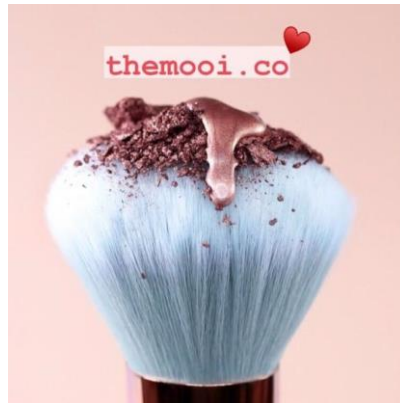




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UNIVERSITI  
TEKNOLOGI  
MARA



**PRINCIPLES OF ENTREPRENEURSHIP  
(ENT530)**

**SOCIAL MEDIA PORTFOLIO**

<b>FACULTY &amp; PROGRAMME :</b>	FACULTY OF BUSINESS AND MANAGEMENT BACHELOR DEGREE IN OFFICE SYSTEM MANAGEMENT (HONS.)
<b>SEMESTER :</b>	4
<b>BUSINESS NAME :</b>	THEMOOI.CO
<b>NAME :</b>	SITI NURHIKMAH BINTI RAZLAN
<b>STUDENT ID :</b>	2019689492
<b>GROUP :</b>	BA2323D
<b>LECTURER :</b>	DR. SYUKRINA ALINI BINTI MAT ALI

SUBMISSION DATE :

30 DECEMBER 2020

## **ACKNOWLEDGEMENT**

Alhamdulillah, I am generally appreciative to Allah S.W.T for the culmination of this individual report as one of the necessities that should be achieved in the course work assessment for the code ENT 530. This report has been set up with the collaboration and backing from numerous individuals. Close to, not to be neglected to my lecturer which is Dr. Syukrina Alini binti Mat Ali and her generosity in helping me during the procedure of fulfilment of this social media report. She has given us a tip by giving valuable information to me. Without her, I would not complete this task with flying colors.

In this task personally, I'm becoming more discipline and creative in creating this social media report even though I always in trouble and having a problem dealing with this type of business. Praise to god, I finally completing this task that cover Facebook as social media platform. The task also encourages me to having sales revenue, creating hard sell and soft sell and create teaser to make my page more attractive to the customer to buy my product.

In conclusion, to the individuals who has included and contributed straightforwardly or by implication to this social media portfolio, I am thankful to them for the exertion and activity that they have appeared in my portfolio until I effectively finishes my task.

## **EXECUTIVE SUMMARY**

The mooi.co offering makeup stuff and the same time that can satisfy all which is makeup lover out there. We decided to sell cosmetic thing due to high potential demand among customers that favour all types of shades that we have. Relevance to our vision and mission, we want to offer makeup stuff without used too much chemical. As an example, jojoba oil is mainly used for small-scale applications such as pharmaceuticals and cosmetics.

Besides, for our high demand lipstick we also use petroleum jelly which is Vaseline to relieve dry skin, including your lips. Our Born to Blush is specially formulated to give a pop of colour on cheeks whenever you need it. Their shades is highly pigmented, just a light stroke goes a long way. to the market. The mooi.co offering five types of makeup and haircare stuff which is Pillowlips, Lip Dessert, Born to Blush Blusher, Eyeshadow and Hair to Toe Mist. Our target market is universal. Despite the age, race or religion all groups of customers can purchase and use our products. Relevance with our tagline 'You Can Wakeup Kiddos', we want all customers satisfied with the outcomes.

Lastly, I hope that this cosmetic online store will introduce such a good product and lifting local makeup brand in future.

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# E-COMMERCE REGISTRATION

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**PERSONAL PROFILE** BUSINESS PROFILE

**SITI NURHIKMAH BINTI RAZLAN**

**Personal Information**

Name	: SITI NURHIKMAH BINTI RAZLAN	Phone/Mobile	: 01110751729	<a href="#">Edit</a>
New Identity Card No.	: 980110265074	Home Address	: NO 6 JALAN BALOK PERDANA 4/6 TAMAN BALOK PERDANA FASA 3	
Email Address	: hikmah.razlan@yahoo.com	District	: KUANTAN	
City	: KUANTAN	Postcode	: 26100	
State	: Pahang	Personal Instagram	: https://www.instagram.com/hikmahrazlan/?hl=ms	
Personal Facebook	: https://www.facebook.com/sitinurhikmah.hikwan	Race	: Malay	
Gender	: Female	Special Need Required	: No	
Marital Status	: Single			

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**UITM Puncak Alam - EN 530-PRINCIPLE OF ENTREPRENEURSHIP-BA2323D OKT 2020**

Type of Institution	: IHL	Institution List	: Universiti Teknologi MARA	
State of Institution	: Selangor	Name of Institution	: UITM Puncak Alam	
Address of Institution	: Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, .	City	: Puncak Alam	
District of Institution	: Kuala Selangor	Postcode	: 42300	
Level of Study	: Bachelor Degree	Study Status	: Full time	<a href="#">Edit</a> <a href="#">Delete</a>
Course Name	: EN 530-PRINCIPLE OF ENTREPRENEURS HIP-BA2323D OKT 2020	Class Name	: BA2323D	
Subject Name	: PRINCIPLE OF ENTREPRENEURS HIP	Year Enrolling the subject	: 2020	
Month Enrolling the Subject	: 10	Lecturer Name	: Syukrina Alini Binti Mat Ali	
		Year Of Internship Enrollment	:	
		Period of Internship Training	:	
		Expected Month To Complete Study	:	

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**PRINCIPLE OF ENTREPRENEURS HIP**

Subject Name	: PRINCIPLE OF ENTREPRENEURS HIP	Year Of Internship Enrollment	:	
Month Enrolling the Subject	: 10	Period of Internship Training	:	
Internship Enrollment	: No	Expected Month To Complete Study	: 3	
Month of Internship Enrollment	:			
Expected Year To Complete Study	: 2022			
Related To Study Field	: Yes			

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