



اَوْبَهُوْ سَيِّدِيْ بِتِيْكَوْ لَوِيْ كِيْ فَايَا
UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Perakaunan

NITA Cosmetics

SOCIAL MEDIA REPORT

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

BACHELOR OF ACCOUNTING (HONS)

PREPARED BY:

NUR AFRINA BALQIS BINTI KHAIRIL AZHAR (2021119495)

NUR NADHIRAH BINTI BADRUL AMAN (2021149579)

CLASS: MAC2204C

PREPARED FOR:

MADAM SITI NAZIRAH OMAR

EXECUTIVE SUMMARY

NITA Cosmetics is established with a mission and vision to make each and every woman the best of beauty in terms of quality, efficacy, safety, sincerity and responsibility to satisfy all beauty needs and desires in their infinite diversity. We, Nur Afrina Balqis Binti Khairil Binti Khairil Azhar and Nur Nadhirah Binti Badrul Aman are the agent for NITA Cosmetics. NITA Cosmetics is an enterprise based in 10, Lorong Rahim Kajai 14, Taman Tun Dr Ismail, 60000 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur.

Our target audience is women who love to wear makeup in their life. The range price of the lipsticks is between RM 35.00 to RM 46.00 per item. The price is affordable despite that the best quality of ingredients is used to ensure the quality guarantee of the products delivered to the customers. In this new era, we were told to lessen the contacts between people, therefore NITA Cosmetics decided to go with online banking and e-wallet payment methods. Thus, our customer can choose whatever payment method they find convenient to do so.

Furthermore, Facebook accounts are also used by NITA Cosmetics to do teaser, hard sell and soft sell copywriting in order to encourage customers to buy our products. We provide any sufficient information, pictures and details for customers to refer to and to gain their trust toward our products before proceed to buy it.

TABLE OF CONTENT

Acknowledgement
Executive Summary
Table of Contents

Go-eCommerce Registration
Go-eCommerce Certificate
MyENT Certificate

INTRODUCTION OF BUSINESS

- Name And Address Of Business
- Organizational Chart
- Mission and Vision
- Description of Products
- Price List

FACEBOOK

- Creating Facebook (FB) Page
- Customizing URL Facebook (FB) Page
- Facebook (FB) Post: Teaser
- Facebook (FB) Post: Copywriting (Hard Sell)
- Facebook (FB) Post: Copywriting (Soft Sell)
- Facebook (FB) Post: Graphics

CONCLUSION

INTRODUCTION

COMPANY NAME	NITA Cosmetics
BUSINESS ADDRESS	10, Lorong Rahim Kajai 14, Taman Tun Dr Ismail, 60000 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur
BRAND PRODUCT	<ul style="list-style-type: none">• Warung Liquid Lipstick• Warung Bullet Lipstick• Bas Nita Puff Pen
CONTACT NUMBER	



NITA

ORGANIZATIONAL CHART



AZNITA AZMAN
Founder



**NUR AFRINA BALQIS
BINTI KHAIRIL AZHAR**
Agent of NITA
Cosmetics



**NUR NADHIRAH BINTI
BADRUL AMAN**
Agent of NITA
Cosmetics