



اُونِيْوَرْسِيْتيْ تِيْكْنُوْلُوْجِيْ مَآرَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF BUSINESS AND MANAGEMENT  
MARA UNIVERSITY OF TECHNOLOGY (UiTM)  
CAMPUS PUNCAK ALAM**

**BACHELOR OF BUSINESS ADMINISTRATION (HONS) OPERATION  
MANAGEMENT  
(BA244)**

**PRINCIPLES OF ENTREPRENEURSHIP  
(ENT530)**

**INDIVIDUAL ASSIGNMENT  
“SOCIAL MEDIA PORTFOLIO”**

**PREPARED BY :  
NUR FATIN BINTI ABDUL SAMAD  
STUDENT ID : 2020993043  
GROUP : ENT530 N**

**PREPARED FOR :  
MADAM NADIAH MAISARAH BINTI ABDUL GHANI**

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I would also want to state acknowledgement for my mentor that help me as well work on this project which was the senior agent in selling Dovell Wax The Hairters. The reason that I want to state acknowledgement for them too because I do work on this assignment base on my experience that I have been working with her and also the other members in one team that sell Dovell. They were really helpful with each other and teach me how to do on this kind of work at reality situation which is selling on social media. I would like to express my gratefulness for them too, without them I would not know how to do a real-life job while getting experience.

## **EXECUTIVE SUMMARY**

This social media portfolio has been assigned to us under the subject Principle of Entrepreneurship, and we must study and analyse our skills in order to market our online products or services. This portfolio is related to our entrepreneurship topic and can be used for our future and as a guideline for starting a small business. The process of establishing a company or finding new markets is a definition of entrepreneurship. The entrepreneurial principles that I have joined have taught me to work from scratch as somebody who is developing a company concept. In this topic I had several features, including motivation, creativity, practicality, versatility, business competence, drive, vision, flexibility, and decision-making.

Development of entrepreneurship is the process to improve business abilities. Training programmes such as entrepreneurship courses and online lessons enable people to learn about various needs to succeed as an entrepreneur, including the conduct of an analysis of opportunities, the development of a business plan, the start-up of a small business, financing for start-up, and business scaling. A business contractor should be fundamentally aware of business abilities including accounting and finance, marketing, and strategic management.

Dovell, the waxing product has taken all over Malaysia to be selling the product. Both seller of Dovell and customer who buy the product are receiving their benefits. To illustrate, seller of Dovell have making profits in selling the waxing product that has manufactured and sell for one set of waxing product include waxing kit that concurrently providing benefits for the customers who buys it. I join with one team that has been a Dovell agent and I be one of their dropshipper. Since I have been one of their dropshipper, I do not require to hold any stocks and do inventory. Dropshippers typically run retail websites from which they attract consumers, collect orders, and handle payments. Dropshippers earn money by raising the price sufficiently to cover costs and generate a profit.

## **2.0 Introduction of business**

### **2.1 Name and Address of Business**



Name of the business	Dovell_Wax The Hairters
Address of the business	No.25, Jalan Suasas 5, Taman Sri Skudai, 81300, Skudai, Johor Bahru, Johor.
Telephone Number	016-5024692
Email Address	<a href="mailto:atensamad@yahoo.com">atensamad@yahoo.com</a>
Nature of Business	E-Commerce Website