



اَوْنُوْرَسِيْتِي تِيْكُوْلُوْكَي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT 530
SOCIAL MEDIA PORTFOLIO
KELOPAK BUNGA.MY

PREPARED BY:

SITI SARAH BINTI ALYASA GAN

2017964355

PREPARED FOR:

ENCIK MOHAMMAD ZAIM MOHD SALLEH

CONTENT	PAGE
1.0 Acknowledgement	1
2.0 Introduction	2
3.0 Social Media	3-17
4.0 Conclusion	18
5.0 Appendices	19-20

1.0 ACKNOWLEDGEMENT

I would like to express my deepest appreciation to all those who have provided me the possibility to complete this report. A special gratitude I give to my lecturer, Mr. Zaim whose contribution in stimulating suggestions and encouragement, helped me to coordinate my project especially in writing this report. All the guidelines and instructions given were really helpful into completing this report as required.

Furthermore I would also like to acknowledge my lecturer for giving the permission to use all required equipment and the necessary materials to complete this report. A special thanks goes to my friends, Muhammad Afiq Faiz Bin Nordin and Nurul Shazreen Binti Rizal who help me to assemble the parts and gave suggestion about the project for our ENT530 subject. I have to appreciate the guidance given by everyone who has helped me throughout this project and make it a successful it is.

I am aware that without the help of the individuals that have been mentioned in this section, this project will not be completed. There are very much valuable lessons that I have learnt in getting this particular individual project done. I am thankful and fortunate enough to get constant encouragement from all of them.

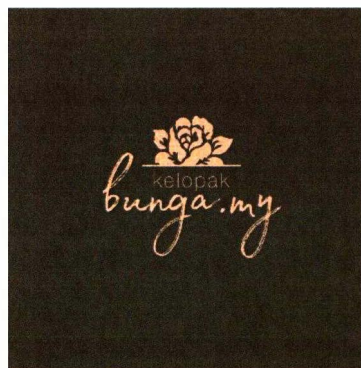
2.0 INTRODUCTION

Flowers are called the bloom or blossom of a plant. Flowers are often use as an indication of joy, happiness, sadness and sorrow too. Back then, flowers were used to signal meanings in the time when social meetings between men and women was difficult. Lilies made people think of life. Red roses made people think of love, beauty, and passion. In Britain, Australia and Canada, poppies are worn on special holidays as a mark of respect for those who served and died in wars. Daisies made people think of children and innocence. I believe that with flowers, we can show our emotions and feelings without having to say them.

Due to this, I have decided on selling fresh flower hand bouquets for the ENT530 individual project where we are required to come up with our own product, as entrepreneurs and sell them to gain profit. The process involved several methods but was mainly focusing on the interactions of our social media which is Facebook. Requirements consist of posting teasers, softsell and hardsell on our very own page to gain followers and most importantly, customers. I have also registered my company legally on Syarikat Suruhanjaya Malaysia (SSM) in order to prevent consumers from feeling as if they fall as prey of cheats.

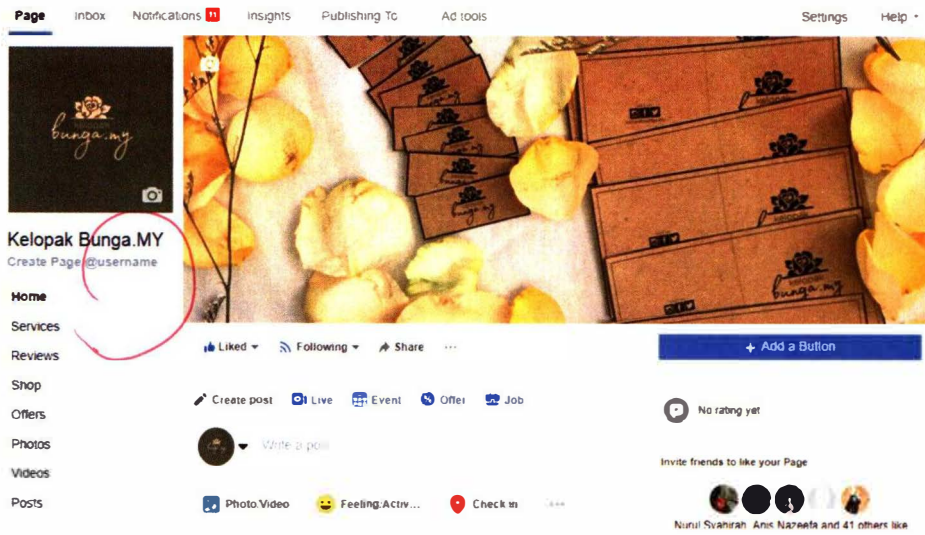
The name of my company is Kelopak Bunga.MY which means petals of a flower in English. As every flowers have petals, I believe it is a great idea to use that name to commercialize my product. The price of my product ranges from RM25 and above depending on the type of flowers that are requested by the customers. Kelopak Bunga.MY's concept is customize hand bouquets whereby the customers choose their own choices of flowers, arrangements, wrapping colors, and color of the ribbons. I also provide delivery to my customers upon request, however the covered area is only around Klang Valley. I use Facebook as a platform to interact with my customers and most importantly to promote my product to gain more acknowledgement from my customers. As we are living in a technology era, social media is definitely the best way of starting up a company.

2.1 Company Logo



3.0 SOCIAL MEDIA

3.1 FACEBOOK



66% response rate, 2 days response time
Respond faster to turn on the badge



100 likes ↗4 this week
Nur Liyana and 42 other friends



100 follows



See Pages Feed
Posts from Pages that you've liked as your Page



27 post reach this week



100 people like this and 100 people follow this
Nur Liyana and 42 other friends

Community

See all

100 people like this
100 people follow this

About

See All

012-674 2224
Send message
Add website
Florist
Suggest Edits