



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF HOTEL & TOURISM MANAGEMENT
BACHELOR OF TOURISM MANAGEMENT (HM241)**

ENT530

PRINCIPLES OF ENTREPRENEURSHIP



**SOCIAL MEDIA PORTFOLIO
ENOT BEAUTY COSMETICS**

GROUP: HM2412A

NAME	STUDENT ID
NUR AINI QAMARINA BINTI MOHD TOHIR	2020959857

PREPARED FOR: MADAM RAHAYU BINTI HASAN

SUBMISSION DATE: 22ND JANUARY 2021

EXECUTIVE SUMMARY

The purpose of this Facebook page is for business plan. This business plan helps me to get income during this pandemic of Covid-19. This is also for me to gain more knowledge in running a business. This is a guarantee of income but still a risk when I have to handle different types of customer. In order to outline the information's for such a promotion, an understanding needs to be met in regards to the benefits of henna in general. The henna should be one of profitable product that can generates around hundreds in a month because every girls need henna for their special occasions or everyday use.

Before I can generate income in this business, a business was formed under my name and registered with Companies Commission of Malaysia to be a trusted seller in Facebook. Generally, this business already plans the strategic marketing plan on Facebook page to reach specific goals as well as a target market.

Enot Beauty Cosmetics as my Facebook page is one and only of my platform to generate revenue. Generally, people love to shop at Facebook page because it's the easiest way to connect to Whatsapp to order. With this complete platform, customers easy to contact directly to purchase.

Once this platform registered, it is an effective and efficient strategic marketing medium because teaser, soft sell and hard sell are really helps to deliver information before purchase henna by this Facebook page.

With this medium for those strategies, possibly more, I am stand to success capitalize my business in a short time.

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1.0 Go E-commerce registration


app.go-ecommerce.my/profile

Go-eCommerce BETA

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Have you updated your sales today? Update your sales regularly to collect more points!

PERSONAL PROFILE BUSINESS PROFILE


Nur Aini Qamarina binti Mohd Tohir

Personal Information

Name	: Nur Aini Qamarina binti Mohd Tohir	Phone/Mobile	: 0163579170	Edit
New Identity Card No.	: 970614016558	Home Address	: NO 103, KAMPUNG PAYA PANJANG,	
Email Address	: AinIQamarina146@gmail.com	District	: Bukit Pasir	
City	: Kota Bharu	Postcode	: 15050	
State	: Kelantan	Personal Instagram	:	
Personal Facebook	:	Race	: Malay	
Gender	: Female	Special Need Required	:	
Marital Status	:			

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Related to Study Field : Complete Study

UITM Melaka Kampus Bandaraya Melaka - HOTEL & TOURISM MANAGEMENT

Type of Institution	: IHL	Institution List	: Universiti Teknologi MARA	
State of Institution	: Melaka	Name of Institution	: UITM Melaka Kampus Bandaraya Melaka	
Address of Institution	: UITM Cawangan Melaka Kampus Bandaraya Melaka, 110, Off Jalan Hang Tuah 75300 Melaka	City	: Bandaraya Melaka	
District of Institution	: Melaka Tengah	Postcode	: 75300	
Level of Study	: Bachelor Degree	Study Status	: Full time	Edit Delete
Course Name	: HOTEL & TOURISM MANAGEMENT	Class Name	: M1HM2412A	
Subject Name	: ENT530	Year Enrolling the subject	: 2020	
Month Enrolling the Subject	: 8	Lecturer Name	: Rahayu Hasan	
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	: 1	
Related To Study Field	: Yes			

Hello there! My name is Abang Iz and I'm here to assist you.



2.0 Introduction of Enot Beauty Cosmetics

2.1. Name and address

Firstly, Enot Beauty Cosmetics is founded by a beautiful lady named Nur Aini Qamarina binti Mohd Tohir who is actually me. I started this business in 2020 and already registered with Companies Commission of Malaysia (CCM). The name of business was used my personal name of the which is Nur Aini Qamarina binti Mohd Tohir and registration number is 202003271875 (003173033-X). The name of the Facebook's page actually came from nickname of mine. My nickname is Enot and I was used this nickname since secondary school as to market my business. Most of my friends recognized myself as Enot so that's why I choose Enot Beauty Cosmetics as my business name registered at Facebook Page. This is very important to let people know I am the founder in order to get sales of my products. Next, my business is located at 103, Kg Paya Panjang, Bukit Pasir, Muar, Johor which placed at my home. My house is very crucial because it is the only place I could organize all my things for the business. Everytime I stock up, I will put everything in store room.

2.2. Organizational chart

Figure 1



The Figure 1 shown above shows flow chart for my business. For marketing, my duty is to promote the product through Facebook page. Furthermore, for administrative, my duty is