



اَوْنَبُورِ سَيِّتِي تَيْكُونُ لَوِي مَارَا
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MARA

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SUBJECT

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

INDIVIDUAL ASSIGNMENT

SOCIAL MEDIA PORTFOLIO

PREPARED BY

NUR BAYINAH SARAH BINTI MACELUN (2019253254)

SEMESTER / GROUP

PART 3 / IM2443A

PREPARED FOR

NOR SARA NADIA MUHAMAD YUNUS

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BY

NUR BAYINAH SARAH BINTI MACELUN

**Faculty of Information Management
Universiti Teknologi MARA
Puncak Perdana**

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EXECUTIVE SUMMARY

Baby cactus is committed to providing the people who love in cactus plants and the people who the beginners searching for cactus plants with quality choices. As well as offering cactus plant composition gift delivery services. We sell a wide range of cactus plants and there are even orders for cactus composition gifts available. Nurseries are the source of most of the cactus plants we market. Our marketing strategy involves providing our customers with the best service, reasonable price, convenient venue, and improving customer service. We believe that we will be able to achieve success with adequate, innovative marketing and a quality choice of plants for our clients and make our presence known in the community.

TABLE OF CONTENT

	PAGE
COVER PAGE	-
TITLE PAGE	-
ANKNOWLEDGEMENT	i
EXECUTIVE SUMMARY	i
TABLE OF CONTENT	ii
1.0 INTRODUCTION	1
1.1 Name And Address Of Business	1
1.2 Organizational Chart	2
1.3 Mission and Vision	3
1.4 Descriptions Of Products/Services	4
1.5 Price List	5-8
2.0 FACEBOOK (FB)	9
2.1 Facebook Page	9
2.2 Costuming URL Facebook (FB) page	9
2.3 Facebook (FB) post – Teaser	10-16
2.4 Facebook (FB) post (Hard sell)	17-26
2.5 Facebook (FB) post (Soft sell)	27-36
3.0 CONCLUSION	37

1.0 INTRODUCTION

1.1 Name And Address Of Business

Baby Cactus is a business for unique plants such as cactus trees. Why is the name of this business baby cactus because this business originated from my own idea of being interested in the cactus plant itself and the name of Baby Cactus is taken from the base of my own name which is Bayinah. In addition, this Baby Cactus consists of a small size to a medium size. However most baby cactus offers a small size due to its cute surface appearance.

For the target market baby cactus is more for all teenagers and above with range 13 – 55 years old. This is because teenagers are more attracted to things that are cheap and easy to care for. To anyone who wants a simple and easy-to-care plant can get in our store which is a Baby Cactus located in Pasar Minggu Tapak Tamu, Blok 1 No.04, Beaufort 89800, Sabah.



Figure 1.1: Logo of Baby Cactus