



SOCIAL MEDIA PORTFOLIO: ROSATCHEL



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EXECUTIVE SUMMARY

ROSATCHEL is an online business that sells bundle skirts at ShopeeLive streaming and various social media platforms which are Facebook, Instagram and TikTok. It is my own business that have been register under Companies Commision of Malaysia (SSM) since January 2021. We are 90% operating from Shopee which requires our customers to make transaction through Shopee apps most of the time. However our customers can still get our updates from other social media platforms which are Facebook, Instagram and TikTok. Rosatchel are fully operating in Shah Alam with online platforms that able to reach the whole Malaysia.

Our tagline is *"Your Evergreen Boutique"*. We are providing our customers a skirt that can be wear regardless times and era as it is fashionable and trendy all the time. Moreover, we are focussing on selling bundle skirts with various style for only RM15 each. In addition to that, Rosatchel also taking serious in skirts quality, fabrics and design eventho our item are technically second hand items or bundle products. We would like to serve our customers as our VVIP as we believe bundle products can also be considered as fahionable and trendy clothing in fashion industry.

Our operation will include marketing on social media and promoting during ShopeeLive streaming. We are targetting to become one of the top bundle skirts seller in Shopee Malaysia platform. Our aim is to get as much networking as possible to help us growth in bundle industry especially for women items. Rosatchel revenue streams monthly will be RM1,500 with a net income of RM1,012 monthly.

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2. Introduction of Business

2.1. Business Information Sheet

Name of Business (with logo)	:	ROSATCHEL 
Name	:	Ros Izzati Binti Mohd Halim
Phone number	:	014-3055035
Email	:	rosesray99@gmail.com
SSM registration	:	202103015815
Official business email address	:	rosizzatimohdhalim@gmail.com
FB webpage address	:	https://www.facebook.com/skirtbyrosatchel/
Instagram link	:	https://www.instagram.com/rosatchel/
Brand name	:	ROSATCHEL
Online business mode	:	Brand owner
Nature of business	:	Selling and trading of apparels (example)
Type of products	:	Bundle Skirt
Main competitors	:	<ul style="list-style-type: none"> • Bondoru • OhGadisBoutique on Shopee • FS Bundle Store on Shopee • Millennial bundle on Instagram
Startup capital	:	RM 350