



اَوَّلُ سَبِيلٍ تَكُونُ لِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**SOCIAL MEDIA PORTFOLIO:  
BAJA MILAGRO NILAI**



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## **Executive Summary**

Baja Milagro Nilai is an online business that based on Nilai, Negeri Sembilan. This business offers Baja Milagro, an organic fertiliser, to anyone who owns plants. All sorts of plants may be utilized with this product, including flowers, vegetables, and fruits. Additionally, the advantage of this product is to improve and maximize plant outcomes through increasing the absorption of nutrients and water from the soil. Haji Mat Haji Jantan Sdn. Bhd. owns the Baja Milagro brand, which is represented by Baja Milagro Nilai that act as an agent.

The key objective of Baja Milagro Nilai is to deliver an excellent product that will impress customers and have a positive impact on their plants. Because Baja Milagro Nilai values customer relationships, I want to deliver high-quality products with freebies, and I have equipped myself with gardening and plant understanding so that I can answer any questions that my customers may have. Baja Milagro Nilai's target market is a group of people who are primarily interested in gardening and farming, and who are most likely middle-aged adults.


It already has a large number of loyal customers in Malaysia, Baja Milagro has become a top-selling product among competitors fertilizer products. We do, however, have challenges since we are still unable to offer fertilizer for hydroponic plants. The general operating strategy is that we want to supply items to our customers while also imparting plant expertise, but most importantly, we want to provide the finest possible service to our customers.

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## 2.0 Introduction to Business

### 2.1 Business Information Sheet

Name of Business	:	Baja Milagro Nilai 
Name	:	Maria Hanis Binti Abdul Mutalib
Phone Number	:	012-315 0113
Email	:	<a href="mailto:mariahanis1312@gmail.com">mariahanis1312@gmail.com</a>
Official business email address	:	<a href="mailto:bajamilagro.mh@gmail.com">bajamilagro.mh@gmail.com</a>
FB webpage address	:	<a href="https://www.facebook.com/bajamilagronilai">https://www.facebook.com/bajamilagronilai</a>
Brand name	:	Baja Milagro
Online business mode	:	Stock Agent
Nature of business	:	Selling and trading of fertilizer
Type of products	:	Organic Fertilizer
Main competitors	:	Baja AB, Ezigrow, Champion 555, Baja Kopi
Startup capital	:	RM 380
Product selling price	:	RM 25/pack
Cost of the product	:	RM 15/pack
Supplier / Brand Owner Name	:	Baja Milagro
Contact Details of Brand Owner	:	Name: Haji Mat Haji Jantan Company Name: Haji Mat Haji Jantan Sdn. Bhd.