

FACULTY OF INFORMATION MANAGEMENT UNIVERSITI TEKNOLOGI MARA KAMPUS PUNCAK PERDANA SHAH ALAM

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)



ASSIGNMENT:

SOCIAL MEDIA PORTFOLIO (BUNGA ROS JEPUN)

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ACKNOWLEDGEMENT

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EXECUTIVE SUMMARY

In the Portulacaceae family, *Bunga Ros Jepun*, or Portulaca Grandiflora, is a succulent flowering plant native to Argentina, southern Brazil, and Uruguay and mostly grown in gardens. Rose moss, eleven o'clock, Mexican rose, moss rose, the sun rose, rock rose, and moss-rose purslane is some common names. This small business starts at one level of management, which is all handled by the same person. This organization uses online or walkin systems. Using an online platform in Malaysia, such as Facebook, WhatsApp, or Shopee. We also provide customers who live near our area with walk-in services.

People who love nature and love gardening are our target market. Generally speaking, because of their color and ID itself, our styles of Bunga Ros Jepun can also attract customers. Based on their types, it has many beautiful colors. There are approximately seven types, including *Duna*, *Tiara*, *Layer*, *Jambul*, *Carnation*, *Clara*, and *Grandi*. It's a plant that can plant quickly, and it didn't take too much cost to plant.

We have one purpose in our business, which is that we want people to start enjoying nature and taking nature as therapy for them. By planting a flower, this beautiful creature will alleviate stress and also decorate the yard of our home. We also want to attract people out there to cultivate with planting and gardening to fill their free time. I hope that our company will become bigger and achieve to open our nursery soon.

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1.0 GO-ECOMMERCE REGISTERATION

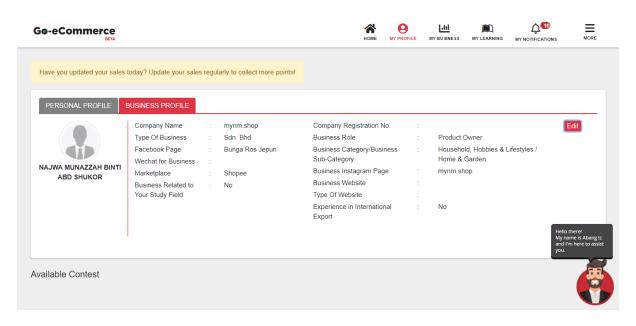


Figure 1.1: Bunga Ros Jepun Go-Ecommerce Account