



اُونِيُوَرَسِيْتِي تِي كُونُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Filem, Teater
dan Animasi

FACULTY OF FILEM THEATRE AND ANIMATION

NAME/COURSE CODE:

ENT530 PRINCIPLES OF ENTREPRENEURSHIP

PREPARED FOR:

FINAL ASSIGNMENT

TOPIC:

REPORT FACEBOOK

PREPARED BY:

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COURSE:

ENT 530

MATRIC NO:

2019229282

ACKNOWLEDGEMENT

I would like to express my gratitude toward our lecture , Madam Norfazlina Ghazali for her guidance throughout this project . She was a very big help to us and thank her greatly for her patience and wisdom in guiding us .

To my classmates , I also wanted to thank them for being generous in sharing their knowledge on entrepreneurship in Social Media . During this semester , I have learn a lot about doing business online and that it is not an easy journey to become a good and successful businessman . All downs in business can only be overcome with perseverance and the ups can be achieved through hard work .

Through these problems , I manage to become more organize and maturity in dealing with problems that occur during my business . This Portfolio covers social media business using Facebook , sales revenue , creating soft sell , creating hard sell and create teaser to attract customer .

Last but not least , I once again show my gratitude to all parties who have directly and indirectly contributed to the successfulness of these social media project .

EXECUTIVE SUMMARY

Ibu Scrub WNA provides body skincare to ensure client pleasure. It's figuring out who likes to take care of their beauty items. The product's price is reasonable. It is also aimed towards women who will purchase this product. Because many people desire to acquire this product, Ibu Scrub WNA's marketing strategy is to stress quality and pricing, especially in Malaysia, Singapore, Thailand, and Sri Lanka.

Wan Nur Amirah Wan Alias is in charge of Ibu Scrub WNA's management. I am 23 years old. I created a Facebook page to help me grow my business through social media, and I learned how to write teaser posts, soft sells, and hard sells on Facebook. To avoid profit drops, I also need to increase sales to at least RM61 and judicious expenditure for my goods. I need to spread the word about the product.

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Business Registration (Myco2)

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Certificate of Analysis Page 1 / 1
 Lab Ref No.: AL2012-B79145 SN: RS594968613704617


 Wong Hui Xian
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WNA BEAUTY RESOURCES
 B1-12-11 1120 PARK AVENUE,
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 46000 PETALING JAYA SELANGOR
 MALAYSIA

Date of Issue: 2020-12-14
 Date of Received: 2020-12-08
 Date of Completion: 2020-12-14

Sample Marking: Ibu Scrub WNA
 Sample Description: One cosmetic sample
 Remark: ND = Not Detected

Test Description	Unit	Result(s)	Method or Equipment Used
Mercury (as Hg) ¹	mg/kg	ND <0.01	BP 2013 (Vol V Appendix VII & IID)

- END OF REPORT -
 This Test Report is prepared according to our standard testing requirements and based solely on the samples submitted by you. We have made every reasonable effort to ensure the accuracy and reliability of the information provided herein. However, we shall not be deemed to have warranted or guaranteed the accuracy and reliability of the results contained in the Test Report under whatsoever circumstances. Neither shall we be liable and responsible for any loss or damage of whatever nature (direct, indirect, incidental, economical, punitive and consequential) caused or alleged to be caused by or in connection with and arising out of the use of or reliance on this Test Report.

**NOT DETECTED
 MERCURY
 (tiada merkuri)**

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LABTEST
 IBU SCRUB BY WNA
 [ISO / IEC 17025 BY
 DEPARTMENTS OF STANDARDS
 MALAYSIA (SAMM NO. 384 & 564)]



I. Gluta Gebu Brightening Soap By WNA .

NOT KKM
GLUTA GEBU BRIGHTENING SOAP BY WNA



NOT210202674K	GLUTA GEBU BRIGHTENING SOAP BY WNA	WNA BEAUTY RESOURCE
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