



اَوْبِقُوْا سَبِيْلِيْ لَنْ يَكُوْنُ لَكُمْ مِرَادًا
UNIVERSITI
TEKNOLOGI
MARA

PRINCIPLE OF ENTREPRENEURSHIP
(ENT 530)

INDIVIDUAL ASSIGNMENT

(SOCIAL MEDIA PORTFOLIO)

NAME : ZAIZURA BINTI YA'ACOUB
STUDENT NO : 2015586307
GROUP : NBH 6B
PREPARED FOR : MADAM ZANARIAH BINTI ZAINAL ABIDIN

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Not only that, special thanks to my dear friend who always helping and support me so that I can completed the report effectively and moreover on time. They give comment, feedback and suggestion which help me a lot in preparing this assignment.

EXECUTIVE SUMMARY

The perfect mascara by zura is a new branding mascara with a good quality and quantity that will give satisfaction to customer when using it. Besides that, the design that are attractive and a compact size will attract customer to buy. Our target is to attract women customer from range of age which is professional, students, family and others. Perfect mascara by zura will acts as the direct sales of a cosmetics that based in Shah Alam, Selangor. We expect a high degree of profitably based on our plan to key in on business that have already known the advantages of our products, where our products are natural ingredients which will give a good positive side and give the lashes last longer and extraordinary volume of longer when using it.

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1.0 INTRODUCTION OF BUSINESS

1.1 BUSINESS BACKGROUND

Name of Business	PERFECT MASCARA BY ZURA_
Address	No 11, Jalan 3A, Taman Subang Baru, 40150 Shah Alam, Selangor
Email/ Website	Email: perfectmascarabyzura@gmail.com Website: perfectmascarabyzura_.com
Form of Business	Sole proprietorship

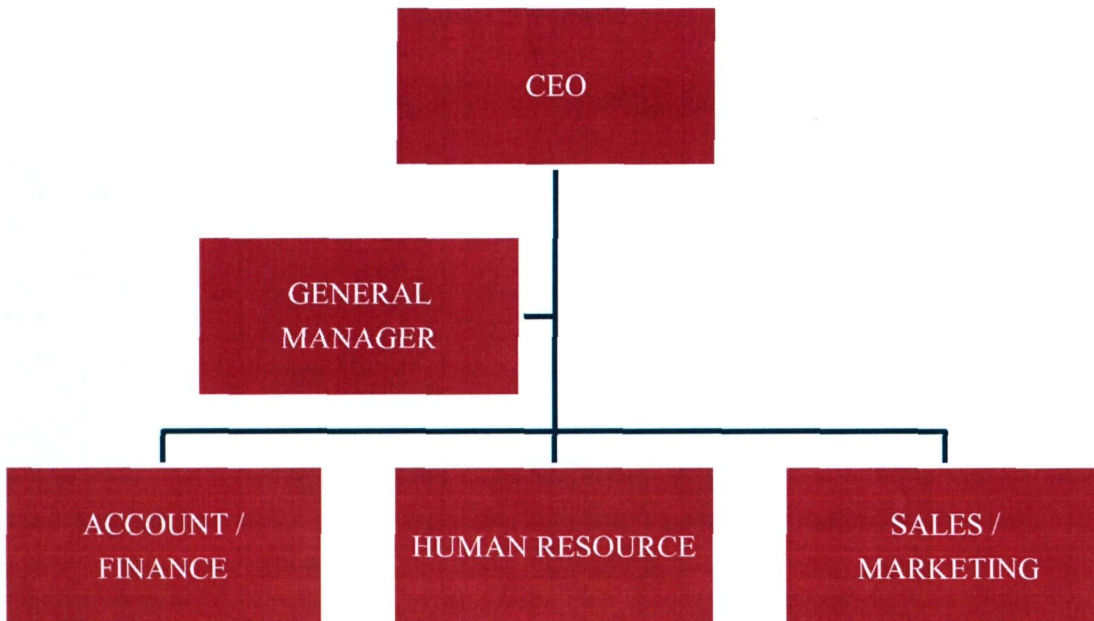
1.2 VISSION

- To provide our customer with a good quality and products of mascara which help eye makeup with last longer, and reduce those irritating concealer creases.
- To be the first choice of women branding make up from range of age which is from professional group, student, family, colleagues and business partnership.
- To be recognizable by service and product quality standard and to be consistent in promotion of excellence.
- To be recognised as good branding mascara with an affordable price.
- To be recognised as unique chalet with affordable price.

1.3 MISSION

- To exceed customer satisfaction and to make customer life easier when use this product.
- To give customer an extraordinary length and volume that will give you beautifully defined eyes.
- Perfect mascara by zura is an intimate mascara that is uniquely designed and is dedicated to providing a beautiful and compact size which it is easier to bring anywhere.

1.4 ORGANISATION CHART



1.5 DESCRIPTION OF PRODUCTS / SERVICES

Perfect mascara by zura is a natural looks or full on drama, where is a simply the best mascara that give a curling, lengthening, thickening and volumising lashes that are formulas which will give you the tools to put on the perfect lash form full fan effects to pushed up scene stealers.

Not only that, it is a pure pigment, wax-free mascara formula creates smooth, clump-free volume for defined lashes all day and a long lasting when wearing. Compact sizes where easier to bring anywhere, anytime and easier to use from range of age.

1.6 PRICE LIST

Perfect mascara by zura is:

- RM 20 included postage.
- RM 15 Cash of Delivery