



اَوْنِفُوْزِ سَيِّتِيْ تِيْكَوْ لُوْ كِيْ مَارَا  
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TEKNOLOGI  
MARA

**FACULTY OF BUSINESS AND MANAGEMENT**

**BACHELOR OF BUSINESS ADMINISTRATION (HONS.) FINANCE**

**ENT530 (PRINCIPLES OF ENTREPRENEURSHIP)**

**SOCIAL MEDIA PORTFOLIO**

**SKINSENCEBYSAB**



**PREPARED BY:**

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**CLASS: ENT530Z**

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## **ACKNOWLEDGEMENT**

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In the name of Allah, the Most Gracious and Most Merciful. All praise to Allah for easing my journey from the beginning until the end of completing this social media portfolio. A lot of efforts have been done and surely there are a few parties involved in contributing all the information to me. I would like to express my sincere gratitude to all of them because without them, I may not be able to complete this portfolio as they play a part in this journey.

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## **EXECUTIVE SUMMARY**

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Skinssencebysab is a sole proprietorship business by Syarifah Amirah Batrisyia binti Syed Mohamad Athar. The tagline of our business is “glowing skin is always in with our natural-based product”. This is to encourage people to take a good care of their face skin so everyone can get a healthy, glow skin that they being dreaming of.

Skinssencebysab is located in Gombak, Selangor where the population is about 629,971 and among the highest population in Selangor state. Skinssencebysab also promotes our products through an online platform which is Facebook (FB). This is because Facebook (FB) is one of the platforms that provides various business features and a wide target markets, hence it makes it easier in reaching and promoting to our target customers and wide audience.

Skinssencebysab is selling skincare range from a local and a new brand called Aneesa Agil with their “BeMuuda Active Set”. They are using numbers of ingredients for this skincare which is top notch where there always maintained their own quality despite being a local product. Because of that, only small quantities can be produced for each batch rather than doing a mass production to ensure the quality of their skincare at its best and can be monitored before delivering it to their customers.

A good skincare is important as it helps our skin to stay in a good condition as we are shedding skin cells throughout the day. An effective routine can help prevent acne, treat wrinkles, and help keep our skin looking at its best for a long time. Besides, our skincare is a unisex product where it does not limit to any gender as we are using the list of ingredients that can suit both. Not only that, the prices are affordable compared to other international and also local brands. Thus, our target market is wide and most likely are reasonable to everyone. Therefore, we have estimated that our first monthly sales would be RM400 and will increase by 5% each month.

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## 2.0 INTRODUCTION OF THE BUSINESS

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<b>Business Name:</b>	Skinssencebysab
<b>Address:</b>	29, Jalan PP2, Pinggiran Permata, 68100 Batu Caves, Selangor
<b>Email:</b>	amirahbatrisyia017@gmail.com
<b>Contact Number:</b>	017-3722978

## 2.1 ORGANIZATIONAL CHART



SKINSENCEBYSAB GIRL BOSS

SYARIFAH AMIRAH BATRISYIA BINTI SYED MOHAMAD ATHAR

## 2.2 MISSION AND VISION

- **Mission:** To attract and attain new customers by providing the best skincare experience to customers while helping them to achieve their skin goals.
- **Vision:** To be the best and affordable local skincare brand that can stand along with the other international brands in the long run.