



PRINCIPLES OF ENTREPRENEURSHIP ENT 530 L

FACULTY & PROGRAMME: FACULTY OF COMMUNICATION AND MEDIA STUDIES

INDIVIDUAL ASSIGNMENT (SOCIAL MEDIA)

FACEBOOK- BOLD BEAUTE

NAME: AZHANA HAZIQAH BINTI AZMI

STUDENT ID: 2018285682

SEMESTER: 5

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LECTURER NAME: MADAM NOR SARA NADIA BINTI MUHAMMAD YUNUS

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EXECUTIVE SUMMARY

Bold Beaute is a business that sell makeup product or specifically selling lipstick. The aim of Bold Beaute is to make every girl to be more confident and beautiful at the time by produced various types of lipstick shades that suitable with all type of color skin and at the same time maintaining the quality. This reports provides the promotional of the product on the social media to introducing the product and the brands of Bold Beaute starting with creating the Facebook page, the URL of the page, the teaser, soft sell and lastly hard sell.

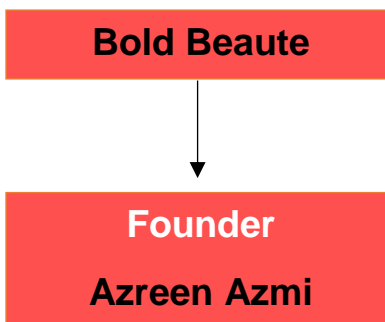
Firstly, I will explain all the information about the background of the product in the introduction such as the mission & vision, description of the product and also the product price list. As a final point, I will conclude progress of the product by include all promotional posting on the social media where I use the Facebook platform for the posting.

1.0 Introduction of Business

1.1 Name and address of business

The name of the business was called as Bold Beaute by Ween. Basically this business were selling a makeup product which is lip matte lipstick and the product was called as Bold Beaute Lipmatte. The product was made in Kuala Lumpur. The business started on earlier last two years which is on 2019.

1.2 Organizational chart



1.3 Mission / vision

The Bold Beaute mission is to provide the best and high quality women's cosmetics at reasonable price to women of all ages. This is because Bold Beaute wants to give every women an opportunity to look and feel good and confident.

1.4 Description of products / services

Bold Beaute is a business that sell lipmatte lipstick. The Bold Beaute lipmatte leaves the lip with a velvety finish. Bold Beaute have 9 beautiful shades. Each of the lipmatte lipstick have a unique but easy to be remember. Bold beaute have a social media account such as Instagram and Facebook were from that customers could be easily know more about the product or any update. Not only that, customers also can directly purchase the product through the Bold Beauty social media account. Thus, customers also can purchase the lipmatte through Shopee application which customers will get more advantages where from Shopee there will be a free postage coupon and discount coupon.