



اَوْنِيُوْزِ سِيْتِيْ تِيْكَوْلُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS AND MANAGEMENT
BACERLOR OF BUSINESS ADMINISTRATION (HONS) ISLAMIC BANKING
(BA249)

**PRINCIPLES OF ENTREPRENEURSHIP
(ENT530)**

SOCIAL MEDIA PORTFOLIO: REPORT

PREPARED BY:

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ACNOWLEDGEMENT

First of all, I would like to express my gratitude and thankfulness to our University which is UiTM Puncak Alam for giving me the opportunity to interview and for collect information the company I chose which is HR HARUM KASTURI ENTERPRISE online due to circumstances that do not allow for now. I would also like to thank Nur Amira Aisyah Binti Muhammad Fauzi the daughter of the owner of HR HARUM KASTURI ENTERPRISE for giving me chance to interview and also sharing all the information that we needed. Not forget to our respected Entrepreneurship (ENT530) lecturer Madam Norliza Binti Saiful Bahry for the guidance and encouragement in finishing this assignment and also for teaching me in this course. Last but not least, this assignment would not be successfully completed without help from my classmates whice are Nurin Athirah Binti Jamal, Nur Ain Binti Abdul Ghani, Nur Maizun Nabilah Binti Zulkafli, Nur Amirah Aisyah Binti Muhammad Musa and Siti Zulaikha Binti Azhar.

EXECUTIVE SUMMARY

My business is provide a consultation and skincare product, however I just selling the product using online. I have been in business for a month on social media for a long time because I am still studying. For that reason, I have been in business for a long time and I will earn a very suitable income for my own efforts.

I started this online business with a membership fee of only RM75 and I have got a starter kit containing various materials to sell and to be a beauty consultant. in the first month of my business, I got less customers because it was too early for others to trust me to be their beauty consultant. However, in the second month my income increased dramatically because they had trusted me to be their beauty consultant and my sales revenue reached rm1000 in just 3 weeks. Next in the third month of sales I want a sudden of RM4000 a month.

In my business, I have a leader which is my recruiter and may senior sale director who guide me in this business. They will teach me how to make a goals, how to sale a product and many more. I just follow what they ask me to do and I never give up to achieve my target every moths.

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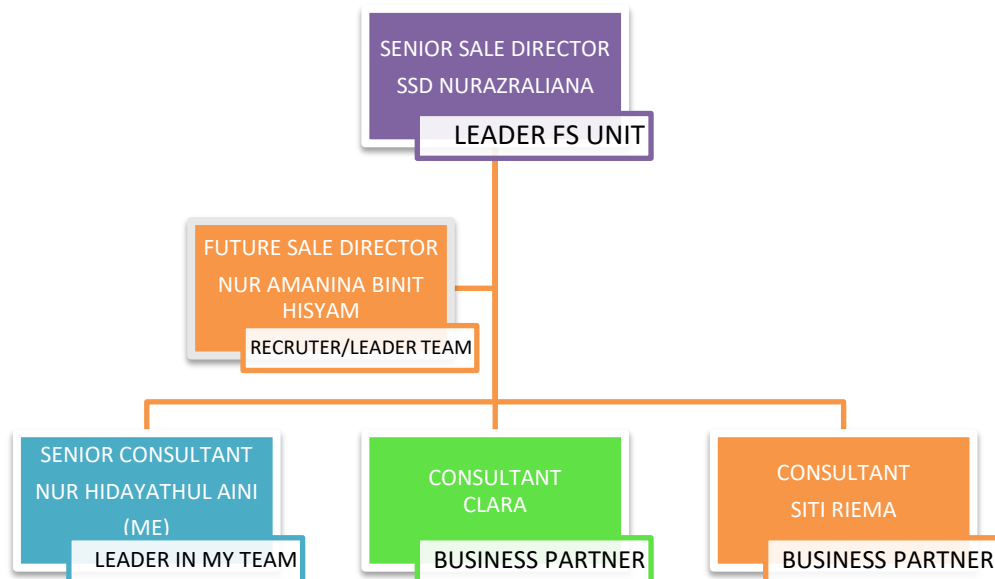
2. INTRODUCTION OF BUSINESS

2.1 Name and address of business

Name of Business Online:	@dayaaini_beauty
Address:	PETI SURAT 46, KAMPUNG BAGIANG, JALAN BALAI BOMBA, 91207 KUNAK, SABAH.

2.2 Organizational chart

My business don't have specific organization chart. This is sample organization chart that I provide in my business.



2.3 Mission and Vision

Mission:	To enrich women's lives', with 'an unparalleled business opportunity'.
Vision:	Although Mary Kay Ash passed in 2001, her vision of enriching the lives of women continues through an ever trans - cultural of quality