



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
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MARA

FALCUTY OF BUSINESS AND MANAGEMENT
(FPP)

FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT300)

BUSINESS OPPORTUNITY
MEERACLE SKINCARE

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2.0 EXECUTIVE SUMMARY

One of Meeracle's offices is located at PT1703, Jalan Kurnia Jaya 37, Taman Kurnia Jaya, 16100 Kota Bharu, Kelantan. The Meeracle brand is no stranger to skincare product enthusiasts. Mrs. Meera Nordin is the founder of Meeracle. The Meeracle name is taken from the name of its founder. She constantly monitors the production process to ensure that it complies with the set standards. Moreover, Meeracle products are processed through a Research and Development (R&D) process to produce high quality for use by its users. Facial skin care is becoming a very important thing nowadays. The average person in Malaysia chooses Meeracle products for their facial skin care. This is because, Meeracle products have been approved by The Ministry of Health Malaysian (MOH) and are safe to use by women and men even by children. In addition, Meeracle has been established for over 6 years in Malaysia. Meeracle products can treat various skin problems faced by everyone. The average Meeracle user is satisfied with these Meeracle products. They voiced positive testimonials. So, it is not impossible for Meeracle to be a giant product of the world. Meeracle users should follow the prescribed steps and should use it regularly to get clean and healthy skin. This is because, Meeracle uses natural ingredients instead of chemicals so it takes quite a long time to treat all your skin problems. Due to these natural ingredients Meeracle products are safe for children to use.

3.0 PROJECT DESCRIPTION

Before I got to know this Meeracle product, my facial skin was also problematic. I have a lot of acne on my forehead and cheeks. I have absolutely no self-confidence to communicate with others. One day, my friend named Nik Aimi Basyirah introduced me to this product. So, I bought a set of Meeracle products namely Meeracle Facial Cleanser Advanced Formula and Meeracle Gemstone Facial Serum Advanced Formula. After two months of using it, my acne was gone and even my skin became healthier than before. In the case of, I volunteered to sign up as a Meeracle agent on 28th December 2020. Thus, I sell Meeracle products. I chose to sell it because I want to help people in treating all their skin problems like acne, scars, dull, dry, oily skin and more. Meeracle products come in two categories which is Meeracle Skincare Products and Meeracle Cosmetic Products. Meeracle Skincare Products include Meeracle Facial Cleanser Advanced Formula, Meeracle Gemstone Serum Advanced Formula, Meeracle Facial Sheet Mask, Meeracle Amber UV Barricade Sunscreen SPF50 PA++++, Moisturizer Under the Sea, Toner Under the Sea and Scrub Under the Sea. Next, Meeracle Cosmetic Products include Be Queen, Diamond Luminous Pressed Powder, L'Femme Blusher and Contour, L'Femme Lipstick, Gemstone Foundation and Proface Applicator and Beauty Defender. Additionally, I think selling this Meeracle product suits for me who is still a student. Moreover, I can generate my side income. At first, I was a bit frustrated because I couldn't convince people about the importance of facial skin care. A month later, I got a customer who was a friend of mine from high school. She is named Nur Amalin Aisyah. She bought a set of Meeracle which is Meeracle products namely Meeracle Facial Cleanser Advanced Formula and Meeracle Gemstone Facial Serum Advanced Formula. After that, she gave me a good feedback. She said, her acne scars were fading, and her skin was no longer oily. I'm very happy to hear that. This has rekindled my enthusiasm to continue selling this Meeracle product. Due to this covid-19 pandemic, I only promote it online such as Facebook, WhatsApp, Instagram and Tiktok. I also use the Poslaju service to ship Meeracle products to my customers. I got about 10 customers in three months and made a decent profit.