



اَوْنِبُوْ رَسِيْتِيْ بِاْتِيْكَوْلُوْ كِيْ بِمَارَا
UNIVERSITI
TEKNOLOGI
MARA

PRINCIPLES OF ENTREPRENEURSHIP

(ENT530)

SOCIAL MEDIA PORTFOLIO

WRITTEN REPORT ON SOCIAL MEDIA PORTFOLIO

“ MARY KAY PRODUCTS ”

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EXECUTIVE SUMMARY

Royal Beauty Care were establish under health/beauty and sell health and beauty product such as skin care, cosmetic product and health product and currently focus on skin care product which is Mary Kay. Established in middle of 2016 and operated through online platform which is Facebook. Royal Beauty Care introducing skin care product since nowadays a lot of product have dangerous ingredients such as Sodium lauryl sulfate, Parabens, Petroleum distillates to get fast result but it will give bad impact to your skin in future and it is not safe at all.

In end of 2017, Royal Beauty Care make a decision to focusing in promoting Mary Kay because of it has quite impressive portfolio and reviews. Where over 3.5 million beauty consultants and more than 20 beauty products that are available in over 35 countries is quite the accomplishment. Royal Beauty Care realizes that this is the big opportunity to grab for now.

Royal Beauty Care target audience is people towards age 20 and up, where they start focusing on their skin condition and searching for skin care supplement to get a healthy skin and protect their skin from any harmful ingrediants.

INTRODUCTION OF BUSINESS

Name of Page : Royal Beauty Care

Vision : To be number one product that consume by Malaysian.

Mission : Always meet customers satisfaction and desires.

Products : Skin Care & Cosmetic Product.

Price : Starting from RM 28.00 to RM 500.00.