



اُيُونِيسِيتِي تِكْنُولُوجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

# SOCIAL MEDIA PORTFOLIO

## WZCOLLECTIONS



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## TABLE OF CONTENT

	<b>PAGE</b>
<b>ACKNOWLEDGEMENT</b>	ii
<b>TABLE OF CONTENT</b>	iii
<b>LIST OF FIGURES</b>	iv
<b>LIST OF TABLES</b>	v
<b>EXECUTIVE SUMMARY</b>	vi
<b>1. GO-ECOMMERCE REGISTRATION</b>	1
<b>2. INTRODUCTION TO BUSINESS</b>	
2.1 Business Name and Address/ Business Information	2
2.2 Organizational Chart	4
2.3 Mission and Vision Statement	4
2.4 Description of Product/Services	5
2.5 Price List	6
<b>3. FACEBOOK</b>	
3.1 Creating Facebook Page	9
3.2 Information on Facebook Page	10
3.3 Facebook Post – Teaser	11
3.4 Facebook Copywriting- Hard Sell	21
3.5 Facebook Copywriting- Soft Sell	41
3.6 Graphics for Marketing	61
<b>4. CONCLUSION</b>	71

## **EXECUTIVE SUMMARY**

WZCollections is a sole proprietorship business that offers hijab as one of the essentials in fashions for Muslim women after seeing online business opportunities in Selangor Darul Ehsan when demand arises. The headquarters of this business located in Batang Kali, Selangor and it is owned by Puteri Nur Najwa binti Ab Halim, a student of Bachelor's in Science (Hons.) Tourism Management from Mara University of Technology (Uitm), Puncak Alam campus.

WZCollections serves the market by supplying consumers with wants and needs since it has shown that buyers hit the shawl trend, which also benefits ironless and easy to style. The business also provided free delivery on specific prices to maintain the client relationship. WZCollection's marketing approach is to focus entirely on low price, and high-quality materials, which are in high demand among today's youth.

Selling scarves has long been a market necessity since they are classified as being one of Muslim women's requirements. Batang Kali is a location where people are so concerned about their careers and everyday life that they have no time to shop. The head scarf is worn by nearly half of Muslim women based on article by The New Yorker in an interview with Vivy Yusof. This is thus viewed as a chance since the people of Muslim citizens are the most widespread and growing religion in Malaysia.

Finally, as a start-up business, WZCollections continues to work and divides up the specialized task of supporting the packaging and supply services. This business is expecting to hire more employee in the next year when their finances are secured as this will help WZCollectionsto be more effective and efficient as the business need the helping hands, especially on the photography. The business also plans to improve its customer base and upgrade developed ones via social media.

## 2. INTRODUCTION TO BUSINESS

### 2.1. Business Name and Address

WZCollections is an online business where the meaning behind the brand is a combination of Women and Zappy. Zappy carries the meaning of energetic, so it becomes “WZ”, and the word collection is because WZCollections sells various collections of hijabs to the customer. Our business slogan is “Wear it with pride, wear it with love” so that women out there are confident in styling our product in their own style. The target market for WZCollections are women between the age of 11 to 30 years old.

Purple is chosen as the main color in the logo is because purple color is often associated with luxury, power and also represent the meaning of wealth, extravagance, creativity, independence and pride. For the female character found in the business logo symbolized a confident and stylish woman with her outfit also symbolized women’s power.



*Figure 2.1: Business Logo*