



اَوَّلُ سِرِّهِمْ بِنَدْوَى لَوْ كُنِيَ نَارًا  
UNIVERSITI  
TEKNOLOGI  
MARA

## **SOCIAL MEDIA PORTFOLIO**

### **READY-TO-WEAR HIJAB**

Faculty : BUSINESS MANAGEMENT

Program : BA 242

Program Code/Class : BA 242 2A

Course : PRINCIPLES OF ENTREPRENEURSHIP

Course Code : ENT 530

Semester : OCTOBER 2021

Name & Student ID No : 1. ALIA NATASHA BINTI AMIR HAMZAH (2021480938)  
2. ANIS IWANI BINTI MOHD RANIZAL (2021488764)

Name of the Company : AN Scarves

Submitted to

**ZAINAH BINTI JALIL**

Submission Date:

**30 JANUARY 2022**

## **EXECUTIVE SUMMARY**

AN Scarves is an online business that sell hijab scarf in social media platform which is Facebook. The business was led by two people and established in the year 2021. AN Scarves is a dropship under Geeta HQ brand that provide many kinds of scarf for Muslimah such as shawls and inner neck.

AN Scarves sells a variety of scarves that are suitable for wearing in Malaysian weather and even follow the latest and fashionable trends. The material produced is typically of good quality and appropriate for a wide range of age groups. Mayaa Eyelash Cotton Shawl, Leka Chiffon Shawl, Mini Pleated Shawl, and Inner Neck are among the items available from this business. The offered prices are cheap and affordable.

AN Scarves' products are suited for all age groups, whether they are working or students. Furthermore, we offer a variety of information posts to our customers, such as different types of hijab tutorials in Facebook posts to those who wish to wear a hijab for the first time and those who want to develop their hijab style. Customers benefit from the sharing since it helps them comprehend the many sorts of scarf, as well as obtain some knowledge about the different styles of hoods, beneficial tips, and so on.

We created our marketing campaign on Facebook by posting seven teasers, 16 hard sell posts, and 16 soft sale posts with graphics. We create product information with AIDCA for hard sell and TISCTA for soft sale. We use the Canva application to create visually attractive visuals for social media posts.

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## 1.1 Introduction of Business



<b>Name of business</b>	AN Scarves
<b>Business address</b>	No 3A, Jalan Bunga Telang, Seksyen 3 Wangsa Maju, 53300 Kuala Lumpur
<b>Email address</b>	an_scarves@gmail.com
<b>Telephone number</b>	019-0000000
<b>Form of business</b>	Partnership
<b>Main activities</b>	Selling scarf
<b>Date of commencement</b>	12 December 2021
<b>Name of bank</b>	Maybank
<b>Bank account number</b>	-

- Name of business

The name for our online business is AN Scarves. It is the combination from both of our names which is A from Anis and N from Natasha. Scarves comes from the singular word scarf which means a length or square fabric worn around the neck.

- Business address

Our business address is *No 3A, Jalan Bunga Telang, Seksyen 3 Wangsa Maju, 53300 Kuala Lumpur*. The address stated is we run our business. We chose this place because it is located around the shop lot area near the residence so it will be easy for people to come and spend their time comfortably while buying our product.

- Email address

We created a whole new email address which is *an\_scarves@gmail.com* so it will be easy for us to differentiate it and it did not mix up from the business and our personal platform

- Telephone number

We use another phone with a new phone number so that it will be easy to handle customers who want to buy our product online.

- Form of business

Our business is a partnership business, where it was handled by both owners. We make a detailed discussion during any decision making for the business and we also share capital to open the business. We have some employees that help us run the business in handling the customers and also sending out the items to the customers.

- Main activity

We work as an agent under Geeta.my, which specializes in selling hijab. We also give tips and tutorials for our customers on how to style the hijab according to any events on Facebook.