



اَوْنَبُورِ سَيِّتِي تَيَكُونُ لَوِي كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

SOCIAL MEDIA PORTFOLIO REPORT

OBSESS COSMETICS

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

FACULTY & PROGRAMME : FACULTY OF INFORMATION MANAGEMENT (IM246)

SEMESTER : 3

NAME : ROSZAIFA BINTI KAMAR (2019805434)

GROUP : IM2463ST2

LECTURER : MADAM ZARITH DELAILA BINTI ABD AZIZ

ACKNOWLEDGEMENT

Assalamualaikum. First of all, thanks to Allah S.W.T because given me strength to complete this task just in time. Even I faced with a lot of difficulties along to complete this task.

Then thanks to my lecturer, Madam Zarith Delaila for being such good guider for I while doing this task. She had given us appropriate example and knowledge in order to make I understand more about this article review. She spends her time to carry out each and every important information to us. She also makes sure we understand everything she told and explanation before we begin to work on these practical assessments.

Thank you to my family because always there when i was struggle to finish my social media portfolio.

EXECUTIVE SUMMARY

We are Obsess Cosmetics based in Jerantut, Pahang. Our mission is to develop and sell simple, fast and beautiful makeup to our customers. From the stage of development, from the packaging, to the materials used, to the finished product. We want to make our customers feel beautiful and unique, as obsess cosmetics and our product line will reflect this. Our unique and different company names reflect that every customer who uses our cosmetics will "obsess" and want to buy it again.

Our target customers are anyone who wears makeup, especially women. We will further divide our market into the age range of 25 years to 40 years. We will target this first because we feel it is an effective base for launch. We believe and trust different lines to attract a variety of personalities, generations, and purposes. We believe and trust different lines to attract a variety of personalities, generations, and purposes.

TABLE OF CONTENT

	PAGE
TITLE PAGE	1
ACKNOWLEDGEMENT	2
EXECUTIVE SUMMARY	3
TABLE OF CONTENT	4
1.0 BUSINESS REGISTRATION (E-COMMERCE)	5-6
2.0 INTRODUCTION OF BUSINESS	7-14
2.1 Name and address of business	
2.2 Organizational chart	
2.3 Mission and vision	
2.4 Description of products and services	
2.5 Price list	
3.0 FACEBOOK (FB)	15-47
3.1 Creating Facebook (fb)	
3.2 Costuming URL Facebook page (FB)	
3.3 Facebook post (Fb)- teaser	
3.4 Facebook post (fb)- hard sell	
3.5 Facebook post (fb)- soft sell	
3.6 Graphics	
4.0 CONCLUSION	48

2.0 INTRODUCTION OF BUSINESS

Obsess Cosmetic is a local established company that founded by Hafizatul Atikah. Obsess Cosmetics HeadQuarters are in Jerantut, Pahang. They established as a company since 2015 which is not really known in Malaysia that time. They capitalized is RM60000 to start up their business. Obsess cosmetics is not actually a name that suddenly appears in the beauty line. Obsess Cosmetics has been living several years in its users. In any case, within a year more tah 10000 pcs liquid lip matte are sold by their agents. Obsess Cosmetics did not have any physical store yet but they have almost a thousand agent around all the region.

Their Headquarters have 4 staff only for the month of January 2019 – October 2019. They rent the building with RM3000 monthly. The area of the headquarters is 3000 sqft including the warehouse area to put the stock that arrive. They produce their product oversea which is from Korea, Australia, China, and Malaysia itself. The production of each item is from other places. For example, The packaging is from china and the liquid is from Korea but it is distribute in Malaysia. They are a lot of process involve.



Figure 1 : Obsess Cosmetics Logo