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UNIVERSITI
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UNIVERSITI TEKNOLOGI MARA
FACULTY OF BUSINESS MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION (HONS.) HUMAN RESOURCE
MANAGEMENT

(BM243)

ENT 530

(PRINCIPLES of ENTREPRENEURSHIP)

SOCIAL MEDIA PORTFOLIO (MARY KAY BUSINESS)

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i. Acknowledgement

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I are really grateful because I managed to complete this assignment within the time given by Madam Hajjah Zanariah Zainal Abidin. This assignment cannot be completed without the effort and c0-operation from me. Last but not last, I would like to thank my husband because always give me support to I completed this assignment.

ii. Executive summary

Facebook is the biggest social media network used among entrepreneurs to promote their business. It is no surprise Facebook is so important for entrepreneurs. While platforms like Snapchat and Twitter are growing, Facebook already has more than billions monthly active users, the first social platform to ever reached more than 1 billion users.

When entrepreneurs post on Facebook, they are likely to use visuals. Photos and videos have become important tools for entrepreneur to post on any of these networks. This tools help entrepreneurs to attract existing and potential customer in Facebook.

Creating Facebook pages in promoting business increase the possibility generate rapport with existing and potential customer. Besides that, entrepreneurs can also able to generate more income by promoting in Facebook page. Posting attractive visual of the products and services provided by the entrepreneurs in Facebook able to create curiosity from the customers.

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1) **Name and address business**

i. **Mary Kay Inc.**

Mary Kay Incorporate is a privately owned multi-level marketing company selling cosmetics and personal care products. Its headquarters located at Addison, Texas, U.S. The company was founded by Mary Kay Ash in 1963. The number of employees is estimated 5,000 people and more than 3.5 million salesperson worldwide.

ii. **Mary Kay's (Malaysia) Sdn. Bhd.**

Mary Kay's (Malaysia) Sdn. Bhd. is located at T1-8-1, 8th Floor, Jaya 33, No 3, Jalan Semangat, Seksyen 13, 46100 Petaling Jaya, Selangor Darul Ehsan, Malaysia. In Malaysia, we have more than 70,000 beauty consultant selling Mary Kay's products.

iii. **Business Name**

My Mary Kay's Facebook business page is Hazimah Mary Kay's Beauty Consultant – Skincare and Beauty Product. My office located at Dataran Otomobil, 11-12-1B Jalan Pahat, J 15/J Seksyen 15, Shah Alam, Malaysia.

2) **Organization Chart**

I don't have organization chart in my business as I work alone under the guidance of my Mary Kay's Sales Director. My business sales are generate through selling the Mary Kay's product to the customer and provide beauty consultant.