FACULTY OF FILM, THEATRE AND ANIMATION (FiTA)
UNIVERSITI TEKNOLOGI MARA (UiTM)

COURSE CODE / NAME:
ENT 530 PRINCIPLES OF ENTREPRENEURSHIP

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PROGRAM / GROUP:
FF237 MANAGEMENT FILM PRODUCTION

Formating

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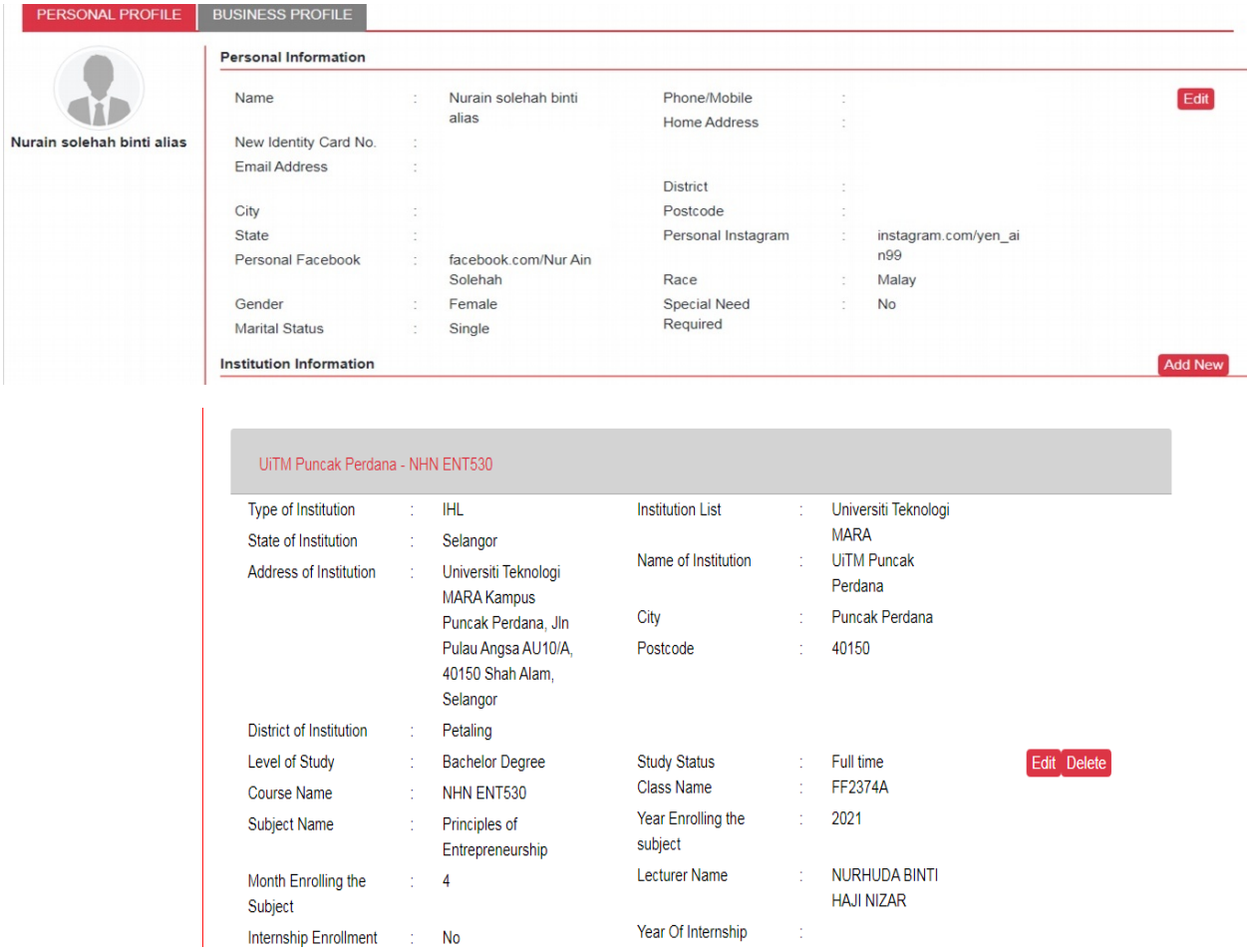
Acknowledgement

The development of entrepreneurship can be seen with the increasing number of higher education institutions offering specialized degrees in the field of entrepreneurship at the undergraduate as well as master's level. I am so grateful because has opportunity to learn and practice the theory in this subject which is ENT 530 BASIC OF ENTREPRENEURSHIP. Thank you so much to my lecture because always want to do her best to teach me how to be entrepreneurship. We learn together about this subject, we doing discussion and also sharing session. Thank you so much to Pin'cess Perfume HQ because produce quality perfume that attract me to doing this business almost 1 years. Thank you so much to my family because give me positive support and Thank you so much to PTPTN because give me money that I using some to do the business. I hope all I learn in this class can help me grow my business and my team to help other person.

Executive Summary

Entrepreneurship is a characteristic possessed by a person that allows the individual to face challenges and identify an opportunity and subsequently seize the opportunity. Digital business is a modern transaction. In theory digital business has offered new concepts on the process of digital entrepreneurship, idea development, methods of exploiting business opportunities and methods of starting a business. In terms of practicalities digital entrepreneurship opens up opportunities for individuals to learn basic skills of digital entrepreneurship such as how to find customers online, create graphics, repair and enhance existing business ideas to be applied in digital business. According to Jonathan Allan (2019) digital businesses encompass new methods of identifying targets, they shape product and service offerings, generate revenue and reduce costs, new opportunities for employment, risk and competition.

1.0 Go-Ecommerce Registration



2.0 Introduction of Business ✓

A business is defined as an organization or enterprising entity engaged in commercial, industrial, or professional activities. Businesses can be for profit entities or non-profit organizations that operate to fulfill a charitable mission or further a social cause.

The term "business" also refers to the organized efforts and activities of individuals to produce and sell goods or services for profit. Businesses range in scale from a sole proprietorship to an international corporation. Several lines of theory are engaged with understanding business administration including organizational behavior, organization theory, and strategic management.

- Name of business

N.A.S Legacy Enterprise is a business run by Miss Nurain Solehah in 2020 by selling perfume inspired by Pin'cess perfume because of that ***"Pin'cess By Ain"***. This business adopts an agent system where the owner of N.A.S Legacy is the Agent to Pin'cess Perfume distributing pin'cess perfume to dropship and customers. So far this business had 1 mini agent at Klang and 1 Dropship at Kuala Lumpur.

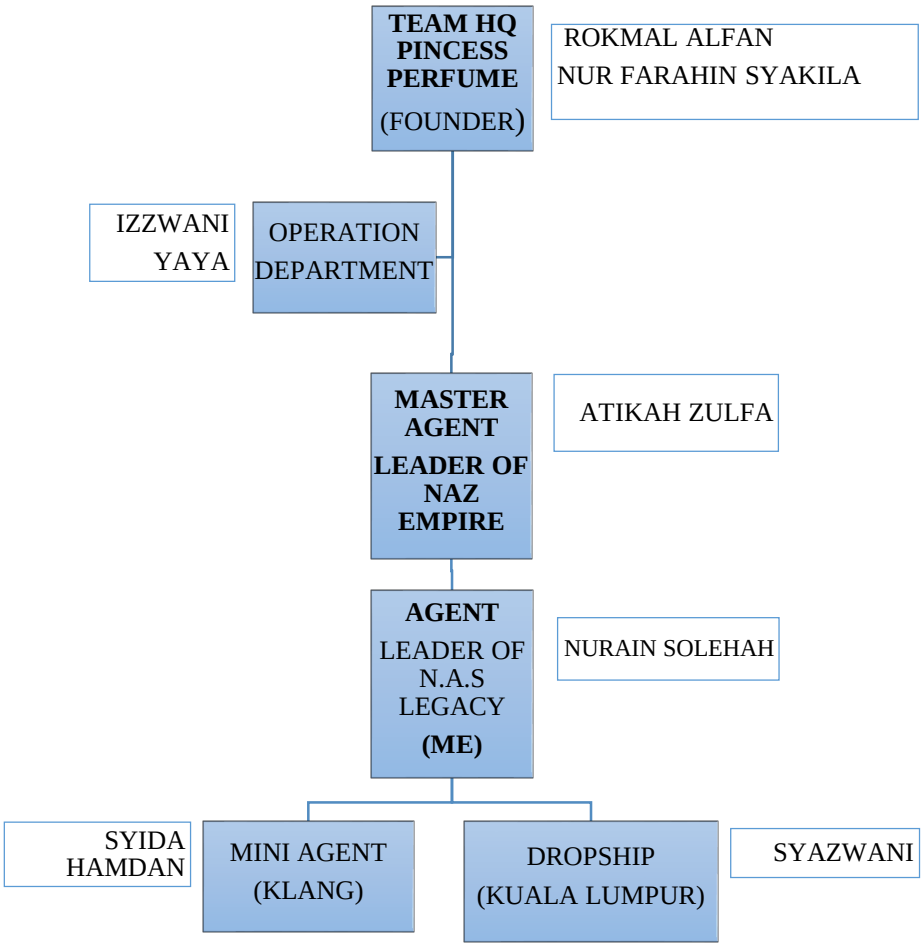
Pin'cess Perfume HQ at Jerantut,Pahang then the perfume will be posted using J&T Delivery to Sungai Besar Selangor for N.A.S Legacy and then will be distributed to mini agents and dropship using post J&T Delivery for us to introduce pin'cess perfume and sell it to costumer who needs perfume as body fragrance, room fragrance and car fresher.

- Address of Business

  Pin'cess perfume from Pincess HQ to the Master agent using postage and to the agent all business dealings are done at the residence of the owner of Pin'cess By Ain. Perfume stock is also kept at home, for walk-in purchases can also be done at home. However, if the customer asks to send to them, we will doing cash on delivery and postage if far from home. Here the address of N.A.S Legacy:

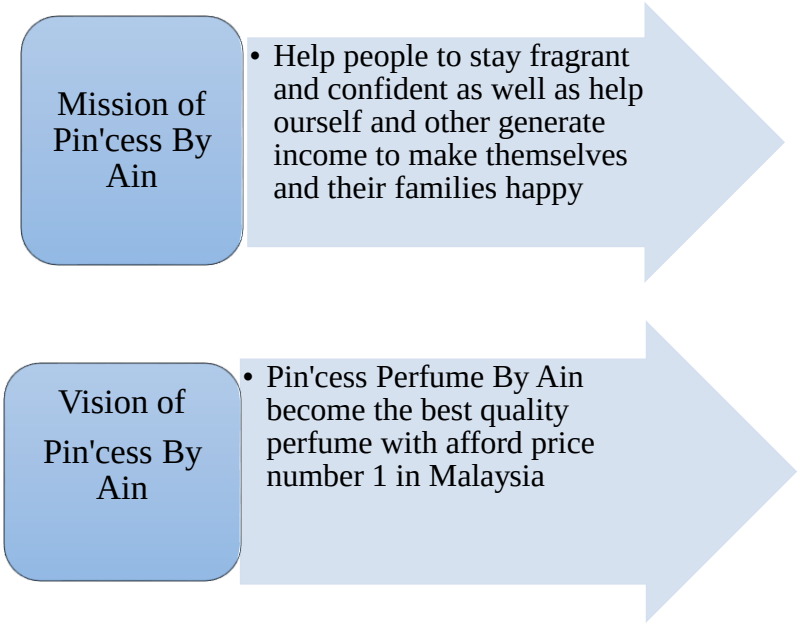
  PT 2180 Lorong Seluang,
  Taman Setia Jaya
  45300 Sungai Besar, Selangor

- Organization Chart of Pin’cess Perfume By ain



- Mission and Vision Pin’cess By Ain

  Missions and visions related to actions and concepts are each performed in different ways or methods. A mission is an action associated with a group of individuals united by a common intention. The other, a vision is a concept or goal seen by individual.

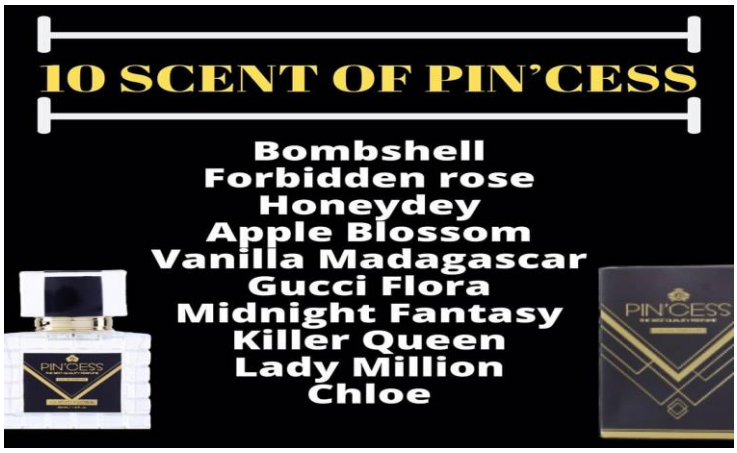


- Descriptions of Pin’cess Perfume ✓

Pin’cess perfume very special because everyone can afford it. Pin'cess perfume quality Eau De Parfume (EDP) which is the second highest quality for the level of perfume content. EDP perfume contains 15% to 20% concentration. Therefore Pin'cess Perfume fragrance can long lasting more than 8 hours. Usually the price of perfume with quality EDP around RM50 above but the price of Pin’cess Perfume very affordable.

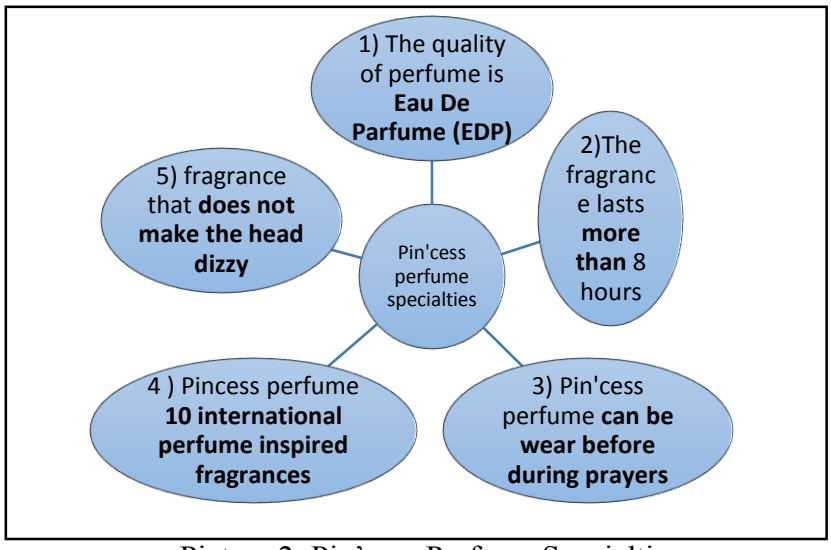
Other than that, Pin'cess Perfume can also be worn for prayers (Solat). According to Ustaz Fauzi Mustafa, it is lawful to Solat and wear perfume that contains alcohol but the alcohol consists of Methanol because the basic sources of methanol are wood and flowers.

Picture 1: The Difference of All Perfume Types



Picture 2 : 10 Scent Inspired Perfume

Next, based on picture 2, Pin'cess perfume has 10 scent inspired from international perfume such as Bombshell from Victoria Secret, Apple Blossom by Bath and Body, Forbidden Rose by Avrill Lavigne, Gucci Flora by Gucci, Vanilla Madagascar by Bath and Body, Lady Million by Paco Rabanne, Chloe by Chloe U.S, Killer Queen by Katy Perry, Midnight fantasy by Britney Spears and Honeydew by Bodyshop. Majority of Pin'cess Perfume does not make people feeling dizzy when wear that and smell that because of majority of them is smooth and soft scent.



Picture 2: Pin'cess Perfume Specialties

Based on Picture 3, Pin'cess perfume has 2 size which is 35 ML and 10 ML. Every size has advantages such as 35 ML can use 3 month and more. 10ML for 1 month and more because depends to the way pin'cess customer (Pin's Lover) use that. Majority Pin's Lover buying 2 size for put at home and the small one to put in handbag or pocket or bring to travel. The bottle very exclusive because make by high quality glass. ✓

Picture 3: Size of Pin'cess Perfume

- Price of Pin'cess Perfume ✓

Size of Perfume	SM	SS	Postage (JNT Express)
10ML	RM15	RM20	SM:RM7 SS:RM11
35ML	RM49	RM55	SM: RM7 SS: RM11

Pin'cess by Ain using price that Pin'cess HQ given. Every month Pin'cess will doing promotion and the price will be given by Pin'cess HQ. Usually Pin's Lover who buy 3 bottle above 10ML will get free postage and freegift from Ain and if buy 2 bottle 35ML also can get free postage and freegift from Ain. Majority of them will be happy and will repeat again.

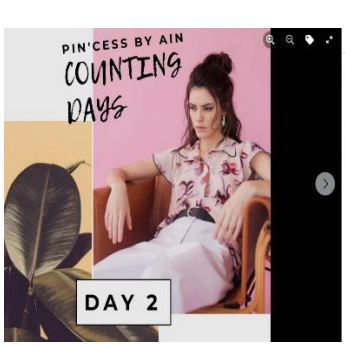
3.0 Facebook Pages ✓

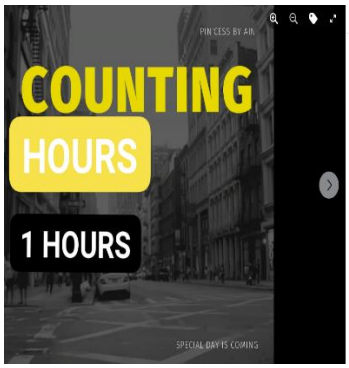
- URL Facebook Pages

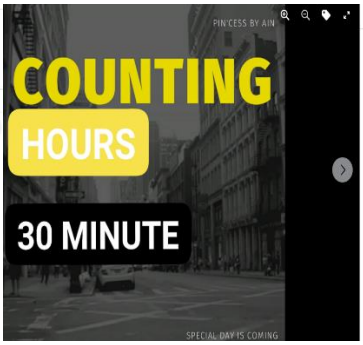
  https://www.facebook.com/Nurain.Masitah99/

- Facebook Post –Teaser

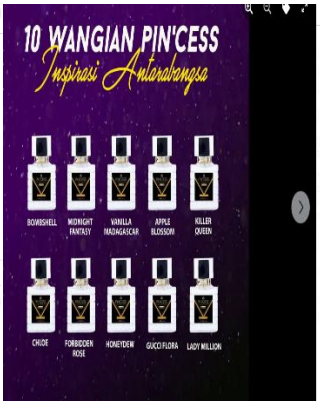
  Teaser posting is important to take attention and make customer curious about Pin’cess Perfume. When customer feel like that they will go to facebook pages to know what Pin’cess Perfume is. And then they will wait the counting to the end to know the new information.Teaser is counting for something new like sale or new brand or new packaging or happy news for customer.

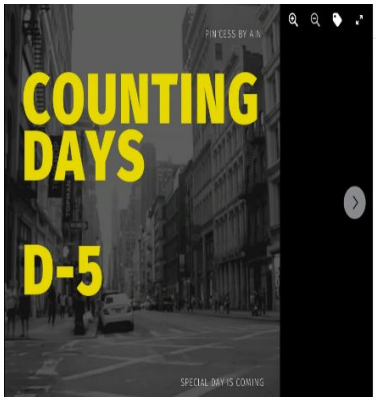


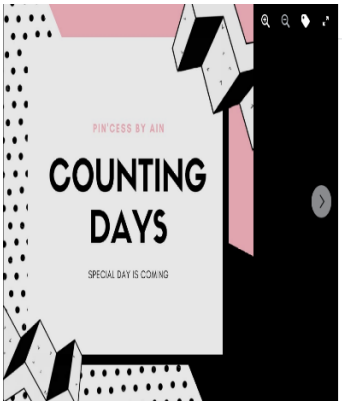

PIN'CESS BY AIN
COUNTING
HOURS
1 HOURS
SPECIAL DAY IS COMING


PIN'CESS BY AIN
COUNTING
HOURS
30 MINUTE
SPECIAL DAY IS COMING

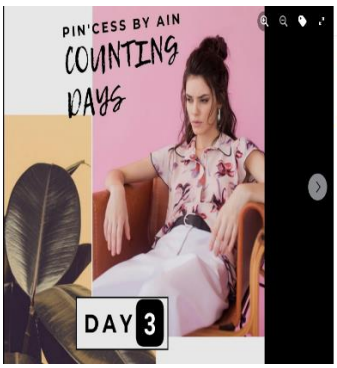
FATHER'S DAY
PROMOTION

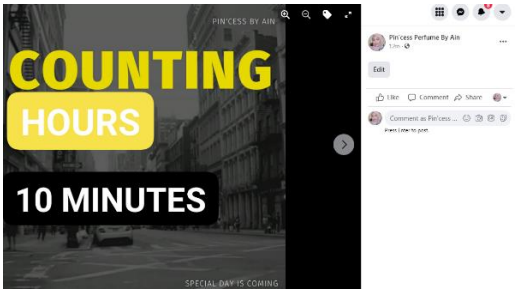

10 WANGIAN PIN'CESS
Inspirasi Antarabangsa
BOMBSHELL
MIDNIGHT FANTASY
VANILLA MADAGASCAR
APPLE BLOSSOM
KILLER QUEEN
CHLOE
FORBIDDEN ROSE
HONEYDEW
GUCCI FLORA
LADY MILLION


PIN'CESS BY AIN
COUNTING
DAYS
D-5
SPECIAL DAY IS COMING


PIN'CESS BY AIN
COUNTING
DAYS
SPECIAL DAY IS COMING

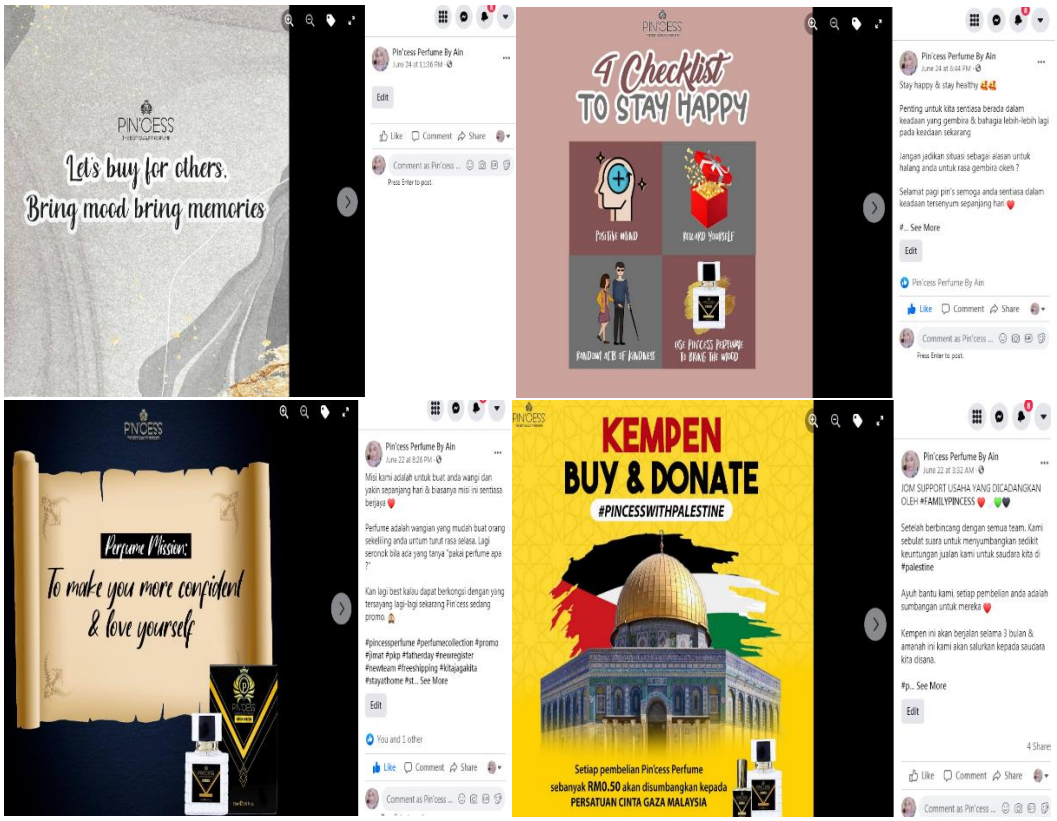
PIN'CESS BY AIN
COUNTING
DAYS
D-4
SPECIAL DAY IS COMING

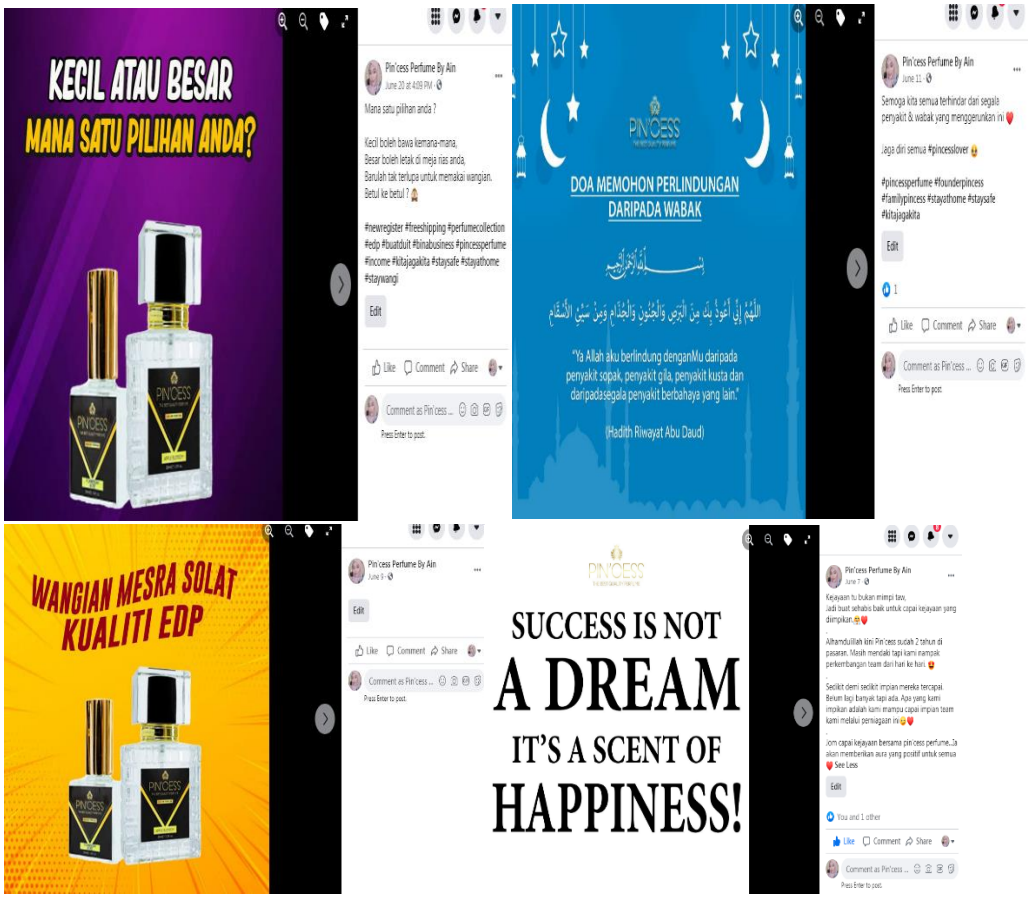

PIN'CESS BY AIN
COUNTING
DAYS
DAY 3

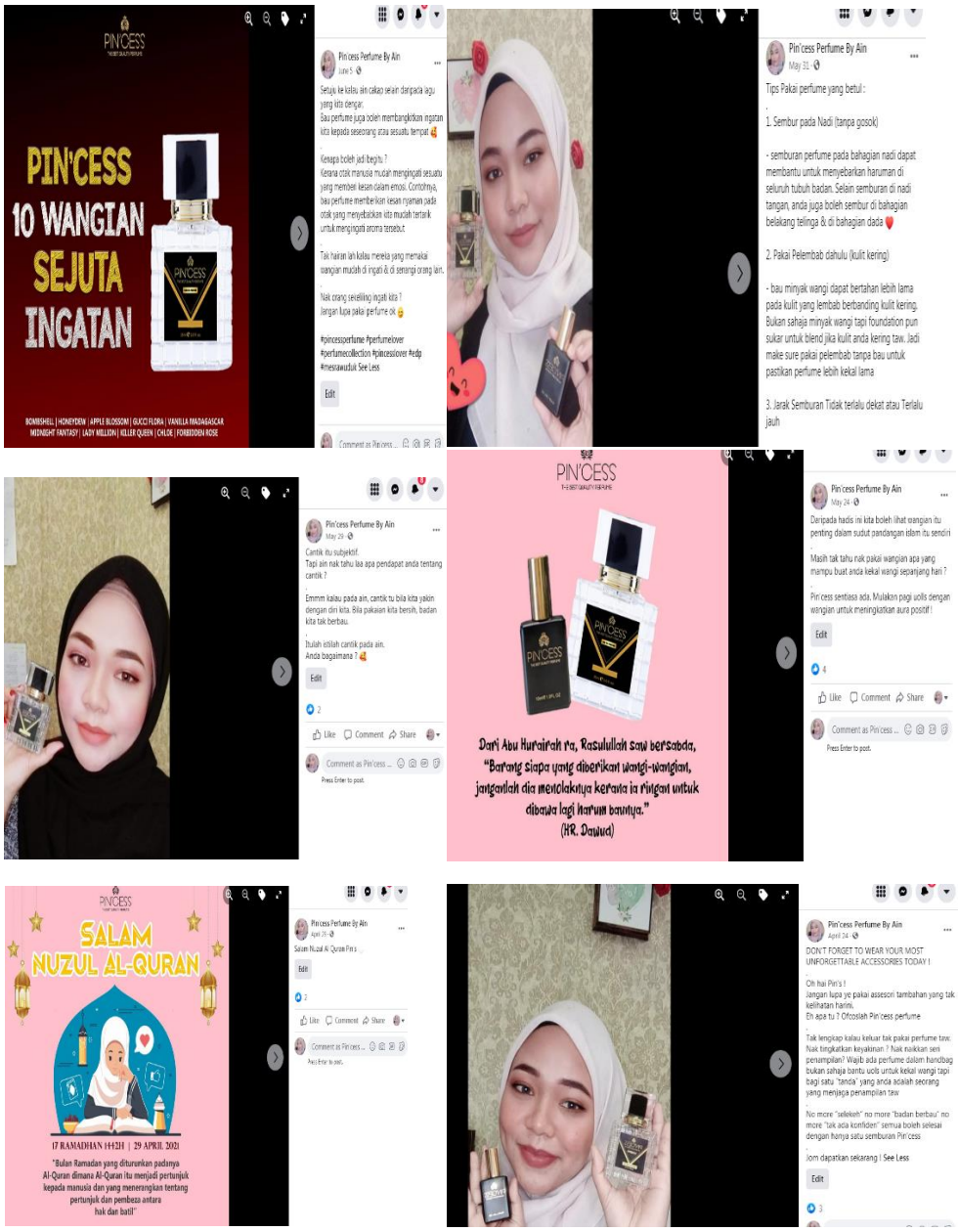


- Facebook Posting- Soft Sale

  Soft selling involves using subtlety during the sales process, relying on persuasion and persistence to achieve success. Soft sellers approach prospect (Customer) from an empathetic position, try to understand what makes them tick. Naturally this process requires the sales person to have ample time to achieve success. Soft sale for Pin'cess perfume we always using the motivation word, humanity campaign, du'a, quotes and picture of me with caption wishing to make my customer trust and feel someone care about them.

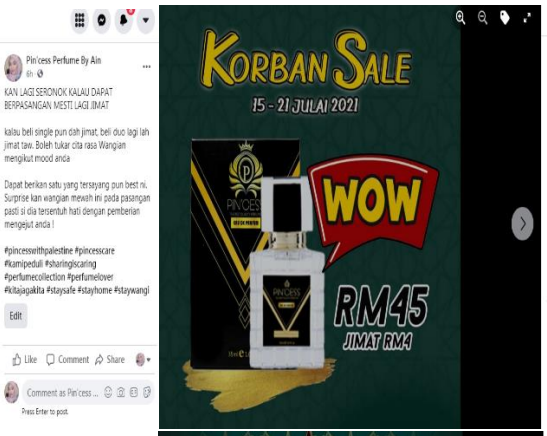



KECIL ATAU BESAR
MANA SATU PILIHAN ANDA?
Pin'cess Perfume By Ain
June 20 at 4:09 PM
Mana satu pilihan anda ?
Kecil boleh bawa kemana-mana,
Besar boleh letak di meja rias anda.
Barulah tak terlupa untuk memakai wangian.
Betul ke betul ?
#newregister #freeshipping #perfumecollection
#edp #buatduit #bisnabusiness #pincessperfume
#income #kitajagakita #staysafe #stayathome
#staywangi
Edit
Like Comment Share
Comment as Pin'cess ...
Press Enter to post.
PINCESS
DOA MEMOHON PERLINDUNGAN
DARIPADA WABAK
بِسْمِ اللَّهِ الرَّحْمَٰنِ الرَّحِيمِ
اللَّهُمَّ إِنِّي أَعُوذُ بِكَ مِنَ الْبَرَصِ وَالْجُنُونِ وَالْجُذَامِ وَمِنْ سَيِّئِ الْأَسْقَامِ
"Ya Allah aku berlindung denganMu daripada penyakit sopak, penyakit gila, penyakit kusta dan daripadasegala penyakit berbahaya yang lain."
(Hadith Riwayat Abu Daud)
Pin'cess Perfume By Ain
June 11
Semoga kita semua terhindar dari segala penyakit & wabak yang menggerunkan ini
Jaga diri semua #pincesslover
#pincessperfume #founderpincess #familypincess #stayathome #staysafe #kitajagakita
Edit
1
Like Comment Share
Comment as Pin'cess ...
Press Enter to post.
WANGIAN MESRA SOLAT
KUALITI EDP
Pin'cess Perfume By Ain
June 9
Edit
Like Comment Share
Comment as Pin'cess ...
Press Enter to post.
PINCESS
SUCCESS IS NOT
A DREAM
IT'S A SCENT OF
HAPPINESS!
Pin'cess Perfume By Ain
June 7
Kejayaan tu bukan mimpi tau.
Jadi buat sahabis baik untuk capai kejayaan yang diimpikan.
Alhamdulillah kini Pin'cess sudah 2 tahun di pasaran. Masih mendaki tapi kami nampak perkembangan team dari hari ke hari.
Sedikit demi sedikit impian mereka tercapai.
Belum lagi banyak tapi ada. Apa yang kami impikan adalah kami mampu capai impian team kami melalui perniagaan ini
Jom capai kejayaan bersama pin cess perfume..Ia akan memberikan aura yang positif untuk semua
See Less
Edit
You and 1 other
Like Comment Share
Comment as Pin'cess ...
Press Enter to post.



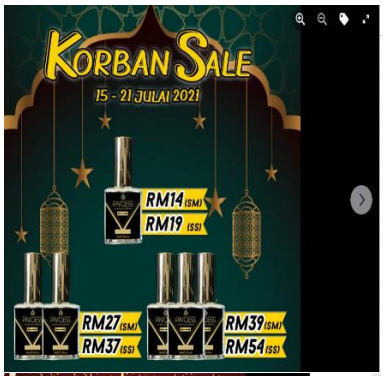
- Facebook Posting –Hard Sale ✓
  Hard selling involves directness, aggression and forward thinking to achieve a lead or sales quickly. Hard sellers rely on an absolutely solid sales pitch which frequently only has one chance to succeed. Hard sales usually put a high amount of pressure on the customer. Hard Sale for Pin'cess Perfume is put price at poster or at the caption. Usually if I put price on the poster, I will put advantages of perfume at caption. That will make customer clear with our directness talk about our product.

KORBAN SALE
15 - 21 JULAI 2021
LAGI WOW
RM85
JIMAT RM13


Pin'cess Perfume By Ain
6h
KAN LAGI SERONOK KALAU DAPAT BERPASANGAN. MESTI LAGI JIMAT
kalau beli single pun dah jimat, beli duo lagi lah jimat taw. Boleh tukar cita rasa Wangian mengikut mood anda
Dapat berikan satu yang tersayang pun best ni. Surprise kan wangian mewah ini pada pasangan pasti si dia tersentuh hati dengan pemberian mengejut anda !
#pincesswithpalestine #pincesscare #kamipeduli #sharingiscaring #perfumecollection #perfumelover #kitajagakita #staysafe #stayhome #staywangi
Edit
Like Comment Share
Comment as Pin'cess ...
Press Enter to post.

KORBAN SALE
15 - 21 JULAI 2021
WOW
RM45
JIMAT RM4

Pin'cess Perfume By Ain
6h
JIMAT RM4 UNTUK SETIAP 1PCS PIN'CESS BESTNYA !
Sales kalini memang betul-betul wow dengan potongan harga yang best sangat
Mana nak cari perfume yang tahan min 8 jam dengan harga yang sebegini ??
Apa tunggu lagi dapatkan wangian kegemaran anda sekarang
#p... See More
Edit
Like Comment Share
Comment as Pin'cess ...
Press Enter to post.


KORBAN SALE
15 - 21 JULAI 2021
RM14 (SM)
RM19 (SS)
RM27 (SM)
RM37 (SS)
RM39 (SM)
RM54 (SS)

Pin'cess Perfume By Ain
12h
TEMAN BAIK ANDA DIMANA-MANA
Pin'cess 10ml ni sangatlah mudah nak bawa kemana-mana. Memang jimat sangat space walaupun anda bawa beg yang kecil.
Bukan setakat muat letak dalam beg. Dalam poket seluar pun muat taw hehehehee
Memang boleh jadi BFF yang sentiasa buat anda wangilah
#p... See More
Edit
2
Like Comment Share
Comment as Pin'cess ...
Press Enter to post.

KORBAN SALE
15 - 21 JULAI 2021
RM45 (SM)
RM51 (SS)
RM85 (SM)
RM97 (SS)
RM120 (SM)
RM138 (SS)

Pin'cess Perfume By Ain
13h
1 DAH JIMAT BELI BANYAK LAGI BERGANDA JIMAT WOWW
Belikan combo untuk mereka yang tersayang juga. Tak salah kan kalau dapat berkongsi wangian yang baik untuk setiri keluarga
#pincesswithpalestine #pincesscare #kamipeduli #sharingiscaring #perfumecollection #perfumelover #kitajagakita #staysafe #stayhome #staywangi
Edit
1
Like Comment Share
Comment as Pin'cess ...
Press Enter to post.

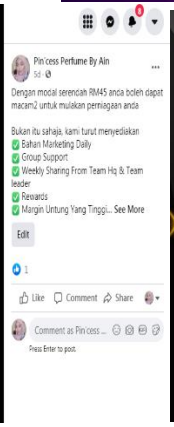
LOCKDOWN
Starter Kit
#LockdownBukanUntukDown
FLYERS
SET TESTER 10 PCS
BAJU TSHIRT PIN'CESS
RM45
RM90

Pin'cess Perfume By Ain
2d
DAH BUKAN MASA UNTUK ANDA RASA DOWN !!
Jom serta team kami dan kita bina impian kita bersama. Ramai yang dah buat dan dah dapat lebih dari modal RM 45 yang mereka keluarkan
Walaupun duduk dirumah, mereka tetap mampu buat sales. Anda bila lagi ? Takkan nak tengok jer
#founderpincess #pincessofficial #lockdown #jangandown #kitajagakita #stayathome
Edit
4 Shares
Like Comment Share
Comment as Pin'cess ...
Press Enter to post.

KECIL ATAU BESAR
MANA SATU PILIHAN ANDA?

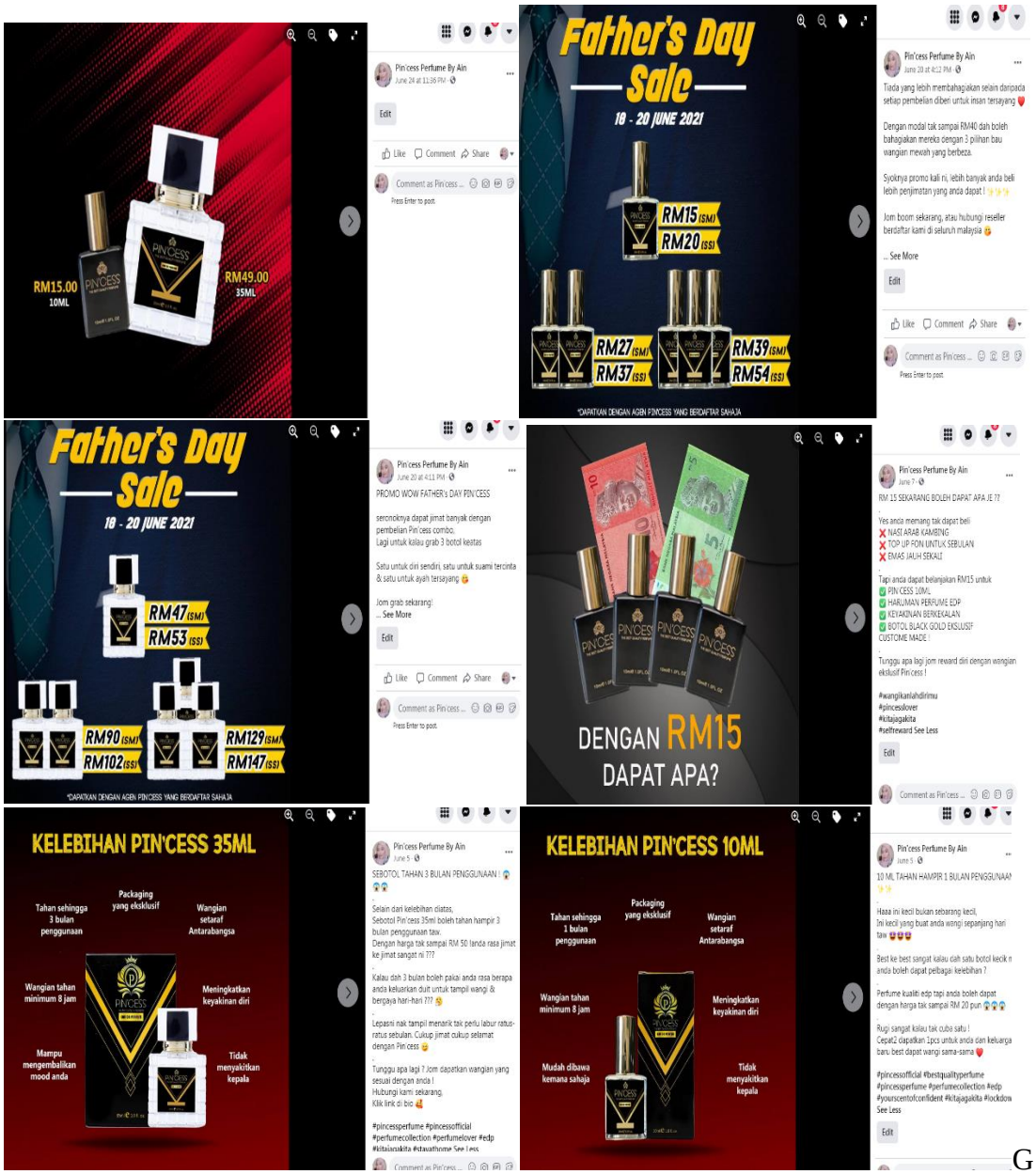
Pin'cess Perfume By Ain
5d
PIN'CESS EDP SANGATLAH MAMPU MILIK !
Kenapa mampu milik ? Sebab yg kecil rm15 je !! Yg besar rm49 je harganya tu , Kualiti EDP taw tapi harga masya allah memang lebih dari mampu !
Kenapa kami kekalkan kualiti EDP ? Sebab kami tahu yang anda sukakan bau yang tahan lama tapi dengan harga yang mampu milik betul ke betul ? Jom grab 2 hehee
Edit
1
Like Comment Share
Comment as Pin'cess ...
Press Enter to post.

PIN'CESS
JOM JOIN TEAM KAMI SERENDAH RM45 SAHAJA


Pin'cess Perfume By Ain
5d
Dengan modal serendah RM45 anda boleh dapat macam2 untuk mulakan perniagaan anda
Bukan itu sahaja, kami turut menyediakan
Bahan Marketing Daily
Group Support
Weekly Sharing From Team Hq & Team leader
Rewards
Margin Untung Yang Tinggi... See More
Edit
1
Like Comment Share
Comment as Pin'cess ...
Press Enter to post.

RM15.00
10ML
RM49.00
35ML

Pin'cess Perfume By Ain
5d
Pin'cess perfume merupakan perfume yang berkualiti tinggi. Inspirasi daripada Eau de Parfume (EDP) setaraf antarabangsa. Pin'cess mempunyai 10 aroma bau.
Kelebihan Pin'cess perfume:
- Tahan minimum 8 jam
- Mesra solat
- Penggunaan selama 4 bulan
- Tak menyakitkan kepala
- Tidak membawa kesan di kulit... See More
Edit
1
Like Comment Share
Comment as Pin'cess ...
Press Enter to post.



G

- Graphic Online Marketing ✓

Every element that using in poster has own function. Effective marketing design needs to understand the importance of "Posting" graphic designers and dealers need to jointly see and know how to communicate business sales messages to customers. This is important because design carries a marketing message, and should be in line with business goals

Pin’cess Perfume using online marketing to selling perfume. So the element graphic we using was image of pin’cess perfume. For example element color we use is black and gold because the color show the main color of “Pincess Perfume”, we also founder of Pin’cess Perfume to make other people know about the founder. Prospects (Costumer) are more likely to buy from businesses or people they know, like, and trust. So I don't just use product photos but I use photos of myself with Pin'cess Perfume. It’s one thing to build relationships through the marketing process. The job of a graphic is to elevate the customer’s mood to recognize and place trust in the dealer’s business or services. Understanding graphic design will change negative customer opinions into positive ones. Therefore the use of Font type, Shape Color, Appearance and position of product info is very important. Therefore it will be profitable for the business.

Pin’cess Perfume using poster, video and picture as posting to deliver information to customer. The color I using is light color to take attention and to make other focus to see our posting for example purple, marron, blue, gold, grey, green and for font I always using white bold because the color light white will attract customer to read the information. I also using picture of me, founder, perfume and image that suitable for the content to make customer understand even just look the posting without read caption because most of them more like see poster than read the caption.

In conclusion graphic is the most persuasive art in our world today. It is spread across various media platforms that hit consumers every day

10 SCENT OF PIN'CESS
Bombshell
Forbidden rose
Honeydey
Apple Blossom
Vanilla Madagascar
Gucci Flora
Midnight Fantasy
Killer Queen
Lady Million
Chloe
PIN'CESS

KELEBIHAN PIN'CESS 10ML
Tahan sehingga 1 bulan penggunaan
Packaging yang eksklusif
Wangian setaraf Antarabangsa
Wangian tahan minimum 8 jam
Meningkatkan keyakinan diri
Mudah dibawa kemana sahaja
Tidak menyakitkan kepala
PIN'CESS

PIN'CESS
THE BEST QUALITY PERFUME
PERFUME FOR HIM
MIDNIGHT FANTASY
LADY MILLION
VANILLA MADAGASCAR
KILLER QUEEN

PIN'CESS
THE BEST QUALITY PERFUME
PERFUME FOR HER
HONEYDEW
BOMBSHELL
CHLOE
GUCCI FLORA
FORBIDDEN ROSE
APPLE BLOSSOM

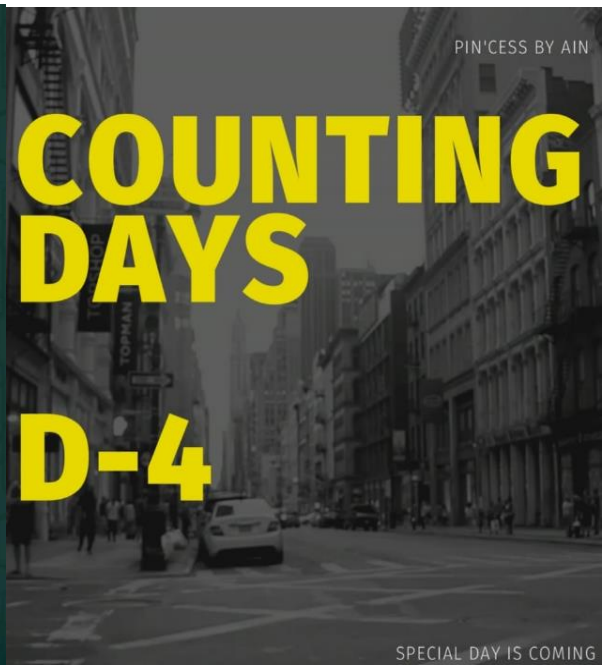
PIN'CESS
RM15.00
10ML
RM49.00
35ML

PIN'CESS
DOA MEMOHON PERLINDUNGAN
DARIPADA WABAK
بِسْمِ اللَّهِ الرَّحْمَٰنِ الرَّحِيمِ
اللَّهُمَّ إِنِّي أَعُوذُ بِكَ مِنَ الْبَرَصِ وَالْجُنُونِ وَالْجُذَامِ وَمِنْ سَيِّئِ الْأَسْقَامِ
"Ya Allah aku berlindung denganMu daripada penyakit sopak, penyakit gila, penyakit kusta dan daripadasegala penyakit berbahaya yang lain."
(Hadith Riwayat Abu Daud)

KELEBIHAN PIN'CESS 35ML
Tahan sehingga 3 bulan penggunaan
Packaging yang eksklusif
Wangian setaraf Antarabangsa
Wangian tahan minimum 8 jam
Meningkatkan keyakinan diri
Mampu mengembalikan mood anda
Tidak menyakitkan kepala

KORBAN SALE
15 - 21 JULAI 2021
WOW
RM45
JIMAT RM4

KORBAN SALE
15 - 21 JULAI 2021
WOW
RM14
JIMAT RM1


PIN'CESS BY AIN
COUNTING DAYS
D-4
SPECIAL DAY IS COMING

PIN'CESS BY AIN
COUNTING DAYS
SPECIAL DAY IS COMING

FATHER'S DAY
PROMOTION

4.0 Conclusion

Digital businesses existed as early as the 90s when the internet was used commercially all over the world. Websites that initially display information, become a platform for doing business. Currently, there are new terms of electronic commerce or e-commerce. In Malaysia, its existence is as early as the 20th decade. The term e-commerce evolved into electronic business, followed by marketing and electronic marketing.

The latest development of digital technology changes existing business models and new creations, introduction of products and services as well as increased efficiency of business processes which ultimately made businesses more competitive. The existing economic transition for the digital economy is important to accelerate economic and national growth, with the driving force behind many entrepreneurs and small and medium enterprises (SMEs).