



اُونِيُوَرَسِيْتِي تِي كُونُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**INDIVIDUAL ASSIGNMENT:  
(SOCIAL MEDIA PORTFOLIO)  
“THE MINERAW BEAUTY”**

the  
mineraw

**ENT530: PRINCIPLES OF ENTREPRENEURSHIP**

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MANAGEMENT (HONS)  
(BA 232)**

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21 JANUARY 2021**

## **1.2 EXECUTIVE SUMMARY**

The Mineraw Beauty is a brand that sells not only a skincare product but also skincare accessories through an online platform which is, Facebook. The nature of this product brand is beauty and personal care. The Mineraw beauty deals with customers through Facebook messenger, Whatsapp, and also the official website.

The main idea is to sell products that use 100% natural or organic ingredients that free from any harmful chemical which is not healthy for the skin. Not only for the ingredients, the products are also using recyclable packaging as a support for the love of our nature. The brand is focused on giving fewer formulas in ingredients but makes an amazing result to the skins. All products under 'The Mineral' are suitable for all types of skin without leaving a negative side effect as the ingredients are organic-based.

Next, The Mineraw Beauty's target customers are both women and men that having a problem with their skin due to the effects of using products that consist of chemical ingredients, which is harmful. Every purchase of the products included postage that will be charged. The bonus is also included in the selling products for every 10 earlier customers with a special gift. Other than that, during special offers such as Christmas, there will be a special promotion and discount. All delivery processes are handle by courier services which is PosLaju Malaysia.

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## 2.0 BUSINESS REGISTRATION (ECOMMERCE)

PERSONAL PROFILE

BUSINESS PROFILE



azra batrisyia binti az'hari

### Personal Information

Name	: azra batrisyia binti az'hari	Phone/Mobile	: 01136863675	<a href="#">Edit</a>
New Identity Card No.	: 980620045100	Home Address	: NO 2861 JALAN TAMAN BANDAR BARU 5,78300 MASJID TANAH, MELAKA	
Email Address	: azratisyia@gmail.com	District	: MASJID TANAH	
City	: MELAKA	Postcode	: 78300	
State	: Melaka	Personal Instagram	: null	
Personal Facebook	:	Race	: Malay	
Gender	: Female	Special Need Required	: No	
Marital Status	: Single			

PERSONAL PROFILE

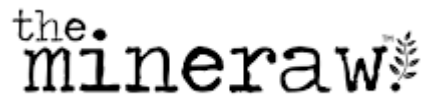
BUSINESS PROFILE



azra batrisyia binti az'hari

Company Name	: The Mineraw Beauty	Company Registration No.	:	<a href="#">Edit</a>
Type Of Business	: Enterprise	Business Role	: Dropshipper	
Facebook Page	: <a href="https://www.facebook.com/theminerawb">https://www.facebook.com/theminerawb</a>	Business Category/Business Sub-Category	: Apparel, Health & Beauty / Health & Beauty	
Wechat for Business	:	Business Instagram Page	:	
Marketplace	:	Business Website	:	
Business Related to Your Study Field	: Yes	Type Of Website	:	
		Experience in International Export	:	

### 3.0 INTRODUCTION OF BUSINESS



#### 3.1 Name and address of business

The idea to creating this natural skincare was inspired by both combination of the love for environment and also a passion in skincare. All products under 'The Mineraw' are suitable for all types of skin without leaving a negative side effect as the ingredients is organic based. The name chosen for 'The Mineraw' brand is combination between the use of words 'mineral' and 'raw' because it is natural and stand for organic ingredients that free from any harmful chemical, cruelty-free, eco-friendly and also free of nasties.

The Mineraw Beauty was located at The Curve, Mutiara Damansara 47800 Petaling Jaya, Selangor. Therefore, the store placed on ground floor and located between MNG and Lovisa.

#### 3.2 Organizational chart

