



PRINCIPLE OF ENTREPRENEURSHIP
(ENT530)

SOCIAL MEDIA PORTFOLIO

———— EASE SCARVES ————

EASE SCARVES

Faculty	: BACHELOR OF BUSINESS ADMINISTRATION (HONS) INTERNATIONAL BUSINESS
Group	: ENT530U
Semester	: 4
Group Name	: PAIR 21
Group Members	1. ARISSA SYAHIRA BINTI MOHD FIDZOL (2020620942) 2. NAJMIE NURDINI BINTI ALASSERIM JASMIN (2020473452) 3. SITI HAJAR BINTI AIRUDDIN (2020827664)

SUBMITTED TO MISS NUR NAJDAH BINTI ABDUL RAHIM

SUBMISSION DATE: 15 JULY 2022

ACKNOWLEDGEMENT

First and foremost, we would like to express our gratitude to Allah SWT for giving us the strength and determination to complete this assignment. All the time and effort poured into completing this assignment was worth it.

Besides that, we would like to express our greatest gratitude to the people who had guided us in making this report. First of all, we would like to thank our Principles of Entrepreneurship lecturer, Miss Nur Najjah, for patiently guiding us on how to complete this assignment. Next, we would like to thank our friends and families for being kind enough to support our business. Without their support and prayers, we wouldn't be able to have the strength and motivation to complete this assignment.

Last but not least, a special thanks to our group members who had contributed their ideas and lent a helping hand when needed. We are able to complete this report due to the endless advice and support.

Thank you.

EXECUTIVE SUMMARY

Ease Scarves is a prominent brand in high-quality scarves and trendsetter in Malaysia. The main objective of the business is to cater to Muslimah who love to dress up. It is suitable for everyday wear, whether casual or formal, while remaining modest and elegant. Our target market would be Muslim women in Malaysia since the only product we have is shawl thus far. We offer the scarves at an affordable price with good-quality material.

Our business started on 21st June 2022 through a social media platform upon receiving an approval certificate from Suruhanjaya Syarikat Malaysia (SSM). Since our customers might come from everywhere, we do not focus on any particular region. Customers can send us a message on Whatsapp or Facebook to purchase our products. We provide online banking as well as cash on delivery if customers prefer paying by cash.

Our marketing strategy consists of promoting on our Facebook page. We believe by frequently posting on our Facebook page, it will reach a greater audience. Facebook users might stumble upon our Facebook page and be interested in our products. Besides that, we use word-of-mouth marketing strategy. In the beginning, our customers consisted of only friends and families. We depended on them to promote our brand by sharing their feedback and sharing our Facebook page. After a while, we managed to see the growth in our brands when customers from a different background purchases our products.

Currently, Ease Scarves is only owned by Arissa Syahira Binti Mohd Fidzol with the help of her two friends which are Siti Hajar Binti Airuddin and Najmie Nurdini Binti Alasserim Jasmin. Facebook is Ease Scarves' only platform to attract customers, increase brand awareness and generate more revenues. We will advertise Ease Scarves through teasers, soft sells and hard sells as part of our sale advertising on Facebook.

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

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1.0 BUSINESS REGISTRATION

1.1 Go-Ecommerce Registration

PERSONAL PROFILE	BUSINESS PROFILE			
Arissa Syahira	Company Name	Ease Scarves	Company Registration No	
	Type Of Business	Sdn. Bhd	Business Role	Product Owner
	Facebook Page	Ease scarves	Business Category/Business Sub-Category	Apparel, Health & Beauty f Fashion & Lifestyle
	Wechat for Business		Business Instagram Page	Ease scarves
	Marketplace	Others	Business Website	
	Business Related to Your Study Field	Yes	Type Of Web site	
			Experience in International Export	No

PERSONAL PROFILE	BUSINESS PROFILE			
 SITI HAJAR BINTI AIRUDDIN	Company Name	Ease Scarves	Company Registration No.	
	Type Of Business	Sdn. Bhd	Business Role	Service Owner
	Facebook Page	https://www.facebook.com/easescarves	Business Category/Business Sub-Category	Apparel, Health & Beauty / Fashion & Lifestyle
	Business Marketplace	Others	Business Instagram Page	
	Business Related to Your Study Field	Yes	Business Website	
			Type Of Website	
			Experience in International Export	No

PERSONAL PROFILE	BUSINESS PROFILE			
  NAJMIE NURDINIALASSERIM JASMIN	Company Name	Ease Scarves	Company Registration No.	
	Type Of Business	Sdn. Bhd	Business Role	Product Owner
	Facebook Page	Ease Scarves	Business Category/Business Sub-Category	Apparel, Health & Beauty / Fashion & Lifestyle
	Wechat for Business		Business Instagram Page	
	Marketplace	Others	Business Website	https://www.facebook.com/easescarves/remember-page_internal
	Business Related to Your Study Field	Yes	Type Of Website	eCommerce Platform
			Experience in International Export	No

1.2 MyENT Certificate

 UNIVERSITI
TEKNOLOGI
MARA

Akademi
Pembangunan PKS dan
Keusahawanan Malaysia
(MASMED)

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar : 2020473452
Nama : NAJMIE NURDINI ALASSERIM JASMIN

Program Pengajian : SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN)
PERNIAGAAN ANTARABANGSA
Fakulti : Faculty of Business & Management
Kampus : Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Online
Bidang Perniagaan yg
dibebani : Pakaian dan Kelengkapan
Tempoh Perniagaan :
No. Pendaftaran Perniagaan :
URL Perniagaan : https://www.facebook.com/easescarves/?ref=page_internal
Alamat Premis Perniagaan :
Tarikh Mendaftar : 20 Jun 2022
Tarikh Kemaskini :
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.

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Malaysian Academy of SME & Entrepreneurship Development (MASMED)



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Akademi
Pembangunan PKS dan
Keusahawanan Malaysia
(MASMED)

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

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Program Pengajian : SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN)
PERNIAGAAN ANTARABANGSA
Fakulti : Faculty of Business & Management
Kampus : Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Online
Bidang Perniagaan yg
diceburi : Pakaian dan Kelengkapan
Tempoh Berniaga :
No. Pendaftaran Perniagaan :
URL Perniagaan : <https://www.facebook.com/easescarves>
Alamat Premis Perniagaan :
Tarikh Mendaftar : 20 Jun 2022
Tarikh Kemaskini :
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.

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Malaysian Academy of SME & Entrepreneurship Development (MASMED)



Akademi
Pembangunan PKS dan
Keusahawanan Malaysia
(MASMED)

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar : 2020620942
Nama : Arissa Syahira binti Mohd Fidzol
Program Pengajian : SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN)
PERNIAGAAN ANTARABANGSA
Fakulti : Faculty of Business & Management
Kampus : Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Online
Bidang Perniagaan yg
diceburi : Tekstil
Tempoh Berniaga :
No. Pendaftaran Perniagaan :
URL Perniagaan : https://www.facebook.com/easescarves/?ref=page_internal
Alamat Premis Perniagaan : 34 Jalan belalang 20/7 seksyen 20
Tarikh Mendaftar : 13 Jul 2022
Tarikh Kemaskini :
Tarikh Cetak : 13 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.

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dijalankan oleh penama adalah risiko dan tanggungjawab sendiri tanpa melibatkan kepentingan dan nama Universiti.

SALINAN PENDAFTARAN INI DIPERAKUI OLEH
PENOLONG NAIB CANSOLOR KEUSAHAWANAN UITM

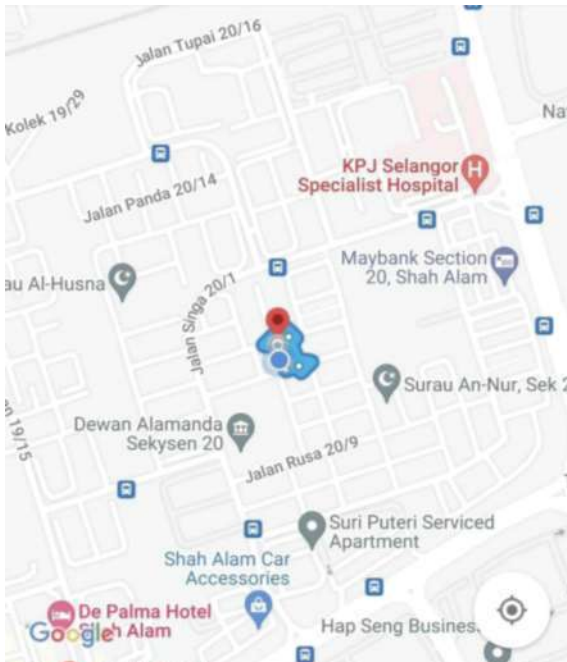
Malaysian Academy of SME & Entrepreneurship Development (MASMED)

2.0 INTRODUCTION OF BUSINESS

2.1 Name and Address of Business



The name of Ease Scarves, described as the combination of elegant and feminine style of hijabis women. The business founded in 2022, is a prominent brand in high-quality scarves and a trendsetter in Malaysia. Ease Scarves caters to Muslimah, who love to dress up. Suitable for everyday wear, whether casual or formal, while remaining modest and elegant.



Ease Scarves is a home based business and located at [Jalan Suppa 20/1, Shah Alam, Selangor](#). Our jobs are usually about promoting the product through social media and packing the parcel to send it to the customers. This kind of business allows me to just work-from-home and it is convenient for us to assist and complete our customers' demands. This is why I chose our home to start our online business.

2.2 Organization Chart



FOUNDER



MARKETER



ACCOUNTANT

2.3 Mission and Vision

- **Mission**

Our mission is to become the no.1 brand for hijabis women in Malaysia.

- **Vision**

Our vision is to deliver high-quality scarves for Muslimah who love to dress up, while remaining modest and elegant.

2.4 Description of Products

Ease Scarves are providing a high-quality scarves and maintain the feminine style for all muslim women. Ease scarves provide a Luxe Shawl with a Korean chiffon material and 1.8m length that make it different from any other scarves. Ease always puts the customers first and makes sure they receive the best quality of the scarves.

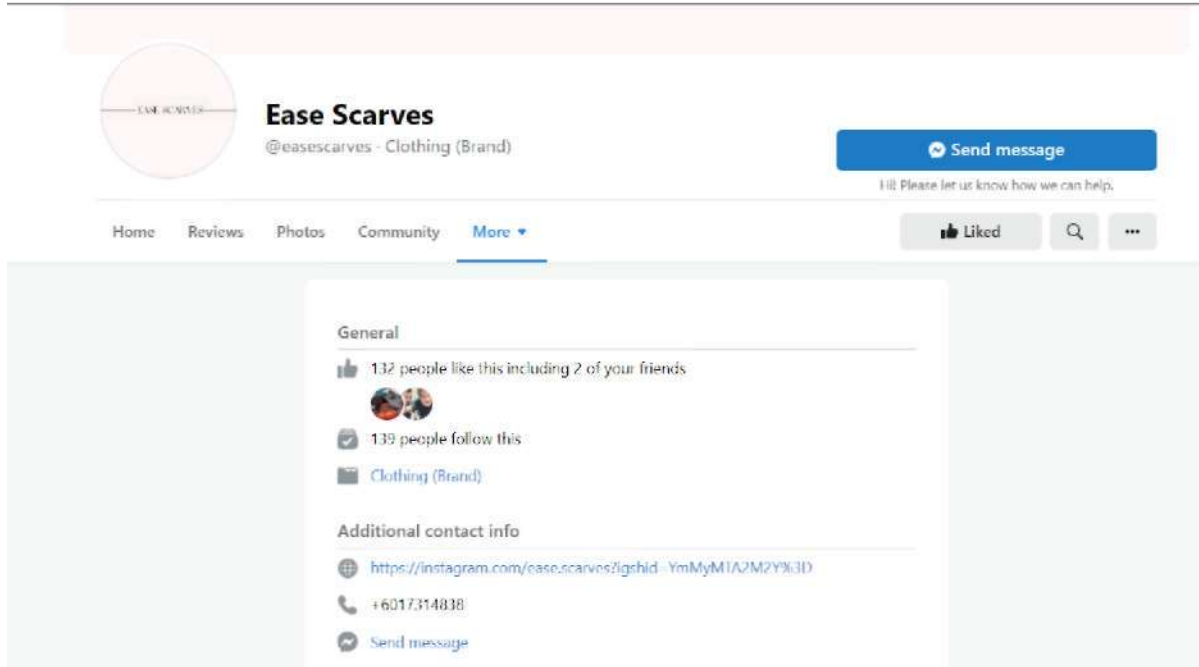
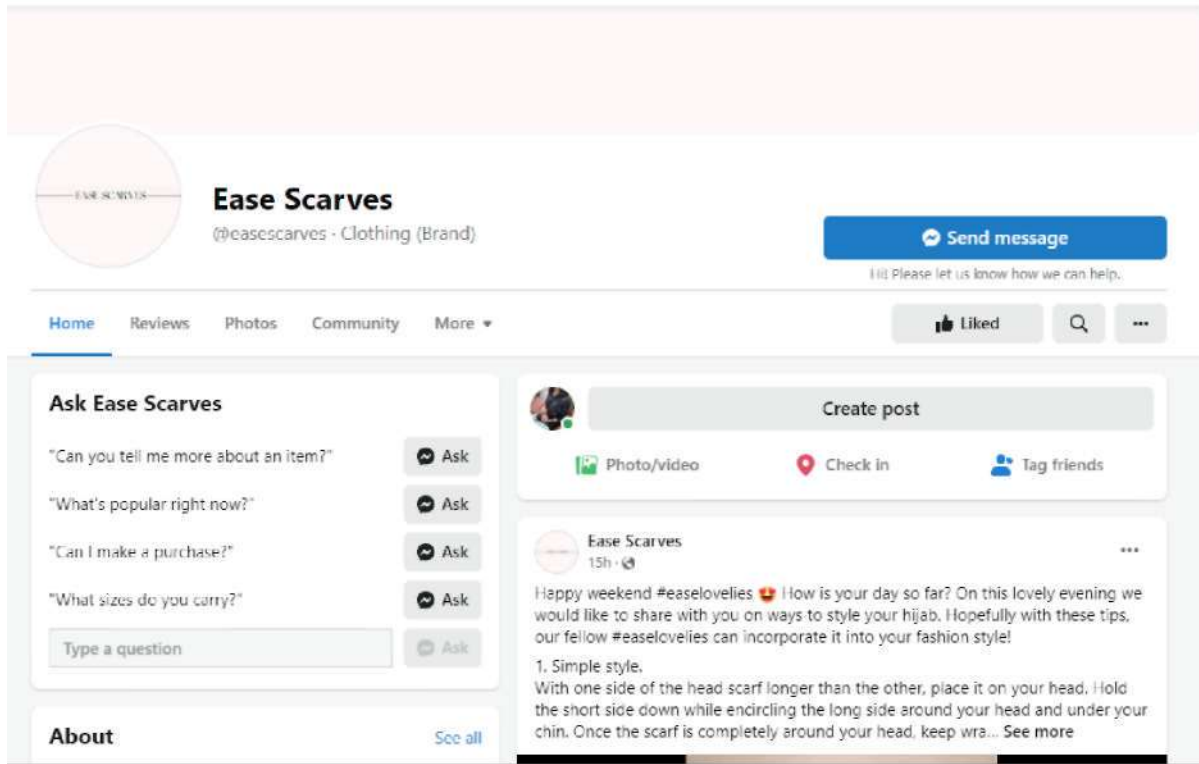
2.5 Price List

As for now, our brand only has one collection as we just started our business a few months ago but the response from the customer was very overwhelming.

No	Product	Price
1	Luxe Chiffon Shawl	RM 28.00

3.0 FACEBOOK (FB)

3.1 Creating a Facebook Page



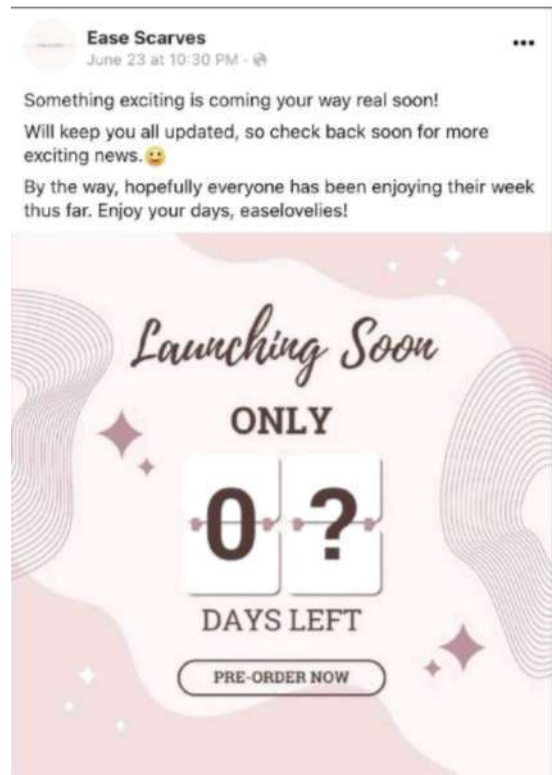
3.2 Custom URL Facebook Page

Ease Scarves managed to gain 132 likes and 139 followers since the month of June 2022. In addition to this, customers can reach our Facebook page by clicking the URL FB page <https://www.facebook.com/easescarves> .

3.3 Facebook (FB) Post - Teaser

A company will utilise a teaser post to provide a sneak preview of its products and services. To get people interested in Ease Scarves and pique their curiosity about our company and our products we posted teaser posts on our Facebook page.

Attached are nine (9) teaser posts that Ease Scarves have posted.



Ease Scarves
June 24 at 12:53 AM · 🌐

Hope everyone is doing good and safe!! #easesyou

Launching Soon
ONLY
05
DAYS LEFT
PRE-ORDER NOW

Ease Scarves
June 25 at 12:23 AM · 🌐

Are you excited?? #easesyou

Launching Soon
ONLY
04
DAYS LEFT
PRE-ORDER NOW

Ease Scarves
June 26 at 12:00 AM · 🌐

Launching Soon
ONLY
03
DAYS LEFT
PRE-ORDER NOW

Ease Scarves
June 27 at 12:35 AM · 🌐

2 days left!!

Launching Soon
ONLY
02
DAYS LEFT
PRE-ORDER NOW



Ease Scarves

June 28 at 12:35 AM · 🌐



Coming to you very very soon!!! 🌟

Launching Soon

ONLY

01

DAYS LEFT

PRE-ORDER NOW

The graphic features a pink and white background with decorative swirls and stars. The text 'Launching Soon' is in a cursive font, 'ONLY' is in a bold sans-serif font, and '01' is displayed in large digits within a white box. Below this, 'DAYS LEFT' is written in a bold sans-serif font, and a rounded rectangular button contains the text 'PRE-ORDER NOW'.

3.4 Facebook Copywriting - Hard sells

A hard sell is a marketing or sales strategy that uses particularly direct and assertive language. It attempts to persuade a customer to make a quick purchase rather than giving them time to consider their options and perhaps decide to wait. In other words, it is a high-pressure and aggressive tactic. For Ease Scarves, we used hard sell to create 10 posts that include the price of our product. This way, customers would be enticed into buying our shawls.

Attached are sixteen (16) hard sells that Ease Scarves have created.

Ease Scarves
June 28 at 11:24 PM · 🌐

THE WAIT IS FINALLY OVER!!
Are you guys ready for the reveal??

Ease Scarves present to you, our Basic Luxe Chiffon!! The material is Korean Chiffon which is perfect for everyday wear with a 1.8m length. You can style it however you want without worrying about the length.

Buying a piece would definitely make you come back for more, making it your daily go-to shawl!

Get yours now for only RM28 by contacting us on Whatsapp at +6017314838.
#easesyou #modestwear #shawl #koreanchiffon

————— → **ATTENTION**

————— → **INTEREST**

————— → **DESIRE**

————— → **ACTION**



Ease Scarves
June 29 at 5:00 PM · 🌐

...

SOMEONE IS GETTING ENGAGED!

One of our customer choose our shawl for her engagement day! No words can explain how happy to hear that! She looking perfectly stunning together with our Luxe Shawl in code Mauve 🥰

So do you still looking for the best shawl for your big day? Yang terletak elok sepanjang hari even after a very loooooonnnng day? **YOU CAN FIND US! WE ARE HERE FOR YOU!**

MESSAGE OR WHATSAPPS US NOW AT 0173149838 SO U WILL LOOK STUNNING TOO ON YOUR BIG DAY!

- **ATTENTION**
- **INTEREST**
- **DESIRE**
- **ACTION**



Ease Scarves
June 29 at 6:01 PM · 🌐

...

Are you in the mood to shop for new pieces of shawls?

Ease Scarves' basic luxe chiffon comes in 15 colors that you can choose from at only RM28. The material is very flowy and it is very easy to be draped with the length of 1.8m.

With Ease Scarves, you don't need to worry about bad hijab day as it can be styled in many different ways with ease. It is suitable for daily look that you can just throw it on effortlessly and still look beautiful.

So, what are you waiting for? Come and get yourselves an Ease Scarve! Whatsapp us at +6017314838 🥰

- **ATTENTION**
- **INTEREST**
- **DESIRE**
- **ACTION**



Ease Scarves
June 30 at 5:30 PM

LOOKING STUNNING AS ALWAYS!!
One of our #easelovelies is spotted wearing our Luxe Chiffon in Silver! The shawl is styled perfectly and it looks flowy on her 🥰 She did not have to worry about the material creasing as it is soft and light.
This kind of shawl is definitely needed in our wardrobes because we can just grab it and wear it on our head. We don't even need to spend much time on the styling as the flowy material makes it look like we spent hours on styling 🥰
Whatsapp us now at +6017314838 to be a part of #easelovelies ! Don't forget to tag us and mention us so we can repost! Love yall 🥰

- ATTENTION
- INTEREST
- DESIRE
- ACTION



Ease Scarves added 2 new photos from June 30 at 7:38 PM

Customer Feedback!!
One of our customers is spotted wearing our Luxe Chiffon in code Mauve on her sister's SPM result day! The shawl looks flowy and is styled beautifully. A lot of people complimented the length of our shawl and we are forever grateful for it.
With Ease Scarves, you don't need to worry about the type of styles because the length is long enough. You can go ahead and rock the styles that you have been wanting to try.
So, what are you waiting for? Whatsapp us at +6017314838 and get yourselves a piece of shawl for RM28.

- ATTENTION
- INTEREST
- DESIRE
- ACTION




Ease Scarves
July 1 at 9:25 PM · 🌐

Hello and Assalamualaikum #easelovelies !

Here is an unboxing of our shawl! Some shawls crease very easily which makes it harder to style. However, with Ease Scarves, the material is very light and flowy which eases the styling process of hijab. It also allows air to flow freely through it which is perfect especially in this hot weather.

Ease Scarves' shawl will make you fall in love with wearing shawl and it will become your go-to hijab.

Whatsapp us at +6017314838 and purchase Ease Scarves at only RM28 per piece.



soft and flowy

→ **ATTENTION**

→ **INTEREST**

→ **DESIRE**

→ **ACTION**

Ease Scarves
July 3 at 12:34 AM · 🌐

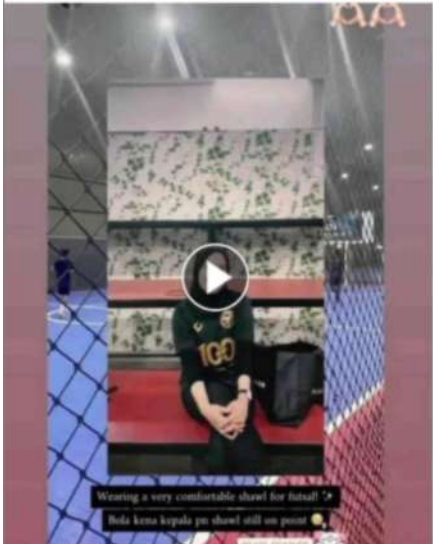
Can I wear Ease Scarves to a sports event?? Is it going to be comfortable??

THE ANSWER IS YESS!!

Bola kena kepala pun shawl still on point You heard her #easelovelies 🥰🥰

Our customer looks stunning in Ease Scarves post futsal session! You don't need to worry about your shawl bothering your game as it will stay intact. People would be shocked to find out you just played a game! 🤩

So, hurry up and get yourself an Ease Scarve by messaging us on Whatsapp at +6017314838! We also hope it serves as a lucky charm to help you win your game! 🍀🍀



→ **ATTENTION**

→ **INTEREST**

→ **CONVICTION**

→ **DESIRE**

→ **ACTION**

Ease Scarves
July 4 at 12:45 AM · 🌐

Customer Feedback!!

One of our customers looks effortlessly pretty in our Luxe Chiffon in code Blossom! Blossom is a pastel purple shade that goes well with pastel-colored outfits!

We offer 14 other colors where you can choose from which is perfect for daily wear. The colors are all eye-catching and pretty to look at, perfect for your wardrobe.

Hurry and become a part of #easelovelies ! Whatsapp at +6017314838 and place your order!
Price: RM28

—————> **ATTENTION**

—————> **INTEREST**

—————> **DESIRE**

—————> **ACTION**



Ease Scarves
July 5 at 12:45 AM · 🌐

Customer Feedback!!

"The material is very nice and it is worth the price!"
Many people are in love with the shawl that they keep coming back for another piece! Ease Scarves have become their go-to shawl.

Complete your daily look with our shawl like this customer. We are always grateful and happy with the feedback and will work harder to provide only the best for our customers.

Hurry and add Ease Scarves' shawl to your collection! Whatsapp us at +6017314838 to get yourself a piece for only RM28! 🥰🥰🥰🥰

—————> **ATTENTION**

—————> **CONVICTION**

—————> **DESIRE**

—————> **ACTION**



Ease Scarves
July 6 at 6:12 PM · 🌐

Looking for shawls to wear during hari raya aidiladha??
Ease Scarves offers the best shawl you can wear during raya haji at only RM28. You can choose from 15 colors to wear with your baju kurung or abaya! The material is light and airy which is perfect for a busy day such as raya haji. You don't need to worry about feeling hot throughout the day as our shawl allows air to flow freely.
Purchase yourselves a raya shawl by whatsapping us at +6017314838

- **ATTENTION**
- **INTEREST**
- **DESIRE**
- **ACTION**



Ease Scarves added 2 new photos from July 6 at 1:30 AM. July 6 at 1:30 AM · 🌐

OMG! She literally can rock two different colour with two different outfit! BUT, of course with Luxe Chiffon by Ease Shawl.
She looks stunning with our Luxe Chiffon in code Blossom and Salt. Our best selling colour that almost sold out!
We also provide a 'service' that help our customer to choose her perfect shawl for her outfit. Just hit us up and you will not disappointed at all! JUST TRUST OUR FASHION SENSE 😊😊
MESSAGE US NOW AT WHATSAPP 0173149838 TO FIND YOUR PERFECT COLOUR AND COMPLETE YOUR OUTFIT ❤️

- **ATTENTION**
- **INTEREST**
- **DESIRE**
- **ACTION**



Ease Scarves

for your Raya outfit?

Here we come to the rescue! Our shawl provide you the most comfy shawl that will make u happy during ur raya!! No more badmood sebab panas lagi time tengok lembu korban & 'i

Ease Scarves offers a lots of colour that will match your Raya outfit!!!

So what are you waiting for, before raya coming! grab yours now by Whatsapp us at 017-3149834 to place your order now!

t ATTEMtinM

k np'JiiJF

• INTEREST

> ACTION

W

« « || || an

Ease Scarves

LOOK!!! SOMEONE ORDERED OUR SHAWL FOR HER HANTARAN ON HER BIG OAVYYM

"Hi kalau i nak order for my hantaran boleh ke" WE GOT THIS MESSAGE THIS MORNING ANO WE ARE BEYOND HAPPY TO HEAR THIS! She said her "husband to be" always compliment her when she's wear our Luxe Chiffon Shawl £

With Ease Scarves you can enhance your beauty in front of your future one with confident!! Grab yours now by Whatsapps us at 0173149838 fp

t ATTTNTinN

ft n r < i n r

- ftPTIDM

Ho

Ease Scarves added 2 new photos from July 11 ...
 at 12:44 AM.
 July 11 at 12:44 AM · 📷

Having trouble finding a good quality shawl at an affordable price?

—————> **ATTENTION**

Most of us are in the look for good pieces of shawl but we are very short on money. Most shawls are either really expensive or the material are a bit lacking.

—————> **INTEREST**

Don't worry! Ease Scarves got you covered! Our shawls have an opacity of 7/10 and it has baby-sea fishing. The material is Korean Chiffon which makes the shawl very soft and flowy.

—————> **DESIRE**

If you are interested, do Whatsapp us at +6017314838 and get your hands on our shawl! 1 piece is for RM28 but you can get 4 pieces for RM100!

—————> **ACTION**

Don't forget to like our page for more info!



Ease Scarves
 July 12 at 12:45 AM ^

Customer Feedback!!

—————> **ATTENTION**

"I am obsessed!"

Thank you for your second purchase of Ease Scarves!
 Curious about the specialty of Ease Scarves? Our shawl is perfect for everyday wear as it is very flowy and drapes easily! The material is Korean Chiffon and we offer it at an affordable price which is RM28. Where else can we get shawls that offer good quality material without burning a hole in our pocket??

—————> **INTEREST**

Check out our collection of colors and get yourself one by whatsapping us at +6017314838! We guarantee that you will come back for more V * 4

—————> **ACTION**

>

ease.scarves again cuz
 e's obsessed T. V

i^k

Ease Scarves
July 12 at 7:26 PM · 🌐

...

NEW ARRIVAL!!

We decided to bring in 5 new colours for #easelovelies !! These colours are soo pretty which are suitable for daily wear. It compliments our skin, providing us that lovely look 🥰🥰

You don't need to worry about the colour of your outfit as these pastel colours will compliment anything in your wardrobe. The time taken to get ready would decrease as you can just grab any outfit to be paired with Ease Scarve!

So, hurry up and be a part of #easelovelies by sending us a message on Whatsapp at +6017314838 😊😊

—————> **ATTENTION**

—————> **INTEREST**

—————> **DESIRE**

—————> **ACTION**



3.5 Facebook Copywriting - Soft sells

A soft sell post is a marketing strategy that promotes products and services through subliminal messaging. It is also seen as a non-aggressive method of advertising products or services that might not generate sales for the business but can build customer loyalty. On our Facebook Page, Ease Scarves posted roughly ten soft sell messages. These soft sale posts will seize the opportunity for our brand to boost brand confidence and raise awareness of our products.

Attached are sixteen (16) soft sells that Ease Scarves have created.



- ATTENTION
- DESIRE

- INTEREST
- ACTION

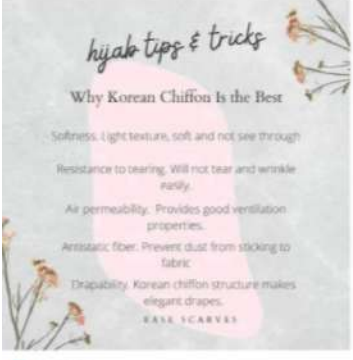
Ease Scarves
30 Jun at 17:21

Good evening #easelovelies 🌙

Did you know that our #easescarves are made of "Korean Chiffon"?

Chiffon is extremely light and thin, making it a comparatively thin fabric. The woven fabric's light, thin, translucent, and elastic structure gives it a light, beautiful appearance. Although it's very light and thin, this material will not wrinkle or tear easily. It also has high air permeability so it is extremely comfortable and to wear even during hot weather. Since chiffon is elegant and pristine, it is mostly utilised to create clothing for ladies, including dresses, veils and hijab. It is frequently used as an overlay because of its transparency. Chiffon is frequently used as the foundation fabric for hand-stitched crystals, beads, and embroidery.

Below is the reasons why we choose "Korean Chiffon" as the material for our #easescarves. What are you waiting for #easelovelies??? Come get yours now!



Hajar Anabbis

ATTENTION
DESIRE

INTEREST

ACTION

Ease Scarves

1 Jul at 14:00-0

Hello #easelovelies!? How was your day today? If you had a bad day, remember that you can make tomorrow even better! Keep your chin up queen.

We are sharing with you one of our favorite verse from the Quran.

Treat yourself with our pristine and elegant #easescarves collection.
#easescarves #easesyou

BUT PERHAPS YOU HATE A THING
AND IT IS GOOD FOR YOU;
AND PERHAPS YOU LOVE A THING
AND IT IS BAD FOR YOU.
AND ALLAH KNOWS
WHILE YOU KNOW NOT.
[SURAH AL-BAQARAH 1 AYAH 216]

ATTENTION

INTEREST

ACTION

Like Comment Share

Ease Scarves added 2 new photos from 1 July at 19:00

Easy shawl that will shape in 5 minutes!

Many people struggle to create the curved shape of the shawl. Since people frequently purchase the wrong shawl materials, wearing it becomes not enjoyable. The main cause is also because some hijab materials are overly rough and slippery.

So here's the little-known tip that can help you get a beautiful shawl shape:

1. Your shawl should be well ironed. However, make sure you wash your shawl beforehand before using it or ironing it. It will be simpler to shape if you sprinkle a little water in that area.
2. Use a non-slip and non-rough shawl from *essescarves* that is easy and shape very effortlessly. It helps you to always look beautiful and stylish.
3. It doesn't matter if your shawl is slippery or rough. However, make sure that the type of fabric is comfortable with you and able to make you stand out.
4. Do not put too much pressure when ironing since it will ruin the fabric very easily.

Like and share our page to find out various other more interesting tips!



Hajar Auruddin and 2 others

→ ATTENTION

→ DESIRE

→ INTEREST

→ ACTION

Ease Scarves 3 Jul at 13:00

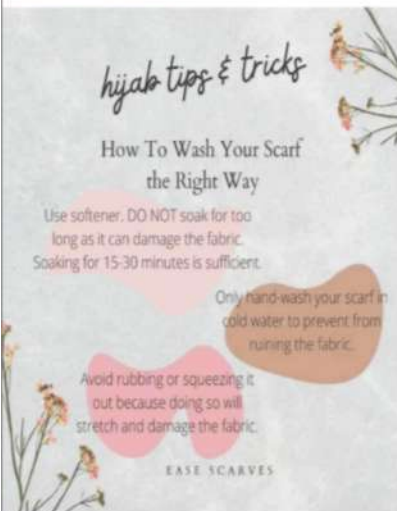
Happy lunch #easelovelies 🍴

Any of you #easelovelies accidentally spilled food on your shawl and ruined it?

Below are the tips and tricks on how you can wash your scarf the right way, be it because of oily food, drinks or sweat.

Like and share our page to get interesting info especially for hijabis out there ❤️

#easescarves #easesyou



Hajar Auruddin and 3 others

→ ATTENTION

→ INTEREST

→ ACTION

Ease Scarves 9:40 at 10:00

Hello #easelovelines! Today we would like to share with you about different materials of hijab. Maybe by these interesting sharing our fellow #easelovelines can decide which materials you love the most!

1) Chiffon
Chiffon-style fabric has its own unique qualities, much like cotton fabric does. Naturally, a lot of you are already familiar with this kind of material. But what makes this particular Chiffon fabric so unique? This kind of chiffon fabric is smoother and more delicate, for those of you who are unaware of its special qualities. However, there are several things to consider when using this kind of cloth, namely where to put the pins. The fabric will have an effect that might harm the lid if you don't pin it in the proper manner and more obvious. Did you know that our #easescarves is made by this material, specifically "Korean Chiffon".

2) Cotton
One of the popular fabrics for ladies looking to purchase a hijab is this one. This kind of fabric is highly well-liked and is in high demand from people from all social classes. It is not just a fabric that women enjoy.


3) Satin
Due to its slightly slippery texture and glossy surface, this sort of material is a little challenging to style. If it is correctly wrapped around the head, however, it will make you appear more feminine and lovely. A matte satin is also available. It's a little simpler to style this type. This kind of material is patterned, abstract, and plain.

4) Cornskin
This is one of the types of fabric that is a new material on the market compared to cotton fabric. This material is suitable for styling. This fabric material is soft and very easy to shape. This fabric is really comfortable to wear and one of the good features is that it is not hot. There are various patterns that can be chosen to be styled.

5) Crepe
Some of you may not be familiar with this kind of crepe fabric, but it is also one that many ladies choose when purchasing a hijab. But what distinguishes crepe-type fabric from other types? Due to the fabric's ease of use and ease of maintenance, this material is genuinely unique.

Like and share for more interesting sharing. → **ACTION**

#easescarves #easesyouto



Like Comment Share

→ **ATTENTION DESIRE**

→ **INTEREST**

→ **ACTION**

Ease Scarves **

Lagerfeld and It inspires us to work harder in order to give the best shawl anyone can own, especially our fellow #easelovelines.

What is your favourite quote in fashion? Mind sharing with us?

Also, don't forget to shop until you drop for this Royal Like #easescarves #easesyouto

→ **ATTENTION**

→ **ACTION**

Fashion is a language that creates itself in clothes to interpret reality

KARL LAGERFELD

[E] Like P Comment fy Share?

Ease Scarves added 3 new photos from 4 July at 07:00
4 Jul at 07:00

Hi #easelovers! 🌸
Tonight we want to share a little tips on choosing the right color of the hijab based on your skin tones. It is crucial for you to know what color of hijab suits your skin the most to avoid looking dull or pale 😊

1. DARK SKIN TONES
Pastel or golden colours work well with dark skin because they lighten the complexion. Therefore, you should stay away from dark colours like black and brown. This is so that your skin doesn't appear darker than it actually is.

2. MEDIUM SKIN TONES
The ideal colour choice for those of you with medium skin tones is pastels and dark colours since they will highlight and enhance your skin's natural beauty. Dark blue and dusty pink, for instance, may make your skin look more youthful. Beware! You should stay away from excessively soft or liquid-looking hues since they might make your skin appear darker.

3. YELLOW SKIN TONES
Your pale yellow skin makes you a good fit for bright colour like yellow or liquid blue. This is due to the colour adding to your complexion, refreshing your skin, and enhancing your beauty all at once. Orange and white colours should be avoided since they will make you appear paler.



4. WHITE SKIN TONES
Those of you who have white skin tones can often match the majority of colours. It makes no difference whether the colour is light or dark. Solid colors like red, green, and black are the colours that work best for you. In addition, there are several colors that should be avoided since they will make your complexion appear paler. Examples of these colors are baby blue and soft pink.

We sell all of the aforementioned hijab colours. This is just one of many helpful tips for hijabis out there. Just remember to apply these tips later. Stay tuned for more interesting tips from us.

Like and share our page to get interesting info especially for hijabis out there! ❤️

#easescarves #easelyou

SKIN TONES

Hijab: Anulbin and 4 others

→ **ATTENTION**
→ **DESIRE**
→ **INTEREST**
→ **ACTION**

Ease Scarves added 4 new photos from 7 July at 19:43
9 Jul at 19:43

Happy Saturday #easelovers! 🌸 Any plans this weekend? Going on a date with friends or attending a family gathering?
Today we are going to share with you on ways to spice up your wardrobe!

1. Try out different colours
If you've been reading our posts, you'll recall that we've discussed which colours look best on different skin tones. You must thus experiment with several colours ahead to determine which ones you like most if you want to spice up your clothing. However, earthy and neutral colours would be the safest choice.

2. Wear maxi skirts
A hijab looks great with a fashionable outfit like maxi skirts and dresses. Floor-length maxi skirts and dresses go well with blouses, t-shirts, heels, flats, coats, and sweaters. One of the most adaptable types of clothes, they look great dressed up or down.

4. Wear jeans
Jeans are a classic piece of clothing. Wear a long, flowing shirt or sweater with slender pants. Wear flats or sneakers and boyfriend jeans. Purchase ripped or distressed-looking pants. Pick jeans with dark, light, or colourful washes for a unique, color-blocked appearance.

5. Wear long coat or cardigan
Coats and cardigans come in a variety of colours and patterns. Select one to go with your hijab for a sleek and elegant look.

6. Have fun with your shoes
Wearing the appropriate shoes is the simplest method to give any outfit a fashionable touch. Any of these stylish shoe designs, including knee boots, ankle boots, high heel booties, pumps, gladiator sandals, sneakers, and wedges, would look great with a hijab.


7. Express yourself
Fashion is art and you are the creator of your own styles. Do you love hip-hop? Punk? Hipster? Skater? Retro 90s? Tie-dye? Wearing a hijab does not mean you cannot express yourself. Create hip-hop style with a baseball cap, music tee, and baggy clothes. Go punk or skater with black fabrics, red and black plaid gained with white and black checkered prints, and chains on your hijab. Get a hipster or 90s retro style with a jean vest and high-waisted pants or skirts.

8. Wear sunglasses
When outside, choose a pair of fashionable shades to wear with your hijab. There are many styles of sunglasses to choose from: large and round, Rayban retro, or vintage cat-eye. Sunglasses can be bought in a variety of colors, from basic black to tortoiseshell to bright colors and patterns. Fake glasses are another way to accessorize your hijab. Many accessory shops sell glasses with clear lenses or no lenses at all. You can even get cheaper options from Shopee!

9. Finish it off with belts and handbags.
For baggy skirts or pants, add a belt to give shape. Carry a small clutch or a hobo bag to make your look chic. You can also get various design of handbags from Shopee, from elegant, modest and cute style.

Like and share our page to get interesting info especially for hijabis out there! ❤️

#easescarves #easelyou



Hijab: Anulbin and 3 others

→ **ATTENTION**
→ **DESIRE**
→ **INTEREST**
→ **ACTION**

Ease Scarves added 4 new photos from 9 July at 07:00. 9 Jul at 22:00

Hello #easelovelies 🌸 How was your day today?

————> **ATTENTION**

Who says that you cant be fashionable even when wearing hijab?

————> **DESIRE**

You just need to pair the right shirt, skirt, pants or dress with the right hijab colour.

Every skin tone will look great in our #easescarves earthy tones. Hence making it very effortless to mix and match your clothes.

————> **INTEREST**

Like and share our page to get interesting info especially for hijabis out there ❤️

————> **ACTION**



You, Hajar Alruddin and 5 others

1 share

Ease Scarves 10 Jul at 15:45

Good evening #easelovelies 🌸

————> **ATTENTION**

Good personal hygiene is one of the best ways to protect yourself from getting sick! Therefore, you need to practice a good personal to help keep the body healthy and clean. A good personal hygiene will also make you smell good for a long time.

————> **DESIRE**

#easescarves #easesyou

We are sharing with you tips on how to stay hygienic and maintain your hijab smelling fresh even after wearing it for a long time.

————> **INTEREST**

Like and share our page to get interesting info especially for hijabis out there ❤️

————> **ACTION**

#easescarves #easesyou



You, Hajar Alruddin and 4 others

1 share

Ease Scarves
19 Jul at 22:15

Selamat Hari Raya Aidiladha #easelovelies 🌸 Sure enough during this raya our fellow #easelovelies would loveee to be comfortable throughout the day despite the scorching hot weather right? Below are tips that our fellow #easelovelies can try to prevent yourself from turning into a monster 🤩

1. Use a light fabric
Choose to wear your hijab in a light fabric, like korean chiffon from #easescarves. This fabric looks beautiful because of its sheer texture. Lighter fabrics are also cooler in the hot weather making it both fashionable and practical, especially with Malaysia's hot weather.

2. Choose neutral colors or light patterns
Many hijabs come in a variety of colors, which can add fashion and flare to any outfit along with fitting your personality. Hijabs can also be found in flower patterns.

3. Mix and match hijab with your outfit
Choose fabrics in different colors to give a different look to your everyday outfit. Go for a patterned with a plain fabric, or try two complimentary plain fabrics.

4. Secure your hijab with a pin
To make the hijab more secure, pins made especially for hijabs are used. Pins come in all sorts of styles: long and thin, round and large. They come with rhinestones and pearls or in bold colors. Choose one stylish pin to secure your hijab with. You may also use cute brooches instead of pins if you cannot find a specific hijab pin in the style you like.

5. Add accessories
Wear cute accessories with your hijab, like pearl necklaces, bow clips and rings.

ATTENTION
DESIRE

INTEREST

Have a splendid raya #easelovelies! Don't forget to shop with us till you drop. Below is a ribbon tutorial that can spice up your raya outfit @_hear2star @_TKTab

ACTION



Ease Scarves
Mon at 23:43

Hello #easelovelies 🌸 How was your day today?

For all of you hijabis out there, sometimes we don't realize that the pin we use might harm our hijab. So, we would like to share tips & tricks with you!
Various types of pins exist—did you know that?

Also our #easescarves are made of sturdy fabrics that won't tear easily. What are you waiting for? Go get yours now!

#easescarves #easesyou



You, Hajar Airuddin and 6 others
1 share

ATTENTION

DESIRE

ACTION

Ease Scarves added 2 new photos from 11
July at 08:54
Mon at 23:54

Hello #easelovellies, we want to share tips & tricks to keep your hijab in shape and on point! These tips can be applied whether you are wearing a bawal or shawl.

1. Hair Spray

Hair spray can help to give texture to your hijab. Either bawal or shawl. Worry not, hair spray will not leave any impurities or traces on your hijab.

2. Hijab Spray

Just like hair spray. But, it is more friendly on hijab. The ingredients are also special formula for our hijab. Hijab spray also comes with variety scent to keep our hijab smelling fresh all day. Many brands have produced hijab spray for our hijab. Just search 'Hijab Spray'!

3. How to iron hijab properly

It is always tricky when it comes to ironing the shawl. The awning is too curved, the awning is not upright, or the awning is too delicate. Although now there are many hijab styles that do not care about the awning, but the wrong way to iron can ruin the mood of the hijabs all day.

There are many tips that we given, so use those tips to make sure that your hijab will stay on point! 😊

Like and share our page to get interesting info especially for hijabis out there! ❤️

#easescarves #easesyou



You, Hajar Airuddin and 4 others

1 share

→ ATTENTION

→ INTEREST

→ ACTION

Ease Scarves added 6 new photos from 11
July at 22:57.
Tue at 13:57

I like "heather" what about you?

Comment your favourite shade #easelovellies 🥰🥰

#easescarves #easesyou



→ ATTENTION

→ INTEREST

→ ACTION

Like

Comment

Share



Ease Scarves

Wed at 09:42



Good morning #easelovelies 🌞🌻 Have you had your breakfast?
There must be hijabis out there who are not confident when wearing glasses and donning hijab because they don't know the right way to do it.

→ **ATTENTION**

Don't worry for those of you who wear glasses, you can still look attractive even with glasses! If you are still hesitant to try, read the tips from us first! 😊

→ **DESIRE**

p/s even one of the admins is a hijabi with glasses and she still looks beautiful and elegant.

→ **INTEREST**

Like and share our page to get interesting info especially for hijabis out there ❤️

→ **ACTION**

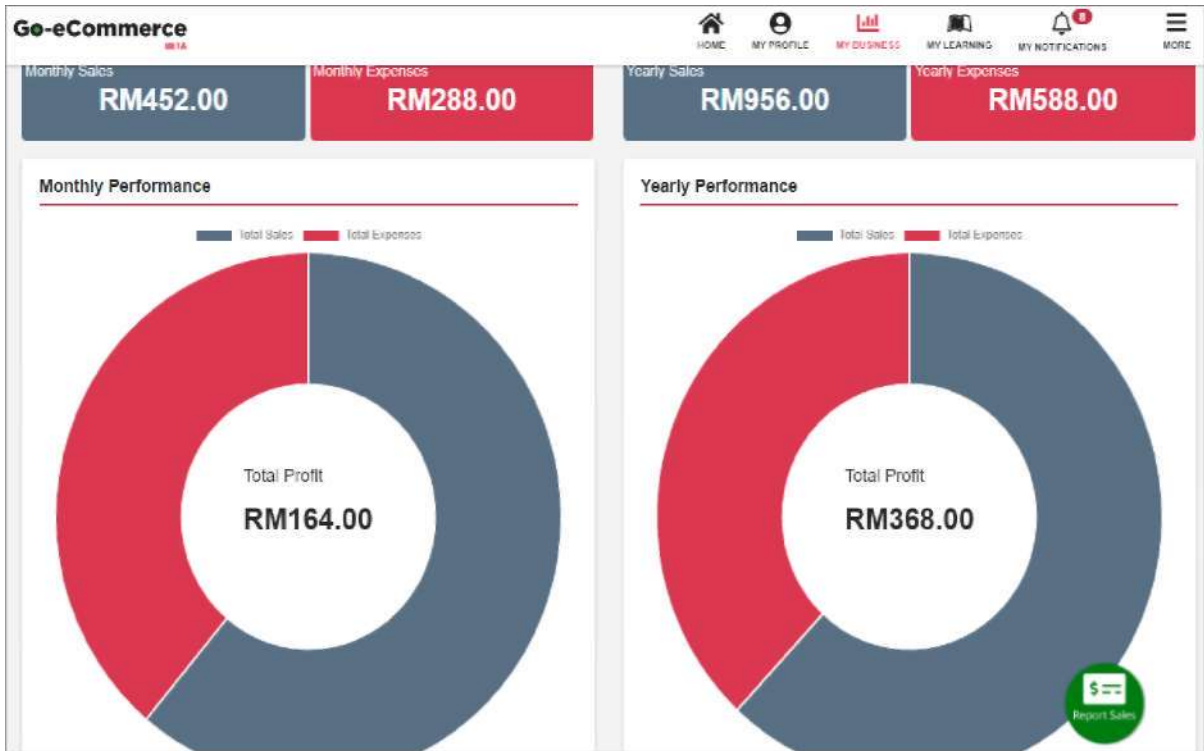
#easescarves #easesyou



You, Hajar Airuddin and 6 others

1 share

3.6 Sales Report



The figures showed EASE SCARVES sales throughout two months, starting from June until July. Ease Scarves managed to gain sales for almost RM1,000.

No	Products	Date (month)	Type transaction	Amount
1.	Luxe Chiffon shawl	June	Online	RM 504.00
2.	Luxe Chiffon shawl	July	Online	RM 452.00
			Total	RM 956.00

3.7 Sales and expenditure receipt

Thank You,
Here's your receipt.



GIRO/DuitNow Transfer Successful

Reference ID
48089947M
01 Jul 2022 15:39:59

Beneficiary Name
Arissa

Beneficiary Account Number

Receiving Bank
BANK ISLAM MALAYSIA

Recipient Reference
Shaw

Amount
RM 112.00

Note: This receipt is computer generated and no signature is required.

Malayan Banking Berhad (Co. Reg. 196001000142)
Maybank Islamic Berhad (Co. Reg. 200701029411)

Thank You,
Here's your receipt.



GIRO/DuitNow Transfer Successful

Reference ID
530877131M
04 Jul 2022 13:38:06

Beneficiary Name
Arissa

Beneficiary Account Number

Receiving Bank
BANK ISLAM MALAYSIA

Recipient Reference
Tudung

Amount
RM 28.00

Note: This receipt is computer generated and no signature is required.

Malayan Banking Berhad (Co. Reg. 196001000142)
Maybank Islamic Berhad (Co. Reg. 200701029411)

Thank You,
Here's your receipt.



GIRO/DuitNow Transfer Successful

Reference ID
672190072M
14 Jul 2022 07:32:02

Beneficiary Name
Arissa

Beneficiary Account Number

Receiving Bank
BANK ISLAM MALAYSIA

Recipient Reference
Tudung

Payment Details
Hasna

Amount
RM 112.00

Note: This receipt is computer generated and no signature is required.

Malayan Banking Berhad (Co. Reg. 196001000142)
Maybank Islamic Berhad (Co. Reg. 200701029411)

Transfer Money	
Thank You, Here's your transaction details. CIMB Clicks	
✔ Successful Ref668477957 03 Jul 2022, 05:20:56 pm	
To	
Account Number	Recipient Name CIK ARISSA SYAHIRA BINTI MOHD FIDZOL
Transfer Type To Other Banks	Bank Name BANK ISLAM MALAYSIA BERHAD
Transfer Method DuitNow to Account	Payment Type Fund Transfer
When	
Date Today	Repeat No
Amount	
MYR 28.00 Bank charges ^{MYR} 0.00	
Transaction Instruction	
Recipient Reference Tudung	Other Payment Details Nadia
Total MYR 28.00	
Note: This is computer generated and no signature is required.	

1 of 1

BANK ISLAM Transaction Receipt	
Transfer To Other Account Within Bank Islam	Successful
Reference No. 574789048	
10 Jul 2022 11:07 am	
Recipient Name CIK ARISSA SYAHIRA BINTI MOHD FIDZOL	
Recipient Account Number	
Recipient Reference ease	
Other Payment Details -	
Amount RM 56.00	
Note: This receipt is computer generated and no signature is required.	

4.0 CONCLUSION

In conclusion, the subject ENT530: Principles of Entrepreneurship is a crucial subject to university students, especially those who are studying business. This is because ENT530 taught us how to develop realistic entrepreneurial businesses and independently organize the structure. Throughout the semester, students were required to run a legitimate online company using a Facebook profile.

This assignment outlined the value of social media as a platform for beginning company marketing. Our social media portfolio demonstrated how social media enables online businesses to more quickly engage with customers, raise awareness of their products and services, and boost revenue. When we first established Ease Scarves, we were able to engage consumers by acquiring more than 132 likes on our Facebook page.

In addition, our lecturer, Miss Najjah suggested that we create sales postings on Facebook that include teaser posts, soft sell posts, and hard sell posts. These sales posting strategies helped Ease Scarves in increasing customer awareness of our products. Furthermore, my online business reported revenues of almost RM1000 in which we had included the proof in 3.7. And 3.8.

Moreover, the subject ENT530 outlined the importance of incorporating entrepreneurship knowledge into the syllabus by instructing students on how to do business on their own and acquire the information and skills necessary to generate original company concepts. Students are encouraged to obtain experience as entrepreneurs by starting their own small businesses at a young age.

We believe that new businesses may benefit from using the technology to conduct their business. Despite the fact that owning an office firm is still a long way to go, it offered us the opportunity to learn what it's like to run a business. Last but not least, we hope that our business will grow more in the future.