



إِنَّمَا نَحْنُ بِنَاءٌ عَلَى مَا بَنَى
UNIVERSITI
TEKNOLOGI
MARA

BA243 – BACHELOR OF BUSINESS ADMINISTRATION (HONS.)

HUMAN RESOURCES MANAGEMENT

ENT530 - PRINCIPLES OF ENTREPRENEURSHIP

SOCIAL MEDIA PORTFOLIO - A.I SCARVES



PREPARED BY:

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SUBMISSION DATE: 15 JULY 2022

ACKNOWLEDGEMENT

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

First and foremost, we are very grateful to Allah the Al-mighty for His endless blessings towards completing this project. The hardships that we surely faced are beneficial and will help us in future.

We would like to express our deep and sincere gratitude to Miss Nur Najjah Abd Rahim. Thank you for easing our journey with this subject, Principles of Entrepreneurship (ENT530). Your continuous support and encouragement are very much appreciated. You have taught us a different way in learning which is by not entirely a spoon-fed class where our critical thinking is very much needed in many situations. It has improved our soft skills like critical thinking, problem solving and teamwork.

Next, we are extremely grateful for having such hardworking and cooperative partners. Like an American poet Mattie Stepanek said, 'when there is teamwork and collaboration, wonderful things can be achieved'. This can be shown when we had to start over and alter our project, it could have consumed more time. However, as a partner, we managed to complete it within the time frame.

Lastly, we would like to thank anyone that contributes directly and also indirectly to our project. Our beloved respondents, friends, families and anyone, very much thank you to every one of you for helping us with this project. Things could not have been so perfect without you.

EXECUTIVE SUMMARY

In this assignment, we have established a brand of company that is called A.I Scarves. A.I Scarves has been established to sell a range of style hijabs and accessories with an affordable price that everyone can afford. This business was born out of the love for well-branded scarves, aiming to convey the message that wearing scarves should be a celebrated act among women. My purpose in this business is to encourage women to freely express themselves and inspire women around the world to lead a life full of wonder and accomplishment. Our collections are launched regularly every week and are eagerly anticipated by the Muslimah fashion industry which entices loyal and new customers alike. A.I Scarves strives on immaculate craftsmanship and has become a work culture here at A.I Scarves that reflects on our products. Our in-house design team selects only the best fabrics to create fashion items that are second to none in production quality.

A.I Scarves interprets Muslimah fashion in an alluring way by encouraging customers to use their imagination, combine collections, and create their own personal style. We at A.I Scarves love what we do and are excited for our customers to experience our products. By opening this business, we would like to sell a high quality of product with a reasonable price that can be affordable by the society. A.I Scarves has offered a premium quality of product that will be satisfied by all our customers. A.I Scarves also established a Facebook page called “A.I Scarves” on 2nd June 2022. The Facebook page is one of our marketing tools that is being used by the company to share and promote its product. A.I Scarves has successfully posted all their progress through social media platforms. These include the teaser of the product, the day of it launching, the soft sell and hard sell of the product. By using this social media platform, A.I Scarves is able to communicate actively with their customer as it has shown the demand of the product has increased. It also shows the social media platform is effective for the business as it can help the business to keep in touch and engage with their customer.

TABLE OF CONTENT

1.0 GO-ECOMMERCE REGISTRATION	1
1.1 Inna Nurnabila Binti Muhamad Ali (2020816764)	1
1.2 Nur Aqilah Binti Mohd Muzli (2020879088)	2
2.0 MYENT DIGITAL CERTIFICATE	3
2.1 Inna Nurnabila Binti Muhamad Ali (2020816764)	3
2.2 Nur Aqilah Binti Mohd Muzli (2020879088)	4
3.0 INTRODUCTION OF BUSINESS	5
3.1 Name and address of business	5
3.2 Organizational chart	6
3.4 Description of products / services	7
4.0 FACEBOOK (FB)	13
4.1 Creating Facebook Page	13
4.2 Customizing URL Facebook Page	13
4.3 Facebook Post - Teaser	14
4.4 Facebook Post - Copywriting (Hard sell)	19
4.5 Facebook Post - Copywriting (Soft sell)	35
4.6 Relevant graphics to each post/copywriting	51
Relevant graphics to each post (Teaser)	51
Relevant graphics to each post (Hard Sell)	53
4.7 Sales Report	64
5.0 CONCLUSION	65


1.0 GO-ECOMMERCE REGISTRATION

1.1 Inna Nurnabila Binti Muhamad Ali (2020816764)

Go-eCommerce BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

PERSONAL PROFILE BUSINESS PROFILE


INNA NURNABILA BINTI MUHAMAD ALI

Personal Information Edit

Name	: INNA NURNABILA BINTI MUHAMAD ALI	Phone/Mobile	:		Edit
New Identity Card No.	:	Home Address	:		
Email Address	:	District	:		
City	:	Postcode	:		
State	:	Personal Instagram	:		
Personal Facebook	:	Race	:	Malay	
Gender	:	Special Need Required	:	No	
Marital Status	:		:		
	: Single		:		

Institution Information Add New

eCertificates

[Click here to download Programme eCertificates now](#)

This is only available for users who

- Have completed all 7 eUsahawan chapters on Malaysia Digital Academy before end of 2018
- Have completed a digital entrepreneurship course at a partnering tertiary institution

Completed Online Training

1.2 Nur Aqilah Binti Mohd Muzli (2020879088)

The screenshot shows the user profile page for Nur Aqilah Binti Mohd Muzli. The page is titled "Go-eCommerce BETA" and has a navigation bar with icons for HOME, MY PROFILE, MY BUSINESS, MY LEARNING, MY NOTIFICATIONS, and MORE. The user's name and ID are displayed at the top left. The profile is divided into two tabs: PERSONAL PROFILE and BUSINESS PROFILE. The PERSONAL PROFILE tab is active, showing a list of personal information fields such as Name, New Identity Card No., Email Address, City, State, Personal Facebook, Gender, Marital Status, Phone/Mobile, Home Address, District, Postcode, Personal Instagram, Race, and Special Need. There are "Edit" and "Add New" buttons. Below the personal information is a section for Institution Information and a link to download the Programme eCertificate now. The Windows taskbar is visible at the bottom, showing the search bar, taskbar icons, and system tray with weather and time information.

Go-eCommerce BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

PERSONAL PROFILE BUSINESS PROFILE

NUR AQILAH BINTI MOHD MUZLI

Personal Information

Name	: NUR AQILAH BINTI MOHD MUZLI	Phone/Mobile	:		Edit
New Identity Card No.	:	Home Address	:		
Email Address	:				
City	:	District	:		
State	:	Postcode	:		
Personal Facebook	:	Personal Instagram	:		
Gender	: Female	Race	: Malay		
Marital Status	: Single	Special Need Required	: No		

Institution Information [Add New](#)


eCertificates

[Click here to download Programme eCertificate now](#)

Type here to search 29°C Light rain 6:15 PM 15/7/2022

2.0 MYENT DIGITAL CERTIFICATE

2.1 Inna Nurnabila Binti Muhamad Ali (2020816764)

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

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar : 2020816764
Nama : INNA NURNABILA BINTI MUHAMAD ALI

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

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Online
Bidang Perniagaan yg diceburi : Pakaian dan Kelengkapan
Tempoh Perniagaan : 2022/Mei
No. Pendaftaran Perniagaan :
URL Perniagaan : <https://www.facebook.com/AI-Scarves-109677796420262/>
Alamat Premis Perniagaan :
Tarikh Mendaftar : 20 May 2022
Tarikh Kemaskini : 03 Jun 2022
Tarikh Cetak : 03 Jun 2022

Sijil Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dijanakan 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 dijanakan 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)

2.2 Nur Aqilah Binti Mohd Muzli (2020879088)

 UNIVERSITI
TEKNOLOGI
MARA

Akademi
Pembangunan PKS dan
Keusahawanan Malaysia
(MASMED)

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar : 2020879088
Nama : NUR AQILAH BINTI MOHD MUZLI

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

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Mod Perniagaan : Online
Bidang Perniagaan yg
diceburi : Pakaian dan Kelengkapan
Tempoh Berniaga :
No. Pendaftaran Perniagaan :
URL Perniagaan :
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Tarikh Mendaftar : 20 May 2022
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Tarikh Cetak : 20 May 2022

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

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PENOLONG NAIB CANSOLOR KEUSAHAWANAN UITM

Malaysian Academy of SME & Entrepreneurship Development (MASMED)

3.0 INTRODUCTION OF BUSINESS

3.1 Name and address of business



Company Logo

A.I Scarves is the name of our company. We choose this name because A stands for Aqilah and I stands for Inna. Inna is the owner of the business while Aqilah is Inna's partner. A.I Scarves sell a range of style hijabs and accessories with an affordable price that everyone can afford. A.I Scarves is a brand made by outstanding women, for outstanding women. We strive to create a line of products that are unique, stylish and inclusive. Our brand means reward or present. Dedicated to the sweet and hardworking women. We want to touch as many hearts as we can. So here we create a brand for you, so all of us can feel connected

Company's Name	A.I Scarves
Business Address	
Contact Number	
Maun Activities	Selling scarves and other accessories
Date of Establish	20 May 2022
Social Media	A.I Scarves (Facebook)

3.2 Organizational chart



Inna Nurnabila

Nur Aqilah




3.3 Mission / Vision

Mission: To provide accessible prices with premium quality options

Vision: To deliver comfortable, high fashion ready-to-wear hijabs to consumers at an affordable price

3.4 Description of products / services

Product	Description	Price
<p>1. Heavy chiffon bawal</p> 	<ul style="list-style-type: none"> ● Size <ul style="list-style-type: none"> - 65cm x 185cm ● Material <ul style="list-style-type: none"> - Soft, breathable and lightweight - Will keep you cool during hot day as it contains a percentage of cotton ● Transparency <ul style="list-style-type: none"> - Dark colors are not transparent - Light colors might be slightly see through ● Colours and Design <ul style="list-style-type: none"> - More than 12 colours 	<p>RM 18</p>

2. Viscose cotton shawl



- Size
 - 70cm x 180cm
- Material
 - Lightweight
 - Breathable
 - Soft
- Transparency
 - Might be slightly see through because of the soft material
- Colours and Design
 - 6 designs

RM 18



<p>3. Gift Box</p> 	<ul style="list-style-type: none"> • A box • A wish card • Two scarves with any types and designs customers can choose from 	<p>RM 30</p>
<p>4. Gift Bouquet</p> 	<ul style="list-style-type: none"> • A flower • A wish card • A scarf with any types and designs customers can choose from 	<p>RM 20</p>

5. Inner Cap



- Material
- Cotton Spandex
- Stretchable
- Lightweight
- Smooth & Easy to wear
- 12 colours

RM 10

5. Inner Tieback



- Material
- Cotton Spandex
- Stretchable
- Lightweight
- Smooth & Easy to wear
- 10 colours

RM 10

6. SCRUNCHIES

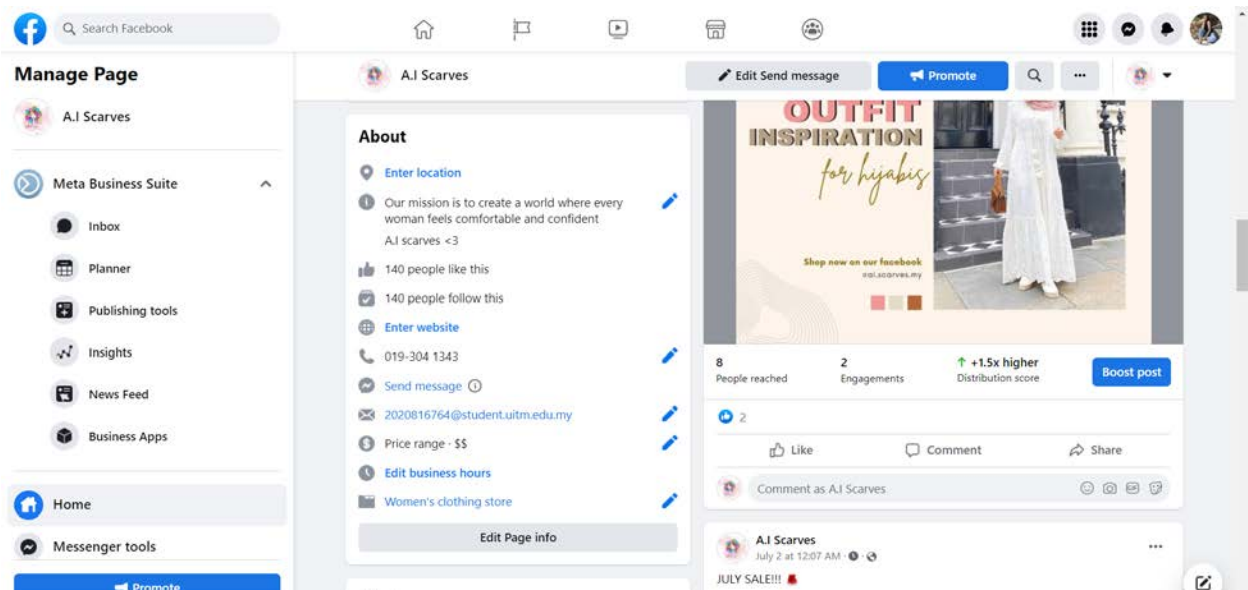
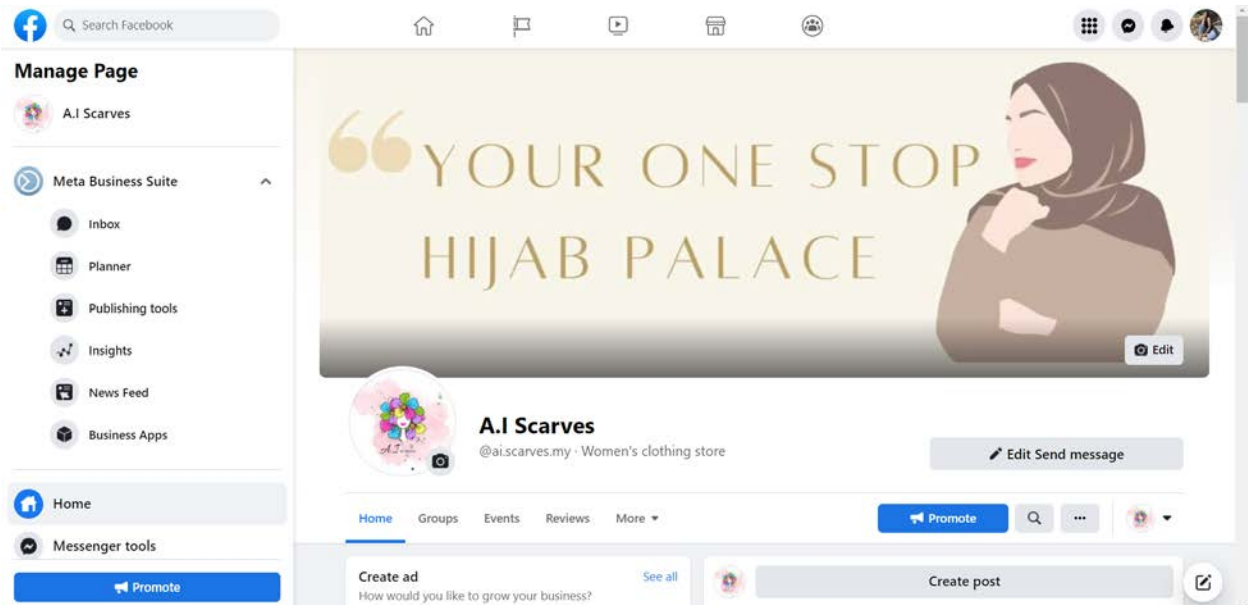


- Material : High quality chiffon
- Colour : 10 colours
- Size : One size fits all

RM 5

4.0 FACEBOOK (FB)

4.1 Creating Facebook Page

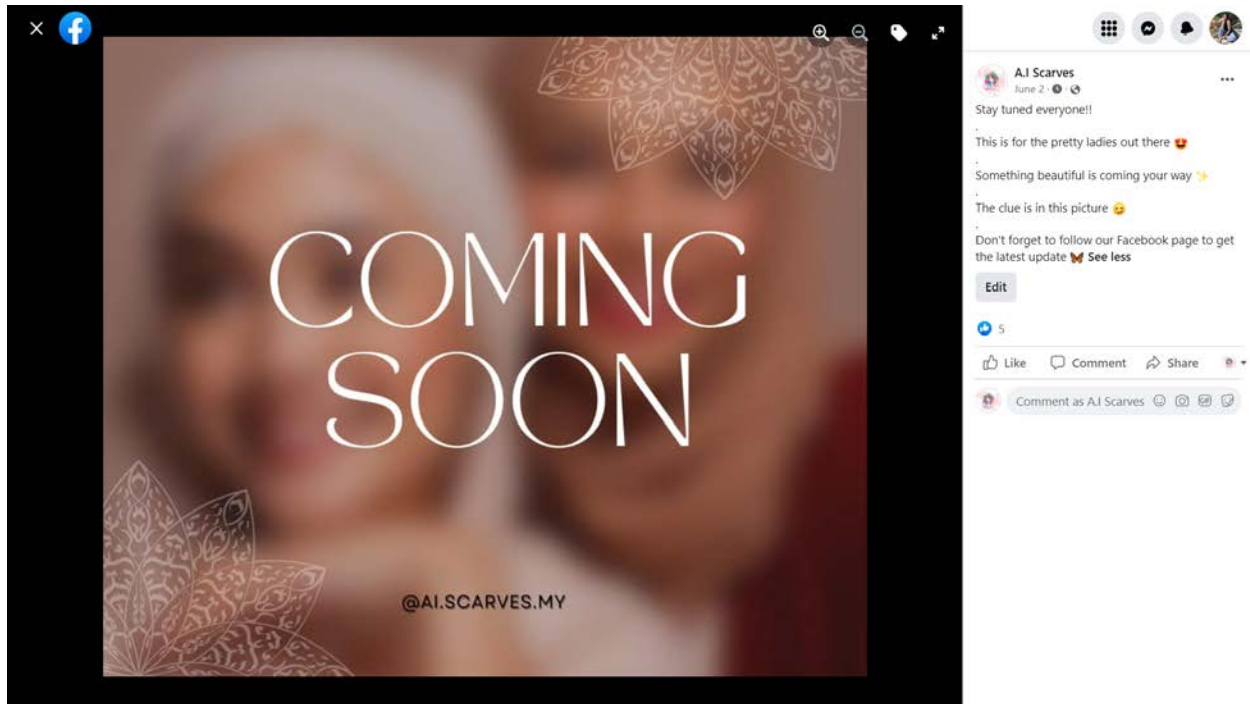


4.2 Customizing URL Facebook Page

<https://www.facebook.com/AI-Scarves-109677798420262>

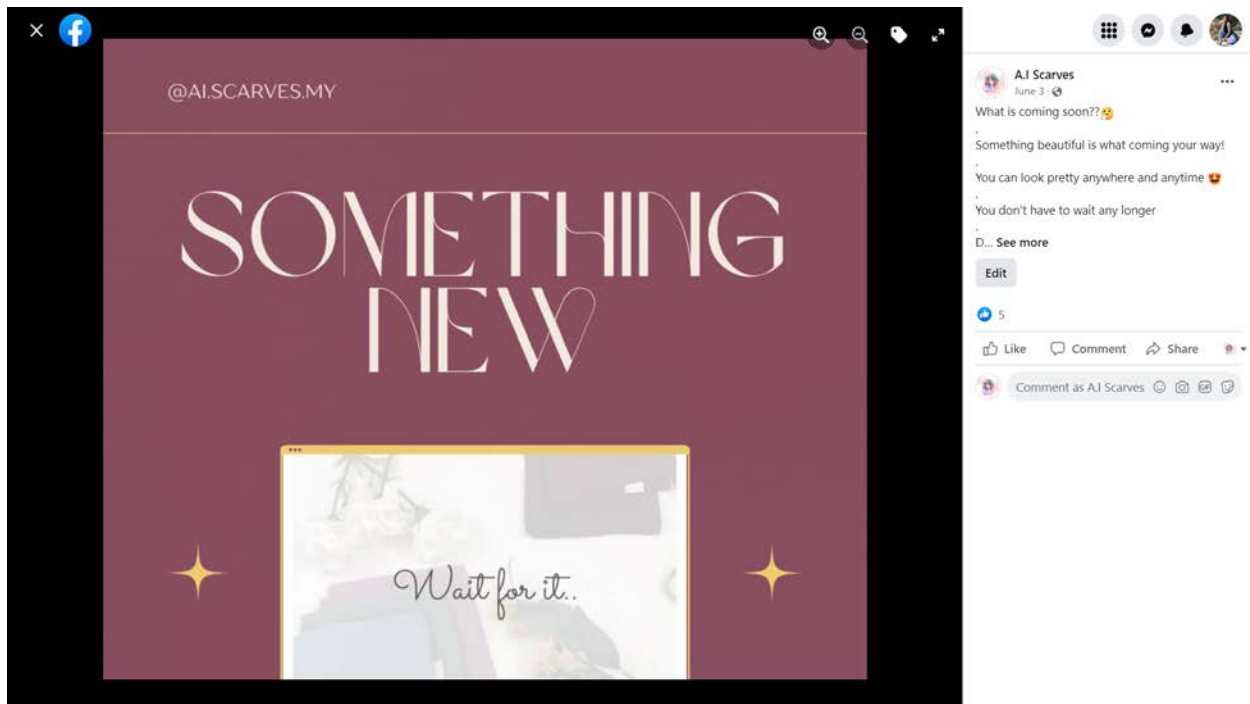
4.3 Facebook Post - Teaser

Teaser 1



The image shows a Facebook post from the page 'A.I Scarves' dated June 2. The main content is a square graphic with a blurred background of people. The text 'COMING SOON' is written in large, white, serif capital letters in the center. In the bottom right corner of the graphic, the handle '@AI.SCARVES.MY' is visible. The Facebook interface on the right shows the post's text: 'Stay tuned everyone!', 'This is for the pretty ladies out there', 'Something beautiful is coming your way', 'The clue is in this picture', and 'Don't forget to follow our Facebook page to get the latest update'. It also shows 5 likes and options to like, comment, and share.

Teaser 2



The image shows a Facebook post from the page 'A.I Scarves' dated June 3. The main content is a square graphic with a solid maroon background. The text 'SOMETHING NEW' is written in large, white, serif capital letters in the center. Below this, there is a smaller, rectangular inset image showing a person's hands working on a scarf. The text 'Wait for it..' is written in a cursive font over the inset image, flanked by two yellow starburst icons. The handle '@AI.SCARVES.MY' is visible in the top left corner of the graphic. The Facebook interface on the right shows the post's text: 'What is coming soon?', 'Something beautiful is what coming your way!', 'You can look pretty anywhere and anytime', and 'You don't have to wait any longer'. It also shows 5 likes and options to like, comment, and share.

Teaser 3



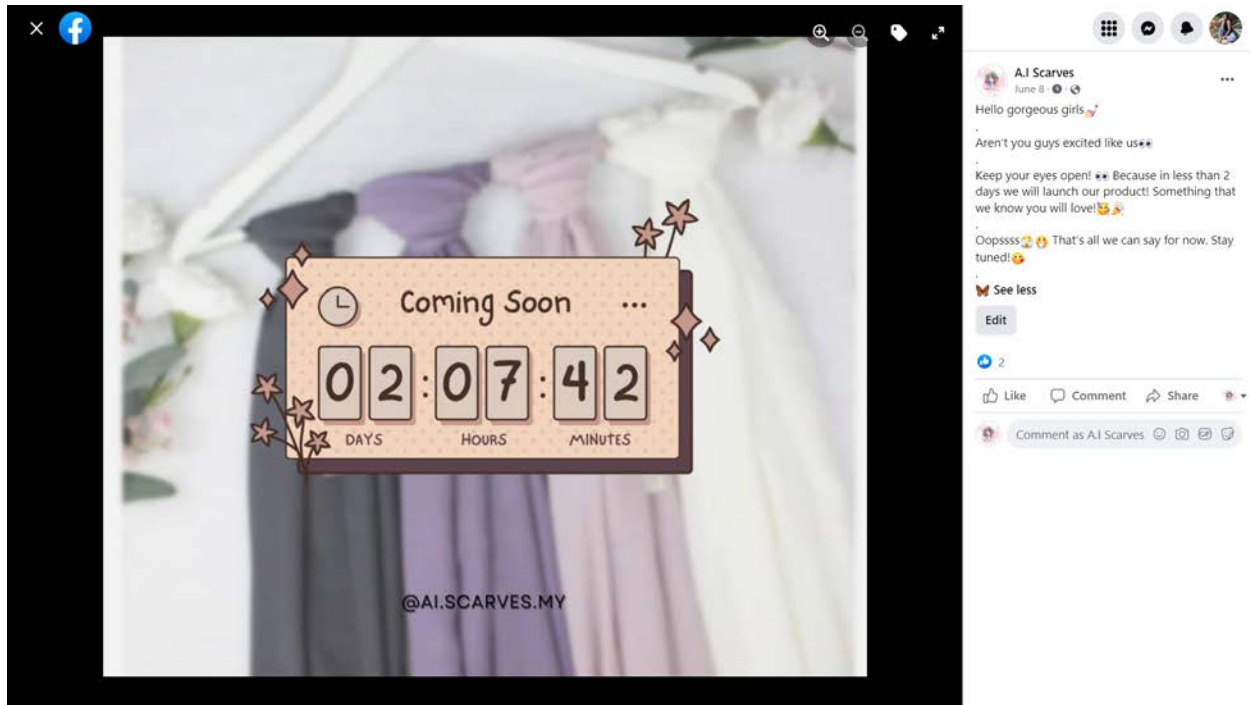
A screenshot of a Facebook post from the account 'A.I Scarves' dated June 4. The main image is a white square with a black floral border. In the center, the text 'Can you guess what it is?' is written in a large, black, cursive font. At the bottom center of the square, the handle '@AI.SCARVES.MY' is written in a smaller, black, sans-serif font. To the right of the image is the Facebook post interface, showing the profile picture and name 'A.I Scarves', the date 'June 4', and the text of the post: 'Are you as excited as I am?? Can you guess what it is? Here's a hint, it's super comfortable and gorgeous too! Anyone who wears it would be the centre of attention 😊 Come and follow us 🦋 See less'. Below the text are buttons for 'Edit', 'Like', 'Comment', and 'Share', and a comment input field.

Teaser 4



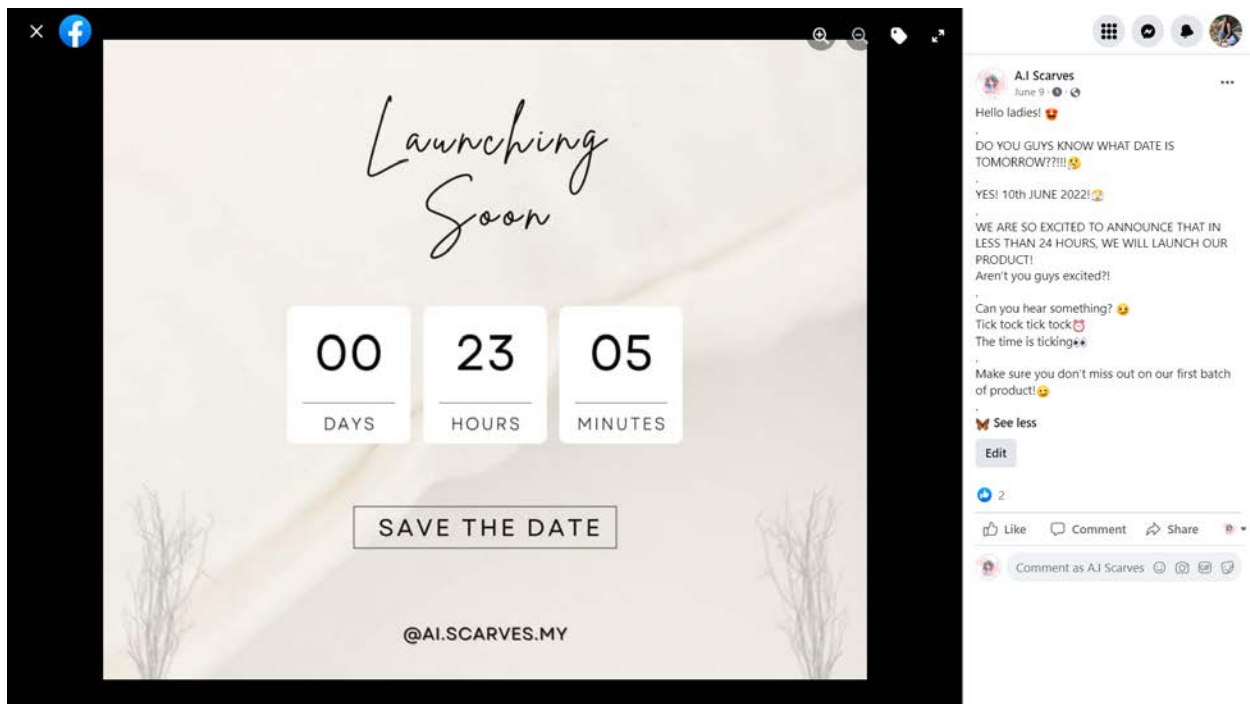
A screenshot of a Facebook post from the account 'A.I Scarves' dated June 7. The main image is a blurred background of a person wearing a brown jacket. Overlaid on this is a dark purple rectangular box with white text. At the top of the box, it says 'DEAR CUSTOMER'. Below that, '3 more days' is written in a large, white, cursive font. Underneath, 'UNTIL OUR' is in a smaller, white, sans-serif font, followed by 'COLLECTION LAUNCHING' in a larger, white, sans-serif font. At the bottom center of the box, the handle '@AI.SCARVES.MY' is written in a smaller, white, sans-serif font. To the right of the image is the Facebook post interface, showing the profile picture and name 'A.I Scarves', the date 'June 7', and the text of the post: 'Hola mademoiselle! ❤️ 3 Days to go! Let's countdown together 🌟🌟🌟 Don't forget to save the date for our big upcoming. Have a great day and stay save everyone! See less'. Below the text are buttons for 'Edit', 'Like', 'Comment', and 'Share', and a comment input field.

Teaser 5



A Facebook post from 'A.I Scarves' dated June 8. The main image is a video frame showing a close-up of colorful scarves (purple, pink, yellow) with a 'Coming Soon' countdown timer overlay. The timer shows 02 days, 07 hours, and 42 minutes. The text '@AI.SCARVES.MY' is visible at the bottom of the video frame. The post text includes: 'Hello gorgeous girls', 'Aren't you guys excited like us', 'Keep your eyes open ✨ Because in less than 2 days we will launch our product! Something that we know you will love!', and 'Oopssss 🙊 That's all we can say for now. Stay tuned!'. The post has 2 likes and a 'Comment as A.I Scarves' option.

Teaser 6



A Facebook post from 'A.I Scarves' dated June 9. The main image is a video frame with a light background and the text 'Launching Soon' in a cursive font. Below it is a countdown timer showing 00 days, 23 hours, and 05 minutes. A 'SAVE THE DATE' button is centered below the timer. The text '@AI.SCARVES.MY' is at the bottom. The post text includes: 'Hello ladies!', 'DO YOU GUYS KNOW WHAT DATE IS TOMORROW????', 'YES! 10th JUNE 2022!', 'WE ARE SO EXCITED TO ANNOUNCE THAT IN LESS THAN 24 HOURS, WE WILL LAUNCH OUR PRODUCT! Aren't you guys excited?!', 'Can you hear something? 🙊 Tick tock tick tock 🕒 The time is ticking', and 'Make sure you don't miss out on our first batch of product!'. The post has 2 likes and a 'Comment as A.I Scarves' option.

Teaser 7

Stay Tuned

Coming Soon

Coming Soon

Stay Tuned

@AI.SCARVES.MY

A.I Scarves
June 10

Are you ready for this everyone??

It's sooooo near now!!

Get ready to look pretty with our product girlssss

You will love it as much as I love it!!

Come and follow us to be the first person to know what it is [See less](#)

Edit

2

Like Comment Share

Comment as A.I Scarves

Teaser 8

CEREAL

DEAR CUSTOMER

NEW COLLECTION
LAUNCHING

@AI.SCARVES.MY

A.I Scarves
June 15 at 8:30 PM

Hello gorgeous girls,

How are you today?

We hope that you are feeling well!!

Because we are really excited to tell you that we will be launching our new collection tomorrow

📅 16/6/2022 at 12:00 AM

SEE YOU GIRLS TOMORROW NIGHT!!

Edit

2

Like Comment Share

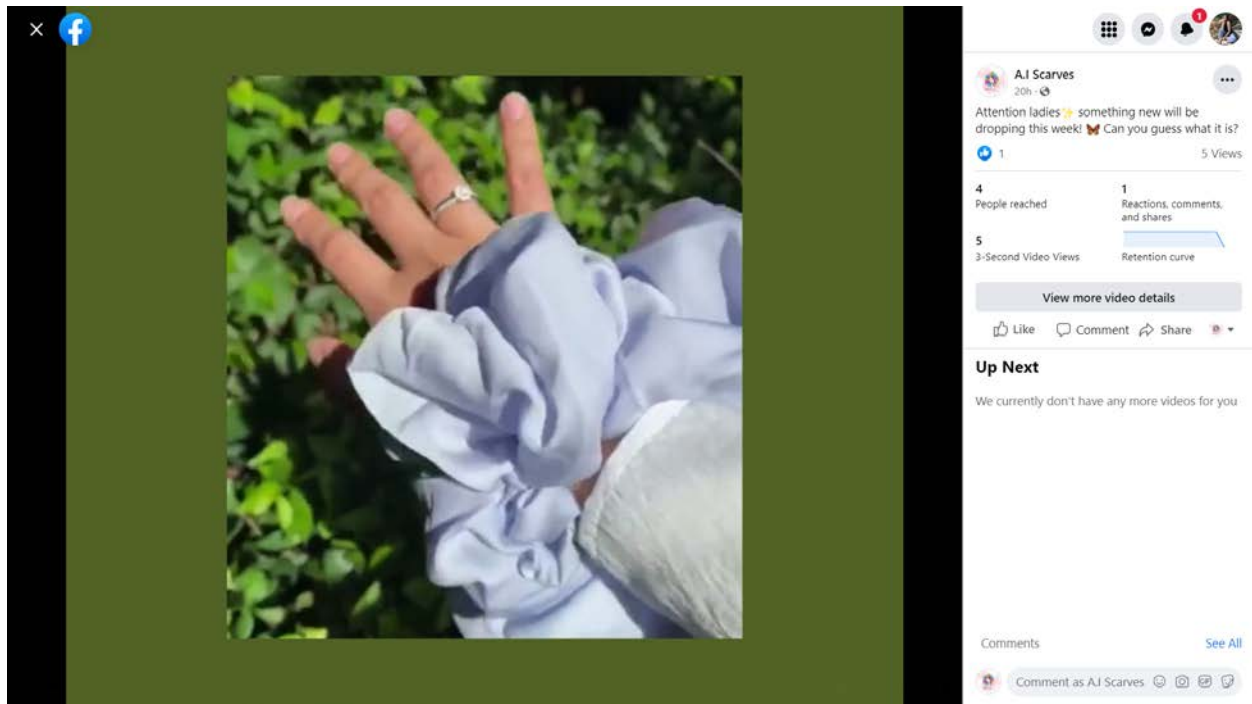
Comment as A.I Scarves

Teaser 9



A screenshot of a Facebook post from 'A.I Scarves'. The main image shows a stack of colorful scarves (pink, blue, green, white) on a light-colored woven basket. The text 'SAVE THE DATE 26.06.22' is overlaid in the center, and '@AI.SCARVES.MY' is at the bottom. The post text reads: 'Has your inner worn out? This week is your week because we're launching inner 🍷🍷🍷 Guess and comment below how many colours we will be launching this Sunday🌟🌟 Coming your way this Sunday, 26 June at 8pm'. The post includes interaction options like 'Like', 'Comment', 'Share', and 'Comment as A.I Scarves'.

Teaser 10



A screenshot of a Facebook post from 'A.I Scarves'. The main image shows a hand holding a large, light blue fabric flower against a green background. The post text reads: 'Attention ladies 🌟 something new will be dropping this week! 🍷 Can you guess what it is?'. The post includes interaction options like 'Like', 'Comment', 'Share', and 'Comment as A.I Scarves'. It also shows analytics: '4 People reached', '1 Reactions, comments, and shares', and '5 3-Second Video Views'. A 'View more video details' button is present, along with an 'Up Next' section that says 'We currently don't have any more videos for you'.

4.4 Facebook Post - Copywriting (Hard sell)

Hard Sell 1



ATTENTION	Hello ladies!! 🎁
INTEREST	THE WAIT IS OVER!! 🥳 We are officially launching our product which is Heavy Chiffon Scarves!! 🥳 Very nice and super chic 🥳 Be stylish with our scarves!
DESIRE	Benefits? (+) more than 12 colours to choose from (+) comfortable to wear (+) good quality heavy chiffon material (+) affordable (even for students)
CONVICTION	Each for RM18 only, very affordable!!
ACTION	How to purchase? Just place your order on our WhatsApp numbers below: 0193041343 (Inna) 0129432504 (Qilah) HAPPY SHOPPING!! 🛍️

Hard Sell 2

EARLY BIRD
20% DISCOUNT
HEAVY CHIFFON SCARVES
@ai.scarves.my

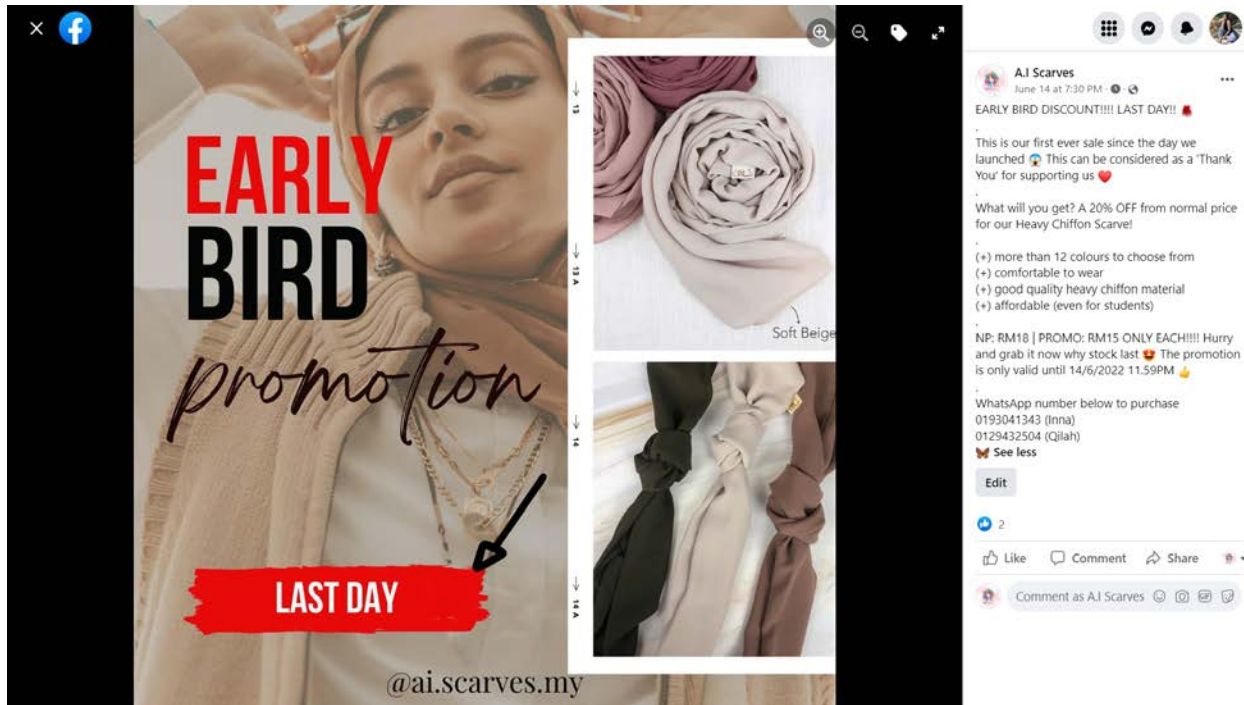
AI Scarves
June 11
EARLY BIRD DISCOUNT!!!!
This is our first ever sale since the day we launched 🎉 This can be considered as a 'Thank You' for supporting us ❤️
What will you get? A 20% OFF from normal price for our Heavy Chiffon Scarf!
NP: RM18 | PROMO: RM15 ONLY EACH!!!! Hurry and grab it now why stock last 🙌 The promotion is only valid until 14/6/2022 11.59PM 🙌
How to purchase? Just place your order on our WhatsApp numbers below:
0193041343 (Inna)
0129432504 (Qilah)
HAPPY SHOPPING! 🛍️ See less

ATTENTION	EARLY BIRD DISCOUNT!!!! 🎉
INTEREST	This is our first ever sale since the day we launched 🎉 This can be considered as a 'Thank You' for supporting us ❤️
DESIRE	What will you get? A 20% OFF from normal price for our Heavy Chiffon Scarf!
CONVICTION	NP: RM18 PROMO: RM15 ONLY EACH!!!! Hurry and grab it now while stock last 🙌 The promotion is only valid until 14/6/2022 11.59PM 🙌
ACTION	How to purchase? Just place your order on our WhatsApp numbers below: 0193041343 (Inna) 0129432504 (Qilah) HAPPY SHOPPING! 🛍️

Hard Sell 3

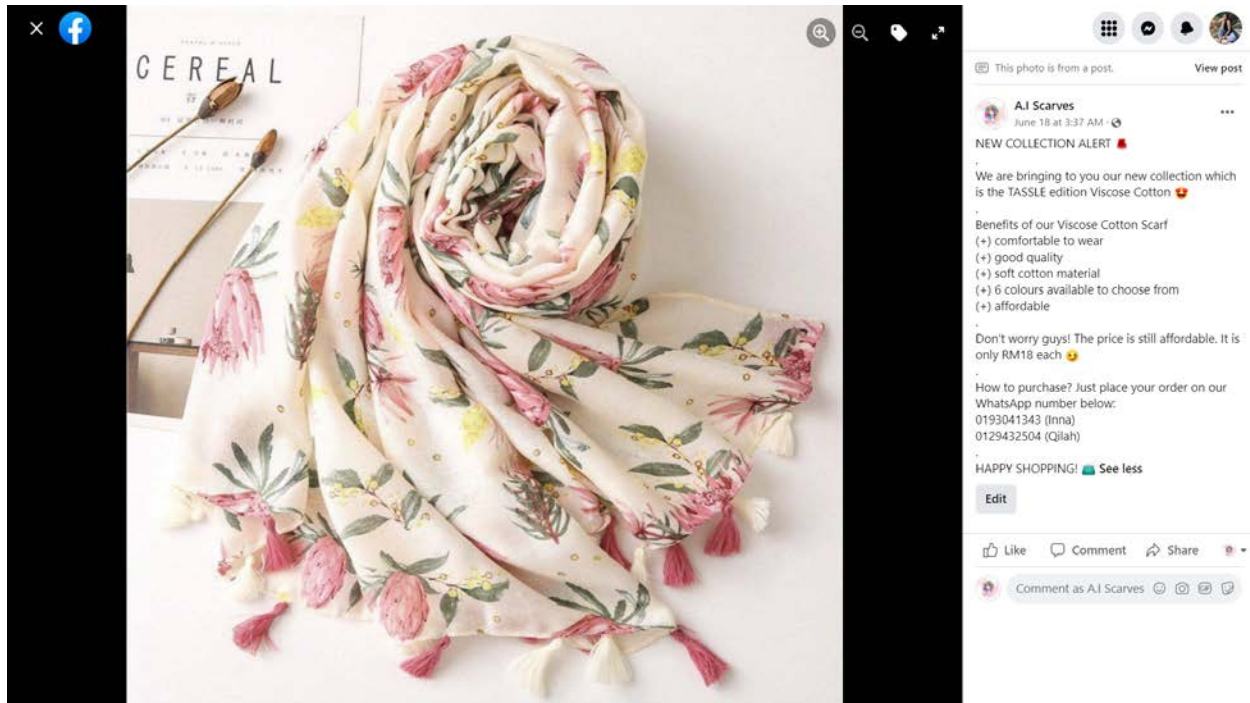
ATTENTION	Hello ladies!!! ☺
INTEREST	Here we provide you the details of our heavy chiffon scarves 🍷
DESIRES	<p>Size -65cm x 185cm</p> <p>Material - Soft, breathable and lightweight - Will keep you cool during hot day as it contains a percentage of cotton</p> <p>Transparency - Dark colors are not transparent - Light colors might be slightly see through.</p> <p>Color - Kindly note that colors in pictures can be slightly different in reality due to the different lighting</p> <p>Care instructions - Machine wash on a delicate cycle - Air dry in the shade away from direct sunlight</p>
CONVICTION	NP: RM18 PROMO: RM15 EACH! Grab yours now 🍷 Promo valid until 14/6/2022
ACTION	How to purchase? Just place your order on our WhatsApp number below: 0193041343 (Inna) 0129432504 (Qilah) HAPPY SHOPPING! 🛒

Hard Sell 4



ATTENTION	EARLY BIRD DISCOUNT!!!! LAST DAY!! 🙌
INTEREST	This is our first ever sale since the day we launched 🙌 This can be considered as a 'Thank You' for supporting us ❤️
DESIRE	<p>What will you get? A 20% OFF from normal price for our Heavy Chiffon Scarf!</p> <p>(+) more than 12 colors to choose from (+) comfortable to wear (+) good quality heavy chiffon material (+) affordable (even for students)</p>
CONVICTION	NP: RM18 PROMO: RM15 ONLY EACH!!!! Hurry and grab it now why stock last 🙌 The promotion is only valid until 14/6/2022 11.59PM 🙌
ACTION	<p>WhatsApp number below to purchase: 0193041343 (Inna) 0129432504 (Qilah) HAPPY SHOPPING! 🛒</p>

Hard Sell 5



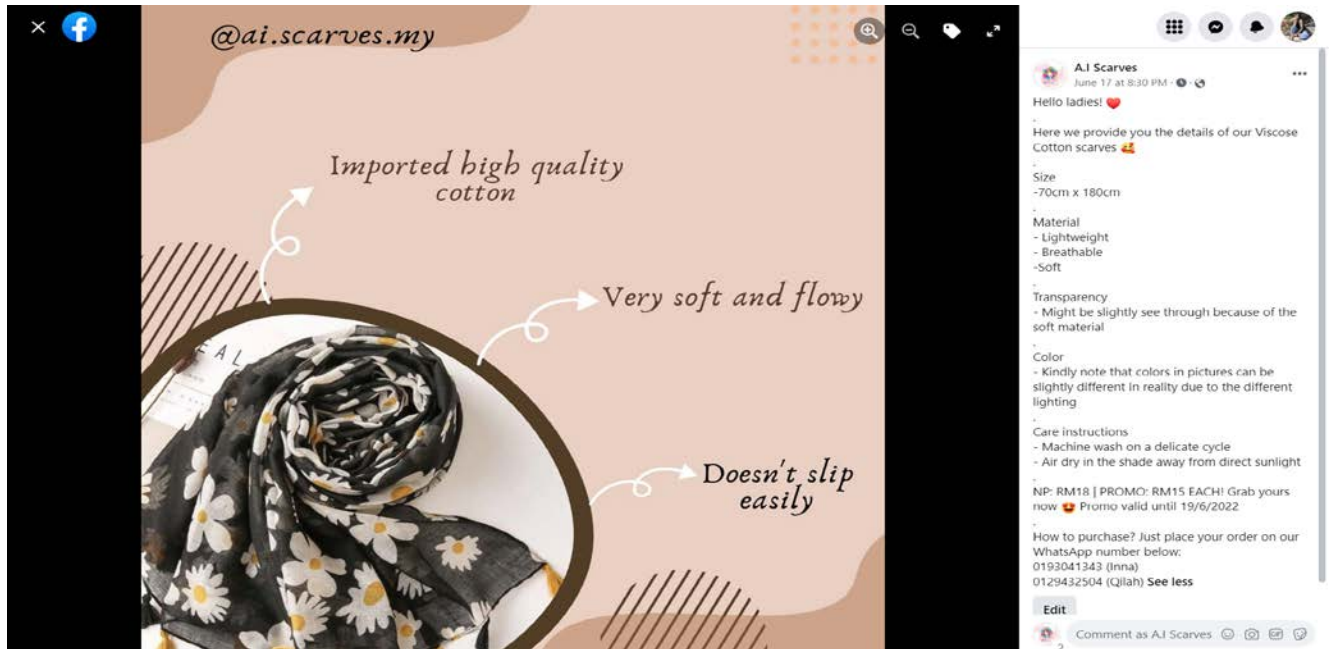
ATTENTION	NEW COLLECTION ALERT 🛒
INTEREST	We are bringing to you our new collection which is the TASSLE edition Viscose Cotton 🍷
DESIRE	Benefits of our Viscose Cotton Scarf (+) comfortable to wear (+) good quality (+) soft cotton material (+) 6 colors available to choose from (+) affordable
CONVICTION	Don't worry guys! The price is still affordable. It is only RM18 each 😊
ACTION	How to purchase? Just place your order on our WhatsApp number below: 0193041343 (Inna) 0129432504 (Qilah) HAPPY SHOPPING! 🛒

Hard Sell 6



ATTENTION	OH MY BABES! 🥳🥳🥳 NEW COLLECTION SALE!!
INTEREST	On this 16th of June , we are offering you a discount on our new collection which is the VISCOSE COTTON SCARF! This is sure to be one of the promos that you don't want to miss so, quick! GRAB IT! GRAB IT! GRAB IT!
DESIRE	You could give these scarves as a gift 🎁 for your friends or beloved ones. ❤️ This could surely make them very happy and feel appreciated. 🥰🥰🥰
CONVICTION	What will you get? A 20% OFF from normal price NP: RM18 PROMO: RM15 ONLY EACH!!!! Hurry and grab it now while stock last 🥳 The promotion is only valid until 19/6/2022 11.59PM
ACTION	How to purchase? Just place your order on our WhatsApp numbers below: 0193041343 (Inna) 0129432504 (Qilah) HAPPY SHOPPING! 🛒🛒🛒

Hard Sell 7



ATTENTION	HELLO ladies! ❤️
INTEREST	Here we provide you the details of our Viscose Cotton scarves 🍷
DESIRE	<p>Size -70cm x 180cm</p> <p>Material - Lightweight - Breathable -Soft</p> <p>Transparency - Might be slightly see through because of the soft material</p> <p>Color - Kindly note that colors in pictures can be slightly different in reality due to the different lighting</p> <p>Care instructions - Machine wash on a delicate cycle - Air dry in the shade away from direct sunlight</p>
CONVICTION	NP: RM18 PROMO: RM15 EACH! Grab yours now 🍷 Promo valid until 19/6/2022
ACTION	WhatsApp number below to purchase: 0193041343 (Inna) 0129432504 (Qilah) HAPPY SHOPPING! 🛒

Hard Sell 8

The image shows a promotional graphic on the left and a Facebook post screenshot on the right. The graphic includes a floral scarf, the text 'Last Day Promotion', and a '20% OFF' badge. The Facebook post from 'A.I Scarves' contains the following text:

NEW COLLECTION DISCOUNT!!!! LAST DAY!!

A discount for our new collection scarf is here!!

A 20% OFF from normal price for our Viscose Cotton Scarf!

Why should you buy our Viscose Cotton Scarf?!

- (+) comfortable to wear
- (+) good quality
- (+) soft cotton material
- (+) 6 colours available to choose from
- (+) affordable

NP: RM18 | PROMO: RM15 ONLY EACH!!!! Hurry and grab it now why stock last 🙌 The promotion is only valid until 19/6/2022 11.59PM 🕒

WhatsApp number below to purchase
0193041343 (Inna)
0129432504 (Qilah)

See less

ATTENTION	NEW COLLECTION DISCOUNT!!!! LAST DAY!! 🙌 JULY SALE!!! ☐
INTEREST	A discount for our new collection scarf is here!! 🙌 A 20% OFF from normal price for our Viscose Cotton Scarf!
DESIRE	Why should you buy our Viscose Cotton Scarf?! 🙌 (+) comfortable to wear (+) good quality (+) soft cotton material (+) 6 colours available to choose from (+) affordable
CONVICTION	NP: RM18 PROMO: RM15 ONLY EACH!!!! Hurry and grab it now while stock last 🙌 The promotion is only valid until 19/6/2022 11.59PM 🙌
ACTION	How to purchase? Just place your order on our WhatsApp numbers below: 0193041343 (Inna) 0129432504 (Qilah) HAPPY SHOPPING! 🛒

Hard Sell 9

The image shows a Facebook post for 'AI Scarves'. The main visual is a photograph of an open cardboard box filled with white tissue paper. Inside the box, two scarves are neatly folded and tied with twine: a white one on top and a pink one on the bottom. A small card with 'Thank You!' written on it is tucked between them. To the right of the box, there are some dried floral arrangements. The Facebook post text is as follows:

AI Scarves
June 22 at 8:45 AM

LIMITED TIME ONLY!

HELLO GENTLEMAN! 👔

IT'S YOUR TIME TO SURPRISE YOUR LOVED ONES! 🥰🥰

EVERY WOMAN LOVES FLOWER RIGHT? 🌸
BUT CAN YOU IMAGINE FLOWERS + SCARVES??!!!! 🌸🌸

YOUR GIRLFRIEND WILL BE SO HAPPY AND WILL LOVE YOU ENDLESSLY! ❤️

SINGLE? IT DOESN'T MATTER! YOU CAN SPOIL YOUR MOTHER AND SISTERS INSTEAD 💋

IN ONE BOX YOU MAY CHOOSE 2 PRODUCTS EITHER HEAVY CHIFFON OR VISCOSE COTTON SCARF

THE PRICE FOR ONE BOX IS ONLY RM30 🤩

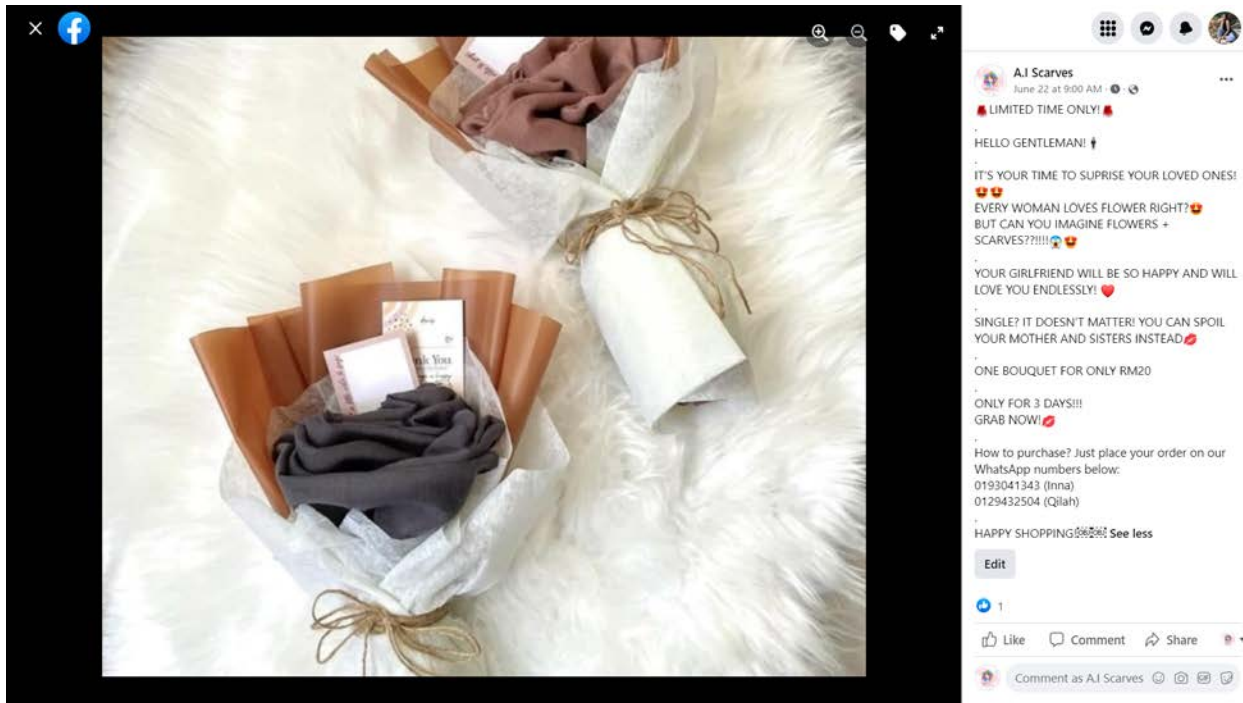
ONLY FOR 3 DAYS!!! GRAB NOW! 💋

How to purchase? Just place your order on our WhatsApp numbers below:
0193041343 (Inna)
0129432504 (Qilah)

HAPPY SHOPPING! 🛍️ See less

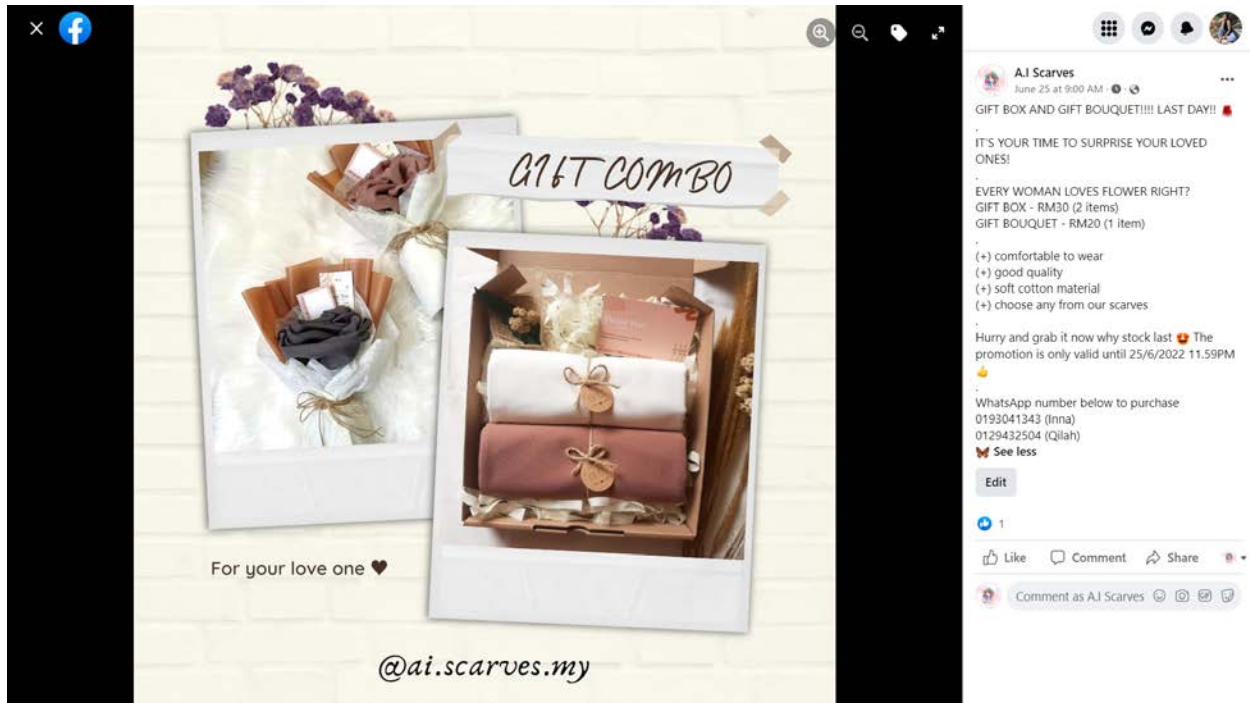
ATTENTION	🔥 LIMITED TIME ONLY! 🔥
INTEREST	HELLO GENTLEMAN! 👔 IT'S YOUR TIME TO SURPRISE YOUR LOVED ONES! 🥰🥰
DESIRE	EVERY WOMAN LOVES FLOWER RIGHT? 🌸 BUT CAN YOU IMAGINE GIFT + SCARVES??!!!! 🌸🌸 YOUR GIRLFRIEND WILL BE SO HAPPY AND WILL LOVE YOU ENDLESSLY! ❤️ SINGLE? IT DOESN'T MATTER! YOU CAN SPOIL YOUR MOTHER AND SISTERS INSTEAD 💋
CONVICTION	IN ONE BOX YOU MAY CHOOSE 2 PRODUCTS EITHER HEAVY CHIFFON OR VISCOSE COTTON SCARF THE PRICE FOR ONE BOX IS ONLY RM30 🤩 ONLY FOR 3 DAYS!!! GRAB NOW! 💋 Hurry and grab it now while stock last 🤩
ACTION	How to purchase? Just place your order on our WhatsApp numbers below: 0193041343 (Inna) 0129432504 (Qilah) HAPPY SHOPPING! 🛍️

Hard Sell 10



ATTENTION	🔥 LIMITED TIME ONLY! 🔥
INTEREST	HELLO GENTLEMAN! 👤 IT'S YOUR TIME TO SURPRISE YOUR LOVED ONES! 😄😄
DESIRE	EVERY WOMAN LOVES FLOWER RIGHT? 😄 BUT CAN YOU IMAGINE FLOWERS + SCARVES??!!!! 🤩😄 YOUR GIRLFRIEND WILL BE SO HAPPY AND WILL LOVE YOU ENDLESSLY! ❤️ SINGLE? IT DOESN'T MATTER! YOU CAN SPOIL YOUR MOTHER AND SISTERS INSTEAD 💋
CONVICTION	ONE BOUQUET FOR ONLY RM20!!! ONLY FOR 3 DAYS!!! GRAB NOW! 💋 Hurry and grab it now while stock last 😄
ACTION	WhatsApp number below to purchase: 0193041343 (Inna) 0129432504 (Qilah) HAPPY SHOPPING! 🛍️

Hard Sell 11



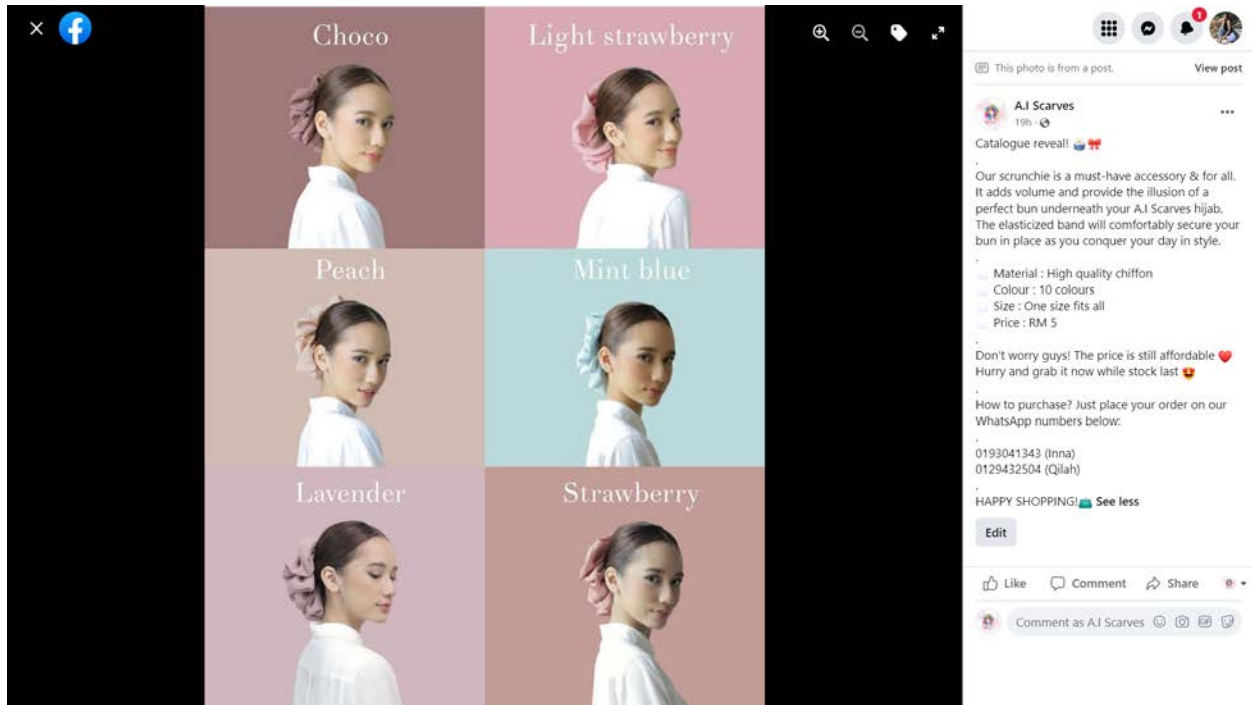
ATTENTION	GIFT BOX AND GIFT BOUQUET!!!! LAST DAY!! 🚨
INTEREST	IT'S YOUR TIME TO SURPRISE YOUR LOVED ONES! EVERY WOMAN LOVES FLOWER RIGHT? 😊
DESIRE	GIFT BOX - RM30 (2 items) GIFT BOUQUET - RM20 (1 item) (+) comfortable to wear (+) good quality (+) soft cotton material (+) choose any from our scarves
CONVICTION	Hurry and grab it now while stock last 🙌 The promotion is only valid until 25/6/2022 11.59PM 🕒
ACTION	How to purchase? Just place your order on our WhatsApp numbers below: 0193041343 (Inna) 0129432504 (Qilah) HAPPY SHOPPING! 🛒

Hard Sell 12



ATTENTION	NEW COLLECTION IS AVAILABLE!! ☐☐
INTEREST	Essentials that sit perfectly under your daily hijab. Our inner linings are available for you to grab now! There are two types of inner linings where you can choose from☐
DESIRE	Here are the details for inner : <input type="checkbox"/> Material : Cotton Spandex <input type="checkbox"/> Stretchable <input type="checkbox"/> Lightweight <input type="checkbox"/> Smooth & Easy to wear <input type="checkbox"/> snowcap : 12 colours <input type="checkbox"/> Tie-back : 10 colours <input type="checkbox"/> Price : RM10 / Buy 2 at RM18
CONVICTION	Don't worry guys! The price is still affordable ☐ Hurry and grab it now while stock last ☐
ACTION	How to purchase? Just place your order on our WhatsApp numbers below: 0193041343 (Inna) 0129432504 (Qilah) HAPPY SHOPPING!🛒🛒

Hard Sell 13



ATTENTION	Catalog reveal! ☐☐
INTEREST	Our scrunchie is a must-have accessory & for all. It adds volume and provides the illusion of a perfect bun underneath your A.I Scarves hijab. The elasticized band will comfortably secure your bun in place as you conquer your day in style.
DESIRE	<input type="checkbox"/> Material : High quality chiffon <input type="checkbox"/> Color : 10 colors <input type="checkbox"/> Size : One size fits all <input type="checkbox"/> Price : RM 5
CONVICTION	Don't worry guys! The price is still affordable ☐ Hurry and grab it now while stock last ☐
ACTION	How to purchase? Just place your order on our WhatsApp numbers below: 0193041343 (Inna) 0129432504 (Qilah) HAPPY SHOPPING!

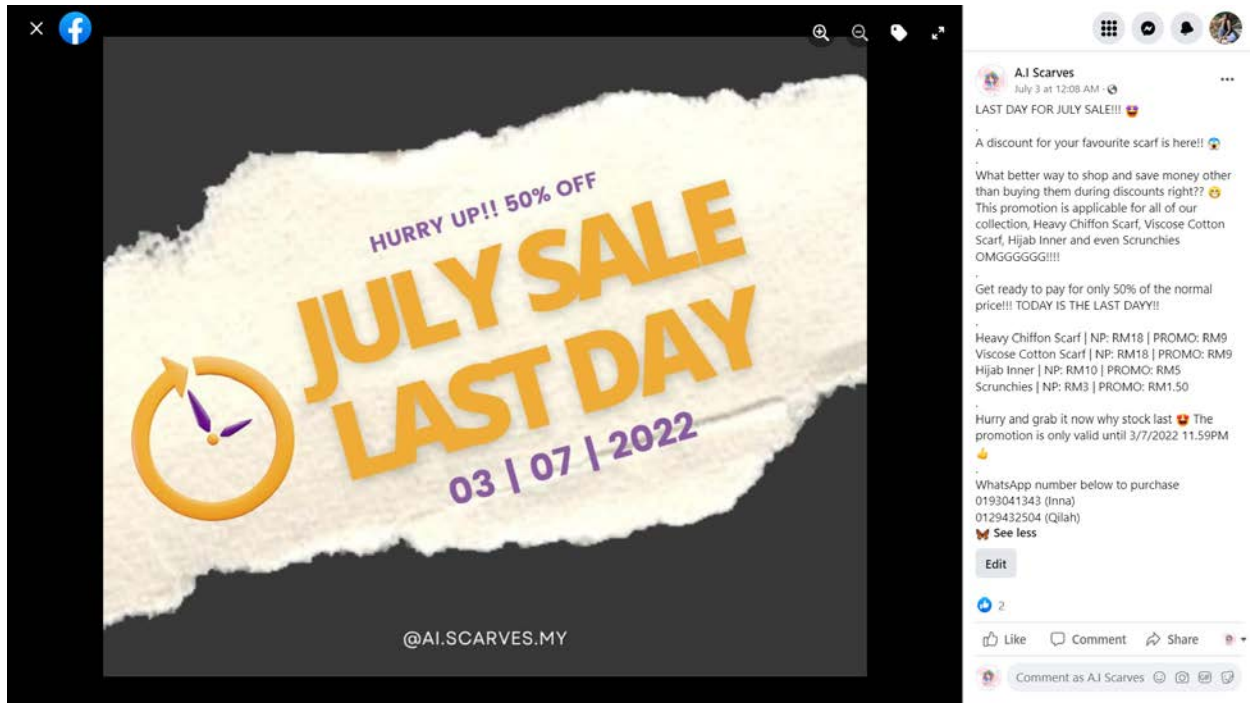
Hard Sell 14

ATTENTION	JULY SALE!!! ☐
INTEREST	What better way to celebrate than to get a 50% discount on your favorite items?! ☐
DESIRE	As a gift to you, here's a 50% off for all of our collection, Heavy Chiffon Scarf, Viscose Cotton Scarf, Hijab Inner and Scrunchies too!!!! ☐
CONVICTION	<p>BUY MORE & SAVE MORE!</p> <p>Promo price for Heavy Chiffon Scarf: RM9.00</p> <p>Promo price for Viscose Cotton Scarf: RM9.00</p> <p>Promo price for Hijab Inner: RM5.00</p> <p>Promo price for Scrunchies: RM1.50</p> <p>Hurry and grab it now while stock last 🥰 The promotion is only valid until 3/7/2022 11.59PM 👍</p>
ACTION	<p>WhatsApp number below to purchase:</p> <p>0193041343 (Inna)</p> <p>0129432504 (Qilah)</p> <p>HAPPY SHOPPING! 🛒</p>

Hard Sell 15

ATTENTION	JULY SALE!!! 🇲🇾
INTEREST	A discount for your favorite scarf is here!! 🤔 What better way to shop and save money other than buying them during discounts right?? 😊
DESIRE	Today is the Second Day of July Sale where every product is 50% OFF!!! 🤔 You should grab this sale before everything is sold out!! This offer is valid for all of our collection (Heavy Chiffon Scarf, Viscose Cotton Scarf, Hijab Inner & Scrunchies)!
CONVICTION	Heavy Chiffon Scarf NP: RM18 PROMO: RM9 Viscose Cotton Scarf NP: RM18 PROMO: RM9 Hijab Inner NP: RM10 PROMO: RM5 Scrunchies NP: RM3 PROMO: RM1.50 This offer is only valid until tomorrow, 3/7/2022 11.59PM 👍
ACTION	How to purchase? Just place your order on our WhatsApp numbers below: 0193041343 (Inna) 0129432504 (Qilah) HAPPY SHOPPING! 🛒

Hard Sell 16



ATTENTION	LAST DAY FOR JULY SALE!!! 🥰
INTEREST	A discount for your favorite scarf is here!! 🥰 What better way to shop and save money other than buying them during discounts right?? 😊
DESIRE	This promotion is applicable for all of our collection, Heavy Chiffon Scarf, Viscose Cotton Scarf, Hijab Inner and even Scrunchies OMGGGGGG!!!! Get ready to pay for only 50% of the normal price!!! TODAY IS THE LAST DAY!!
CONVICTION	Heavy Chiffon Scarf NP: RM18 PROMO: RM9 Viscose Cotton Scarf NP: RM18 PROMO: RM9 Hijab Inner NP: RM10 PROMO: RM5 Scrunchies NP: RM3 PROMO: RM1.50 Hurry and grab it now while stock last 🥰 The promotion is only valid until 3/7/2022 11.59PM
ACTION	WhatsApp number below to purchase: 0193041343 (Inna) 0129432504 (Qilah) HAPPY SHOPPING! 🛒

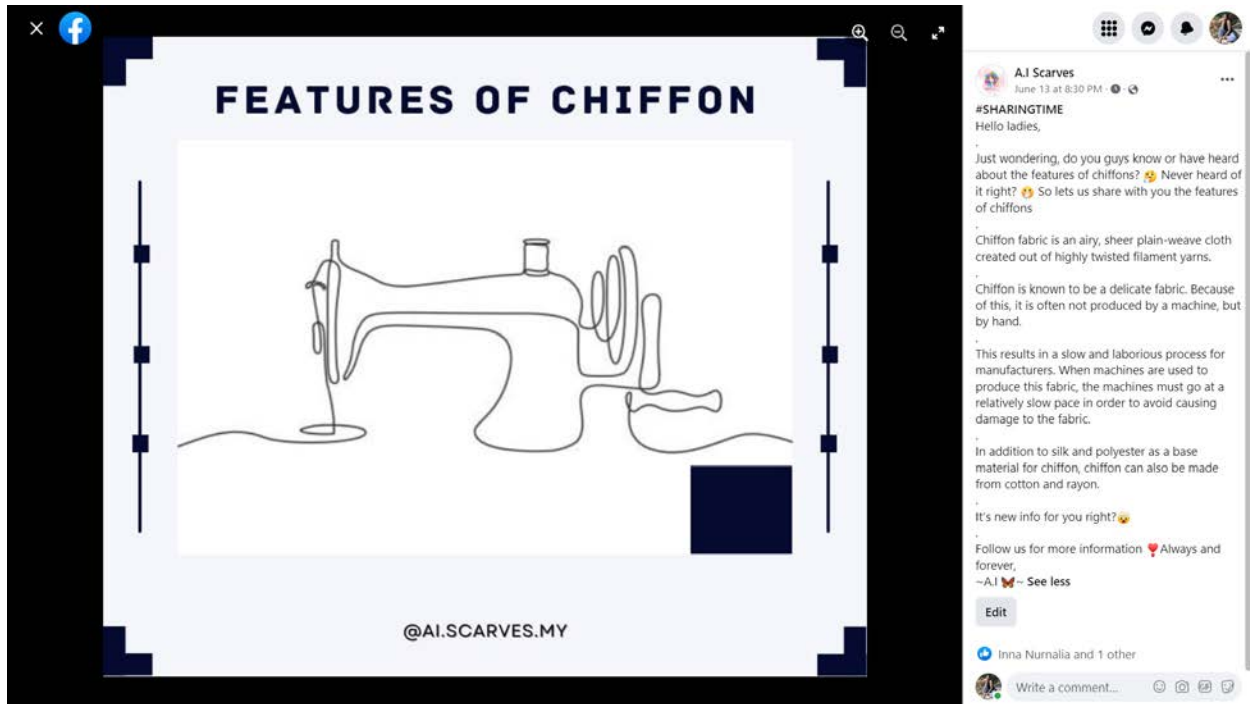
4.5 Facebook Post - Copywriting (Soft sell)

Soft Sell 1



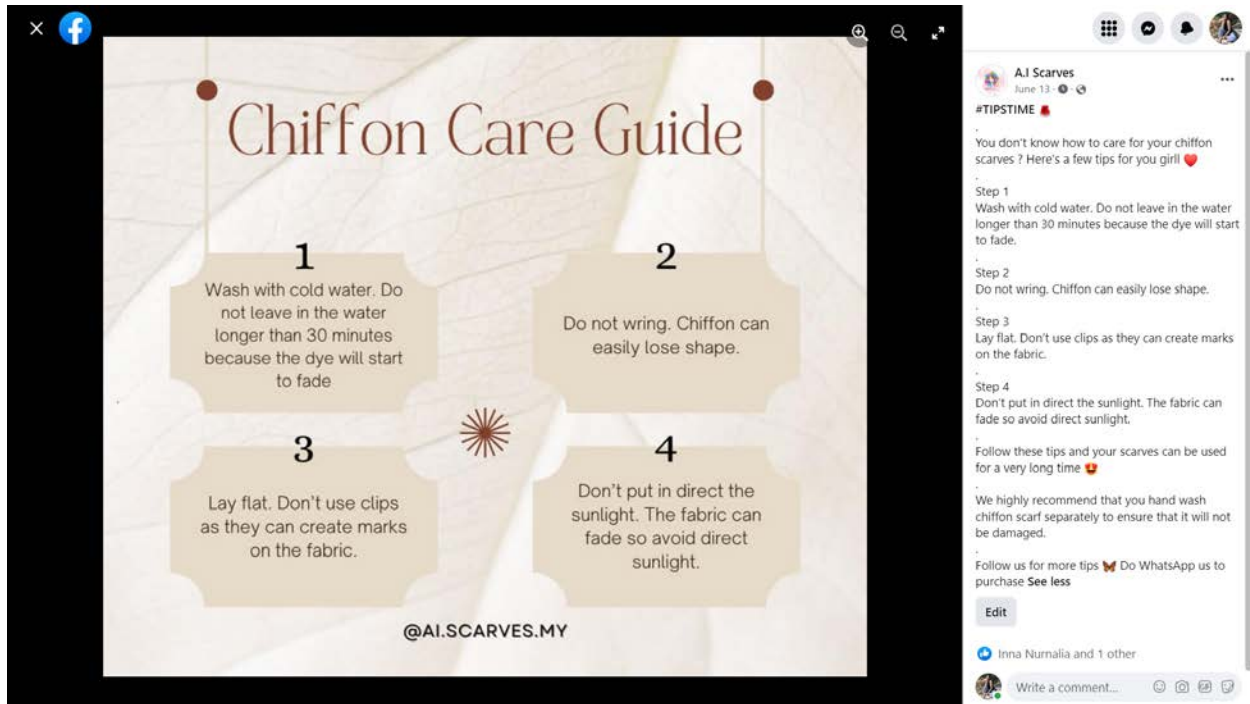
ATTENTION	#SHARINGTIME
INTEREST	How are you today? 😊 We hope that you are feeling well. Today, we want to briefly share the history of chiffon with you guys! 😊 Do you guys know about the history of chiffon? 😊
DESIRE	Chiffon in French is chiffe which translates to cloth or rag. The first Chiffon was produced in France. In the past, Chiffon was made purely from silk. In 1938, the first non-silk chiffon, which was a nylon version of chiffon, was invented. In 1958, the polyester chiffon was created, which became immensely popular. Today, heaps of chiffon are still made from polyester. Although some manufacturers of this sheer fabric still use silk to produce chiffon, this is seen as being a luxurious fabric. For this reason, silk-chiffon is more expensive than other variations of chiffon.
CONVICTION	So amazing right ? 😊
ACTION	Follow us for more information ❤️ Always and forever, ~A.I 🦋~

Soft Sell 2



ATTENTION	#SHARINGTIME
INTEREST	Hello ladies, Just wondering, do you guys know or have heard about the features of chiffons? 😬 Never heard of it right? 😬 So lets us share with you the features of chiffons
DESIRE	Chiffon fabric is an airy, sheer plain-weave cloth created out of highly twisted filament yarns. Chiffon is known to be a delicate fabric. Because of this, it is often not produced by a machine, but by hand. This results in a slow and laborious process for manufacturers. When machines are used to produce this fabric, the machines must go at a relatively slow pace in order to avoid causing damage to the fabric. In addition to silk and polyester as a base material for chiffon, chiffon can also be made from cotton and rayon.
CONVICTION	It's new info for you right? 😬
ACTION	Follow us for more information ❤️ Always and forever, ~A.I 🦋~

Soft Sell 3



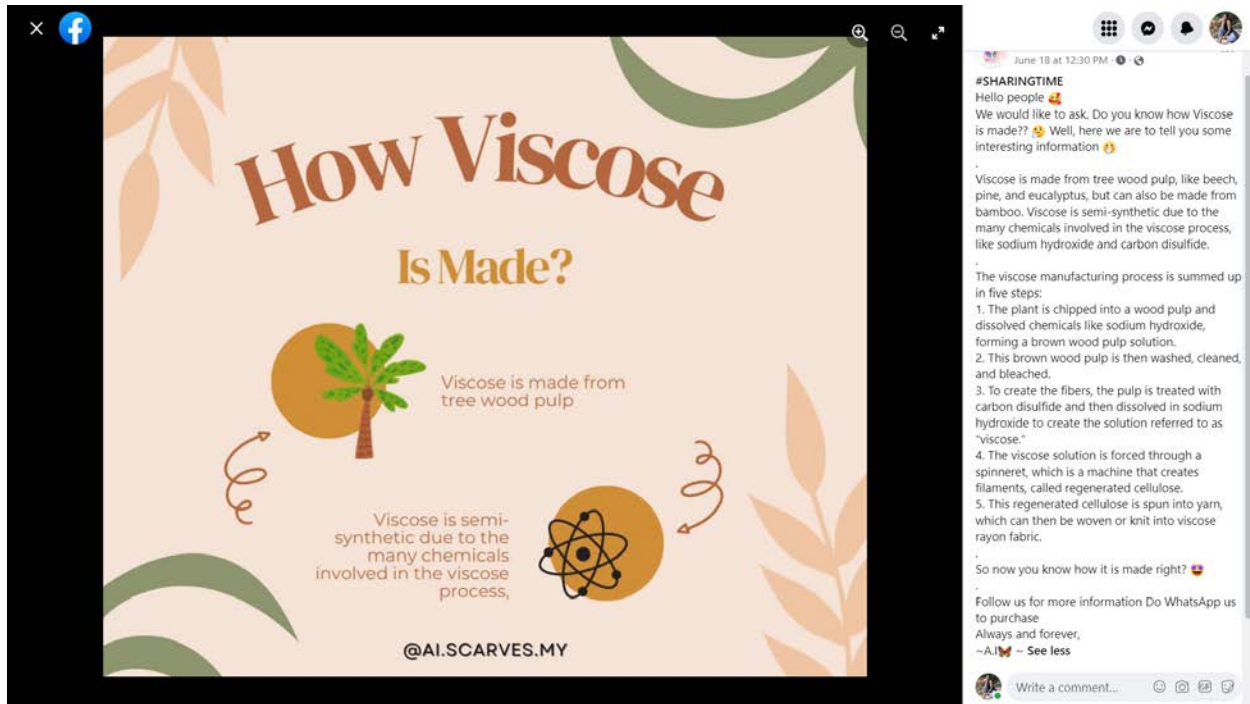
ATTENTION	#TIPSTIME 🍷
INTEREST	You don't know how to care for your chiffon scarves ? Here's a few tips for you girl! ❤️
DESIRE	<p><i>Step 1</i> Wash with cold water. Do not leave in the water longer than 30 minutes because the dye will start to fade.</p> <p><i>Step 2</i> Do not wring. Chiffon can easily lose shape.</p> <p><i>Step 3</i> Lay flat. Don't use clips as they can create marks on the fabric.</p> <p><i>Step 4</i> Don't put in direct sunlight. The fabric can fade so avoid direct sunlight.</p>
CONVICTION	<p>Follow these tips and your scarves can be used for a very long time 😊</p> <p>We highly recommend that you hand wash chiffon scarf separately to ensure that it will not be damaged.</p>
ACTION	Follow us for more tips 🦋 Do WhatsApp us to purchase ~A.I 🦋~

Soft Sell 4



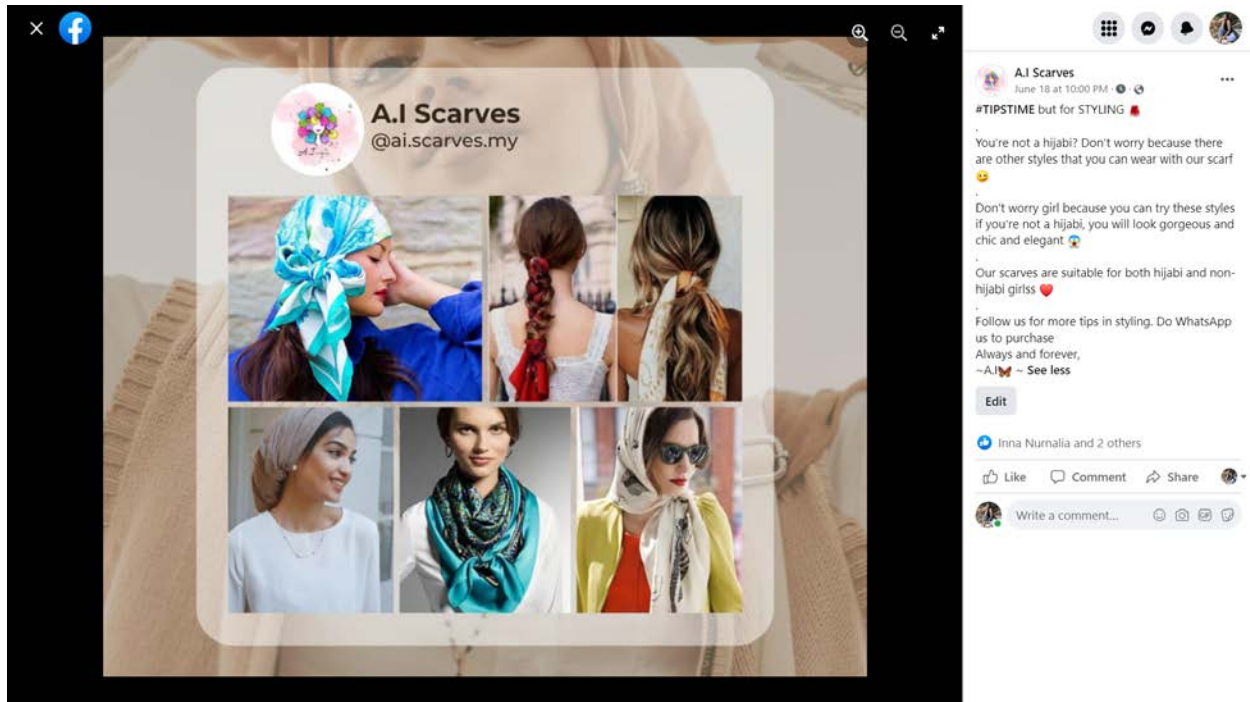
ATTENTION	#SHARINGTIME
INTEREST	Hello girls, How are you today? 😊 We hope that you are feeling well. Do you guys know about the history of Viscose Cotton? 🤔 Today, we want to brief the history of Viscose Cotton with you girls! 🙄
DESIRE	Viscose rayon has a truly European story. French scientist and industrialist Hilaire de Chardonnet (1839-1924) is credited with inventing the first commercial viscose fiber, as a cheaper alternative to silk. But the fabric was so flammable it was quickly taken off the market until a safer process was developed by the German Bemberg Company. In 1892, British scientists Charles Frederick Cross, Edward John Bevan, and Clayton Beadle discovered and patented the production process, and by 1905 the first commercial viscose rayon was on the market.
CONVICTION	Amazing right? 🤔 You can share the new information to everyone 😊
ACTION	Follow us for more information ❤️ Do WhatsApp us to purchase Always and forever, ~A.I 🦋~

Soft Sell 5



ATTENTION	#SHARINGTIME
INTEREST	Hello people 🍷 We would like to ask. Do you know how Viscose is made?? 🤔 Well, here we are to tell you some interesting information 🍷
DESIRE	Viscose is made from tree wood pulp, like beech, pine, and eucalyptus, but can also be made from bamboo. Viscose is semi-synthetic due to the many chemicals involved in the viscose process, like sodium hydroxide and carbon disulfide. The viscose manufacturing process is summed up in five steps: 1. The plant is chipped into a wood pulp and dissolved chemicals like sodium hydroxide, forming a brown wood pulp solution. 2. This brown wood pulp is then washed, cleaned, and bleached. 3. To create the fibers, the pulp is treated with carbon disulfide and then dissolved in sodium hydroxide to create the solution referred to as “viscose.” 4. The viscose solution is forced through a spinneret, which is a machine that creates filaments, called regenerated cellulose. 5. This regenerated cellulose is spun into yarn, which can then be woven or knit into viscose rayon fabric.
CONVICTION	So now you know how it is made right? 🍷
ACTION	Follow us for more information ❤️ Do WhatsApp us to purchase Always and forever, ~A.I 🦋~

Soft Sell 6



ATTENTION	#TIPSTIME but for STYLING 🍷
INTEREST	You're not a hijabi? Don't worry because there are other styles that you can wear with our scarf 😊
DESIRE	Don't worry girl because you can try these styles if you're not a hijabi, you will look gorgeous and chic and elegant 🌟
CONVICTION	Our scarves are suitable for both hijabi and non-hijabi girls 🍷
ACTION	Follow us for more tips in styling. Do WhatsApp us to purchase Always and forever, ~A.I🦋~

Soft Sell 7

ATTENTION	★CUSTOMERS' REVIEWS★
INTEREST	*BELOW ARE THE REVIEW FROM OUR LOVELY CUSTOMER* 📌
DESIRE	As you know, our scarves are made with high quality of washable fabric and others high quality of materials ✨
CONVICTION	WE WOULD LIKE TO THANK OUR BELOVED CUSTOMER FOR THE SWEET REVIEW! ❤️ Miss Isma is wearing our Viscose Cotton Scarf 🥰
ACTION	Hurry and grab it now while stock last 🥰 Follow us for more information Always and forever, ~A.I 🦋~

Soft Sell 8



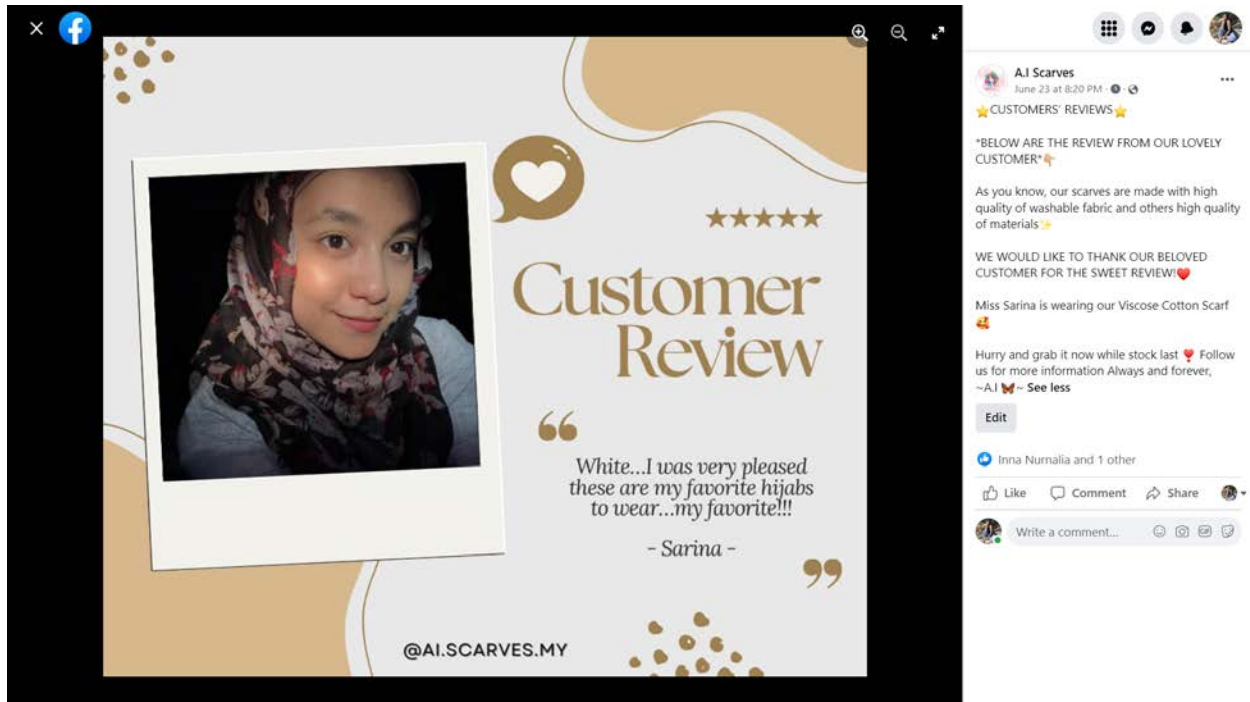
ATTENTION	★CUSTOMERS' REVIEWS★
INTEREST	*BELOW ARE THE REVIEW FROM OUR LOVELY CUSTOMER*👉
DESIRE	As you know, our scarves are made with high quality of washable fabric and others high quality of materials ✨
CONVICTION	WE WOULD LIKE TO THANK OUR BELOVED CUSTOMER FOR THE SWEET REVIEW!❤️ Miss Jannah is wearing our Heavy Chiffon Scarf 🥰 Thank you for allowing us to share your review 😊
ACTION	Hurry and grab it now while stock last 🥰 Follow us for more information Always and forever, ~A.I 🦋~

Soft Sell 9



ATTENTION	#SHARINGTIME
INTEREST	Do you know there are many types of scarf finishing in the world? These four are our personal favorites!
DESIRE	<p> <i>Arabic</i> </p> <p>This kind of finishing can be found on Fringe Shawl. It will not get messy even when you wash 'em using your washing machine!</p> <p> <i>Eyelash</i> </p> <p>My all time fav! Other than it being a trend nowadays, this finishing could make your everyday look look more exclusive!</p> <p> <i>Baby Seam</i> </p> <p>Ahhhh, this finishing is super easy to take care of as this is the basic kind of finishing and can be found everywhere.</p> <p> <i>Saudi</i> </p> <p>This might seem like an easily-damaged kind of finishing but fret not, it isn't! In fact, even if you wash 'em with your washing machine, the finishing will stay that way! So don't be scared to buy scarves with this kind of finishing. This can be found in Bawal Saudi.</p>
CONVICTION	There are so many types of scarf finishing? Don't know which one to choose? Don't worry We are here to help you to find the perfect scarf for all of the ladies out there
ACTION	Hurry and grab it now while stock last Follow us for more information Always and forever, ~A.I ~

Soft Sell 10



ATTENTION	★CUSTOMERS' REVIEWS★
INTEREST	*BELOW ARE THE REVIEW FROM OUR LOVELY CUSTOMER*👉
DESIRE	As you know, our scarves are made with high quality of washable fabric and others high quality of materials ✨
CONVICTION	WE WOULD LIKE TO THANK OUR BELOVED CUSTOMER FOR THE SWEET REVIEW!❤️ Miss Sarina is wearing our Viscose Cotton Scarf 🥰
ACTION	Hurry and grab it now while stock last 🥰 Follow us for more information Always and forever, ~A.I 🦋~

Soft Sell 11

HIJAB PIN HACKS & TIPS

1 USING SHARP PINS

2 PUT YOUR PINS IN A UTILITY BOX SO THAT YOU WON'T LOSE IT

3 STICK YOUR PINS ON A PIN CUSHION

4 DECLUTTER YOUR PINS CONSTANTLY AND DISCARD RUSTY AND BLUNT PINS

@AI.SCARVES.MY

A.I Scarves
June 24 at 8:26 PM · 🌐 · 📍

#TIPSTIME for your PINS!!

Not only does your hijab need caring, your pins need caring too!!

Bad pins would totally ruin your mood and your hijab as well 🙄

Follow this tips and your hijabs won't be ruined girl! 🙌

- Using sharp pins
- Put your pins in a utility box so that you won't lose it
- Stick your pins on a pin cushion
- Declutter your pins constantly and discard rusty and blunt pins

This tips will save your favorite hijab, so you don't have to throw it away 🙌

Hurry and grab it now while stock last 🙌 Follow us for more information

Always and forever,
~A.I 🦋~ See less

Edit

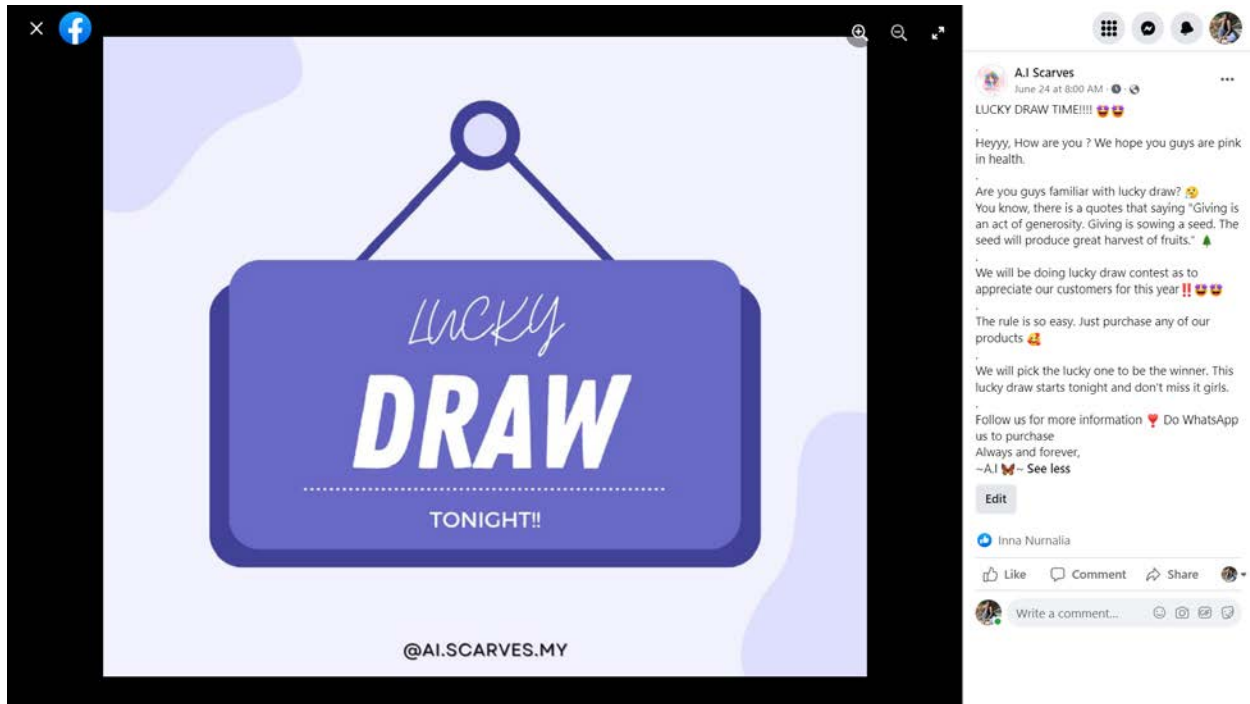
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Like Comment Share

Write a comment...

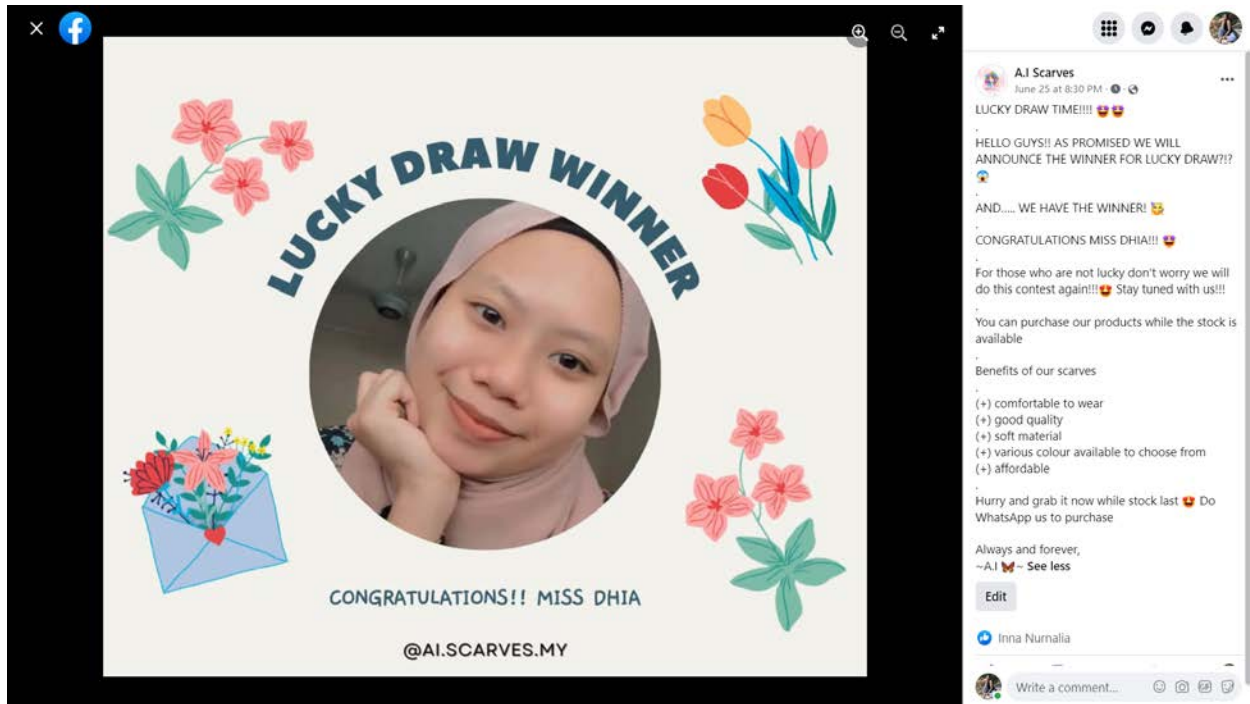
ATTENTION	#TIPSTIME for your PINS!!
INTEREST	Not only does your hijab need caring, your pins need caring too!! Bad pins would totally ruin your mood and your hijab as well ☐
DESIRE	Follow this tips and your hijabs won't be ruined girl! ☐ - Using sharp pins - Put your pins in a utility box so that you won't lose it - Stick your pins on a pin cushion - Declutter your pins constantly and discard rusty and blunt pins
CONVICTION	This tips will save your favorite hijab, so you don't have to throw it away ☐
ACTION	Hurry and grab it now while stock last 🙌 Follow us for more information Always and forever, ~A.I 🦋~

Soft Sell 12



ATTENTION	LUCKY DRAW TIME!!! 🎉🎉
INTEREST	Heyyy, How are you ? We hope you guys are pink in health. Are you guys familiar with lucky draws? 🤔
DESIRE	You know, there is a quote that says "Giving is an act of generosity. Giving is sowing a seed. The seed will produce a great harvest of fruits." 🌳 We will be doing lucky draw contest as to appreciate our customers for this year !! 🎉🎉
CONVICTION	The rules are so easy. Just purchase any of our products 🍷 We will pick the lucky one to be the winner. This lucky draw starts tonight and don't miss it girls.
ACTION	Hurry and grab it now while stock last 🍷 Do WhatsApp us to purchase Always and forever, ~A.I 🦋~

Soft Sell 13



ATTENTION	LUCKY DRAW TIME!!! 🎉🎉
INTEREST	HELLO GUYS!! AS PROMISED WE WILL ANNOUNCE THE WINNER FOR LUCKY DRAW?!? 🤔 AND..... WE HAVE THE WINNER! 🤗 CONGRATULATIONS MISS DHIA!!! 🎉
DESIRE	For those who are not lucky don't worry we will do this contest again!!! 🤗 Stay tuned with us!!! You can purchase our products while the stock is available
CONVICTION	Benefits of our scarves: (+) comfortable to wear (+) good quality (+) soft material (+) various colour available to choose from (+) affordable
ACTION	Hurry and grab it now while stock last 🤗 Do WhatsApp us to purchase Always and forever, ~A.I 🦋~

Soft Sell 14

ATTENTION #TIPSTIME for styling 🍷

INTEREST Calling out hijabis girl out there 🗣️
Your hijab always look flat? 😞
Yep! You have come to the right place! 🐱

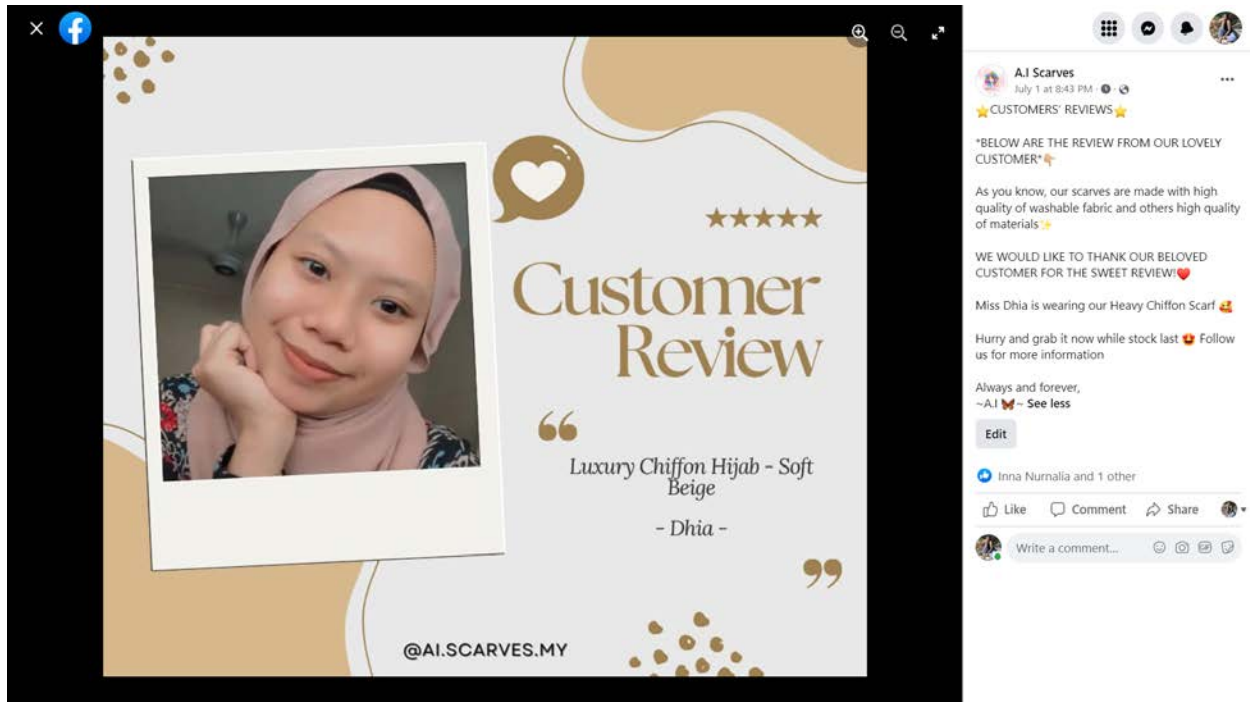
DESIRE HERE ARE STEPS FOR YOU TO GET THE PERFECT HIJAB BUN! 🍷
Style your everyday hijab look with these fluffy hijab Scrunchies! 🌸

CONVICTION Our hijab Scrunchies are meant to give your hijab style a neat shape with only a small amount of volume. ✨

ACTION Hurry and grab it now while stock last 🍷 Do WhatsApp us to purchase
Always and forever,
~A.I 🦋~

ATTENTION	#TIPSTIME for styling 🍷
INTEREST	Calling out hijabis girl out there 🗣️ Your hijab always look flat? 😞 Yep! You have come to the right place! 🐱
DESIRE	HERE ARE STEPS FOR YOU TO GET THE PERFECT HIJAB BUN! 🍷 Style your everyday hijab look with these fluffy hijab Scrunchies! 🌸
CONVICTION	Our hijab Scrunchies are meant to give your hijab style a neat shape with only a small amount of volume. ✨
ACTION	Hurry and grab it now while stock last 🍷 Do WhatsApp us to purchase Always and forever, ~A.I 🦋~

Soft Sell 15



ATTENTION	★CUSTOMERS' REVIEWS★
INTEREST	*BELOW ARE THE REVIEW FROM OUR LOVELY CUSTOMER* 👉
DESIRE	As you know, our scarves are made with high quality of washable fabric and others high quality of materials ✨
CONVICTION	WE WOULD LIKE TO THANK OUR BELOVED CUSTOMER FOR THE SWEET REVIEW! ❤️ Miss Dhia is wearing our Heavy Chiffon Scarf 🥰
ACTION	Hurry and grab it now while stock last 🥰 Do WhatsApp us to purchase Always and forever, ~A.I 🦋~

Soft Sell 16

The image shows a Facebook post from 'A.I Scarves' dated July 3 at 12:06 AM. The post features a large graphic with the text 'OUTFIT INSPIRATION for hijabis' and a photo of a woman wearing a white, long-sleeved, floor-length dress with a pink hijab. The graphic also includes the text 'Shop now on our facebook @ai.scarves.my'. The post content includes the hashtag #TIPSTIME for styling, a call to action 'Calling out hijabis girl out there', and several lines of promotional text about their scarves and styling tips. The post has received likes and comments from other users.

ATTENTION	#TIPSTIME for styling 📌
INTEREST	Calling out hijabis girl out there ☐ You ran out of ideas for an outfit? ☐ Yep! You have come to the right place! ☐
DESIRE	HERE IS AN OUTFIT INSPIRATION FOR HIJAB GIRLS! ☐ Style your everyday hijab look with our Heavy Chiffon Scarf or Viscose Cotton Scarf! ☐
CONVICTION	Our scarves are meant to give your style from 0 to 100!! 🥳🌟 Follow us for more styling tips!! ❤️❤️
ACTION	Hurry and grab it now while stock last 🥳 Do WhatsApp us to purchase Always and forever, ~A.I 🦋~

4.6 Relevant graphics to each post/copywriting

Relevant graphics to each post (Teaser)



Teaser 1



Teaser 2



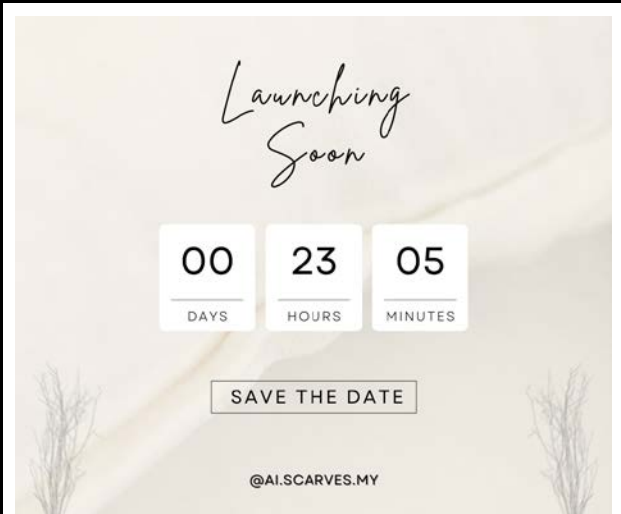
Teaser 3



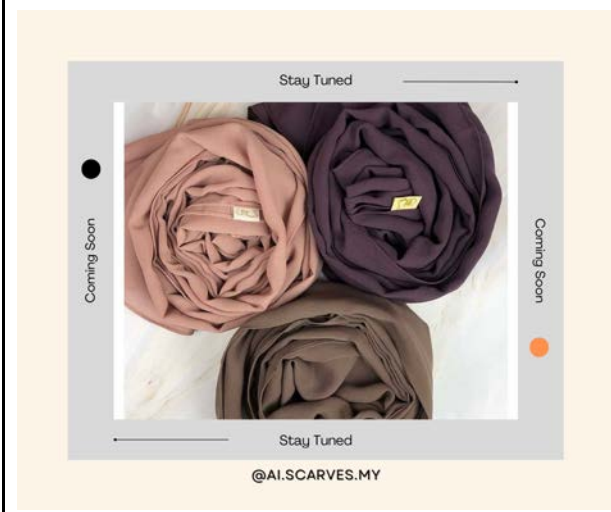
Teaser 4



Teaser 5



Teaser 6



Teaser 7



Teaser 8



Teaser 9



Teaser 10

Relevant graphics to each post (Hard Sell)



Hard Sell 1



Hard Sell 1



Hard Sell 1



Hard Sell 2



Hard Sell 3



Hard Sell 4



Hard Sell 5



Hard Sell 5



Hard Sell 5



Hard Sell 5



Hard Sell 5



Hard Sell 5

**NEW COLLECTION
SALE!**

16/6/2022 - 19/6/2022

20% DISCOUNT

@AI.SCARVES.MY

Hard Sell 6

Imported high quality cotton

Very soft and flowy

Doesn't slip easily

Hard Sell 7

**Last Day
Promotion**

20%
OFF

Hard Sell 8

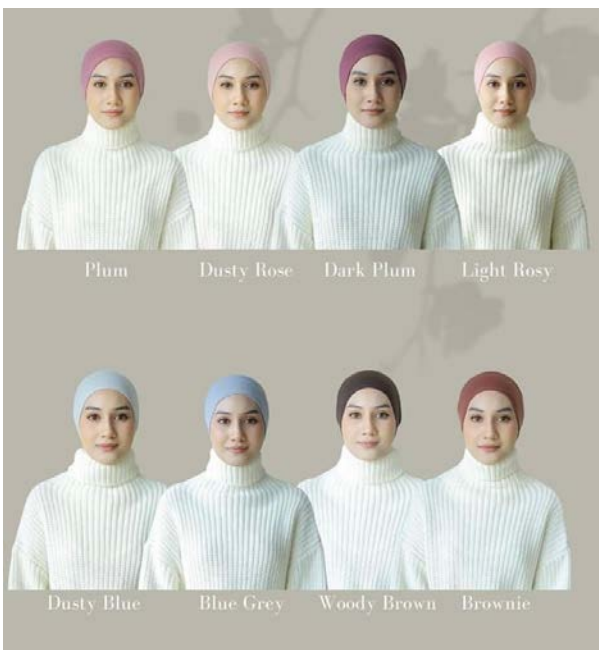
Hard Sell 9



Hard Sell 10



Hard Sell 11



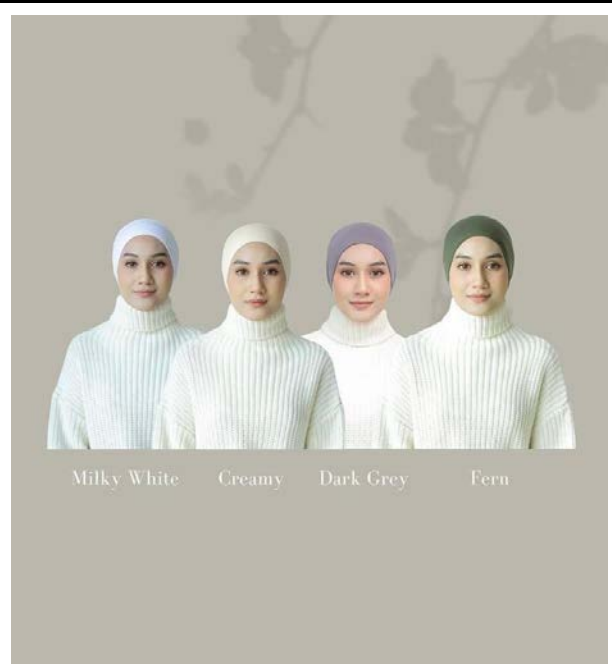
Hard Sell 12



Hard Sell 12



Hard Sell 12



Hard Sell 12



Hard Sell 13



Hard Sell 13

@AI.SCARVES.MY

All Items
 HEAVY CHIFFON
 VISCOSE COTTON
 HIJAB INNER
 SCRUNCHIES

50% OFF

JULY SALE

Hard Sell 14

JULY
SALE

50% OFF

@ai.scarves.my

Hard Sell 15

HURRY UP!! 50% OFF

**JULY SALE
 LAST DAY**

03 | 07 | 2022

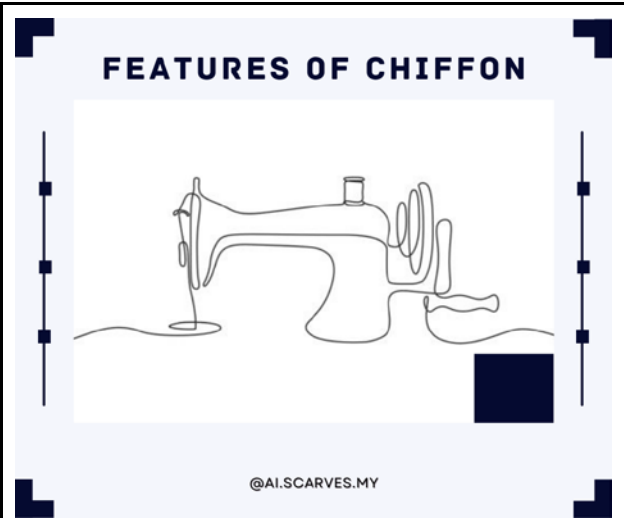
@AI.SCARVES.MY

Hard Sell 16

Relevant graphics to each post (Soft Sell)



Soft Sell 1



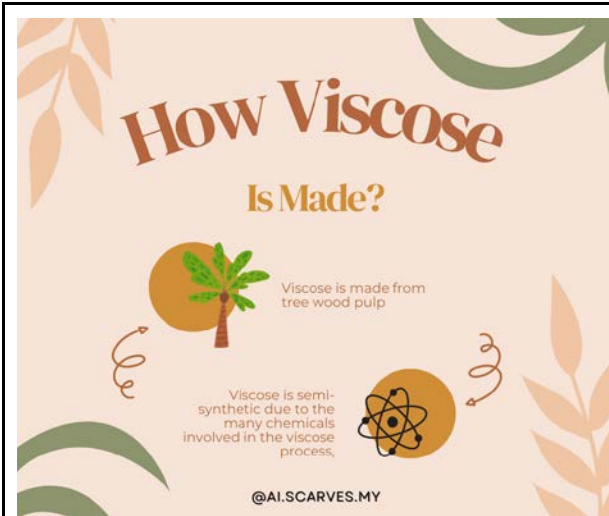
Soft Sell 2



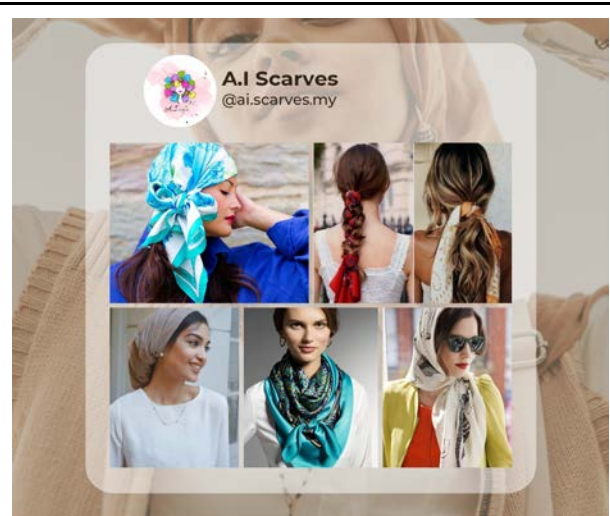
Soft Sell 3



Soft Sell 4



Soft Sell 5



Soft Sell 6



Soft Sell 7



Soft Sell 8



Soft Sell 9



Soft Sell 11

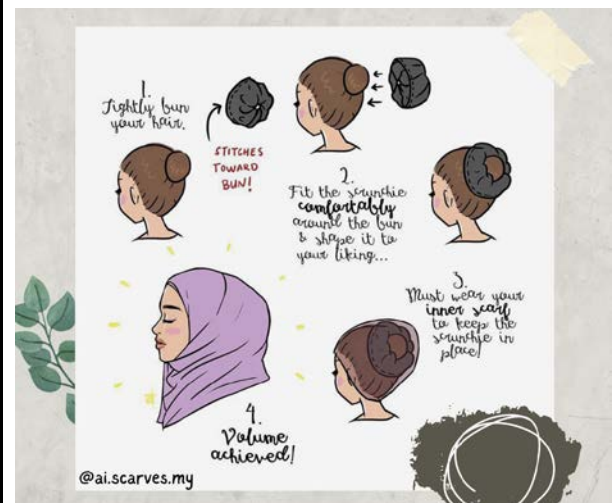
Soft Sell 10



Soft Sell 12



Soft Sell 13



Soft Sell 14

★★★★★

Customer Review

“
Luxury Chiffon Hijab - Soft Beige
- Dhia -
”

@AI.SCARVES.MY

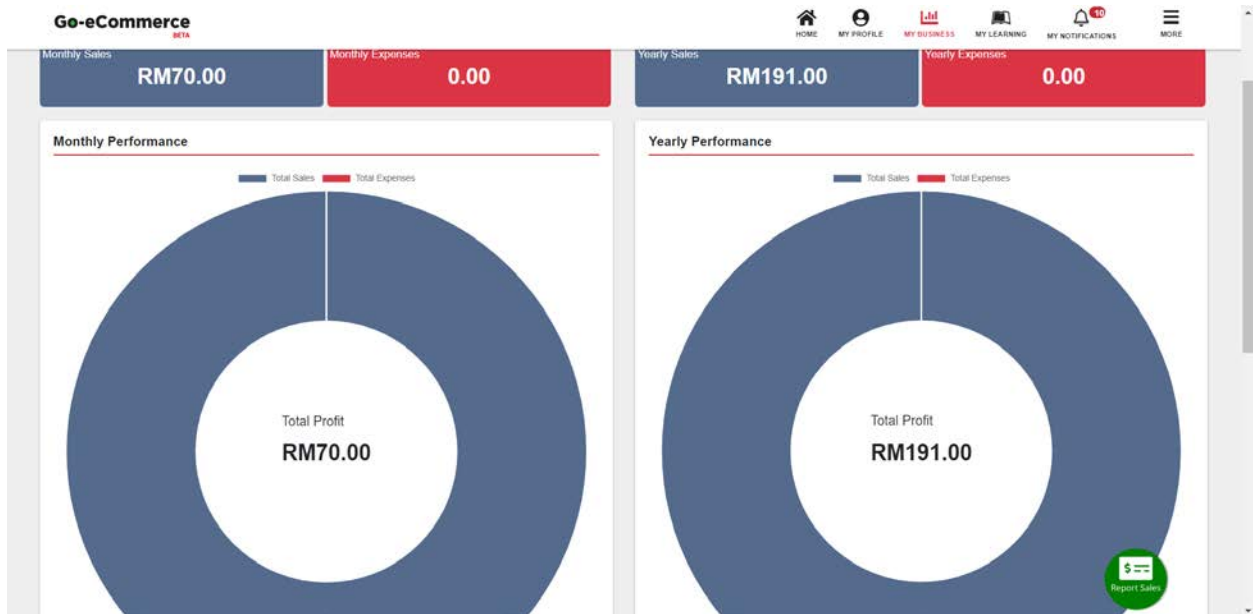
Soft Sell 15

OUTFIT INSPIRATION
for hijabis

Shop now on our facebook
@ai.scarves.my

Soft Sell 16

4.7 Sales Report



5.0 CONCLUSION

In conclusion, the subject ENT530: Principles of Entrepreneurship plays an important role for me and my friends in the university. This is because ENT530 taught us to create real entrepreneurial business and organize the structure individually. We were given a task to conduct a real online business by utilizing Facebook pages throughout the semester. This assignment shows that social media is an essential platform for everyone to start doing business marketing. In our social media portfolio, it shows that social media helps online businesses to easily connect with customers, gain awareness about their products/services and increase business sales. As we started to open an online business called A.I Scarves, our business is able to create engagement with customers by gaining more than 90 likes through Facebook page.

Not just that, we were taught by our lecturer to create sales posting on Facebook that consists of teaser posts, soft sell and hard sell posts. These sales posting techniques help our business to gain more awareness from customers to know about our services. Also, our online business managed to gain a sales report with total sales more than RM61 which we have included the evidence in our report. Moreover, this subject proves that it is important to include entrepreneurship knowledge into the syllabus because it teaches students to learn on their own how to conduct business and develop skills and knowledge to create their own unique business ideas. Entrepreneurship education also encourages students to gain experience as entrepreneurs by creating their own small business at this age. In my opinion, I agree that online business can be a useful tool for new businesses to run their business. It gives us opportunities to experience having a business even though it is still a long road to own an office company. I also hope that online business in social media will improve our business better in future.