



**FACULTY OF BUSINESS AND MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
40450 SHAH ALAM, SELANGOR  
MALAYSIA**

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530)**

**INDIVIDUAL ASSIGNMENT:  
SOCIAL MEDIA PORTFOLIO**

**PREPARED FOR:  
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**PROVIDED BY:**

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## **ACKNOWLEDGMENT**

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I would like to thank Mrs. Norliza, who supported my classmates and me with advice and encouragement. By offering invaluable information, she has provided me outstanding concern and explanation. She is so easy to connect with and polite Without her, I will not be capable of finishing this portfolio.

Also, not forgetting my mother who gave a lot of support in producing this task and moral encouragement. I would not have finished this assignment perfectly without her support.

In dealing with problems that happened in my portfolio through this topic, I can become more structured and experienced. I am also exploring so much information about the needs and wishes of this portfolio on Google. I am proud of myself because I believe I have made every effort to accomplish this portfolio and to teach me a great deal about the business world and how to become an entrepreneur in the future.

## **Executive summary**

On all occasions, Flora au Chocolat offers the perfect bouquet for the consumers. With love and patience, we made a chocolate bouquet to make the bouquet perfect and please the customers. We have certain options for our clients. Depending on celebrations such as birthdays, wedding anniversaries, convocations, and confessions, customers can also design their favorable style.

The organization Flora au Chocolat has experienced an acceleration in success as it gets the chance to expand with time. Facebook media is perfect for me to promote my bouquet company to clients because nearly everyone in the world was engaged with Facebook, allowing the demand for the chocolate bouquet to increase over time. Although there are a lot of companies like us on Facebook at the moment, I guarantee that my chocolate bouquet is one of the finest in and out bouquets I've ever experienced.

Flora au Chocolat's management has two staff, Izzah and me. As the advisors, Miss Kaliswary and my friend are an agents in Sungai Buloh, and I have deep experience in human resources and wrapping. Instead of separate roles and portfolio of partners, we will carry on shared role responsibilities.

We also have a service engagement plan to actively develop our brand through brochures, advertisements, and signboards. We hope that there will be more people out there interested in our bouquet business. We would bring more efforts into this because our demands rise day by day during MCO.

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## INTRODUCTION OF BUSINESS

### Business background

**Name of the Business**

**Flora au Chocolat**

**Business Address**

No 208, Jalan Labu, Rumah Awam Ladang  
Baru 47000 Sungai Buloh, Selangor

**Email Address**

[Nurzakirah5478@gmail.com](mailto:Nurzakirah5478@gmail.com)

**Telephone Number**

011-26323314

**Main Activities**

For special occasions, we have a chocolate bouquet for a minimum of RM50. Available for Cash On Delivery only (COD)

**Name of Bank**

Malayan Banking Berhad (Maybank)

### Organizational chart

