

# FACULTY OF BUSINESS AND MANAGEMENT

# PRINCIPLES OF ENTREPRENEURSHIP (ENT 530) BUSINESS PLAN



# SOCIAL MEDIA PORTFOLIO GLAMORIZE BEAUTY

# PREPARED BY:

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**GROUP:** ENT530L

PREPARED FOR: MADAM NORFAZLINA BINTI GHAZALI

**SUBMISSION DATE:** 14 JULY 2022

#### **ACKNOWLEDGEMENT**

First, I would like to thank Allah for allowing me to complete this ENT530 assignment within the time given by my lecturer. I also want to thank my parents because they keep supporting me during this online learning. They always give moral support to work harder until I can finish this assignment.

Not forgotten, I would like to thank my lecturer, Madam Norfazlina Binti Ghazali for helping me and spending her time, although just for a while for helping and sharing her knowledge with me to complete this assignment. Even though she only guides online, it still makes me understand how to learn about this course.

Finally, I would like to say thank you to my classmates and friends who have been very helpful in sharing their ideas and knowledge with me. Thank you very much for your contribution till I can finish this assignment

#### **EXECUTIVE SUMMARY**

Glamorize Beauty is a partnership business that sells cosmetics run by Farzana Binti Mohammad Musa and Nurul Hazaleena Binti Razali. We both are native of Selangor who have just started running a Sobella brand cosmetics business. In April 2022, we became a Sobella Cosmetics brand agent and successfully managed to get customers who bought the product. Among the products we sell under the Sobella brand include lip matte, lip tint, eyeshadow, blusher, and foundation at a very affordable price for people to buy.

Nowadays, social media sites like Facebook are crucial since they may assist new businesses to promote their business. As we all know, a majority of people use it, regardless of age or gender. So, it is easy for a new business owner like us to attract customers, whether they are aware of us or not, and this indirectly helps our company grow. To draw customers' interest, we can publish teasers, soft sells, and hard sells on this Facebook page. Customers can get a lot of information and promotions about our product by simply clicking on our page. We also provide a Whatapps phone number in case they have any questions about the product.

In addition, we can keep track of how often we post and how many people are visiting our page thanks to the Facebook page. Furthermore, if we are unable to post on that day, we can schedule posting so that we can continue to update for customers who want to know more about the product or any promotions.

# TABLE OF CONTENTS

1.0 Go-Ecommerce Registration.	5-6
2.0 My ENT Certificate	7-8
3.0 SSM Registration	9
4.0 Introduction of Business.	10-16
4.1 Name and Address of Business	10
4.2 Organizational Chart	11
4.3 Mission and Vision	11
4.4 Description of Products/Services	12
4.5 Price List	13-16
5.0 Facebook	17-38
5.1 Creating Facebook (FB) Page	17
5.2 Custom URL FB Page	18
5.3 Facebook (FB) Post – Teaser	18-21
5.4 Facebook (FB) Post – Hard Selling	22-29
5.5 Facebook (FB) Post – Soft Selling	30-37
5.6 Sales Report.	38
5.6.0Customer Information & Payment Methods	39-40
4.0 Conclusion	41



Figure 1: Certificate Farzana

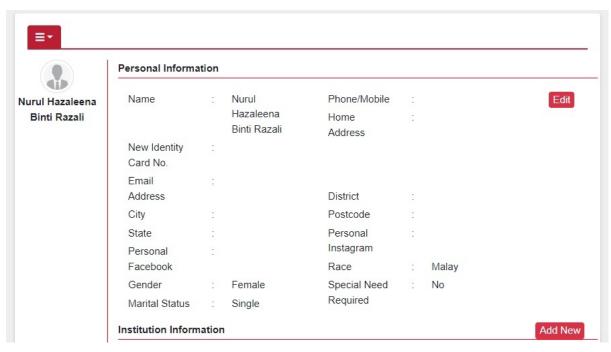


Figure 2: Screenshot of Business Profile Hazaleena

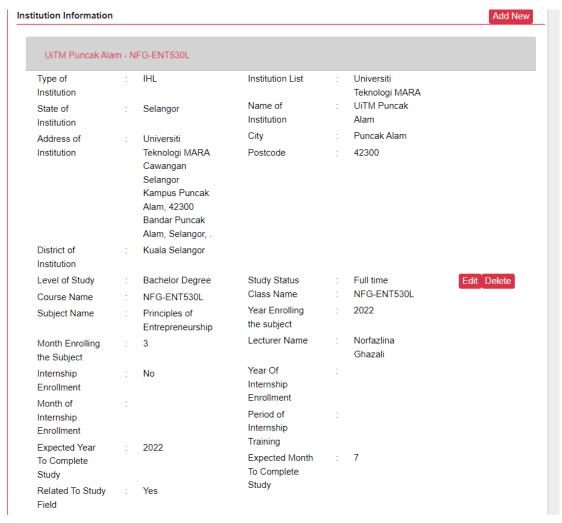


Figure 3: Screenshot of Institution Information Hazaleena

#### 2.0 MY ENT CERTIFICATE

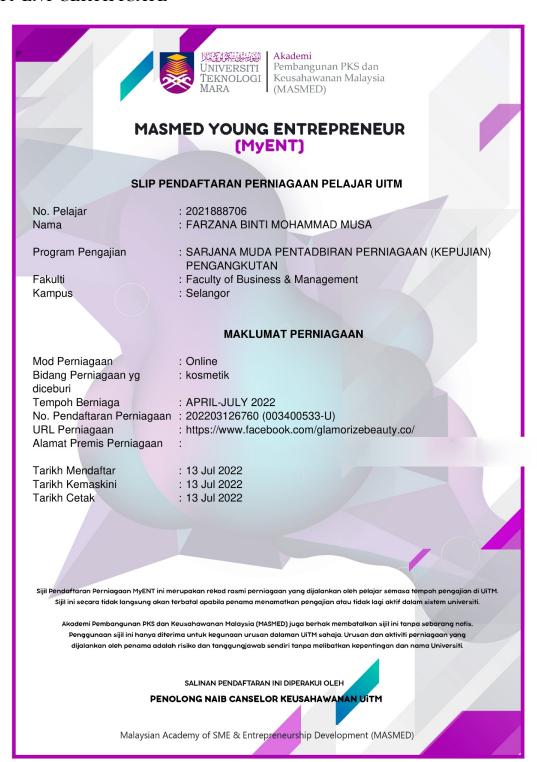


Figure 4: My ENT Farzana



# MASMED YOUNG ENTREPRENEUR (MyENT)

#### SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar : 2021601536

Nama : NURUL HAZALEENA BINTI RAZALI

Program Pengajian : SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN)

PENGANGKUTAN

Fakulti : Faculty of Business & Management

Kampus : Selangor

#### **MAKLUMAT PERNIAGAAN**

Mod Perniagaan : Online Bidang Perniagaan yg : Kosmetik

diceburi

Tempoh Berniaga : April- July 2022

No. Pendaftaran Perniagaan : 202203126760 (003400533-U)

URL Perniagaan : https://www.facebook.com/glamorizebeauty.co/

Alamat Premis Perniagaan :

Tarikh Mendaftar : 13 Jul 2022

Tarikh Kemaskini :

Tarikh Cetak : 13 Jul 2022

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 CANSELOR KEUSAHAWANAN UITM

Malaysian Academy of SME & Entrepreneurship Development (MASMED)

Figure 5: My ENT Nurul Hazaleena

#### 3.0 SSM REGISTRATION



Figure 6: Partnership Registration

#### 4.0 INTRODUCTION OF BUSINESS

#### 4.1 Name and Address of Business



Figure 7: Glamorize Beauty Logo

'GLAMOURIZE' is a synonyms phrase with glamourise which is making it glamorous and attractive. While 'BEAUTY' is a combination of qualities, such as shape, colour, or form, that delight the aesthetic senses, especially the eyesight. So with cosmetic products that we provide to customers, they will look more beautiful and very attractive. Moreover, the slogan for our business is "Light up your features". We chose this slogan because it is compelling, easy to remember and effectively formulates the brand idea.



Figure 8: Location

The location of the business we run is located at No.61, Jalan Indah Jaya 6, Taman Indah Jaya, 43100 Hulu Langat, Selangor. We are selling Sobella's brand products from home on social media platforms. If customers are interested or want to buy Sobella products, they can buy it from our Facebook page or Whatsapp number we provided.

# **4.2 Organizational Chart**

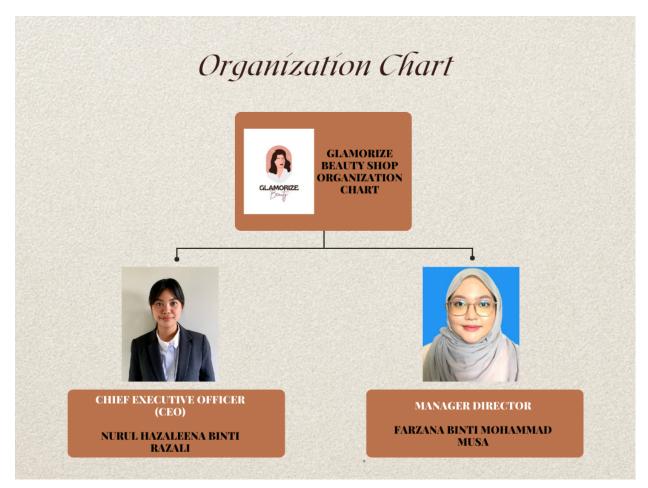


Figure 9: Organization Chart Glamorize Beauty

#### 4.3 Company Mission and Vision

#### Mission

- 1) Affordable Since the middle class is our target market, we make cosmetics in an affordable price range.
- 2) Natural beauty Our cosmetics products are able to give our customers natural looks because this appearance is appropriate for every event and season.
- 3) Confidence Because our product is paraben-free and suitable for our customers' skin, we believe it can boost their self-esteem and confidence.

#### Vision

Provide high quality products and services to the local market. Additionally, it can boost women's confidence and help women feel more self-loving.

#### 4.4 Description of Products/Services

Honey Matte Liquid Lipstick, Soul-Matte Lipmatte, Tasty Raya Lipmatte, Fruit Liptint, 2 Minutes Eyeshadow, Kurma Shadow Palette, Raya Shadow Palette, Emo Shadow Palette, Cloud Blush, Wonder Love Blush, Compact Powder and Foundation are some of the items sold under the Sobella brand.

Argan oil, honey, cocoa butter, vitamin C, and E are ingredients found in Sobella's lipmatte, liptint and lip polish, which can aid in hydrating our lips. In addition, Sobella brands creates eyeshadow and blusher with a variety of hues ideal for all skin tones, simple to use, convenient, and most importantly, highly pigmented products. Moreover, sobella also produces facial cleansing products which are very suitable to be used as makeup remover and cleansing balm.

# 4.5 Price List

Product	Price
KURMA SHADOW PALLETE	RM 39 pcs
Figure 10: Kurma Shadow Pallete  RAYA SHADOW PALLETE	RM 39 pcs
Figure 11: Raya Shadow Pallete	
EMO SHADOW PALLETE  Figure 12: Emo Shadow Pallete	RM 39 pcs
2 MIN EYESHADOW  2MIN EYESHADOW  Figure 13: 2 Min Eyeshadow	RM 39 pcs

COMPACT POWDER  Figure 14: Compact Powder	RM 34 pcs
CLOUD BLUSH  Figure 15: Cloud Blush	RM 36 pcs
WONDER LOVE BLUSH  Figure 16: Wonder Love Blush	RM 36 pcs
FOUNDATION  NATURAL GLOW FOUNDATION  Figure 17: Foundation	RM 50 pcs

MAKEUP MELTAWAY BALM	RM 33 pcs
Figure 18: Makeup Meltaway Balm	
SOUL-MATTE  Figure 19: Soul-Matte	RM 38 pcs
LIPMATTE  Figure 20: Lipmattte	Full size (5.5ml) – RM38 pcs Baby size (1.3ml) – RM 19 pcs
LIPTINT  Figure 21: Liptint	RM 36 pcs

LIP POLISH RM 20 pcs



Figure 22: Lip Polish

#### **5.0 FACEBOOK**

# 5.1 Creating Facebook (FB) Page

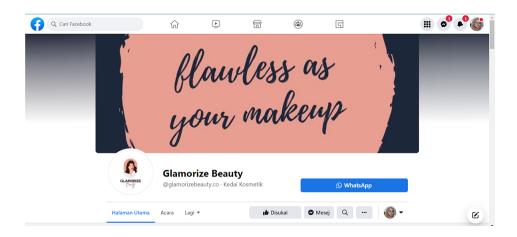


Figure 23: Glamorize Beauty Facebook Page

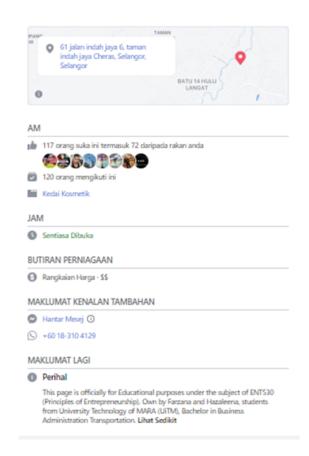


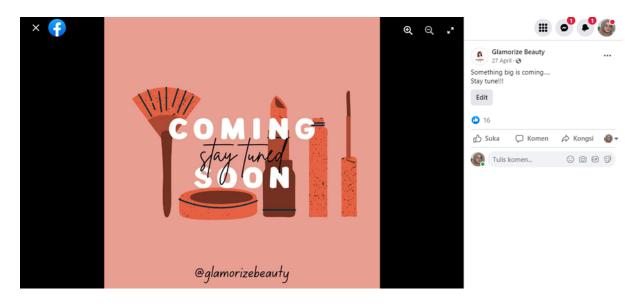
Figure 24: Facebook Page's About Section

# 5.2 Customizing URL Facebook (FB) Page

https://www.facebook.com/glamorizebeauty.co/about

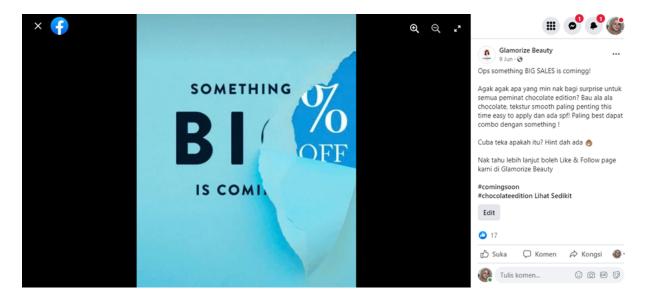
# 5.3 Facebook (FB) Post - Teaser

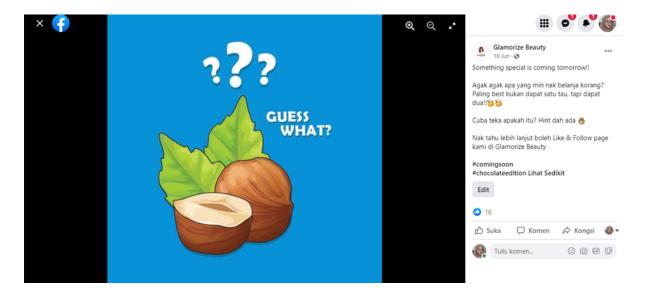
# Teaser 1



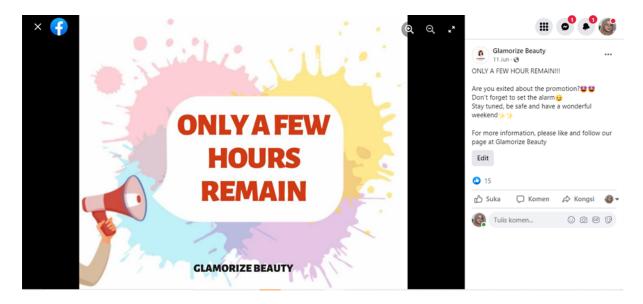


# Teaser 3





# Teaser 5





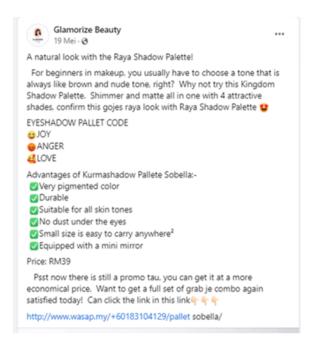


# 5.4 Facebook (FB) Post – Copywriting (Hard Sell)

## Hard sell 1

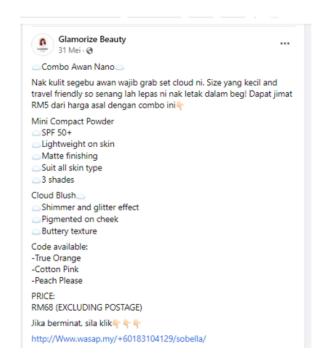


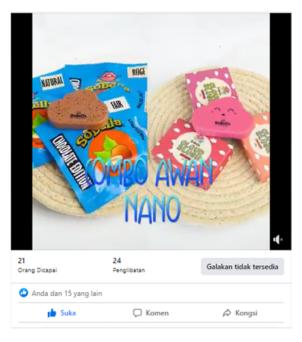


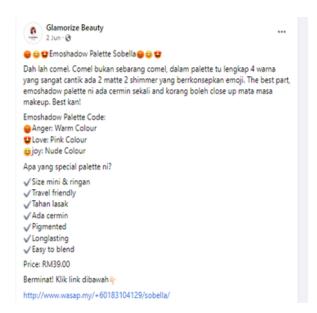




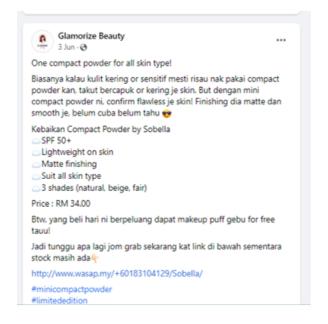


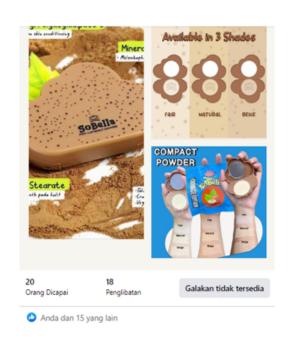




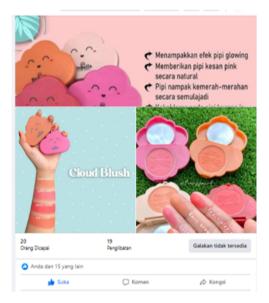








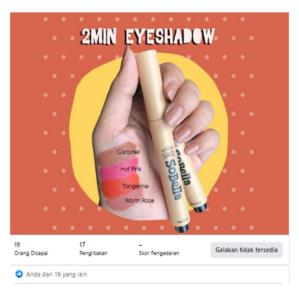


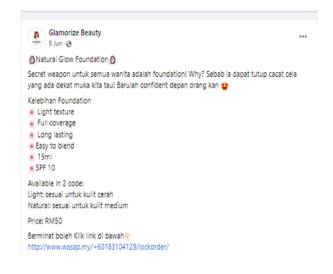


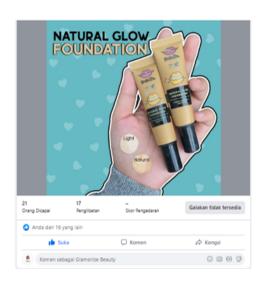






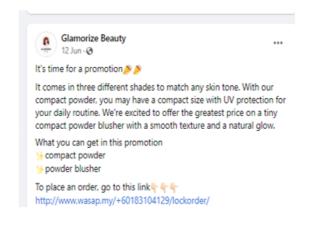






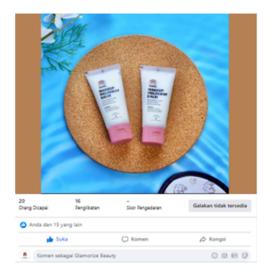




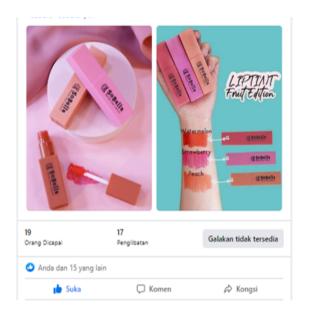




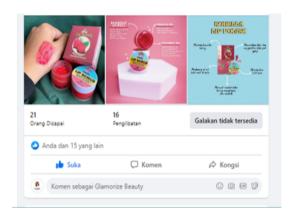












# **Hard 16**

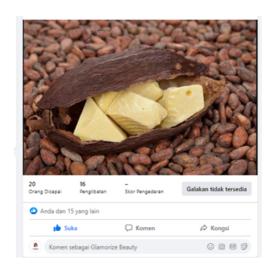




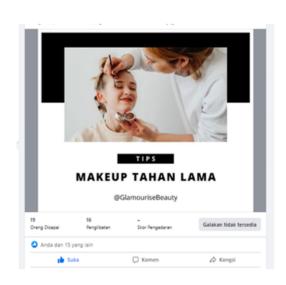
#### 5.5 Facebook (FB) Post – Copywriting (Soft Sell)

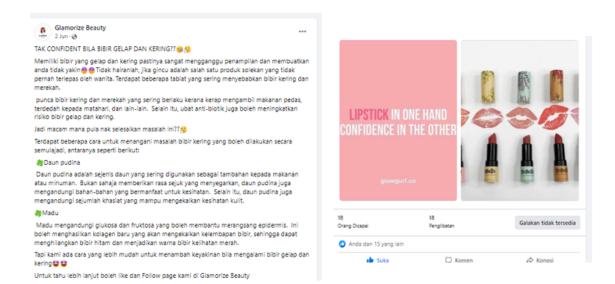
#### Soft sell 1















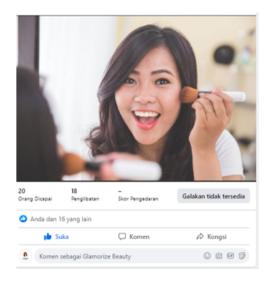




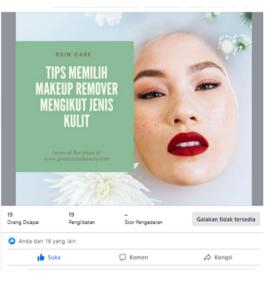
















#### Soft sell 10



#### ■ TIPS MEMILIH EYESHADOW IKUT KULIT ANDA

Nak beli palette eyeshadow tapi rambang mata mana satu color yang sesuai nak pakai ni eh ?
Nak pakai yang ni macam terang sangat nak pakai yang ni gelap sangat yang tu pulak macam
over. Eh pening lal Hey guris Jangan pening<sup>2</sup> kepala meh sini Hana nak kasi tips untuk pilih color
eyeshadow yang sesuai ikut tona kulit kita. Tengok kat bawah ni okay []

#### KULIT PUTIH

Bagi yg kulit cerah sesuai dengan semua warna eyeshadow macam warna pastel, warna terang or 

#### Kalau nak nampak daliy look yg natural korg boleh guna warna pastel dengan pigmented yg

tinggi untuk nampak lebih menonjol. Warna seperti merah, orange, cokiat and kuning muda pun boleh guna untuk nampak lagi cantik gituu.

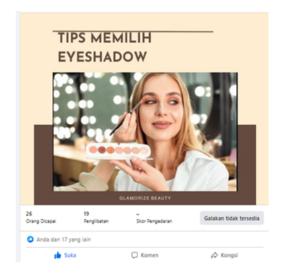
Boleh guna warna eyeshadow seperti cokiat, orange cokiat dan kelabu. Korg juga boleh pakai warna cerah macam merah, ungu and kuning kunyit. Elakkan pakai warna pastel sebab boleh buatkan muka nampak lebih pucat.

#### -KULIT GELAP

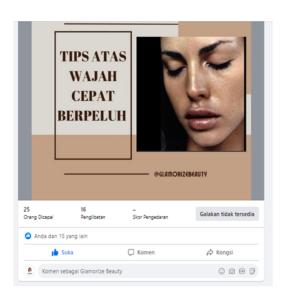
Sesuai pakai warna seperti cokiat gelap or kemerahan which is boleh buat muka nampak lebih bersinar dan segar. Selain itu, korg juga boleh guna warna eyeshadow yg pigmented tinggi seperti warna emas metalik dan ungu yg buat penampilan nampak lebih menarik.

Untuk dapatkan lebih banyak lagi tips tentang warna eyeshadow yang sesuai dengan tona kulit boleh ~ Like & Follow page kami di Glamorizebeauty

#glamorizebeauty #sobellacosmetics







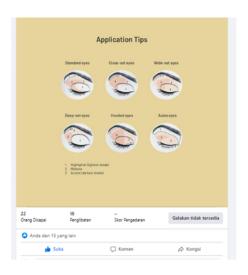
# Soft sell 12



Tips Cara Pakai Eyeshadow Dengan Betul

Semua orang tahu mata boleh mempengaruhi penampilan seseorang itu. Disebabkan inilah solekan mata sangat penting dalam apa-apa majlis sekalipun. Setiap orang mempunyai bentuk mata yang berbezabeza yang mungkin akan menyusahkan anda untuk mengenakan solekan yang betul. Jadi ini adalah antara tips macam mana nak pakai eyeshadow sengan betul. Just follow tips dibawah & serious hasil dia pun memang nampak kemas.

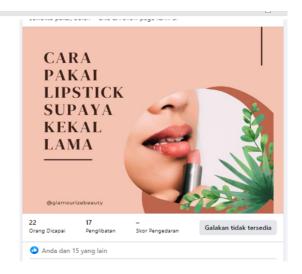
Btw korang eyeshadow brand Sobella cantik dan pigmented tau. So you all boleh lah practice pakai eyeshadow Sobella ni ikut tips yang admin bagi tu! Jangan lupa grab taw item di Glamourize Beauty.

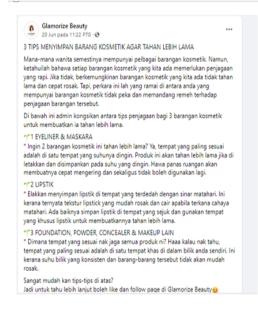


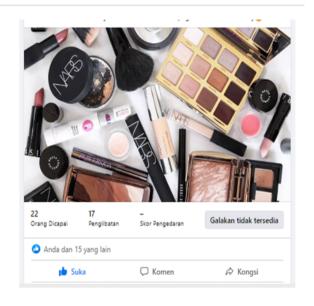


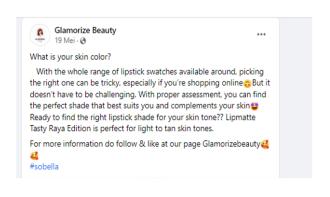
- Gunakan lip scrub dan gosok perlahan-lahan untuk menanggalkan kulit yang mengelupas dan guna air suam untuk bilas.
- Setelah bibir menjadi halus, gunakan pelembab bibir dan biarkan beberapa saat hingga pelembab menyerap. Pemakaian pelembab atau lip balm sangat penting untuk mengunci kelembaban dan menghindari bibir pecah-pecah.
- 👉 Buat garis bibir dengan menggunakan lip liner berwarna nude, kemudian barulah disapu dengan lipstik yang menjadi kegemaran anda.
- → Tekan perlahan bibir yang sudah disapu lipstik dengan menggunakan tisu, sapukan kembali lipstik dengan warna yang sama.
- Terakhir, sapukan bedak tabur warna transparent di permukaan bibir sebagai lapisan terakhir.

Untuk tahu lebih lanjut tentang cara nak kekalkan lipstick supaya tahan lama sewaktu pakai, boleh ~ Like & Follow page kami di



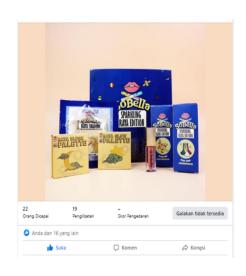












# **5.6 Sales Report**

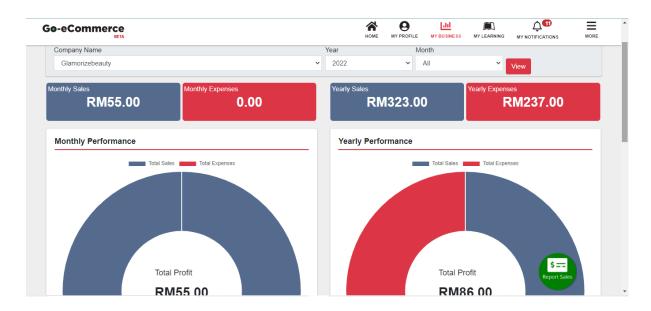


Figure 25: Total Sales & Expenses

# **Go-eCommerce**

Business Name	Date	Туре	Marketplace(i f any)	Others Marketplace (if any)	Total Sales (RM)	Expenses Category	Expenses Subcategory	Total Expenses (RM)	Descriptions	Create d At
Glamorizeb eauty	07/06/2 022	offline			58				menjual kepada Siti Aisah	13/07/2 022
Glamorizeb eauty	07/06/2 022	expen ses				Goods	Stock	230	membeli stok	13/07/2 022
Glamorizeb eauty	03/06/2 022	online	Social Media		76				menjual kepada Puan Eida	13/07/2 022
Glamorizeb eauty	07/06/2 022	offline			58				menjual kepada syafikah amira	13/07/2 022
Glamorizeb eauty	13/07/2 022	offline			55				menjual kepada yasmin	13/07/2 022
Glamorizeb eauty	07/06/2 022	offline			38				menjual kepada nurul Fatiha	13/07/2 022
Glamorizeb eauty	09/06/2 022	offline			38				menjual kepada fildzati	13/07/2 022
Glamorizeb eauty	03/06/2 022	expen ses				Delivery	Postage	7	J&T	14/07/2 022

Figure 26: Sales Performance

## 5.6.0 Customer Information & Payment Methods

Nama: NUR YASMIN BINTI MOHD
YUSOF
Alamat: D-1-16 BLOCK D TAMAN
PINGGIRAN DELIMA 2/2 43100 HULU
LANGAT SELANGOR
No tel: 0192911321
Order: lipmate adventure, coral

Figure 27: Payment by Cash

Nama:fildzati iffah Alamat:61 jalan indah jaya 6, taman indah jaya, 43100 hulu langat, Selangor No phone: <u>0183103129</u> Order: Sirap limau , tebu ais

Figure 28: Payment by Cash

Nama:Nurul fatihah binti mazlan No phone:<u>01128226675</u> Alamat: 23, Jalan Kempas 7, Proton City 35900 Tanjong Malim Perak Order: lipmate sirap limau

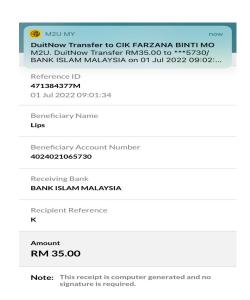


Figure 29: Payment by Online Transfer



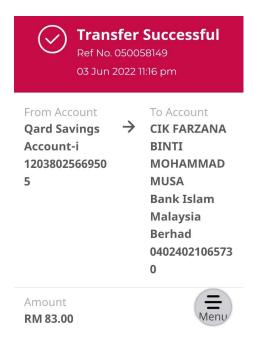


Figure 30: Payment by Online Transfer



Figure 31: Payment by Cash



Figure 32: Payment by Cash

#### 4.0 Conclusions

To sum up, the course Principles of Entrepreneurship (ENT530) is a very important one for college students to take. We learned how to set up and develop true entrepreneurial enterprises in Principles of Entrepreneurship (ENT530). Students are required to manage a real online company over the semester by engaging in Facebook page marketing.

This project proved that social media is a crucial tool for anybody looking to start a marketing campaign. According to our social media portfolio, social media facilitates online This helps companies to interact with customers more rapidly, increase consumer awareness of their goods or services, and generate sales. When Glamorize Beauty originally started out, we were able to connect with customers by accumulating more than 120 likes on our Facebook page and more than 117 followers. In addition, our lecturer showed us how to create Facebook sales posts with a teaser post, a hard sell, and a soft sell. These posting tactics for sales helped our business spread the word about our products to more customers.

The need of adding entrepreneurship information in the curriculum was further illustrated by the topic ENT530, which taught students how to run their own businesses and gain the knowledge and skills necessary to create their own original company concepts. Students are encouraged to launch their own small firms to get experience as entrepreneurs early on through entrepreneurship instruction.

Thus, as a start-up company with a Facebook page, we were able to accomplish some of our objectives successfully, and we will continue to do so by growing and running Glamorize Beauty through other accessible social media platforms as well as developing our marketing approach.