



اَوَيْتُوْا سِيَّتِيْ نِيْجُوْا لِيْ كِيْنْ بِمَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

# SOCIAL MEDIA PORTFOLIO

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)  
FACULTY OF ACCOUNTANCY  
BACHELOR OF ACCOUNTANCY (HONS.)  
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FLORIST PAHAR



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## ACKNOWLEDGEMENT

Alhamdulillah, first of all I would like to thank to Allah as finally I am able to finish this social media portfolio.

On the other hand, big thank also I address to my lecturer, Madam Nur Shahrulliza Binti Muhammad that always teach and guide me throughout this portfolio.

Last but not least, I would also like to thank my parents for praying for my success and giving me encouragement to not give up in completing this assignment. Thank you also to friends and coursemates for give some idea and encouragement. I hope my effort and helps from other was worth it. Thank you.



# EXECUTIVE SUMMARY

Florist Pahar is a business that focus on selling *bunga telur* or *bunga pahar* which is a Malay cultural tradition when having a wedding ceremony.

Florist Pahar is based in Kuala Pilah, Negeri Sembilan. It is a homemade creation where I prepare the *bunga* by myself and provide a delivery service as well. Therefore, I set up a Facebook (FB) page to promote my business on social media and learn how to write Facebook (FB) posts using a teaser video or poster, hard sell and also soft sell techniques.

I hope that with all of hard work and dedication that I put will be paid off. I will ensure that the mission and vison of our business will be achieve in the future.





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# INTRODUCTION OF BUSINESS



**Name :**

FLORIST PAHAR

**Tagline :**

Pelengkap Majlis Perkahwinan

**Business Address :**

No 17, Taman Anggerik, 9/1 Jalan Cantik,  
72000 Kuala Pilah Negeri Sembilan.

**Corresponding Address :**

floristpahar@gmail.com

**Telephone Number :**

011-29662743

**Form of Business :**

Proprietorship Business

**Main Activities :**

Selling *bunga telur@bunga pahar*

**Date of Commencement :**

1st April 2021

**Name of Bank :**

Maybank

**Bank Account Number :**

162022090752