



اَللّٰهُمَّ صَلِّ وَسَلِّمْ وَبَارِكْ  
UNIVERSITI  
TEKNOLOGI  
MARA

# ENT 530: PRINCIPLES OF ENTREPRENEURSHIP

## REPORT ON SOCIAL MEDIA PORTFOLIO

**GROUP: NBH 6A**

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## ACKNOWLEDGEMENT

Assalamualaikum w.b.t

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## EXECUTIVE SUMMARY



RSE Cosmetic is the business founded by CEO, Raja Syazreen Elyda on 1 January 2018 under registration (Suruhanjaya Syarikat Malaysia (SSM)). The brand got its name from the initials of Raja Syazreen Elyda. The business is carrying in a double story house at No 6, Jalan Jimat 25/87, Taman Sri Muda, Seksyen 25, 40400, Shah Alam, Selangor.

RSE Cosmetic is managed by Raja Syazreen Elyda, which is the owner of this business. She has extensive experience in sales and marketing, she also has experience in on-line business for five years. She will be taking hands-on management role in the company. Currently, we have two staff that involved in processing these products.

Her passion for makeup is more than skin deep. It is one of her ways in which she expresses her creativity. From collecting makeups to creating, she is determined to stand in line with other brands in local beauty industry and soon be targeting international market. As the makeup are widely used nowadays, the demand is high. Therefore, we grab this opportunity to engage with the business producing and selling make up products.

Furthermore, we will promote our product through sales promotion by doing product sampling. Sampling allows the customer to try our product for free. We will hand out the sample and demonstrated it in front of our customer at the shopping complex. Therefore, the customer will more attracted with our product.

Aside, we also will promote using social media there are FACEBOOK, to attract customers interest by posting creative and beautiful pictures of our products.

In future, we wish to open a factory and expand this business into international field, so that we will be recognized by our customers as a creative, innovative, reliable and trustworthy manufacturer. Wish us a very best luck!

# BUSINESS REGISTRATION



## [Suruhanjaya Syarikat Malaysia (SSM)]



SURUHANJAYA SYARIKAT MALAYSIA  
COMPANIES COMMISSION OF MALAYSIA

BORANG 9  
AKTA SYARIKAT 1965

[Seksyen 16(4)]

No. Syarikat - MyCoID

944483	W
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### PERAKUAN PEMERBADANAN SYARIKAT SENDIRIAN

Dengan ini diperakui bahawa

#### RSE COSMETIC

telah diperbadankan di bawah Akta Syarikat 1965, pada dan mulai dari  
1 JANUARI 2018 , dan bahawa syarikat ini adalah sebuah syarikat  
berhad menurut syer dan bahawa syarikat ini adalah sebuah syarikat sendirian.

Dibuat di bawah tandatangan dan meterai saya .



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PENOLONG PENDAFTAR SYARIKAT  
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