



## SOCIAL MEDIA PORTFOLIO: MIRA'S FLOWERPOT SHOP



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## **EXECUTIVE SUMMARY**

Mira's Flowerpot Shop is an online operating business that sells indoor plants and their accessories. This online business is a dropship under the owner of the local brand, Alfarifapotted. Mira's Flowerpot Shop operates on 2 platforms; Facebook and Whatsapp only. Customers can interact on any of the platforms provided. Both platforms are easy for customers to reach. Although Mira's Flowerpot Shop is a fully online business, our main location is in Bandar Baru Bangi, Selangor.

Mira's Flowerpot Shop is also prepared to provide customers with an amazing and genuine online purchasing experience. We strive to provide only the best and highest-quality products to our customers at reasonable pricing. Furthermore, we place a high value on our customers' enjoyment and comfort. There are many plant options that can decorate a customer's home.


As we are only a dropship business, the operating plan we use consists of promotion and advertising. We aspire to be a successful dropship business in Malaysia. To achieve this success, we will make improvements in this business over time to time according to the passage of time and the economy.

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## 1.0 INTRODUCTION TO BUSINESS

### 1.1 Business Information Sheet

Name of Business (with logo)	: Mira's Flowerpot Shop 
Name, Phone number & Email	: Amirah binti Mokri 0134879247 Miraahh07@gmail.com
Official business email address	: N/A
FB webpage address	: <a href="https://www.facebook.com/flowerpotshopp">https://www.facebook.com/flowerpotshopp</a>
Instagram link	: N/A
Brand name	: Mira's Flowerpot Shop
Online business mode	: Dropship Agent
Nature of business	: Selling and promoting
Type of products	: Indoor Plant
Main competitors	: @pokokhijaumalaysia on Instagram @plnt.co on Instagram @indoorplant.kl on Instagram @pokokmurahselangor on Instagram
Startup capital	: RM 30
Product selling price	: Planting tray – RM5 Cocopeat Kasar – RM5