



اَوْنِيُو تِكْنُوْلُوْجِي مَارَا
 UNIVERSITI
 TEKNOLOGI
 MARA



FACULTY OF BUSINESS MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION (HONS) IN HUMAN RESOURCES MANAGEMENT

**ENT 530:
PRINCIPLES OF ENTREPRENEURSHIP**

INDIVIDUAL ASSIGNMENT

SOCIAL MEDIA PORTFOLIO

PREPARED FOR : MADAM ZANARIAH BINTI ZAINAL ABIDIN

PREPARED BY :

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ACKNOWLEDGEMENT

In the name of Allah, the Most Gracious and the Most Merciful

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Thank You!

EXECUTIVE SUMMARY

Modeville, is a business that can be categorized as Small Medium Enterprise (SME) which are selling local cosmetic products for every woman out there especially for career women. My main target was a career woman because I know that every working woman want to look beautiful for their daily makeup look. Even though they are busy with their working schedule, but I strongly believe that they want to look beautiful and feel comfortable with their appearance. Not to forget, other than career woman I also recommended this product for all like housewife or university students because my products price is cheaper compare than other local brand. **WE PROVIDE AFFORDABLE PRICE FOR ALL.** My goal is to make this products equivalent to international brand.

Through the long term observation, I had planned to set up this business because I can see wider prospect in this sector for the future. In addition, I also discover that people especially woman are desire to look beautiful and confident in their daily appearance but of course with the products they are afford to buy.

Apart from that, I have been observed that there are fewer competitors that involves in this products line. Taking challenge from this issue, I will try beating them by providing a good quality and affordable price for all public.

Since my business is listed as a new business in the market, it is clear that there are many aspects that we need to analyse and solving issues so that my business is able to compete in the market as there are many people that involved in this business now.

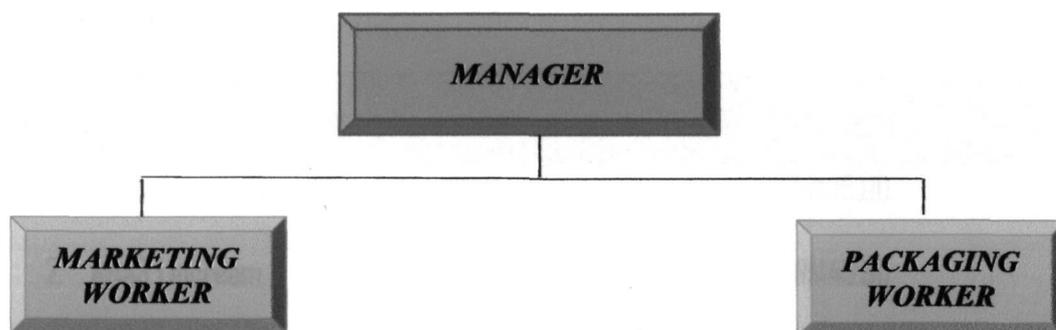
The final that I can conclude, I hope that *Modeville* can be well-known business throughout the nations and able to provide a good services and products from time to time. I also believe that the demand of this products will increase every year as the increase in number of woman in the world.

INTRODUCTION OF BUSINESS

a) Name and address of business:

NAME OF BUSINESS	<i>Modeville</i>
BUSINESS ADDRESS	<i>FND Empire Lot 4585, Lorong Haji Dzul kifli, Kampung Delek Kanan, 41250 Klang, Selangor.</i>

b) Organizational Chart:



c) Mission and vision:

Mission

- ✓ Offer quality and comprehensive beauty solutions to my customers.
- ✓ Share success with my staff in future.
- ✓ Build long-term partnership with my vendors/suppliers.
- ✓ Adhere to the principles of good corporate citizenship.

Vision

To maintain its position as the leading online cosmetics business in Asia. The Group will continue to grow its core cosmetics business by planning to have retail outlets throughout the region. New store concepts and e-commerce will be used to create even fresher channels for the Group.

As a "Beauty Expert", *Modeville* will continue to strive its best to provide "Quality Products, Best Value and Professional Service" for its customers to meet their ever increasing needs. I also planning to bring others products like scarf or shawl especially for muslimah needs.

d) Description of products / services:

Currently my business sell one of the famous local cosmetic products. The products we bring in to customer is healthy face serum, lip cream, eyeshadow, single eyeshadow, lipsticks, condation, blending sponge for concealer and foundation and maybe next month, we will launch another range of cosmetic products under ANAS brand name.

All the products are very pigmented and suitable for all skin types. For the face serum, it is healthy to your skin and it is known as "miracle treatment". Other products like lip cream, eyeshadow, lipsticks and condation are very long lasting up to 12 hours. For beauty tools like APAM blending sponge, it is very soft same quality like beauty blender from international brand but cheaper than that.

e) Price list:

PRODUCT	PRICE
1. APAM Blending Sponge	RM35.00
2. ANAS Lipcream	RM49.90
3. ANAS Summerlove Eyeshadow Palette	RM99.90
4. ANAS Condation	RM49.90
5. ANAS Million Serum	RM59.90
6. ANAS Single Eyeshadow	RM29.90