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DIPLOMA IN PUBLIC ADMINISTRATION (AM110)**

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**

**AM1105B**

**ASSIGNMENT I (INDIVIDUAL)  
BUSINESS OPPORTUNITY OF  
( BEAUTY CONSULTANT: MARY KAY )**



MARY KAY

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65 #

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30/6  
Aia

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## EXECUTIVE SUMMARY

Every firm begins with a set of a clear objectives and goals in order to meet a set of requirements. As a result, every entrepreneur will begin their business by identifying and implementing business opportunities. The availability of business opportunities aids us in identifying requirements, developing appropriate solutions and devising strategies to benefit on those opportunities. I've decided to be a MARY KAY Beauty Consultant which distributes cosmetics products for my business opportunity. The reason I choose this company because MARY KAY is a very trustworthy and Top Global number 3 company in the world. These products are well known among men and women.

Next, I registered as a MARY KAY Beauty Consultant under my aunt's team. The location of our small business is located in Kuching, Sarawak. Knowing that I just selling MARY KAY product is just through online. I decided to join this online business as I knew that everyone or public people could not go out to shop at a mall in order to buy this product. MARY KAY is known as a number 3 Top Global products in the world that cannot be sell at any shop or mall. Moreover, I think it is safe to buy online because easier for every beauty consultant like us explain more details about the product and lots of demonstration can be shown through the video. By promoting high-quality products, I am always concerned about what my customers want and desire.

Therefore, In order to sell my products, I use my 2 main social media platforms in order to promote my products which are known as WhatsApp and Instagram. But telegram is also one of the reference because I got group with the company. By using these platforms, my small online business sales went up higher and more women are interested to buy their skin care from me until all of the products are sold out. Knowing that, I don't have to spend my modal because my customers have to pay directly when they buy from me. Therefore, I feel this business is good because it makes my financial stable.



However, there are a lot of problems that I realized after starting this online business as hybrid. The major problem that I faced is the negative feedback from the customers. This happened as the customer would complain saying that the product did not meet their satisfaction. Hence, I came to conclude that I should tell or inform the customers first that the product that they wanted to buy. From this, I learned that I need to be more independent and tell more details about the products that I am about to sell in the future to avoid misunderstandings as well as the customers' satisfaction.

Last but not least, I learnt something new and that is how to develop my self-image, improve my confidence and obtain new skills. During this period of business, I really grateful to meet good and friendly leaders of MARY KAY and also helped me a lot in terms of how to serve customers and promote.

## 1.0 PROJECT DESCRIPTION – BEFORE ACTIVITY

### 1.1 State the Product / Service.



The MARY KAY brand is a cosmetic product in the form of a skin care product. This brand is offer a variety of high-grade cosmetic products that meet international standards. Thus, my goal is to provide expected satisfaction by deliver the highest quality at an affordable price and to enhance beauty for all ages, races, genders and skin types. Following that, I'm offering 5 (Five) famous repeating product different types of this MARY KAY brand to my customers. There are, oil free hydrating gel-51g, Clearproof Clarifying Cleanser-88ml, MK Men Daily Face Wash-133ml, Sheer UV Defense Milk SPF 50+/PA +++-60ml and Botanical Effects Mask-133g. The reason I chose this because, we need to take care of our face first rather than wearing any makeup on face such as foundation and more. If our skin is healthy, the amount of money that we will spend on our skin is low and we can use it for makeup instead. That is why I prioritize budget for everyone skin even though Mary Kay is famous with the make up product. Overall, the whole budget that I have selected for this 5 product is RM480 out of RM500.

### 1.1.1 OIL FREE HYDRATING GEL- 51G



**Figure 1 Oil Free Hydrating Gel**

Oil Free Hydrating Gel maintains skin moisture for up to 10 hours. The gel is non-greasy and easily absorbed to cool and refresh the skin. Makes the skin feel smoother and softer. Does not close pores. It is suitable for sensitive skin. The size for each bottle comes in 18.0Z NET WT./51g and the price for each unit is RM130.

### 1.1.2 CLEARPROOF CLARIFYING CLEANSER- 88ML



**Figure 2 Clearproof Clarifying Cleanser**

The latest skincare from Mary Kay. Focus on those who have acne problems that still have no way to solve them. Suitable for sensitive skin, non-comedogenic (Closes pores), Oil-free, Fragrance-free. One of them is Clarifying Cleanser for Acne-Prone Skin is a lightweight clear formula that is able to remove excess oil and speed up the cycle of cells on the skin surface. The size for each bottle comes in 88ml and the price of of the product is RM90.



### 1.1.3 MKMEN® DAILY FACE WASH-133ML



Figure 3 MK Men Daily Face Wash

Facial Wash is a Cleanses impurities, removes excess oil, prepares the skin for shaving, pores feel completely clean and skin feels fit and balanced. Not only that, it is suitable for all skin types of man. Especially for sensitive skin. Meanwhile, it is also fragrance free, alcohol free and non comedogenic. So, men who want to get the perfect skin care can start with MKMEN Skincare. The size for each bottle is 133ml and the price is RM65.

### 1.1.4 SHEER UV DEFENSE MILK SPF 50+/PA+++ - 60ML

### Mary Kay Sun Care

1. INVISIBLE UV DEFENSE LOTION SPF 50+/PA+++  
2. SHEER UV DEFENSE MILK SPF 50+/PA+++

**Super strong! Super light!!**  
**Powerful UV defense that lets your skin breathe!**

- Suitable for ALL SKIN TYPES UVA/UVB protection.
- Dermatologist-tested.
- Clinically tested for skin irritancy and allergy.
- Suitable for sensitive skin.
- Gentle formula tested on Asian skin.
- Suitable for face and body.

Figure 4 Sheer UV Defense Mil SPF 50/PA+++

Sheer UV Defense Milk SPF 50+/PA +++ contains a physical sunscreen, Titanium Dioxide, in addition to a sunscreen for double UV protection. In addition, it is mixed with watermelon fruit extract, namely Citrullus lanatus. It also suitable for oily skin during the summer, as well as wearing makeup. In addition, it is suitable for facial, body and sensitive skin too. The size for each bottle comes in 60ml and the price is RM115.

### 1.1.5 BOTANICAL EFFECTS MASK-133G



**Figure 5 Botanical Effects Mask**

Botanical Effects Mask for normal skin gently removes impurities in your skin while revitalizing it and leaves skin looking healthier and feeling nourished. The mask is part of the Botanical Effects Skin Care Collection a simple regimen infused with the goodness of botanicals that are personalized to your skin type to bring out skin's healthy radiance. Plus, Botanical Effects Skin Care has an antioxidant-rich complex featuring Silymarin (milk thistle) and Luo Han Guo (known as the "longevity" fruit) to help defend against environmental damage and help promote healthy skin. The size for each bottle comes in 133g and the price of the product is RM80

## 1.2 Justification of Product/ Service Choice.

The reason I choose MARY KAY brand is because it is a brand I can trust because I'm using that too. I want to share this high-quality local product with others. Because it has been certified and registered with the Malaysian Companies Commission and this product has also been verified to be of good quality and safe to use. The materials used are also clearly stated on the official website and on the package. The major reason I choose this product was because of an invitation from my aunt, who had introduced me to this high-quality product. I was very less self-confident at the time because I had dry, acne-prone, and dull facial skin, but after using this product, my pigment and facial skin improved from dull to fresh, and my acne also decreased. The key is to use it consistently and follow the instructions on how to use it as part of our skin care routine. So, I decided to share this secret to those who lack self-confidence because of having problems faced like me while to gain experience in business management and learn to earn extra income.

Besides, the brand is also becoming more famous and growing since they opened until now. The extremely high demand has caught my attention in selecting and learning more about this product. Many celebrities, including artists, tiktokers, and youtubers have been known to use this products. They also leave reviews and feedback on social media, which increases my chances of attracting a large number of customers. This product is extremely good and quality to use regardless of gender, age, or skin type, according to feedback from testimonials and buyers.





### **1.3 Target Market.**

My target customer is adults, teenagers and student where the age is 18 years old and older. This is due to the fact that everyone, especially women, aspires to have beautiful, fresh, naturally bright, and eternally youthful facial skin. It will also be a nightmare to anyone who has dull facial skin, pimples, freckles, dry and wrinkled skin causing them to look older than their original age. To avoid such nightmares, a skin care routine is essential. Following that, this product is provided with high quality and highly popular among girls and women since it helps them complete their skin care routine. The effects of acne, dark brown spots and freckles can be healed with the use of this product and its benefits can also moisturize and hydrate the skin, hence improving each user's self-confidence. In terms of suppliers, I acquire my stock of products for sale from my own aunt, who is the leader who guides me and is also in charge of collecting and gathering orders from her subordinates. After collecting all orders from her subordinates, she would collect the restock from Sarawak's MARY KAY head supplier and distribute it to us. So, in order to prevent losses, I must ensure that my customers are truly interested in purchasing it.

### **1.4 Owner of the product**

Meanwhile, Mary Kay Ash or real name Mary Kathlyn Wagner is the founder of the Mary Kay Company. She was born on 12 May 1918 and died on 22 November, 2001 at the age of 83 years. She is the youngest of 4 siblings. She is originally from Texas, USA. During her age, she had 3 children. (Richard, Ben and Marylyn). Mary Kay Ash started the Mary Kay Inc. business at the age of 45 at the suggestion of her children and the people who supported her. She started this business using intensive methods and gave "pink cadillac" to the sales directors who helped her in the business. The business founded by Mary Kay Ash is growing from year to year to the rest of the world. The company constantly evaluates product quality which should be at the highest quality with the highest standard to meet customer demands in this rapidly growing market. Mary Kay's mission is to help women generate income. This was realized by Mary Kay as she saw the original life of her family and her own experiences. Mary Kay is aware that women have many responsibilities to shoulder. Take care of the household, children and so on. Therefore, she provides a flexible business platform that can be done by every woman but now, men are also involved in the world of MARY KAY as well, in fact there are many who have been successful.



MARY KAY

Modul 1: Mengenal Mary Kay

**MISI MARY KAY**  
**MEMPERKAYA KEHIDUPAN WANITA**



*"Untuk memperkayakan kehidupan wanita dengan menawarkan produk berkualitas kepada pengguna, peluang kerjaya kepada perunding persendirian dan kerjaya yang memuaskan kepada pekerja kami.*

*Kami akan menerokai jiwa dan raga wanita, membolehkan pembangunan diri dan memberi kepuasan kepada setiap wanita yang kami temui. Kami akan mendukung misi dengan semangat penuh kasih sayang dan mengamalkan nilai-nilai positif yang menjadi pegangan syarikat ini."*

♥ GOLDEN RULE ♥ GO GIVE SPIRIT ♥ BALANCED PRIORITIES ♥ MAKE MEETEE IMPORTANT

**Table 1.4 showing Mission of MARY KAY**

### 1.5 Distribution Strategy.

I started the business as a MARY KAY Beauty Consultant on 13 April 2022 and now it has been 4 weeks I am running this business. And for these 4 weeks, the business is running smoothly and still receiving a few of requests from my customers. Since it's only been two weeks, I'd like to keep my business going for a few more months so that I can enjoy the profits of my sales.

### 1.6 Where the activity is carried out and promotion

I conduct my operations from home and campus since it is an online business. I've also taken an online marketing approach to advertise and grow my business via zoom, telegram group and whatsapp group. I'll use social media platforms like WhatsApp and Instagram to promote my sales products by uploading posters, customer feedback, short videos and product's photos. I normally post around peak hours, such as 12.00- 3.00 pm and 8.00-9.00 pm, when most people are on their phones which increase the number of people who see my postings and so increase my chances of attracting customers. I went out for a quite some time only to pick up my customers' orders from my supplier and to do cash on delivery (COD) or postage for my customers' orders.

## 2.0 PROJECT OUTCOME – AFTER ACTIVITY

### 2.1 Cash Flow Statement

The Cash Flow Statement shows the inflow and outflow of cash in a business. It is very important in the process of knowing the profit and loss of the company and can also be important to know the level of cash and working capital required in the company. Thus, cash flow report determines whether a company has sufficient capital to achieve its obligation. After four weeks of handling this business project, the outcome of the project is satisfactory and running smoothly. For one month, I succeeded to sell 5 product that I've suggest and gain profit from these sales. I do not believe that I can handle this business by selling 5 of these product in one month is quite difficult and requires a long period of time because the price are everything under RM99 and above. Hence, below are the details of the cash flow for my company.

<b>UNTUNG JUALAN BC MARY KAY</b>	1. Oil Free Hydrating Gel-51G (40 points)
0 – 99 PTS = Tiada diskaun langsung	2. Clearproof Clarifying Cleanser-88ML (23 points)
100 – 149 PTS = 20% diskaun	3. MK Men Daily Face Wash-133ML (19 points)
150 – 349 PTS = 30% diskaun	4. Sheer UV Defense Mil SPF 50/PA+++ - 60ML ( 20 points)
350 – 499 PTS = 35% diskaun	5. Botanical Effects Mask-133G (23 points)
500 PTS, Above = 40% diskaun	
<small>*** Point akan terkumpul sepanjang bulan. Diskaun adalah berdasarkan point terkumpul sepanjang bulan.</small>	

❖ **Knowing that, Points will be accumulated throughout the month and discounts are given based on accumulated points.**

#### (My own charge for customer)

Cash on Delivery (COD): RM 4.00 – RM 8.00

Postage: RM 7.00 - RM12.00 (WM & EM)

Commission: 0-99 points (0%)

100-149 points per week (20%)

150-349 points per week (30%)

350-499 points- 16 items per week (35%)

500 an above (40%)

**Commission = Total Retail Price x Percentage %**

**Total Profit= Revenue - Cost**



## 2.2 Weekly Business Transaction Summary.

### MARY KAY BEAUTY CONSULTANT'S SIMPLE CASH FLOW STATEMENT

Product Sold	Total price of the product (RM)	No of units sold & Points	Revenue Daily (Retail Price x Units Sold)	Commission (Total Retail x Percentage)	Total Profits
<b>WEEK 1</b>					
<b>OIL FREE HYDRATING GEL 51G</b>	RM130	1 ( 40 pts)	RM130 x 1 units =RM130	RM130 x 30% =RM39	RM130 -RM39 = RM91
<b>CLEARPROOF CLARIFYING CLEANSER 88ML</b>	RM90	2 (46 pts)	RM90 x 2 units = RM180	RM180 x 30% =RM54	RM180 - RM54 = RM126
<b>MKMEN® DAILY FACE WASH 133ML</b>	RM65	1 ( 19 pts)	RM65 x 1 units = RM65	RM65 x 30% = RM19.50	RM 65 - RM19.5 = RM45.50
<b>SHEER UV DEFENSE MILK SPF 50+/PA+++ 60ML</b>	RM115	2 (40 pts)	RM115 x 2 units = RM230	RM230 x 30% =RM69	RM230- RM69 = RM161
<b>BOTANICAL EFFECTS MASK 133G</b>	RM80	1 (23 pts)	RM80 x 1 units = RM80	RM80 x30% = RM24	RM80 - RM24 = RM56
<b>TOTAL WEEK 1</b>	<b>RM480</b>	<b>168 pts</b>	<b>RM685</b>	<b>RM205.50</b>	<b>RM479.50</b>
<b>WEEK 2</b>					
<b>OIL FREE HYDRATING GEL 51G</b>	RM130	1 (40 pts)	RM130 x 1 units = RM130	RM130 x 20% = RM26	RM130 -RM26 = RM104
<b>CLEARPROOF CLARIFYING CLEANSER 88ML</b>	RM90	1 (23 pts)	RM90 x 1 units = RM90	RM90 x 20% =RM18	RM90 - RM18 = RM72

<b>MKMEN® DAILY FACE WASH 133ML</b>	RM65	1 (19 pts)	RM65 x 1 units = RM65	RM65x 20% =RM13	RM65 - RM13 = RM52
<b>SHEER UV DEFENSE MILK SPF 50+/PA+++ 60ML</b>	RM115	1 (20pts)	RM115 x 1units = RM115	RM115 x 20% =RM23	RM115 -RM23 = RM92
<b>BOTANICAL EFFECTS MASK 133G</b>	RM80	1 (23 pts)	RM80 x 1 units = RM80	RM80 x20% = RM16	RM80 - RM16 = RM64
<b>TOTAL WEEK 2</b>	<b>RM480</b>	<b>125 pts</b>	<b>RM480</b>	<b>RM96</b>	<b>RM384</b>
<b>WEEK 3</b>					
<b>OIL FREE HYDRATING GEL 51G</b>	RM130	1 (40 pts)	RM130 x 1 units = RM130	RM130 x 30% = RM39	RM130 - RM39 = RM91
<b>CLEARPROOF CLARIFYING CLEANSER 88ML</b>	RM90	2 (46 pts)	RM90 x 2 units = RM180	RM180 x 30% = RM54	RM180 - RM54 = RM126
<b>MKMEN® DAILY FACE WASH 133ML</b>	RM65	1 (19 pts)	RM65 x 1 units = RM65	RM65 x 30% = RM19.50	RM65 - RM19.50 = RM45.50
<b>SHEER UV DEFENSE MILK SPF 50+/PA+++ 60ML</b>	RM115	2 (40 pts)	RM115 x 2 units = RM230	RM230 x 30% = RM69	RM230 - RM69 = RM161
<b>BOTANICAL EFFECTS MASK 133G</b>	RM80	2 (46 pts)	RM80 x 2 units =RM160	RM160 x 30% =RM48	RM160 - RM48 = RM112
<b>TOTAL WEEK 3</b>	<b>RM480</b>	<b>191 pts</b>	<b>RM765</b>	<b>RM229.50</b>	<b>RM624.50</b>
<b>WEEK 4</b>					
<b>OIL FREE HYDRATING GEL 51G</b>	RM130	2 (80 pts)	RM130 x 2 units = RM260	RM260 x 30% = RM78	RM260 - RM78 = RM182



<b>CLEARPROOF CLARIFYING CLEANSER 88ML</b>	RM90	3 (69 pts)	RM90 x 3 units = RM270	RM270 x 30% = RM81	RM270 - RM81 = RM189
<b>MKMEN® DAILY FACE WASH 133ML</b>	RM65	1 (19 pts)	RM65 x 1 units = RM65	RM65 x 30% = RM19.50	RM65 - RM19.50 = RM45.50
<b>SHEER UV DEFENSE MILK SPF 50+/PA+++ 60ML</b>	RM115	2 (40 pts)	RM115 x 2 units = RM230	RM230 x 30% = RM69	RM230 - RM69 = RM161
<b>BOTANICAL EFFECTS MASK 133G</b>	RM80	4 (92 pts)	RM80 x 4 units = RM320	RM320 x 30% = RM96	RM320 - RM96 = RM 224
<b>TOTAL WEEK 4</b>	<b>RM480</b>	<b>300 pts</b>	<b>RM1145</b>	<b>RM343.50</b>	<b>RM801.50</b>
<b>OVERALL TOTAL</b>	<b>RM1,920</b>	<b>-</b>	<b>RM3,075</b>	<b>RM874.50</b>	<b>RM2,289.50</b>

**Table 2.2 : Mary Kay Beauty Consultant Cash Flow Statement**

I was able to make in **RM3,075** total sales in one month of selling this Mary Kay product.  
As a results, the profit that I have in one month is **RM2,289.50**

### 3.0 BUSINESS MODEL CANVAS (TEMPLATE)

<p><b>Key Partners</b></p> <ul style="list-style-type: none"> <li>➤ Bank Islam</li> <li>➤ J&amp;T</li> <li>➤ Telegram Group</li> <li>➤ WhatsApp Group</li> </ul>	<p><b>Key Activities</b></p> <ul style="list-style-type: none"> <li>➤ Doing promotions</li> <li>➤ Delivery service</li> <li>➤ Having a demonstration about the product</li> <li>➤ Packing the product delivery</li> <li>➤ Do the tutorial video to attract customers</li> </ul>	<p><b>Value Propositions</b></p> <ul style="list-style-type: none"> <li>➤ It is everyone's priority to take care of their skin especially face and body.</li> <li>➤ Can be used 1-3 month.</li> <li>➤ Mary Kay provide affordable price.</li> <li>➤ Save money and time on how to solve the problems.</li> <li>➤ The product's offers.</li> </ul> <p><i>Mary Kay product</i></p>	<p><b>Customer Relationship</b></p> <ul style="list-style-type: none"> <li>➤ Guarantee</li> <li>➤ Promotion</li> <li>➤ Freebies for new customer</li> <li>➤ Feedback form and receive a free gift.</li> <li>➤ Testimony</li> <li>➤ Membership rewards</li> </ul>	<p><b>Customer Segments</b></p> <ul style="list-style-type: none"> <li>➤ Student</li> <li>➤ Teenagers</li> <li>➤ Adults</li> <li>➤ Woman and Man</li> <li>➤ People that having problem with skin.</li> <li>➤ Woman needs 'make up' products</li> </ul>
<p><b>Key Resources</b></p> <ul style="list-style-type: none"> <li>➤ Agents</li> <li>➤ Stores</li> </ul>		<p><b>Channels</b></p> <ul style="list-style-type: none"> <li>➤ Instagram and Instagram story</li> <li>➤ WhatsApp and WhatsApp status.</li> <li>➤ Telegram for references</li> <li>➤ ZOOM</li> </ul>		
<p><b>Cost Structure</b></p> <ul style="list-style-type: none"> <li>➤ Marketing and sales</li> <li>➤ Product selling</li> <li>➤ Delivery cost</li> <li>➤ Postage cost</li> </ul> <p><i>costing</i></p>			<p><b>Revenue Streams</b></p> <ul style="list-style-type: none"> <li>➤ Promotions</li> <li>➤ Cash on delivery (COD)</li> <li>➤ Postage charge</li> <li>➤ Online transaction (banking)</li> </ul> <p><i>Sales</i></p>	

Table 3.0 : Business Model Canvas

## 4.0 EXPERIENTIAL LEARNING

### 4.1.1 Facing Multiple Challenges while Running the activity.

During the first and second day, I struggled to learn and adapt to the pressures of running the business. Because it was my first time starting a business as a consultant, I was a little confused about how to promote and develop my business. The major problem I face is finding customers. So, to address that problem, I'll go to my senior Facebook page and join MARY KAY official Telegram group to learn how my superiors boost sales and attract customers. Not only that, I spend my time to join the zoom meeting every Monday night. Since then, I've realized how essential it is to use beautiful sentences, customer feedback, appealing posters and short videos to attract customers. This is because accurate information, interesting and effective postings can entice customers to view, read and see the advertisements that I post on my social media.

The next challenges I face as a Beauty Consultant MARY KAY is dealing with a various behaviors of customer. I have experienced customers who like to cancel orders at the very last minute. To be honest, I was disappointed since when I attempted to complete the order, they cancelled it without even apologizing or expressing sympathy. Nonetheless, I am always patient and make it a point to be cautious when accepting orders from my customers. As a result, I must ensure that they make the payment and provide a proof of payment before postage their orders.



#### 4.1.2 LESSON GAINED FROM THE ACTIVITY

The most valuable message I learned from the activity is I have learn how to improve my social communication and interaction skills. As a result, I was able to step out beyond my comfort zone and reach out to a larger number of people than I had previously. Approaching people, especially strangers, is tough for me as a shy and introverted person. Day by day, I gain confidence in myself when responding to the messages from my customers on social media. When dealing with them, I also became more friendly and professional at the same time. For example, when my customer asking about the product that I promote, I'm able to explain the product that I sell very clearly and more detailed for my customer to understand. Besides, when we become friendlier with our customer, they will be more comfortable and we will become their trusted seller. At the same time, we also can gain a lot of customer from usual when our loyal customers help us promote our business to their family and friends.

Apart from that, the other lesson that I gained from the activity is I was able to manage my time properly. As a full student and a part time in business as a consultant most of my time is filled with classes, reviewing and doing assignments. However, it never breaks my enthusiasm as a consultant in the business that I am doing. Time management is very important as a successful businessman where they need to divide their work time and personal time. For example, I prepared a schedule for my own time and work time so that I can manage my time effectively.

## 5.0 MyENT REGISTRATION- MyENT CERTIFICATE

### BUSINESS OPPORTUNITY : MARY KAY BEAUTY CONSULTANT

	Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)
<b>MASMED YOUNG ENTREPRENEUR (MyENT)</b>	
<b>SLIP PENDAFTARAN PERNIAGAAN PELAJAR UiTM</b>	
No. Pelajar	: 2020957275
Nama	: AZLIN ANAK PETER
Program Pengajian	: DIPLOMA PENTADBIRAN AWAM
Fakulti	: Faculty of Administrative Science & Policy Studies
Kampus	: Sarawak
<b>MAKLUMAT PERNIAGAAN</b>	
Mod Perniagaan	: Hybrid
Bidang Perniagaan yg diceburi	: PAKAR PERUNDING MARY KAY (CONSULTANT)
Tempoh Berniaga	: 1 MONTH
No. Pendaftaran Perniagaan	: -
URL Perniagaan	: -
Alamat Premis Perniagaan	: -
Tarikh Mendaftar	: 04 Jun 2022
Tarikh Kemaskini	: 14 Jun 2022
Tarikh Cetak	: 14 Jun 2022
<p><small>Sijil Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dijalankan oleh pelajar semasa tempoh pengajian di UiTM. Sijil ini secara tidak langsung akan terbatal apabila penama menamatkan pengajian atau tidak lagi aktif dalam sistem universiti.</small></p> <p><small>Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED) juga berhak membatalkan sijil ini tanpa sebarang notis. Penggunaan sijil ini hanya diterima untuk kegunaan urusan dalaman UiTM sahaja. Urusan dan aktiviti perniagaan yang dijalankan oleh penama adalah risiko dan tanggungjawab sendiri tanpa melibatkan kepentingan dan nama Universiti.</small></p>	
<b>SALINAN PENDAFTARAN INI DIPERAKUI OLEH</b> <b>PENOLONG NAIB CANSOLOR KEUSAHAWANAN UiTM</b>	
Malaysian Academy of SME & Entrepreneurship Development (MASMED)	

## 6.0 CONCLUSION

In conclusion, during this 30 -day period, I think doing business is very good for students to find their own income side even though they are still students. This is because as we all know, most people lose their jobs due to the current situation. Furthermore, I believe students can help their parents in addition to earning their own profit. Next, students can also gain new knowledge and reveal latent potential such as communication skills and others that are useful for them in the future. Nowadays, all of these skills are very useful especially when they want to apply for a job. Employers will definitely hire or find talented people instead of non -talented ones. Therefore, running a business will be a great opportunity for students. Also, students need to be calm when doing business mostly during pandemic season. However, it is not an obstacle for students to manage their own business or work as an agent, dropship or services themselves. Besides, students need to think creatively to compete with other business. It may be difficult to open a business during a pandemic especially when we are still new in the field, however if we do not give up and find a way in solving problems, we will definitely achieve our dreams. After all, I believe nothing is impossible as long as we work hard to achieve it. Having my own experience, I would like to thank my family, friends, lecturers and others for their support in terms of help and guidance. That's all from me, Thank you.



**APPENDICES**

**(i) My first experience 4 weeks managing the product.**



**WEEK 1**



**WEEK 2**

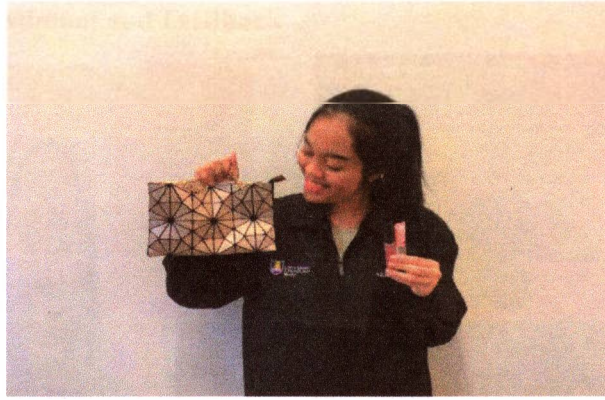


**WEEK 3**



**WEEK 4**





**After joining Mary Kay for 4 weeks I have received a free gift from the company as my sales reached 30%**



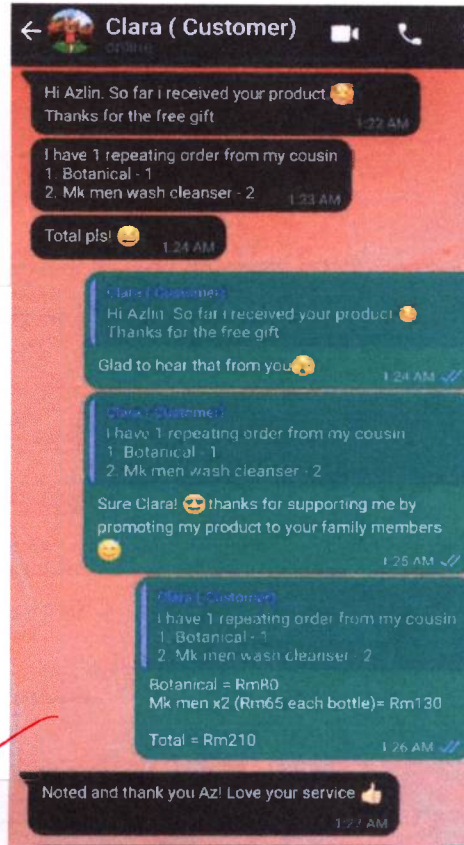
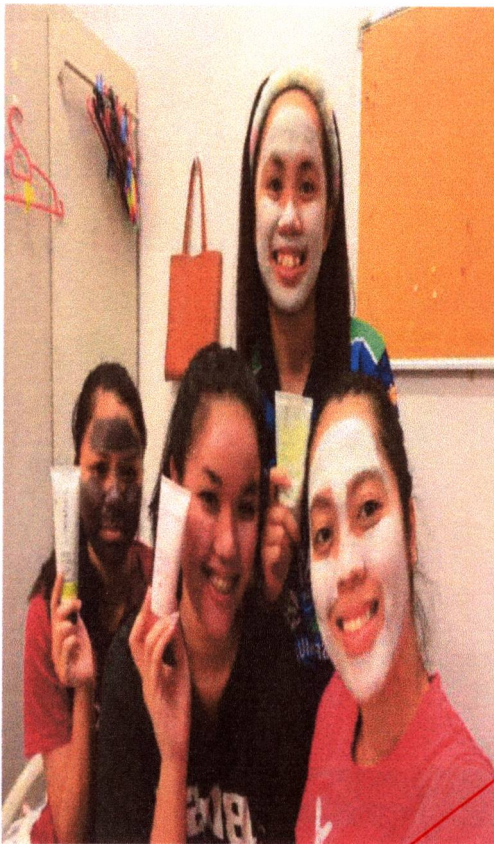
**This is the main 5 product I've suggest to my customers**



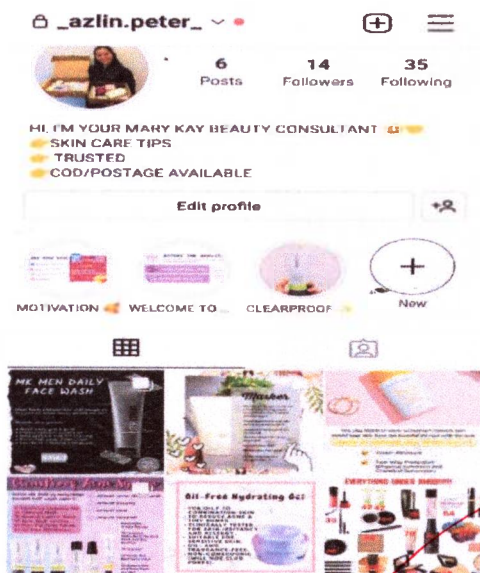
**Received the 2 box with good condition.**



(ii) Customers's Testimoni and Feedback



(iii) Business's online platform

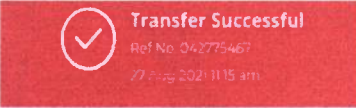


Promoting via Instagram



Join Mary Kay Official Group Telegram

(iv) Ordering the product by using the system, transaction from customers and feedback



**Transfer Successful**  
Ref No. 042775467  
27 May 2021 11:15 am

**From Account:**  
Qard Savings Account-i  
11040028666440

**To Account:**  
AZLIN ANAK PETER  
Bank Islam Malaysia Berhad  
11013026159317

**Amount:**  
RM 81.00

**Available Balance:**  
[REDACTED]

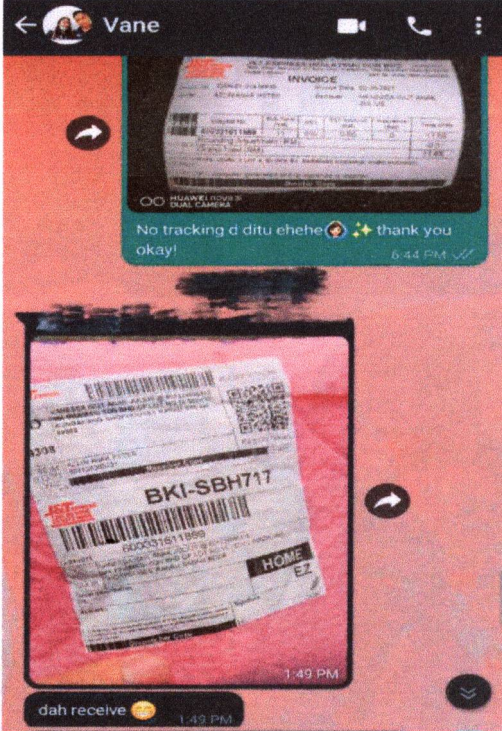

**Recipient Name:**  
AZLIN ANAK PETER

**Recipient Reference:**  
Others

**Other Payment Details:**  
bayer Mary kay

Dear AZLIN ANAK PETER  
Thank you for your order with Mary Kay.

Order ID: 5091524



Vane

INVOICE

No tracking d ditu ehehe 😂👉 thank you okay!


6:44 PM

BKI-SBH717

HOME

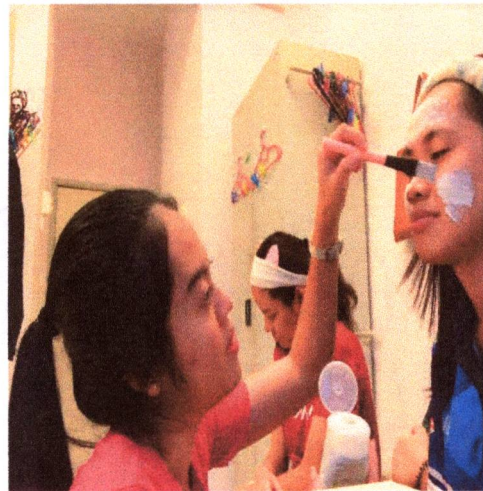
dah receive 🍌

1:49 PM





**(v) Doing my own service on how applying the product and do the demonstration to my customers.**



**Srunchies as a free gift to my customers on their orders of purchasing my Products.**

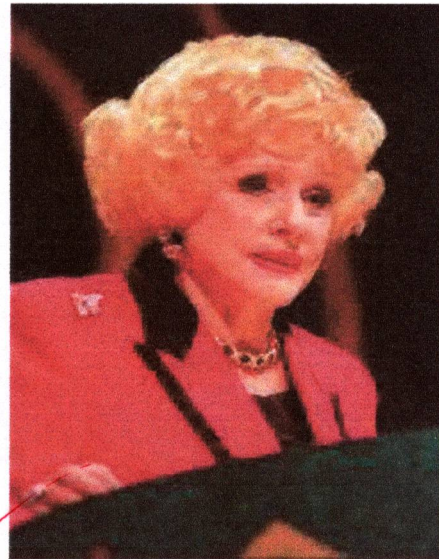


**(vi) Founder of the product (MARY KAY)**

**Mary Kay Ash**



<b>Born</b>	May 12, 1918 Hot Wells, Harris County, Texas, USA
<b>Died</b>	November 22, 2001 (aged 83) Dallas, Texas, USA
<b>Occupation</b>	Founder of <i>Mary Kay</i> Cosmetics



**(vii) Logo of the product and my team groups**



**(viii) Achievement that inspired me to be a successful Beauty Consultant**

