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**FACULTY OF BUSINESS MANAGEMENT**

**BACHELOR IN OFFICE SYSTEM AND MANAGEMENT (BA232)**

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530)**

**INDIVIDUAL ASSIGNMENT: SOCIAL MEDIA PORTFOLIO**



**GLOWISH AND BEAUTY FACEBOOK PAGE**

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## 1.0 ACKNOWLEDGEMENT

السَّلَامُ عَلَيْكُمْ وَرَحْمَةُ اللَّهِ وَبَرَكَاتُهُ

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Furthermore, I would like to acknowledge my lovely classmates because they are also helping me in completing this portfolio until the end. A special thanks goes to my family who gave moral support and ideas for the Facebook posting such as posters, videos and pictures. They gave many interesting suggestions about the business that I conducted.

Last but not least, many thanks again to Dr. Syukrina Alini binti Mat Ali that have encouraged me and my classmates to improve and complete our assignments with full effort. I took all the advices as part of the learning process. I hope that we are doing our best and fulfill the requirement needed for this assignment. Thank you.

## 2.0 EXECUTIVE SUMMARY



Glowish And Beauty is an online business that focuses on selling a skincare product. My business has been registered in Companies Commission of Malaysia (SSM). We selling two brands which are Kayman's Beauty and Zarzou Beauty that well-known into the public. We are looking forward to produce more brand of skin care product. We choose to sell skin care product because we want to be the best place skin care house to order with affordable price. We also provide our customers with delivery and postage straight away in front of their house.

The specialty of Glowish And Beauty is I am focusing and suggesting a good product as an agent that can be used by all people especially woman out there. Basically, Glowish And Beauty have so many types of skincare that suitable in certain age and coming with beauty package as well. I had started with a small amount of capital to be an agent of Kayman's Beauty and Zarzou Beauty brand. Hence, I am the one who handle everything in terms of cash on delivery (COD), ordering and managing my Facebook Page to promote and attract customers. My target market is a group of people who loves to their skin with low cost and need options. We are trying our best to make sure our products are at affordable price and we are maintaining the quality to the fullest. We provide skin care with boxes and it is suitable for surprise or as a gift.

Since our first day of operation, our firm has gained 195 followers. The warm reception encourages us to provide the best services for our valued clients and ensures that they return for more because of the quality. Our social media marketing approach focuses on Facebook and Instagram. Our firm is expected to cooperate with any type of business in order to achieve greatness jointly and acquire experience. In the meantime, our customer given an option that can also to drop-by to pick up their orders are located at Seksyen 9, Bandar Baru Bangi. We intend to try to improve customer engagement with our service by giving them the option of facilitating transactions.

Lastly, our founder which is Nurul Afryna binti Zulkhairi are dedicated to have a very own successful company that provides goodness to all parties especially customers, agents, and dropships. Their satisfaction is our top priority with all regards. Plus, as an entrepreneur, I will continue to make efforts to ensure that my business as an agent runs well and that customers are happy with the skin care product.

#### 4.0 INTRODUCTION OF BUSINESS

<p><b>Name and Address of Business</b></p>	<p>Business name: @glowishandbeauty</p> <p>The name of glowishandbeauty is the combination of glowing and beauty. People will buy skin care product if it about glowing, confidence and healthy skin that is why glowing is important for a skin care product.</p> <p>Address: Seksyen 9 Bandar Baru Bangi 43650 Bandar Baru Bangi, Selangor.</p> <p>Our place is located nearly to Bangi Sentral which it is a strategic place for our business to run because the surrounding is pack with people.</p>
<p><b>Mission / Vision</b></p>	<p> <b>Mission</b></p> <p>To provide customers a beneficial skin care product and quality at affordable cost.</p> <p> <b>Vision</b></p> <p>We will be the most trusted seller towards our customer, agents and dropships.</p>
<p><b>Descriptions Of Products</b></p>	<p>We are selling skin care product. There are two brands of products that have been introduced by our company which are Kayman's Beauty and Zarzou Beauty.</p> <p>We are selling kind of product is cleanser, toner, essence, serum, moisturizer, sheet mask and face mist to all our customers and it is suitable for all skin types. We also served the best halal and natural ingredients for skin.</p> <p>We also provide special delivery for our customer around Selangor and for outside Selangor by postage. Plus, option to pick-up for customer's order at Seksyen 9, Bandar Baru Bangi.</p>