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UNIVERSITI
TEKNOLOGI
MARA

CUURA

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

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PROGRAMME : BACHELOR IN HEALTH ADMINISTRATION

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1. ACKNOWLEDGEMENT

First and foremost, I would like to express my gratitude to Allah SWT for His blessings on my strength and health as a result of completing this Principles of Entrepreneurship course (ENT530). I could not do this social media portfolio assignment without His help.

I would like to express my heartfelt thanks to Puan Sarah Mardhiah binti Selamat, my beloved kind-hearted lecturer for allowing me to pursue this assignment and for providing me with essential advice during this write up. Not to mention her constant advice, opinion, and reminders to all of my classmates, as well as myself, about things we needed to do in order to be a better student and get good results on this assessment. This social media portfolio requires us to create a business on social media using Facebook. My lecturer shifted my viewpoint on social media marketing. Starting a new business on social media is a great idea.

Next, I would like to take this opportunity to express my heartfelt gratitude to my parents for their unconditional support, excitement, and invaluable assistance. I am really thankful since, despite their hectic schedules, they were able to devote some of their time to give some necessary information for this assignment.

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2. EXECUTIVE SUMMARY

CUURA was created by Sarah Shah Nor, the creator of Malaysia's Modest Multilabel Fashion House (MODVIER), to fill a gap in the market for a line of skin care products that emphasises the benefits of 100% natural ingredients. The ingredients for CUURA skincare are sourced ethically and proven organic at source from all over the world. To make our customers look and feel beautiful and healthy, CUURA is happy to provide products produced from high-quality, pure, and powerful ingredients sourced only from the best of nature.

Consider skin care products in the same way that you would consider food. In today's society, several synthetic or "fake" substances are used in food production. If you go to a high-end restaurant, however, you will almost never see "fake" ingredients on the menu. Top chefs understand that preparing a high-quality dish requires the use of high-quality, natural, and fresh ingredients. They don't cook with fake flavours or powders since real spices and fresh herbs produce a better, more exquisite taste. At CUURA, we believe that producing skin care products is no different. We do not cut corners and take the time to thoroughly research each ingredient so that we can be confident that our products are the best.

Organic farming eliminates the use of synthetic chemicals and fertilisers, thus handcrafted natural skin care products work better simply because they are better for the environment. Fertilizers and chemicals have all been shown to be harmful to our water, soil, and overall health. Plants produced naturally do not include any genetically modified organisms (GMOs), which can be harmful to both human and environmental health. As a result, by caring for your own health, you're also contributing to the preservation of our precious ecology. To conclude, we believe that clean beauty should be offered to everyone, therefore we're aiming to make all of our products more environmentally friendly, ethical, natural, and free of harsh chemicals.

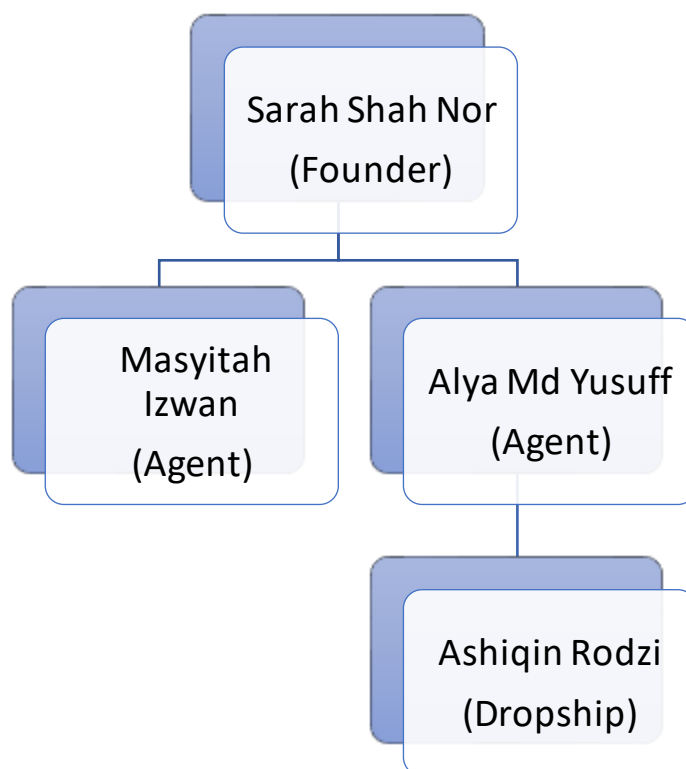
4. INTRODUCTION OF BUSINESS

4.1 Name and Address of Business

✚ Name of Company : Cuura

✚ Company Address : <https://www.facebook.com/cuddlyskinn/>

4.2 Organizational Chart



4.3 Mission and Vision

- ✚ Mission : We strive to create and deliver healthy, cruelty free, and effective skin care products that treat, rejuvenate, and improve the skin as well as improve our customers' entire lifestyles by assisting them in looking attractive and recovering their confidence.
- ✚ To be the number one natural and organic based beauty product in Malaysia.