



اَبُو نَسْرٍ سَيِّدِي تَنِيكُو لَوِي كِي مَنَارَا
UNIVERSITI
TEKNOLOGI
MARA



PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

SOCIAL MEDIA PORTFOLIO

Business name: Choco Spring

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Hand sell fruit x
no website info
Sales - no post
SD

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EXECUTIVE SUMMARY

Choco Spring offers flowers and gift products and services for customers. Choco Spring also provides either plastic flowers or fresh flowers that will have a special touch by our florist and increase satisfaction among our customers.

Choco Spring target markets are couples, family and student. Choco Spring also targets a person with busy lifestyle. It is because we are providing long lasting and fresh flowers to be delivered to our customers.

Our business located at Jalan Hang Lekiu, Kuala Lumpur. Being in center of Kuala Lumpur would be one of the advantages for Choco Spring as we can cover the delivery of bouquet in Klang Valley for free. It is also near to office and colleges where our target market can be found easily with a little advertisement. As it is near to the colleges, students can buy a bouquet for their friend with a discount price during convocation.

Price for our product is differing according to the type of flower and size of bouquet. But, we still offer an affordable price especially on a special occasion such as Mother's Day and Teacher's Day. Our minimum price for fresh flower bouquet is RM50 and maximum price can reach up to RM120.

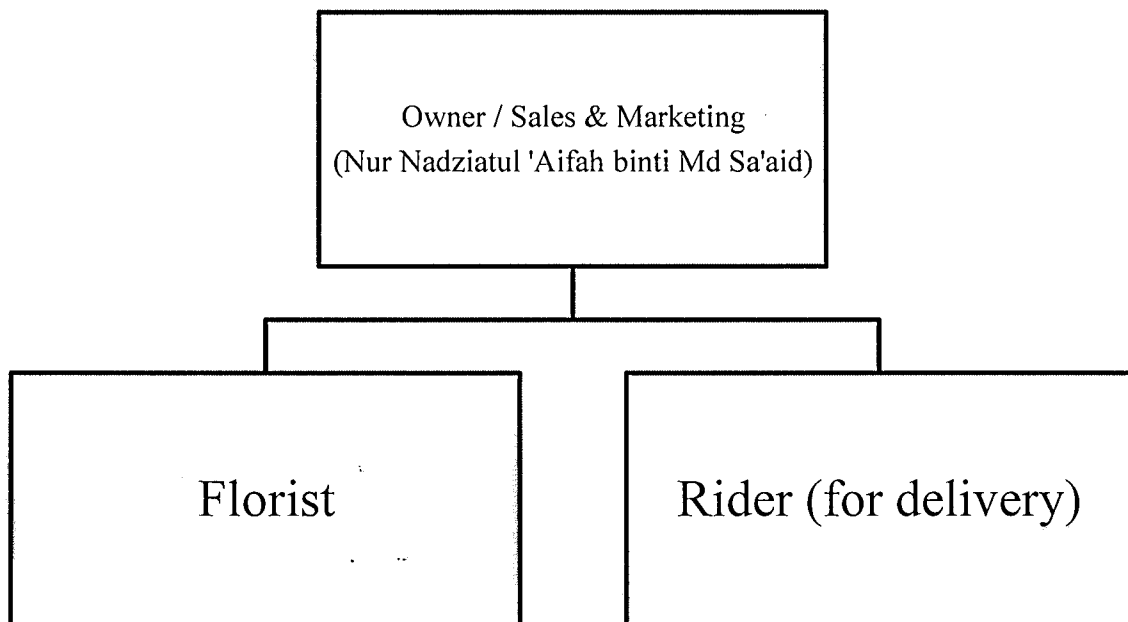
The management of Choco Spring consists of 3 workers. We also do business on Facebook to upgrade our services and to expand our business. We do teasers, hard sells and soft sells in Facebook to gain interest from the viewer and keep updating our existing customers.

INTRODUCTION OF BUSINESS

➤ Name and address of business

I named my business as Choco Spring as spring will resembles flowers and the sweetness of chocolates that will resembles the feelings of our customers and the beloved one. My business operated at No 10, Level 1, Wisma GTK, Jalan Hang Lekiu, 50100 Kuala Lumpur. My business started on 30th March 2019.

➤ Organizational Chart



➤ Vision

Our vision is to be the best florist and also the best retailer of floral and garden product.

➤ Mission

Our mission is to present our lovely flowers and provide our customers with higher degree of customer service hence creating an experience where all the customers' needs and wants are met.