



اَوْنُوْزِيسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
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TEKNOLOGI  
MARA

**UNIVERSITY TECHNOLOGY OF MARA CAMPUS PUNCAK PERDANA, SHAH  
ALAM SELANGOR.**

**FACULTY OF INFORMATION MANAGEMENT**

**ENT530 : PRINCIPLES OF ENTREPRENUERSHIP**

**SOCIAL MEDIA PORTFOLIO : BAHEERA BEAUTY**

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## EXECUTIVE SUMMARY

Assalamualaikum wbt,

Thanks be to Allah SWT for giving me the sustenance to build and start this business. The same goes for family and friends who have always been my backbone who support and give encouragement. A great start and a very proud success for myself and my family in the build of the Baheera Beauty empire. The beginning of me as a woman who really likes the challenge the bigger the challenge the greater my motivation to achieve it. Although I am still a student, I am not afraid to start a business because some people think that as a student to manage a business that requires a lot of extra commitment is just established. I started this business from home as a dropship agent for local products on the market. Until one moment where I aspire to build my own business. At first I took some business classes to hone my existing skills to be better prepared for this field. It was shocking at first when the family agreed and together helped me both financially, energy and spirit. My first office is my own bedroom where stock makeup and so on are located. In the beginning of my business I only sold makeup products such as lipstick, blusher, mascara and so on but now I produce my own skincare products. After gaining public confidence in my products, I am now more confident to be called an entrepreneur. My main focus is to help women out there become superwomen no matter where your position is either as a housewife, chef, teacher, stewardess, ustazah or anyone but you have the courage and confidence in addition to the nature of tenderness and motherhood. Now, I have achieved millions of sales compared to originally established businesses. When asked about my next wish after successfully producing my own skincare product, I prefer to set up a charity centre to take care of the welfare of women and children out there who need our support. Insyaallah.

Baheera Beauty is a cosmetics business run by Fazlinda Maidin in giving hope and medium of success to women. Baheera Beauty began to establish itself as a local business name that only started from home online and began to spread its wings out of comfort by building a head quarters, online business and branch began to get attention from women in Malaysia. Although the headquarters located in the interior does not pose a barrier to Baheera Beauty business because Baheera

Beauty generates a lot of returns only with online sales compared to branches. The name Baheera Beauty is taken in conjunction with Baheera which means beautiful and Beauty leads to the value of beauty. Baheera Beauty's business started with the release of cosmetic products such as Eyeshadow palette, lipstick, mascara and blusher. At the beginning of the product launch, Baheera beauty has gained fans from teenagers and youth, because the products released meet the tastes of Baheera Beauty's customer group. After almost 2 years of running and producing Makeup products, the founder of Baheera Beauty took a bold step by expressing his desire to produce skin care products from Baheera Beauty brand. As we all know, producing skin care products is not as easy as producing Makeup products it requires special research before launching and costs a lot. Founder Baheera Beauty is willing to take the risk to launch this skin care product. Currently, Baheera Beauty is launching two latest editions, namely brownies and Pinkish editions which include skin care products and makeup products. Brownies edition is themed brownies where the entire product is brown themed and produced from organic and natural ingredients. Meanwhile, the Pinkish edition is in conjunction with the anniversary of the founding of the Baheera Beauty empire. To share the joy of women out there is the objective of launching this edition.

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