



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



SOCIAL MEDIA PORTFOLIO

PRINCIPLE OF ENTREPRENEURSHIP (ENT530)

FACULTY & PROGRAMME : (AC220) FACULTY OF ACCOUNTANCY (HONS)

SEMESTER : 4 (MAC2204C)

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EXECUTIVE SUMMARY

In this semester, all students taking the subject ENT530 Principles of Entrepreneurship must choose a product to sell in order to complete the social media assignment. The students have to use a social media platform which is Facebook to advertise and market their product in order to gain and attract customers into purchasing them. The product that I have chosen to sell is Skin Dessert.

Skin Dessert offers products with special premium grade quality materials to treat skin problems from within and brighten the skin naturally. The founder mainly targets the teenagers who have skin problems because with a clear skin they can boost up their self-confidence to communicate or approach other peoples

This report helps me understand the main purpose of the company and the technique that they use to promote and advertise the product using the social media in gaining customers. The students are required to do posting in Facebook, as required, from the beginning of the semester to the end of it in order to see the strategies that they have utilized in growing the company.

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INTRODUCTION OF BUSINESS

Name of Business: Skin Dessert

Address: No.5, Kampung Gelam, Batu 13, Jalan Kodiang, 06000 Jitra, Kedah.

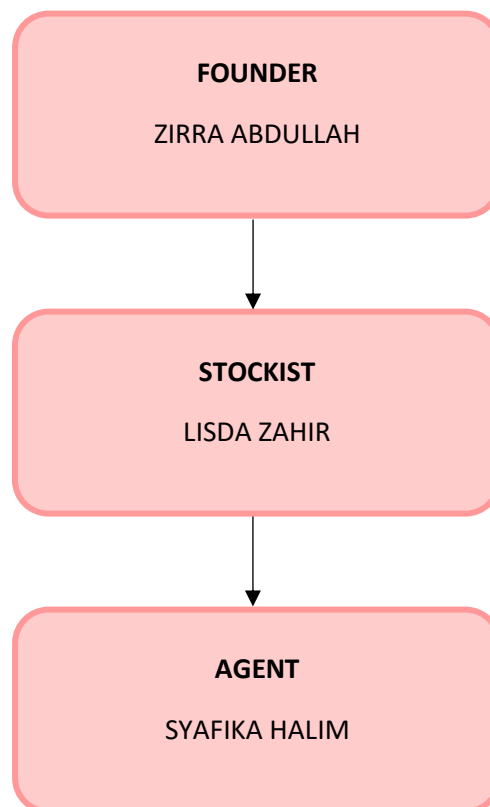
Telephone Number: 012-4554207

Facebook Page: <https://www.facebook.com/myskindessert>

Vision: To create a life-changing opportunities every day!

Mission: To provide customer with the best possible ways to take care of their skin, body and health.

ORGANIZATIONAL CHART



DESCRIPTION OF PRODUCTS

Skin dessert is a kind of fluffy light cream moisturizer like icing made from special premium grade quality materials to treat skin problems from within and brighten the skin naturally. Its function is to moisturizes dry skin, controls excess oil on the skin, shrinks acne, fades freckles and blackheads, shrinks skin pores, evens out wrinkles, brightens skin, tightens skin, reduces fine lines, skin glow, fluffy effect and can also be made as a makeup base so that makeup does not crack and lasts longer. This products can be used on day and night. If used during the day, users are advised to use a sun screen or any foundation that has SPF because there is no SPF in this fluffy icing. This product does not have SPF because we want to maintain a unique skin texture like icing, non -greasy, non -sticky and easily absorbed into the skin.

These products are made for everyone. Although, the prime target would be teenagers who have skin problems because with a clear skin they can boost up their self-confident to communicate or approach other peoples. We will give a random free gift for every purchased. Besides, we also make surprise gift box services for our customers who want to give our products to people who are special to them. The way to place an order is very simple, Skin Dessert customers can visit our Facebook page and directly send a message on Facebook or directly WhatsApp us at the number that we provide. We also provide cash on delivery (COD) services to the customers who are around our area in Jitra, Kedah and Kangar, Perlis.

PRICE LISTS

NO.	PRODUCTS NAME	PRICE
1.	Skin Dessert Moisturizer Treatment	
	<ul style="list-style-type: none">• 5g• 15g	RM30.00 RM69.00
2.	Acne Repairing serum (15ml)	RM38.00
3.	Vitamin C By Dolly (15 sachet per box)	RM36.00
4.	Cushion Sunscreen Skin Dessert (8g)	
	<ul style="list-style-type: none">• Berry Bright• Creamy Cheese• Lotus Biscoff	RM36.00