



اَوْنِبُوْا سَيِّدِيْ تَيَكُوْا لُوْكِيْ مَارَا  
**UNIVERSITI  
TEKNOLOGI  
MARA**

**UNIVERSITI TEKNOLOGI MARA, KAMPUS  
PUNCAK ALAM**

**BACHELOR OF BUSINESS ADMINISTRATION (HONS.)  
FINANCE (BA 242)**

**PRINCIPLE OF ENTREPRENEURSHIP  
(ENT 530)**

**INDIVIDUAL PROJECT: SOCIAL MEDIA PORTFOLIO**

GROUP

BA 242 4D

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## **ACKNOWLEDGEMENT**

Praise to Allah S.W.T and His Messenger, upon His blessing on my individual assignment of Social Media Portfolio to be smoothly and successfully completed. Upon his blessing on my health and sustenance, I have managed to complete my assignment with great perseverance and enthusiasm of learning and adapting what I have learn in my Online Distance Learning class.

I would also like to express my deep and sincere appreciation to my Principle of Entrepreneurship lecturer which is Dr. Syukrina Alini for understanding our situation in this pandemic and giving us the opportunity to do this project. She also has contributed in completing this project by providing some insight and guidance that really helps me to understand more in dept regarding the requirement of this project. There is no doubt learning from her was a great experience and honour to study form her regarding this course.

Moreover, I would also like to share my sentiment of appreciation toward my fellow classmates who directly or indirectly has help me grow in term of understanding more and giving their own feedback regarding my Facebook page. This kind of contribution are highly valuable in term of getting the humane touch on my Facebook page in order for me to add on any posting or button that increase my productivity.

Not to forget, I would also like to advocate this opportunity to express my deepest gratitude and special thanks to my parent who never give up to gives the best hospitality, support and advice during my Online Distance Learning semester. The given surrounding and situation helps me to be at peace and more focus on my study or completing my project and report.

## **EXECUTIVE SUMMARY**

Zays Skincare provide a line of Korean skincare product for customer who seek remedy in term of their skin condition by being their dropship. Our business offers are a line of Korean brands which each has their own uniqueness to help our customer in getting reliable product to achieve certain degree of healthy skin condition. In terms of our price range, we offer affordable and luxury skincare that each differs according to the brands which in the meantime helps customer to choose according to their price budget.

In correlation, Zays Skincare are on mission of targeting customer who want to follow the trend of Korean beauty wave and also searching for beauty product that has been approved by dermatologist internationally. Since, the product is authentic our price offers may consider in the range of targeted audience with stable income. In addition, we also targeted both gender of female and male, as in this century of aesthetics people are more aware of the pivotal of having a skincare routine to obtain those ageless looks.

Moreover, our business is operating through online platform for 24 hours which suits the situation of pandemic of COVID-19 that requires us to keep our social distance from any unwanted outbreaks. Basically, the customer is all around the Malaysia country regardless of every nook since they can easily access our Facebook Page with their electronic gadget such as smartphones, tablet and laptop. We deal with our potential buyer through Facebook and Whatapps and try to satisfy their question and needs as much as we can.

This small business is basically operated and manages by Syazwani Binti Ayob at the moment. Our business used the online platform for marketing, business process and buying process and single handle by the owner. Most of the time the business activity includes hard sell, soft sell and teaser on promoting the Korean brand product to attained the customer reaction and feedback and also buying from than other dealers that competing in the same industry.

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**SYAZWANI BINTI AYOB**

Company Name	: ZAYS. Skin Care	Company Registration No.	:	<a href="#">Edit</a>
Type Of Business	: Sdn. Bhd	Business Role	:	Dropshipper
Facebook Page	: ZAYS. Skin Care	Business Category/Business Sub-Category	:	Apparel, Health & Beauty / Health & Beauty
Wechat for Business	:	Business Instagram Page	:	
Marketplace	: Others	Business Website	:	https://www.facebook.com/Zays.Skin/
Business Related to Your Study Field	: Yes	Type Of Website	:	eCommerce Platform
		Experience in International Export	:	No

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**UITM Puncak Alam - PRINCIPLE OF ENTREPRENEURSHIP-BA2424D 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
		Postcode	:	42300
District of Institution	: Kuala Selangor			
Level of Study	: Bachelor Degree	Study Status	:	Full time
Course Name	: PRINCIPLE OF ENTREPRENEURSHIP-BA2424D OKT 2020	Class Name	:	BA2424D-OKT 2020
		Year Enrolling the subject	:	2020
Subject Name	: PRINCIPLE OF ENTREPRENEURSHIP	Lecturer Name	:	Syukrina Alini Binti Mat Ali
Month Enrolling the Subject	: 9	Year Of Internship Enrollment	:	
Internship Enrollment	: No	Period of Internship Training	:	
Month of Internship Enrollment	:	Expected Month To Complete Study	:	12
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Related To Study Field	: Yes			

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