



اَوْبُوْ سَيِّدِي تَيَكُوْلُوْ كِي مَارَا
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BACHELOR OF BUSINESS ADMINISTRATION
(HONS.) HUMAN RESOURCE MANAGEMENT
(BA243)

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

SOCIAL MEDIA PORTFOLIO

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Executive Summary

The business conducted is a service of selling handicrafts. The business is wholly owned by students and the products sold are the result of their own handicrafts, not purchased from any other party. This is because the owner of this business has a hobby of knitting yarn. In a day, more than 3 to 5 flower buds can be produced. The handicrafts sold are yarns that are knitted into flowers. This marketing is carried out online by using the "Facebook page" platform. The initial cost for this business is in the RM50 range. This is because this business is a small business only. Labour is not used except by the owner himself. The return that can be obtained from this business is between RM150 to RM200.

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INTRODUCTION OF BUSINESS

This business page is named as "De Flower". This business is a business owned by students. The business started in early April based in Kunak, Sabah. The business is wholly owned by students so there is no organizational chart. "Spread joy through gifts" is a major goal for De Flower. De Flower provides services to sell handicrafts, namely Knitting Flower. These handicrafts are sold at affordable prices of between RM5 to RM10 depending on the size and colour desired. These flowers are available in several colours such as yellow, red, pink, blue, purple, and light pink. Buyers can buy the flowers for a second or a bouquet. If they have a specific request, additional prices will apply. Specific requests such as placing cards or adding figurine for convocation flowers. This additional price is not more than RM30 because the price of the figurine has a price difference according to type and size.