



اُونِيُوَرَسِيْتِي تِي كُونُولُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**ENT 530**

**PRINCIPLES OF ENTREPRENEURSHIP**

**ASSIGNMENT 2**

**SOCIAL MEDIA REPORT**

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**CLASS : AD2415B**

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## CONTENTS

<b>No.</b>	<b>Kandungan</b>	<b>Page</b>
1.	1.0 Acknowledgement	3
2.	2.0 Introduction of Business	4 - 5
3.	3.0 Facebook Page	6
4.	4.0 Custom Facebook Page URL	6
5.	5.0 Facebook Teaser Post	7 - 8
6.	6.0 Copywriting – Hard Sell	8 - 12
7.	7.0 Copywriting – Soft Sell	12 - 16
8.	8.0 Graphics	17 - 19
9.	9.0 Conclusion	20

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## 2.0 Introduction of Business

### 2.1 Introduction



Whiteninglow is a line of organic skincare products catered to the skin conscious who are looking for cruelty-free products with safe ingredients to kick start their daily skincare regime.

WG offers incredibly effective natural and organic skin care which delivers real results at an affordable price. Beautiful healthy skin doesn't need to be expensive.

WG range is designed to suit different skin types and can help alleviate conditions such as oily skin, acne, dry skin, eczema, acne pigmentation and dull skin. All of these products are homemade, organic, cruelty free and most importantly, affordable.

### 2.2 Mission

We have a passion for our new brand and store concept natural and organic cosmetics, which take care of our skin and our planet. We want to be among clean beauty cosmetics, so you can feel safe and choose the perfect products for your skin type.

From the very beginning, when we started this project, we strongly believe – that we must take actions for a cleaner world. We therefore decided to only use packaging, that is recyclable and all sustainable. We follow the industry very closely, so when ever, there is a new and better packaging on the market, we will adapt it to our company and to our customers, in a way that matches our needs.

### 2.3 Vision

Our guiding vision is the creation of skin care products that offer original results and quality of life to our customers.

### 2.4 Values

Our business operation is guided by the following values:

- Professionalism and innovation

- Beauty
- Quality and a variety of skin care treatment
- Social responsibility
- Reliability and integrity
- Sustainability
- Authenticity and Honesty
- Friendly with our clients

## 2.5 Product Price

