



اَوْنُوْسِيْتِي تِكْنُوْلُوجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

70

**FACULTY OF HOTEL AND TOURISM MANAGEMENT**

**MARA UNIVERSITY OF TECHNOLOGY**

**CAMPUS PUNCAK ALAM, SELANGOR**

**DEGREE IN CULINARY ART (HM245)**

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530)**

**INDIVIDUAL ASSIGNMENT**

**SOCIAL MEDIA (FACEBOOK)**

**PREPARED FOR**

**DR NOR ZAWANI MAMAT@IBRAHIM**

**PREPARED BY**

**FARAH NAJIHA BT MD JUHARI (2020952815)**

**SUBMISSION DATE**

**24 JULY 2021**

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## ACKNOWLEDGMENT

Starting up a business wasn't as easy as i think, especially online business. During the completion of this report, I learned lots of new things and gained lots of experience on how to handle a variety of types of customers, how to solve problems and many more. Thus, I would like to express my gratitude and appreciation to everyone who lends me their support and help for me to complete this individual report.

First of all, I would like to thank Dr Nor Zawani Binti Mamat@Ibrahim, my beloved lecturer for this subject Principle of Entrepreneurship (ENT530) for providing a lot of guidance and valuable advice during the completion of this report. She is also responsible for contributing the information and tips for everyone and guide me on how to promote my products using social media. Hopefully her contribution is rewarded with Allah's priceless gift.

This appreciation is also dedicated to my family who are always being understandable to me as a student even though we are studying at home and also for giving me a space as a student. Thanks to all my friends who give a helping hand to me for some parts which I don't understand and provide their suggestions and opinion about this subject and report. Lastly, once again I thank everyone who was involved in helping me complete this individual report and your willingness is what I care about.

## EXECUTIVE SUMMARY

Introduction to Entrepreneurship is a subject where they teach students about how to become an entrepreneur. This report is about online business through social media such as Facebook from the establishment of the business itself to promotion, posting, price list, business's mission and vision and many others. From this report also shown on the creating of Facebook page, name of business, graphics and also soft sell and hard sell of our products.

Registration of Go-Ecommerce is also important for young entrepreneurs as it can track down their sales and help analyse their business. Online businesses through Facebook are more effective as many other people use social media to search and buy items easily and they spend most of their free time scrolling through Facebook feeds and other social media platforms.

Go-eCommerce

BETA

HOME

MY PROFILE

MY BUSINESS

MY LEARNING

MY NOTIFICATIONS

MORE

PERSONAL PROFILE

BUSINESS PROFILE

Farah Najiha bt Md Juhari

Personal Information

Name

:

Farah Najiha bt Md Juhari

Phone/Mobile

:

New Identity Card No.

:

Home Address

:

Email Address

:

District

:

City

:

Postcode

:

State

:

Personal Instagram

:

Personal Facebook

:

Race

:

Malay

Gender

:

Female

Special Need

:

No

Marital Status

:

Single

Required

:

Edit

Personal Information

Type of Institution

:

TVET

Institution List

:

Kolej Professional MARA

State of Institution

:

Melaka

Name of Institution

:

KPM Ayer Molek

Add New

KPM Ayer Molek - Data eUsahawan

UiTM Puncak Alam - NZI ENT530

Type of Institution

:

IHL

Institution List

:

Universiti Teknologi MARA

State of Institution

:

Selangor

Name of Institution

:

UiTM Puncak Alam

Address of Institution

:

Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, .

City

:

Puncak Alam

District of Institution

:

Kuala Selangor

Postcode

:

42300

Level of Study

:

Bachelor Degree

Study Status

:

Full time

Course Name

:

NZI ENT530

Class Name

:

NZI ENT 530

Subject Name

:

PRINCIPLE OF ENTREPREEURSHIP

Year Enrolling the subject

:

2021

Month Enrolling the Subject

:

3

Lecturer Name

:

NOR ZAWANI BT MAMAT@IBRAHIM

Internship Enrollment

:

No

Year Of Internship Enrollment

:

Month of Internship Enrollment

:

Period of Internship Training

:

Expected Year To Complete Study

:

2023

Expected Month To Complete Study

:

3

Related To Study Field

:

Yes

Edit

Delete

## INTRODUCTION TO BUSINESS



Company name is Jieha Juhari Shop or known as JJ Shop. This company was established and already registered under Suruhanjaya Syarikat Malaysia (SSM) or Company Commission of Malaysia on 12th June 2017 with registered number MA0223380-A. Jieha Juhari Shop (JJ Shop) was founded by Farah Najiha binti Md Juhari and the company is sole proprietorship.

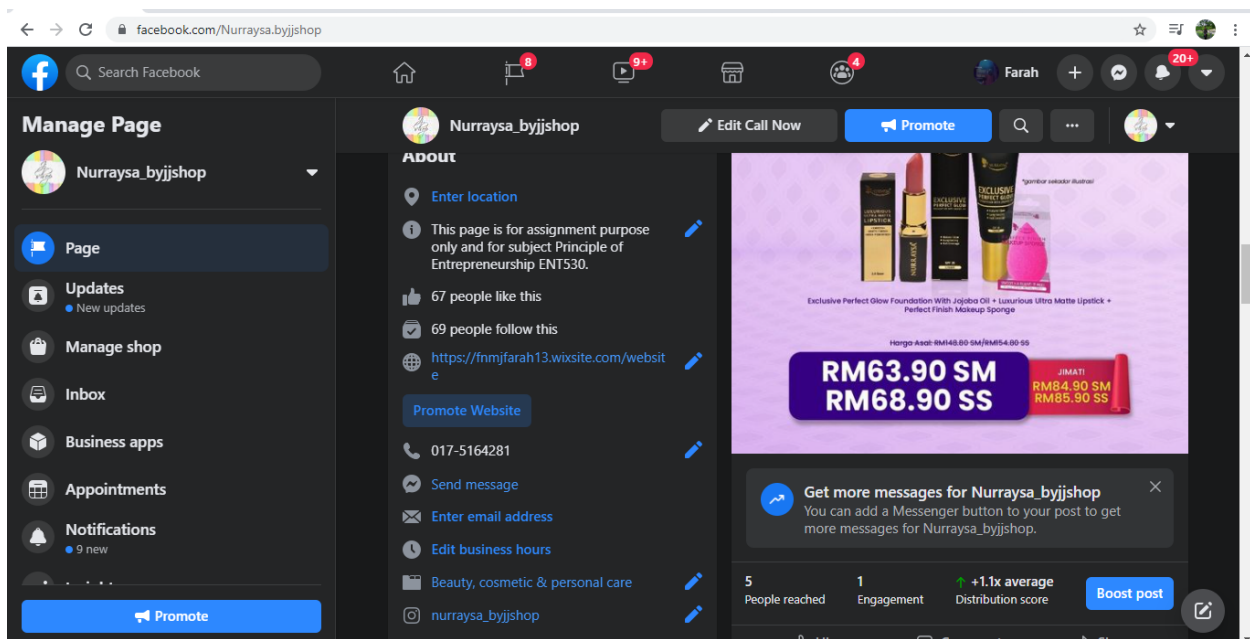
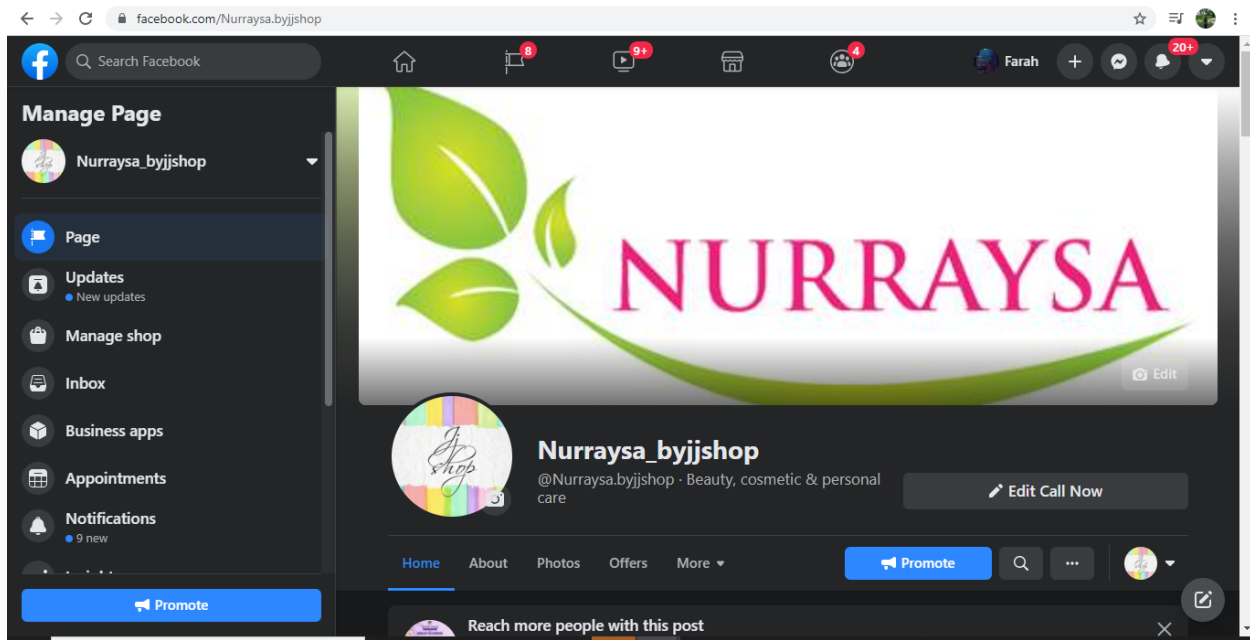
The name of Jieha Juhari is basically from the owner's nickname and her father's name combined together. "Shop" in JJ Shop refers to the buying platform of consumers. The company is located at 115, lengkok perdana 8/2, Bandar Perdana 08000 sungai petani, Kedah. Vision of JJ Shop is to be the best trader and trusted company for disturbing skincare. The company's mission is to provide a healthier and effective skincare for both male and female customers so that they won't be cautious on skincare products.

Products sold at JJ Shop consist of skincare, makeup and hair and body care from Nurraysa Beauty. Makeup products such as Luxurious Ultra Matte Lipstick consist of 3 types which are Fuchsia pink, Rosy Nude and Peachy Blossom and the price for the lipstick is only RM29.90. Other than that, they have Glowing DD Moist Cake which costs only RM47.00 and it is the combination of foundation, concealer and powder in one product. They have two color tones which are light and medium and customers get a free sponge upon buying. One of the skincare products is Nurraysa Collagen Soap which cost only RM35.00.

Benefits of using Nurraysa Collagen Soap is it helps moisturize skin, reduce skin problems, help skin look fresher, not dull and look brighter, remove dead skin cells and improve skin structure from inside. For hair and body care products, there are Nourishing Vitamin Hair Spray with Jeju Green Tea and Exclusive Moisturizing Whiteglow Lotion with Marula Oil both cost RM20.00 and RM17.00. Exclusive Moisturizing Whiteglow Lotion helps protect skin from UV rays, whiten and moisturize the skin.

## FACEBOOK

Online platforms are widely used by businesses to promote and sell their products. Creating Facebook pages and promoting using Facebook are necessary to boost the revenue of a company.



Facebook page and contact information of the business.

## Customizing URL Facebook page

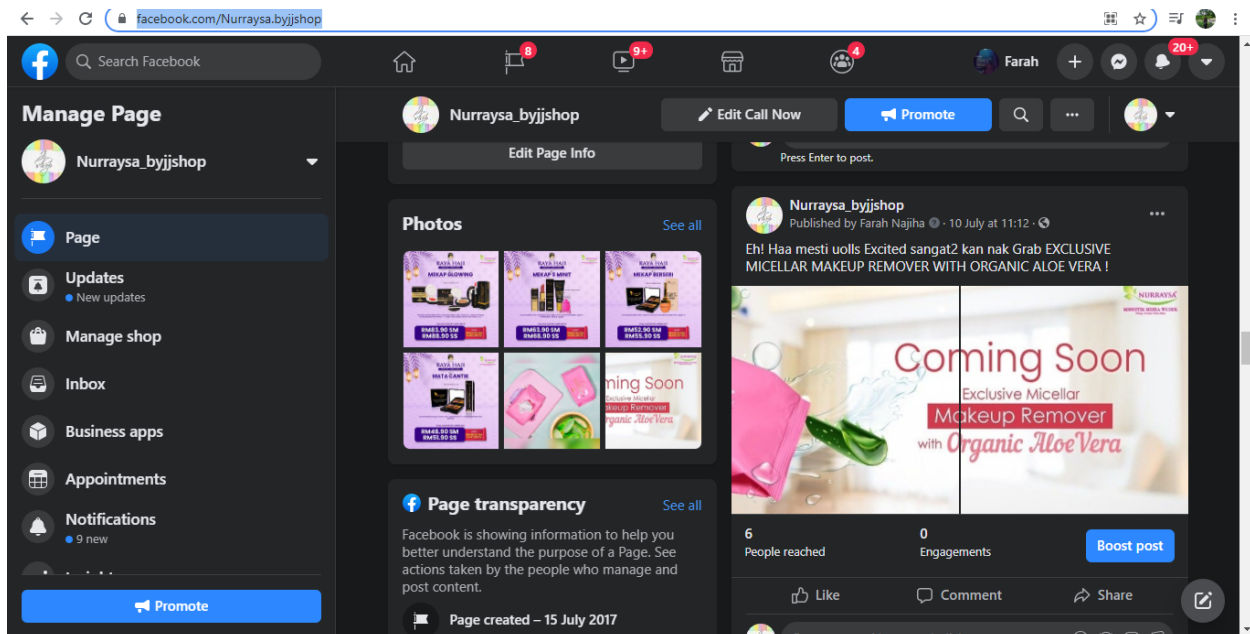
Customers can easily jump to the Facebook page of the company by clicking the Facebook URL provided by the company.

Facebook URL:

<https://www.facebook.com/Nurraysa.byjjshop>

## Teaser

In order to make customers stay and curious about our next products, we are using teaser before launching those products into markets.




This picture shows a teaser of an upcoming new product from Nurraysa beauty which is Exclusive micellar Makeup Remover.

## Copywriting (Hard sell)

Hard sell is a method of selling where the seller uses a direct and aggressive approach for the purpose of achieving a sale quickly.

facebook.com/Nurraysa.byijishop/photos/a.328804204229853/1220098895100375



**SALES RAYA HAJI**  
16 JULAI - 31 JULAI 2021

**SET MATA CANTIK**

\*gambar sekadar ilustrasi

EXCLUSIVE PERFECT STYLING EYEBROW WITH JOJOBA SEED OIL + EXCLUSIVE EYESHADOW WITH VITAMIN E

Harga Asal: RM95.80 SM / RM99.80 SS

**RM48.90 SM**  
**RM51.90 SS**

JIMAT! RM46.90 SM / RM47.90 SS

Nurraysa\_byijishop  
Published by Farah Najha  
Yesterday at 11:38

Assalamualaikum dan selamat pagi semua..


Promosi Nurraysa telah kembali 🎉  
Sempena Hari Raya Haji ini, kita ada promosi Set mata cantik.  
Jimat sehingga RM 46.90 🙌🙌

Edit

Like Comment Share

Comment as Nurraysa...  
Press Enter to post.

facebook.com/Nurraysa.byijishop/photos/a.328804204229853/1220101595100105



**SALES RAYA HAJI**  
16 JULAI - 31 JULAI 2021

**SET MEKAP BERSERI**

\*gambar sekadar ilustrasi

EXCLUSIVE EYESHADOW WITH VITAMIN E + EXCLUSIVE GLOW BLUSH POWDER WITH JOJOBA OIL

Harga Asal: RM95.80 SM / RM99.80 SS

**RM52.90 SM**  
**RM55.90 SS**

JIMAT! RM42.90 SM / RM43.90 SS

Nurraysa\_byijishop  
Published by Farah Najha  
Yesterday at 11:41

HELLO DAN ASSALAMUALAIKUM SEMUA  
Ya Nurraysa kembali lagi dengan promosi RAYA HAJI

SET MEKAP BERSERI penjimatan sehingga RM 43.90 🙌🙌

Edit

Like Comment Share


Comment as Nurraysa...  
Press Enter to post.

facebook.com/Nurraysa.byijishop/photos/a.328804204229853/1220103775099887

**SALES RAYA HAJI**  
16 JULAI - 31 JULAI 2021

**SET MEKAP 5 MINIT**

*\*gambar sekadar ilustrasi*



Exclusive Perfect Glow Foundation With Jojoba Oil + Luxurious Ultra Matte Lipstick + Perfect Finish Makeup Sponge

Harga Asal: RM148.80 SM / RM154.90 SS

**RM63.90 SM**  
**RM68.90 SS**

JIMATI  
RM84.90 SM  
RM85.90 SS

**Nurraysa\_byijishop**  
Published by Farah Najihah  
Yesterday at 11:44

ASSALAMUALAIKUM SEMUA... jangan lupa SET MEKAP 5 MINIT dengan penjimatan sehingga RM84.90 🤗

Edit

Like Comment Share


Comment as Nurraysa...  
Press Enter to post.

facebook.com/Nurraysa.byijishop/photos/a.328804204229853/1220106975099567

**SALES RAYA HAJI**  
16 JULAI - 31 JULAI 2021

**SET MEKAP GLOWING**

*\*gambar sekadar ilustrasi*



Premium Edition Perfect Glow Cushion Foundation With Jojoba Oil + Premium Glowing Cushion Blusher With Vitamin E + Korean Barbie Water Lip Tint With Vitamin C & E

Harga Asal: RM168.80 SM / RM174.90 SS

**RM83.90 SM**  
**RM88.90 SS**

JIMATI  
RM84.90 SM  
RM85.90 SS

**Nurraysa\_byijishop**  
Published by Farah Najihah  
Yesterday at 11:50

HEY YA SEMUA.. ASSALAMUALAIKUM >

Untuk promosi HARI RAYA HAJI ini, Nurraysa telah membuat promosi besar-besaran, kalau tak percaya.. cuba tngok nie.. SET MEKAP GLOWING dengan harga promosi sehingga RM 84.90 guys.. rugi kalau tak grab!!!

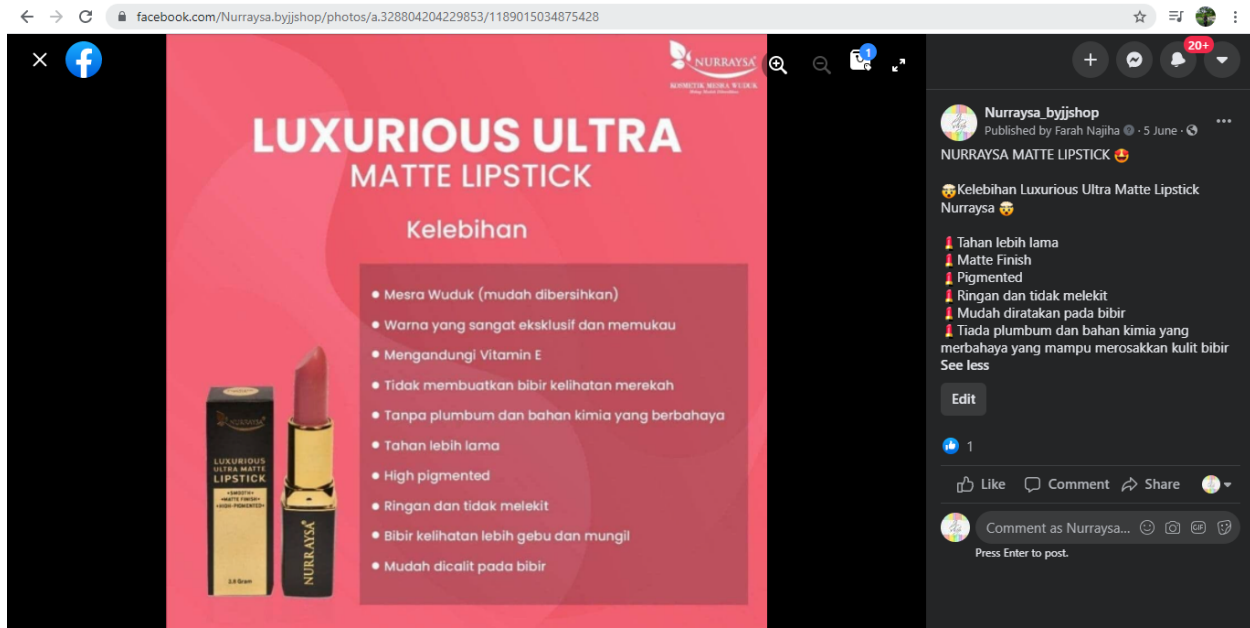
Edit

Like Comment Share

Comment as Nurraysa...  
Press Enter to post.

## Copywriting (Soft sell)

Soft sell method is opposite to hard sell which uses an indirect approach in order to persuade customers to buy their products. This method are more friendly, subtle and casual.



A screenshot of a Facebook post from the page 'Nurraysa\_byjjshop'. The post features a pink background with the text 'LUXURIOUS ULTRA MATTE LIPSTICK' in large white letters. Below this, the word 'Kelebihan' (Advantages) is written in white. A list of advantages is provided in a white box, including: 'Mesra Wuduk (mudah dibersihkan)', 'Warna yang sangat eksklusif dan memukau', 'Mengandungi Vitamin E', 'Tidak membuatkan bibir kelihatan merekah', 'Tanpa plumbum dan bahan kimia yang berbahaya', 'Tahan lebih lama', 'High pigmented', 'Ringan dan tidak melekit', 'Bibir kelihatan lebih gebu dan mungil', and 'Mudah dicalit pada bibir'. To the left of the list is an image of the lipstick product. The right side of the post shows the Facebook interface with the user's profile, the post text 'NURRAYSA MATTE LIPSTICK', and a list of comments. The first comment says 'Kelebihan Luxurious Ultra Matte Lipstick Nurraysa' and lists more advantages: 'Tahan lebih lama', 'Matte Finish', 'Pigmented', 'Ringan dan tidak melekit', 'Mudah diratakan pada bibir', and 'Tiada plumbum dan bahan kimia yang berbahaya yang mampu merosakkan kulit bibir'. The post has 1 like and 0 comments.

facebook.com/Nurraysa.byjjshop/photos/a.328804204229853/1189015034875428

Nurraysa\_byjjshop  
Published by Farah Najha · 5 June ·

NURRAYSA MATTE LIPSTICK

Kelebihan Luxurious Ultra Matte Lipstick Nurraysa

- Tahan lebih lama
- Matte Finish
- Pigmented
- Ringan dan tidak melekit
- Mudah diratakan pada bibir
- Tiada plumbum dan bahan kimia yang berbahaya yang mampu merosakkan kulit bibir

See less

Edit

1

Like Comment Share

Comment as Nurraysa...  
Press Enter to post.



A screenshot of a Facebook post from the page 'Nurraysa\_byjjshop'. The post features a pink background with the Nurraysa logo at the top. Below the logo, the text 'MAKSUD MESRA WUDUK' is written in large white letters. The main text explains that 'Mesra Wuduk' is a makeup remover that is easy to use and does not require washing before use. It lists the benefits of the product, including that it is gentle on the skin, does not contain harsh chemicals, and is suitable for all skin types. The text also mentions that the product is available in various shades and can be used for all types of makeup. The right side of the post shows the Facebook interface with the user's profile, the post text 'MAKSUD MESRA WUDUK', and a list of comments. The first comment says 'Ini maksud mesra wuduk. hrp dpt sebarank cepat pd smua. isu mesra wduk yg dlu mklumat kilg lama bagi salah. blh trus ambk wduk semua. so smua kne di prbetulkan blk. dlm foundation di namakan 1 bahan iaitu wax mngg digunakan utk foundation jadi pekat, coverage smua tu, dia mngg ntural, halal dan bukan silikon, tp bile jadi pekat, memang kne cuci btl2 dlu sbml ambk wduk. tp dia xsme lah dgn slicon, cuci dgn makeup remover skli dh tanggal brbndng ade slicon mcm plstik kne guna sabun n makeup remover byk kli utk tanggalkan habis.' The post has 1 like and 0 comments.

facebook.com/Nurraysa.byjjshop/photos/a.328804204229853/1189036078206657

Nurraysa\_byjjshop  
Published by Farah Najha · 5 June ·

MAKSUD MESRA WUDUK

Maksud mesra wuduk ialah mudah dicuci dan mudah ditanggalkan bukannya tidak perlu dicuci sebelum mengambil wuduk. Tanggalkan semua lapisan foundation, bedak, lipstick, eyeliner, blusher, eyebrow, eyeshadow dan mascara. Cuci sebersihnya sehingga tanggal habis.

Set makeup Nurraysa Beauty tidak mengandungi SILIKON dan mudah dicuci untuk berwuduk. Tidak bersifat 'waterproof' dan juga menggunakan bahan-bahan semulajadi sekaligus dapat merawat kulit.

Silikon adalah bersifat 'waterproof' iaitu lapisan plastik di atas kulit untuk makeup bertahan lebih lama di wajah dan susah di tanggalkan walaupun menggunakan sabun dan makeup remover. Perlu di cuci banyak kali sebelum berwuduk. Wuduk boleh jadi tidak sempurna dan solat tidak sah jika tidak dicuci dengan betul-betul.

Cara cucian yang betul jika menggunakan set makeup Nurraysa Beauty sebelum berwuduk, guna Nurraysa Fast Clean Eye Makeup Remover, spray terus di muka, urut seluruh muka sehingga rata selama 1-2 minit. Bilas dengan air. Seterusnya boleh berwuduk tanpa was-was.

Ini maksud mesra wuduk. hrp dpt sebarank cepat pd smua. isu mesra wduk yg dlu mklumat kilg lama bagi salah. blh trus ambk wduk semua. so smua kne di prbetulkan blk. dlm foundation di namakan 1 bahan iaitu wax mngg digunakan utk foundation jadi pekat, coverage smua tu, dia mngg ntural, halal dan bukan silikon, tp bile jadi pekat, memang kne cuci btl2 dlu sbml ambk wduk. tp dia xsme lah dgn slicon, cuci dgn makeup remover skli dh tanggal brbndng ade slicon mcm plstik kne guna sabun n makeup remover byk kli utk tanggalkan habis .

#Nurraysabeauty  
#bazzapaknii  
#brautyinside  
#beautyoutside  
#teamnurraysa See less


Edit

1

Like Comment Share

Comment as Nurraysa...  
Press Enter to post.

facebook.com/Nurraisa.byijshop/photos/a.328804204229853/1189039111539687




**Nurraisa\_byijshop**  
Published by Farah Najihah · 5 June · ...

**KELEBIHAN GLOWING DD MOIST CAKE**  
Glowing DD Moist Cake adalah produk HOT SELLING dan menjadi rebutan wanita diluar sana. Bedak 3 in 1 ini mengandungi Foundation + Powder + Concealer yang boleh menutup cela dan buat kulit lebih glowing. Ramai wanita idamkan kulit yang glowing dan berseri-seri kan? Apa kata anda guna #GlowingDDMoistCake. Dab dab je dah cantik 🥰🥰 Bedak ini juga mesra wuduk tapi kami lebih sarankan anda guna bersama Fast Clean Eye Makeup Remover supaya wajah anda bersih dan lembap. Lepas tu boleh ambil wuduk seperti biasa. Apa yang best, bedak ni mesra solat. Means, bila anda dah siap ambil wuduk then nak rush, makeup siap2 lepas tu solat seperti biasa. Apa kandungan bedak Glowing DD Moist Cake ni? Kandungan: Air Zam Zam, Coconut oil, Olive oil, Aloe Vera, Glutathione, Collagen, Vitamin A, C & E, Apple Stem Cell grade A, Kigelia Africana Fruit Extract.

s. Malaysia : RM 47.00

Comment as Nurraisa...  
Press Enter to post.

facebook.com/Nurraisa.byijshop/photos/a.328804204229853/1189041028206162



**Nurraisa\_byijshop**  
Published by Farah Najihah · 5 June · ...

**Highly Recommended !**

Vitamin C Nurraisa 🍊

Banyak kelebihan dan kebaikannya :

- 👉 Membuat kan kulit jadi cerah berseri
- 👉 Bebas dari jangkitan
- 👉 Sesuai Sangat untuk kanak2 dan seisi keluarga 🥰

Rasa pun sangat sedap 🍏 tak manis tak Masam dan tak pahit

s.Malaysia : RM 19.90  
sabah/sarawak : RM 21.90


#Nurraisa See less

Edit

1

Comment as Nurraisa...  
Press Enter to post.

facebook.com/Nurraysa.byijishop/photos/a.328804204229853/1189046111538987



**Nurraysa byijishop**  
Published by Farah Najihah · 5 June ·

Nourishing Vitamin Hair Spray With Jeju Green Tea

- ✿ Diformulasikan untuk menghalang rambut mengerbang.
- ✿ Membantu membaiki pulih hujung rambut yang rosak dan bercabang.
- ✿ Membantu menguatkan rambut dan menjadikan rambut lebih bersinar.
- ✿ Memberikan keharuman yang menyegarkan dan membantu menyelesaikan masalah rambut berbau.


Haa best tau hair spray ni ! Seriously best sangat dahla jimat boleh tahan lama.

Yang penting sesuai untuk semua peringkat umur. So apa tunggu lagi jom grab cepat-cepat ye. Whatsapp admin ke 017-5164281 untuk order...✿✿✿✿

s. Malaysia : RM 20.00  
sabah/sarawak : RM 22.00 See less

Comment as Nurraysa...  
Press Enter to post.

facebook.com/Nurraysa.byijishop/photos/a.328804204229853/1189051351538463



...jangan jugas dan nak menging...  
kelebihan lain ? Jom baca di bawah ini 🌟

Kelebihan :

- ◆ Glycerin – bersifat tidak mengeringkan kulit dan membantu melembapkan kulit muka, bahan pelembap kulit muka terbaik
- ◆ Membantu melembapkan kulit muka, baha pelembap kulit muka terbaik.
- ◆ Membantu membuang sel-sel kulit mati
- ◆ Memperbaiki struktur kulit dan dalam
- ◆ Membantu kulit wajah agar kelihatan lebih segar, lebih menarik, tidak kusam dan kelihatan lebih cerah
- ◆ Membantu mengurangkan masalah kulit
- ◆ Tanpa SLES
- ◆ Sesuai untuk semua peringkat umur

Cara Penggunaan:


Cuci muka 3kali sehari , sapukan buih-buih sabun di wajah, biarkan 1-2 minit, bilas sehingga bersih.

Rugi betul kalau tak cuba 😊

s.Malaysia : RM 35.00  
sabah/sarawak : RM 37.00

Comment as Nurraysa...  
Press Enter to post.

facebook.com/Nurraisa.byijshop/photos/a.328804204229853/1189053888204876



**Nurraisa\_byijshop**  
Published by Farah Najihah · 5 June ·

**KELEBIHAN MOISTURIZING WHITETGLOW LOTION**

Exclusive Moisturizing Whitetglow Lotion with Manula Oil  
Jom try lotion Nurraisa nie.  
Serius wangi dan berkesan!

Kelebihannya:

- ✓ Memutihkan kulit
- ✓ Melembapkan kulit
- ✓ Melindungi kulit dari sinar UV

Insyallah selamat dipakai untuk lelaki dan wanita 🌸

s. Malaysia : RM 17.00  
sabah/sarawak : RM 19.00 [See less](#)


[Edit](#)

1

[Like](#) [Comment](#) [Share](#)

[Comment as Nurraisa...](#)  
Press Enter to post.

facebook.com/Nurraisa.byijshop/photos/a.328804204229853/1211439975966267/



**Nurraisa\_byijshop**  
Published by Farah Najihah · 10 July at 11:15 ·

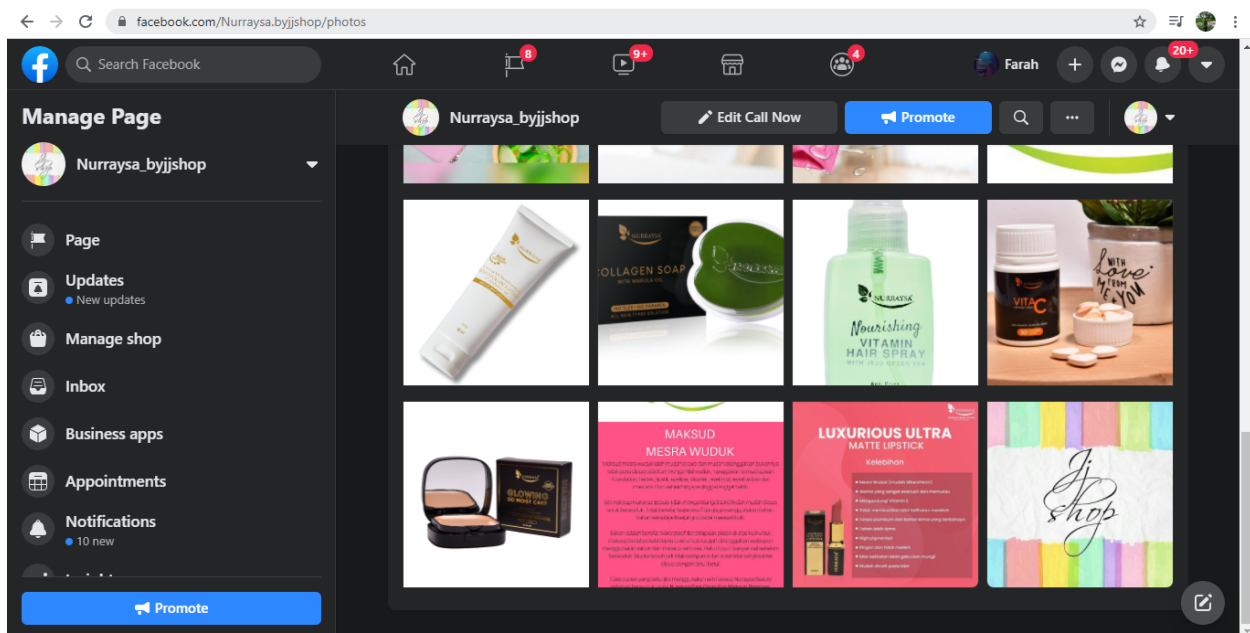
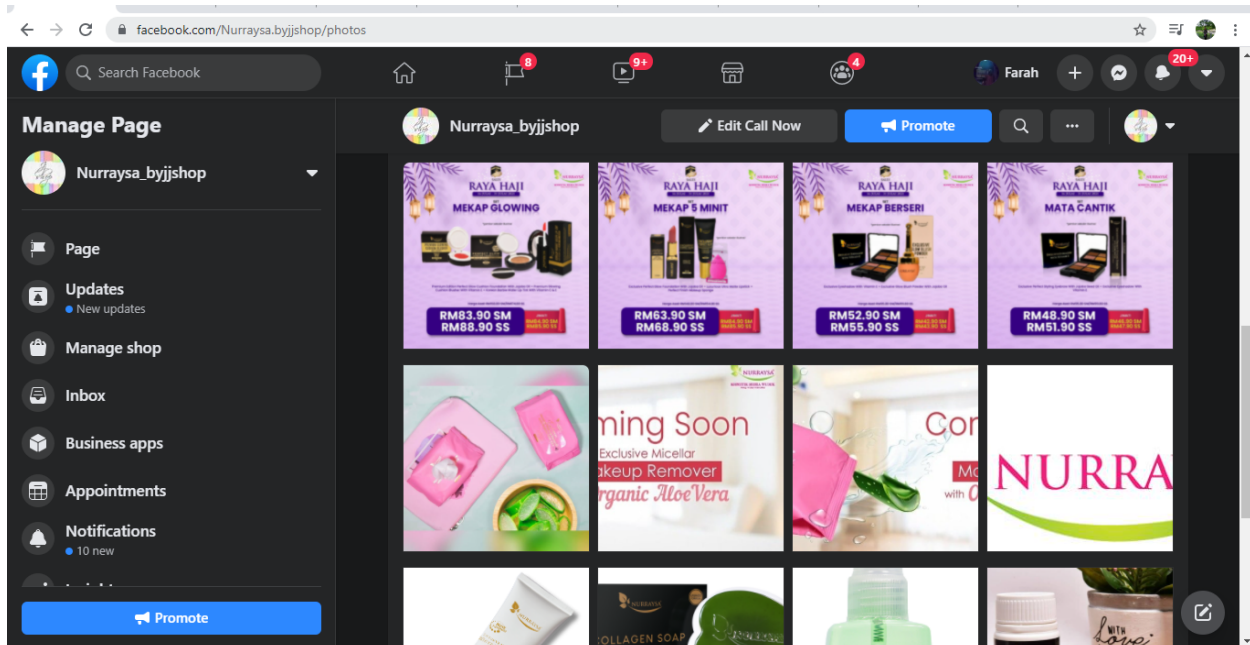
Itu sebabnya EXCLUSIVE MICELLAR MAKEUP REMOVER WITH ORGANIC ALOE VERA sangat penting untuk dijadikan sebagai salah satu produk penjagaan muka yang MESTI anda miliki .

**KEBAIKAN Make-up Remover**

- ✓ Menyingkiran sisa kosmetik/alat solek yang telah digunakan
- ✓ Membersihkan kotoran/habuk yang melekat pada permukaan kulit muka
- ✓ Membersihkan pori-pori dengan lebih efficient agar tidak tersumbat
- ✓ Mengurangkan risiko pembentukan jerawat, blackhead atau whitehead
- ✓ Menyingkiran sel-sel kulit mati. Ini secara tidak langsung merangsang proses pembentukan sel-sel baru
- ✓ Membantu kulit untuk bernafas dengan lebih baik kerana pori-pori tidak tersumbat. [See less](#)

[Comment as Nurraisa...](#)  
Press Enter to post.

## Graphics





## *Certificate of Completion*

This acknowledges that

Farah Najiha bt Md Juhari

---

has successfully completed

### **eUsahawan Course Level 1 – Go Digital**

organised by



This is a digital-generated certificate. No signature is required.

## CONCLUSION

Finally, it may be concluded that in this era of globalization, social media are used more often than it has been before. It has also become a platform that connects people with lots of other things that are out of their reach. For example, if they want to buy something and can't find that item everywhere around them, they can just buy that item online without having to waste time and money on transportation. Moreover nowadays with pandemics and the establishment of Movement Control Order (MCO) from the government, the movement of people is limited and they often use online platforms to buy daily things and others.

For Jieha Juhari's shop (JJ Shop), that can be an opportunity to spread our business all over Malaysia as we are using online platforms to advertise and sell our products. The advantages of online business is that it will make it easier and comfortable for customers to browse and buy our products. Customers don't have to spend their money and time in order to buy our products at the nearest shop and as the payments are made through online banking, there would be no physical contact. They can visit our official facebook page or contact us for ordering and to seek information about our products that we sell at our company.