SOCIAL MEDIA PORTFOLIO

LUVLY COLLECTION

Faculty   : BUSINESS AND MANAGEMENT
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Name of the Company : LUVLY COLLECTION

Submitted to
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EXECUTIVE SUMMARY

Luvly Collection is a partnership business that offers and selling hijab which are one of essentials in fashions for Muslim women. Luvly Collection was established after seeing the biggest opportunities in Selangor Darul Ehsan when demand for hijab rises. The headquarters of this business located in Putra Height, Selangor and it is owned by Ahmad Fikri Imran Bin Ahmad Fuad and Nur Fatin Amirah Binti Azmi Kamal, a student of Bachelor of Business Administration (Hons) Finance from University Technology Mara (UITM), Kampus Bandaraya Melaka.

Luvly Collection serves the demand market by supplying the consumers with needs and wants as many consumers of Muslim women bought hijab at any time they want. Luvly Collection offered the best quality fabrics of hijab such as shawl and bawal which meet the demand market as they are classified as being one of Muslim women's compulsory and requirement.

Luvly Collection is specialized in selling women's hijab for hijabis in Malaysia through the social media platform such as Facebook page. Online marketing was done in Facebook page as we believe that this is the best marketing strategy because it can reach a wide audience for our target market. Besides, Facebook also can help sellers communicate with their buyers while engaged with their potential customers.

Putra Height is a location where people are so busy with their career and daily life as they do not have time to shop for their own. Thus, delivery with postage is our method how the product can be delivered to customers successfully. Moreover, Putra Height is one of location that near with courier service such as DHL Express, ParcelHub, Post Laju, J&T Express and others. Therefore, it easier for customers to purchase our product through online method.

As a start-up business, Luvly Collection continue to work and divided task between two partners for the process of business. we set up marketing campaign through Facebook page by providing 13 teasers, 18 graphics and posting for hard sell and soft sell. We utilized the post by follow AIDCA and TISCTA to give more effective engagement.

CONTENT OF SOCIAL MEDIA PORTFOLIO FILE

Checklist of FB Posting (JAN 2022)

NO	CRITERIA	Week 1	Week 2	Week 3	Week 4	TOTAL
1	FB page	/				
	Evidence: Print screen of FB (Tick (/) or (X))				/	
2	Custom URL FB page (no. of like and URL)	14	43	39	65	161
	Evidence: print screen/screen shot (Tick (/) or (X))				/	
3	FB Teaser Post (no. of post)	13	X	X	X	13
	Evidence: Print screen (Tick (/) or (X))				/	
4	Copywriting-Hard sell (no.of post)	X	8	5	5	18
	Evidence: Print screen (Tick (/) or (X))			/	/	
5	Copywriting–Soft sell (no. of post)	X	1	7	10	18
	Evidence: Print screen (Tick (/) or (X))				/	
6	Others (no. of post)	x	x	x	x	
	Evidence: Print screen (Tick (/) or (X))					
	FREQUENCY OF POSTING (TOTAL POSTS)					**49**

Notes: **X - Posting and print screen is not being done**

          / **- Posting and print screen is being done**

          - the highest no. of like (mark will be given to the highest no.of like)

1.0 INTRODUCTION OF BUSINESS

1.1 Name and address of business

Luvly Collection is an online business where we sold our product through online method since we are small business owner who starting our own business. The name behind the brand name is a originally from words "Lovely" which can be meant as beautiful and attractive. We want to address this to all Muslim women that they are very lovely with hijab on. We changed the spelling from "Lovely" to "Luvly" as we want to create a unique and rare name for our business brand. Besides, the words "Collection" is because Luvly Collection sells a various collection of hijabs to customers. Our business slogan is "Be Classy and Fashionable" as we want to give encouragement to all women out there that they also can become classy and fashionable with their own style. In addition, be confident in styling hijab with their own ways. The target market for Luvly Collection are women between 15-30 years old.

The address is at No 9, Jalan Putra Permai 10/2b, Putra Heights, Putra Heights, Selangor. The stated area is the headquarters for where Luvly Collection will operating for business. The place is a well-developed area and most people that living in this area love spending their time outdoors, sightseeing and doing various activities. This was strategic place for our business because they may want to own hijab that is very beautiful and comfortable for being outdoors.

Figure 1 Business Logo

Based on Luvly Collection business logo, soft pink was chosen as main color in the logo because its represent feminine, lovely, romantic and sweet. The most character which is owned by all women out there. The colour pink also the colour of universal love of onself and others. The combination red colour for the font represent love. For female character found in the business logo symbolized a love which means love yourself the most as you are very precious.