



SOCIAL MEDIA PORTFOLIO

KAYMAN BEAUTY



PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

FACULTY & PROGRAMME: FACULTY OF HOTEL & TOURISM MANAGEMENT

SEMESTER : 3

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ACKNOWLEDGEMENT



First and foremost, I would like to highly thank Allah S.W.T, obviously for his blessing, for the good health and the talent that He has been giving me. Without all of that, I might not be able to finish my portfolio as planned.

Deep appreciation to Madam Norfazlina for her endless support, guidance and explanations that is easy to understand from the beginning of the assignment. I am highly appreciating all those information's and useful knowledge that has been given by her.

In addition, a big thank you to University Technology Mara (UiTM) for making this course as a part of our syllabus. Not to forget, my fellow classmates who willingly exchange opinions and enlighten each other about how to prepare this social media portfolio.

Last but not least, thank you to my family for the supports and understanding since I did this assignment at home during this Movement Control Order (MCO). I hope that my sharing can add knowledge to all of us. Amiin.

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EXECUTIVE SUMMARY

To begin with, this portfolio is being prepared in order to comply with the requirements of the course. For my social media portfolio, I had already made up my mind to choose Kayman Beauty as my business project.

“Your Skin's Favourite Companion” is a tagline for Kayman Beauty and #Kayfairy is the hashtag or “fandom” name that represent our beloved customers. The main purpose of this business is to inspire confidence in local beauty products made proudly in Malaysia. Kayman Beauty offers variety of skincare products with affordable and reasonable prices.

We started our business through social media in 2017. After receiving an approval certificate from Suruhanjaya Syarikat Malaysia (SSM), our business began to run on 2018. Our target customers are unisex but specifically for women since men did not really favor when it comes to skincare. However, our products can be used by women and men.

Since our first opening, we have received numerous of satisfying feedback from customers regarding their skin improvements. We offered walk-in and delivery with charge to those who wanted to purchase our products. We also offer gift box for those who plans to surprise their loved ones. This is one of our marketing to attract more customers to come and try our products. Kayman is now can be seen anywhere since we have already advertised it around Malaysia. This has proven that Kayman Beauty is now on her way to hit the jackpot!

2.0. INTRODUCTION OF BUSINESS

2.1 Name and Address of Business

Kayman Beauty is a business name that sells skincare products. The name of the business depicts the brand for all of our products. Our business motto is “Kayman Beauty, Your Skin's Favourite Companion.” I have invested time into curating beautiful things. So in combining the things I love, I came up with my own beauty brand which is Kayman Beauty. Our target market are teenagers and adolescents between the age of 16 to 30 years old.

Our logo titled letter “K” represents Kayman and the black background colour represents power, elegance, and sophistication in our products.



Figure 1: Kayman's Logo