



اَللّٰهُمَّ سَيِّدِي تَبَكَّرْ لِيْ فِيْ مَنَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF HOTEL AND TOURISM MANAGEMENT
BACHELOR SCIENCE IN TOURISM MANAGEMENT (HONS)

ENT530

PRINCIPLES OF ENTREPRENEURSHIP



SOCIAL MEDIA PORTFOLIO (FACEBOOK PAGE):

WOMEN DESIREE TRIPLE ADVANCE BY IRA

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ACKNOWLEDGEMENT

Bismillah, first and foremost praises the Almighty Allah S.W.T for the blessings and health throughout my time to complete this report successfully. My completion of this report could not be accomplished without patients and strengths given.

I would like to express my sincere gratitude to my lecturer, Madam Norfazlina Binti Ghazali for the invaluable guidance and motivation throughout this social media report. I would also like to thank her for the learning opportunities provided during this semester. I am extremely grateful because I managed to complete this assignment within the time given by my lecturer.

I wish to thank my parents and siblings for their unconditional love and never-ending support for my report. I am very much thankful for their sacrifices in order to accomplish my good future. Last but not least, I would like to express my thanks to all my friends especially Umie Syahirah and Nur Alya Najwa for their continuous support and assistance towards my report.

EXECUTIVE SUMMARY

Women Desiree Triple Advance is one of the products under Adleesya Beauty. The main purpose of choosing this product is to help those with beauty problems and could not find any suitable product for themselves. This product can be last for many months and very affordable for both adults and teenagers either men or women. The amount of benefits available in this product does not require any other product to support the process but efforts still need to be infused in order to succeed in the outcome.

It's been 6 years in the market, Women Desiree Triple Advance can solve any kind of beauty problems such as dark circles, acne, blackheads, and skin breakouts. Moreover, this product also can remove toxins that become the main cause of skin problems and also fatness. This magical cream does help hundreds of people with the above problems and received much positive feedback.

After 1 year of consistently consume this product, I have decided to promote it through this ENT530 subject to give the product better recognition. During the early opening of the Facebook Page, I was getting permission to promote this product under the dealer of Adleesya Beauty, Siti Zulaini Binti Ariffin which is also my mother. The purpose of the permission is to allow the re-using of figures and pieces of information to avoid any misunderstandings and misused information. Throughout the promotion, I found it very challenging and a bit hard to earn customers' trust for this product. However, it was a good experience and very knowledgeable for someone who is planning to start the business.

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2.0 INTRODUCTION OF BUSINESS

2.1 Name and Address of Business

Women Desiree Triple Advance by Ira is a business under Adleesya Beauty that has been created specifically for Women Desiree essential cream. The purpose of selling only the chosen product is to show the customers how many amazing benefits that be able to solve their beauty problems related to face and body.



Figure 2.1 Business Official Logo

| | |
|------------------------------|--|
| Name of Business | Women Desiree Triple Advance by Ira |
| Business Address | No 6 Laluan Batu Gajah Perdana, 22 Taman Batu Gajah Perdana 31550 Pusing, Perak. Official HQ: Aurora Walk, No 4, Jalan Tecoma 1, Pusat Perniagaan Tecoma, 72100 Bahau, Negeri Sembilan. |
| Corresponding Address | Hadirahhelvee13@gmail.com |
| Contact Number | 017-5011410 |
| Main Activities | To promote essential cream published by Adleesya Beauty |