



اَوْنَبُوْرَسِيْتِي تِيْكَنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
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PRINCIPLES OF ENTREPRENEURSHIP (ENT530):

SOCIAL MEDIA PORTFOLIO

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EXECUTIVE SUMMARY

Theflower by azlinkrmila is provides many bouquets flowers with differences design for their customers. This is because our business more affordable services to our beloved customers by giving them a good range of prices. Another of that, we also do aim our target of our audience which is a group of people who really love and likes flowers at the low cost. The customers that need options with different styles design for them to choose. This is because it can make more easier and to fulfil their choice whether to give to a loved one or not. Before this, we only think and target only for girls however in the new ears we know it not reasonable for us to do it. Furthermore, Theflower by azlinkrmila decide to target teenagers who want to know more details about every flower and the reason why we do this because it can open their opportunities to build their career if they really like this part and can make our business as their guide.

Besides that, after receiving Go-Ecommerce registration, our business began to run on 24 October 2020. So we decided to not target any specific area and rule because it can give difficult to our customer to find our place. This is because as long as they are still looking to our products and can increase our profit. Subsequently, we just running an online business because as a result of Covid-19, we aware and concerned it will disrupt our regular customer health and our business too.

Theflower by azlinkrmila also may have a good marketing and strategy which is we tried our best to provide more design and bouquet of flowers. However, even though it will unable to guarantee their satisfaction but this business still can negotiate acceptable discounts to them. The reason why we do this because it can attract customer attention to our business by using online platform such as Facebook and others.

Frankly, at this moment, Theflower by azlinkrmila only owned by Nur Azlin Karmila binti Anuar. We choose to use Facebook page as a platform for us to make sure that customer or people notice of the existence our business. Take for example, we also try to give discount to them if they buy and purchase it. Lastly, our business will some strategies by doing some teaser, soft sell and hard sell as our sale on Facebook and from that this can attract people to buy.

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2.0 INTRODUCTION OF BUSINESS

2.1 NAME AND ADDRESS

The name of Theflower by azlinkrmila is an ideas from myself as a perfect combination with the flower word and my own name. Hence, my purpose for this name is because I think it easy for others to remember and recognize who runs this business. The thing is because it shows as a symbolic that the owner really is a fan of flower arrangement and emphasize of everything for this business. Take for example, by using my name for business will make it look like unique and this name also rarely used than other business because of different taste.

Theflower by azlinkrmila is located at No 14, Lorong Pokok Sena 4, Taman Pokok Sena, 13200, Kepala Batas, Pulau Pinang. This place is simple and easy for people to know this area without a doubt. For information, my works usually involved with my own creativity in diversifying flower variations and their arrangement of flowers. For instance, I will do some hand bouquet flowers with different types and a flower arrangement ties in paper. This is because my works will allow me to do works at anytime and anywhere. Additionally, by doing this, it would give convenient to myself in order to completing this tasks and at the same time can save time by doing this. From this point, it show that the reason why I choose my own place because it comfortable without noise.



Figure 1: Theflower by azlinkrmila Official Logo