



اُونِيُوَرَسِيْتِي تِيكِنُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**INDIVIDUAL PROJECT**

**COURSE: PRINCIPLES OF ENTREPRENEURSHIP**

**CODE: ENT 530**

**PROJECT: SOCIAL MEDIA (FB)**

**NAME OF PAGE BUSINESS: JELITADARLING.CO**

**GROUP: NBH 6A**

*Bm:43*

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## **EXECUTIVE SUMMARY**

Jelitadarling.co is business that carries out business online for cosmetics products. Cosmetics product that now are trending which is lipmatte. This lipmatte have three code of colors , Balada, Klasik and Poprock. This business provide a great deals with customers where they not have to pay expensive to be beauty. This product very convinient and customers can take care of their lips while make up.

Although this product is new, the strategies in marketing make Ratasya Lipmatte take place in Social Media. HQ using celebrities, Instafemes and advertisement to market this product. The founder of this product is Siti Sarah known as a singer in Malaysia.

In addition, promoting into online business so efective in now days which is people love to buy from online shop. Knowledge to know how handling customers, skills to attract customer and maintaining customers are important. So, through soft skills customers love to know or learn what should they do or don't. Lastly, hard sell is the way the product continuiosly promoted to customers and remind them to buy it.

## TABLE OF CONTENT

NO	DESCRIPTION	PAGE
	Body of the Report	
i.	Intorduction of business	
	<ul style="list-style-type: none"> <li>• Name and adress of business</li> <li>• Organization Chart</li> <li>• Mission / Vision</li> <li>• Description of products/services</li> <li>• Price list</li> </ul>	<p>1</p> <p>1</p> <p>1</p> <p>2</p> <p>3</p>
ii.	Facebook (FB)	
	<ul style="list-style-type: none"> <li>• Creating Facebook (FB) Page</li> <li>• Costuming URL Facebook (FB) page</li> <li>• Summary of likes</li> <li>• Facebook (FB) post- Teaser</li> <li>• Facebook (FB) post- Copywriting Soft Sell</li> <li>• Facebook (FB) post- Copywriting Hard Sell</li> <li>• Frequency of posting</li> <li>• Sales Report</li> </ul>	<p>4</p> <p>5-6</p> <p>7</p> <p>8-12</p> <p>13-21</p> <p>22-28</p> <p>29-31</p> <p>32-35</p>
iii.	Conclusion	36

**i. Introduction of business**

- Name and adress of business

Name of this business is Jelitadarling.co. This business adress is No50, Jalan Pengkalan Utama14, Taman Pengkalan Utama, Ipoh Perak. This business only conducted by one staff member and she is the owner of this business. As the only person in charge on doing this business she manage to updating Facebook account and update any promotion or new product released. She also doing recording on details of customers and provide cashflowfor reporting sales. She is the one who is doing the postage and shipping the items to the customers.

- Organizational chart



**Owner**

**NURUL AQILAH BINTI ABDUL HARIS**

- **Mission and Vision**

Jelitadarling.co mission is to ensure provide a cheaper price and health product through lipmatte. We provide the color list which are three colors of lipmatte in Balada, Klasik and Poprock. Our mission is to ensure have a good relationship with customers and make customers in love with Ratasya lipmatte.

Our vision is to be #1 honey lip treatment in Malaysia. This vision will make us to strive the goals with the ways to promoting our lipmatte with quality. Moreover, it will build strong brand in Malaysia or other Asian countries. Mission and vission must put together to archieved the goals.