



UNIVERSITI TEKNOLOGI MARA
FACULTY OF INFORMATION MANAGEMENT

Bachelor of Information Science (Hons.)
Library Management (IM244)

Principles of Entrepreneurship
(ENT530)

INDIVIDUAL ASSIGNMENT:
Social Media Portfolio

Prepared by:
Amirah Zakiah binti Rosihidin (2020483394)
(IM2443A)

Prepared for:
Puan Nor Sara Nadia Muhamad Yunus

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Executive summary

Zarzone is a beauty business that sell skincare brand Zarzou which is a local product of Malaysia. This product was categorized under the type of beauty product as it provides health-care benefit to the skin. The Zarzou Beauty brand is a growing company that was established in the mid-2019 and widely known for its serum product. The target market for this product is towards people who wants to solve uneven skin tone problem. Zarzone work its business through social media platform which is Facebook by creating a Facebook page to interact with the potential customers. Facebook platform is a very suitable site to run this business as it allows Zarzone to share various beauty and skincare information and the detail of the product.

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1.0 Introduction of business

1.1 Name and address of business



Figure 1. Zarzone Logo

- i. Name: Zarzone
- ii. Address: No, 79-3, jalan Setia Utama AT U13/AT, Setia Alam, 40170 Shah Alam, Selangor

1.2 Organizational chart



Figure 2. Founder of Zarzone

The founder behind Zarzone is Amirah Zakiah binti Rosihidin. She started this business as a side income during her second year studies in University Teknologi MARA Puncak Perdana. She chooses to sell skincare products as she is very enthusiastic about beauty products, especially local skincare brands.