



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



## PRINCIPLES OF ENTREPRENEURSHIP (ENT530): SOCIAL MEDIA PORTFOLIO

**FACULTY & PROGRAMME** : INFORMATION MANAGEMENT FACULTY  
(PENGURUSAN REKOD, IM246)

**SEMESTER** : SEMESTER 3

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**PROJECT TITLE** : SAKURA PINKISH SKINCARE

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**INDIVIDUAL ASSIGNMENT:**

**SOCIAL MEDIA PORTFOLIO**

**SAKURA PINKISH SKINCARE**

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29<sup>th</sup> JANUARY 2021

## ANKNOWLEDGEMENT

In completing this assignment, I take guidance from trusted person who deserved my greatest gratitude. Completing this assignment gives me more satisfaction in realizing that I will actually complete this assignment within the given time frame. I would like to express my gratitude to my beloved lecturer, Sir Muhammad Hafizi Bin Zamri, for course ENT530, Principles of Entrepreneurship, University Teknologi MARA, (UiTM) Puncak Perdana Campus and my friends for providing me with a good guidance for this assignment. I also express my dearest gratitude to all those who have guided me, directly or indirectly, in completing this assignment.

## EXECUTIVE SUMMARY

Sakura Pinkish Skincare is the name of shops that sell skincare. The brand of the skincare is Pinkish Glowing Skincare. The main objective of the business is to help all woman to solve their faces' problem so that they can be confident around people.

The business has started in 26<sup>th</sup> October 2020, which is in Monday. In the customer's feedback, the skincare have help many of them to solve their face problems such as face with acne, freckles, rough face skin and more. It is very sure that many people will like it because the skincare have many ingredients that can help our faces become beautiful and healthier. In addition, the price for the skincare is affordable and many people love to buy it.

In early business, Sakura Pinkish Skincare have existed a Facebook account to promote their business to more people. Since early business until now, Sakura Pinkish Skincare have 140 likes in Facebook and 139 people have followed the social media. This have proved that the business have grown successful and many people have buy the Pinkish Glowing Skincare products.

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