



اُونِيُوَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

# **SOCIAL MEDIA PORTFOLIO**

ENT530 - PRINCIPLES OF ENTREPRENEURSHIP

Prepared for:

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Finally, I would like to apologize for any mistakes or wrong doings, with or without knowing it, throughout this entire project. I hope that it will be forgiven.

Thank you.

## EXECUTIVE SUMMARY

Syu Shoppu is a skincare shop that provide skincare products from Malaysian brands to its customers. The company is established in the late 2019 and is located at Segamat, Johor. It is a hybrid type of business that sells online and do Cash on Delivery (COD) service area Segamat.

The target audience is a group of people who are looking for local skincare at an affordable price. This includes students, teenagers and young adults who just started in taking care of their skin and wanted a healthy and better-looking skin.

Syu Shoppu or also known as Syu Yeppo, is owned by Anis Syuhada. She has a vision to spread awareness on clean and healthy skincare to Malaysian with local products. The company is certain that all products in store are made with high-quality components and a minimalist concept to properly fit all skin type and tones. She believes that clean and minimal formulation will enhance consumers journey to a healthy skin. The local products in store are created to be gentle and safe to the skin, avoiding the stereotype that local brand is not up to pace with skincare market standards. There are three Malaysian brand that can be found in Syu Shoppu. They are Mimpimika, Zarzou Beauty and Daughters of Malaya (DOM) with price range under RM100. Other than that, the company mission is to bring Syu Shoppu nationwide as one of the most trusted and reliable beauty platforms that gathers Malaysian local brands.

## 1.0 GO-ECOMMERCE REGISTRATION

**Go-eCommerce** BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

PERSONAL PROFILE BUSINESS PROFILE

**ANIS SYUHADA BINTI BADLISSAH**

**Personal Information**

Name	: ANIS SYUHADA BINTI BADLISSAH	Phone/Mobile	: 0104155651	<a href="#">Edit</a>
New Identity Card No.	: 971004565060	Home Address	: NO 4, PERSIARAN 8, TMN BUNGA RAYA, GEMEREH	
Email Address	: anizsyuhada@gmail.com	District	: SEGAMAT	
City	: SEGAMAT	Postcode	: 85000	
State	: Johor	Personal Instagram	: syuyeppe	
Personal Facebook	: syuyeppe	Race	: Malay	
Gender	: Female	Special Need Required	: No	
Marital Status	: Single			

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UiTM Puncak Perdana - ENT530\_1 (NMAG)

Type of Institution	: IHL	Institution List	: Universiti Teknologi MARA
State of Institution	: Selangor		

Figure 1.0 Screenshot of Go-Commerce Registration

## 2.0 INTRODUCTION OF BUSINESS

- **Name:** Syu Shoppu (also known as Syu Yeppo)
- **Address:** No 4, Persiaran 8, Tmn Bunga Raya, Gemereh 85000 Segamat Johor
- **Organizational Chart:**



Figure 2.0 Anis Syuhada, the owner of Syu Shoppu