



اَوْنُوْرَسِيْتِي تِيْكُوْلُوْكِى مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF INFORMATION MANAGEMENT

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KAMPUS PUNCAK PERDANA

SHAH ALAM

BACHELOR OF INFORMATION SCIENCE (HONS) LIBRARY MANAGEMENT

ENT 530 (PRINCIPLES OF ENTREPRENEURSHIP)

SOCIAL MEDIA PORTFOLIO (NANATURAL)



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EXECUTIVE SUMMARY

Nanatural is a personal and an online business owned by Iffa Nadia Binti Azlan. Nanatural shop is a business that sells variety of plants, flowers, soils, grass, vase and garden tools and many more that are used in garden. The aim for this online business is to supply and helps people on their first time on starting their own garden. Not only that, we also help people in choosing the suitable soil and method on how to take care of a certain plant that need a lot of attention.

Nanatural is a nursery business that selling green products (plant) and gardening materials such as vase, marble and focusing on online since Movement Control Order (MCO). Nanatural, start on 19th April 2021 and based at Kampung Bunut Susu, Pasir Mas, Kelantan.

The products are under Azlan bin Derahman, who are overseeing the care of the plants for the customer's order. The fragile products such as plants, that need attentive care will be delivered to the customers house, while the durable one such as cactus and gardening tools will be deliver via courier company. With selling a product that can only be sell and buy when face-to-face to a social media platform, this will help others in buying without going out in this pandemic.

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2.0 INTRODUCTION OF BUSINESS

2.1 NAME AND ADDRESS



Figure 2.1 Nanatural shops logo

Nanatural Background Details	
Name of Business	Nanatural
Business Address	Kampung Bunut Susu, Pasir Mas Kelantan.
Website	Facebook: https://www.facebook.com/nanaturalforU/
Messenger Link	http://me.m/nanaturalforu
Form of Business	Sole Proprietorship
Main Activity	Selling Plants and gardening tools
Date of Registration	19 th April 2021
Registration Number	-
Bank Name	Agrobank