



SOCIAL MEDIA PORTFOLIO

PLANTONIXSHOP INDOOR/HOUSE-PLANTS

Faculty : FACULTY OF BUSINESS AND MANAGEMENT
Program : Bachelor In Office Systems Management (Hons)
Program Code/Class : BA 232 3A
Course : PRINCIPLES OF ENTREPRENEURSHIP
Course Code : ENT 530
Semester : MARCH 2020
Name : MEGAN SIKAJAT
Student ID No : 2021144109
Name of the Company : PlantonixShop

Submitted to

MADAM ZAINAH BINTI ABDUL JALIL

Submission Date:

4 JULY 2021

EXECUTIVE SUMMARY

The business activities that I have offers to the customers is by selling the environmentally friendly products in which involves plants and promoting the goodness of real-life indoor plants in our own home to boost my business image in Facebook page. The type of goods that I have promoted in the Facebook are indoor plants. The type of my business is a sole proprietorship. My business is located at Millennium Height, Jalan Bundusan Penampang, Kota Kinabalu, Sabah. Most of my customers are from Sabah, nature plant lovers and someone who is into aesthetic trending in decorating their indoor house.

In my Facebook page, I have given information and details of product as well as contact information to book the products from me. I have provided my Whatsapp number, button Messenger and the price range in my Facebook page. I also list down the price range with the name of the plant so that they can distinguish each of the plants and its price. Besides that, I affirmed the location as well on where to pick up the plants that the customers have bought.

Besides, to carry out the requirements that needed in the assignment, I registered my name in the Go-Ecommerce. The website of Go-Ecommerce is quite helpful as there are various information that I can gain from the website in boosting my business marketing. It also provides other options for a novice who are new in the business by creating a content for the user to track down the business activities. On the website, we can detect the flow of income in and out from the business. Thus, the website of Go-Ecommerce is beneficial and efficient for me in doing this business.

Finally, in Facebook page of PlantonixShop, I have researched all the technique to appeal the customers intention in the Facebook. It is effective because those method are the best way to grab the customer's intention. Moreover, Facebook is the useful and cost-efficient way to connect with the other people from different places. Until now, after using the Facebook page, I gain many customers who are inclined to buy the products that I have advertise in the Facebook page. Through brief conversation, it turns out most of my customers are interest in collecting plants as a hobby.

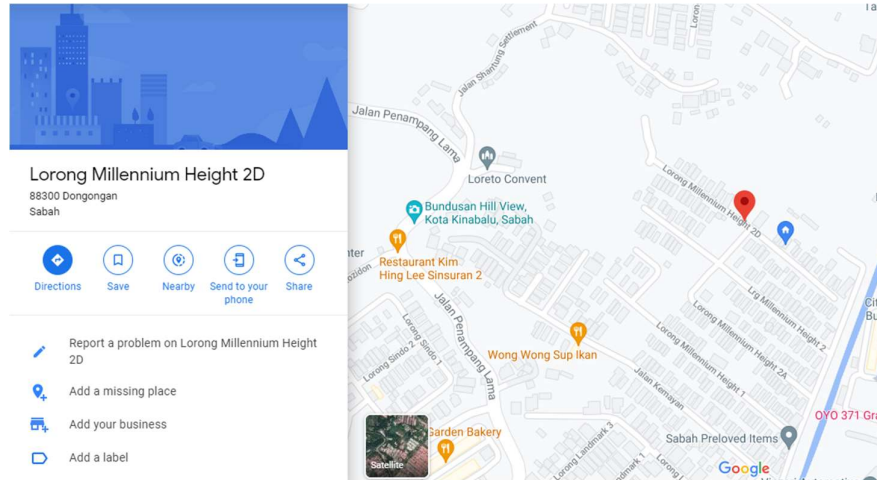
APPENDIX 2 : Table of Content

TABLE OF CONTENT

	PAGE
TITLE PAGE	i
ACKNOWLEDGEMENT	ii
TABLE OF CONTENT	iii
EXECUTIVE SUMMARY	vi
GO-ECOMMERCE REGISTRATION	v
1.0 Introduction of business	1-8
1.1 Name and address of business	
1.2 Organizational chart	
1.3 Company's Vision/ Mission	
1.31 Vision	
1.32 Mission	
1.4 Descriptions of products / services	
1.5 Price list	
2.0 Facebook (FB)	9-10
1.6 Creating Facebook (FB) page	
1.7 Customing URL Facebook (FB) page (No. of likes)	
1.8 Facebook (FB) post – Teaser	
1.9 Facebook (FB) post – Copywriting (Hard sell)	
1.10 Facebook (FB) post – Copywriting (Soft sell)	
1.11 Frequency of posting	
3.0 CONCLUSION	11
APPENDICES	12-76

1.0 INTRODUCTION OF BUSINESS

1.1 Name and address the business



Map's location of Business

Name of the business is PlantonixShop. A business that introduces and sells indoor or various houseplants. Th location of my business is located at Millennium Height Jalan Bundusan Penampang, 88300, Kota Kinabalu, Sabah, Malaysia.

1.2 Organizational Chart

