



اُونِيُوَرَسِيْتِي تِي كُونُو لُو كِي مَارَا
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Dr. Nor Zawani Binti Mamat @ Ibrahim is lecturer of Faculty of Business Management. In performing my assignment, I have to take the help and guidelines of some respected person, who deserves my greatest gratitude. The completion of this assignment gives us much pleasure. I would like to show gratitude to my lecturer Dr. Nor Zawani Binti Mamat @ Ibrahim for giving me a good guideline for assignment throughout numerous consultations. I would also like to expand my deepest gratitude to all those who have directly and indirectly guided me in writing this assignment. I am really grateful because I managed to complete this assignment within the time given. This assignment ~~can~~[✓] not be completed without the effort and co-operation from my lecture.

EXECUTIVE SUMMARY

Crystal flower is a company that sell accessories for home that is trendy, in demand and competitively priced. This company will ensure that everybody can use their product and deco it themselves at their lovely home. Crystal Flower headquartered is in Segamat, Johor. This company owned by Puan Sari Juata. Crystal Flower has extensive experience in home accessories and deco for 7 years. ✓

This company operates in a market that is extremely fragmented and competitive. It has meticulously integrated a range of promotional techniques into a one-of-a-kind marketing mix in order to capture as much market share as possible. This year, it will launch an e-commerce marketing campaign centred on web sites, search engine optimization, and a brand promise that differentiates it from competitors. ✓

Body of the report

1)Go-Ecommerce registration



INTRODUCTION OF BUSINESS

1)Name and Address of Business

Company name is Crystal Flower SDN. BHD and company address is No 11 Jalan Kenanga 3 PAKR Bukit Siput 3 85020 Segamat, Johor.

2)Organizational Chart

This company has one owner which is my mother, Puan Sari Juata Binti Ali. Meanwhile, me Mohd Shah Aizam Bin Shalihen and my brother Muhamad Shamin Ikmal Bin Shalihen as a sales assistant and promoter.

3)Business Mission & Vision

The mission of Crystal Flower SDN. BHD is to be a competitive firm in the home accessories and deco sectors. The company's current recognition is confined to its local community. Crystal Flower wishes to broaden that knowledge over the internet in order to reach a significantly larger consumer base. Crystal Flower will see significant sales growth in the future as a result of the fulfilment of company mission.

The vision of our business is offer good quality product at competitive low prices, provide excellent customer service through one-on-one knowledgeable salespeople and accept easy returns from customers who are dissatisfied with the products.

4)Description of Product

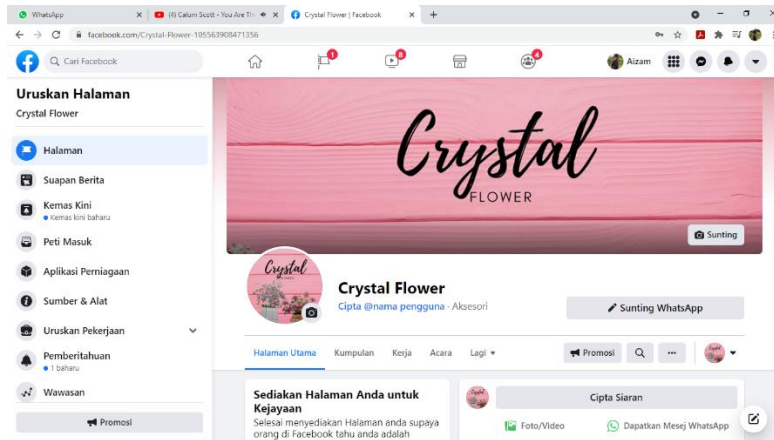
Our product category is accessories for home which is crystal flower. Our product is a handmade and have several designs with different size. The price is different according to the size and design.

5)Price List

| SIZE | PRICE |
|-------------|--------|
| EXTRA-SMALL | RM 15 |
| SMALL | RM 45 |
| MEDIUM | RM 90 |
| LARGE | RM 120 |

FACEBOOK (FB)

1. Facebook Pages



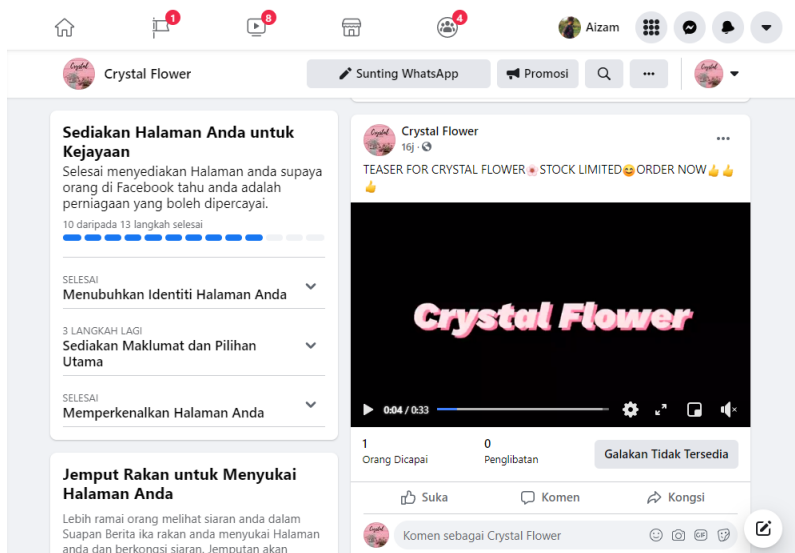
This is our business pages that we create in social media platform which is Facebook.

2) Customing URL Facebook (FB) page

<https://www.facebook.com/Crystal-Flower-105563908471356>

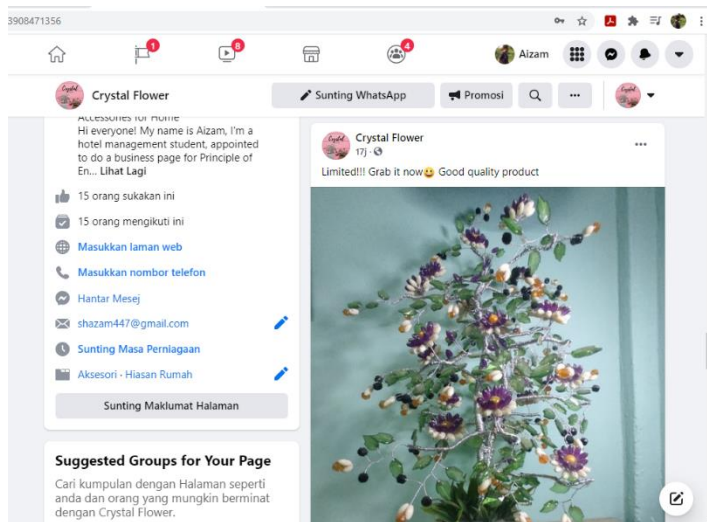
This is the link for our business page in Facebook.

3) Facebook Post – Teaser



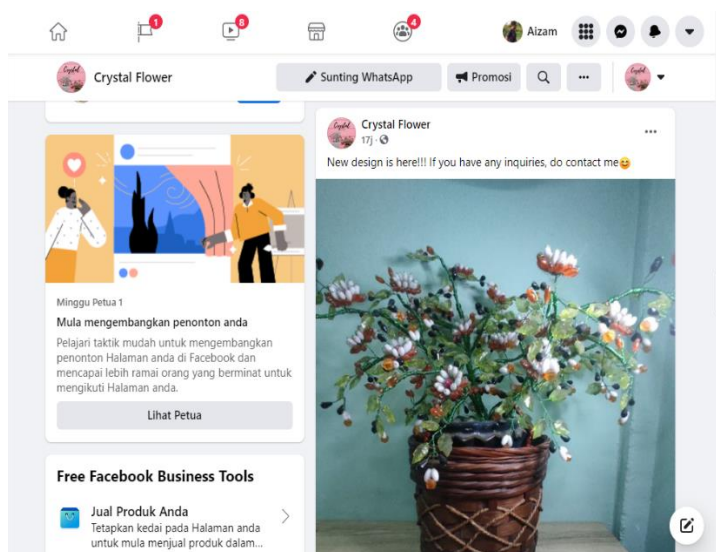
This is the teaser for our product that I make to promote the product to the customer. In this teaser, it have show several designs for different size.

4) Facebook (FB) post – Hard Sell



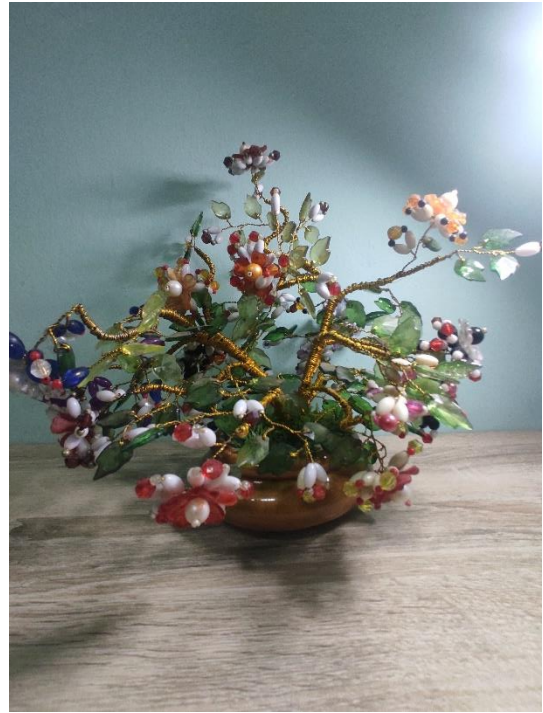
This is the example of hard sell that I do to attract my customer by saying something that will catch their attention about the product. Moreover, in the hard sell I simply put on a strategy that is direct and pushy. ✓

5) Facebook (FB) post – Soft Sell




This is the example of soft sell that I do to know more about concern of our customer, providing opportunities to the customer and understanding ✓ customer requirement first and it also will help on relationship building with customer.

6)Graphic



Conclusion

The thing that my mother and I sell generates a small profit, but it is sufficient for me to understand how it feels to sell the goods. This product is no longer available for purchase since my mother was unable to obtain it from the provider. My mother no longer sells the goods due to the MCO and other factors. So, I'm hoping ~~that~~  one day I'll be able to sustain a business and watch it develop.