



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**PRINCIPLES OF ENTREPRENEURSHIP**

**(ENT 530)**

**SOCIAL MEDIA PORTFOLIO**

***ENCHANTED FLORIST***

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## **1.0 PRELIMINARY MATERIALS**

### **1.1 ACKNOWLEDGEMENT**

While preparing this assignment, I do refer to guideline and asking for a help with someone that have a wide knowledge in business entrepreneurship and all the knowledge given is very helpful with the clear guideline and making my assignment become easier. I would like to gratitude to my lovely and very supportive lecturer, Madam Norliza Saiful Bahry for giving me and my friends a great information and guideline in preparing my assignment. The information given by her is very helpful and increase my knowledge in business entrepreneurship.

Also not forgotten to my group mate and friends that always give me a help when needed and remind me to do the assignment and encourage me to finishing my assignment. Thank you for always guide me when I do not know how to do the assignment. To respond and comment received help me to improve my report.

Finally, I am discover many new things that Facebook allowed us to do using social media platform not only connecting with other people but you also can do business using Facebook platform and do advertising at the Facebook page.

## 1.2 EXECUTIVE SUMMARY

Enchanted Florist is an online store which is sells variety type of flower bouquet. We serve fresh flowers that are pick directly through the flower farm. We offer variety types of bouquet and the customer also can decide what type of flower that they want to put into their bouquet. We strive to be one of the top and best out there.

There are variety type of bouquet offered by Enchanted Florist from small size to big bouquet. Not only focus on making bouquet from flower, Enchanted Florist also do provide bouquet made using fruit and chocolate for anyone who does not want the flower only since the flower can withered and die. Some people might be allergic with flower bud and will irritate their skin. Besides, for people who is really love chocolate, we can surprise them with chocolate bouquet that is made with full of chocolate love! We also provide self–customize if the customer want to custom their bouquet themselves.

Enchanted Florist based at Klang, Selangor and we also do provide delivery services of our bouquet for our beloved customer. The delivery charges are according to their location from us. We ensure that our main focus will be in quality of the products. We will make sure that customers get the best quality from us and we serve customers as V.I.P. We prioritize our customer satisfaction when they buy our product. We want the customer to feel comfortable throughout their shopping.

We provide better design of fresh flower bouquet and arrangement and supply them at the lower cost compare to the other florists in Malaysia. Enchanted Florist used various marketing technique by posting at Facebook social media in order to attract the customer view and interest. Enchanted Florist is dedicated to operating with a constant enthusiasm for learning, being open to implementing new ideas, and maintaining a willingness to adapt to evolving market conditions.

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## **2.2 INTRODUCTION OF BUSINESS**

Enchanted Florist is a small business owned by Nur Amirah Izzati Binti Mohd Fauzi, a young lady who have very high interest in flower and altering flower into a beautiful bouquet. She want to make a beautiful bouquet and want to share the happiness when receiving the bouquet to everyone else too. She really enjoy in doing alteration of the flower and she find it as a happy and therapy whenever feeling stress. With creative brain given to her, she gives to her art hand work to make a beautiful bouquet that her client order for surprise, birthday event, and gift.

Enchanted Florist based in Klang Selangor but they also cover all around Selangor are for the surprise bouquet. They provided delivery services around the Selangor with different price range depends on the location of the client. Enchanted Florist goal is to continue developing the business and expanding in many different product and services that they can gives to the client.

They offer the highest quality of unique and internationally flower that is being someone favourite such as Roses, Tulip, Baby Breathe, Calla Lilies, Daisies, Gerbera Daisies, Lilies, Sunflowers, Dahlias and many more. All of product from the flower, arrangement and the final presentation of the bouquet are made by the guideline and top quality ingredient that they used. They used fresh flower that pick directly from their suppliers to make a beautiful bouquet to make their customer satisfied with the product and services. Customer satisfaction are the most important for Enchanted Florist because they want to give the same happiness when they make the arrangement an turn it into beautiful bouquet to their customer.