



اَوْنِيُوْزِئِيْتِي تِي كُونُوْ لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

Social Media Portfolio: Progress 3

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Acknowledgement

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Executive Summary

Little Greenies is a startup business that focuses on selling succulents and cacti for those who love to buy plants, indoor plants especially for decorations. Its goal is to introduce affordable and pretty little plants that come in various sizes and colors. Little Greenies also sells its products with a 'how to care' guide for customers, since succulents and cactuses are easy to be taken care of it will not be a problem to teach customers through a simple guide that can be easily understood.

This business also introduces its products with affordable prices. Products will be planted in colorful pots as it will make them look more cheerful. Little Greenies is operating online and the platform that is used is Facebook. This is because Facebook is more convincing for marketing purposes as there are a lot of potential customers can be found there.

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1.0 Go-Ecommerce Registration (Print Screen)

Go-eCommerce beta

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE


Nur Izzati binti Mohd Rosli

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Personal Facebook	:	Race	: Malay
Gender	: Female	Special Need Required	: No
Marital Status	: Single		

Institution Information Add New

UITM Puncak Alam - ENTS30 - AD2415C, AD2415D

Type of Institution	: IHL	Institution List	: Universiti Teknologi MARA
State of Institution	: Selangor	Name of Institution	: UITM Puncak Alam
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Level of Study	: Bachelor Degree	Study Status	: Full time
Course Name	: ENTS30 - AD2415C, AD2415D	Class Name	: AD2415C AND AD2415D
Subject Name	: PRINCIPLES OF ENTREPRENEURSHIP	Year Enrolling the subject	: 2021
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Internship Enrollment	: No	Year Of Internship Enrollment	:
Month of Internship Enrollment	:	Period of Internship Training	:
Expected Year To Complete Study	: 2022	Expected Month To Complete Study	: 1
Related To Study Field	: Yes		

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2.0 Introduction of Business

2.1 Name and Address of Business

The name of the company, Little Greenies, is a representation of little cactuses and succulents. The combination of the words 'little' and 'greenies' indicate that there are many 'little' plants, sold by us. This company is based in Puncak Jalil, Selangor.



Little Greenies logo

2.2 Organizational Chart

Little Greenies is a sole proprietorship form of business. This is because this business only operates as a small business. Therefore, our organization consists only the owner and one staff.



2.3 Mission & Vision

We have the belief of every business has their own goals, mission and vision to be precise, in order to have purposes in running the business. This does not exclude our business, Little Greenies, as we have our own mission and vision as well to identify our short and long-term achievements.

Mission

- To teach people the joy about having cactuses and succulents.
- To provide great customer service for customers.
- To become the best cactus and succulent seller that sells with good quality and care.

Vision

We aim to be one of the best little greens seller in the market.

2.4 Description of Products & Service

Little Greenies is a business that sells cactuses and succulents of various sizes, shapes and colours with affordable price with the best quality. The purpose of us selling these is because we believe that people are in to taking care of indoor plants these days and it is a hobby to some.