



اَوْنِبُوْرَسِيْتِيْ تِيْكَوْلُوْ كِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530):  
SOCIAL MEDIA PORTFOLIO REPORT**

**FACULTY & PROGRAMME:  
BM243-BACHELOR IN BUSINESS MANAGEMENT  
(HUMAN RESOURCE)**

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## **EXECUTIVE SUMMARY**

This task is related to selling of cosmetic products (Zahra Skincare) brand that promotes selling items to attract buyers' attention and interest. The business established in early 2018. Zahra Skincare prioritizes individuals who have acne problems, dull skin, freckles and other facial problems as their market destination.

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## **INTRODUCTION OF BUSINESS**

**Name of business:**

Zahra Beauty Skincare

**Address: Headquarters**

Level 5, Wisma Zahra Beauty,  
No 3, Jalan Usahawan U1/8,  
Seksyen U1, 40150 Shah Alam,  
Selangor Darul Ehsan.

**Contact Information:**

Telephone: 03-2052 8000

Fax: 03-2052 8099

Website: [www.zahraskincare.com.my](http://www.zahraskincare.com.my)

Email: [info@zahraskincare.com.my](mailto:info@zahraskincare.com.my)

**Mission:**

To lead in the growth of skincare products business.

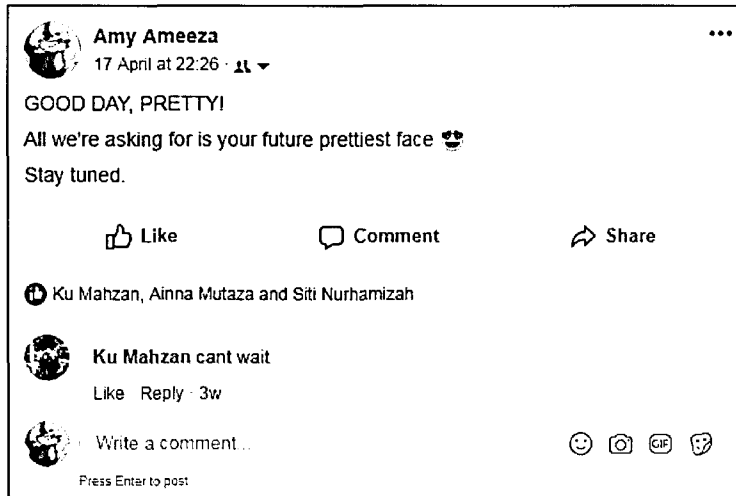
**Vision:**

To be Number 1 and to continuously excel in all that we do.

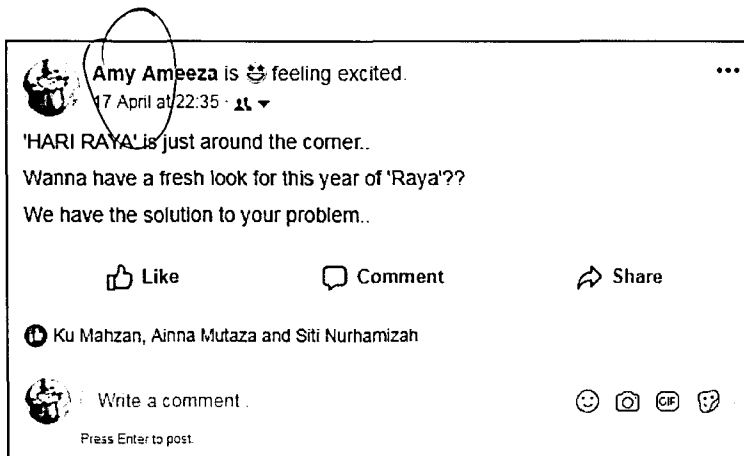
**Description of products:**

Zahra Skincare produced products that are specially formulated for problematic skin. It is enriched with natural nourishment and is reviewed by our best scientists. Zahra Skincare gets approval from the Ministry of Health Malaysia for all its products.

## FACEBOOK (FB) POST TEASER



First teaser to make customers notice about the existence of the business.



Second teaser to make customers feels curious about the business.