



**FACULTY OF BUSINESS AND MANAGEMENT**

**FUNDAMENTAL OF ENTREPRENEURSHIP  
(ENT300)**

**BUSINESS OPPORTUNITY (INDIVIDUAL ASSIGNMENT)**

**XMETIC PRODUCT**

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## **EXECUTIVE SUMMARY**

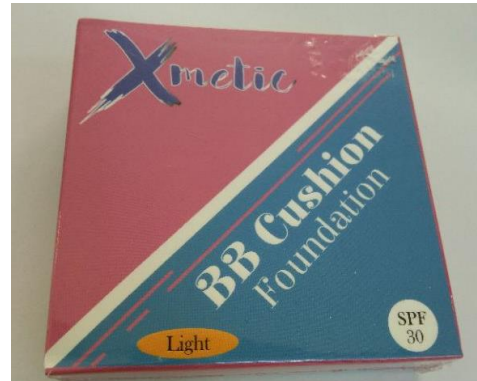
In this business, I have been selling Xmetic products consisting of lip matte and BB Cushion Foundation. For lip matte, it has five types of colour code such as Cinderella, Rapunzel, Mulan, Snow white, and Pocahontas. Meanwhile, for BB Cushion Foundation, it has two types which are light and medium. I run an online business and use social media platforms as a place for me to promote products. This is because social networking is the most popular social media in online business to connect our business customers. Many merchants are already promoting and selling their wares online including me. Convenience and technological advancement are some of the factors why online business is becoming the top choice.

Through this business, I have got a total of 12 customers who bought this product and the total sales I got in this product was RM652. It was bigger than the capital I spent which was RM620. This shows that I made a profit of RM32. Besides, it has given me a lot of awareness that this online business has many advantages such as transactions can be carried out more easily and quickly while saving costs. After that, it also gave me an interesting experience to be a person who is always responsible and honest in this online business.

## 2.0 PROJECT DESCRIPTION



*Xmetic Lipmatte*



*BB Cushion Foundation*

In this assignment, the product I have chosen is an Xmetic product. It has five types of colours code for lipmatte such as Cinderella, Rapunzel, Mulan, Snow white, and Pocahontas. The price of lipmatte was RM35 but I choose sold at RM37. Meanwhile, there are two types of BB Cushion Foundation which are light and medium. The price for BB Cushion Foundation was RM45 but I sold at RM37. The lipmatte and foundation that I am selling have so many advantages. Among the advantages of Xmetic lipmatte is that it has Castor Seed Oil and Isododecane which help to maintain the moisture of the lip skin. In addition, the advantage of Xmetic BB Cushion Foundation is that it is used as a skin protector and anti-foaming additive. It also works well in helping the skin retain moisture.

Usually, every woman will choose lipmatte and foundation according to their suitability on the face. For those with dark skin, they prefer a lipstick colour that is not too bright to avoid looking pale while those with white skinsuit a variety of lipstick colours. Like lipstick, the foundation also follows the tone of the face and cannot be chosen at will. Women also tend to look for a lipmatte that is long -lasting, non -sticky and has a very light texture. Hence, Xmetic lipmatte has fulfilled their desire characteristics so that the lips do not look pale and sticky when wanting to eat, drink and want to meet clients in a long time.

One of the reasons why I sell the product is because it is a must-have cosmetic item for every woman. It is not complete if they put on make-up without putting any colour on the lips and putting foundation on the face. Nowadays, no matter old or young women, they are too obsessed with the product, especially lipstick, so they are willing to spend money to buy the lipstick. Even if they do not buy, they will still go to cosmetics stores such as Sephora and Watson to try the testers over there. Now, our country is hit by the Covid19 disaster, so they cannot go out at will. In this situation, I sell those products to help and make it easier for them to choose the product they are looking for. This situation can satisfy them.

I started this business on May 2, 2021, for a month. I run an online business on social media like WhatsApp, Instagram, and Facebook. As a product agent, I must promote the product such as uploading photos or videos about the product on WhatsApp, Instagram, and Facebook story to attract customers. In this case, my contact number and followers will be interested and will indirectly continue to contact and send messages to me to purchase the product. The reason why I chose this platform is that it can save time, especially for customers. This is because they are free to choose the product they are interested in and do not have to queue long to pay. They only just need to pay through internet banking.

In this business, I target women no matter old or young. The reasons why I target them is to help them choose the right product and want to help them to be more confident. In the 21st century, makeup and fashion have become the main attraction for those who are fashionable anywhere with more confidence. All women will wear make-up if they want to go out or go to work. Without it, they will be less confident when meeting or dealing with others especially those who work. They will feel embarrassed and lack confidence when meeting clients. Female employees need to always look neat and beautiful in the workplace to make an attractive first impression on the client. Every woman should have at least one lipstick and foundation in their handbag.