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# **ENT530**

## **PRINCIPLES OF ENTREPRENEURSHIP**

### **SOCIAL MEDIA PORTFOLIO (SMP)**

### **FINAL SUBMISSION**

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## **A. PRELIMINARY MATERIALS**

### **ii. ACKNOWLEDGEMENT**

Assalamualaikum. I would like to take this opportunity to thank Madam Rahayu Hasanordin and Zarzou Beauty Btu. This report is not possible without the support of them. Through this subject, ENT530, it has given us with open hands to learn more in detail about business and marketing, to creating or managing real business as well as using the concept that guides us as a student. This subject also covers many aspects such as skills and thinking as well as can help and bring us experience in marketing business and operational strategies. It covers most of the use of marketing that surely will be help in future references and guidance alongside this subject courses.

## **ii. EXECUTIVE SUMMARY**

This product is a local beauty serum produced in Malaysia. The interesting thing about this product is the product does not contain chemicals and focus more on using natural ingredients that can give effective and good result on our skin. The most famous beauty serum from Zarzou brand is Brightening and Hydrating facial serum. This serum become more popular because of their quality, good design packaging and of course it was local product. As it is a local product, people living in this country will have no problem finding it, so they are more open to try and support local products.

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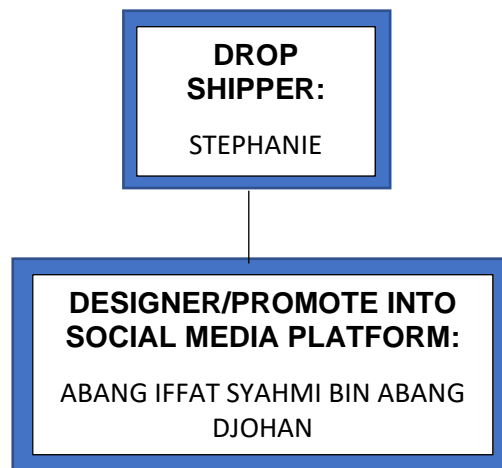
## ii. Introduction of business

### Name and address of business

The name for the product is Zarzou Beauty. This product introduced their first serum called as Brightening and Hydrating facial serum. This local product is increasing day by day due to the support from the local community. Therefore, the product become famous and become one of the best facial serum in Malaysia.

Address of the business in Bintulu, Sarawak as a drop shipper.

### Organizational chart



### Mission / Vision

“Everything we do, we prioritise quality and ensure that you get to buy our quality products at an affordable price”

### Description of products / service

Zarzou Beauty was established on the 1st of August 2019 and this brand introduced us their product that called as Brightening and Hydrating Facial Serum. But now this product has released their new product other than first serum. This serum is guaranteed original.

This serum formulas are original, created and tested by on real people and never tested on the animal. Easy to say this product based on natural ingredients and its good for all skin type.