



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

80

**FACULTY OF HOTEL AND TOURISM MANAGEMENT**

**MARA UNIVERSITY OF TECNOLOGY**

**CAMPUS PUNCAK ALAM , SELANGOR**

**DEGREE IN CULINARY ART ( HM245 )**

**PRINCIPLES OF ENTREPRENEURSHIP**

**( ENT530 )**

**SOSIAL MEDIA PORTFOLIO**



**PREPARED FOR**

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**(2020959553)**

**HM2453B2**

**SUBMISSION DATE : 25<sup>TH</sup> JULY 2021**

## **ACKNOWLEDGMENT**

First and foremost, Alhamdulillah, I am grateful to Allah SWT for providing me with the power and blessings necessary to fulfil my work. I am thankful since I completed my Social Media Portfolio assignment inside the time frame set by my wonderful instructor, Ms. Dr. Zawani. Without the assistance of my instructor, friends, and family, I would not be able to accomplish this task. I would want to express my gratitude to my lecturer for teaching Principles of Entrepreneurship (ENT 530) to me and my classmates, as well as for taking the time and effort to guide and motivate me to complete this assignment.

Finally, I would like to express my gratitude to my friends and classmates for their assistance in completing my assignment. Since I completed my project at home during the Movement Control Order, I appreciate my family's support and understanding (MCO). I would want to express my gratitude to everyone who helped with this project. Thank you very much.

## **EXECUTIVE SUMMARY**

iLips Magic Lips is a wholesale beauty product that is also regarded as a pure play business because it sells its products only online. The primary goal of this company is to offer natural products for clients that are free of illegal ingredients. The product also employed only natural ingredients and was completely halal. The target clients are people of all ages (excluding babies), who can use the iLips magic lips products. We also provided affordable and competitive prices in the industry. This is due to the fact that everyone can afford to purchase and try the iLips magic lips.

AnissabeautyHq, as part of the product line, offers iLips lip tint, magic lips, and scrub lips magic to clients, with two flavours of lip tint to choose from. AnissabeautyHq offers two flavours of lip tint, both of which are quite natural and have a pleasant aroma. The AnissabeautyHq business in Kelantan saw a start towards the beginning of January 2020. Because the lip tint, magic iLips, and scrub are handcrafted with all-natural ingredients, AnissabeautyHq can provide a low pricing. As a result, I devise a marketing approach to entice them to purchase my iLips products. I also created a Facebook page to help me grow my business through social media, and I learned how to post teaser posters, soft sells, and hard sells on Facebook.

During the same year, the business company engaged about 1,000 stockists and agents from Malaysia, Singapore, and Brunei. According to customer reviews, they gave favourable feedback on the products, which has made them so gorgeous that once they try them, they will not be able to stop, and the product will become their favourite. iLips Magic Lips also intends to expand its business to the global market, as well as to other Asian countries such as Indonesia and Thailand, in order to raise brand recognition and sales. It also intended to meet customers' needs in order to achieve complete customer satisfaction.

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# GO-ECOMMERCE REGISTRATION

## I. Print Screen Go-eCommerce.

The screenshot shows the 'PERSONAL PROFILE' page of the Go-eCommerce application. The user is AN NURAIN NADHIRAH BINTI BAHARUDIN. The page is divided into two main sections: Personal Information and Institution Information. The Personal Information section includes fields for Name, Phone/Mobile, Home Address, New Identity Card No., Email Address, City, State, Personal Facebook, Gender, Marital Status, District, Postcode, Personal Instagram, Race, and Special Need. The Institution Information section is currently empty. The page has a navigation bar at the top with links to HOME, MY PROFILE, MY BUSINESS, MY LEARNING, MY NOTIFICATIONS, and MORE. A yellow banner at the top of the main content area asks the user to update their sales regularly to collect more points.

| Personal Information  |                                    |
|-----------------------|------------------------------------|
| Name                  | AN NURAIN NADHIRAH BINTI BAHARUDIN |
| Phone/Mobile          |                                    |
| Home Address          |                                    |
| New Identity Card No. |                                    |
| Email Address         |                                    |
| City                  |                                    |
| State                 |                                    |
| Personal Facebook     |                                    |
| Gender                | Female                             |
| Marital Status        | Single                             |
| District              |                                    |
| Postcode              |                                    |
| Personal Instagram    |                                    |
| Race                  | Malay                              |
| Special Need          | No                                 |

| Institution Information |  |
|-------------------------|--|
|                         |  |

**Figure 1 : personal profile**

The screenshot shows the 'BUSINESS PROFILE' page of the Go-eCommerce application. The user is AN NURAIN NADHIRAH BINTI BAHARUDIN. The page is divided into two main sections: Personal Information and Business Information. The Business Information section includes fields for Company Name, Type Of Business, Facebook Page, Wechat for Business, Marketplace, Business Related to Your Study Field, Company Registration No., Business Role, Business Category/Business Sub-Category, Business Instagram Page, Business Website, Type Of Website, and Experience in International Export. The page has a navigation bar at the top with links to HOME, MY PROFILE, MY BUSINESS, MY LEARNING, MY NOTIFICATIONS, and MORE. A yellow banner at the top of the main content area asks the user to update their sales regularly to collect more points.

| Business Information                    |  |
|---|--|
| Company Name                            | lilips&liptint nanad by anissabeutyhq      |
| Type Of Business                        | PLT  |
| Facebook Page                           | lilips&liptint nanad by anissabeuty        |
| Wechat for Business                     |  |
| Marketplace                             | Others                                     |
| Business Related to Your Study Field    |  |
| Company Registration No.                |  |
| Business Role                           | Agent                                      |
| Business Category/Business Sub-Category | Apparel, Health & Beauty / Health & Beauty |
| Business Instagram Page                 |  |
| Business Website                        | https://www.facebook.com/nanadbeauty       |
| Type Of Website                         | Mini Site (Landing Page)                   |
| Experience in International Export      |  |

**Figure 2 : business Profile**

## II. E-commerce Certificate



### III. Masmed Young Entrepreneur (My ENT) e-Certificate

**UNIVERSITI TEKNOLOGI MARA** | Akademi Pembangunan PKS dan Kewirausahaan Malaysia (MASMED)

**MASMED YOUNG ENTREPRENEUR (MyENT)**

**SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM**

No. Pelajar : 2020959553  
Nama : AN NURAIN NADHIRAH BINTI BAHARUDIN

Program Pengajian : SARJANA MUDA SAINS (KEPUJIAN) PENGURUSAN SENI KULINARI  
Fakulti : Faculty of Hotel & Tourism Management  
Kampus : Selangor

**MAKLUMAT PERNIAGAAN**

Mod Perniagaan : Online  
Bidang Perniagaan yg disebuti : Pakalan dan Kelengkapan  
Tempoh Baniaga :  
No. Pendaftaran Perniagaan :  
URL Perniagaan :  
Alamat Premis Perniagaan : NO 4 , KG MELAYU RASA 44200 RASA , HULU SELANGOR SELANGOR DARUL EHSAN  
Tarikh Mendaftar : 21 May 2021  
Tarikh Cetak : 13 Jul 2021

Sijil Pendaftaran Perniagaan MyENT ini merupakan sijil rasmi perniagaan yang dipohonkan oleh pelajar semasa tempoh pengajian di UITM. Sijil ini secara tidak langsung akan membantu kepada peniaga meningkatkan pengajian atau tidak lagi aktif dalam dunia universiti.

Akademi Pembangunan PKS dan Kewirausahaan Malaysia (MASMED) juga berhasrat membolehkan sijil ini kepada sebarang pelajar. Penggunaan sijil ini hanya diterima untuk kegunaan urusan perniagaan UITM sahaja. Urusan dan aktiviti perniagaan yang dijalankan oleh peniaga adalah risiko dan tanggungjawab sendiri tanpa melibatkan keahliannya dan nama Universiti.

SALINAN PENDAFTARAN INI DITERIMA OLEH  
**PENOLONG NAIB CANSOLOR KEUSAHAWAHAN UITM**

Malaysian Academy of SME & Entrepreneurship Development (MASMED)

## 6. INTRODUCTION OF BUSINESS

### 6.1 Name and Address Business

Anissabeautyhq Company's iLips Magic Lips the Characteristics of a Sole Proprietorship Profile of the Business Sector Beauty supply at wholesale prices. The headquarters of the company iLips magic lips by anissabeautyhq is in Kota Bharu, Kelantan. Operating Year 2020 The main goal to supply beauty products and to become the number one favourite of individuals who enjoy lip tint, lip gloss, and scrub. Prospects To supply high-quality items to the company's clients. More stockists should be hired to cover all of Malaysia. Extend the company's reach to the global market. Become a prosperous little business. iLips Magic Lips is the company's name. Ms. Anissa Faizul is the manager's name. The company has been in operation for one year. I am one of the company's agents, reporting to Ms. Anissa Faizul, who is in charge of the Hulu Selangor area.

The combination of these three phrases, iLips Magic Lips, indicates that we sell the most affordable Liptint in town. Our company motto is "Bibir auto Menawan," which demonstrates that our iLips are worthwhile to all my customers. In terms of our target market, iLips Magic Lips is aimed at all teenagers and adults between all over the ages who want to make their lips more beautiful and nicer. For the address of me as an agent, this product as located at no 4, Kg Melayu Rasa, 44200 Rasa Hulu Selangor, Selangor Darul Ehsan.



Figure 3: logo product

## 6.2 ORGANIZATION CHART





Anissabeautyhq's iLips Magic Lips is a sole proprietorship business form. This company is still new, having only been in operation since 2020 and doing a limited online business. Since 2020, the company has successfully hired many stockiest across Malaysia, including Melaka, Selangor, Kedah, Negeri Sembilan, Kelantan, Pahang, Johor, and Sarawak. The company has also made inroads into our country's neighbours, such as Singapore and Brunei. I will only show stockists and me the agents who cover the Hulu Selangor area in the organisational chart below.



## 6.3 Mission and Vision

We believe that every company should have its own mission and vision statements in order to operate their operations in accordance with their objectives. As a result, we have created a mission and vision for our company so that we know what we want to accomplish in the short and long term.

Mission:

-  To educate customers on how to properly care for their lips.
-  To give customers with great customer service.
-  To become Hulu Selangor's greatest stockist or wholesaler.
-  To become iLips Magic Lips' first choice for resolving lip problems.

Vision:

To establish the iLips Magic Lips brand as the most well-known beauty product in the world and to bring all women to take care our lips.

## 6.4 Description Our Product

As we know AnissabeautyHq is the most famous beauty product for our lips. To get charming lips we should know the ingredients in each type of product that we want to use. Lips are an important asset for every woman regardless of age to take care of her. As we know it is very difficult for us to find a good product that is pure and halal when it comes to beauty products. With our iLips magic lips we do not have to worry about it anymore because the ingredients included in all iLips magic lips products are safe, pure and halal.

iLips magic lips is divided into three products, namely iLips tint which has two flavours, iLips magic lip gloss which has a soft texture and colour that follows our lips and the last one is iLips scrub to remove dead clitoris cells on our lips and can brighten our lips become a natural pink. these three products provide the best benefits for treating, caring for and beautifying dull and easy-to-dry lips.

Lastly, iLips magic lips is one of the products whose products are easy to carry because of the small and light package. iLips magic lips are also ablution friendly and easy to clean and easy to wear.

## 6.5 Picture and Price list

- Scrub Magic Lips: Lip Scrubs are a type of lip scrub that is used to exfoliate the lips. High-quality materials were used to create this product. Because most scrubs on the market contain brown sugar, what is the best scrub? Brown sugar is used in this Anissabeauty scrub. Shea Butter may be used to nourish, smooth, and rejuvenate the lips while also removing dead skin. Other elements in this Anissabeauty scrub are likewise different from those in other brands. The price for this item is Rm 28.00.



**Figure 1 iLips Scrub**



**Figure 2 after using iLips Scrub.**

- Magic iLips gloss: There are two series of iLips lip gloss: the 2020 series and the 2021 series. Both Magic iLips (the 2020 or the new recipe) include a formula that can help hydrate the lips. What are the elements in both magic lips? 1 Argan Oil: Argan oil is high in antioxidants and can aid to hydrate the lips. It also possesses anti-aging properties that can help to minimise the signs of ageing on the lips' skin. 2 Vitamin E provides moisture to the lips, reducing the appearance of fine lines on the lips. As a result, the lips will be more supple and elastic. The price for 2020 series Magic iLips is Rm 35.00/5ml and for the 2021 series new formula is rm39.00/5ml.



**Figure 3 Magic iLips series 2020**



**Figure 4 the details about product**



**Figure 5 Magic iLips series 2021**

- **Magic iLips tint:** This ilipstint contains two codes in a single box for a single fee. The best components to share two unique ilipstint ingredients not found in other lip tints. Glycerine is a chemical that can draw water from the interior part of the skin to the outermost part, as well as trap moisture on the lips' skin, keeping our lips wet. Castor oil is a calming substance that helps to keep the skin of the lips moisturised. In the 2020 only have one box with 2 pieces flavour lip tint. Other two flavour come in 2021. Both boxes price is still same. It is for the one box is Rm 25.00 two pieces.



**Figure 6 iLips tint series 2020**



**Figure 7 series 2021**

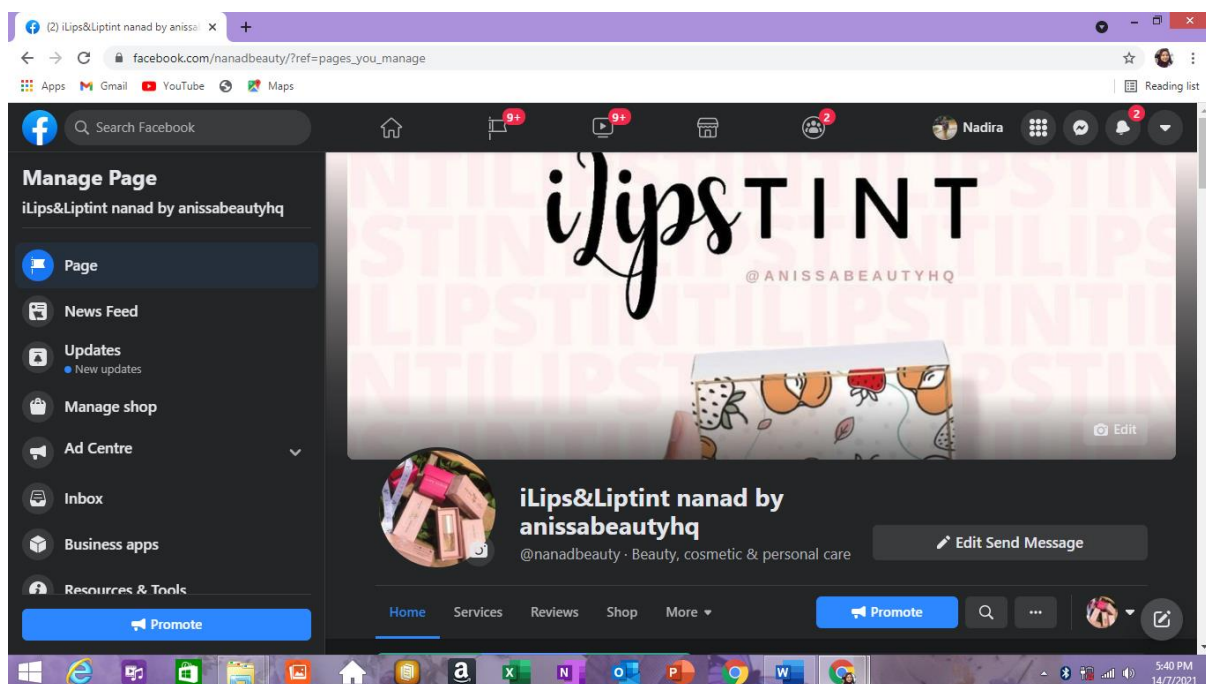


**Figure 8 the details about this product.**

## 7. THE DETAILS FACEBOOK

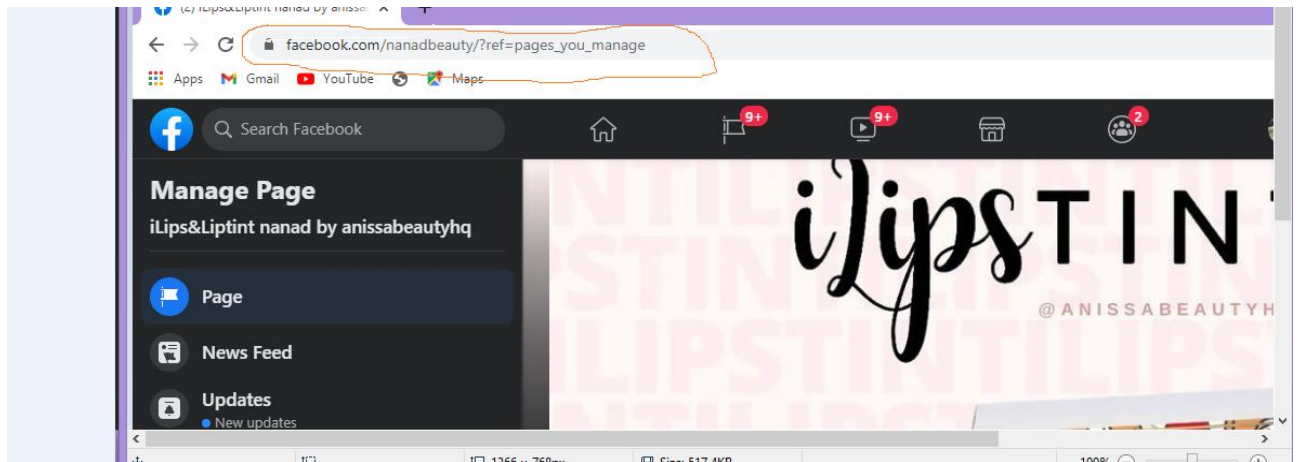
iLips magic lips uses internet platforms such as Facebook to promote their products for commercial and marketing purposes. As a result, we created a Facebook Page to raise product awareness and improve product recognition. Furthermore, individuals increasingly prefer to shop online than go to actual stores, which takes energy and time. People could receive what they desire in the shortest amount of time and in the simplest method possible thanks to advanced technology. As a result, we are taking advantage of this chance to develop our business by using an online platform to distribute product information and to save money. In addition, we can reach out to more customers in Malaysia and its neighbouring nations. It is also simple to communicate with customers and deal with people from all walks of life.

### 7.1 Creating Facebook Page

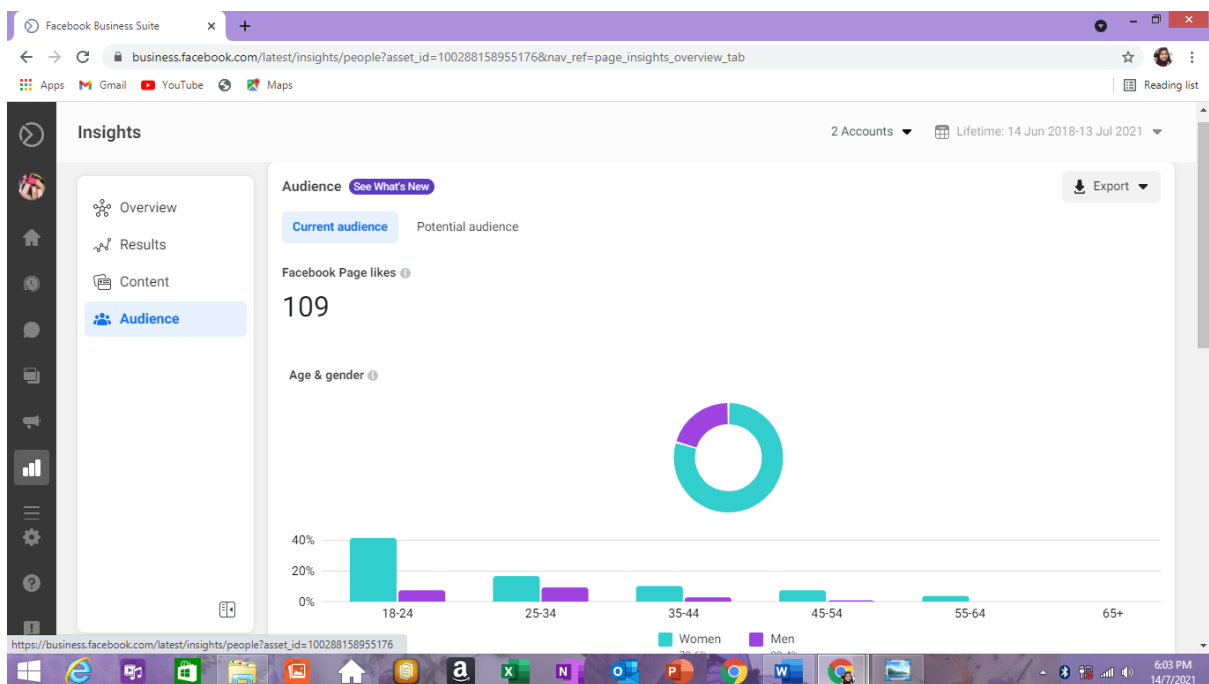


## 7.2 URL Facebook Page

<https://www.facebook.com/nanadbeauty/>



## Likes of Facebook Page



## 7.3 Facebook Page – Teaser

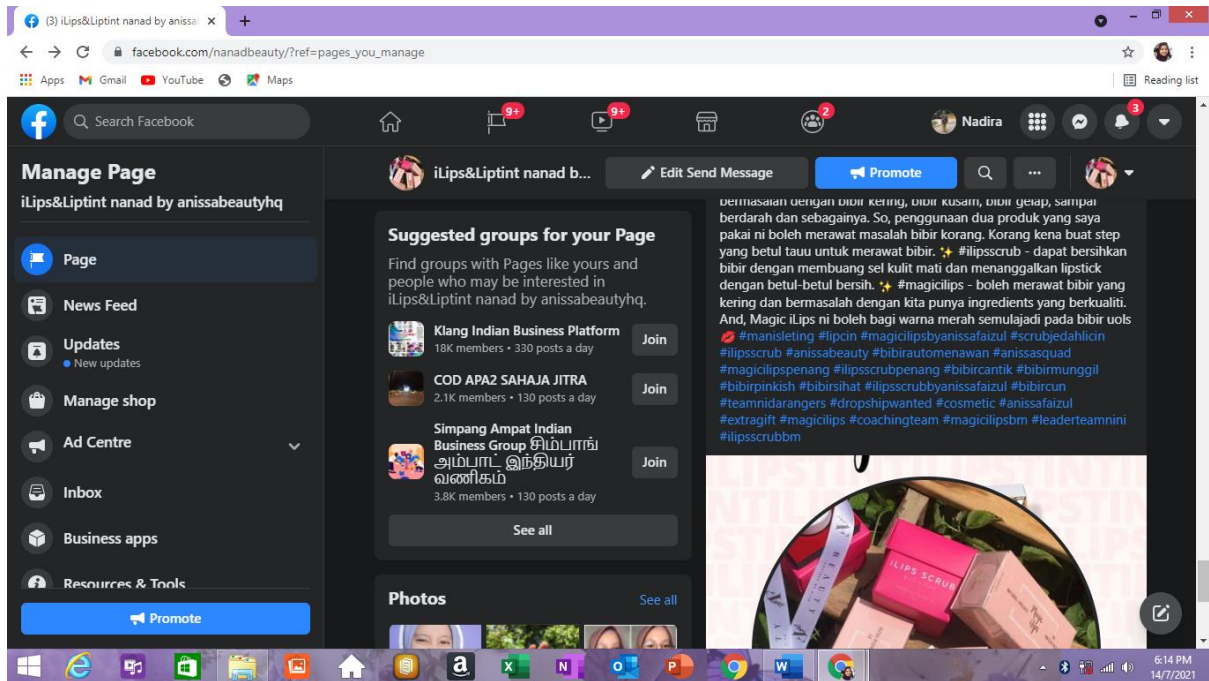


Figure 1: teaser

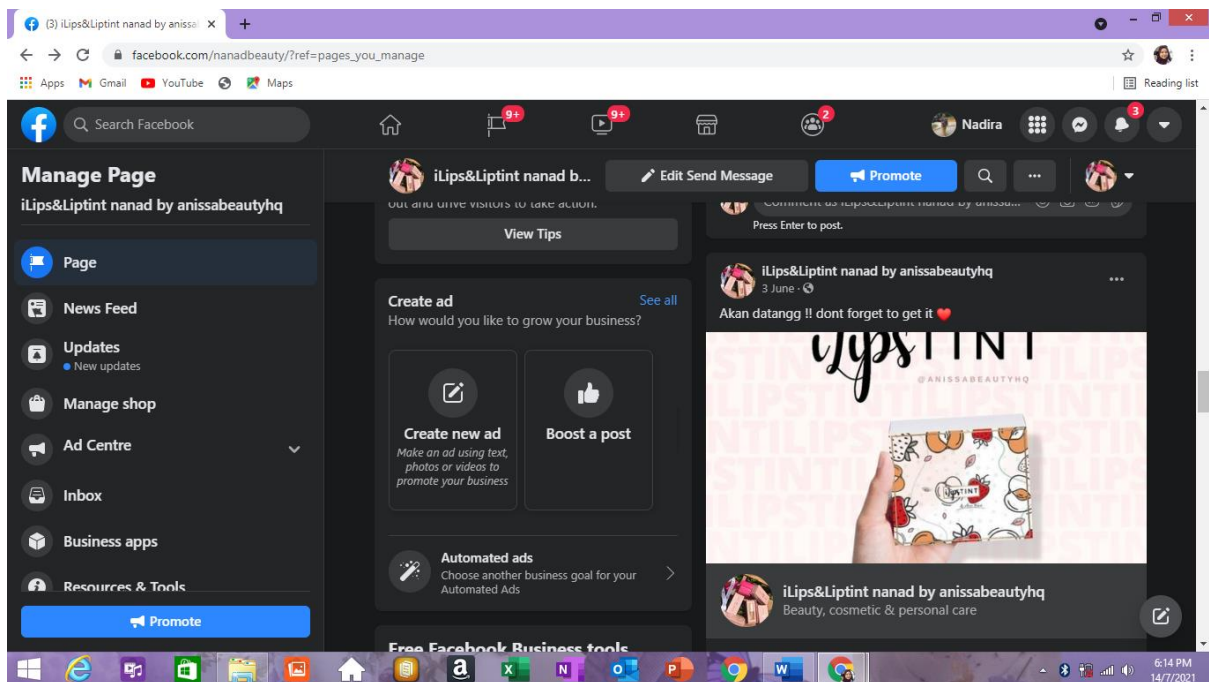
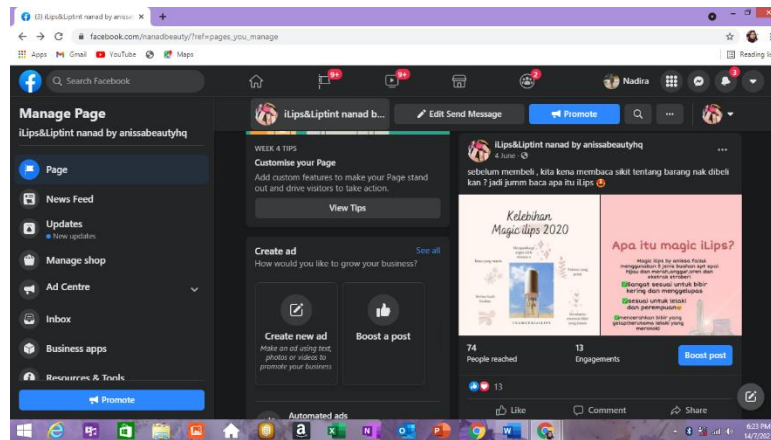
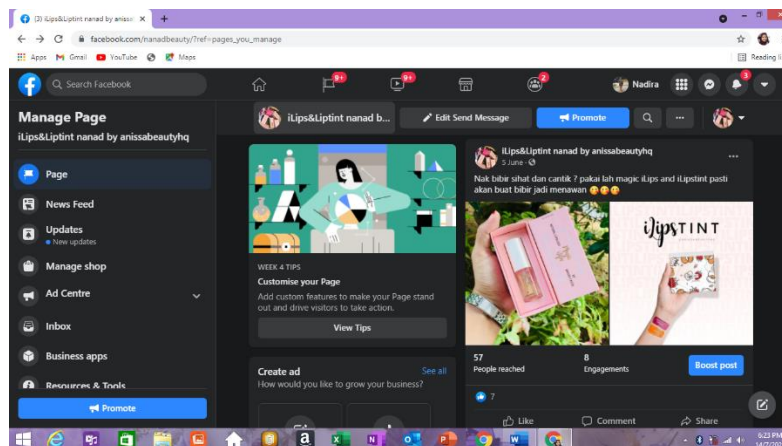


Figure 2: teaser

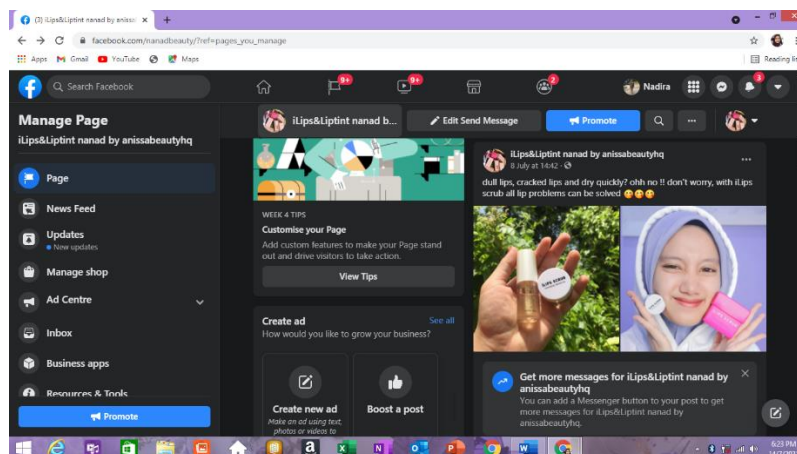
## 7.4 Facebook Page – Hard sell



Hard sell 1.

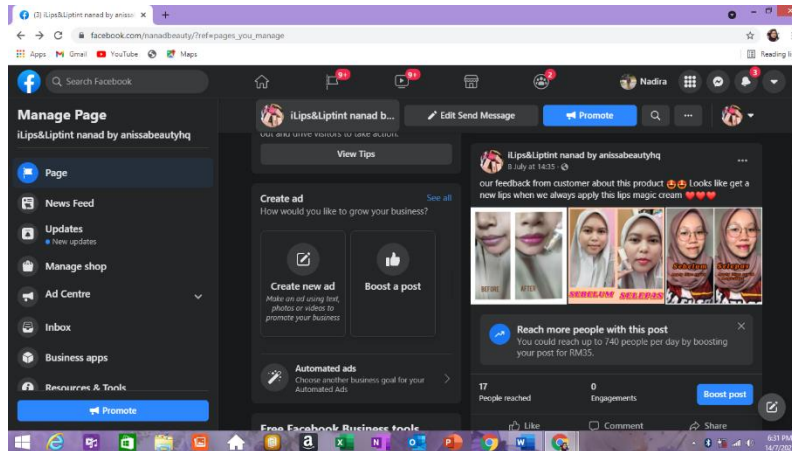


Hard sell 2.



Hard sell 3.

## 7.5 Facebook Page – Soft Sell



Soft sell 1

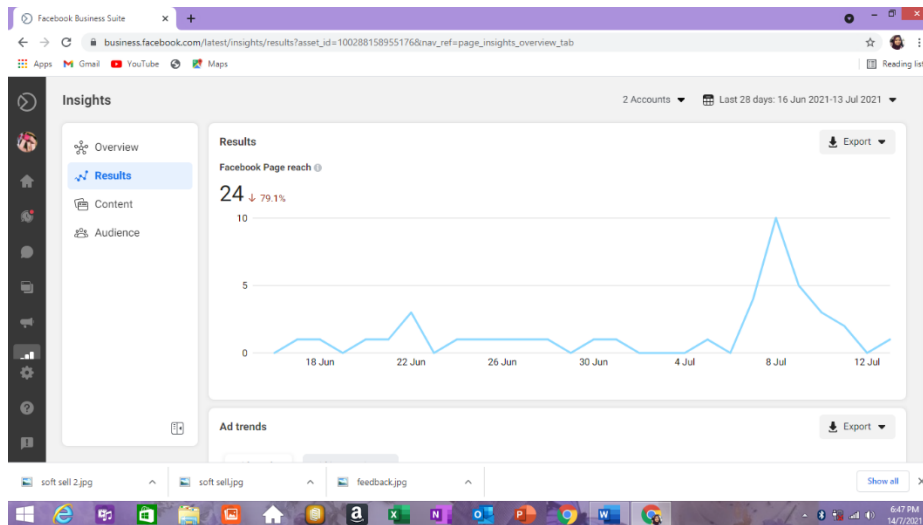


Soft sell 2



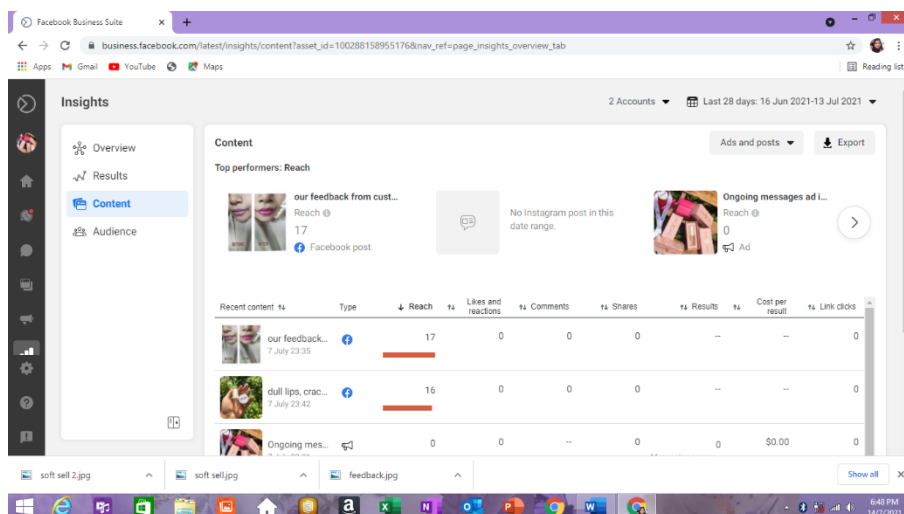
Soft sell 3

# Graphics



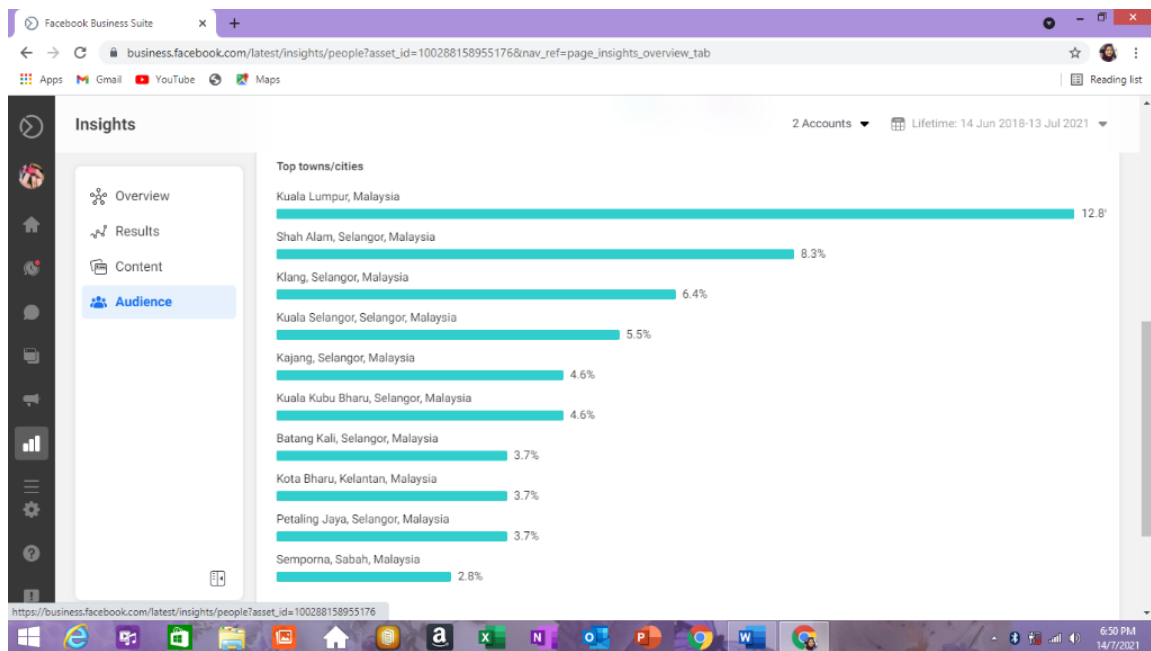
## Graphics – results Facebook

This is the line of customer who visit my page to see our product.



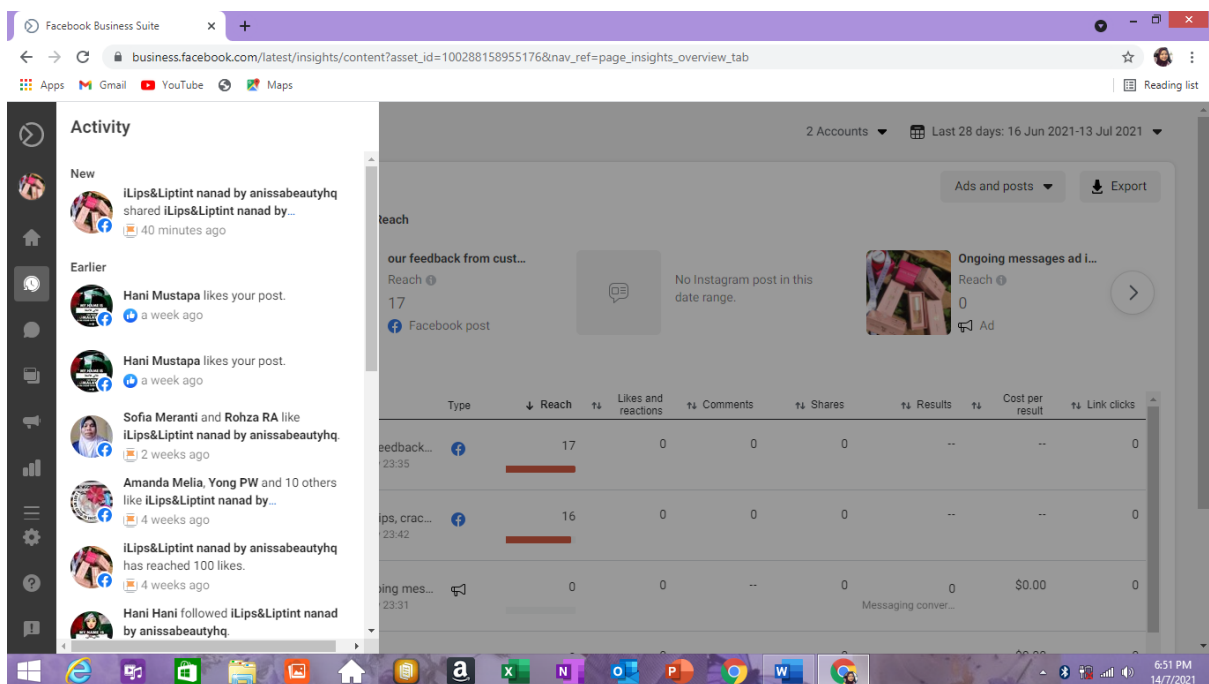
## Graphics – Content Facebook

For the content, It was very a bit slow for the first time but an increase after a few content coming up.



## Graphics- Top Views

For the views, most are them are stayed at Kuala Lumpur and it follow by another area in Selangor.



## Graphics – Facebook Activity

For the activity many customers visit my page give me some like and love to react my post.

## **8.CONCLUSION**

I am overjoyed that I was finally able to complete my social media portfolio. Despite all the difficulties I encountered while creating this portfolio, it taught me a lot about how to tackle problems and provided me with a very interesting experience. I can also improve my problem-solving abilities. Furthermore, I am grateful for the people that around me who provide support and encouragement in order to assist me in meeting the work requirements. I also expect to be able to use these prospects as a model for running my own business soon. In addition, by taking advantage of these opportunities, I will be able to learn how to run a business online using an online service.

It is critical to have this entrepreneurial expertise because, depending on the items or services produced, customers nowadays prefer to do business online rather than in physical locations because the service is faster and more convenient. As a result, many businesses take advantage of this chance to market and distribute their products using online platforms such as social media. Furthermore, businesses can expand their market and reach their target consumer globally by using an online platform. I have learned a lot about how to advertise a business through an online platform and how to deal with clients virtually without having to meet them face to face with good manners from my experiences creating the social media portfolio. It also helps me improve my interpersonal and communication abilities.

Finally, I hope that I will be able to put all the knowledge I have received from this work to good use and use my excitement to start my own business one day. I want to start from the ground up and become a successful entrepreneur who can help communities. Even though I will be up against a lot of competition from established internet sellers, I will use my own spirit to rise to the occasion and become a successful business.

## 9. REFERENCE AND TURNITIN

### 9.1 reference

- ✓ <https://magicilips.blogspot.com>
- ✓ <https://www.sweetagram.com/teamnidarangers>

### 9.2 Turnitin:10%

