



اَوْنُوْزِ سَيِّتِي تَيْكُوْلُوْ كِي مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



## **SOCIAL MEDIA PORTFOLIO: REPORT**

SLAY'sa Scarves (<https://www.facebook.com/slaysascarves>)

### **PRINCIPLES OF ENTREPRENEURSHIP (ENT530)**

**FACULTY & PROGRAMME** : BA240 (4B)  
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Alhamdulillah. Thank you.

## **EXECUTIVE SUMMARY**

SLAY'sa Scarves was established with the dream of making the right and comfortable hijab for everyone. Starting 2020, SLAY'sa Scarves has swiftly grown around the nationwide and has risen to become one of Malaysia's top online hijab store. With collections that span over 30 different designs and 6 additional new designs from the latest collection, SLAY'sa Scarves continues to pave the way for comfortable and affordable hijabs. Together with our official partnerships offline and online, we march on with our belief. SLAY'sa Scarves is the latest hijab brand to hit the town – as one established brand name of fun, quirky, and unapologetically upbeat! In 2017, Tasnim Shariff founded the Klang based brand, as well the character 'SLAY'sa' – derives from a Malay word comfortable (selesa) – the founder strives at sharing such bold, comfy yet stylish styles by the production of all things exciting, fun, and new that she loves. Each product in SLAY'sa Scarves is a thoughtful and heartfelt reflection of each of her inspirations and beliefs. SLAY'sa Scarves is the personification or embodiment of every young, independent woman out there who has dreams of seeing the fun world, and who wishes to live every day to the fullest – adding zest and colour into their everyday lives – with our sleek, in-trend, and aesthetically pleasing lines of products. Recently in 2020, SLAY'sa Scarves has successfully launched their new collection – The Sarfarosh Collection which introduces customers to six (6) vibrant-bold, versatile, 100% comfortable cotton fabric – wrinkle-free patterned wide scarves. The latest collection has brought a huge success to the brand as we are able to grow ever bigger in the industry, alongside with those other living competitors – in-and-out of Malaysia. We strive at being one of Malaysia's leading brands in exclusive scarves, offering high quality, fashionable, and elegantly modest creations, creating fun and colours to the many – targeting for customer profiles mainly from Malaysia, Singapore, Brunei, and Indonesia, as well as globally via its ever-strong online presence.

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## 2. INTRODUCTION OF BUSINESS

### *2.1 Name and Address of Business*

This Klang based hijab brand, SLAY'sa Scarves is made up of the outrageous, meaningful idea of bringing comfort to the wearers. SLAY'sa is derived from the significant Malay word – *selesa* – which we emphasize and aim to producing the highest of product quality from the brand. Founded by Tasnim Shariff, a true cotton hijab enthusiast – she believes that her purest love for cotton hijabs is meant for sharing to the other outstanding, independent women – who want to add zest and colours into their everyday lives – with SLAY'sa Scarves.

SLAY'sa Scarves is located in Banting-Klang area – Telok Panglima Garang – one of the many reasons as to why we decided to plant there is due to the close proximity to our suppliers, as well as the availability of ample land there to build such an empire – the empire of SLAY'sa Scarves – we believe on it highly potent for growth and advancement. Apart from that, we also chose the location as it is the most strategic one amongst those that we have surveyed upon establishing the empire back in 20117 – also considering that the town that lies between Banting and Klang in Selangor. SLAY'sa Scarves is available at following:

#### **SLAY'sa Scarves HQ (10AM – 9PM)**

12-G, Jalan Flora 2/2, Bandar Rimbayu,

42500 Telok Panglima Garang,

Selangor D.E.

SLAY'sa Scarves (Facebook)

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