owners operating the business, I have a posting schedule to maintain the consistency of posting about our product as this is part of personal branding.

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## 1.0 GO E-COMMERCE

**Go-eCommerce**  
BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

PERSONAL PROFILE BUSINESS PROFILE



**Dheanna Shahierra Kelly  
Ezureen Binti Abd Ghani**

### Personal Information

|                       |  |                       |                     |                      |
|-----------------------|--|-----------------------|---------------------|----------------------|
| Name                  | : Dheanna Shahierra Kelly<br>Ezureen Binti Abd Ghani | Phone/Mobile          | : 01128086362       | <a href="#">Edit</a> |
| New Identity Card No. | : 990929145926                                       | Home Address          | : 79, Jalan WP 2/3, |                      |
| Email Address         | : dheannashahierra@gmail.com                         | District              | : Sepang            |                      |
| City                  | : Kota Warisan                                       | Postcode              | : 43900             |                      |
| State                 | : Selangor   | Personal Instagram    | : null              |                      |
| Personal Facebook     | :  | Race                  | : Malay             |                      |
| Gender                | : Female   | Special Need Required | : No                |                      |
| Marital Status        | : Single   |                       |                     |                      |

### Institution Information

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**UITM Melaka - ENT530**

|                        |  |                     |                                |
|------------------------|--|---------------------|--------------------------------|
| Type of Institution    | : IHL  | Institution List    | : Universiti Teknologi<br>MARA |
| State of Institution   | : Melaka   | Name of Institution | : UITM Melaka                  |
| Address of Institution | : Universiti Teknologi<br>MARA (UITM)<br>Melaka, Kampus Alor<br>Gajah, Km 26 Jalan<br>Lendu, 78000 Alor Gajah, | City                | : Alor Gajah                   |
|                        |  | Postcode            | : 78000                        |

## 2.0 INTRODUCTION TO THE BUSINESS



**BUSINESS LOGO**

Anasism.Yasnina took the opportunity in beauty cosmetics as the high in demand for beauty products and also for Anas Cosmetic. The name of Anasism comes from the original name of the cosmetic since I am the agent of ANAS Cosmetic while Yasnina comes from the combination of names between partners. Our tagline “Your Beauty is My Priority” means that the beauty of our customers is the priority of Anasism.Yasnina.