



FACULTY OF BUSINESS MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION (HONS.) FINANCE

ENT530

PRINCIPLES OF ENTREPRENEURSHIP

SOCIAL MEDIA PORTFOLIO

GROUP: BA242 4B

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SUBMISSION DATE:

13 JULY 2021

ACKNOWLEDGEMENT

First and foremost, praise and gratitude to God, the Almighty, for His showers of blessings during my study effort, which enabled me to successfully complete the research.

I'd want to show my heartfelt appreciation to my professor, Madam Siti Zaitun, for providing me with this amazing chance to complete this wonderful social media project. My professor also assisted me much in conducting extensive research, and as a result, I learned about many new topics for which I am really grateful. Her energy, vision, honesty, and determination have left an indelible impression on me. She has taught me the methods for conducting the study and has been an excellent resource throughout this process. It is a wonderful pleasure and privilege to be her pupil.

Second, I'd want to thank my parents and friends for their assistance in completing this project in such a short period of time. I am eternally thankful to my parents for their love, prayers, concern, and sacrifices in teaching and preparing me for the future. Furthermore, I could not have completed my assignment without the assistance of my classmates.

I am filled with humility and gratitude to all those who have assisted me in putting these thoughts, which are much above the level of simplicity, into something solid. Thank you from the bottom of my heart.

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EXECUTIVE SUMMARY

This research was commissioned to demonstrate the use of social media for entrepreneurship. Following the passage of time, this report will highlight my use of social media to help build a business using a simple platform. People currently use social media for a variety of objectives in their lives. Many businesses see this as a chance to expand their business and market their goods. In this difficult period, where many people have lost their jobs as a result of the epidemic, social media provides a huge chance for people to start again and create revenue. A person may establish a successful business using social media if they plan ahead of time and do their homework. With the aid of business tools such as SWOT analysis, suitable research can be carried out. SWOT Analysis is a strategy for analyzing these four elements of your organization. SWOT stands for Strengths, Weaknesses, Opportunities, and Threats. SWOT Analysis can help you make the most of what you have to offer your business. Because rivalry in this industry is rising dramatically, it has been suggested that entrepreneurs develop an appealing marketing plan that will assist them in dealing with market competitiveness.

2.0 INTROUCTION OF THE BUSINESS

2.1 NAME AND ADDRESS OF THE BUSINESS



Obsess Cosmetics is a makeup company that provides a wide range of cosmetics. The headquarters are in Jerantut, Pahang. Before I started my business, I worked as a makeup artist. To start my business, I invested RM 10,000. Suruhanjaya Syarikat Malaysia SSM has registered Obsess Cosmetics. They specialise in offering a variety of cosmetic items such as cushion foundation loose powder mascara and lip matte and place a greater emphasis on making simple and quick makeup sets. as well as a quick makeup application

Name of the business	Obsess Cosmetic
Business address	No.79, Jalan Zapin Utama, Bandar Inderapura, 27000 Jerantut, Pahang
Website	obsesscosmetic.com
e-mail	obsesscosmetic@gmail.com
Telephone Number	016-600 2969
Fax Number	03-32907789
Form of Business	Sole proprietorship
Main activity	Provide and supply makeup product
Name of the bank	Maybank berhad
Bank account number	162085751056

The business will commence operation at the following address:

No.79, Jalan Zapin Utama, Bandar Inderapura, 27000 Jerantut, Pahang