



اُنِيْزِيسِيَّتِيْ تِيَكُنُوْا لُوْغِيْ بِمَارَا
UNIVERSITI
TEKNOLOGI
MARA

SOCIAL MEDIA PORTFOLIO REPORT



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BACHELOR'S IN CREATIVE PHOTOMEDIA (HONOURS)

GROUP: ENT5305B

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Even though finishing this assignment in the pandemic season and movement control order (MCO) but I can finish this assignment successfully. Finally, I would like to express my appreciation to those who have been a part of my assignment project whether directly or indirectly.

EXECUTIVE SUMMARY

Lipur Kaseh is a store that sells home decor plants as well as plant fertiliser. Depending on the type of plant, it also for sale can be placed indoors or outdoors. Lipur Kaseh not only sold plants, but we also educated our potential customers on how to properly care for them. Lipur Kaseh was founded by a friend who had previously operated in the same field, and I joined as a partner after discovering that we shared a common interest in plants. It began during the first movement control, when we saw that no one could leave the house, and this reawakened people's interest in starting gardening and farming. Furthermore, the store is operational, not just for assignment purposes.


The main product in the store is the plants which is popular in the plant's community in Malaysia. For everyone's knowhow, Malaysia has a plants community whose members are more than 120 thousand people. So, it is not impossible for this shop to succeed in attracting the interest of plant fans in Malaysia. The plant price in our store is also much cheaper if you want to compare with other stores. The price of each plant is considered by looking at how many leaves and the level of maturity of the plant. Besides, the type of plant also plays a role in setting the price because there are plants that are difficult to find and there are also plants that have a beautiful shape on their leaves. Lipur Kaseh will be bringing in more types of plant to our market in the near future.

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2.0 INTRODUCTION OF BUSINESS

2.1 Business information sheet

Name of Business (with logo)	:	<div>  </div> Name : Lipur Kaseh
Name, Phone number & Email	:	Name: Muhammad Shafiq Bin Yuselman Phone: 0162363188 Email: akushafiqq@gmail.com
SSM registration	:	-
Official business email address	:	akushafiqq@gmail.com
FB webpage address	:	https://www.facebook.com/lipurkaseh
Instagram link	:	-
Brand name	:	Lipur Kaseh
Online business mode	:	Owner brand
Nature of business	:	Selling plants and fertilizer
Type of products	:	Plants and fertilizer
Main competitors	:	Plnt.co Urban Rimba Pokok Potters Lakar Ideas
Start-up capital	:	RM340
Product selling price	:	RM30 – Monstera Adansonii RM80- Philodendron Burle Marx Variegated RM25 – Philodendron Lemon Lime RM50 – Syngonium Albo Variegated RM18 - Earthling Plant food
Cost of the product	:	RM20 – Monstera Adansonii RM50- Philodendron Burle Marx Variegated RM10 – Philodendron Lemon Lime RM30 – Syngonium Albo Variegated RM13- Earthling Plant food

2.2 NAME AND ADDRESS OF BUSINESS

2.2.1 Name of business

Lipur Kaseh is a company that specialises in selling plants and fertilisers. A partner who later became the owner of Lipur Desa inspired the name Lipur Kaseh. Lipur represents the disappearance of sadness or any other mental distress. For example, if we visit an amenity forest, we will be able to take a break from work. The word Lipur is taken from the amusement forest itself where it is filled with various types of plants. Desa means village. The word kampung is taken because it gives a suitable feeling where in the village, we can plant trees happily without any obstacles. It is clear from the combination of these two names that I want to use calmness in my business name. This is because taming us by planting trees allows us to release sadness, work stress, and a variety of other negative emotions.

2.2.2 Address of business

Our company is based in Penang. We do not have a physical store and instead sell our products online as well as through cash on delivery. However, plans to open a physical store in Penang are in the works. We hope that our company will expand and become more successful.

2.3 Mission and Vision

2.3.1 Mission

Lipur Kaseh wants to give every effort to potential customers. Among them are providing accurate information about the plants, providing the best service in plants delivery as well as maintaining good relations with existing customers. Next, we would like to spread the word about our store to all Malaysian plant communities, so they can shop with us.

2.3.2 Vision

Our long-term goal is to expand the business by opening a physical location where customers can shop and meet with us for plant care advice. In addition, we are attempting to include a variety of other plant species for selling to our customers. We will try to get a certain plant that has a high demand but is not available in our store.