



اَوْبُو تَيْكُو لُو كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

Sleepea

SOCIAL MEDIA PORTFOLIO
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EXECUTIVE SUMMARY

Sleepea Wear is a clothing brand that was founded on 29 March 2021. This business operates on sole proprietorship with Zalikha Laila Asyiqeen leading the operation as a General Manager besides having several other employees from different departments to ensure the smooth running of the business. This company is located at PT 7204, Taman Mesra, Jalan Persiaran Raya, 18300 Gua Musang, Kelantan which is a shop lot in a famous business center in the town. Customers can walk into the physical store and they can also purchase the products online through our Facebook Page.

Sleepea Wear mainly sells nightclothes for both genders. The night garments are being produced into four main collections which are female long sleeve pyjamas (Mikayla), female short sleeve pyjamas (Camilla), female night robes (Arabella) and males pyjamas (Daniella). Each of these collections are then being divided into more editions respectively such as Maternity Edition, Lace Edition, Couple's Editions and others. The sizes of these garments are catered from XS to XXL which would fit from 12 years old teenagers and above. The prices of these collections range from RM29 to RM69 which is very affordable and reasonable considering that we use premium quality materials for our products such as satin, 100% cotton and viscose fabrics.

Sleepea Wear has put a lot of thought into building its own Facebook Page in order to allow it to grow in the market. Hence, we have been actively posting a lot of copywriting materials such as teasers, hard sells, soft sells and a lot of attractive graphics. As a result, we have managed to obtain a number of 315 likes on the page from our customers. Nonetheless, we will still keep up with being more active on this platform as it has proven to work well in growing and promoting our business.

2.0 INTRODUCTION TO BUSINESS

2.1 Business Name and Address

Our business name is Sleepea Wear. There are several reasons why we have decided to give this name to our business.

First of all, our business is inspired by a princess tale which is The Princess and the Pea. It is a tale about a princess who could feel that there is some sort of rock or lump under twenty mattresses and twenty feather beds. She had a very rough night trying to fall asleep because of the uncomfortableness. Apparently, the lump that she felt under dozens of the layers was just one tiny pea. This event shows how delicate the princess is that she could feel one tiny bean under those layers. Our customers represent the delicate princess to us. Hence, we make sure that there won't be any 'pea' disturbing their pretty sleep by wearing our night garments that are sewn with love and care. Our priority is providing the best sleeping experience for them, which we have learnt a lesson from the pea tales and we would never want them to experience the same awful and uncomfortable situation. Last but not least, 'Sleepea', which rhymes with the word 'sleepy' is chosen because we are selling nightwear and it means so much for us that our customers will wear them once they get sleepy and ready for bed.

The main inspiration from the princess and the pea tale is also the reason behind our green-themed logo because it symbolizes the colour of the bean besides having the word 'pea' that clearly represents the bean.



Figure 2.0 The Logo of Sleepea Wear