



اَوْنُوْرُ تِكْنُوْلُوْجِيْ مَارَا
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MARA

UITM KAMPUS PUNCAK ALAM
PRINCIPLES OF ENTREPRENEURSHIP
(ENT530)

SOCIAL MEDIA PORTFOLIO

LA BELLEZA SKINCARE



PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

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EXECUTIVE SUMMARY

La Belleza Skincare was created with the purpose of serving as a facial care for both skin types for men and women. The most important product within the La Belleza Skincare which we strongly emphasize was the Witch Hazel Serum and the also main objective that to realize for the business is to supply a decent skin for both gender be more confident without has any side effects. Additionally, to form a top quality product with a affordable price, better price that customer ready to grab it.

Our business started small like selling to friends and we started expanding it on the Facebook website on May 25, with humbly beginning in promoting our Witch Hazel Serum with adding more from our journey business like share the tip of routine skin care and else. The best quality and therefore the competitive prices of this commodity are well-know to several. This product therefore offers a transparent analysis of our customer's continued purchases.

Since commencemet, has revemped 25 sales and also the numbers are expecting to grow the middle of the year through Year End sale. Increasing demands for our product results into a decent profitable sale revenue to our business project. By the top of year, we now has regular customer and 5 agent dropship for make our product go through on top little by little.

2.0 INTRODUCTION TO BUSINESS

2.1 BUSINESS INFORMATION

La Belleza is a business name that had been created based on unique character of beauty aura. The of the business implies that all the product are prepared and sold by Sabrina Syaza. Our business motto is “It’s Miracle of Beauty” which show that our serum effective restorative effect and safe to use because the ingredient all nature. The target for La Belleza are adolescents and adults people with between aged of 16 to 40 years old.

The logo used in the business is a word “La Belleza” in French meaning is “The Beautiful” and adding two letter which “Z” and “A” to make little bit different that others. Besides that, the two letters also having meaning which is the last name Sabrina Syaza. According to the name of business La Belleza in logo also have and simply short letter as short form as symbolize two letter of ‘L’ and ‘B’.



Figure 1.1 Logo of Business