



SOCIAL MEDIA PORTFOLIO

CACTUS CITY



PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

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EXECUTIVE SUMMARY

Cactus City is a cute gift that sell mini cactus and cute succulents. The main objective that is to achieve for the business is to offer the cute mini cactus and cute succulent as a gift at a better price, affordable price and quality than other retailer.

This business began on Facebook on 5th June 2020, humbly beginning with three collections and steadily adding more from our business journey. The highest quality and the competitive prices of this commodity are well known to many. This product therefore offers a clear analysis of our customers continued purchases.

Since commencement, Cactus Mini was sold more than 50 mini cactus and succulents with different types of size of pot. Next, Cactus City has made over 15 sales and the numbers are expecting to grow the end of the year through Year End sale. Increasing demands for our product results into a good profitable sale revenue to our business project. By the end of year, we now have collections made for our customers and also cute new design of succulents in a beautiful pot as a gift.

2.0 INTRODUCTION TO BUSINESS

2.1 BUSINESS NAME AND ADDRESS

Cactus City is business name that had been decided based on the main product, which are mini cactus and cute succulents. The name of this business implies that all the products are prepared and sold by Nurjeha. We sell the cheapest mini cactus and succulents in Shah Alam. Our business motto is “Cute, Cheaper Gifts. Make people around you happy with the beautiful mini cactus and succulents” which show that our mini cactus and succulents are cute, cheaper to gifts to the people as a door gift and present to their loved ones. Make them happy with cute mini cactus and beautiful succulents. The target market for Cactus City are all age whether it is teenagers, adult, old and people who are tried to find cute mini and succulents as a gift and door gift.

The logo used for the business is show the image of cactus and the typography of Cactus City at the below of the cactus image. I also write our tagline “Cute Gift for Everyone” at the below of the logo. I used yellow colour because as we can see, yellow is bright colour and yellow is my favourite colour. The logo was just simply to symbolize the Cactus City.



Figure 1.1: Logo for the business