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UNIVERSITI
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MARA

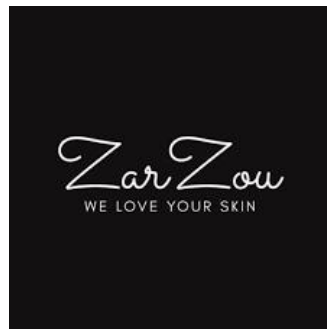
Fakulti
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dan Animasi

FAKULTI FILEM, TEATER DAN ANIMASI (FiTA)

UNIVERSITI TEKNOLOGI MARA (UiTM)

ENT 530

PRINCIPLES OF ENTREPRENEURSHIP



ASSIGNMENT:

SOCIAL MEDIA PORTFOLIO: ZARZOU

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PROGRAM:

FF237/ FILM PRODUCTION MANAGEMENT

PREPARED FOR:

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ACKNOWLEDGEMENT ✓

I would like to express my out most gratitude to Allah S.W.T as I managed to complete my social media portfolio report with successfully by His guidance and blessings. Next, I would like to express my heartfelt thanks to Madam NurHuda Haji Nizar, our Principle of Entrepreneurship (ENT530) lecturer for giving us this opportunity to carry out this project assignment as well as giving continuous great support and guidance to me for the whole semester.

Lastly, I would like to thank you to everyone who had involved and contributed directly or indirectly in my assignment project as they have been shown their effort and initiative until I am able to complete this social portfolio report successfully.

EXECUTIVE SUMMARY ✓

Zarzou Beauty is the brand of serum that usually people use as one of daily routine skincare. This serum was established on the 1st of July 2019. Next, this product had been created by the founder while trying ACCA. She found the lovely ingredient product toward skincare that will give the greatest joy and being an avid skincare freak. This product also really affordable and the price are suitable for the function of serum. The target market of this serum is teenagers, adults either man or woman

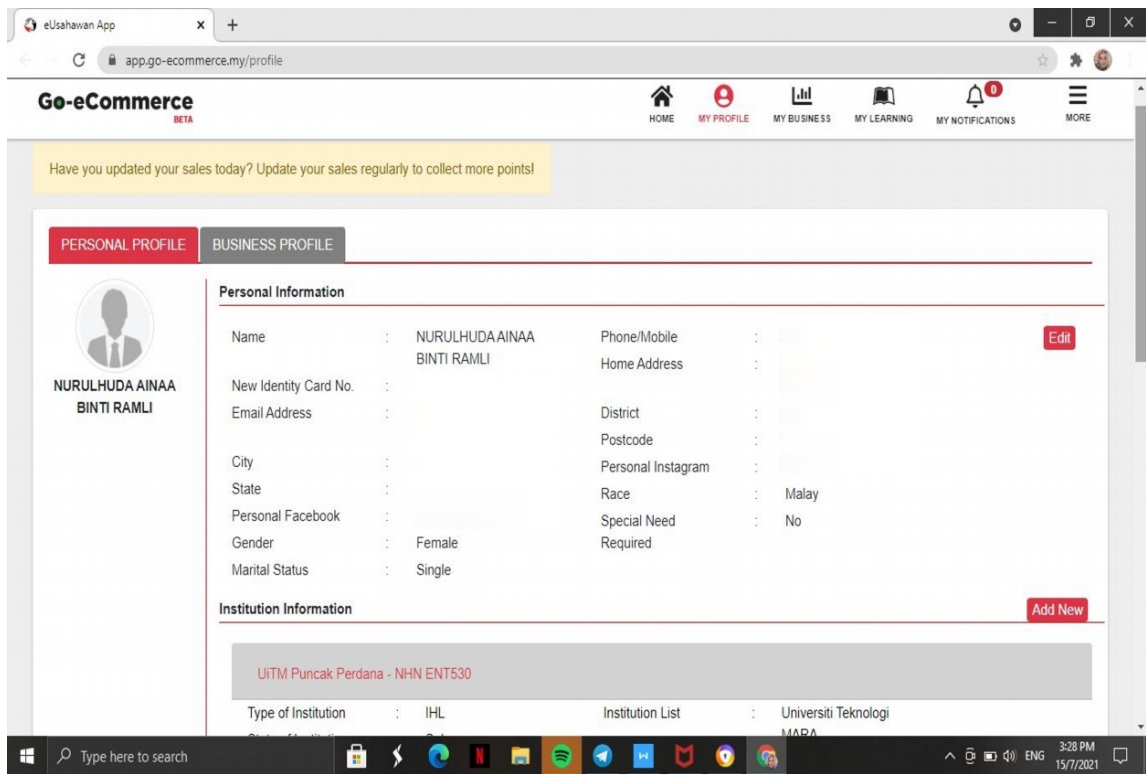
The founder saw a problem in which people must purchase a variety of serums to solve their problems, however this product can help people solve their skin problems with just one product. The Brightening, Hydrating Facial Serum was the first product they released. However, the product's recipe is safe to use, and it differs from that of other local products.

I learned how to increase my sales and share the best serum ever through social media. At the same time, I'm able to tell the difference between a hard and a soft sell. Last but not least, I learned how to use the G0-Ecommerce Website to find out how to record and monitor sales every month. It teaches me how to advertise and learn more about marketing and marketing strategy as a result of this.

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1.0 Go-Ecommerce Registration ✓



2.0 Introduction of Business ✓

2.1 Name and Address of Business

Zarzou Beauty was established on the 1st of July 2019 and we introduced you to our first product, our Brightening and Hydrating Facial Serum. All of our formulas are original, created and tested by us, on real people never on animals. We formulate products that are safe to the skin, far from the stigma that local brands are not on par with the skincare market standards. Everything we do, we priorities quality and ensure that you get to buy our quality products at an affordable price.

The shop is located at Taipan 2, No 79-3, Jalan Setia Utama AT U13/AT, Setia Alam, 40170 Shah Alam, Selangor. Customers can choose to buy at shop or bu website at <https://zarzoubeauty.com/> and through agents that can find on Instagram or Facebook.

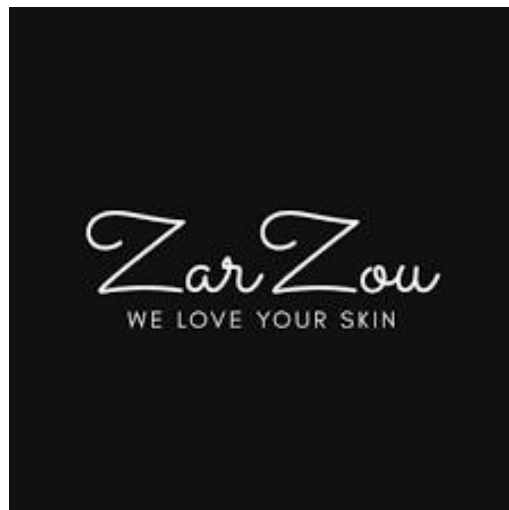
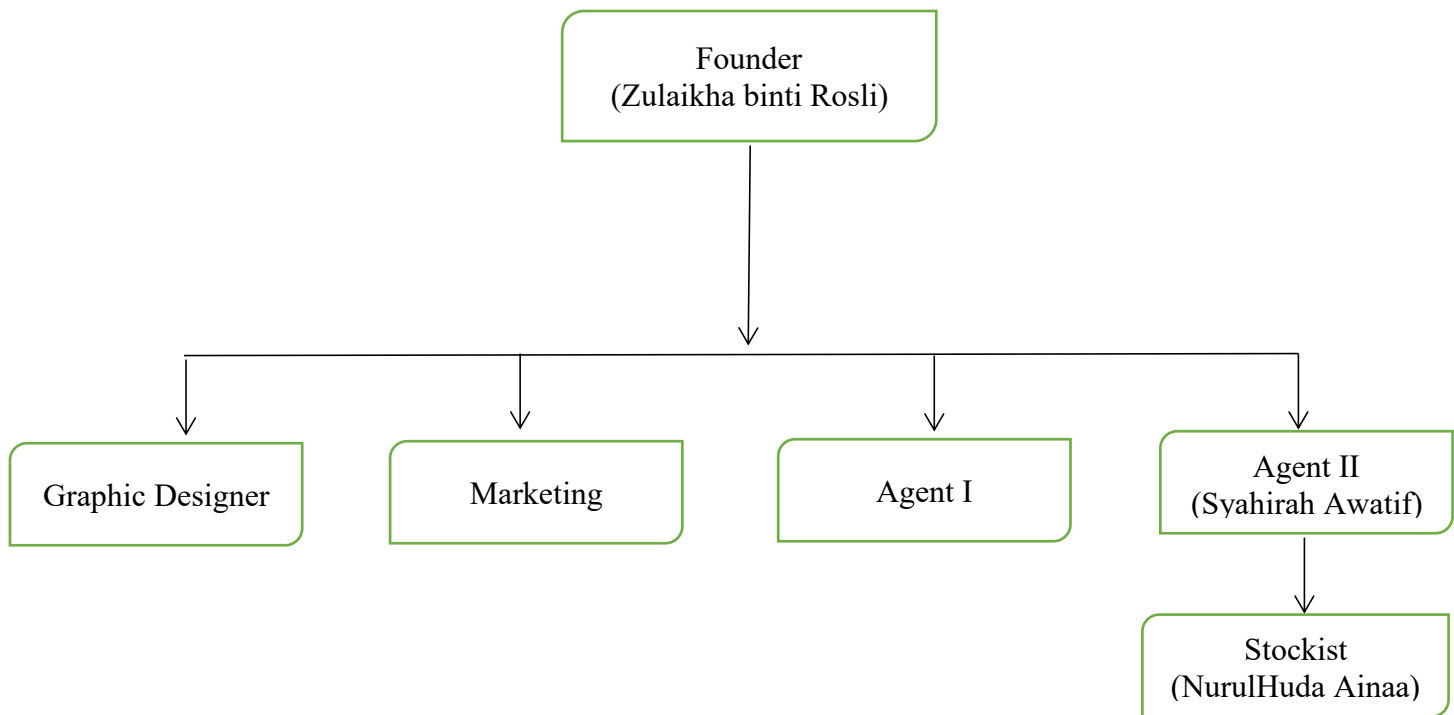


Figure Zarzou Official Logo

2.2 Organization Chart ✓

This business had only one founder who is Zulaikha Binti Rosli and helps by agents from many states and area.



2.3 Mission and Vision

We believe that every business has their own mission and vision statement in order run their business according to their goals which need to achieve. Therefore, we have made our mission and vision for our business so that we know what to achieve in short and long-term goals.

Mission

We also value all of the feedback from our customers because we believe it has contributed to what we are today and it urges us to provide you better in the future.

Vision

To make a Zarzou brand familiar as the top serum in Malaysia.




2.4 Description of Product and Services ✓

Brightening & Hydrating Facial Serum drench your skin with 2% Hyaluronic Acid and unleash your inner beauty by giving your skin a natural and healthy glow with Vitamin C and Arbutin in this lightweight serum. Repairing & Soothing Facial Serum Meet soothing and gentle lightweight water-based serum that is specially formulated for all-day acne care as it is enriched with Centella Asiatica extract which helps treat acne and soothe inflammation without drying out your skin. This serum also provides intensive skin barrier repairing with Niacinamide and Rosehip Oil in it for a healthier-looking skin.

As for the services, who are interested to purchase our products they can go to our website to order and we also do a Cash On Delivery in area Sungai Buloh only. For other customers we will do a postage.



2.5 Price List

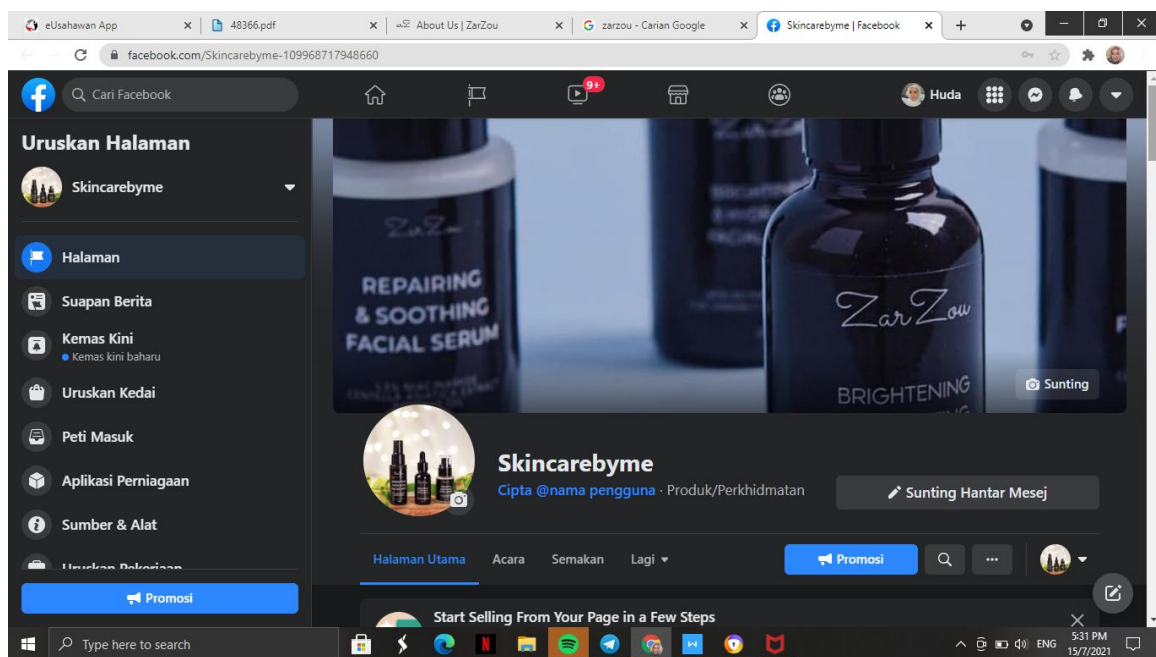
Product:	Name and Price (RM):
 <p>The image shows a black glass bottle with a black dropper cap and a black rectangular box for the ZarZou Brightening & Hydrating Facial Serum. Both the bottle and the box feature the ZarZou logo and product name. The box also lists ingredients: WITH HYALURONIC ACID, VITAMIN C, AND RESURIN. The bottle is 30ml. The background is a soft, white, textured surface. A watermark 'www.messarah.com' is visible at the bottom of the image.</p>	<p>ZarZou Brightening & Hydrating Facial Serum RM 59</p>
 <p>The image shows a black glass bottle with a clear cap and a black rectangular box for the ZarZou Repairing & Soothing Facial Serum. Both the bottle and the box feature the ZarZou logo and product name. The box also lists ingredients: WITH NIACINAMIDE, CENTELIA ASIATICA EXTRACT, AND HYALURONIC ACID. The bottle is 30ml. The background is a light, neutral color with a green plant branch in the upper left corner.</p>	<p>ZarZou Repairing & Soothing Facial Serum RM 59</p>
 <p>The image shows a black rectangular box and a black glass bottle with a black spray nozzle for the ZarZou Hydrating & Soothing Facial Mist. Both the box and the bottle feature the ZarZou logo and product name. The box also lists ingredients: WITH GREEN TEA EXTRACT, ALOE VERA EXTRACT, AND SODIUM HYALURONATE. The bottle is 60ml. The background is a plain, light color.</p>	<p>ZarZou Hydrating And Soothing Mist RM 39</p>

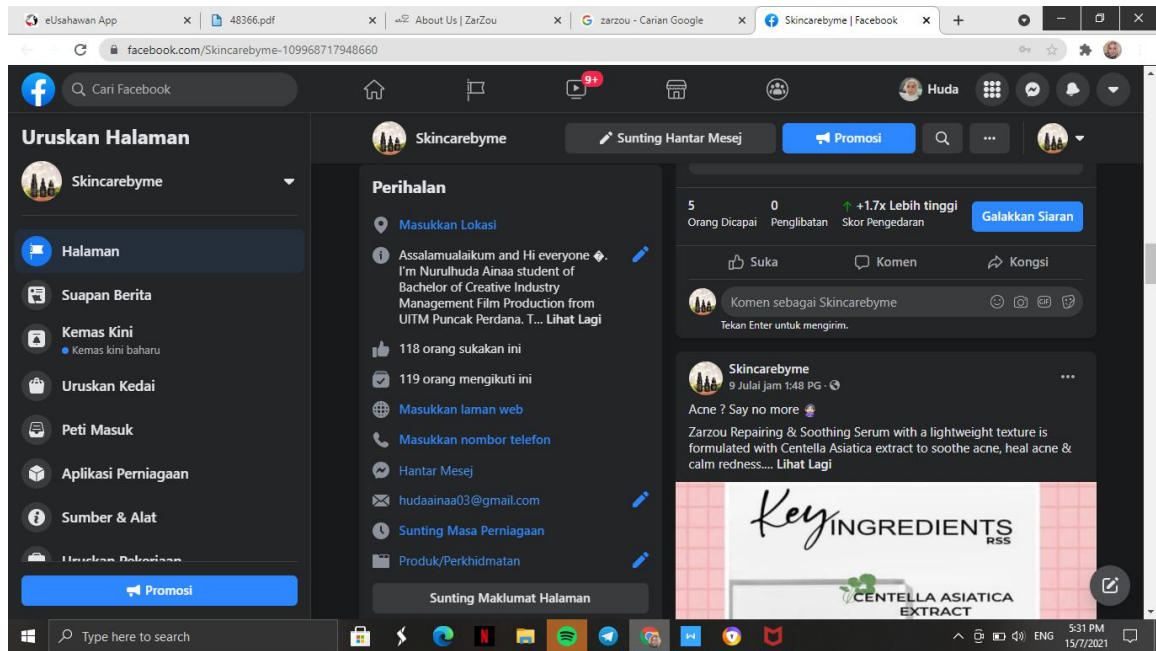
3.0 Facebook ✓

As we are starting our business, we had to create a Facebook Page. This is to promote our products and services among Facebook users, especially those who are nearby to our business area where then create awareness about Zarzou business.

Also, we are aware that people nowadays are more into online where they can search and find information easily. Therefore, creating a Facebook Page is one of a good medium to connect our business. Last but not least, we had to create Facebook posts such as a teaser, soft sell and hard sell related to our business.

3.1 Facebook Page ✓





3.2 Custom URL Facebook Page

FB pages URL: <https://www.facebook.com/Skincarebyme-109968717948660/>

3.3 Facebook Copywriting Hard Sell



ZarZou

KEY INGREDIENTS

VITAMIN C
Helps lighten hyperpigmentation & brown spots . It also inhibits melanin production to even out & brighten skin tone.

HYALURONIC ACID
Draw water to the skin and helps prevent moisture loss .

ARBUTIN
Arbutin even out skin tone and it also effective in treating acne scar

TEXTURE OF SERUM
Lightweights
Absorb Quickly
Non greasy feel

Suitable for **ALL SKIN TYPE**
Gentle to **SENSITIVE SKIN**

Brighten skin tone
Helps prevent dark spots from forming
Reduce hyperpigmentation
Even out skin tone
Fade brown and dark spots

3. ARBUTIN
Even out skin tone
Reduce acne scars
Lighten dark spots
Gentle to skin

Suitable for ALL skin type & gentle to sensitive skin ✨

Price:Rm59+ ✨

Free postage(shopee) + freegift

zarzoupayajaras #zarzousgbuluh
#zarzousbangbestari #zarzouuncakperdana
#zarzouuncakalam #zarzoudenaialam
#zarzoumerbausempak #zarzousajanautama
#zarzouesacoalfields #zarzoukuang
#zarzousahalam #freegiftvevrypurchase
#freepostage #zarzoubeauty #fastrespon
#jomcantik Lihat Sedikit

Acne treatment

Soothe redness and inflamed skin

Boost skin barrier function

Improve excess sebum production

REPAIRING & SOOTHING FACIAL SERUM
WITH NIACINAMIDE, CICA, ROSEHIP SEED OIL EXTRACT
30ml

Skincarebyme
8 Jun · 🌐

If you are looking for product to cater to specific skin concerns, try making serum a regular player in your skincare routine.

RSS is formulated with Niacinamide, Cica, Rosehip Seed Oil and many other amazing ingredients that will treat your skin kindly ✨

Retail Price: RM59 + free postage + freegift

Edit

1

Suka Komen Kongsi


Komen sebagai Skinc...
Tekan Enter untuk mengirim.

facebook.com/Skincarebyme-109968717948660

Skincarebyme
9 Julai jam 1:48 PG

Acne ? Say no more 🙄
Zarzou Repairing & Soothing Serum with a lightweight texture is formulated with Centella Asiatica extract to soothe acne, heal acne & calm redness.
Blended with Niacinamide & Rosehip Oil also help boost skin barrier function for a healthier looking skin.
Suitable for all skin type 🌟
Price: RM59 (30ml) 🌟

zarzoupayajaras #zarzousgbuloh
#zarzousubangbestari #zarzoupuncakperdana
#zarzoupuncakalam #zarzoudenajalam
#zarzoumerbausempak #zarzousujanutama
#zarzouesacoalfields #zarzoukuang
#zarzousahalam #freegifteverypurchase
#freepostage #zarzoubeauty #fastrespon
#jomcantik



Prestasi Siaran Anda
6 Orang Dicapai
1 Sukaan, Komen & Perkongsian
0 Klik Siaran
0 Lihat Gambar 0 Klik pada Pautan 0 Klik Lain
Rumusan Pengedaran +1.6x
↑ 1.6x lagi Tanggapan Siaran ↑ 4.0x lagi Reaksi
Lihat Lebih Banyak Butiran

MAKLUM BALAS NEGATIF
0 Sembunyi Semua Kiriman 0 Sembunyikan Kiriman
0 Laporan sebagai Spam 0 Nyahsuka Halaman
1 Sukaan, Komen & Perkongsian
PENGEDARAN KANDUNGAN BERJENAMA Lihat Pecahan
6 Jumlah Capaian 6 Capaian Organik 0 Capaian Berbayar

With This Post sehingga 694 orang sehati an siaran anda dengan RM35.
Galakkan Siaran

facebook.com/109968717948660/photos/a.109989167946615/129656959313169/

Layering BHS and RSS in a routine

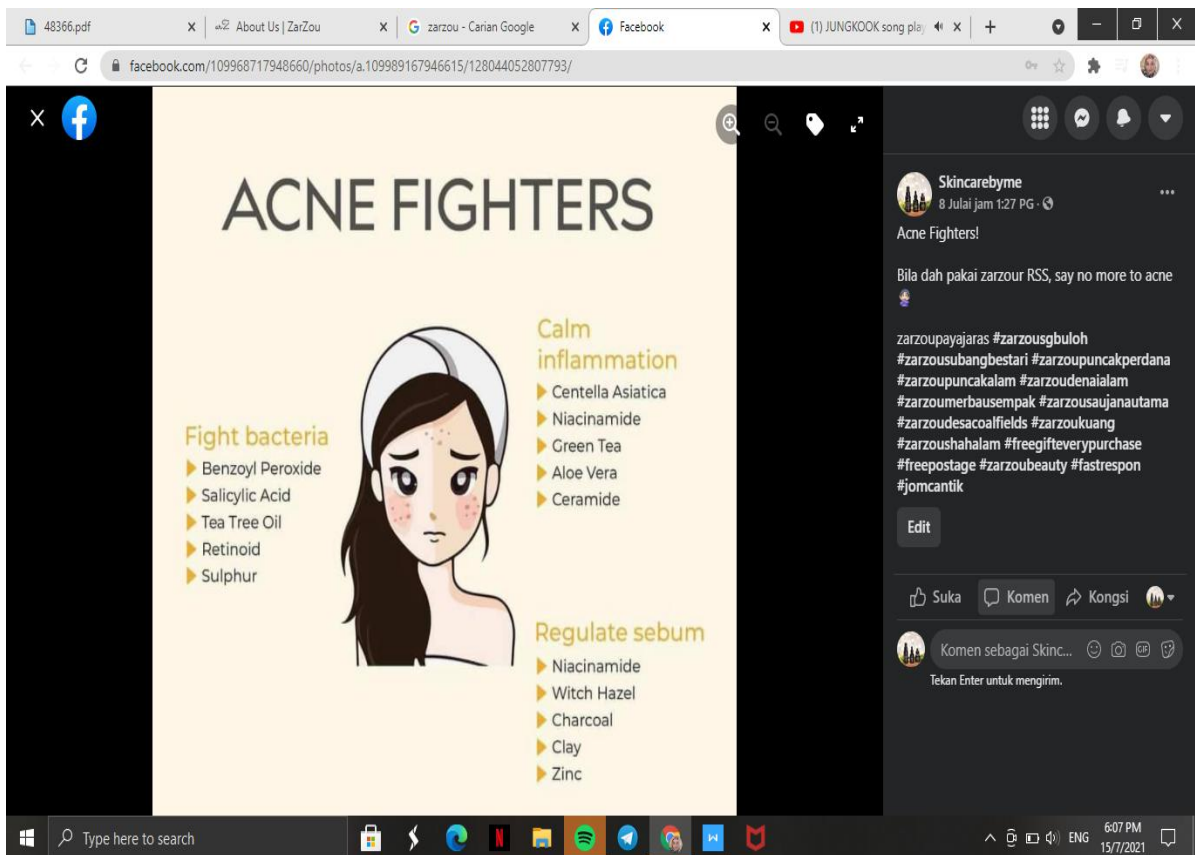
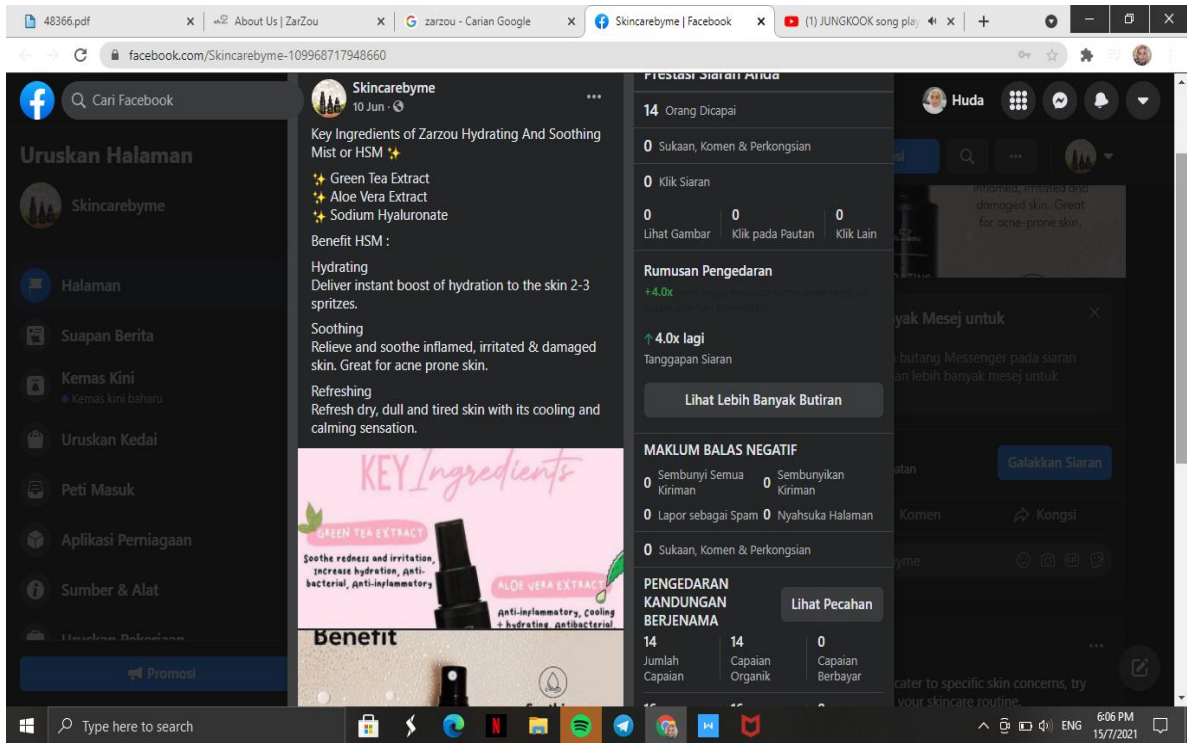
1 After cleansed and toned, apply BHS with patting motion on your face. Allow it to rest for a few seconds to let it sink into your skin.

2 Followed by RSS which can be applied in 2 ways:
• Spot treatment to fight the acne & calm the redness
• All over your face to repair the skin barriers

Skincarebyme
Semalam jam 2:29 PG
FAQ
"Can i apply BHS and RSS in a routine?"
Yes you can! However make sure to patch test first before applying all over your face. You have to seal your face with moisturiser to lock the moisture and never skip SPF on A.M routine.
Always apply your skincare products from the thinnest to the thickest consistency for maximum absorption.
Both RM59/ 30 ml 🌟
zarzoupayajaras #zarzousgbuloh
#zarzousubangbestari #zarzoupuncakperdana
#zarzoupuncakalam #zarzoudenajalam
#zarzoumerbausempak #zarzousujanutama
#zarzouesacoalfields #zarzoukuang
#zarzousahalam #freegifteverypurchase
#freepostage #zarzoubeauty #fastrespon
#jomcantik Lihat Sedikit

Komen sebagai Skinc...
Tekan Enter untuk mengirimi.

3.4 Facebook Copywriting Soft Sell ✓



facebook.com/109968717948660/photos/a.109989167946615/128411136104418/

You need a serum containing **Vitamin C** in your skincare routine if

01		You have uneven skin tones
02		You suffer from hyperpigmentation
03		Your skin feels dry and dehydrated
04		You want to brighten up the skin
05		You want to lift up your saggy skin
06		You want to fade acne scars
07		You want a radiant skin look

ZarZou

Skincarebyme
9 Julai jam 10:04 PG

Korang tahu tak ingredients vitamin C actually sangat elok untuk kita ?

Vitamin C can brighten our skin, lighten your hyperpigmentation and dark spots ✨ so here i show why you need a serum containing Vitamin C in your skincare routine.

That's why, Vitamin C one of our key ingredients in zarzou serum ✨

Edit

Suka Komen Kongsi

Komen sebagai Skinc...
Tekan Enter untuk mengirim.

Type here to search

facebook.com/109968717948660/photos/a.109989167946615/130073072604891/

INGREDIENTS LIST

Aqua, Hyaluronic Acid, Carbomer, Glycerin
Arbutin, Fucus Vesiculosus Extract,
Laminaria Digitata Extract, Spirulina Maxima Extract
Maltodextrin, Aloe Barbadensis Leaf Juice,
Phenoxyethanol, Squalane, Ascorbic Acid
Glutathione, Caprylyl Glycol.

Skincarebyme
Sebentar tadi

All the ingredients is specifically for your skin to stay healthy and glow! ✨

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#zarzousubangbestari #zarzouuncakperdana
#zarzouuncakalam #zarzoudenaialam
#zarzoumerbausempak #zarzousaujanautama
#zarzouesacoalfields #zarzoukuang
#zarzousahalam #freegifteverypurchase
#freepostage #zarzoubeauty #fastrespon
#jomcantik

Edit

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Komen sebagai Skinc...
Tekan Enter untuk mengirim.

https://www.facebook.com/nashtag/zarzousahalam?_eep_=_6&_cft__[0]=AZX0mlW4mitCwvS8XtzFol2ieym7uQiklq148VEyU4cEaPDMe2H39FT7vcMK4_Rn6LkNFsa-BtT9etvr-GMlzG5kcSquQWxr2z6MSRLDXr4dalRkBoR8Jl-1yweaPdEL2uas8B...

Type here to search

4.0 Conclusion



Lastly, we can conclude that by conducting our business through Facebook page, we are able to promote and market our products and services as well as making consciousness of our existing business brand among Facebook users especially those who are nearby to our business area. Through this kind of platform, we are also able to post the latest updates of our business activity or event.

Also, it is not only given benefits to our business but also for ourselves as well, as we are able to follow and updated with the business trends nowadays by not only using Facebook but another platform also. Therefore, we also able to achieve some of our goals by Zarzou targets by expanding and conducting our business through other available social media and as well improve our marketing strategy.