



اَوْنُوْرُسِيْتِيْ تِيْكْنُوْلُوْجِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

MARCH 2021 – AUGUST 2021

INDIVIDUAL ASSIGNMENT: SOCIAL MEDIA PORTFOLIO

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ACKNOWLEDGEMENT

First and foremost, I would like to express my utmost gratitude to Allah S.W.T. as I am able to complete my social media portfolio report which required for the subject Principles of Entrepreneurship (ENT530). I was accepting the challenge with full of passion to complete the journey of this assignment with perfection.

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EXECUTIVE SUMMARY

Refit and Glow is a business that are focused on skincare from Innisfree. The name of company is coming to resolve skin troubles and deliver the most natural looking results which enable to easily attain a fresh and more youthful appearance, with the most natural looking results. The idea is coming to sell the product sheet mask from trusted brand which is Innisfree that established in 2000. The sheet mask is using organic ingredient since we know some of the products are using harmful ingredient.

The target of our customers is come from teenagers to adults who can used the products which is My Real Squeeze Mask EX. We also offered an affordable price and have 14 of choices with 3 type which is refreshing water type, revitalising essence type and luxurious cream type. With the good benefits and affordable price, everyone can afford to enjoy on buy our products.

At this moment, Refit and Glow is only owned by Nurul Irdina Ainaa Binti Abdull Haris and the staff. This is because our business is only start up business and only operate a small business. To expand the business, we are required to create a Facebook page to make it easier to reach on our customers as one of the mediums to deliver the information regarding of the products. We also will promote our products and discount by doing teaser post, soft sell, and hard sale and for this assignment, we are required to have above 91 likes on our business Facebook page.

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2.0 INTRODUCTION TO BUSINESS

2.1 NAME AND ADDRESS OF BUSINESS



Name of business: Refit and Glow Beauty

Address: No 4, Persiaran Tawas Baru 7, Taman Tasek Mewah, 30010, Ipoh, Perak

2.2 ORGANIZATIONAL CHART



OWNER OF REFIT AND GLOW BEAUTY
NURUL IRDINA AINAA BINTI ABDULL HARIS

STAFF

2.3 MISSION AND VISION

Mission

To provide for our customers with premium quality products that guarantees customer satisfaction.

Vision

To develop a business organization that can compete with existing or domestic competitors.