



UNIVERSITI TEKNOLOGI MARA

PRINCIPLE OF ENTREPRENEURSHIP

ENT530

SOCIAL MEDIA PORTFOLIO

PREPARED BY:

STUDENT'S NAME: MARYAM SARAH NAJIHAH BT MOHD LAZIM 2020753607

GROUP: BA2473A

PREPARED FOR:

MADAM NADIAH MAISARAH BINTI ABDUL GHANI

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EXECUTIVE SUMMARY

Seeing my parents especially my mom being a makeup artist, I also want to be like her. That is why I choose this service as my business. I have learned makeup from my mom and also from others makeup artist. I also learn to do henna from youtube and now it become my side income. As you know, Malaysian culture when they are getting marry, makeup and henna is one of the most important things to make the brides more beautiful and elegant on their wedding day. That is why I name my business as "Henna and Makeup" to make it easier to everyone to search for it.

I always focused on customer's satisfaction from my service. If there anything I need to change to make it better. I will change it. I always choose a good brand for my makeup tools so that it will not make any harm to any of my customers. Same goes to henna, I will choose the homemade henna to avoid from any allergies to my customers.

2.0 INTRODUCTION OF BUSINESS

2.1 NAME AND ADDRESS OF BUSINESS



Henna and Makeup is name of the business I owned. It combined from two services that I provided. These two service is very famous and usually it always fully booked during school break because that is the time when everyone planning to get marry. I provid a makeup and henna services for all event, even if not for wedding event, I also do it if there I a request from the customers.

Basically, my services are for all nearby my house which is at Rantau Panjang, but I also accept any job or request all over Kelantan. So it is easy for anyone that want to have my service. I also provided from home to home services. No need to come to me, I will go to the customers house.