



UNIVERSITY TEKNOLOGI MARA
DEPARTMENT OF QUANTITY SURVEYING
FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING, UiTM PERAK.

COURSE	:	FUNDAMENTAL OF ENTREPRENEURSHIP
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LECTURER	:	PUAN HAFINI SUHANA BINTI ITHNIN
COMPANY NAME	:	ADORES SKINCARE

PREPARED BY :

NAME	WAN NUR ALLISYA BINTI WAN DZIYAUDDIN
MATRIC NO	2019285916
GROUP	AAP1144A

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1.0 EXECUTIVE SUMMARY

The overview of this business activity is I able to do a online business that I decide to sell my product. I was able to get a sense of how to run an online business in real life. Next, I was able to determine how much profit and loss we made from conducting business online. Aside from that, I can see the advantages and disadvantages of running an online business. I'm also able to do which is project description such as the product, why I sell the product, where I run my business, my target customer and when I start the business.

Besides, I choose to sell Adores skincare because I want to share the benefits of this product to others and help others feel confident. Helping people feel their best can be one of the most rewarding parts of working in the beauty industry. It's an amazing experience when my customer look in the mirror and smile when they see their new skin using Adores skincare.

Next, the way I decided to sell Adores skincare was first I saw this product on Instagram and then I tried Adores product and it really great. So I kept signing up for agent quickly. It is easier to me to complete my business activity report.

Lastly, during this pandemic, I'm facing difficulty when it's come to deliver the product via Cash On Delivery (COD) to customer as I need to meet the customer face to face. Besides that, the sell are not as good as before because people preferring to choose to buy essentials or important goods such as food, medicine, groceries and so on.

2.0 PROJECT DESCRIPTION

The product that I sell for this business activity is skincare product which is Adores skincare. Skincare is the important product that people will use it everyday because our skin is our largest barrier against illness, proper skin care is essential. Keeping our skin healthy and moist helps to maintain the integrity of this barrier. Cracks in the skin can appear when the skin becomes dry or irritated by strong soaps. Skin cracks make a person more susceptible to illness. Adores skincare was founded in 2019. Besides, there are four (4) main product that I sell for customer which is :

a. White Plus Serum (suitable for All Skin Types)

Function - For whitening effect

- Keep skin crystal clear
- Protect skin from uv
- For reduce dark spot
- For repair dead skin
- Reduce oily skin



Figure 1 : White Plus Serum

3.0 PROJECT OUTCOMES

ADORES SKINCARE

(Three weeks : 17 May 2021 – 6 Jun 2021)

Capital Record

Details	Date	Items	Quantity	Price	Remarks
Ampoule	17 May 2021	White plus serum	10	RM40 X 1BOX = RM400	-
Round jar	17 May 2021	X-bright night cream	10	RM38 X 1BOX = RM380	-
Bottle	20 May 2021	Luminous Foundation	5	RM53 X 1BOX = RM265	-
Round Jar	2 Jun 2021	Whitening Face Polish (bleaching)	5	RM55 X 1BOX = RM275	-
Round Jar	5 Jun 2021	Whitening Face Polish (bleaching)	5	RM55 X 1BOX = RM 275	-