



اَوْنِيُوْسِيْتِي تِي كُنُوْلُو كِي مَارَا  
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MARA

**ENT530 : PRINCIPLES OF ENTREPRENEURSHIP**

**INDIVIDUAL ASSIGNMENT : SOCIAL MEDIA**

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Madam Norliza Binti Saiful Bahry is the definition of a quintessential lecturer. She departs knowledge and guidance abundantly. The beacon of light and hope. Always giving and expecting nothing in return except for the betterment of her students. She is a mentor in academics and in life. May Allah bless Madam Norliza eternally.

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## **EXECUTIVE SUMMARY**

Social media is online communication that allows you to communicate and exchange information in real time with your customers. This will help company serve their clients, build online networks and market the goods and services and promote them. When using social media as a business platform, it can be easy to get carried away. Before start, it is prudent to tread cautiously and be mindful of both the pros and cons. Everyone can create their own profile or blog, network with others, and exchange information on social networking sites (including promotions, images and video). It will help you to attract fans, get fresh customers and grow the brand by building a business profile such as Facebook, Instagram, Pinterest and etc.

Marketing on social media is a great way to share the best of your website and blog material with your audiences. If there is a loyal audience on social media, it will be able to share all your latest content and ensure that new things can be discovered automatically by your followers. Plus, great marketing and social media marketing support each other in a surprising way.

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## **2.0 INTRODUCTION OF BUSINESS**

Makeup by Syahira Anuar is a company that provides makeup service for special occasions such as wedding, events, photoshoot and etc. There is no physical shop to conduct the business because our service is to go directly to the customer's place. Our base area is in Kuala Lumpur. We can reach to anyone who live and having an event in Kuala Lumpur area. The mission of this business is to emphasize that makeup is about to maintain your natural look. The vision of Makeup by Syahira Anuar is to be Malaysian international makeup artist.

Our makeup service is to enhance customer's beauty without having to change its original look. It is about to make our customer satisfy by our professional techniques, creativity and etc. Makeup also part of the art, we provide different types of makeup according to the event that they are attending. We play with the colours of our makeup products to create the suitable look for their events. Therefore, it is crucial for us to put the price based on the events, for example, if it is for bridal, the makeup needs to be very precise because you do not want the makeup to look cakey in the photos because if you put the wrong product, it can spoiled the pictures for your wedding. That is why it is quite expensive for wedding bridal makeup. The products that we used also are very important, we used the high-end, good quality and authentic makeup products. It is to ensure that the result can be as good as the price that our customer pay. For the makeup tools such as brushes, sponges, and etc, needs to be a long lasting one as we want to use it for quite some time and we wash regularly to ensure the hygienic of our stuffs.