



اَوْنِيُوْرَسِيْتِي تِي كُوْلُوْمِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

Tourism Management of Faculty Hotel and Tourism Management



SOCIAL MEDIA PORTFOLIO

BUSINESS NAME: CEYDA.CO

Prepared by:

STUDENT'S NAME	MATRIC NO.
SITI KHADIJAH BINTI MOHD NASRI	2022907889
SITI SOFFIYATUL MARDIYAH BINTI JAMIL	2022908431

Group: HM2413B

Semester: 3rd SEMESTER

Prepared for:

DR. NORFAZLINA GHAZALI

SUBMISSION DATE: 12 JULY 2022

ACKNOWLEDGEMENT

First and foremost, we would like to praise and thank the Almighty God for granting us with the strength and blessing that enables us to complete this report. We wouldn't have even gotten this far without His blessing. This project will not be accomplished unless both of us, Siti Soffiyatul mardiyah Binti Jamil and Siti Khadijah Binti Mohd Nasri, keep putting up effort and cooperation. With our entire enthusiasm and responsibility, we always constantly strive to produce a good assignment.

In addition, we would like to express our gratitude to our lecturer, Dr. Norfazlina Ghazali, because our assignment would be unfinished without her supervision. She is always there to assist and guide us on how to complete our assignments in order to get a positive outcome. She was a major inspiration for us to complete this project successfully. We would also want to thank her for lecturing us in this course, Principles of Entrepreneurship (ENT530).

Sincere thanks to all our classmate HM2413B for the kindness to helping us and giving moral support during this assignment. Our deepest gratitude goes to our beloved family for their endless love, prayers and encouragement. To those who indirectly contributed in this research, your kindness means a lot to us. We would like to express our deepest appreciation to all those who provided us the possibility to complete this assignment. We hope that this project has come to its very best. Moreover, we also hope that this project could help us in terms of contributing points in getting goods grade in this subject,

EXECUTIVE SUMMARY

This assignment is a report that is related to a small business set up by two students named Siti Khadijah and Siti Soffiyatul Mardiyah. Our business is known as Ceyda.co which offers trendy women's accessory products in this modern age, namely scrunchies. Scrunchies are roughly known as hair ties or even hair rubber, but scrunchies sold by Ceyda.co can also be used as women's accessories such as worn on the wrist. So, this report is a completed report with all the important parts that are needed to complete this assignment for the subject Principles Of Entrepreneurship (ENT530).

The first part of this report is the certificate and registration part. In this part, we have presented our certificates which we have obtained after being legally registered with the relevant parties as well as the proof of registration. The certificates in this report are GO-eCommerce, MyENT and last but not least the SSM certificate. In the next part, the introduction part, we explain in more detail related to the business we run and we include all the important content and information. Among the contents in this part are the name of this business, organizational chart for Ceyda.co which consists of two employees and holds various types of positions required and we also have included a figure of organizational chart for our business, we also explain in more clear regarding the mission and vision for Ceyda.co that we want to achieve successfully and in this part, we also explains in detail related to the products available at Ceyda.co, we have stated what Ceyda.co offers, not only that, we also have lists all the types of products that we sell along with the name, code, options and also the price.

Next, in this report there are also some parts where we will present things that related to the Facebook page, such as, we have created a Facebook page for our business, Ceyda.co, we also have customized the URL of our Facebook page to further introduce our brand to the whole community, all the posts we have done on our Facebook page such as 6 teaser posts, 16 hard sell posts and also 16 soft sell posts.

In addition, we have also stated some information regarding the graphic elements that we used in the Ceyda.co's post in a separate part. Next, we also present a sales report of our business as long as Ceyda.co has been operating since May in 2022 in the Sales Report part. Last but not least, in the conclusion part, we will make a complete conclusion regarding the report that we have worked on and completed.

TABLE OF CONTENTS

NO.	CONTENT	PAGE
1.	GO-eCommerce registration	1-2
2.	MyENT certificate	3-4
3.	SSM registration	5-6
4.	Introduction of business	7-10
5.	Facebook (FB):	11
	i. Creating Facebook (FB) page	
6.	Facebook (FB):	11
	ii. Customizing URL Facebook (FB) page	
7.	Facebook (FB):	12-14
	iii. Facebook (FB) post – Teaser	
8.	Facebook (FB):	15-20
	iv. Facebook (FB) post – Hard sell	
9.	Facebook (FB):	21-26
	v. Facebook (FB) post – Soft sell	
10.	Facebook (FB):	27
	vi. Relevant graphics to each post/copywriting	
11.	Facebook (FB):	28-38
	vii. Sales Report	
12.	Conclusion	39
13.	References	40

1) GO-ECOMMERCE REGISTRATION

GO-eCommerce is a platform that provides thorough advice to micro entrepreneurs and Subject Matter Experts (SMEs) who want to expand their businesses using digital services. Entrepreneurs and sellers can take use of a variety of online training classes to improve their digital business knowledge. Below is the GO-eCommerce certificate obtained by Siti Khadijah binti Mohd Nasri and Siti Soffiyatul Mardiyah binti Jamil.

- i) Siti Khadijah binti Mohd Nasri's GO-eCommerce certificate



ii) Siti Soffiyatul Mardiyah binti Jamil's GO-eCommerce certificate

Siti Soffiyatul Mardiyah Binti Jamil's certificate is in progress from Mdec.

2) MYENT CERTIFICATE

MyENT is a program under the MASMED unit at UiTM. Every UiTM in the whole of Malaysia must have its own MASMED unit. MASMED is a unit that manages business-related matters such as business activities to be carried out at UiTM, business clubs and others. So, MyENT is a program created by the MASMED unit, MyENT means MASMES Young Entrepreneur. This MyENT is required for the purpose of providing entrepreneurship certificates to registered students. Below are the MyENT certificates that have been obtained by both students for the Ceyda.co business.

i) Siti Khadijah Binti Mohd Nasri's MyENT certificate



The certificate is a document with a purple and white geometric background. At the top left is the logo of Universiti Teknologi MARA (UiTM). To its right is the text 'Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)'. The main title is 'MASMED YOUNG ENTREPRENEUR (MyENT)'. Below this is the subtitle 'SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM'. The student's details are listed in a table format. The business information section is titled 'MAKLUMAT PERNIAGAAN' and lists details such as the business mode (Online), industry (Women's Accessories), duration (2 months), and registration number. At the bottom, there is a disclaimer in small text and a signature line for the Deputy Vice-Chancellor for Entrepreneurship Development at UiTM.

No. Pelajar	: 2022907889
Nama	: SITI KHADIJAH BINTI MOHD NASRI
Program Pengajian	: SARJANA MUDA SAINS (KEPUJIAN) PENGURUSAN PELANCONGAN
Fakulti	: Faculty of Hotel & Tourism Management
Kampus	: Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan	: Online
Bidang Perniagaan yg diceburi	: Aksesori Wanita
Tempoh Berniaga	: 2 bulan
No. Pendaftaran Perniagaan	: 202203151873 (003407951-K)
URL Perniagaan	: https://www.facebook.com/Ceyda.co
Alamat Premis Perniagaan	: TIADA
Tarikh Mendaftar	: 09 May 2022
Tarikh Kemaskini	: 20 Jun 2022
Tarikh Cetak	: 20 Jun 2022

Sijil Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dijalankan oleh pelajar semasa tempoh pengajian di UiTM. Sijil ini secara tidak langsung akan terbatal apabila penama menamatkan pengajian atau tidak lagi aktif dalam sistem universiti.

Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED) juga berhak membatalkan sijil ini tanpa sebarang notis. Penggunaan sijil ini hanya diterima untuk kegunaan urusan dalaman UiTM sahaja. Urusan dan aktiviti perniagaan yang dijalankan oleh penama adalah risiko dan tanggungjawab sendiri tanpa melibatkan kepentingan dan nama Universiti.

SALINAN PENDAFTARAN INI DIPERAKUI OLEH
PENOLONG NAIB CANSOLOR KEUSAHAWAMAN UiTM

Malaysian Academy of SME & Entrepreneurship Development (MASMED)

ii) Siti Soffiyatul Mardiyah binti Jamil's MyENT certificate



The certificate is a registration slip for the MASMED Young Entrepreneur (MyENT) program. It features the logos of Universiti Teknologi MARA and the Malaysian Academy of SME & Entrepreneurship Development (MASMED). The student's details, including name, ID number, and program, are listed. Business registration information such as mode, field, and duration is also provided. A disclaimer at the bottom states that the registration is a formal record and that the student is responsible for their own business activities.

UNIVERSITI TEKNOLOGI MARA | Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar : 2022908431
Nama : SITI SOFFIYATUL MARDIYAH BINTI JAMIL

Program Pengajian : SARJANA MUDA SAINS (KEPUJIAN) PENGURUSAN PELANCONGAN
Fakulti : Faculty of Hotel & Tourism Management
Kampus : Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Online
Bidang Perniagaan yg diceburi : Aksesori Wanita
Tempoh Berniaga : 2 Bulan
No. Pendaftaran Perniagaan :
URL Perniagaan : <https://www.facebook.com/Ceyda.co>
Alamat Premis Perniagaan : TIADA
Tarikh Mendaftar : 12 Jul 2022
Tarikh Kemaskini : 12 Jul 2022
Tarikh Cetak : 12 Jul 2022

Sijil Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dijalankan oleh pelajar semasa tempoh pengajian di UITM. Sijil ini secara tidak langsung akan terbatal apabila penama menamatkan pengajian atau tidak lagi aktif dalam sistem universiti.

Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED) juga berhak membatalkan sijil ini tanpa sebarang notis. Penggunaan sijil ini hanya diterima untuk kegunaan urusan dalaman UITM sahaja. Urusan dan aktiviti perniagaan yang dijalankan oleh penama adalah risiko dan tanggungjawab sendiri tanpa melibatkan kepentingan dan nama Universiti.

SALINAN PENDAFTARAN INI DIPERAKUI OLEH
PENOLONG NAIB CANSOLOR KEUSAHAWANAN UITM

Malaysian Academy of SME & Entrepreneurship Development (MASMED)

3) SSM REGISTRATION

SSM is The Corporations Commission of Malaysia, or Suruhanjaya Syarikat Malaysia (SSM), is a statutory authority in Malaysia that supervises companies and businesses. It was formed as a result of a merger between the Registrar of Companies (ROC) and the Registrar of Businesses (ROB. Ceyda.co is a legal business because both owners Siti Khadijah and Siti Soffiyatul Mardiyah have been legally registered with SSM. Siti Khadijah and Siti Soffiyatul Mardiyah have registered with SSM on a sole proprietorship basis and joined together into a partnership.

- i) Siti Khadijah Binti Mohd Nasri's SSM registration or certificate



SURUHANJAYA SYARIKAT MALAYSIA
COMPANIES COMMISSION OF MALAYSIA

BORANG D (KAEDAH 13)



**PERAKUAN PENDAFTARAN
AKTA PENDAFTARAN PERNIAGAAN 1956**

Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama

SITI KHADIJAH BINTI MOHD NASRI
NO. PENDAFTARAN: 202203151873 (003407951-K)

telah didaftarkan dari hari ini sehingga **15 JUN 2023** di bawah Akta Pendaftaran
Perniagaan 1956, beralamat di

Bil. Cawangan: TIADA

Bertarikh di **SISTEM EZBIZ** pada **16 JUN 2022**.



DATUK NOR AZIMAH ABDUL AZIZ
Pendaftar Perniagaan
Semenanjung Malaysia

UserID: EZBIZ Date: Sat Jun 18 18:37:02 MYT 2022

ii) Siti Soffiyatul Mardiyah binti Jamil's SSM registration or certificate

Siti Soffiyatul Mardiyah Binti Jamil's certificate is in progress from SSM

4) INTRODUCTION OF BUSINESS

4.1 Name and address of business

In this report assignment, we will present a small business set up by two university students. This business was established by two students majoring in Tourism Management at UiTM Puncak Alam, Selangor, the two students are Siti Khadijah binti Mohd Nasri and Siti Soffiyatul Mardiyah binti Jamil. The name of this business is Ceyda.co. The name "Ceyda" is a name that has been chosen with the consent of Miss Khadijah and also Miss Soffiyatul. Ceyda is a name that carries the meaning of beautiful woman. This word is a word that comes from Turkish and has another meaning which is the one, who helps everybody. So, the reason we chose this name is because our intention to open this business is to help women all over Malaysia to look more beautiful and confident.

Ceyda.co was started in the fifth month of this year which is May 2022 and this business is only run on a small scale and incidentally due to the fact that both of us are still in the study phase, so Ceyda.co only runs via online. The online platform chosen to conduct this Ceyda.co business is the Facebook platform by using the Facebook Page. Facebook page is a function in Facebook that can be used by all the sellers around the world to promote and sell their products and services. Ceyda.co took this opportunity by creating a Facebook page for the purpose of promoting and selling products and conveying all information to customers and followers of Ceyda.co.

4.2 Organizational chart

Next, below is the organizational chart for Ceyda.co's business. Based on the figure below, we can see that this business is only run by two workers, namely Miss Khadijah and Miss Soffiyatul. Miss Khadijah as the owner also holds a position in the marketing division where she will do all the marketing activities on social media such as promoting products and also provide information related to Ceyda.co and the products offered. While Miss Soffiyatul is also the owner, she is responsible for the stock and packaging of the products. Miss Soffiyatul will manage the process related to stock entry and exit and also all the packaging and postage that needs to be sent to the customers after they make the order along with payment. As for the customer service and finance section, both of us will work together to carry out tasks under this section such as serving customers, answering all questions from the customers and we are also the people who will take care of the business money and all related matters.

Because this business was only started last May, the workforce for this business is only two people without the help of others, so all positions and tasks at Ceyda.co are only divided into two between Miss Khadijah and Miss Soffiyatul.

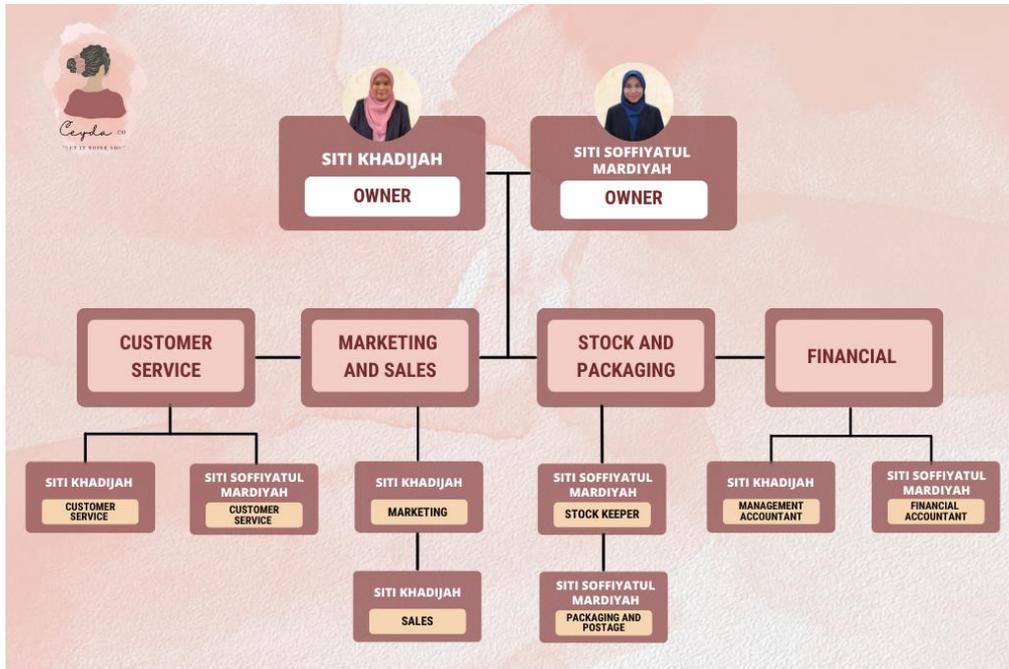


Figure 4.2.1 Ceyda.co Organizational Chart

4.3 Mission and vision

Every business must have their own mission and vision, so Ceyda.co is no exception. Ceyda.co also has a mission that wants to be carried off and also a vision that wants to be achieved in the future. So, Ceyda.co has a clear and bright mission and in line with the meaning of the name of this business itself, which is to help and make women all over Malaysia and everywhere, including Muslim women, to have a look that looks more gorgeous and neat and also cute for those who are not wearing a hijab. Next, Ceyda.co's vision is to become a scrunchies business known throughout Malaysia and neighboring countries such as Indonesia and others, expand the business by offering postage abroad and also help the community generate income by making them as a dropship under Ceyda .co.

4.4 Descriptions of products / services

Ceyda.co offers one type of product but with a variety of interesting options, the product offered is scrunchies. What are scrunchies? Technically, scrunchies are a fabric-covered elastic band that is used to hold the hair. There are many reasons why Ceyda.co chooses to sell scrunchies as a product offered to the customers, among them are scrunchies provide many benefits to women in terms of hair care, scrunchies also have more than one function that is apart from being used on hair, scrunchies can also be used as a cute accessories and trendy to the girls, scrunchies are suitable to be worn by all categories and women, from children to baby boomers and also those who do not wear hijab as well as muslimah who wear hijab and others. The above benefits are the reason why Ceyda.co chooses scrunchies, it not only has many advantages but it can also expand the Ceyda.co market as well as the wide demand from various categories of women and girls out there.

Scrunchies occur in various types of fabrics, colors and even patterns that are very attractive, so Ceyda.co does not miss the opportunity to offer various types of scrunchies to the customers. In, Ceyda.co, there are **9** types of scrunchies that have their own name and code which are Salina Scrunchies (SC) which using satin fabric and come with 18 colors, Luna Scrunchies (LS) are the scrunchies with the checkered design and available in 10 choices, Melati Scrunchies (CW) are a classic scrunchies with flower pattern and come in 10 patterns, Filia Scrunchies (FS) are the fluffy type and available in 10 colors, Grayce Scrunchies (GS) are scrunchies that have a grumpy texture and come with 8 colors, Haeley Scrunchies (HS) are the scrunchies that using mixing color design and come in 12 designs of mixing colors, next is Emily Scrunchies (ES) are the scrunchies that have very elegant design and come with 6 choices, Verde Scrunchies (VS) are the scrunchies that come with variety of green design and have 8 choices and the last one is Plush Scrunchies are the fluffy scrunchies that have a cute rabbits ears and come with 5 colours. Scrunchies offered by this business consist of various types of fabric such as satin, fluffy, sponge cotton and more, these scrunchies also have a variety and many choices of patterns and colors that can be selected by the customer.

Apart from offering products, Ceyda.co also offers postage services of scrunchies that have been ordered to the customers' houses by using courier services that are available in Malaysia. So it is very easy for anyone to get scrunchies from Ceyda.co, indirectly this can also increase the demand and customer satisfaction of Ceyda.co because it makes it easier for them to get scrunchies without having to spend energy and save their time.

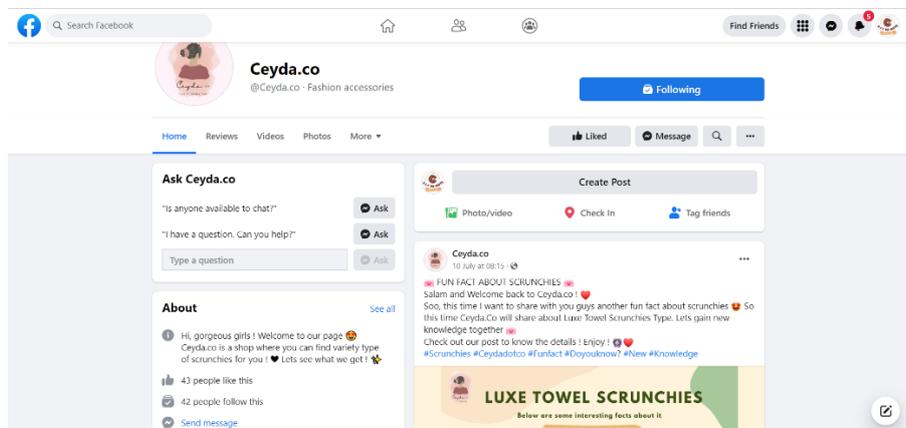
4.4 Price list

The table below is the price list of each scrunchies that are available at Ceyda.co and the price range for the scrunchies offered starting with the lowest price, RM 2 to the highest price which is RM 3. The prices offered are very cheap and affordable prices for all categories of society. In this table, there is also a postage fee that will be charged to the customer for each purchase and delivery and there are 2 types of couriers used by Ceyda.co, namely J&T courier and also Poslaju. Ceyda.co will give the customers the freedom to choose the courier service that they prefer to use.

NO.	NAME AND CODE	PRICE
1.	Salina Scrunchies (SC)	RM 2
2.	Luna Scrunchies (LS)	RM 2
3.	Melati Scrunchies (CW)	RM 2.50
4.	Filia Scrunchies (FS)	RM 2
5.	Grayce Scrunchies (GS)	RM 2
6.	Haeley Scrunchies (HS)	RM 2
7.	Emily Scrunchies (ES)	RM 2
8.	Verde Scrunchies (VS)	RM 2
9.	Plush Scrunchies (CP)	RM 3
13.	Postage Fee	RM7

5) FACEBOOK (FB): i. Creating Facebook (FB) page

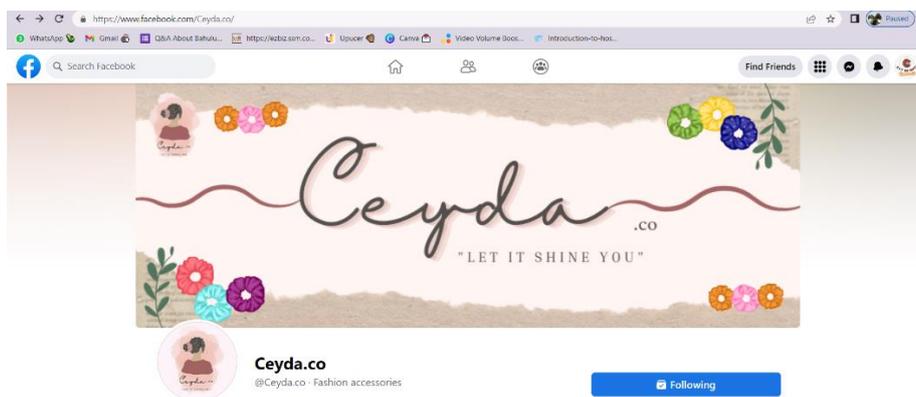
A Facebook page is a public profile made expressly for businesses, brands, celebrities, causes, and other organizations on Facebook. Pages, unlike personal accounts, do not gain "friends," but rather "fans," or those who "like" a page. Pages can have an unlimited number of admirers, unlike personal profiles, which are limited to 5,000 friends by Facebook. Pages function similarly to profiles, in that they provide users with status updates, links, events, images, and videos. This content appears on the page as well as in the personal news feeds of its fans. So, this is a Facebook Page owned by Ceyda.co and consists of 2 admins, namely Siti Khadijah and Siti Soffiyatul Mardiyah.



FACEBOOK (FB): ii. Customizing URL Facebook (FB) page

Every business that has a Facebook page is highly recommended to custom their Facebook page URL for their business. This not only makes a business better known by their name, but it is an indirect way of marketing for the business and Ceyda.co. This is a Facebook page link for Miss Khadijah and Miss Soffiyatul's business that has been customized with the Ceyda.co business name.

Ceyda.co's Facebook page: <https://www.facebook.com/Ceyda.co>



6) FACEBOOK (FB): iii. Facebook (FB) post – Teaser

A teaser post that is also known as a pre-launch post is a sort of advertising post that shares almost enough relevant information, a product launch, or other business news to pique the audience's interest. It's like a trail of breadcrumbs or a succession of clues, usually ambiguous, but always designed to generate interest. It's a well prepared strategy that involves a series of connected media leading toward an eventual disclosure, whether you're teasing an event, a product launch, or a celebrity appearance. So, below we have listed all the teaser posts that have been posted on the Ceyda.co Facebook page, which is 6 posts.

- Coming soon opening of Ceyda.co's teaser poster



Ceyda.co

7 May · 🌐



Assalamualaikum and Hye uri beloved customerS ! InsyaAllah Ceyda.co will come to you soon ~ Are you excited as we are ? 🥳 Stay tune ya ! ❤️

#Ceydadotco #Scrunshies #Fashionaccessories #Malaysia #ComingSoon #GorgeousGirls

- Teaser post of upcoming sale for Mid-Year Sale



Ceyda.co
28 May · 🌐

🔥 HOT NEWS ! PROMOTION IS COMINGG ! 🔥
 Good Morningg pretty girlss ~ ❤️
 Hi everyone, we hope you guys will have AMAZING day today ! 🎉
 Today we have a BIG NEWS for you guys which iss NEW PROMOTION IS COMING SOON ~ Yeahh !! 🎉🔥❤️
 5 days from now, Ceyda.co will do a promotion that is very exciting not only for our beloved customer but also for us ! STAY TUNE BESTIE ! 🎉❤️
 #Promotion #Ceydadotco #Scrunchies #Bestie #Staytune

- Teaser post about upcoming launching new product of Ceyda.co



Ceyda.co
18 June at 22:34 · 🌐

🎉 NEW and GREAT ANNOUNCEMENT 🎉
 Assalamualaikum and Hi pretty2 girlsss ! 🤗 Tonight we want to TELL you guys one GREAT NEWS ! Are you ready for this ? WE ARE SO EXCITED TO TELL YOU GUYS ! 🤗
 Which is Ceyda.co will launch and come up with A NEW SCRUNCHIES ! 🌟 and we believe you guys will love it as much as other scrunchies ! 💋
 When this scrunchies will be launch ? SOON GUYS ! so STAY TUNE OUR PRETTY2 GIRLSS ! 🔥
 #New #Product #Launch #Scrunchies #StayTune #Ceydadotco #WaitFort

- Teaser Video Post, on Emily Scrunchies



Ceyda.co
1 Jul · 🌐

PSSTT...
 Hello beautiful, Ceyda.Co are coming with new scrunchies edition! 😍
 STAY TUNED !!!

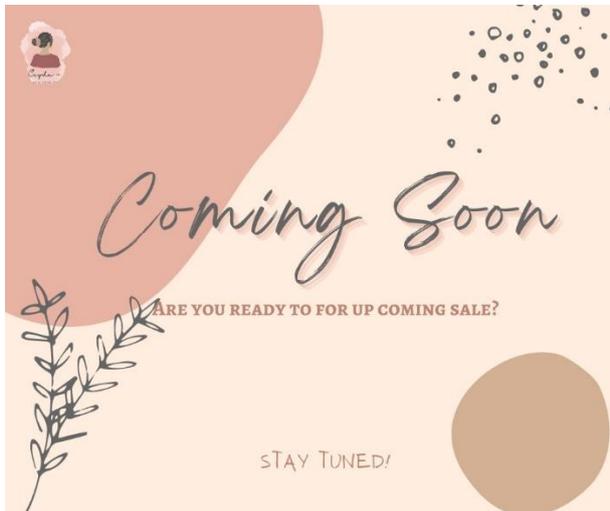
- Plush Scrunchies Teaser Post



Ceyda.co
3 Jul · 🌐

PSSst...
Something CUTE is Coming !!!! 🥰🥰

- Teaser post on coming soon promotion



Ceyda.co

🔥 HOT NEWS ! PROMOTION IS COMINGG ! 🔥
Evening pretty girlss ~ ❤️
Hi eveyone, we hope you guys will have AMAZING day today ! 🎉
BIG NEWS for you guyss whichh iss NEW PROMOTION IS COMING SOON ~ Yeahh !! 🥰🔥
❤️
Ceyda.co will do a promotion that is very exciting not only for our beloved customer but also for us !
STAY TUNE BESTIE ! 🎉❤️
[#Promotion](#) [#Ceydadotco](#) [#Scrunchies](#) [#Bestie](#) [#Staytune](#)

7) FACEBOOK (FB): iv. Facebook (FB) post – Hard sell

A hard sell is a marketing technique that involves making direct and relentless arguments in order to convince a buyer to make a purchase. Hard sells are sometimes the contrary of most sales methods recommended in today's market, yet they can be beneficial when applied at the appropriate time and in the right way. So, the table below is the list of 16 hard sell posts that have been made by both Ceyda.co admins throughout this business run since May 2022.

- Salina Scrunchies direct sales post with price and choices with code



 **Ceyda.co**
12 May · 🌐

✨ SALINA SCRUNCHIES IN THE HOUSE !! GRAB IT NOW !! THE STOCKS ARE LIMITED !! ✨

Anyeong gorgeous gurls ~ ❤️

Salina Scrunchies are now available to be purchased ! This Salina come with MORE than 10 COLOURS guys ! The price also very affordable , it costs ONLY RM 2/pcs ! Grab it now !

If you interesting , hurry hit us up !
<https://wa.me/601164576904> (Miss Kd)
<https://wa.me/60162073068> (Miss Dee)

#Ceydadotco #Scrunchies #Murah #Salina #Limited

- Luna Scrunchies direct sales post with price and choices with code



Ceyda.co
12 May · 🌐

✨ GREAT NEWS : LUNA SCRUNCHIES ARE HERE !! ✨

Heyy beautiful women ~ ❤️

Did you hear that Luna Scrunchies are available now ? YES, girlss you hear that right ! You can purchase Luna RIGHT NOW at Ceyda.co ! 📍

Luna Scrunchies come with VARIETY of interesting colours , and you can get it ONLY with RM 2 ! 🤩

If you interesting , hurry hit us up !
<https://wa.me/601164576904> (Miss Kd)
<https://wa.me/60162073068> (Miss Dee)

#Ceydadotco #Scrunchies #Murah #Luna #Limited

- Melati Scrunchies direct sales post with price and choices with code



Ceyda.co
27 May · 🌐

🌟 NEW SCRUNCHIES IN THE HOUSE , MELATI IS HERE 🌟

Hello2 gorgeous girlss ~ 📍

Are you excited today for the neww scrunchies ?! WE ARE EXCITED TOO BESTIE ! 🤩

Soo guys, Melati Scrunchies in the houseee ! 😊 And the price for each ONLY RM2.50 uolls 🤩 Very affordable for everyone ~ ❤️

Not just that, Melati Scrunchies come with VARIETY of cute flower designs and colours 🌸 So, while stock last, GRAB YOURS NOW BESTIE !! ✨

If you interesting , hurry hit us up !
<https://wa.me/601164576904> (Miss Kd)
<https://wa.me/60162073068> (Miss Dee)

#Scrunchies #Ceydadotco #Gorgeous #Flowers #Murah #Malaysia #Bestie

- Mid-Year Sale post , sale of 20% of all scrunchies



Ceyda.co
13 June at 09:54 · 🌐

🌟 SALE IS HERE !! 20% OFF 🌟

Hyee guysss ! The wait is over , now it's time for MID-YEAR SALE ! 🤩🔥

So, guysss what are you waiting for ?!! THIS IS THE MOST PERFECT TIME TO GRAB SCRUNCHIES AS MUCH AS YOU WANT !! ❤️👉

Don't miss this GOLDEN OPPORTUNITY !! IT'S 20% OFF for all scrunchies you want !! 🤩❤️

#Ceydadotco #Scrunchies #MidYearSale #Promotion #Murah #GrabNow

- Filia Scrunchies direct sale post with price and choices with code



Ceyda.co
13 June at 14:35 · 🌐

👋 NEW PRODUCT !! FILIA SCRUNCHIES IS HERE !! 👋

Helloo, Helloo awesomee people !! 🥰 Ceyda.co come with a GREAT NEWS, which is we had a NEW PRODUCTT !! Yeahhh !! 🥳

Fluffy-fluffy thingg in the housee ! 🐻 FILIA SCRUNCHIES is AVAILABLE NOW ! 🔥 and you can get it only with RM 2 per pcs guys 🌟

Grab yours NOW BESTIEE !! ✨

If you interesting , hurry hit us up !
<https://wa.me/601164576904> (Miss Kd)
<https://wa.me/60162073068> (Miss Dee)

#Ceydadotco #Filia #Scrunchies #New #Product #Cheap #Fluffy #Malaysia

- Grayce Scrunchies direct sale post with price and choices with code



Ceyda.co
16 June at 15:57 · 🌐

👋 NEW PRODUCT , which is GRAYCE SCRUNCHIES 🐻

Anyeongg everyone ! 🥰 Did you already get the GREAT NEWS ? 🥳 Yes, you are correctt ! Ceyda.co is now have a NEW SCRUNCHIES ! ❤️🌟

GRAYCE SCRUNCHIES is AVAILABLE NOW !! 🔥 and it's only cost 2 RINGGIT per pcs !! 🥳 Interesting right ?! So girlss, don't forget to grab yours NOW !! 🥰

If you interesting , hurry hit us up !
<https://wa.me/601164576904> (Miss Kd)
<https://wa.me/60162073068> (Miss Dee)

#Ceydadotco #New #Product #Grayce #Scrunchies #Cheap

- Haeley Scrunchies direct sale post with price and choices with code



Ceyda.co
20 June at 10:49 · 🌐

👋 NEW PRODUCT ! HAELEY SCRUNCHIES ! 🐻

Heyyy our lovely followerss ! 🥰 The waiting is over ! 🥳 Today, Ceyda.co is launching a new product which is HAELEY SCRUNCHIES ! 🔥 Yes, it's beautiful as its name ! ❤️

HAELEY SCRUNCHIES are the scrunchies that base on mixing colour design and come with 10 colours ! 🥰 and IT'S ONLY RM2 per pcs ! 🥳

Sooo guys, don't forget to grab Haeley Scrunchies, so that you can complete your Ceyda.co collection hehehe You will be regret if you not grab it ! 🥰❤️

If you interesting , hurry hit us up !
<https://wa.me/601164576904> (Miss Kd)
<https://wa.me/60162073068> (Miss Dee)

#Ceydadotco #New #Product #Haeley #Scrunchies #Cheap

- 7.7 Sale post, sales of 30% of all items at Ceyda.co



Ceyda.co
8 July at 08:12 · 🌐

🔥 ANOTHER DAY, ANOTHER SALE 🔥

Hii and good morning ladies ~ The waiting is OVER !!! 🎉
The sale that has been waiting by everyone is HERE which is 7.7 SALE !! 🎉❤️ and the best part is Ceyda.co GIVE OFFER as much as 30% off for all items that available at Ceyda.co 🎉🔥❤️

Pleasee gorgeous2 girls and ladies out there, please garb this promotion because IT'S REALLY BENEFIT YOU 🎉❤️

THIS IS THE PERFECT TIME FOR ALL OF YOU GRAB SCRUNCHIES AS MUCH AS YOU WANT !! 🛒

Don't walk, Run bestie ! 🏃❤️

#Ceydadotco #77Sale #Murah #Sale #Promotion #GrabNow #Scrunchies

- Emily Scrunchies direct sale post with price and choices with code



Ceyda.co
1 Jul · 🌐

🦄 NEW PRODUCT, EMILY SCRUNCHIES 🦄

Were you surprised by our new teaser? 😳
As you know Ceyda.Co always synonym with pastel colors, but for this edition we went extra for bold color lovers. 🌹❤️

Yes, we hear you beautiful vivid lovers. 💖
Choose yours now with our EMILY SCRUNCHIES edition at a price of only RM2.00 each. !!

- 1.7 Sale post, Sales of 10% off for all items at Ceyda.co



Ceyda.co
1 Jul · 🌐

🎉 SALE IS HERE !! 10% OFF 🎉

Hye Cantik ! The wait is over , now it's time for FIRST JULY SALE ! 🎉🔥

So, guys what are you waiting for ?!! THIS IS THE MOST PERFECT TIME TO GRAB SCRUNCHIES AS MUCH AS YOU WANT !! 💖🌟

Don't miss this GOLDEN OPPORTUNITY !! IT'S 10% OFF for all scrunchies you want !! 🎉❤️

#Ceydadotco #Scrunchies #MidYearSale #Promotion #Murah #GrabNow

- Combo Set post for Emily Scrunchie Edition.



COMBO SET 1
3 PCS RM 5
ESI ES3 ES5
Order Now Ceyda.co

Ceyda.co
1 Jul · 🌐

🌿 COMBO SET for EMILY SCRUNCHIES 🌿
We have two best Emily Combo for our lovely followers for only 24 HOURS from now ❤️
You can choose the best vivid combo that you want for only RM5 for 3 scrunchies grab your now before its too late 🤔🤔

- Verde Scrunchies direct sale post with price and choices with code. 4 type of colour shades only.



Verde
SCRUNCHIES
-Feeling grand in green-
CODE : VS01
RM2.00

Ceyda.co
3 Jul · 🌐

🌿 NEW PRODUCT !! VERDE SCRUNCHIES IS HERE !! 🌿
Hello, Hello beautiful ladss !! 🌸 Ceyda.co come with a GREAT NEWS !! We are coming with forest theme for show some support to save our Nature 🌿
Wonder what is Verde means? Verde is Green in Latino 😊
VERDE SCRUNCHIES is AVAILABLE NOW ! 🔥 and you can get it only with RM 2 per pcs beautiful 🌟
Grab yours NOW BESTIEE !! ✨
If you interesting , hurry hit us up !
<https://wa.me/601164576904> (Miss Kd)
<https://wa.me/60162073068> (Miss Dee)
#Ceydadotco #Filia #Scrunchies #New #Product #Cheap #Fluffy #Malaysia

- Verde Scrunchies direct sale post with price and choices with code. Continue posting on another 4 types of verde shades.



Verde
SCRUNCHIES
-Feeling grand in green-
CODE : VS07
RM2.00

Ceyda.co
3 Jul · 🌐

🌿 NEW PRODUCT !! VERDE SCRUNCHIES IS HERE !! 🌿
Hello, Hello beautiful ladss !! 🌸 Ceyda.co come with a GREAT NEWS !! We are coming with forest theme for show some support to save our Nature 🌿
Wonder what is Verde means? Verde is Green in Latino 😊
VERDE SCRUNCHIES is AVAILABLE NOW ! 🔥 and you can get it only with RM 2 per pcs beautiful 🌟
Grab yours NOW BESTIEE !! ✨
If you interesting , hurry hit us up !
<https://wa.me/601164576904> (Miss Kd)
<https://wa.me/60162073068> (Miss Dee)
#Ceydadotco #Filia #Scrunchies #New #Product #Cheap #Fluffy #Malaysia

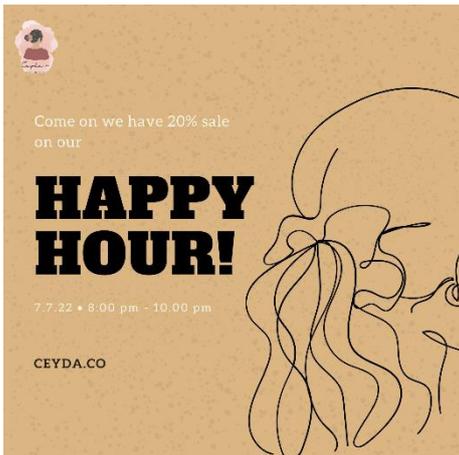
- Plush Scrunchies direct sale post with price and choices with code.



Ceyda.co
3 d · 🌐

🌟 THE LIMITED EDITION SCRUNCHIES IN THE HOUSE , OUR CUTIE PLUSHIE 🌟
Hello2 gorgeous girlss ~ 🥰
Are youu excited today for the limited edition scrunchies ?! WE ARE EXCITED TOO BESTIE ! 🥳
So guys, Plush Scrunchies in the houseee ! 🗨️
And the price is RM 3.00 ONLY for each 🥰 Very affordable for everyone ~ ❤️
Plush Scrunchies come with VARIETY of cute colourss 🌷 So, while stock last, GRAB YOURS NOW BESTIE !! ✨
If you interesting , hurry hit us up !
<https://wa.me/601164576904> (Miss Kd)
<https://wa.me/60162073068> (Miss Dee)
#Scrunchies #Ceydadotco #Gorgeous #Flowers #Murah #Malaysia #Bestie

- Happy Hour Sale post, sales of 20% of all items at Ceyda.co



Ceyda.co
🎉 SALE IS HERE !! 20% OFF 🎉
Hyye guys! Now it's time for HAPPY HOUR SALE ! 🥰🔥
So, guys! what are you waiting for ?!! THIS IS THE PERFECT TWO HOUR TO GRAB SCRUNCHIES AS MUCH AS YOU WANT !! 💖✨
Don't miss this GOLDEN HOUR OPPORTUNITY !! IT'S 20% OFF for all scrunchies you want !! 🥳❤️
#Ceydadotco #Scrunchies #MidYearSale #Promotion #Murah #GrabNowf

- Eid Al-Adha Sale post, sales of 10% of all items at Ceyda.co



Ceyda.co
7 h · 🌐

🎉 SALE IS HERE !! 10 % OFF 🎉
Salam and Hyye guys! Happy Eid Al-Adha for our muslim Followers. Now it's time for EID AL-ADHA SALE ! 🥰🔥
So, guys! what are you waiting for ?!! GRAB YOUR SCRUNCHIES AS MUCH AS YOU WANT AND BEAUTY WITH US !! 💖✨
IT'S 10% OFF for all scrunchies edition, while stock last!! 🥳❤️

8) FACEBOOK (FB): v. Facebook (FB) post – Soft sell

A soft sell is a marketing method that involves developing a connection with a customer over time in order to encourage them to place an order. The majority of popular sales methods in today's industry are soft selling. Increased competition not only forces firms to concentrate on aspects other than quality of product, but customers are also doing more internet research. This list below is a list that contains 16 soft sells that have been done by Miss Khadijah and Miss Soffiyatul on the Ceyda.co's Facebook page.

- Posting about 6 reasons why people need to have scrunchies



<https://www.facebook.com/Ceyda.co>



Ceyda.co

12 May · 🌐

✨ 6 REASONS WHY YOU NEED TO HAVE SCRUNCHIES !! ✨

Hola pretty ladies ~ 😊

Do you realise that you actually need scrunchies in you life ?

Do you know why ?

Here let me share with you 6 Reasons why you need to have scrunchies ! ❤️

[#Ceydadotco](#) [#Scrunchies](#) [#Murah](#) [#Needit](#)

- Question and ask post about what are the correct ways to take care of scrunchies



Ceyda.co
26 May · 🌐

♥️ Q&A Sessions / HERE ARE SOME TIPS FOR YOU ♥️

Good evening everyone ~ 🍷

I want to share with you one of the famous questions that always be asking by our customer or people who want to know about scrunchies , which iss " What are the correct ways to take care of scrunchies ? " 🤔

So, here we have a TIPS for you guys !

- 1) Wash your scrunchies by hand , DON'T use washing machine ! 🙅
- 2) Use the detergent soap while washing your scrunchies 🧼
- 3) Dry your scrunchies using a dry towel 🧺

Want more TIPS about scrunchies ? Follow us now !! 📌

#Scrunchies #Tips #Care #CorrectWays

- Fun fact post about the scrunchies



Ceyda.co
28 May · 🌐

♥️ FUN FACT ABOUT SCRUNCHIES ♥️

Hye guys ~ Welcome back to Ceyda.co ! ♥️

So, this time I want to share with you guys one fun fact about scrunchies that maybe before this you don't know or don't ever heard about it 🤔

Check out our post to know the details ! Enjoy ! 📌 ♥️

#Scrunchies #Ceydadotco #Funfact #Doyouknow? #New #Knowledge

- Tips post for hijabis know the correct scrunchies for them



Ceyda.co
13 June at 14:46 · 🌐

🧡 TIPS FOR GORGEOUS HIJABIS 🧡

Assalamualaikum and Hye our pretty2 Hijabiss out there ! ♥️

We want to ask something, are you wearing scrunchie in your beautiful Hijab ? Either your answer is yes or no, Ceyda.co still want to share tips for youu Hijabiss out there ! 🤔

Check out our post to get the tips ! Stay pretty Hijabis ! ♥️

#Ceydadotco #Hijabis #Tips #Scrunchies #Malaysia #Beauty #Neat

- Did you know post about scrunchies don't cause breakage



Ceyda.co
17 June at 14:36 · 🌐

🔔 ANOTHER DAY, ANOTHER INFO 🔔

Hey guys ! So what the information Ceyda.co wants to share with our beloved customers and followers today ?? 🤔

Todayyy, we want to share aboutt, did you know that scrunchies don't cause breakage ? 🤔 Interesting righttt ?? 🤔

Scrunchies not only cute and comfortable but its also bring many benefit to the person who use it 🤔

So, girls please buy your own scrunchies now ! Don't hesitate to buy something that bring benefits to yourself ! 🤔🌟

#Scrunchies #Ceydadotco #Benefits #DidYouKnow #Cute #GrabNow

- Feedback post about the feedback that Ceyda.co gets from the customer.



Ceyda.co
17 June at 14:44 · 🌐

🔔 ONE DAY, ONE FEEDBACK SHARING 🔔

Assalamualaikum and Hi everyone ! So before this Ceyda.co never share our feedback right , so START from today we will try our best to keep sharing all the feedback that we got from our beloved customers 🤔❤️

Ceyda.co is so thankful to everyone who support our small business ! 🤔 Thank you everyone ! 🌟

#Feedback #Sharing #Scrunchies #Ceydadotco #Support #Local

- Feedback post about the feedback that Ceyda.co gets from the customer.



Ceyda.co
18 June at 22:46 · 🌐

🔔 ONE DAY, ONE FEEDBACK SHARING 🔔

Hyeee our lovely customers and followers ! 🤔 So tonight we want to share another feedback that we got from our lovely customer who orders two types of our scrunchies which are Salina and Melati scrunchies 🤔❤️

Ceyda.co is so grateful that her parcel arrived safely and she love her scrunchieess ! 🤔 Love it ! Thanks for supporting Ceyda.co ❤️

#Feedback #Sharing #Scrunchies #Ceydadotco #Support #Local

- Feedback post about the feedback that Ceyda.co gets from the customer.



Ceyda.co
20 June at 11:18 · 🌐

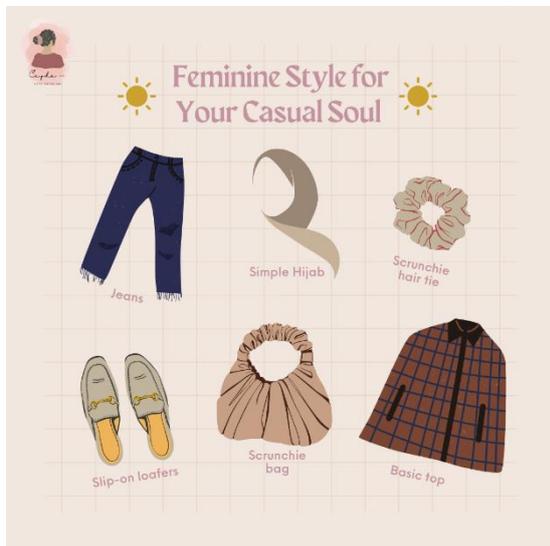
💖 ONE DAY, ONE FEEDBACK SHARING 💖

Anyeongg awesome followers and customers! 🥰❤️ Todayy Ceyda.co is happy to share another feedback that we got from our customer! Every feedback we got, always made our day and make us soo happy! 🥰🥰

Ceyda.co is relieved that our customer's parcel arrived in a satisfied condition and our cutomer like her scrunchies especially Luna Scrunchies (as she said)! 🥰❤️ Omoo Ceyda.co is sooo happyy! Thankss for supporting Ceyda.co ❤️

[#Feedback](#) [#Sharing](#) [#Scrunchies](#) [#Ceydadotco](#) [#Support](#) [#Local](#)

- Styling idea with scrunchies post.



Ceyda.co
5 d · 🌐

🎀 STYLE IDEA 🎀

Hey gorgeous ladies 🥰🥰

We have an idea for you to styling your casual soul!!! Not to forget beauty inside and out with our scrunchie 🥰❤️

- 9 ways to wear scrunchies post.



Ceyda.co
3 d · 🌐

❤️ SCRUNCHIES STYLE ❤️

Hyeey guys ~ Welcome back to Ceyda.co! ❤️

Soo, this time I want to share with you guys that there are some ways to style your hair with our scrunchie 🥰🥰

Inspired by Amber Day

Check out our post to know more! Enjoy! 🥰❤️

[#Scrunchies](#) [#Ceydadotco](#) [#Funfact](#) [#Doyouknow?](#) [#New](#) [#Knowledge](#)

- Short video post on facts about silk scrunchies



1. THEY ARE NON ABSORBENT
Helping your hair retain moisture & reduce frizz

Ceyda.co
5 h · 🌐

👉 **FACTS ABOUT SILK SCRUNCHIES !!** 👉
Greetings beautiful followers. How's your day? We hope all is well and your day is filled with love.💕
Did you know that our edition of Salina and Emily Scrunchies is one of our best -selling products?
And yes both are silk scrunchies.🔥🔥
So here we want to share with you some interesting facts about Silk Scrunchies.
Watch our short video and enjoy !!💕💕

[#Scrunchies](#) [#Ceydadotco](#) [#Funfact](#)
[#Doyouknow?](#) [#New science](#)

- Scrunchies idea style post.



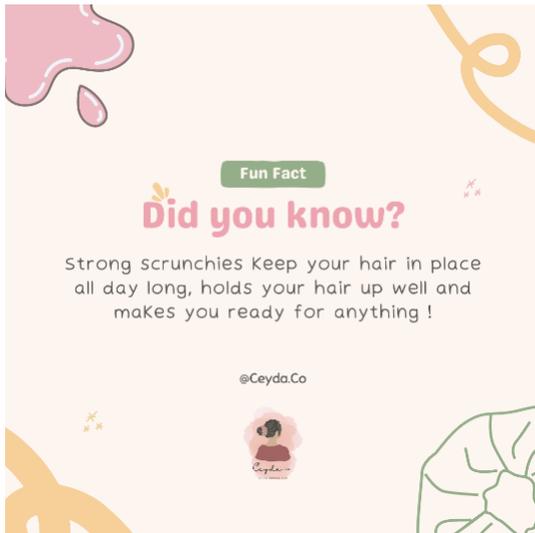
Ceyda.co
2 h · 🌐

💕 **SCRUNCHIES STYLE** 💕

Hyee guyss ~ Welcome back to Ceyda.co !❤️
Soo, this time I want to share with you guys the other ways to style our scrunchie💕
Yes as shown on the picture you can also make a scrunchies as BRACELET!! Trust me this style will fit everyone, try it one you and you will love it💕💕

💕
[#Scrunchies](#) [#Ceydadotco](#) [#Funfact](#) [#Doyouknow?](#)
[#New](#) [#Knowledge](#)

- Fun fact about scrunchie post.



Ceyda.co
1 h · 🌐

💕 **FUN FACT ABOUT SCRUNCHIES** 💕

Salam and Welcome back to Ceyda.co !❤️
Soo, this time I want to share with you guys another fun fact about scrunchies💕
Check out our post to know the details ! Enjoy !👩💕

💕
[#Scrunchies](#) [#Ceydadotco](#) [#Funfact](#) [#Doyouknow?](#)
[#New](#) [#Knowledge](#)

- Fun Fact about scrunchies post



- Customer testimonial post.

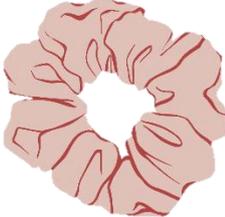


- Customer testimonial post.



9) FACEBOOK (FB): vi. Relevant graphics to each post/copywriting

Each post that has been made must contain the same or different graphic elements and some of the elements, colors and designs used carry their own meaning directly or indirectly. So, in this section we have listed some relevant graphics used in the post on Ceyda.co's Facebook Page.

NO.	GRAPHICS
1.	 <p>This is Ceyda.co's logo that has been use in every poster to indicate that all the posts belong to Ceyda.co and are posted by the admins.</p>
2.	 <p>The scrunchies icon element has been used in several posters. This is to show that Ceyda.co offers the scrunchies products to its customers.</p>
3.	 <p>The icon of woman wearing scrunchy is also used in some soft sell posters. This icon is used in posts that provide information regarding scrunchies to women out there.</p>

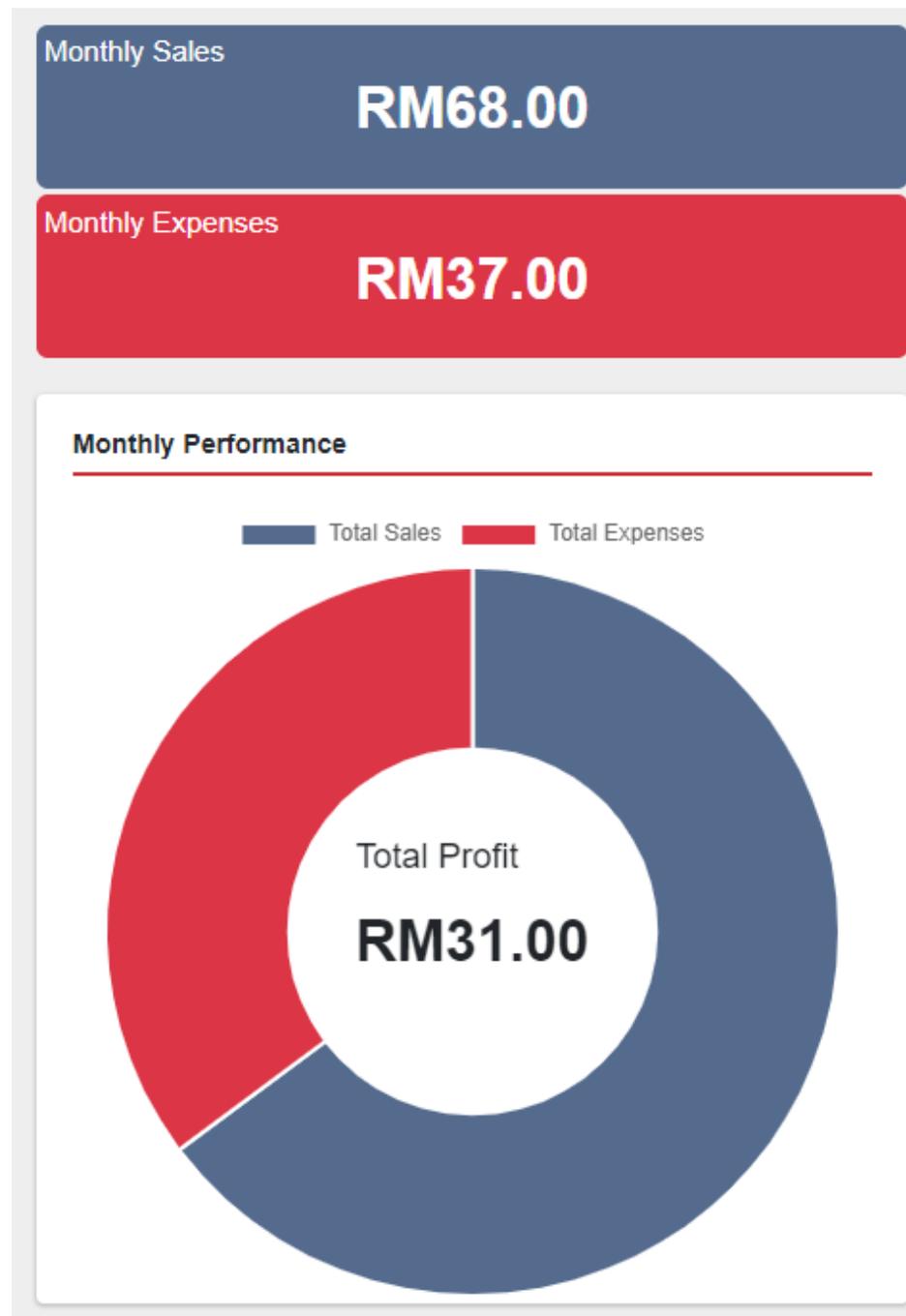
10) FACEBOOK (FB): vii. Sales Report

A sales report, also known as a sales analysis report, is a document that describes the sales operations of a company. For a particular period, this report normally includes data on total sales, inquiries, new accounts, income, and costs. It may also evaluate this data at each stage of the sales funnel to determine the performance of your sales force (or any gaps therein). These reports may be useful in modifying your company's sales strategy and other growth strategies. They can provide information on successful sales methodologies, future sales data predictions, performance comparisons to past times, and a better knowledge of client motivations. So, in this section we will present the sales report of Ceyda.co.

MAY SALES REPORT (from 23rd May until 30th May 2022)

DATE	SALES	EXPENSES
23rd May 2022	2x Salina Scrunchies: RM 4 3x Luna Scrunchies: RM 6 1x Postage: RM7 TOTAL: RM17	2x Salina Scrunchies: RM 2 3x Luna Scrunchies: RM 3 1x Postage: RM4 TOTAL: RM9
25th May 2022	3x Salina Scrunchies: RM 6 1x Luna Scrunchies: RM 2 1x Postage: RM7 TOTAL: RM15	3x Salina Scrunchies: RM 3 1x Luna Scrunchies: RM 1 1x Postage: RM4 TOTAL: RM8
28th May 2022	4x Melati Scrunchies: RM 10 1x Postage: RM7 TOTAL: RM17	4x Melati Scrunchies: RM 6 1x Postage: RM4 TOTAL: RM10
30th May 2022	3x Salina Scrunchies: RM 6 3x Filia Scrunchies: RM 6 1x Postage: RM7 TOTAL: RM19	3x Salina Scrunchies: RM 3 3x Filia Scrunchies: RM 3 1x Postage: RM4 TOTAL: RM10

Total of sales and expenses in May 2022:



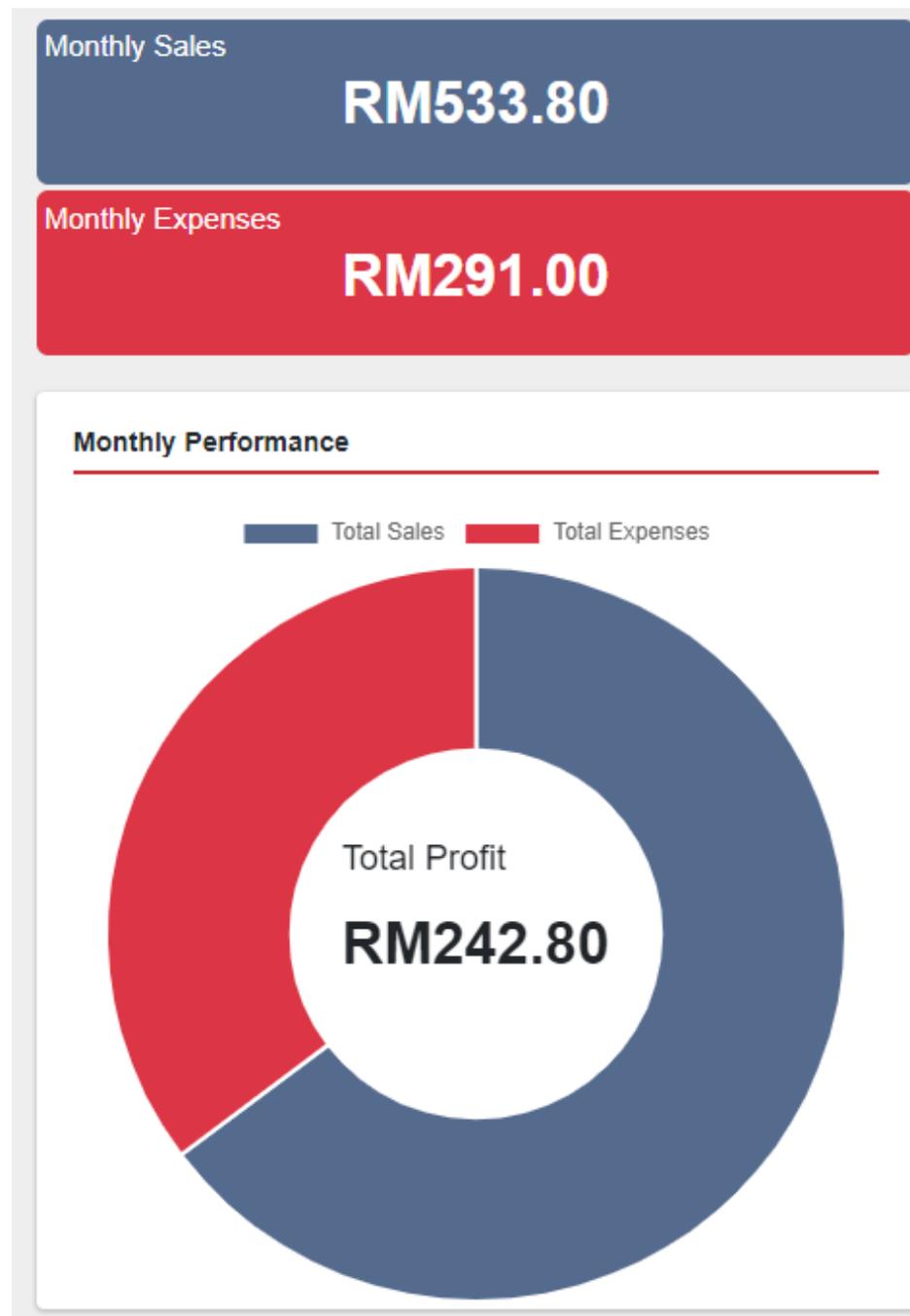
JUNE SALES REPORT

DATE	SALES	EXPENSES
2nd June 2022	2x Filia Scrunchies: RM 4 2x Luna Scrunchies: RM 4 2x Grayce Scrunchies: RM 4 1x Postage: RM7 TOTAL: RM19	2x Filia Scrunchies: RM 2 2x Luna Scrunchies: RM 2 2x Grayce Scrunchies: RM 2 1x Postage: RM4 TOTAL: RM10
3rd June 2022	3x Luna Scrunchies: RM 6 2x Salina Scrunchies: RM 4 2x Grayce Scrunchies: RM 4 2x Melati Scrunchies: RM 5 1x Postage: RM7 TOTAL: RM26	3x Luna Scrunchies: RM 3 2x Salina Scrunchies: RM 2 2x Grayce Scrunchies: RM 2 2x Melati Scrunchies: RM 3 1x Postage: RM4 TOTAL: RM14
5th June 2022	3x Grayce Scrunchies: RM 6 3x Filia Scrunchies: RM 6 3x Haeley Scrunchies: RM 6 1x Postage: RM7 TOTAL: RM25	3x Grayce Scrunchies: RM 3 3x Filia Scrunchies: RM 3 3x Haeley Scrunchies: RM 3 1x Postage: RM4 TOTAL: RM13
6th June 2022	2x Luna Scrunchies: RM 4 3x Salina Scrunchies: RM 6 1x Filia Scrunchies: RM 2 3x Grayce Scrunchies: RM 6 1x Postage: RM7 TOTAL: RM25	2x Luna Scrunchies: RM 2 3x Salina Scrunchies: RM 3 1x Filia Scrunchies: RM 1 3x Grayce Scrunchies: RM 3 1x Postage: RM4 TOTAL: RM13
9th June 2022	4x Melati Scrunchies: RM 10 3x Luna Scrunchies: RM 6 2x Filia Scrunchies: RM 4 1x Postage: RM7 TOTAL: RM27	4x Melati Scrunchies: RM 6 3x Luna Scrunchies: RM 3 2x Filia Scrunchies: RM 2 1x Postage: RM4 TOTAL: RM15
10th June 2022	4x Luna Scrunchies: RM 8 3x Salina Scrunchies: RM 6 2x Filia Scrunchies: RM 4	4x Luna Scrunchies: RM 4 3x Salina Scrunchies: RM 3 2x Filia Scrunchies: RM 2

	1x Haeley Scrunchies: RM 2 2x Postage: RM14 TOTAL: RM34	1x Haeley Scrunchies: RM 1 2x Postage: RM8 TOTAL: RM18
13th June 2022	<i>All items 20% OFF</i> 6x Luna Scrunchies : RM 12 – RM 2.40: RM 9.60 7x Filia Scrunchies : RM 14 – RM 2.80: RM 11.20 5x Haeley Scrunchies : RM 10 – RM 2: RM 8 5x Salina Scrunchies : RM 10 – RM 2: RM 8 4x Postage: RM28 TOTAL: RM64.80	6x Luna Scrunchies: RM 6 7x Filia Scrunchies: RM 7 5x Haeley Scrunchies: RM 5 5x Salina Scrunchies: RM 5 4x Postage: RM16 TOTAL: RM39
15th June 2022	5x Grayce Scrunchies: RM 10 3x Filia Scrunchies: RM 6 3x Luna Scrunchies: RM 6 2x Postage: RM14 TOTAL: RM36	5x Grayce Scrunchies: RM 5 3x Filia Scrunchies: RM 3 3x Luna Scrunchies: RM 3 2x Postage: RM8 TOTAL: RM19
16th June 2022	4x Filia Scrunchies: RM 8 5x Luna Scrunchies: RM 10 3x Salina Scrunchies: RM 6 2x Haeley Scrunchies: RM 4 3x Postage: RM21 TOTAL: RM49	4x Filia Scrunchies: RM 4 5x Luna Scrunchies: RM 5 3x Salina Scrunchies: RM 3 2x Haeley Scrunchies: RM 2 3x Postage: RM 12 TOTAL: RM26
17th June 2022	2x Melati Scrunchies: RM 5 4x Grayce Scrunchies: RM 8 1x Postage: RM7 TOTAL: RM20	2x Melati Scrunchies: RM 3 4x Grayce Scrunchies: RM 4 1x Postage: RM4 TOTAL: RM11
19th June 2022	3x Salina Scrunchies: RM 6 4x Luna Scrunchies: RM 8 2x Filia Scrunchies: RM 4 3x Haeley Scrunchies: RM 6	3x Salina Scrunchies: RM 3 4x Luna Scrunchies: RM 4 2x Filia Scrunchies: RM 2 3x Haeley Scrunchies: RM 3

	2x Postage: RM14 <u>TOTAL: RM38</u>	2x Postage: RM8 <u>TOTAL: RM20</u>
22nd June 2022	4x Grayce Scrunchies: RM 8 2x Haeley Scrunchies: RM 4 4x Melati Scrunchies: RM 10 2x Postage: RM14 <u>TOTAL: RM36</u>	4x Grayce Scrunchies: RM 4 2x Haeley Scrunchies: RM 2 4x Melati Scrunchies: RM 6 2x Postage: RM8 <u>TOTAL: RM20</u>
25th June 2022	3x Salina Scrunchies: RM 6 2x Melati Scrunchies: RM 5 2x Haeley Scrunchies: RM 4 4x Filia Scrunchies: RM 8 2x Postage: RM14 <u>TOTAL: RM37</u>	3x Salina Scrunchies: RM 3 2x Melati Scrunchies: RM 3 2x Haeley Scrunchies: RM 2 4x Filia Scrunchies: RM 4 2x Postage: RM8 <u>TOTAL: RM20</u>
28th June 2022	5x Grayce Scrunchies: RM 10 3x Luna Scrunchies: RM 6 4x Salina Scrunchies: RM 8 3x Postage: RM21 <u>TOTAL: RM45</u>	5x Grayce Scrunchies: RM 5 3x Luna Scrunchies: RM 3 4x Salina Scrunchies: RM 4 3x Postage: RM12 <u>TOTAL: RM24</u>
30th June 2022	3x Luna Scrunchies: RM 6 2x Filia Scrunchies: RM 4 3x Haeley Scrunchies: RM 6 Combo (3pcs: RM5) 9x Emily Scrunchies: RM 15 3x Postage: RM21 <u>TOTAL: RM52</u>	3x Luna Scrunchies: RM 3 2x Filia Scrunchies: RM 2 3x Haeley Scrunchies: RM 3 9x Emily Scrunchies: RM 9 3x Postage: RM 12 <u>TOTAL: RM29</u>

Total of sales and expenses in June 2022:



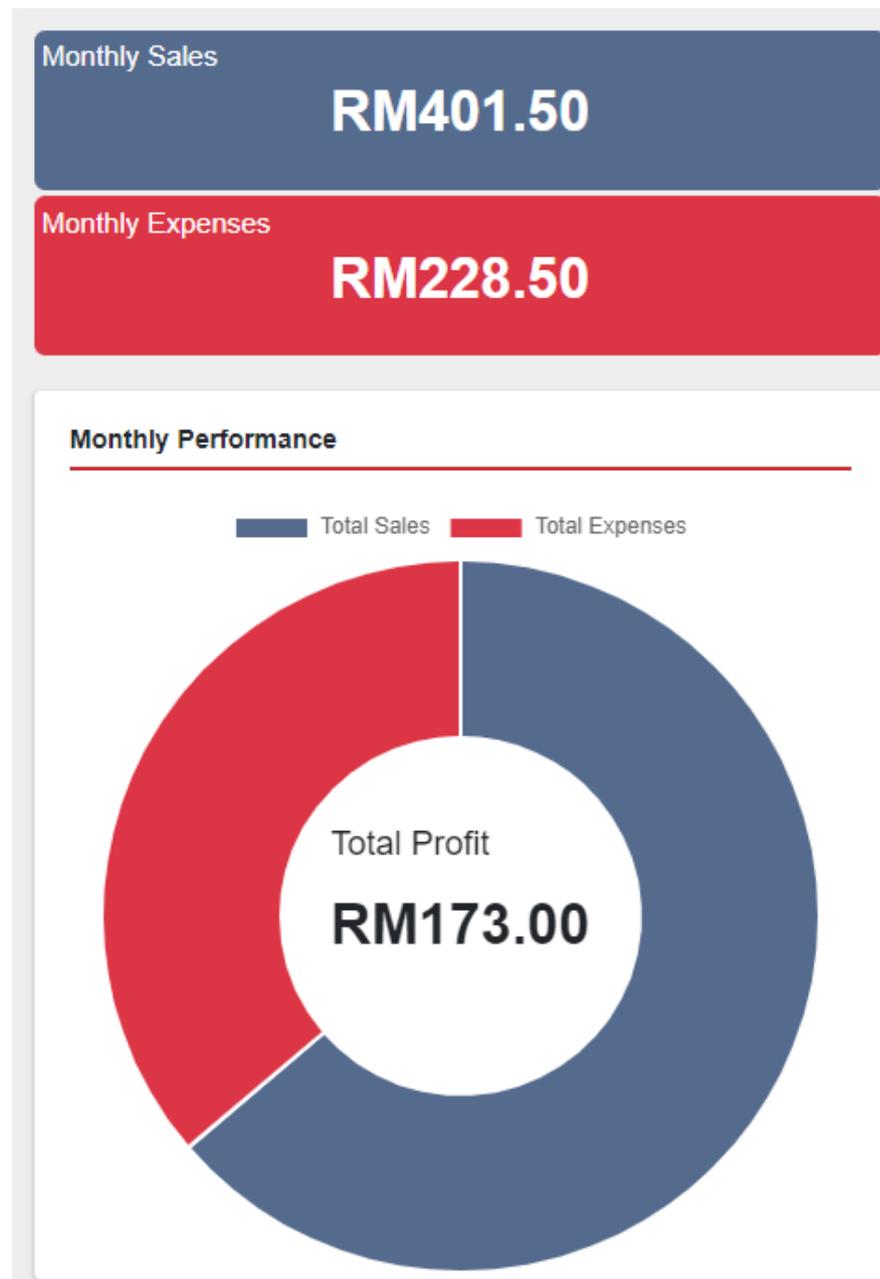
\

JULY SALES REPORT (from 1st July until 10th July 2022)

DATE	SALES	EXPENSES
1st July 2022	<p><i>All items 10% OFF</i></p> <p>5x Emily Scrunchies : RM 10 – RM 1: RM 9</p> <p>5x Salina Scrunchies : RM 10 – RM 1: RM 9</p> <p>3x Grayce Scrunchies : RM 6 – RM 0.60: RM 5.40</p> <p>6x Luna Scrunchies : RM 12 – RM 1.20: RM 10.80</p> <p>4x Filia Scrunchies : RM 8 – RM 0.80: RM 7.20</p> <p>4x Postage: RM 28</p> <p style="text-align: right;">TOTAL: RM69.40</p>	<p>5x Emily Scrunchies: RM 5</p> <p>5x Salina Scrunchies: RM 5</p> <p>3x Grayce Scrunchies: RM 3</p> <p>6x Luna Scrunchies: RM 6</p> <p>4x Filia Scrunchies: RM 4</p> <p>4x Postage: RM16</p> <p style="text-align: right;">TOTAL: RM 39</p>
2nd July 2022	<p>4x Melati Scrunchies: RM 10</p> <p>3x Haeley Scrunchies: RM 6</p> <p>3x Emily Scrunchies: RM 6</p> <p>4x Verde Scrunchies: RM 8</p> <p>3x Postage: RM 21</p> <p style="text-align: right;">TOTAL: RM51</p>	<p>4x Melati Scrunchies: RM 6</p> <p>3x Haeley Scrunchies: RM 3</p> <p>3x Emily Scrunchies: RM 3</p> <p>4x Verde Scrunchies: RM 4</p> <p>3x Postage: RM 12</p> <p style="text-align: right;">TOTAL: RM28</p>
4th July 2022	<p><i>Happy Hour: 20% OFF for Plush Scrunchies</i></p> <p>6x Plush Scrunchies : RM 18 – RM 3.60 : RM 14.40</p> <p>4x Luna Scrunchies: RM 8</p> <p>5x Salina Scrunchies: RM 10</p> <p>3x Postage: RM 21</p> <p style="text-align: right;">TOTAL: RM53.40</p>	<p>6x Plush Scrunchies: RM 9</p> <p>4x Luna Scrunchies: RM 4</p> <p>5x Salina Scrunchies: RM 5</p> <p>3x Postage: RM 12</p> <p style="text-align: right;">TOTAL: RM30</p>
7th July 2022	<p><i>7.7 Sale: 30% OFF All items</i></p> <p>6x Verde Scrunchies : RM 12 – RM 3.60: RM 8.40</p> <p>5x Luna Scrunchies</p>	<p>6x Emily Scrunchies: RM 6</p> <p>5x Salina Scrunchies: RM 5</p> <p>5x Grayce Scrunchies: RM 5</p> <p>6x Luna Scrunchies: RM 6</p>

	<p>: RM 10 – RM 3: RM 7</p> <p>5x Haeley Scrunchies</p> <p>: RM 10 – RM 3: RM 7</p> <p>6x Filia Scrunchies</p> <p>: RM 12 – RM 3.60: RM 8.40</p> <p>4x Emily Scrunchies</p> <p>: RM 8 – RM 0.2.40: RM 5.60</p> <p>5x Postage: RM 35</p> <p><u>TOTAL: RM71.40</u></p>	<p>4x Filia Scrunchies: RM 4</p> <p>5x Postage: RM20</p> <p><u>TOTAL: RM46</u></p>
8th July 2022	<p>3x Salina Scrunchies: RM 6</p> <p>4x Melati Scrunchies: RM 10</p> <p>2x Grayce Scrunchies: RM 4</p> <p>2x Postage: RM 14</p> <p><u>TOTAL: RM34</u></p>	<p>3x Salina Scrunchies: RM 3</p> <p>4x Melati Scrunchies: RM 6</p> <p>2x Grayce Scrunchies: RM 2</p> <p>2x Postage: RM 8</p> <p><u>TOTAL: RM19</u></p>
9th July 2022	<p><i>10% OFF for Emily/Verde/Plush Scrunchies</i></p> <p>6x Emily Scrunchies</p> <p>: RM 12 – RM 1.20: RM 10.80</p> <p>5x Verde Scrunchies</p> <p>: RM 10 – RM 1: RM 9</p> <p>5x Plsuh Scrunchies</p> <p>: RM 15 – RM 1.50: RM 13.50</p> <p>6x Filia Scrunchies: RM 12</p> <p>5x Postage: RM 35</p> <p><u>TOTAL: RM80.30</u></p>	<p>6x Emily Scrunchies: RM 6</p> <p>5x Verde Scrunchies: RM 5</p> <p>5x Plsuh Scrunchies: RM 7.50</p> <p>6x Filia Scrunchies: RM 6</p> <p>5x Postage: RM 20</p> <p><u>TOTAL: RM44.50</u></p>
10th July 2022	<p>3x Salina Scrunchies: RM 6</p> <p>4x Luna Scrunchies: RM 8</p> <p>3x Haeley Scrunchies: RM 6</p> <p>4x Grayce Scrunchies: RM 8</p> <p>2x Postage: RM 14</p> <p><u>TOTAL: RM42</u></p>	<p>3x Salina Scrunchies: RM 3</p> <p>4x Luna Scrunchies: RM 4</p> <p>3x Haeley Scrunchies: RM 3</p> <p>4x Grayce Scrunchies: RM 4</p> <p>2x Postage: RM 8</p> <p><u>TOTAL: RM22</u></p>

Total of sales and expenses in July 2022:

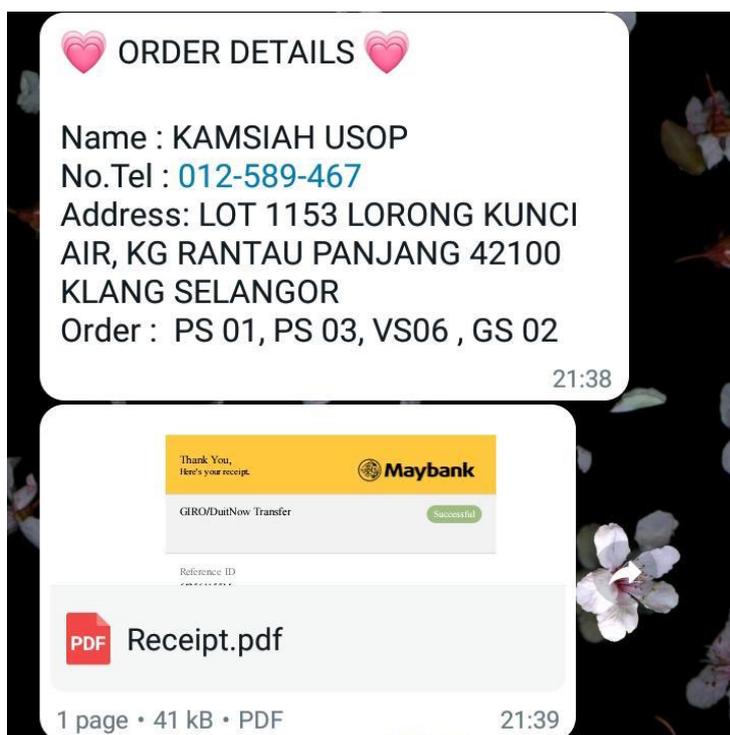


Here are some order details and transaction history from Ceyda.co's customer that we get after they confirmed their order.

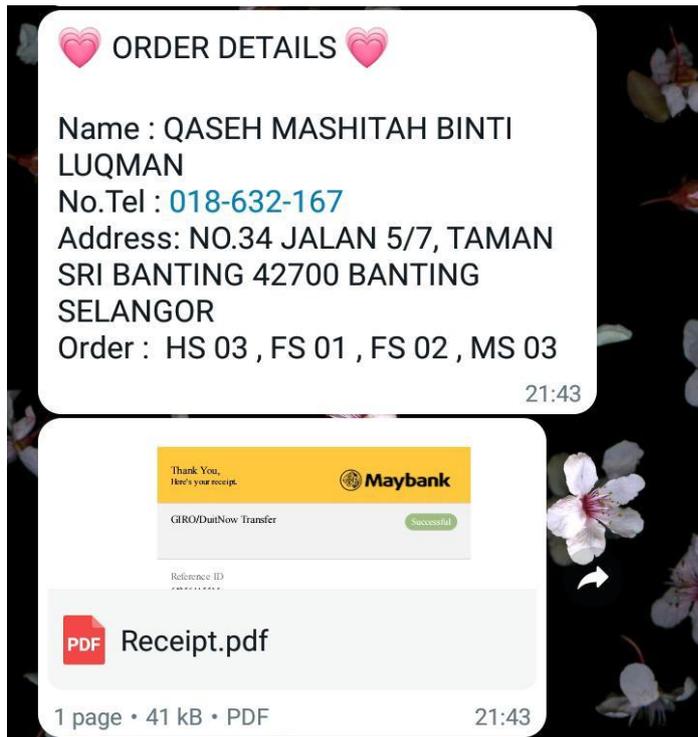
1) Munirah binti Azhar's details order



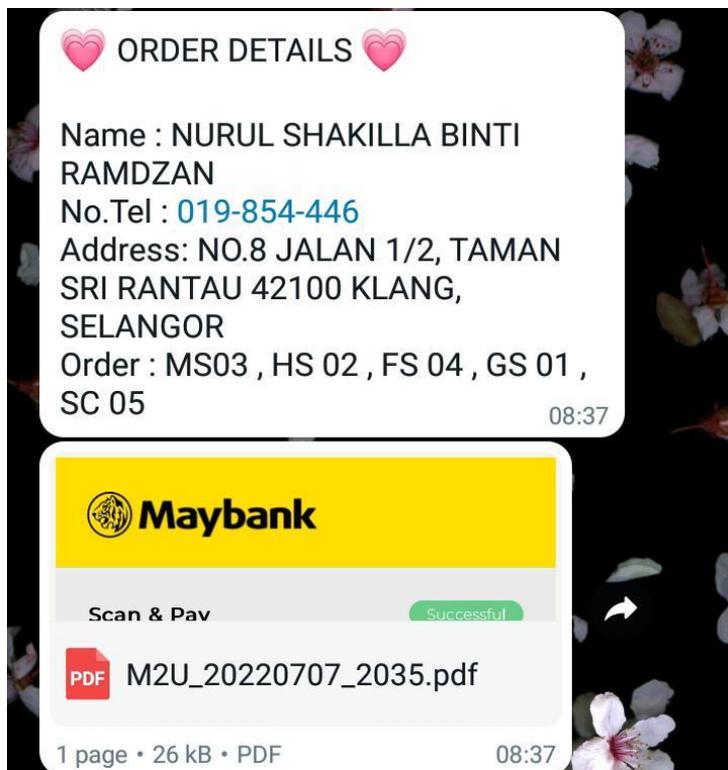
2) Kamsiah binti Usop's details order



3) Qaseh Mashitah binti Luqman's details order



4) Nur Shakilla binti Ramdzan's details order



CONCLUSION

In conclusion, our shop is called Ceyda.co. Ceyda.co was launched in the fifth month of this year, or May 2022, and is only operated on a limited scale because both of us are still in the study process. As a reason, Ceyda.co only operates online. The Facebook platform, particularly makes use of the Facebook Page, has been selected as the online business platform for Ceyda.co. Only two employees, Miss Khadijah and Miss Soffiyatul, manage this company. As the proprietor and a member of the marketing team, Miss Khadijah will handle all social media marketing tasks such product promotion and sharing details about Ceyda.co and the products.

Additionally, Ceyda.co has a purpose that has to be completed and a future vision that needs to be realised. Therefore, Ceyda.co has a clear and specific mission that is consistent with the name of the company itself, which is to assist and encourage women throughout Malaysia and worldwide, including Muslim women, to have a look that is more attractive, tidy, and adorable for those who are not donning a hijab. Additionally, there is a postage cost listed in this table that the consumer will be paid for each transaction and delivery. Ceyda.co uses J&T courier and Poslaju as its 2 types of couriers. Customers will have the opportunity to select the courier provider of their choice when using Ceyda.co.

There are a number of reasons why Ceyda.co decides to sell scrunchies as a product offered to the customers, including the fact that scrunchies offer many advantages to women in terms of hair care, they have more than one function aside from being used on hair, they could be used as cute accessories and trendy to the girls, since they are suitable to be worn by all categories of women, from children to baby boomers and even those who do not wear hijab as well. Scrunchies come in many different of materials, eye-catching colours, and even appealing designs, therefore Ceyda.co does not pass up the chance to provide consumers with a wide selection of scrunchies. Along with selling items, Ceyda.co also provides shipping services for scrunchies that clients have bought to their homes via Malaysian courier services. Indirectly, this can also raise demand and customer satisfaction for Ceyda.co since it makes it simpler for people to purchase scrunchies without having to expend energy and saves them time. As a result, anyone can get scrunchies from Ceyda.co very easily.

REFERENCES

1. Contributor, T. T. (2010, August). WhatIs.com. Didapatkan dari Tech Target: <https://www.techtarget.com/whatis/definition/Facebook-page#:~:text=A%20Facebook%20page%20is%20a,to%20%22like%22%20a%20page>
2. Freedman, M. (2021, November 20). Sales & Marketing. Didapatkan dari BUSINESS NEWS DAILY: <https://www.businessnewsdaily.com/15988-how-to-write-a-sales-report.html>
3. GETTING IT AND DIGITAL INFORMATION. (2022, September 29). Didapatkan dari MyGovernment: <https://www.malaysia.gov.my/portal/content/30799>
4. Kelwig, D. (2022, March 12). Zendesk Blog. Didapatkan dari Zendesk: <https://www.zendesk.com/blog/hard-sell-vs-soft-sell/>
5. SSM-Malaysia. (t.t). Didapatkan dari GInne: <https://ginee.com/my/insights/ssm-malaysia/>
6. Swarner, E. (2019, September 6). Why teaser campaigns work. Didapatkan dari Launch Media: <https://launchmedia.tv/why-teaser-campaigns-work/>