



اُنْدِيْفِمْرْسِيْتِي تَيْكِنُوْلُوْ كِنِي فَاْمَرَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**INDIVIDUAL PROJECT**

**COURSE: PRINCIPLES OF ENTREPRENEURSHIP  
CODE: ENT 530**

**PROJECT: SOCIAL MEDIA (FB)  
NAME OF PAGE BUSINESS: ANAMRY BEAUTY  
CONSULTANT MARY KAY**

**GROUP: NBH6B**

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Alhamdullilah to Allah S.W.T for the completion of my Social Media Portfolio which is one of the requirements that need to be accomplish in the course work assessment for subject code ENT 530.

I have learn a lot of knowledge to set up online business and how to attract customer to buy my product. Beside that I also learn what is important of soft cell and hard cell ad how to gin customer.

## EXECUTIVE SUMMARY

The Mary Kay Cosmetics company was started by Mary Katherine Ash in 1963 and was designed to give women the opportunity to be apart of a business focused on motivation and recognition in an otherwise male-dominated business world. Currently, Mary Kay Cosmetics employs over 1.6 million consultants in 30 countries. **ANAMRY BEAUTY CONSULTANT MARY KAY** is one of the beauty consultant that need to share about benefit of Mary kay product. Before become a consultant is the user of product Mary Kay Because I have skin problem. After One year using Mary Kay product I joint to be a beauty consultant on 26 February 2019.

Mary Kay company offers more than 200 beauty products including lotions, fragrances, skin care, lip colors, and eye makeup. Through selling to customers, organizing home parties, and training other consultants, women must balance selling and training so that they can effectively build up their team, earn a percentage of each inventory order made by their recruited consultants, and obtain a higher position in the company. As there is always room for improvement within a company, Mary Kay's employee training program was examined in order to correctly asses its effectiveness and efficiency.

The company uses assorted methods for training including CDs, online resources, and training books. Training meetings focus primarily on hands-on training to ensure the consultants have a good grasp on the products they will be selling to customers. Consultants are trained to sell products directly through networking, business cards, and parties to generate a customer base. Other training meetings focus on certain product areas, such as makeup and skin care. Meetings are recommended, and attendance depends on consultant initiative. In this sense, there is no uniform employee training program for new consultants throughout Mary Kay, aside from the required purchasing of a product demonstration kit. In order to accurately determine the effectiveness of the employee training program, both customer and consultant surveys were passed out through e-mail.

Training will give the consultants knowledge and skills to improve their work, and hopefully learn the means of obtaining a higher position in Mary Kay. Each proposed area will be coupled in the handbook and will be given to all consultants. Concurrent training will be done verbally at the weekly meetings, and each meeting will focus on different areas of the business. Of course, handbooks and meetings will differ slightly depending on position in the company, but there will be certain uniform elements throughout. Lastly, as currently used, training will be available online at the Mary Kay website and through DVDs.

## TABLE OF CONTENT

CONTENT	PAGE
ACKNOWLEDGEMENT	I
EXECUTIVE SUMMARY	II
INTRODUCTION OF BUSINESS	1
ORGANIZATION CHART	2
DESCRIPTION OF PRODUCT	3-7
SUMMARY OF PAGE LIKE	8
TEASER FOR ANAMRY BEAUTY CONSULTANT MARY KAY	9-22
SOFT CELL FOR ANAMRY BEAUTY CONSULTANT MARY KAY	23 - 30
HARD CELL FOR ANAMRY BEAUTY CONSULTANT MARY KAY	31-45
FEEDBACK CUSTOMER	
TOTAL OF LIKES	46 - 50
SALE REPORT	51
APPENDIX	52-54
CONCLUSION	55

## **I. Introduction of business.**

### **NAME AND ADDRESS OF BUSINESS**

Name of this business is ANAMRY Beauty Consultant Mary Kay. This business address is at No 21, Jalan Sungai Chandong 5 Bandar Armada Putra Pulau Indah 42920, Pelabuhan Klang, Selangor Darul Ehsan. This business is only conducted by two staff member and I and my husband. I as the owner of Anamry Beauty Consultant Mary Kay. The task of the Anamry beauty consultant Mary kay is to manage and update the Facebook account of Anamry beauty consultant Mary kay by promoting the product released. Mohd Rejab as the financial assistant that need to help to record the detail of customers and monitoring financial account. Including financial report and cash flow of this business

### **VISION AND MISSION**

Vision and mission Anamary beauty consultant is to share with people benefit of product Mary kay and making each women feels beautiful and special And the mission is offering opportunity to learn about the product in a natural,relaxed environment before purchase and make customer satisfied and take care of my customer