



**UNIVERSITI TEKNOLOGI MARA  
CAWANGAN SELANGOR KAMPUS PUNCAK ALAM**

**BACHELOR OF OFFICE SYSTEMS MANAGEMENT (Hons.)  
FACULTY OF BUSINESS AND MANAGEMENT**

**ENT530**

**PRINCIPLES OF ENTREPRENEURSHIP  
INDIVIDUAL ASSIGNMENT  
SOCIAL MEDIA PORTFOLIO  
FACEBOOK PAGE: URBAN LEAVES**

**PREPARED BY:**

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## EXECUTIVE SUMMARY

Urban Leaves is a business that is selling real indoor plants. Urban Leaves business has been registered in Go e-Commerce portal, so it is a well-established business in Malaysia. The product of this business is indoor plants by the suppliers and it is located at No. 88, Jalan Meranti 3, Meranti, Bandar Hillpark, Puncak Alam, 42300 Selangor. As plants can give many benefits for us as humans, this business has set their own vision and mission. The vision is to be the leading indoor plants company with variety of plants, meanwhile the missions are to enrich our clients' health and environment with the plants, to ensure all people know that putting plants in home is important and to encourage more people to love the natural creatures on the earth. Urban Leaves provides 12 different types of plants suitable for house, living room, dining room, offices and others with affordable prices and different sizes of plants.

Then, this business can be reached in Facebook social media with the page named Urban Leaves Store. Currently, the page has 157 likers and followed by 163 people. The page contained by seven teasers about the new products and promotions and 16 Hard Sell posts about different products to attract many customers to buy the products immediately. The Hard Sell posts explained the details of the plant's types with their own benefits and the seller provided the prices in the copywriting. The prices help the customers to calculate their own budget and they can make fast decision. Urban Leaves Store Facebook Page also contains 16 Soft Sell posts about plants knowledge and attract many audiences engage with this indoor plant business. The Soft Sell posts may help the new plants lover in taking care the plants in the right way. Also, there are 16 frequency of posting that will help the audience know that the seller is active in the Facebook and they may get instant replies if they ask about the plants.

Lastly, Urban Leaves is also looking forward to improve and grow the business in the future. They are planning to gain and attract many customers by the interesting posts in Facebook with beautiful pictures, videos and the copywriting. They are looking forward to make many promotions and offers to make the customers feel happy and excited with the products and also build a good relationship with the seller. The vision and mission of Urban Leaves also need to be accomplished so that the business can be succeed and beneficial for the seller and the customers.

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# 1.0 Go e-Commerce Registration

The screenshot displays the user profile page for 'Wan Anis Amalin binti Wan Mohammad Azhar' on the Go-eCommerce BETA platform. The page is divided into two main sections: 'PERSONAL PROFILE' and 'BUSINESS PROFILE'.

**PERSONAL PROFILE**

**Personal Information**

Name	Wan Anis Amalin binti Wan Mohammad Azhar	Phone/Mobile	0189482285	<a href="#">Edit</a>
New Identity Card No.	960524055282	Home Address	Blok G-5-7, Desa Wangsa Keramat	
Email Address	anisamalinazhar@gmail.com	District	Jalan Keramat Hujung	
City	Kuala Lumpur	Postcode	54000	
State	WP Kuala Lumpur	Personal Instagram	aloymn	
Personal Facebook	Wan Anis Amalin	Race	Malay	
Gender	Female	Special Need Required	No	
Marital Status	Single			

**Institution Information** [Add Now](#)

UTM Puncak Alam - EN 530-PRINCIPLE OF ENTREPRENEURSHIP-BA2323D Oikt 2020

Type of Institution	IHL	Institution List	Universiti Teknologi MARA	
State of Institution	Selangor	Name of Institution	UTM Puncak Alam	
Address of Institution	Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor	City	Puncak Alam	
District of Institution	Kuala Selangor	Postcode	42300	
Level of Study	Bachelor Degree	Study Status	Full time	<a href="#">Edit</a> <a href="#">Delete</a>
Course Name	EN 530-PRINCIPLE OF ENTREPRENEURSHIP-BA2323D Oikt 2020	Class Name	BA2323D	
Subject Name	PRINCIPLE OF ENTREPRENEURSHIP	Year Enrolling the subject	2020	
Month Enrolling the Subject	10	Lecturer Name	Syukrina Alini Binti Mat Ali	
Internship Enrollment	No	Year Of Internship Enrollment	0	
Month of Internship Enrollment	-	Period of Internship Training		
Expected Year To Complete Study	2021	Expected Month To Complete Study	1	
Related to Study Field	Yes			

**BUSINESS PROFILE**

Have you updated your sales today? Update your sales regularly to collect more points!

Company Name	Urban Leaves	Company Registration No.		<a href="#">Edit</a>
Type Of Business	Enterprise	Business Role	Product Owner	
Facebook Page	Urban Leaves	Business Category/Business Sub-Category	Household, Hobbies & Lifestyles / Home & Garden	
Wechat for Business		Business Instagram Page		
Marketplace	Others	Business Website		
Business Related to Your Study Field	Yes	Type Of Website		
		Experience in International Export	No	