

## FACULTY OF FILM, THEATRE AND ANIMATION (FITA) UNIVERSITI TEKNOLOGI MARA (UITM)

# COURSE CODE / NAME: ENT 530 FILM PRODUCTION AND POST PRODUCTION

LECTURER:
MADAM NURHUDA BINTI HJ NIZAR

TITLE OF ASSIGNMENT: SOCIAL MEDIA FACEBOOK

NAME: INTAN NOORASHIDAH BT OZAIZUL

STUDENT ID: 2019872486

PROGRAM / GROUP: FF237 / FF2373A

DATE OF SUBMISSION: 16 JULAI 2021

## ACKNOWLEDGEMENT

Grateful to the divine grace with his bounty I was able to complete the task of entrepreneurship subject
Thank you to the parents, friends who helped a lot in terms of guidance and struggle in terms of team spirit and provide help when needed.

Honestly, if a task is done together, it is better because they can give to each other. I would also like to express my highest appreciation to my lecturers who have provided guidance since the beginning of the lecture. Without Mrs. Huda who am I in this subject. I am also grateful to have been given the opportunity to be part of the NURRAYSA team which has been a catalyst for my enthusiasm in the field of entrepreneurship.

Lastly, I would like to thank you a lot and apologize and apologize if I had any problems in the lecture session with Mrs. Huda. With my last hope in life I hope that my ENT 530 subject portfolio is well received and reviewed



### **EXECUTIVE SUMMARY**

In the ENT 530 subject that was educated by Mrs. Huda, we were first asked to find a product or company to sell and to find out how to sell the goods. Basically it looks easy and once made there will definitely be I intan noorashidah have resentment. NURRAYSA cosmetic products which focus on cosmetics such as make up, eyeshadow, lipstick, lipmatte foundation and also perfume. Among the reasons I chose the product is because it is already recognized to a lot of people in Malaysia and prefer women in all aspects. This NURRAYSA product also uses trademarks such as 'Make up mesra wudhu'. Finally we were asked to put all our assignment materials as in the form of a social media portfolio to complete this ENT 530 assignment.

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## GO Ecommerce report







#### NOORASHIDAH BT **OZAIZUL**

#### Personal Information

Name

NOORASHIDA

H BT OZAIZUL

INTAN ITOZ

New Identity Card No.

Email Address

kangar City State Perlis

Personal

Facebook

Female Gender Marital Status Single

Phone/Mobile

Home Address

District Postcode

ITOZ\_MASTUR Personal

No

Instagram Race Malay

Special Need

Required

#### UiTM Puncak Perdana - NHN ENT530

Type of

Institution

Institution Information

State of

Institution

Address of

Institution

Puncak Perdana, Jin Pulau Angsa

Shah Alam, Selangor

District of Institution

Level of Study

Course Name

Subject Name

ip Month

Enrolling the Subject

Enrollment

Internship Enrollment Month of Internship

IHL

Selangor

Universiti

Teknologi MARA Kampus

AU10/A, 40150

Petaling

Bachelor

Degree NHN ENT530

Principles of Entrepreneursh

No

Institution List

Postcode

Study Status

Class Name

Teknologi MARA

UiTM Puncak Name of Institution Perdana City Puncak

Perdana 40150

Universiti

Full time FF2374A

Year Enrolling 2021

the subject

NURHUDA Lecturer Name

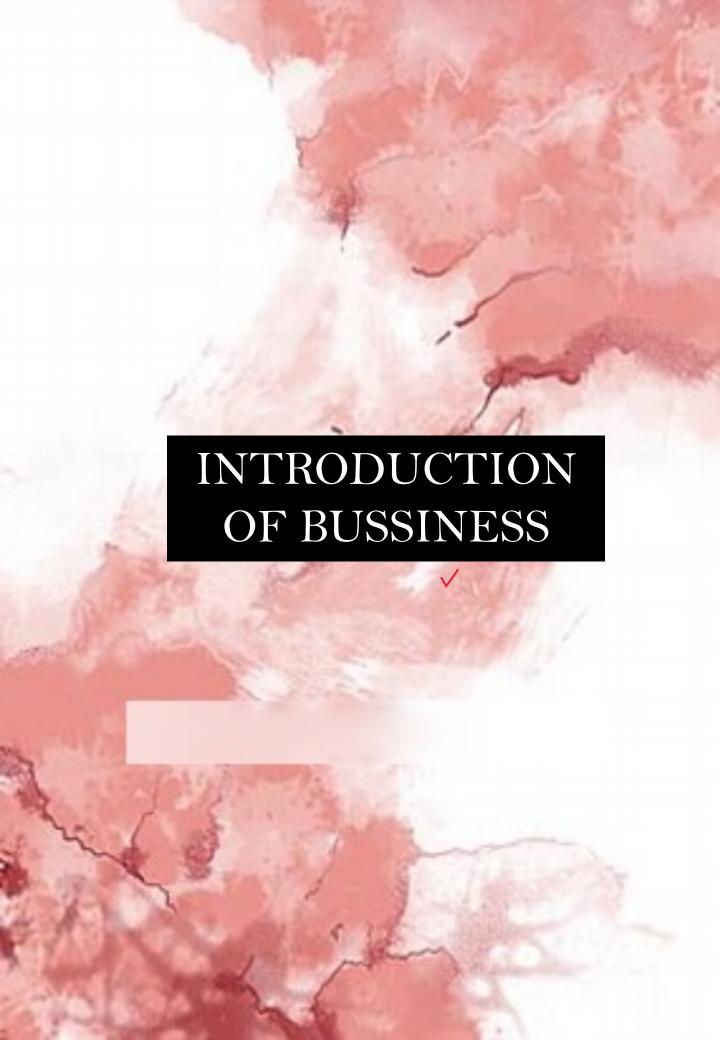
BINTI HAJI NIZAR

Year Of Internship

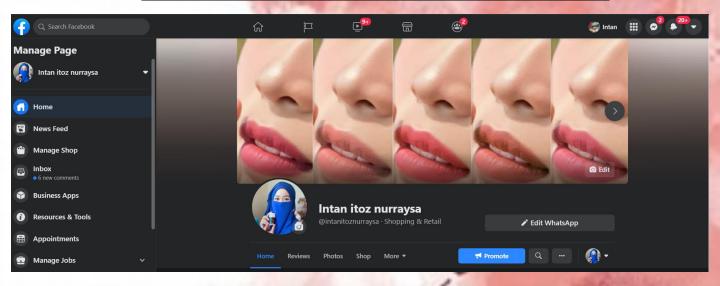
Enrollment Period of Internship Training

Expected

Edit Delete



## NAME AND ADRESS OF BUSSINESS



### FACEBOOK PAGE OF INTANITOZ NURRAYSA



https://www.facebook.com/intanitoznurr
 aysa/?ref=pages\_you\_manage

### INTAN NOORASHIDAH BT OZAIZUL (dropship)



## Nurraysa Global Sdn. Bhd. (1163494-D)

Lot 22 Jalan IM 3/9 Kawasan Perindustrian LTAT, Bandar Indera Mahkota, 25200 Kuantan, Pahang Darul Makmur.

Office: 09-5701212

Email: nurraysaglobal@gmail.com

#### DESCRIPTION OF PRODUCTS

BODYCARE
MAKEUP
SKINCARE
SUPPLEMENT
FASHION



History has shown that every effort is sure to be rewarded. Similarly, products that use the trademark "produk mesra wudhu" have finally become known to many. Nurraysa Company puts various types of merchandise business including bodycare, makeup, skincare, supplements, and even fashion. This type of product sold has received approval from KKM and received awards from various parties. Products that consist of bodycare are like shampoo, soap. Products in terms of make -up are like make -up set, lipmatte set, glowing dd moist cake and also collagen lipstick with a price as low as RM 24 only. Nurraysa also focuses the business more on women so every product launched is more focused on women and ablution friendly

## BACKGROUND OF COMPANY



Nurraysa is a Mesra Wuduk cosmetic product brand founded by Nur Aini Zolkepeli. Starting with just RM500 capital, now the Nurraysa brand has thousands of agents with more than 150 billboards installed along highways throughout peninsular Malaysia. goal creating With the of business, congregational committed he is mentoring Nurraysa stockists & agents so that they are able to make 6 figure sales a month!

What is the Story of Founder Nurraysa? The founder of Nurraysa, Puan Nur Aini Zolkepeli is a native of Dungun, Terengganu who managed to achieve millionaire status at the age of 23 years. She originally started the business to increase the family income and to help her husband, Tuan Saiful Anuar Seliman who works as an excavator driver.

## Nurraysa Awards & Achievements







## Vision & Mission Nurraysa

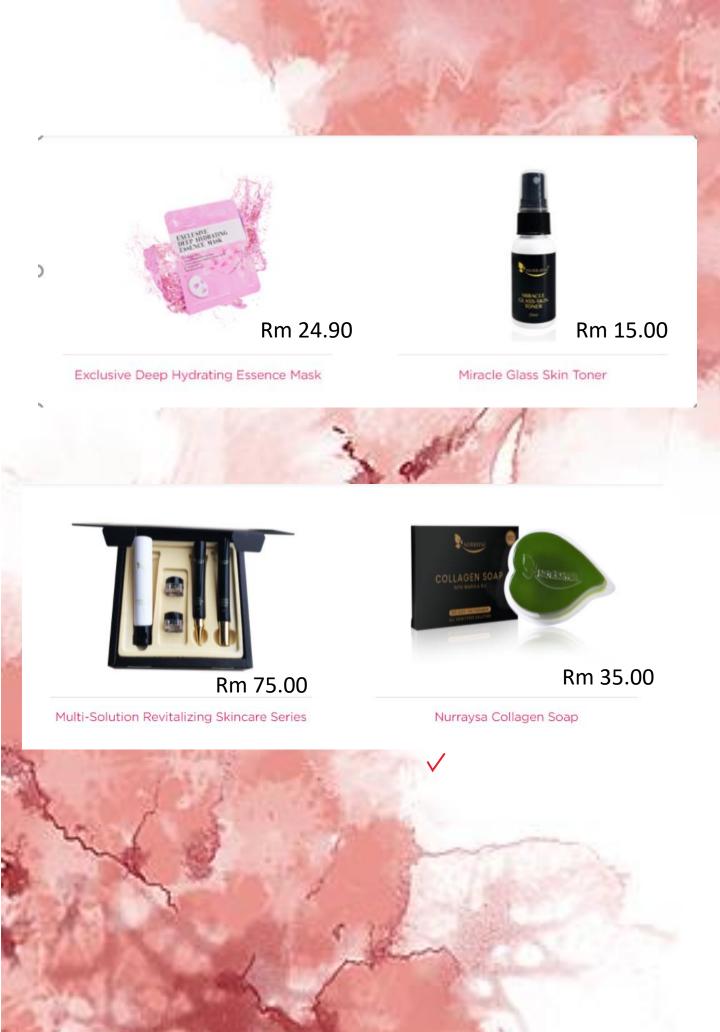
#### **VISION**

To give birth to 1000 Millionaires in 2025.

#### **MISSION**

Our goal is to be leaders, build businesses to help more people become entrepreneurs and change their lives to reach their potential and be financially independent.







Rm 29.90

Exclusive Micellar Makeup Remover with Organic Aloe Vera



Rm 29.90

Miracle Two Way Cake With Jojoba Oil



Rm 29.90

Luxurious Ultra Matte Lipstick



Rm 38.90

Premium Edition Perfect Glow Cushion Foundation With Jojoba Oil









Rm 47.00

Glowing DD Moist Cake



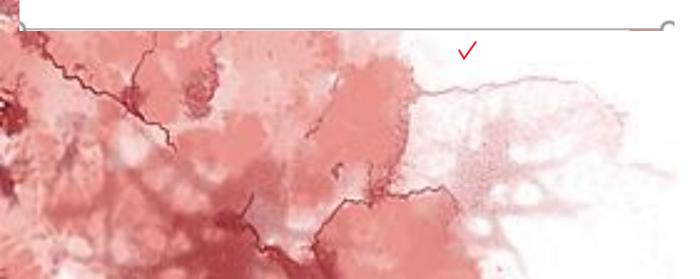
Rm 24.00

Magic Lipstick with Organic Marula Oil



Rm 25.90

Voluminious Hypercurl Mascara



#### Exclusive Perfect Glow Liquid Foundation With Jojoba Oil

#### Premium Glowing Cushion Blusher With Vitamin E



Rm 19.90

Nurraysa Glamorous Lipmatte with Marula Oil



Rm 27.90

Exclusive Eyeshadow with Vitamin E





Exclusive Moisturizing Whiteglow Lotion with Marula Oil



Rm 19.90

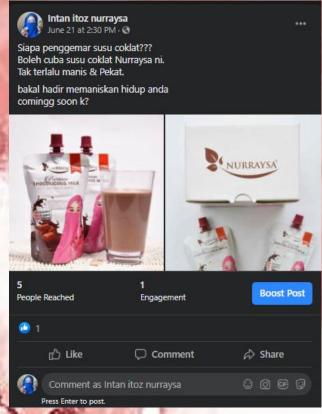
Habbatus Sauda' Hair Treatment with Macadamia Ternifolia Seed Oil



## PROCESS OF POSTING ON FACEBOOK

All Posts F	Duhlished							Create Post
411 F USIS F	ubilisticu							Create Post
	Rea	ach: Orga	anic / Paid	-	Post Clicks	Reaction	ns, Comment	s & Shares 🕡
ublished	Post	Туре	Targeting	Reaci	n	Engaç	gement	Promote
7/16/2021 :24 AM	第二次 第二次		0	1		0		Boost Pos
7/16/2021 :24 AM	M 1		0	1		0		Boost Pos
7/16/2021 :24 AM	6		0	1		0		Boost Pos
7/16/2021 :23 AM	•		0	1		0		Boost Pos
7/16/2021 :23 AM	<u> </u>		0	0		0		Boost Pos
7/16/2021 :24 AM	Nak glowing dalam masa 2 minit? Mari wasap saya 0194731586		0	0		0		Boost Pos
7/16/2021 :24 AM	Sales raya haji Kulit eczema dan ruam Rm 32.90		0	0		0		Boost Pos
7/16/2021 21 AM			0	0		0		Boost Pos
7/16/2021 :20 AM			0	0		0		Boost Pos
7/16/2021 19 AM			0	0		0		Boost Pos
7/16/2021 58 AM		O	0			0		Boost Pos







Intan itoz nurraysa





Ramai yang dah terai bedak ddmc ni.Bedak yang dah ada

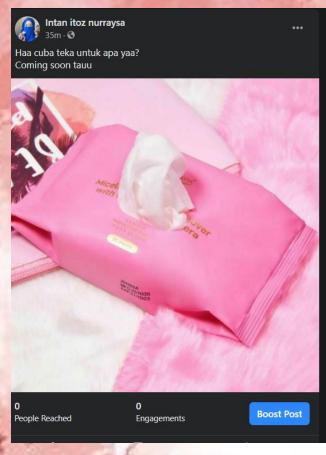
pondesen, concealer dan powder. Complete.



















☑ Pigmented

Ringan & tak melekit

Mudah diratakan pada bibir

Tiada plumbum dan bahan kimia yang merbaya yang mampu merosakkan kulit bibir.

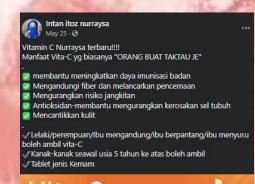
📘 mainkan peranan penting tau dalam menaikkan seri muka.

Warna Fushia Pink ni memang sesuai dipakai tiap hari. Boleh pakai nipis untuk efek yang lebih natural/buat dua tiga layer untuk solekan yang lebih garang & berani

#Nurraysa #KosmetikMesraWuduk #MekapMudahDibersihkan

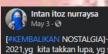
Website: IZARATEAM.COM











[#KEMBALIKAN NOSTALGIA]- PENAMPILAN KHAS SEMPENA RAYA 2021,yg kita takkan lupa, yg simple, ringan, dan smooth, yg berikan kemasan 10 X ganda tu-

Rindu teroxx dgn two way cake kan?

Kali ni tampil dgn NEW FORMULA, NEW PACKAGING, NEW NORMA

Yg ni, mimin berani kerat lemang, uols mmg kena ada sorang satu letak kat dlm handbag raya baru tu,

Sebab apa?

For sure sbb

Mesra Wuduk

10 X Ganda kemasan, n bagi effect smooth je sis

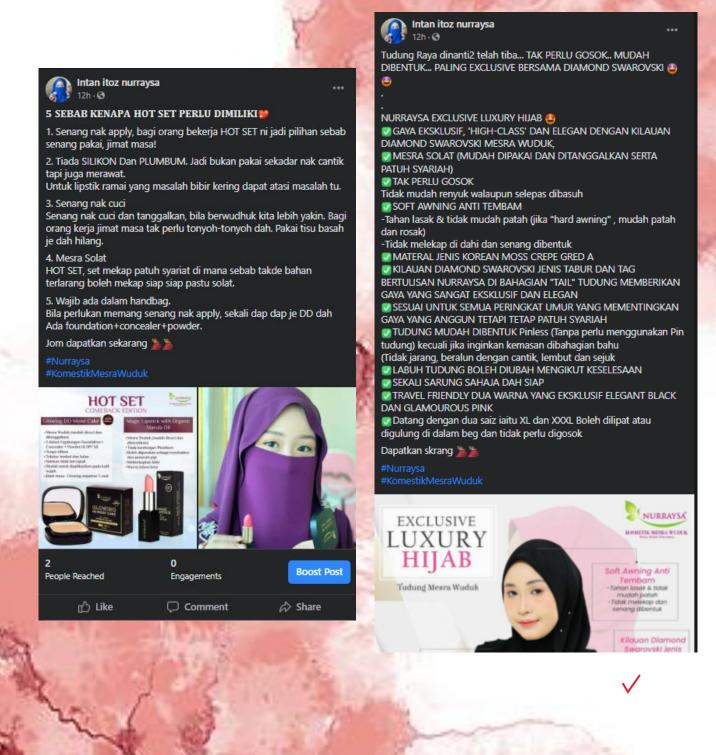
Boleh guna dgn span basah or kering, dua2 cantik letops

🚍 Banyak lagi fungsi dan kelebihan dlm gambar ye

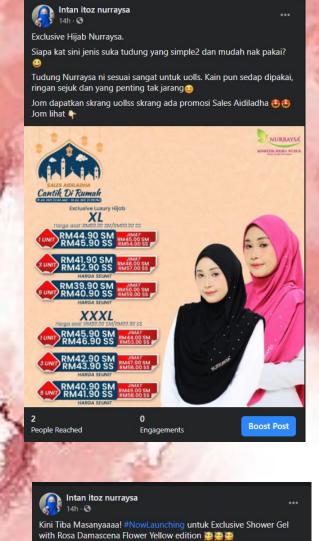
Nak order kene order skrg, takut currier cuti raya nnti uols

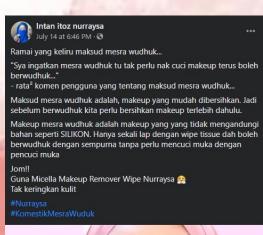
Nntikan full video dr Nurraysa untuk kembalikan nostalgia uols

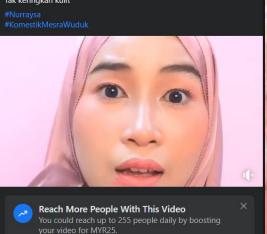








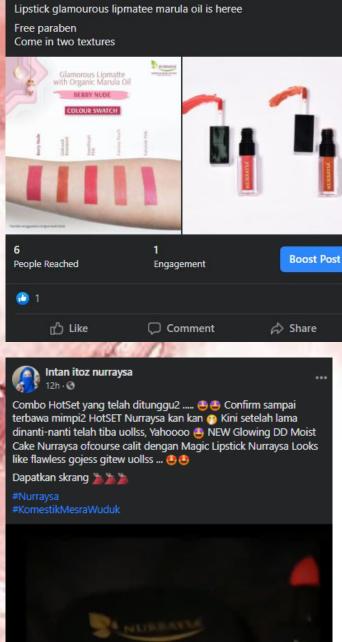






Sorry tapi tak sorry sangat sebab masih beruntung uolls boleh jadi ahli





GLOWING DD MOIST CAKE

Reach More People With This Video

0

People Reached

🖒 Like

You could reach up to 255 people daily by boosting

Engagements

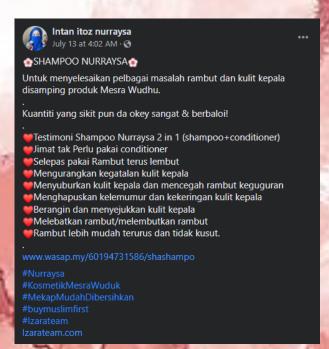
Comment

**Boost Post** 

Intan itoz nurraysa

July 13 at 4:23 PM · 🕙

Something cheeky is looking for you





Apa Perasaan Anda Bila Tengok 8k semalam? Jangan risau, dengan kita

rumah & #kitajagakita insha Allah, dengan izin Allah semuanya

Intan itoz nurraysa July 9 at 9:05 PM · 🚱





ada senyum & on point! . Dulunya hanya dengan marula oil je dah glowing, sekarang apatah lagi dengan jojoba oil digandingkan dalam satu-satunya GLOWING DD

MOIST CAKE abad ini

Siapa dah tazzabarr nak 5 sekurangnya untuk mak, mak mentua, kakak, adik sekali ni? Jimat terus kos pos tu fuhh pengguna bijak wow wow!







Intan itoz nurraysa

July 3 at 11:39 PM · 6

Testimoni Shower Gel Nurraysa \* \* \*

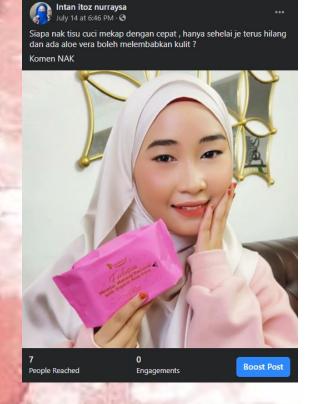
\*\* Wangi Bunga Damascena











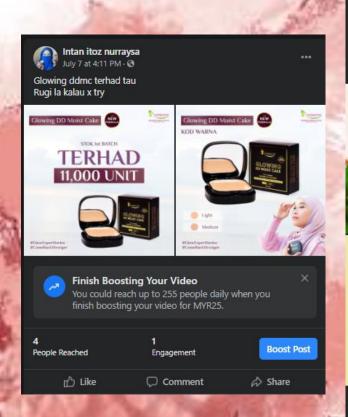




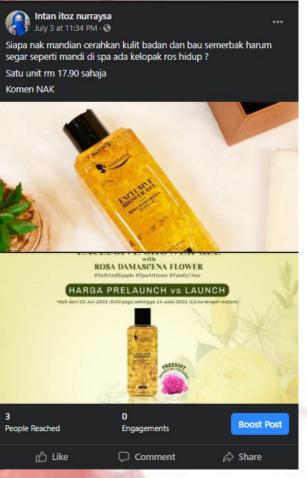














**Engagements** 

Comment

**Boost Post** 

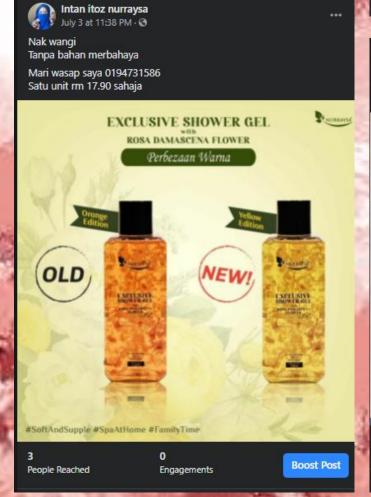
People Reached

Share

Intan itoz nurraysa July 3 at 11:40 PM · 👀

People Reached

Like







Comment

Engagements

**Boost Post** 







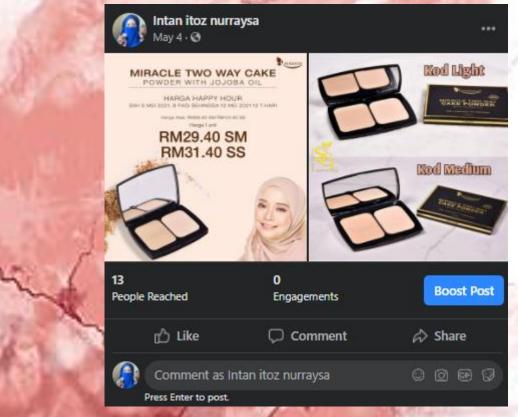


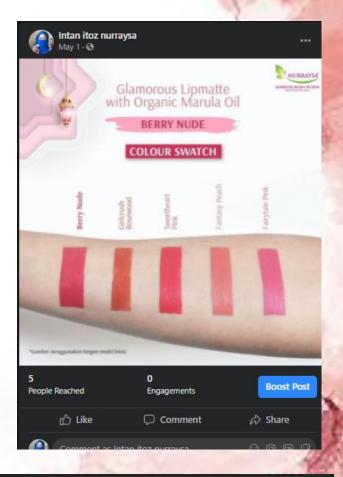
Sebelum Selepas







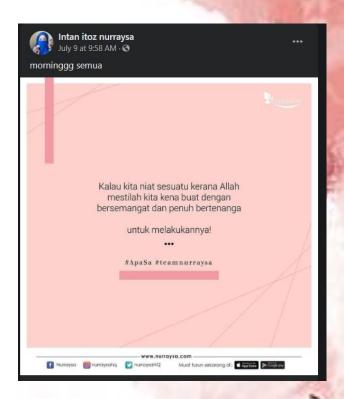






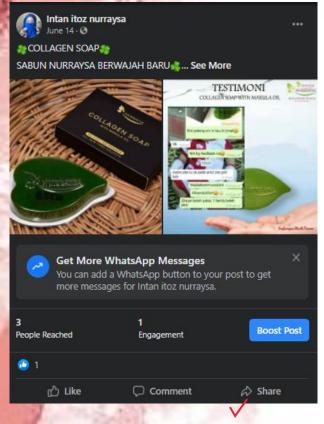


















## CONCLUSION

In conclusion what I find social media is very

Provide a very effective and practical facility.

In terms of learning, I can assess how far my level is

To promote the film. I was also able to divide the time
I am to carry out promotional time on Facebook
Finally, for me, social media is important in ensuring that every product can promoted.

As we know today is very dependent on the internet and social media

So if you are good at using a given opportunity it will Give you more customers. I also found that social media is also very influential and requires the best and most effective strategies to determine where social media leads us to continue to be known.