

PRINCIPLES OF ENTREPRENEURSHIP (ENT530) SOCIAL MEDIA PORTFOLIO

FACULTY : FACULTY OF ACCOUNTANCY

PROGRAM : BACHELOR IN ACCOUNTANCY

PROGRAM CODE : AC220

SEMESTER 4

BUSINESS NAME : ANASISM.YASNINA

GROUP : MAC2204E

LECTURER : PUAN SITI NAZIRAH BINTI OMAR

NAME :DHEANNA SHAHIERRA KELLY EZUREEN BINTI ABD

GHANI

METRIC NO : 2020994695

EXECUTIVE SUMMARY

Anasism. Yasnina is an agent for ANAS cosmetic products that focus on selling various types of cosmetics like lip matte, eyeshadow, blusher, concealer, mascara and many more that give high satisfaction to the customers in terms of good quality products.

Yasnina's customers are customers identified as people at any level of age, especially university students and working people. Yasnina also targets the people that are beginners in makeup or cosmetic products as ingredients that are used in the products are safe. The price of Anasism cosmetics are also affordable with the best quality products suitable for students. I are always developing good marketing strategies in order to attract more customers buying cosmetic products from Anasism. Yasnina.

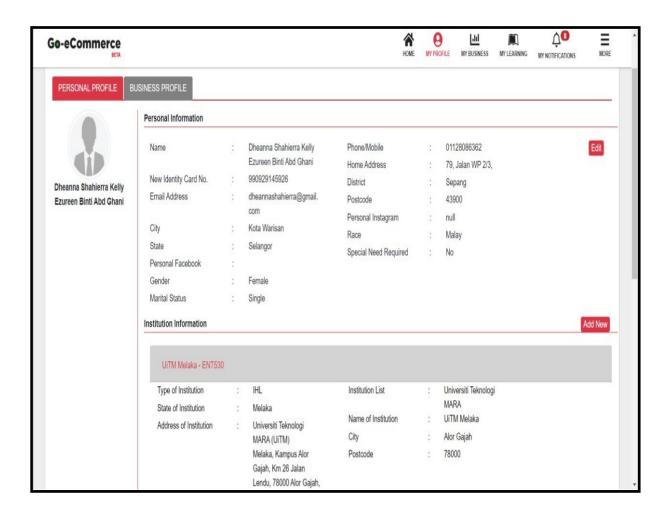
Anasism. Yasnina has started the online business on 28 February 2020 before MCO in 2020 just to make a side income and started as dropship. I have been operating Anasism. Yasnina 100% in online platforms which are Facebook and Instagram. The good flow of selling systems and good business branding of Anasism Cosmetic make us interested to join the Anasism team to sell the Anasism products. Due to consistency in selling the Anasism products, I have succeeded to upgrade our business title to Agent of Anasism Cosmetic on 28 April 2020.

The management of Anasism. Yasnina consists of two owners, which are Nurimanina and Dheanna Shahierra since it is a partnership business. I started creating the Facebook page in order to expand the business wider. Our social media posting consists of teaser, hardsell and softsell. Since this business has 2 owners operating the business, I have a posting schedule to maintain the consistency of posting about our product as this is part of personal branding.

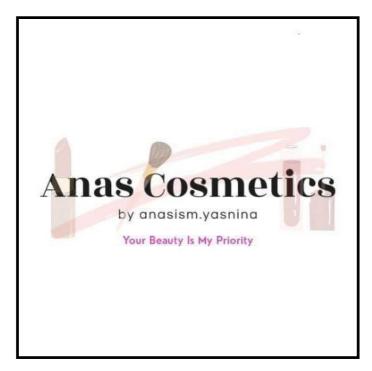
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1.0 GO E-COMMERCE



2.0 INTRODUCTION TO THE BUSINESS



BUSINESS LOGO

Anasism.Yasnina took the opportunity in beauty cosmetics as the high in demand for beauty products and also for Anas Cosmetic. The name of Anasism comes from the original name of the cosmetic since I are the agent of ANAS Cosmetic while Yasnina comes from the combination of names between partners. Our tagline "Your Beauty is My Priority" means that the beauty of our customers is the priority of Anasism.Yasnina.