



**FACULTY OF HOTEL AND TOURISM**

**MANAGEMENT PRINCIPLES OF**

**ENTREPRENEURSHIP (ENT530)**

**PREPARED BY:**

AIMAN AMANDA SYAHIRAH  
BINTI HERMAN

**STUDENT ID:**

2020984649

**GROUP:**

HM 245 B1

**TITLE:**

SOCIAL MEDIA PORTFOLIO  
(MARY KAY PRODUCT)

**PREPARED FOR:**

DR NOR ZAWANI BINTI  
MAMAT@IBRAHIM

## **ACKNOWLEDGEMENT**

First of all, I want to thank Allah SWT and His messengers Prophet Muhammad SAW for their blessings, which allowed me to complete the social media portfolio as one of the requirements for the assessment code on these subject Principles of Entrepreneurship (ENT530).

I would also like to thank those who led me in the fulfilment of this mission. My heartfelt gratitude is for the insightful counsel, commentaries and recommendations given by Dr Nor Zawani during this whole work. I would also like to pay tribute to my lecturer's vital role in supplying me with all the knowledge and assistance needed to complete the portfolio.

Not to forget that I am very grateful to both my parents and my friends who have helped me to promote my business in the portfolio. I hope that this portfolio is well received, as I have done everything possible to finalize this individual mission.

## **EXECUTIVE SUMMARY**

This semester, all students enrolled in the Entrepreneurship course must select one item. This study is aimed at evaluating and observing the reputation of the company as to the marketing method by which they wish to make the consumer more aware of the products they have sold. One of the greatest strategies of the firm is through social media which is Facebook to attract and acquire a customer.

Furthermore, the analysis demonstrates how often the corporation promotes and markets its product on social media, specifically Facebook. Facebook has been chosen, and now more individuals of all ages utilise Facebook. In any business, a variety of tactics are required to market the commodity. In Facebook posts, teasers, hard sells, and even soft sells are used. This is due to the fact, that social media is an efficient means of communicating with clients. The more businesses that approach the audience, the more likely it is that the conversion company will start a two-way discussion.

Even though Facebook offers a wide range of advertisements, it can assist businesses in reaching their target clientele more effectively than others. This will assist the organisation in meeting its revenue targets. The product they sell to their customers is likewise growing popularity. The Facebook link increases the likelihood that the company and its clients will acquire and retain customers.

## TABLE OF CONTENT

ACKNOWLEDGEMENT .....	1
EXECUTIVE SUMMARY .....	2
GO-ECOMMERCE REGISTRATION .....	4
INTRODUCTION OF BUSINESS .....	6
• Name and Address of Business.....	6
ORGANIZATIONAL CHART.....	7
MISSION AND VISION .....	7
PRODUCT DESCRIPTION .....	8
PRICE LIST.....	9
FACEBOOK PAGE.....	10
• Facebook- Teaser post (4 teasers).....	11
• Facebook- Hard Sell post (10 Hard Sell.....	13
• Facebook- Soft Sell post (10 Soft Sell) .....	18
GRAPHICS.....	23
CONCLUSION .....	26

# GO-ECOMMERCE REGISTRATION

Go-eCommerce  
BETA

HOME

MY PROFILE

MY BUSINESS


MY LEARNING

MY NOTIFICATIONS

MORE

PERSONAL PROFILE

BUSINESS PROFILE



AIMAN AMANDA  
SYAHIRAH HERMAN

Personal Information

Name	:	AIMAN AMANDA SYAHIRAH HERMAN	Phone/Mobile	:		<div>Edit</div>
New Identity Card No.	:		Home Address	:		
Email Address	:					
City	:		District	:		
State	:		Postcode	:		
Personal Facebook	:		Personal Instagram	:		
Gender	:	Female	Race	:	Bumiputra Sabah	
Marital Status	:	Single	Special Need Required	:	No	

Institution Information

Add New

eCertificates

Go-eCommerce  
BETA

HOME

MY PROFILE

MY BUSINESS

MY LEARNING


MY NOTIFICATIONS

MORE

Have you updated your sales today? Update your sales regularly to collect more points!

PERSONAL PROFILE

BUSINESS PROFILE



AIMAN AMANDA  
SYAHIRAH HERMAN

Company Name	:	Mary Kay	Company Registration No.	:	200001006233(508838-P)	<div>Edit</div>
Type Of Business	:	PLT	Business Role	:	Agent	
Facebook Page	:	MaryKay.Manda	Business Category/Business Sub-Category	:	Apparel, Health & Beauty / Health & Beauty	
Wechat for Business	:		Business Instagram Page	:		
Marketplace	:	Others	Business Website	:	https://m.facebook.com/marykay.manda/	
Business Related to Your Study Field	:	Yes	Type Of Website	:		
			Experience in International Export	:	No	



UNIVERSITI  
TEKNOLOGI  
MARA

Akademi  
Pembangunan PKS dan  
Keusahawanan Malaysia  
(MASMED)

## MASMED YOUNG ENTREPRENEUR (MyENT)

### SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar : 2020984649  
Nama : AIMAN AMANDA SYAHIRAH HERMAN  
Program Pengajian : SARJANA MUDA SAINS (KEPUJIAN) PENGURUSAN SENI KULINARI  
Fakulti : Faculty of Hotel & Tourism Management  
Kampus : Selangor

### MAKLUMAT PERNIAGAAN

Mod Perniagaan : Online  
Bidang Perniagaan yg  
diceburi : Makanan  
Tempoh Berniaga :  
No. Pendaftaran Perniagaan :  
URL Perniagaan :  
Alamat Premis Perniagaan :  
Tarikh Mendaftar : 20 May 2021  
Tarikh Cetak : 22 Jul 2021

Sijil Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dijalankan oleh pelajar semasa tempoh pengajian di UiTM.  
Sijil ini secara tidak langsung akan terbatal apabila penama menamatkan pengajian atau tidak lagi aktif dalam sistem universiti.

Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED) juga berhak membatalkan sijil ini tanpa sebarang notis.  
Penggunaan sijil ini hanya diterima untuk kegunaan urusan dalaman UiTM sahaja. Urusan dan aktiviti perniagaan yang dijalankan oleh penama adalah risiko dan tanggungjawab sendiri tanpa melibatkan kepentingan dan nama Universiti.

SALINAN PENDAFTARAN INI DIPERAKUI OLEH  
**PENOLONG NAIB CANSOLOR KEUSAHAWANAN UiTM**

Malaysian Academy of SME & Entrepreneurship Development (MASMED)

## INTRODUCTION OF BUSINESS

- **Name and Address of Business**



MaryKay.Manda's Logo

Name of Business: Mary Kay Manda

Address of Business: SK Paris 1, WDT 72, 90200, Kinabatangan, Sabah.

Facebook Address: <https://m.facebook.com/marykay.manda/>

Telephone Number:

Form of the Business: Sole- proprietorship

Type of the Business: Health & Beauty

## ORGANIZATIONAL CHART



## MISSION AND VISION

**Mission** - To enrich women's lives', with 'an unparalleled business opportunity'.

**Vision** - Enriching women's lives on through an ever-evolving range of quality skin care and cosmetics. Also, to ensure innovative products that people can trust at a price they can afford.



## PRODUCT DESCRIPTION



Mary Kay Inc. is one of the largest cosmetics companies in the world and has achieved leading brand status in the United States. In addition, Mary Kay's independent sales team has grown exponentially with more than 3 million people spread across more than 35 markets worldwide. Mary Kay Malaysia was established in October 2000 and Mary Kay Singapore was established in March 2009.

Mary Kay products are made from plant or botanical extracts and safe ingredients for stabilization and preservation purposes only and are packaged in Dallas USA with the ingredients used and approval on the packaging of each product. In fact, Mary Kay box containers (packaging) that are very eco - friendly are safe for mother nature. Mary Kay products do not require the HALAL mark because there are no animal ingredients or harmful chemicals. The HALAL mark is only issued for products containing animal ingredients and for food & beverages only.

Not only are these things for women, they also provide products for males. It is also suitable for all ages. It is highly advised that you try this product in addition to its inexpensive price, as someone who wants to take care of their looks and health. In addition to that, it can aid people, especially in the current season when we are hard enough to live and go outside, who wish to establish a business from their home.

Mary Kay Ash's vision is still thriving as it remains relevant to women. Her business opportunities provide a great way for women to earn extra income as well as celebrate their success with beautiful gifts such as jewellery, travel abroad and pink cars. In fact, the company rewards millions of dollars in cash and prizes every year. So, as you look at this, consider this opportunity.

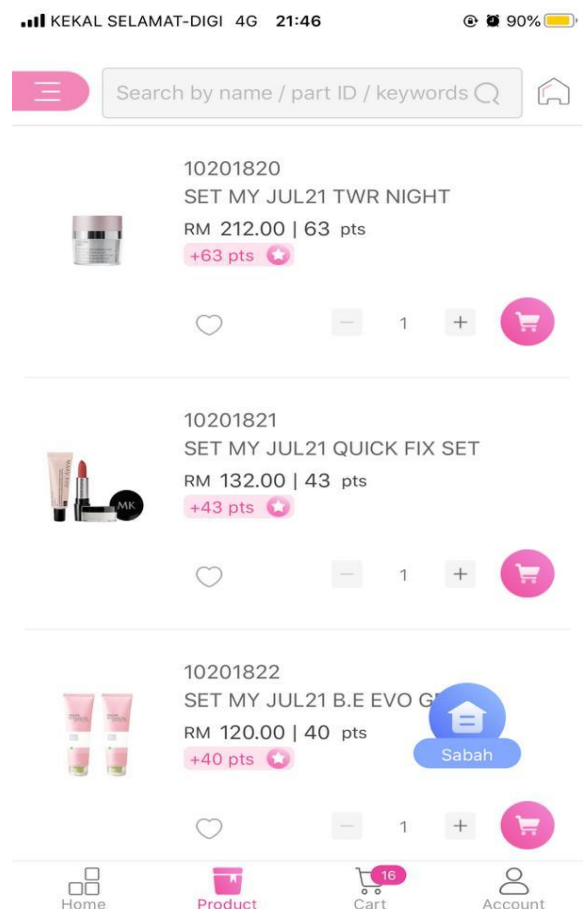
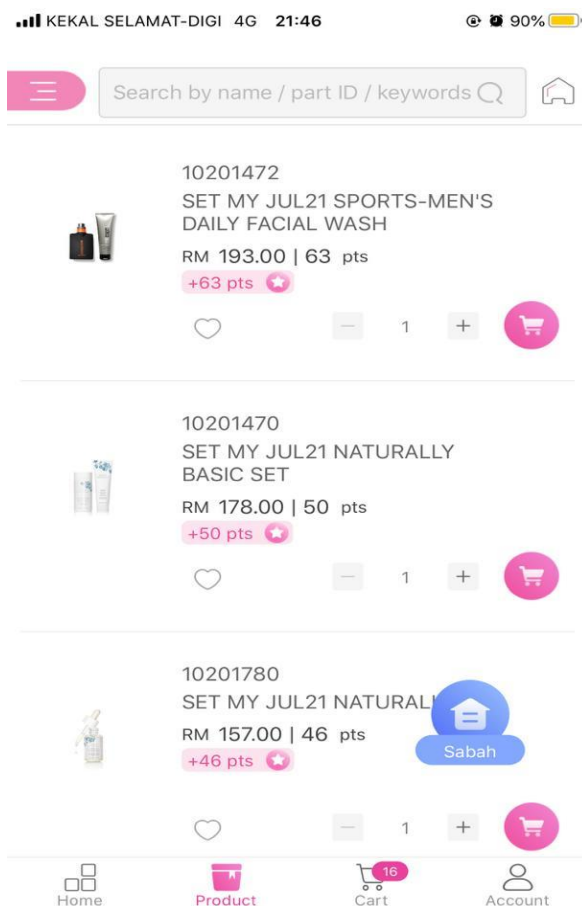
## PRICE LIST

The price offered by Mary Kay is around RM 30 - RM 200 and above. Each product has its own price. The products sold are in a set and can be purchased with one product only.

The postage price for each purchase is RM10 in the Semenanjung and RM15 to Sabah & Sarawak. Free postage if the purchase reaches 100 pts(points).

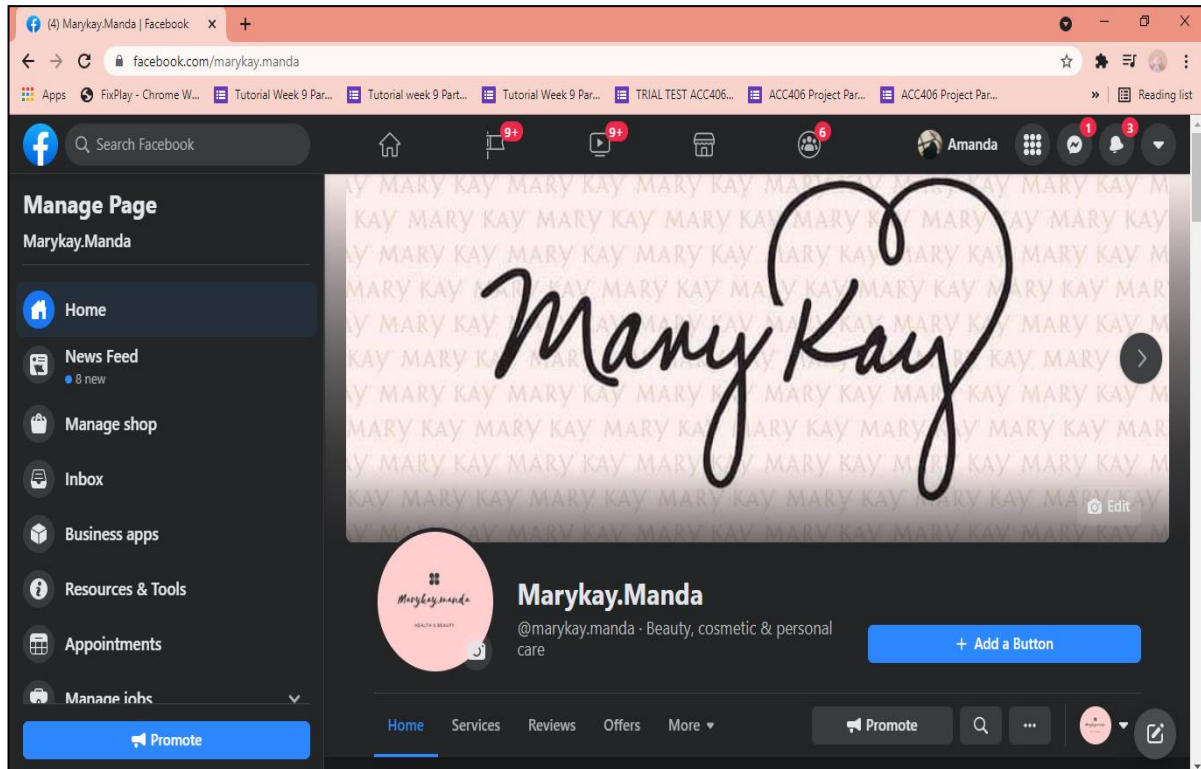
Every month, Mary Kay will be doing great promotions for shoppers.

### Examples:



## FACEBOOK PAGE

### CREATING A FACEBOOK PAGE



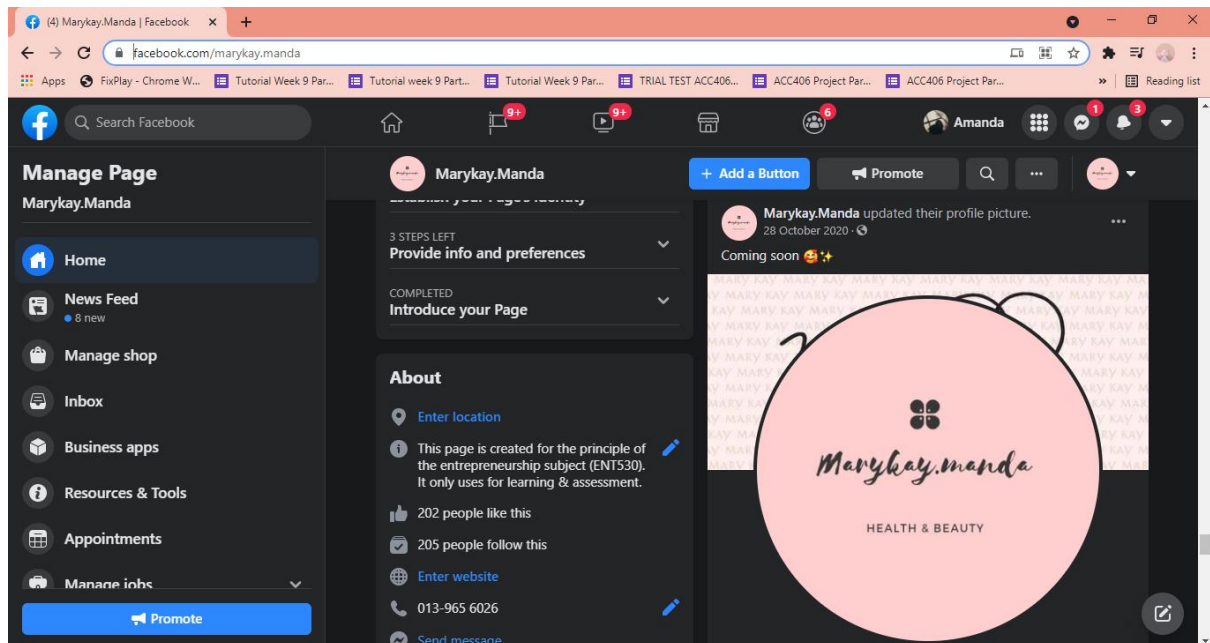
MaryKay.Manda's Main Facebook Page

We set our Facebook page in pink because it is a color that symbolizes Mary Kay products since time immemorial. We also enter our contact number in the information section of the Facebook Page.

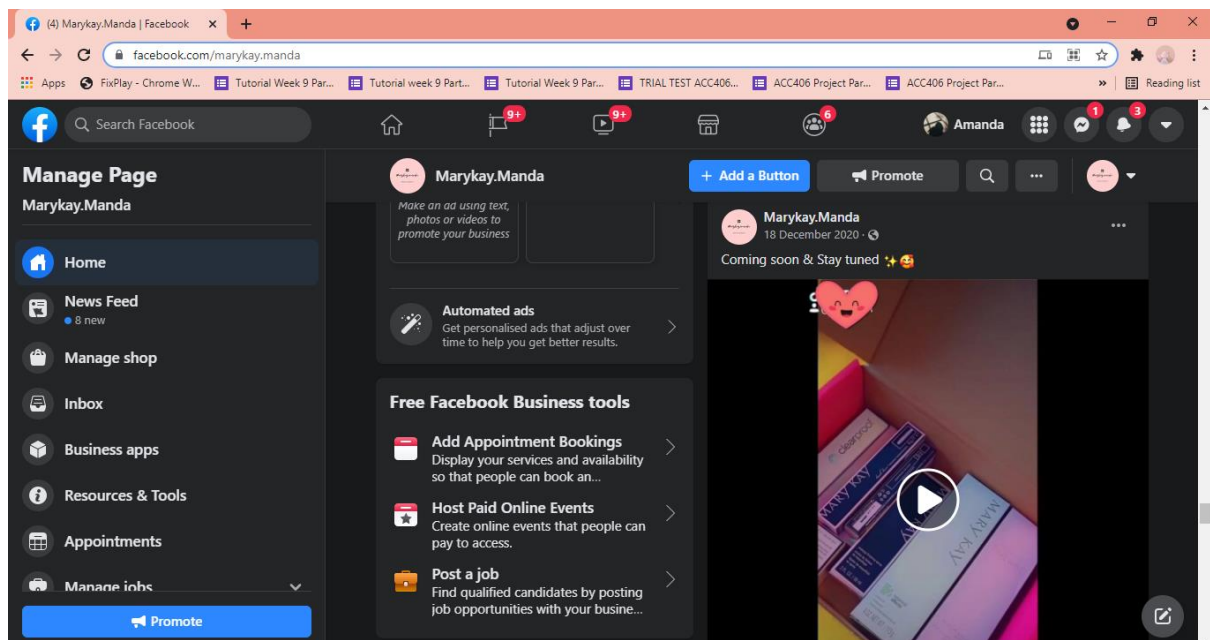
### CUSTOM URL FACEBOOK PAGE

Link Facebook page: <https://www.facebook.com/marykay.manda>

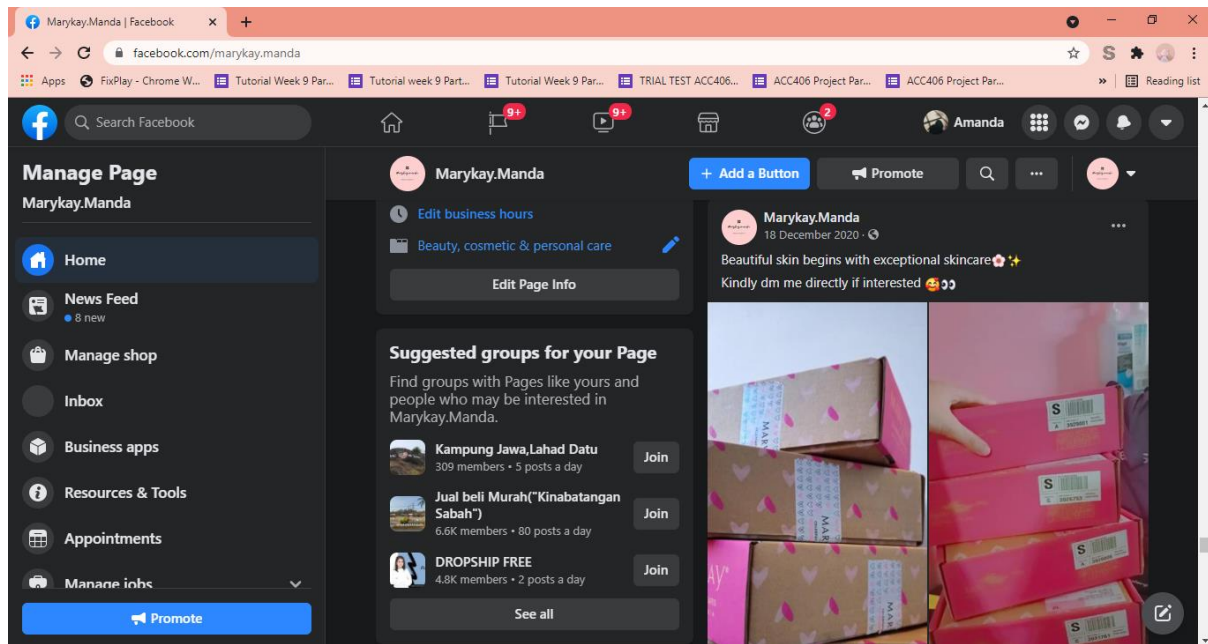
## Facebook- Teaser post



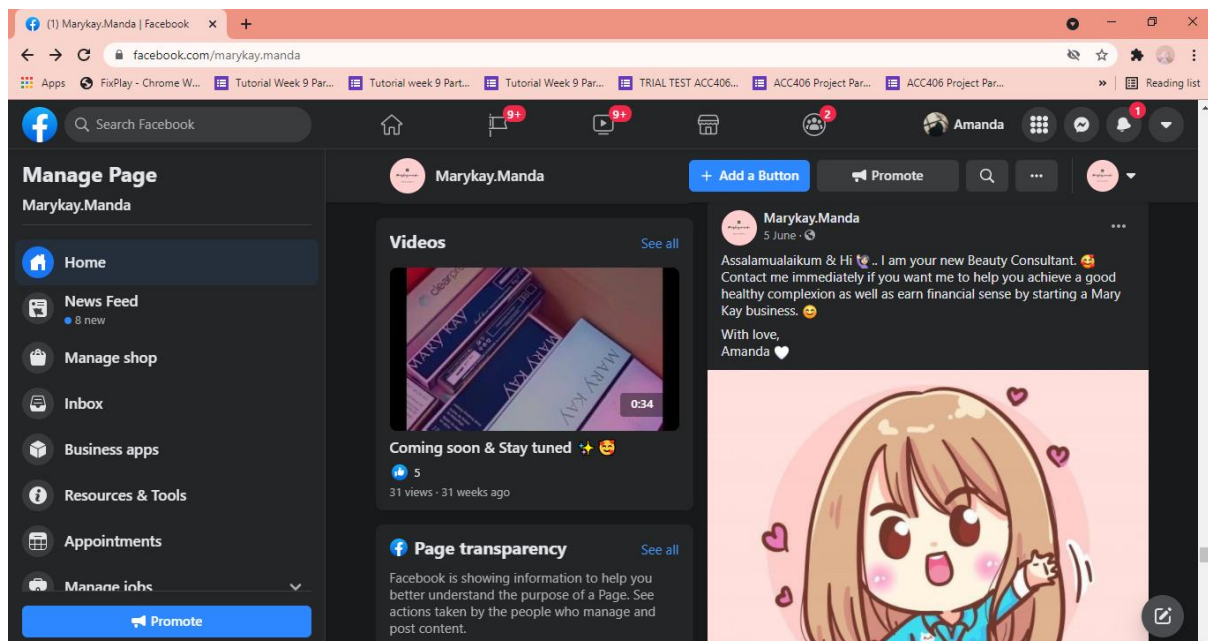
Teaser 1



Teaser 2



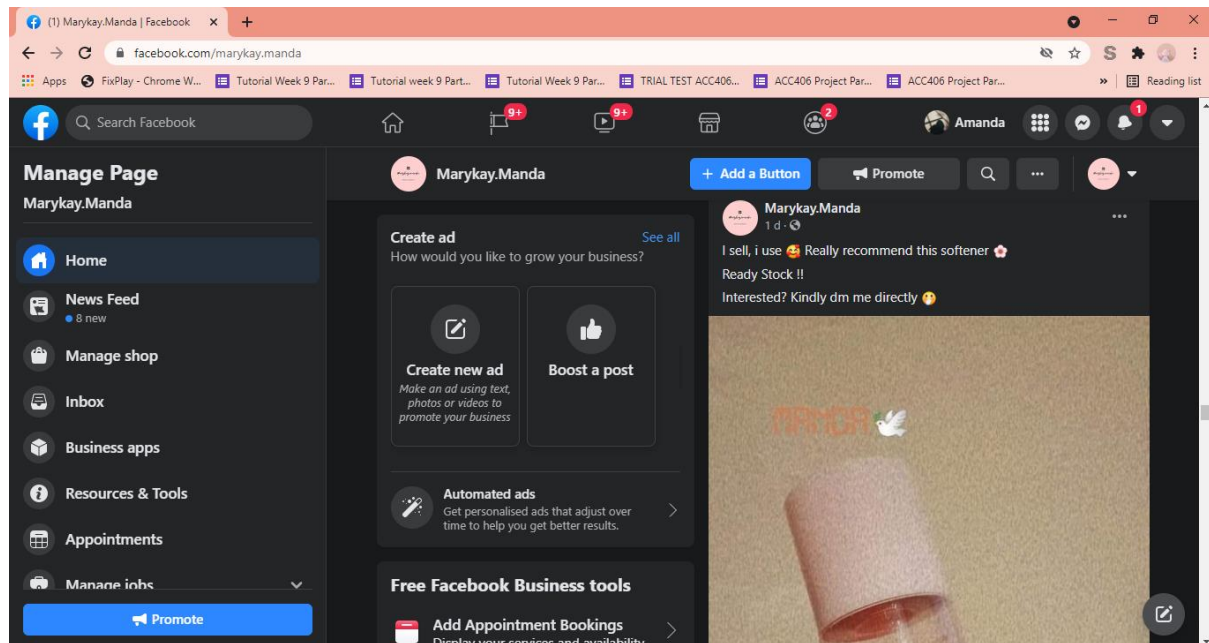
Teaser 3



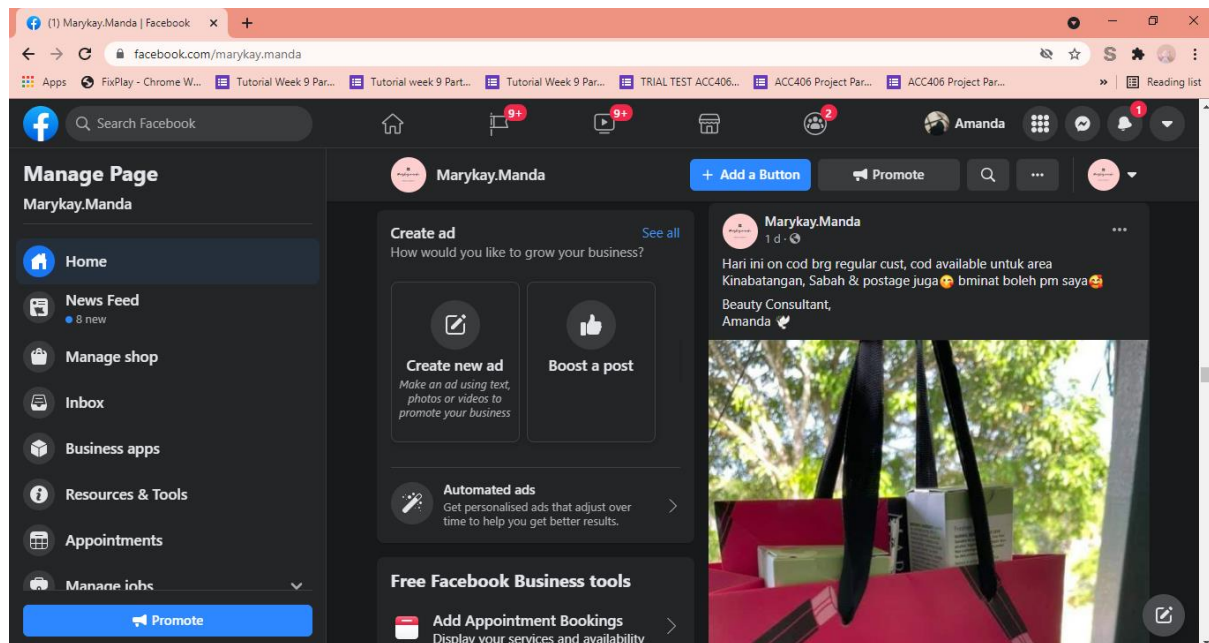
Teaser 4



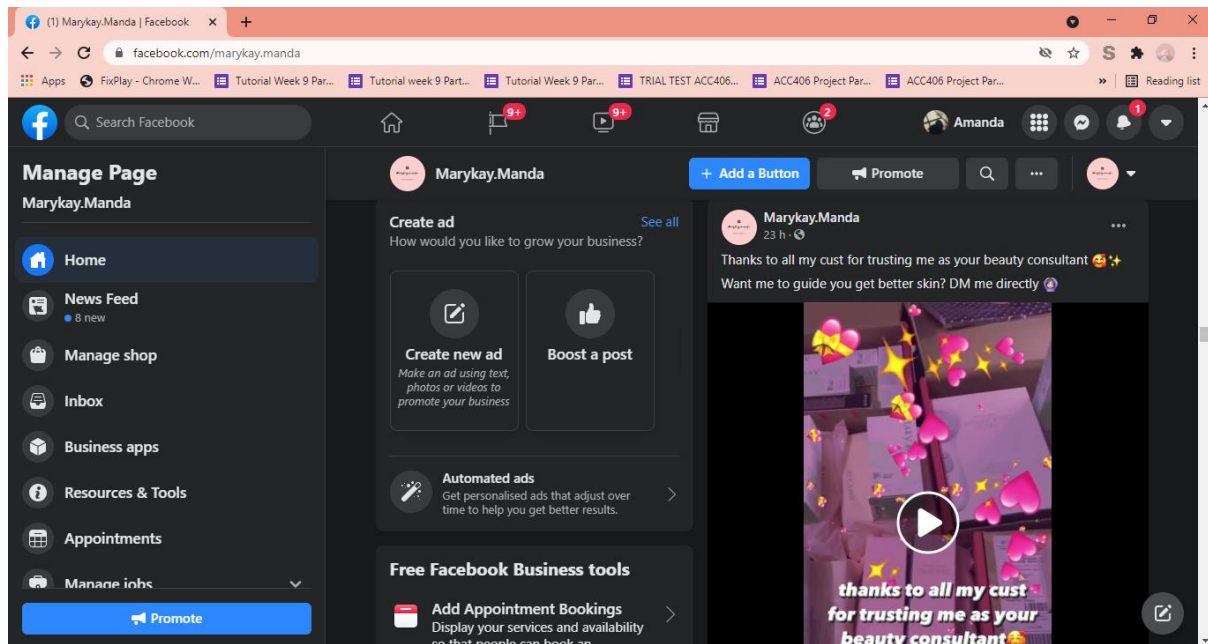
## Copywriting- Hard sell



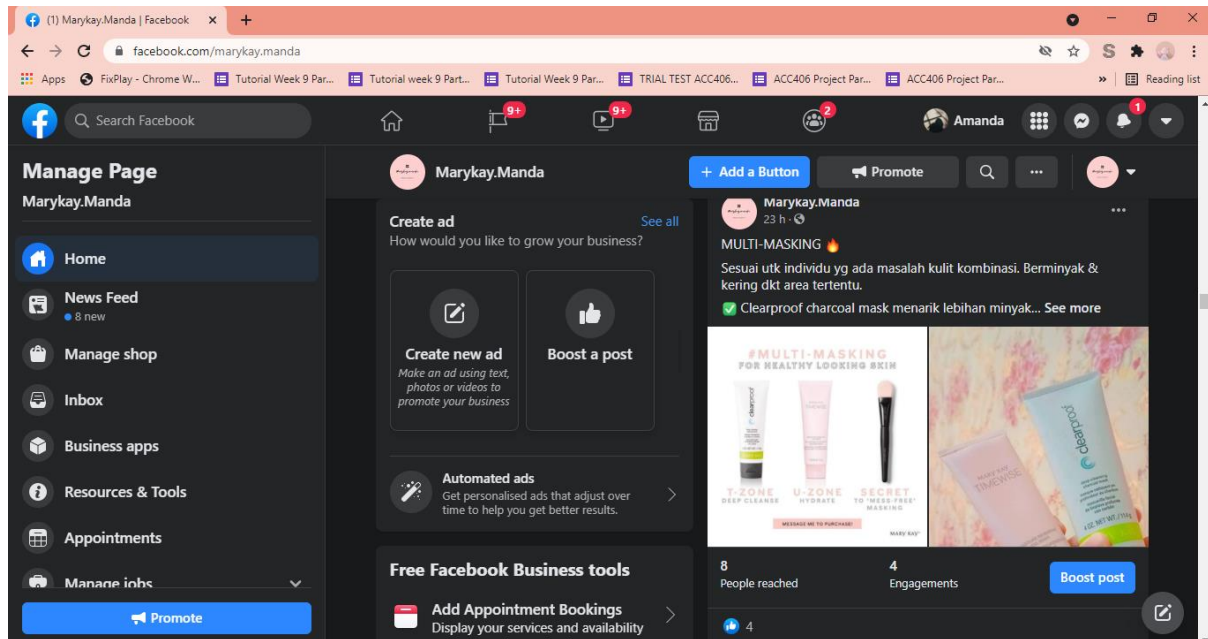
Hard Sell 1



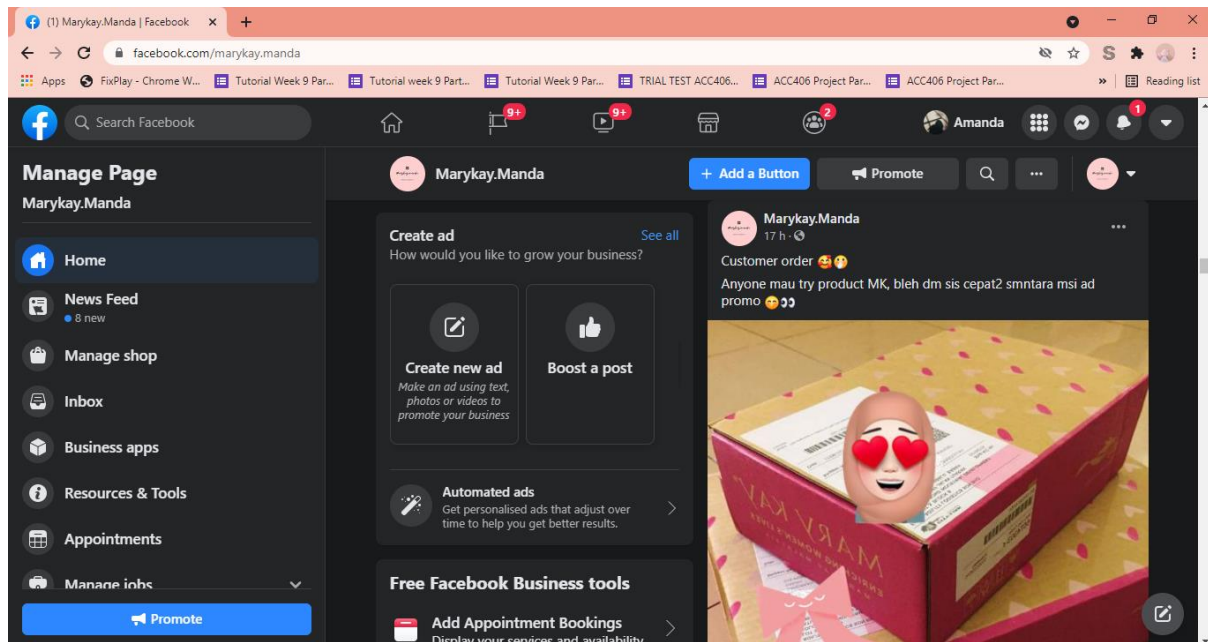
Hard Sell 2



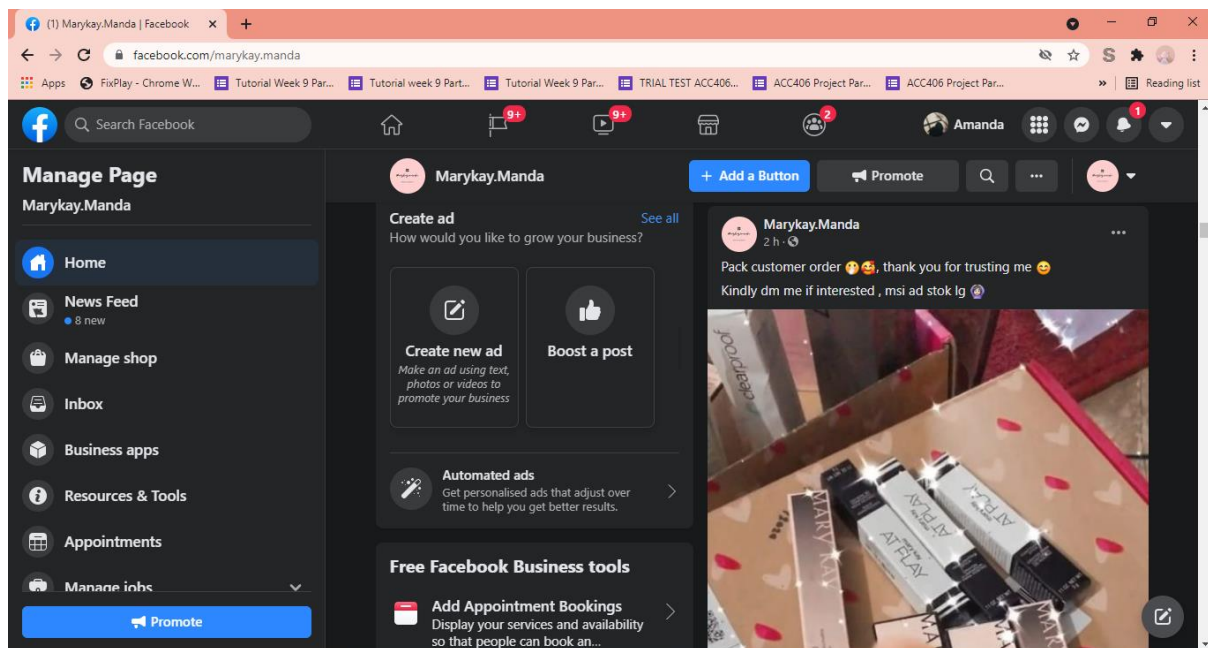
Hard Sell 3



Hard Sell 4

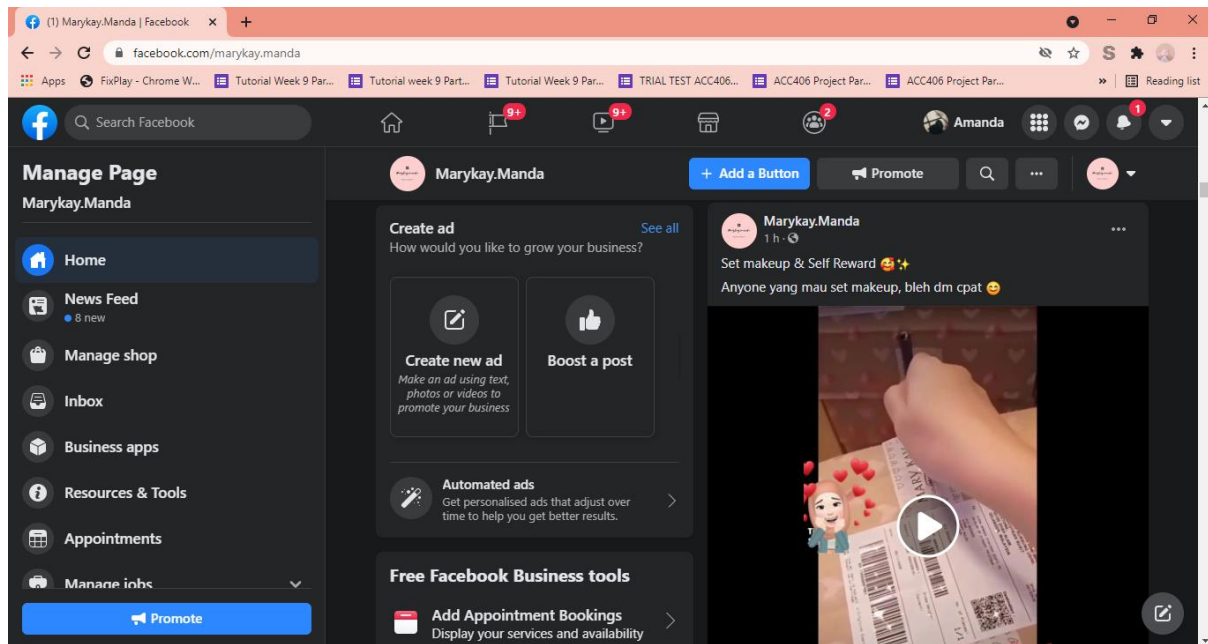


Hard Sell 5

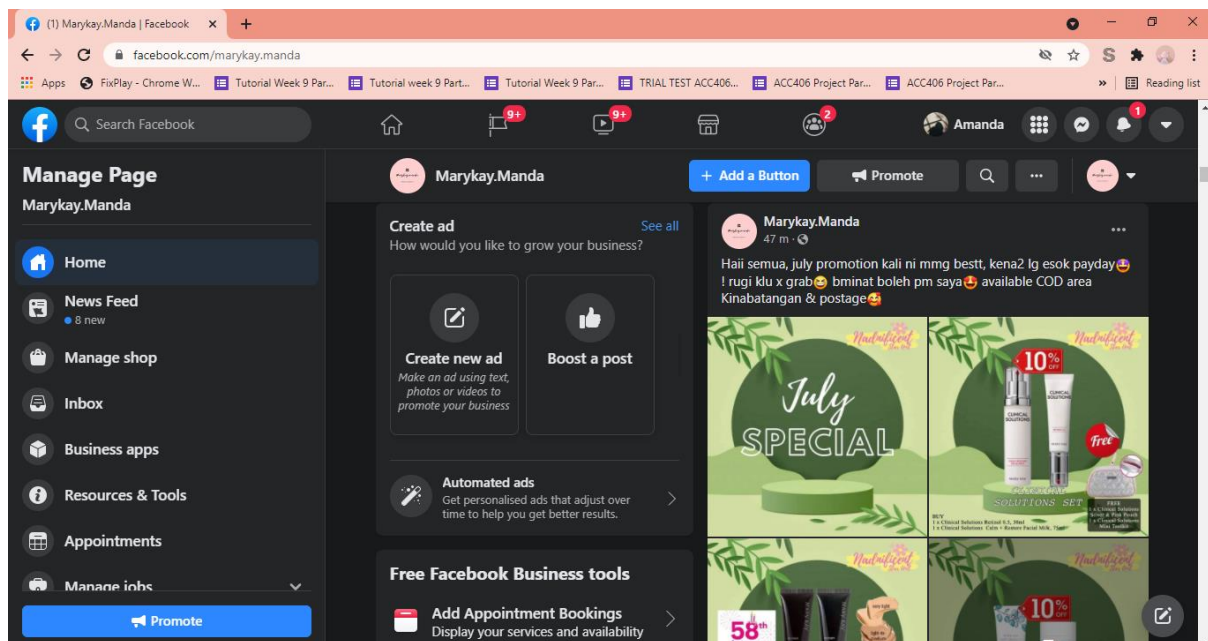


Hard Sell 6

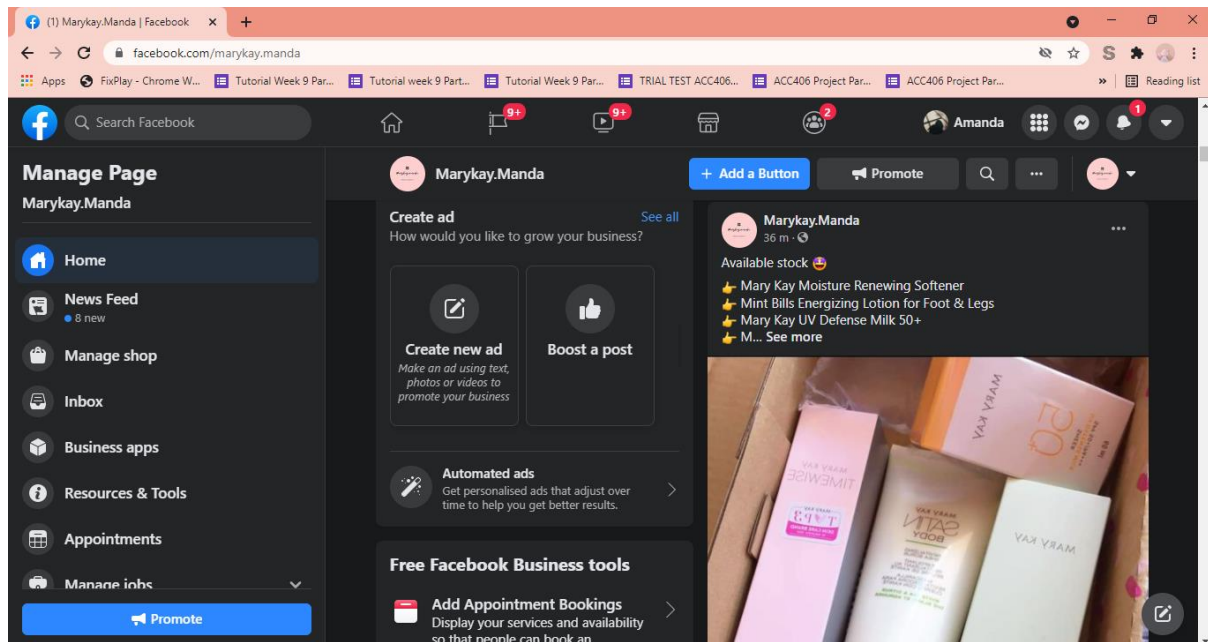




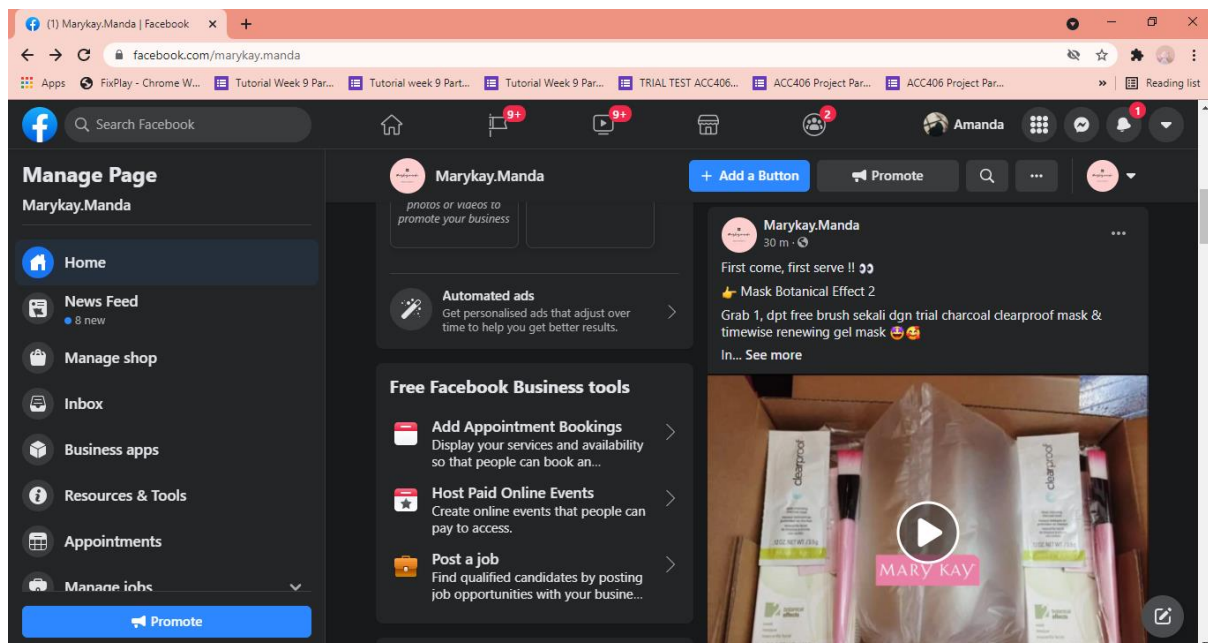
Hard Sell 7



Hard Sell 8

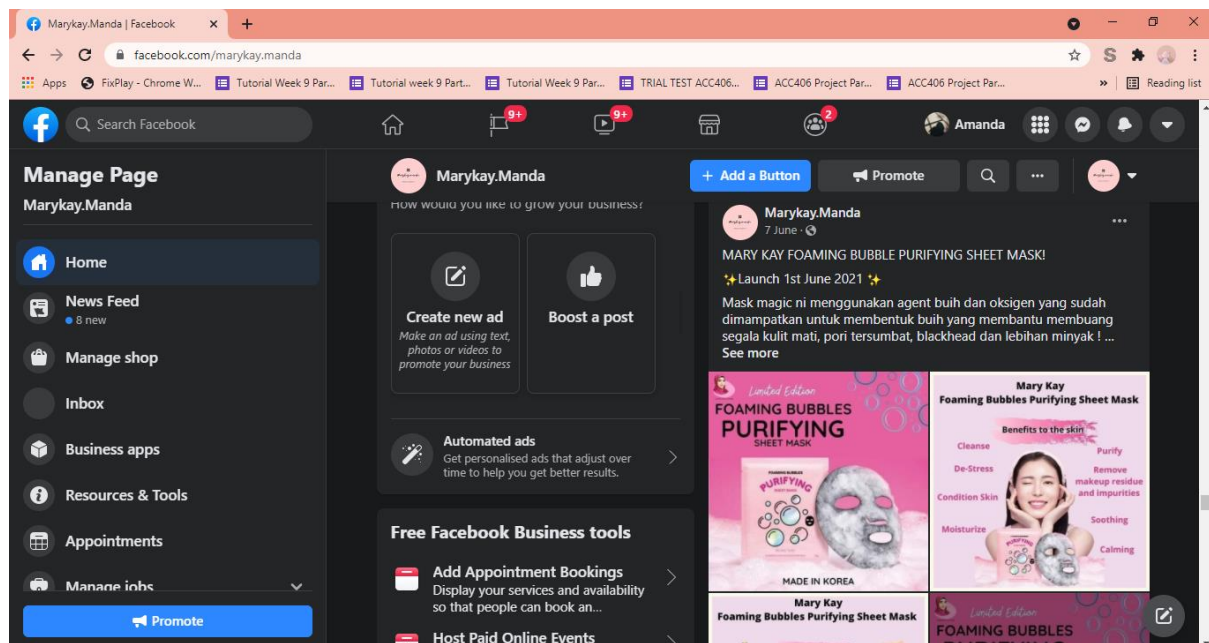


Hard Sell 9

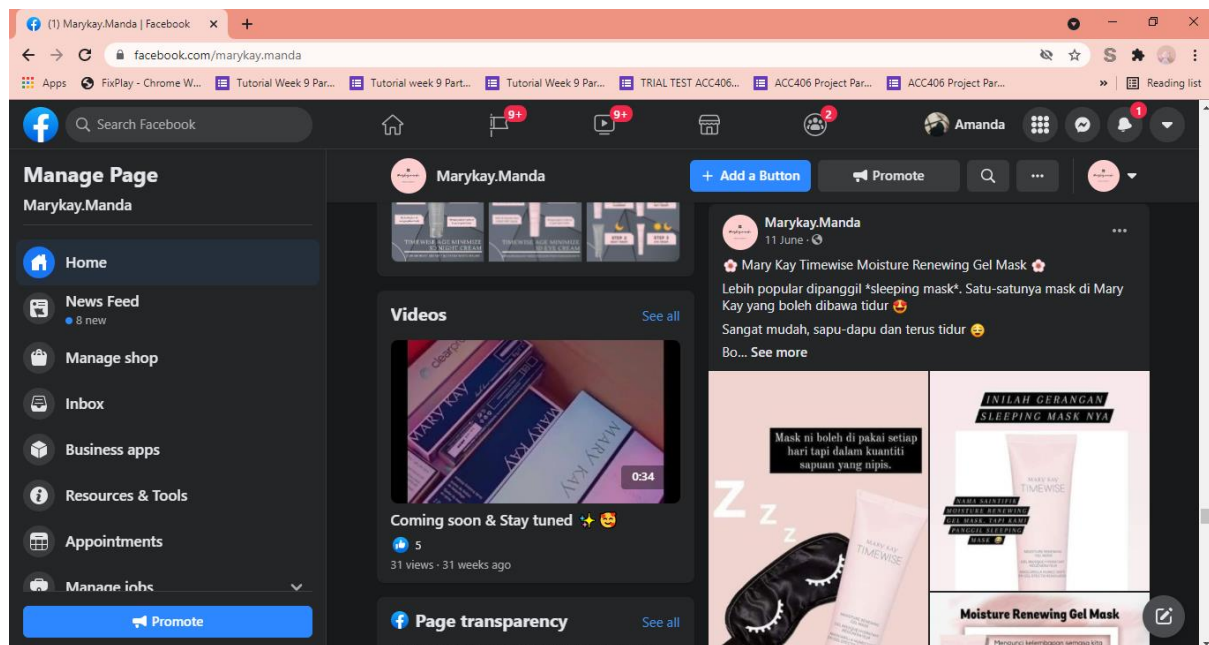


Hard Sell 10

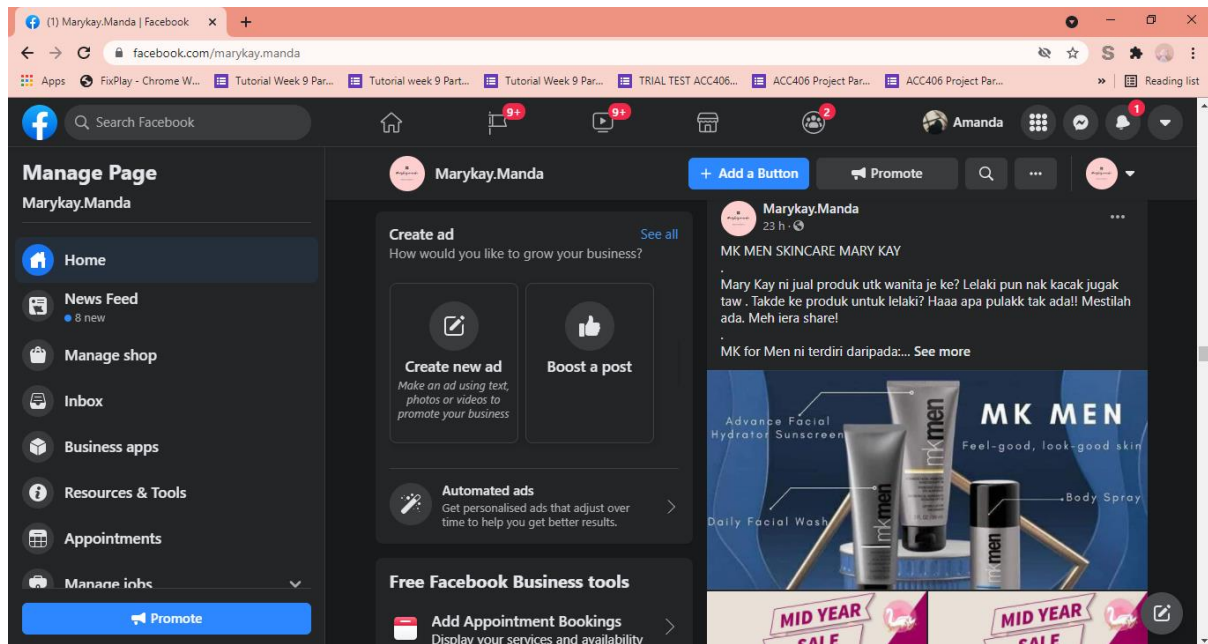
## Copywriting- Soft sell



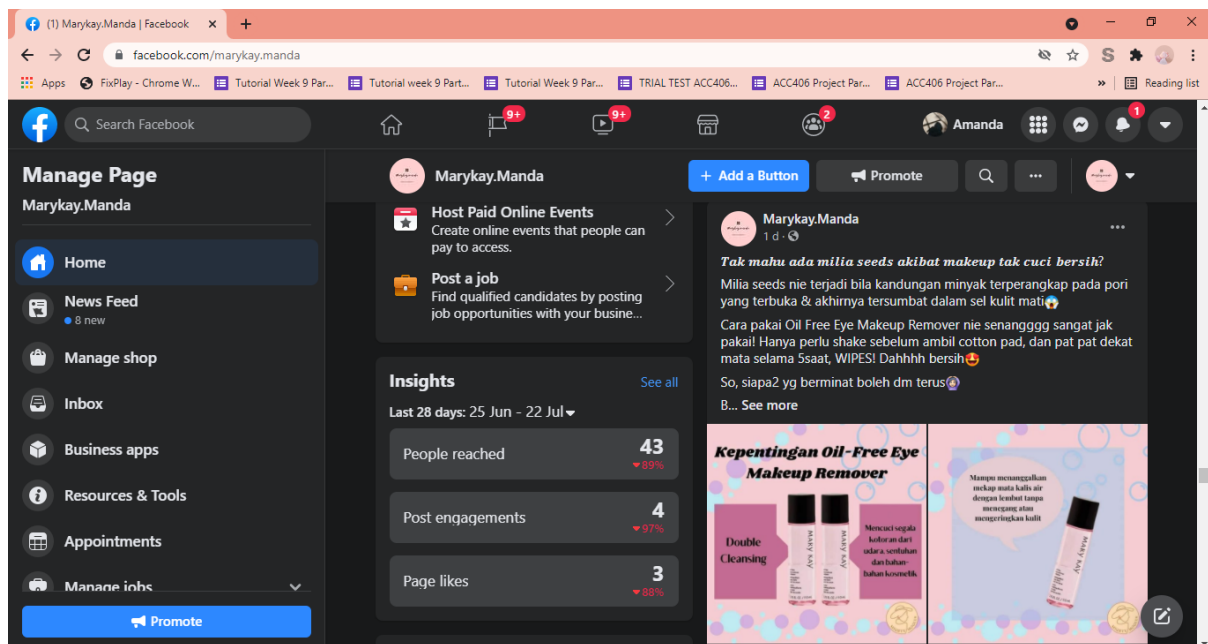
Soft Sell 1



Soft Sell 2

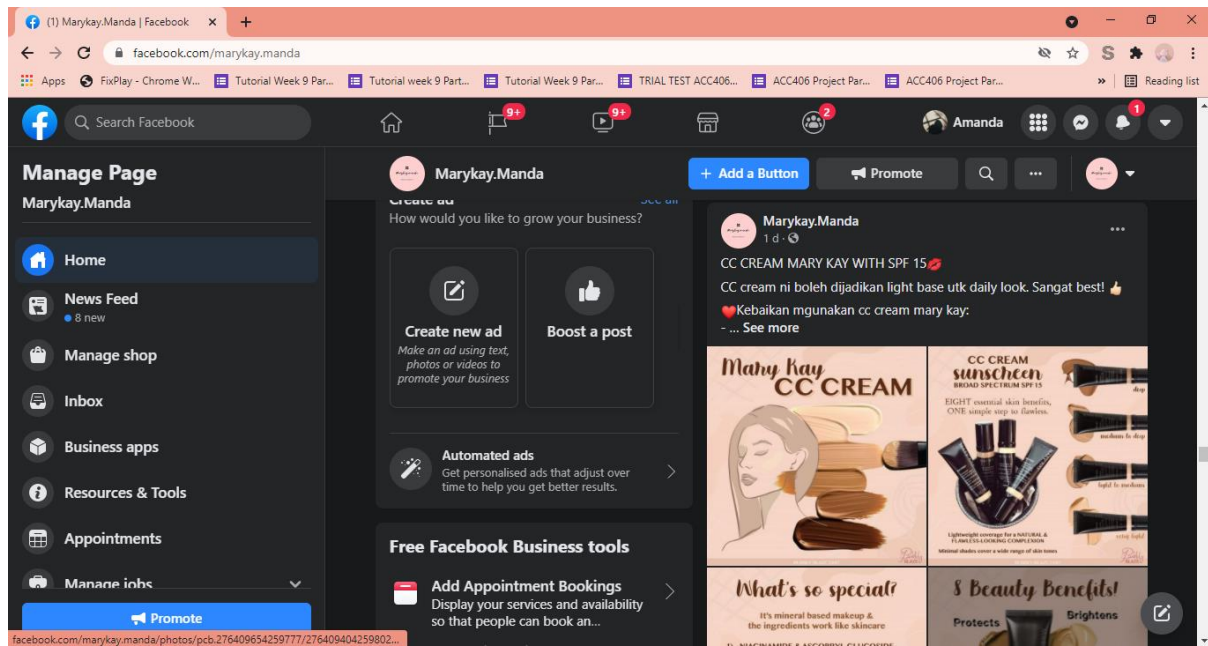


Soft Sell 3

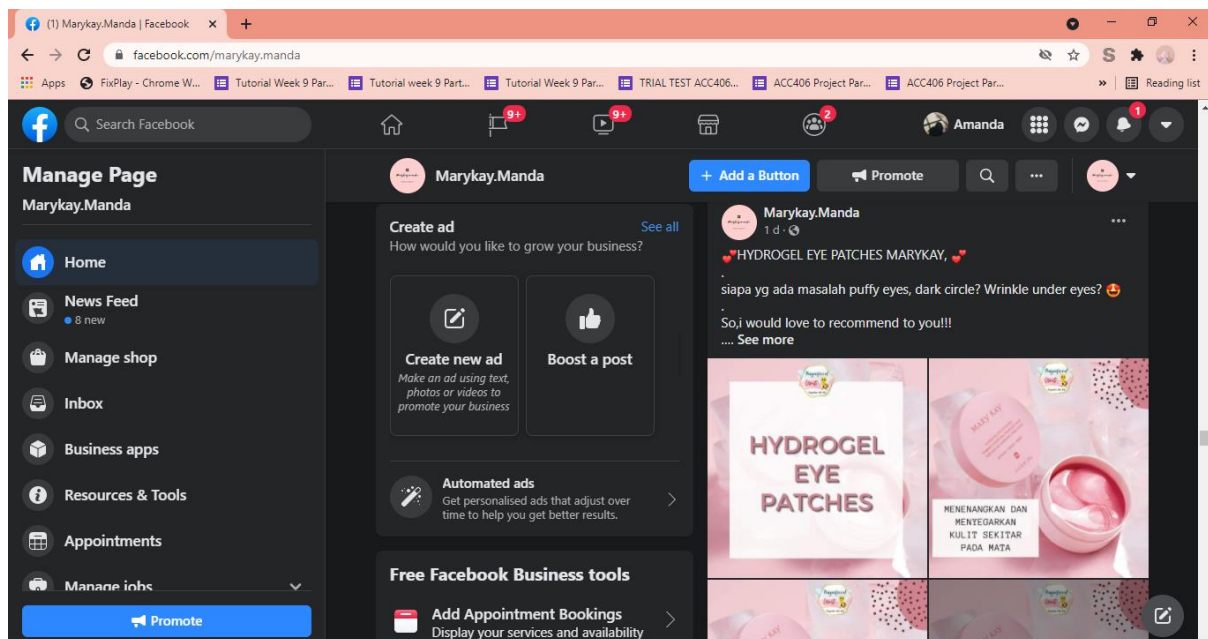


Soft Sell 4

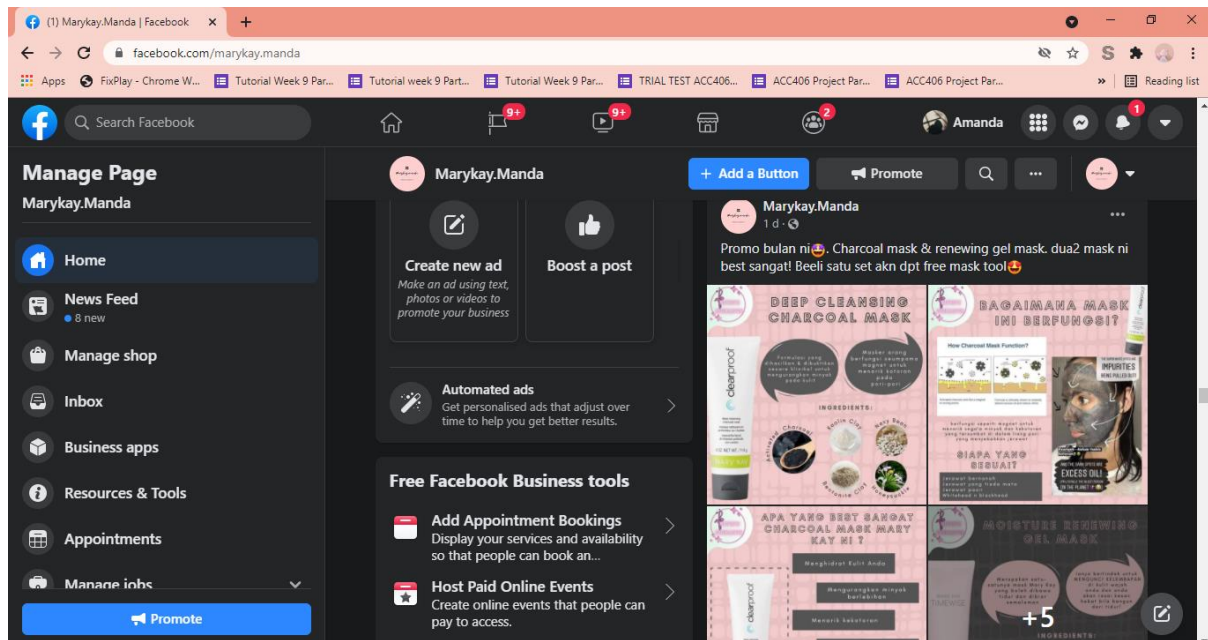




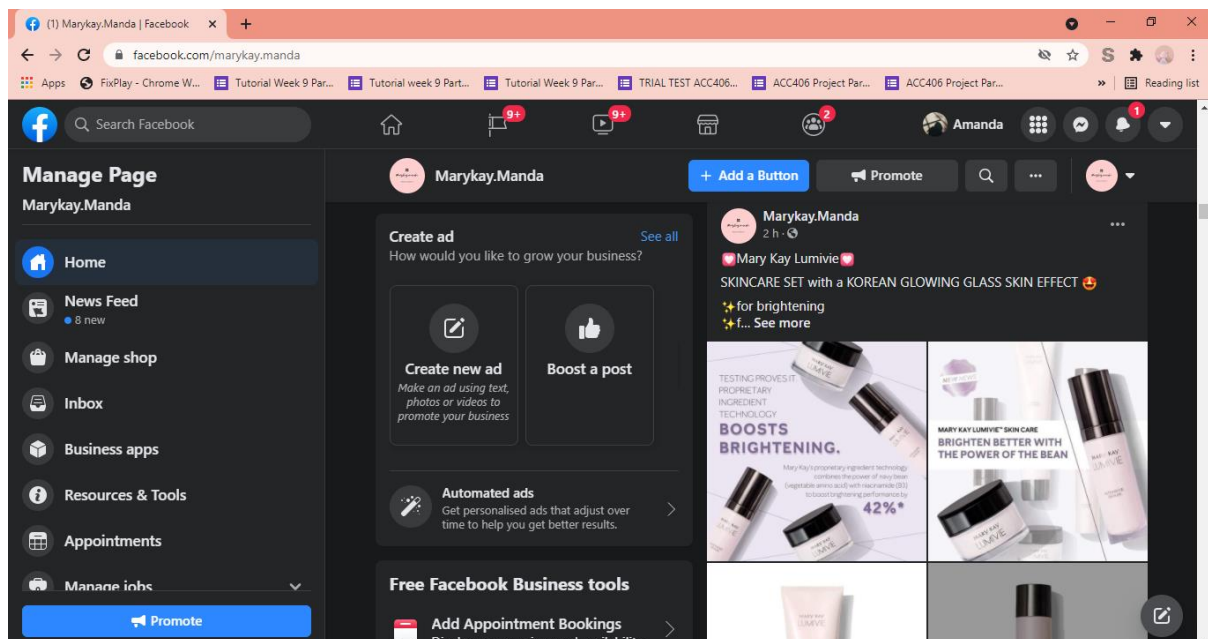
Soft Sell 5



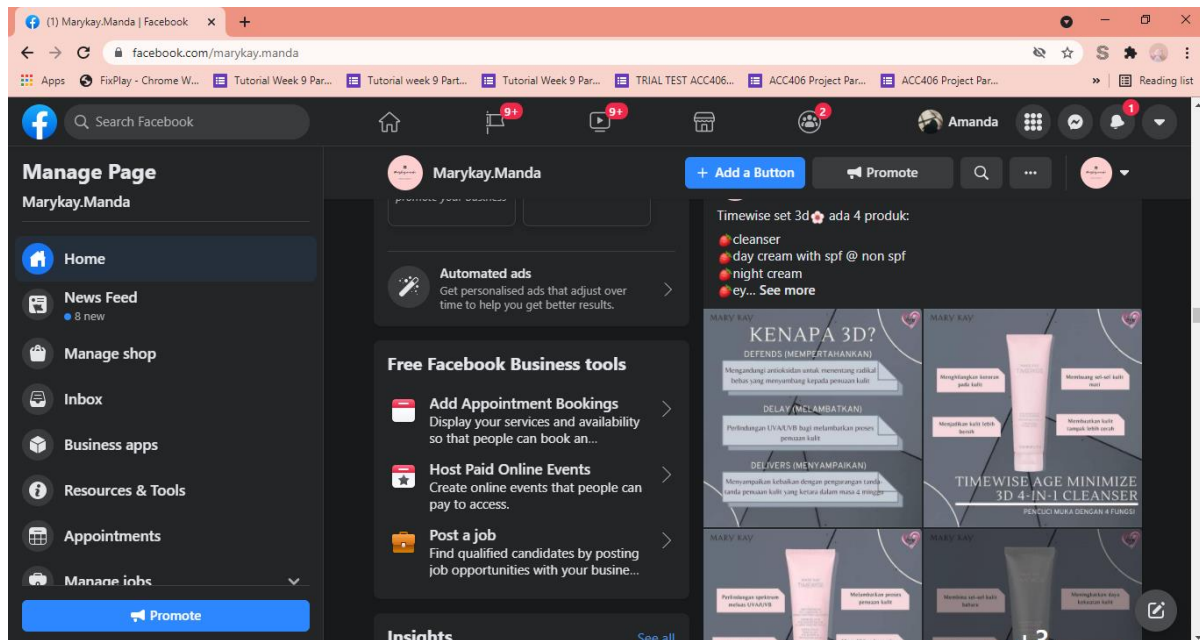
Soft Sell 6



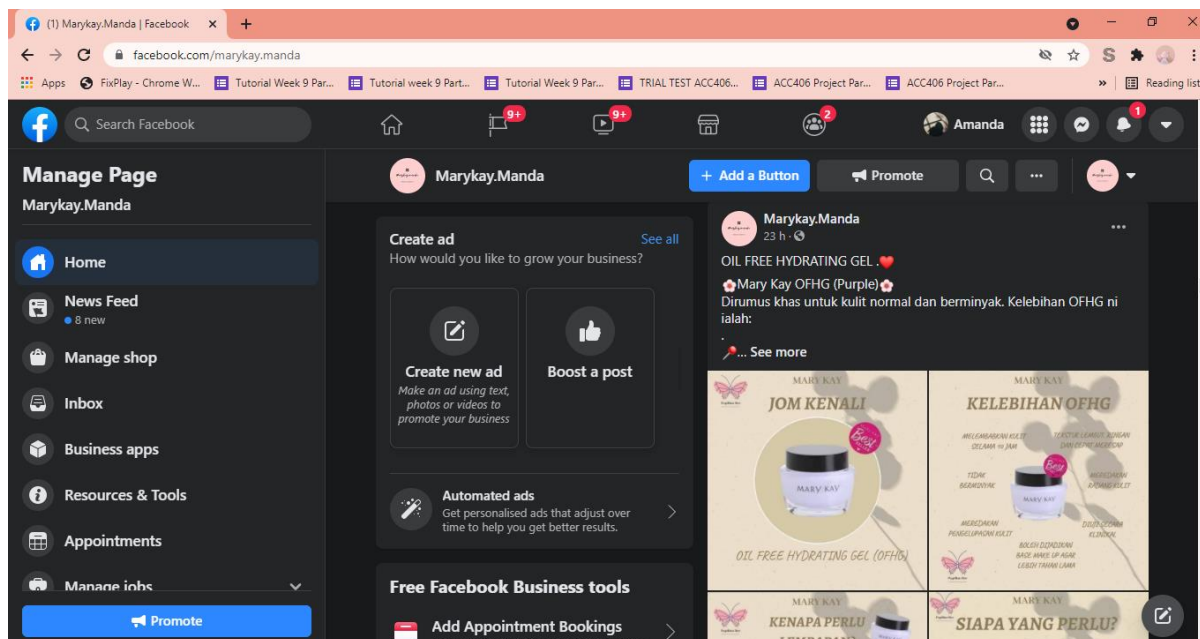
Soft Sell 7



Soft Sell 8

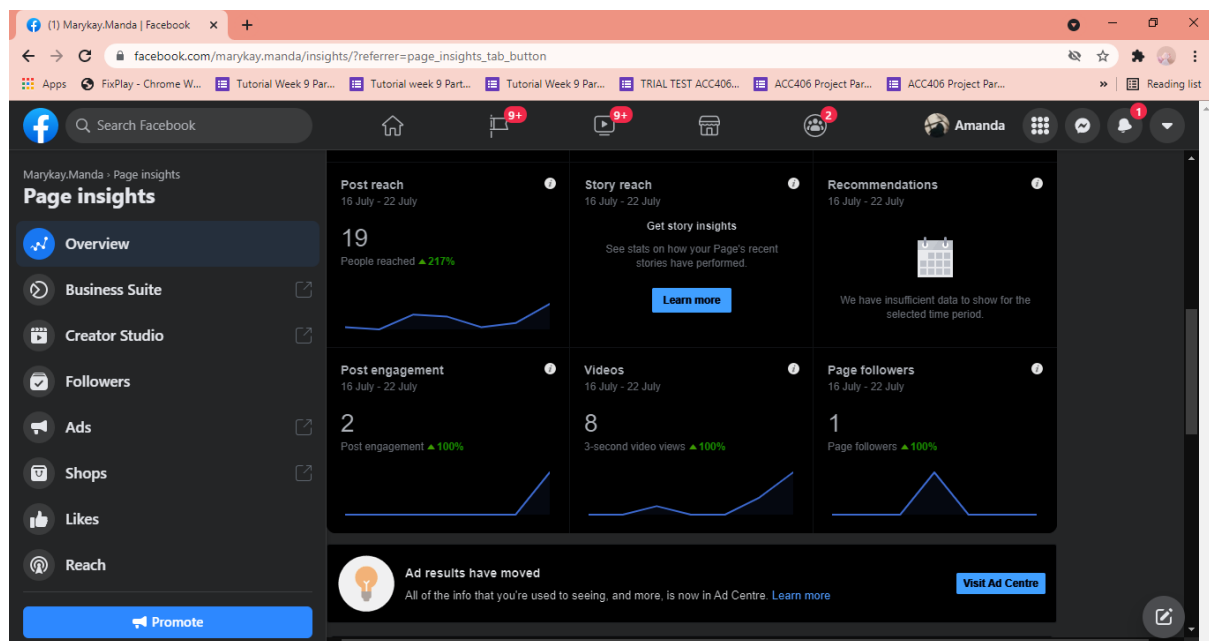
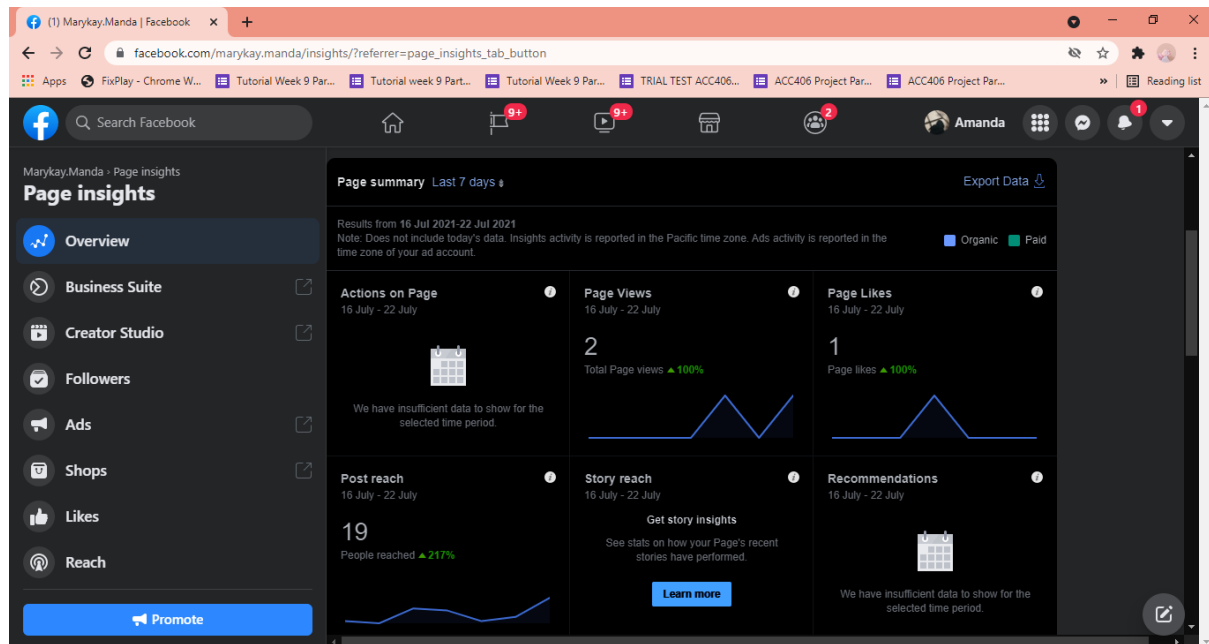


Soft Sell 9

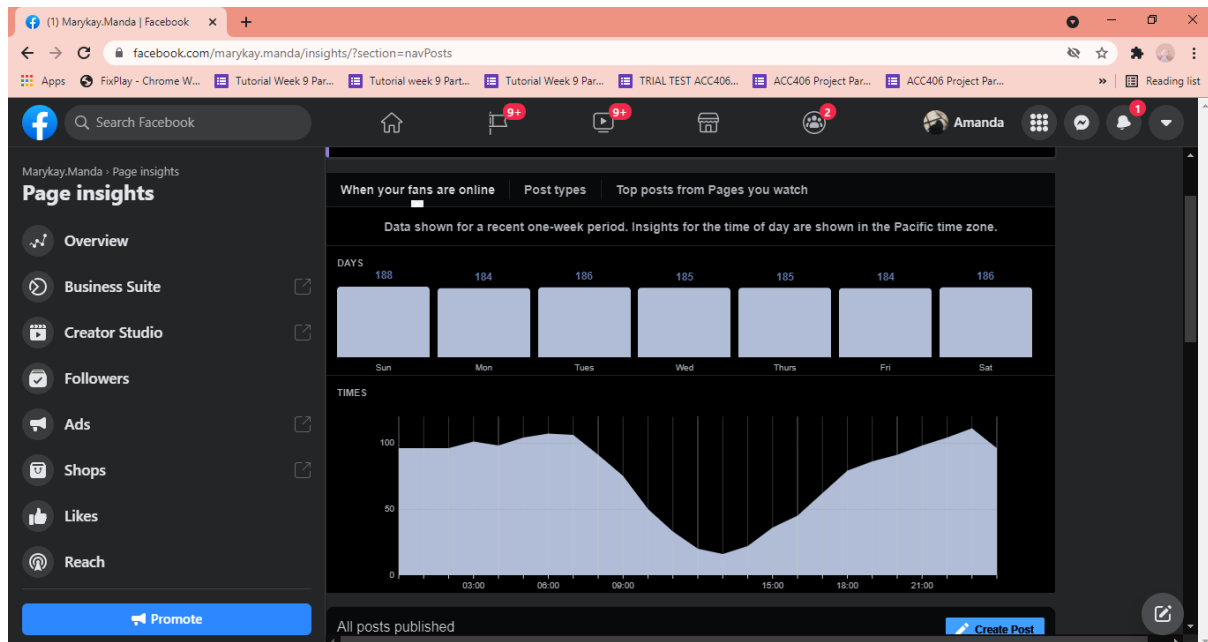


Soft Sell 10

# GRAPHICS







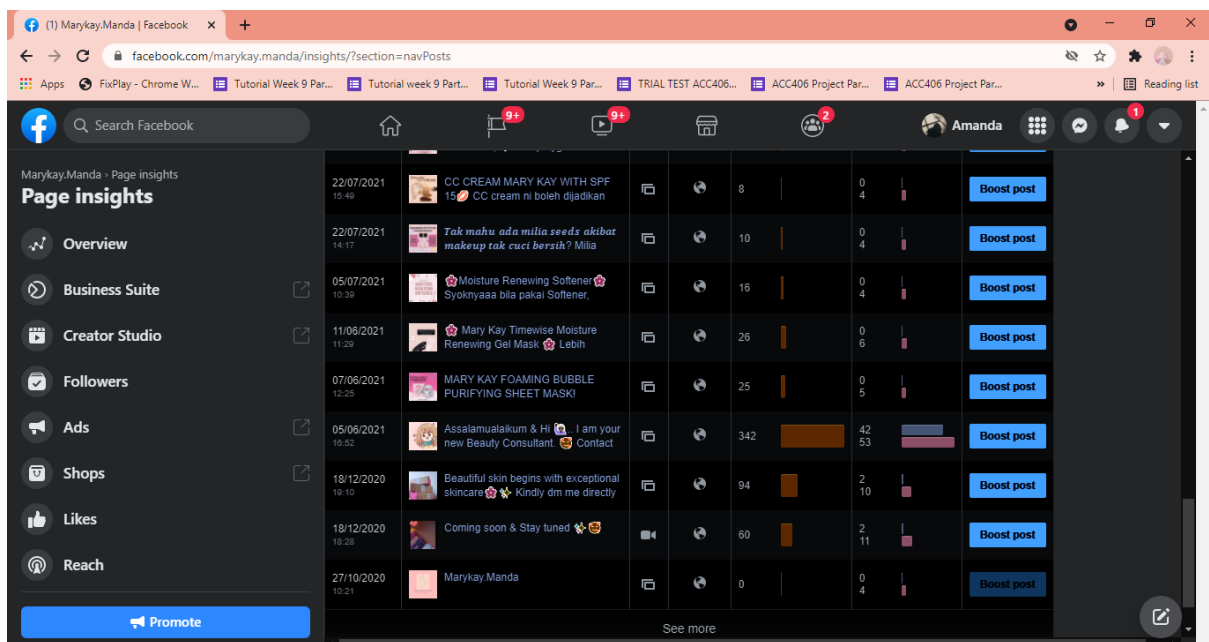
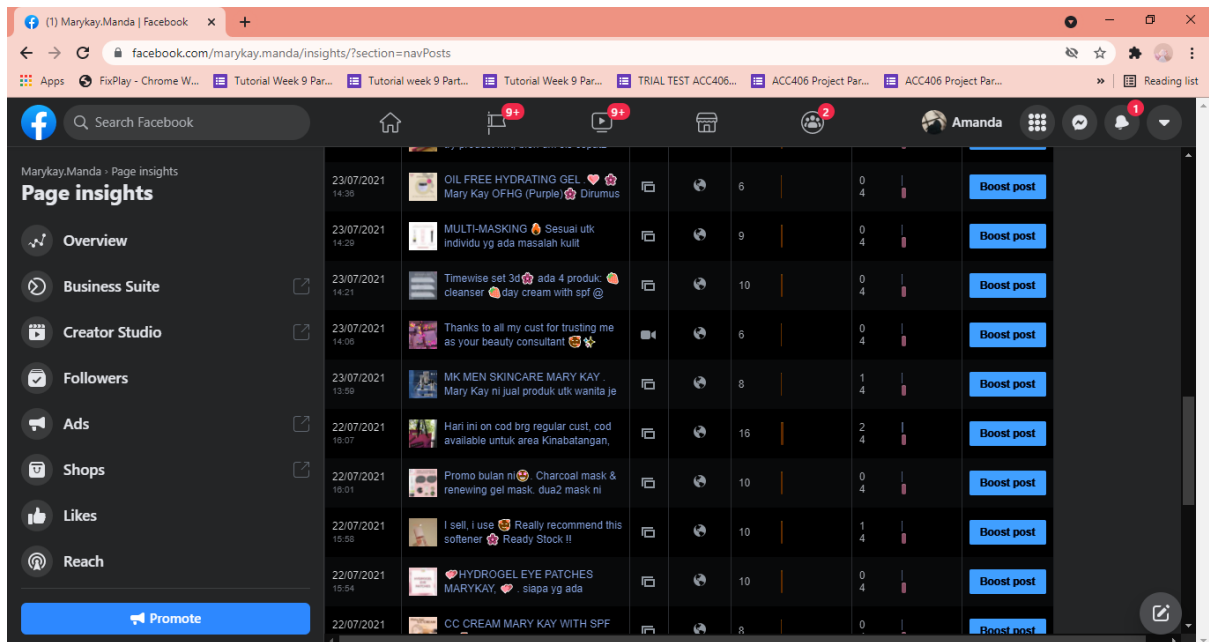
Facebook Page Insights for Marykay.Manda

**Page insights**

- Overview
- Business Suite
- Creator Studio
- Followers
- Ads
- Shops
- Likes
- Reach

**Published** | **Post** | **Type** | **Targeting** | **Reach** | **Engagement** | **Promote**

Published	Post	Type	Targeting	Reach	Engagement	Promote
24/07/2021 13:23	First come, first serve !! 🤖 Mask Botanical Effect 2 Grab 1, dpt free	Video	Targeted	3	0 2	<a href="#">Boost post</a>
24/07/2021 13:17	Available stock 🤖 Mary Kay Moisture Renewing Softener 🤖 Mint	Image	Targeted	4	0 2	<a href="#">Boost post</a>
24/07/2021 13:06	Hai semua, july promotion kali ni mmg bestt, kena2 lg esok payday 🤖	Image	Targeted	5	0 3	<a href="#">Boost post</a>
24/07/2021 12:24	Set makeup & Self Reward 🤖 Anyone yang mau set makeup, bleh	Image	Targeted	4	0 3	<a href="#">Boost post</a>
24/07/2021 11:16	Mary Kay Lumivie SKINCARE SET with a KOREAN GLOWING	Image	Targeted	7	0 3	<a href="#">Boost post</a>
24/07/2021 11:14	Pack customer order 🤖, thank you for trusting me 🤖 Kindly dm me	Image	Targeted	4	0 3	<a href="#">Boost post</a>
24/07/2021 09:58	Hello weekend 🤖	Image	Targeted	6	0 3	<a href="#">Boost post</a>
23/07/2021 20:41	Customer order 🤖 Anyone mau try product MK, bleh dm sis cepat2	Image	Targeted	9	0 4	<a href="#">Boost post</a>



## **CONCLUSION**

In conclusion, this Mary Kay business has grown to be one of the most successful businesses in the world today. It is one of the most popular products among customers especially women. There are many products that can be found as a result of this initiative. We use Facebook, a social media platform, to show the world about our sector. Hard-selling and soft-selling both have their own value, and these two methods have been utilised to get more people to purchase our items.

Based on my previous expertise, I had no idea that this strategy, as well as teasers, may potentially lure consumers in and acquainted them with our products. The frequency of posts also makes users more aware of the products that our company has offered. This allows us to engage with customers more frequently, and customers may submit feedback on our products and discover new things on Facebook.

In the future, I hope that Mary Kay will continue to grow, and that more people will learn about this product and be willing to try it without reluctance. ENT530 has opened students' eyes to the idea of starting a business and earning money.