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I have learnt a lot during this past week and doing this online business has given me an exposure that i needed for my future business planning. I managed to become more organize. This projects also has given me the knowledge of using Facebook page, creating soft sell and hard sell copywriting and also teaser posts.

Last but not least, with due regards, I want to express my gratitude to my parents for their support and prayers.

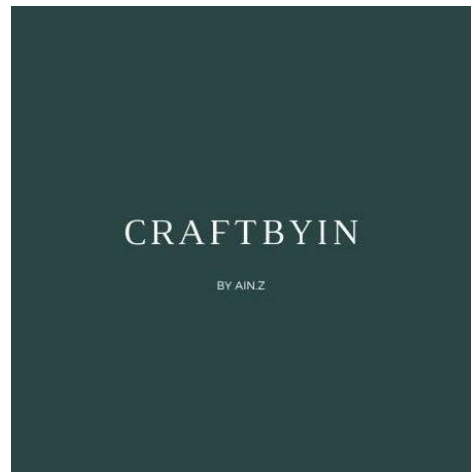
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1.0 INTRODUCTION OF BUSINESS

Introduction



Craftbyin is a local business that sells handmade jewelry which consisted of earrings, necklace and bracelet. This business has an affordable price and handmade jewelry are what makes them special. Their target is on young adult and teenage student who are looking for an affordable jewelry to wear. The price range for their product is from RM20 – RM 25 which is very reasonable considering the high-quality material that they used.

MISSION

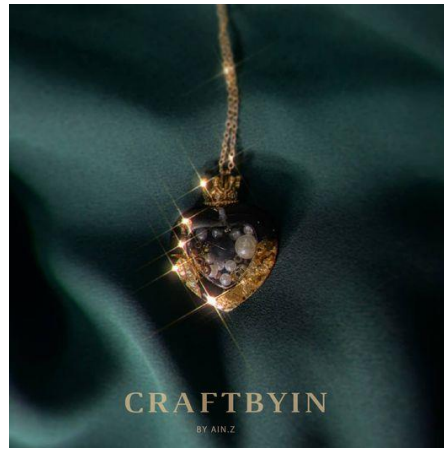
To provide the best quality handmade jewelries for our customers.

To give the best service quality and great innovation products

VISION

To become the first-choice brand

PRODUCT AND PRICE



Imperial necklace collection Price: RM 25

This imperial necklace collection comes with 3 design colors which is matte black, sparkle clear and black gold. These necklaces are made of 18k plated gold so it won't rust easily and last long. The heart pendant is made out of resin and the best thing about the pendant is that you can hear the sound of the beads moving inside the heart pendant. This is because the beads were insert inside the heart pendant and are dome with another layer of resin to give it a clear and glossy finish. The price for each of these necklaces is RM 20. The pricing for these necklaces is very reasonable