



اُونِيُوَرَسِيْتِي تِي كُونُوَلُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**PRINCIPLE OF ENTREPRENEURSHIP
(ENT530)**

SOCIAL MEDIA PORTFOLIO

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SUBMISSION DATE:

22nd NOVEMBER 2019

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ACKNOWLEDGEMENT

I would like to express my deepest appreciation to all those who provided me the possibility to complete this report. A special gratitude I give to my beloved lecturer, Sir Zaim Bin Salleh, whose contribution in stimulating suggestions and encouragement, helped me to coordinate my assignment especially in writing this report.

Furthermore, I would also like to acknowledge with much appreciation to Mrs Norzaidatul Amira for introducing me to Mary Kay brand and guiding me on managing business with Mary Kay. A special thanks goes to my team mate n that business who help me to assemble the parts of the business and sell products.

Last but not least, many thanks go to all my friends whom give some ideas and inspiration in completing this assignment. I have to appreciate the all of people that help me.

EXECUTIVE SUMMARY

Beauty With Miss A (BWMA) is an online business that focuses on selling a cosmetic product. My business have been registered in Companies Commission of Malaysia (SSM). The product name is Mary Kay. The specialty of Mary Kay Brand is I am focusing and suggesting a good products as an agent that can be used by all people especially woman out there. Basically, Mary Kay have so many kind of skincare that suitable in certain age and makeup set.

I had started with a small amount of capital to be an agent of this Mary Kay. Hence, I am the one who handle everything in terms of cash on delivery (cod), ordering and managing my Facebook Page to promote and attract customers. My business capital is RM200 and this including postage to Klang, Selangor as the HQ of this Mary Kay Malaysia is form Petaling Jaya, Selangor. So far I had purchase 4 set of skincare products and a makeup set. This is my first time I became a business person who have no experience in term of entrepreneurship. But, as an entrepreneur I myself still put on efforts to make my business run smoothly as an agent and let the people satisfied with the cosmetic product.

Mary Kay products can be said as an expensive products as it is design by the international product brand. People nowadays have a lot of commitment in their lives so that's make them not interested in trying and buying Mary Kay products. In that case, me myself had choose to be an agent for Mary Kay brand as my selected product. Which it is not only to maximize my own profit but to help people getting a better and healthy skin. Since I had sells it online, I can interact with other people and my potential customer about their skin health progress.

INTRODUCTION OF BUSINESS

Name of Business: Beauty With Miss A

Address of Business: 12, Lorong Muafakat 4C, Taman Dato Bandar, Off Jalan Meru, 41050 Klang, Selangor

Organizational Chart



Vision

- To become one of another bumiputera's business that provide products and services that can fulfilled the demand of the customer thus become one of the monopolist of the industry.

Mission

- To ensure the highest quality cosmetic products and the best possible services to the customers and consumers.
- Will continuously improve all aspects of business in order to sustainable growth and profitability in meeting the needs of the present generations and also sustain the long-term success.