



اُنْدِيُوں مَرِيٓتِي ٲَتَكُونُو لُو كِيٓ فَا مَرَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT
UNIVERSITY OF TECHNOLOGY MARA (UITM)
CAMPUS PUNCAK ALAM

PRINCIPLE OF ENTREPRENEURSHIP (ENT530)

SOCIAL MEDIA PORTFOLIO (40%)

Thriftin' Hours

FACULTY & PROGRAMME : BA243 - BACHELOR OF BUSINESS
ADMINISTRATION (HONS.) HUMAN RESOURCES
MANAGEMENT

SEMESTER : 4

GROUP : ENT530 (U)

PREPARED BY: : MOHD IRWAN BIN JEMAN (2020455758)
NUR ARIANNA BINTI MALIK FESAL (2020866018)

LECTURER : MISS NUR NAJAH BINTI ABD RAHIM

SUBMISSION DATE:

15TH JULY 2022

SEMESTER 4 2020/2021

ACKNOWLEDGEMENT

By the name of Allah, the Most Gracious and Most Merciful. Thanks, because we are able to complete this group assignment. A lot of efforts have been done and surely there are various parties involved in contributing information to us. We would like to express our sincere gratitude to all of them because without them, we are not able to complete this assignment.

First of all, we would like to express our deepest appreciation to all those who provided us the possibility to complete this group assignment. A special gratitude we give to Miss Nur Najjah binti Abd Rahim, our lecturer of Principle of Entrepreneurship (ENT530), for giving us a good guideline for advice, guidance, and encouragement for this assignment.

I also thankful to my partner. It was each and every individual's contribution that made this assignment a success. We were always there to lift each other up, and that was what helped us stay together till the end. Besides, an honorable mention goes to our family and all our friends, thank you for their love and their moral support. This has been a constant source of our strength a lot during the complementation of this assignment in giving opinions and ideas.

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EXECUTIVE SUMMARY

This assignment aims to demonstrate the company's history, goal, and vision, as well as the items we provide and their specifics. 24th May 2022 is when we start an online business and fully operated on 11th June 2022.

Our store located at Kuching Sarawak. Running by two people and one worker. You can see how we market our goods there as well in order to encourage more people to buy them. We can now do business throughout Malaysia thanks to the internet. People utilize the internet often for communication, news consumption, and work-related tasks now that our business is conducted online.

In order to do business, we seize the opportunity. Due to its widespread use among individuals of all ages, we decided to use Facebook as our platform. We provide inexpensive rates on secondhand goods including shoes, jeans, trousers, shirts, and hats. Not to mention, the majority of our products are branded and in fantastic condition. Nowadays, people tend to overlook the fact that buying products from a secondhand store comes with a number of advantages.

1.0 GO – ECOMMERCE REGISTRATION

1.1 Mohd Irwan Bin Jeman (2020455758)

The screenshot displays the user profile page for Mohd Irwan Bin Jeman on the Go-eCommerce platform. The page is divided into two main sections: 'PERSONAL PROFILE' and 'BUSINESS PROFILE'. The 'PERSONAL PROFILE' section is currently active and contains the following information:

- Personal Information:**
 - Name: Mohd Irwan Bin Jeman
 - Phone/Mobile: (field is empty)
 - New Identity Card No.: (field is empty)
 - Home Address: (field is empty)
 - Email Address: (field is empty)
 - District: (field is empty)
 - City: (field is empty)
 - Postcode: 93050
 - State: (field is empty)
 - Personal Instagram: (field is empty)
 - Personal Facebook: (field is empty)
 - Race: (field is empty)
 - Gender: (field is empty)
 - Special Need Required: (field is empty)
 - Marital Status: (field is empty)
- Institution Information:** (field is empty)
- eCertificates:**
 - Click here to download Programme eCertificate 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:** (field is empty)

The page also features a navigation bar at the top with icons for HOME, MY PROFILE, MY BUSINESS, MY LEARNING, MY NOTIFICATIONS, and MORE. The user's name, Mohd Irwan Bin Jeman, is displayed next to a profile picture icon.


1.2 Nur Arianna Binti Malik Fesal (2020866018)

The screenshot displays the user profile page for Nur Arianna Binti Malik Fesal on the Go-eCommerce platform. The page is titled "Go-eCommerce BETA" and includes a navigation bar with icons for Home, My Profile, My Business, My Learning, My Notifications, and More. The profile is currently set to "PERSONAL PROFILE" mode, with "BUSINESS PROFILE" also available. The user's name is "NUR ARIANNA BINTI MALIK FESAL". The "Personal Information" section contains fields for 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 Required. An "Edit" button is located at the end of this section. The "Institution Information" section is currently empty, with an "Add New" button. The "eCertificates" section includes a link to download a programme eCertificate and lists eligibility criteria: completion of 7 e-Utshawan chapters on Malaysia Digital Academy before the end of 2018, or completion of a digital entrepreneurship course at a partnering tertiary institution. The "Completed Online Training" section is also empty.

Go-eCommerce
BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

PERSONAL PROFILE BUSINESS PROFILE


NUR ARIANNA BINTI MALIK FESAL

Personal Information Edit

Name	:	NUR ARIANNA BINTI MALIK FESAL	Phone/Mobile	:	
New Identity Card No.	:		Home Address	:	
Email Address	:		District	:	
City	:		Postcode	:	
State	:		Personal Instagram	:	
Personal Facebook	:		Race	:	
Gender	:		Special Need Required	:	
Marital Status	:				

Institution Information Add New

eCertificates

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

This is only available for users who:

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

Completed Online Training

2.0 MY ENT DIGITAL CERTIFICATE

2.1 Mohd Irwan Bin Jeman (2020455758)

The certificate is titled "MASMED YOUNG ENTREPRENEUR (MyENT)" and "SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM". It contains personal and academic details of the student, business information, and a disclaimer. The background features a stylized elephant graphic.

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

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar	: 2020455758
Nama	: Mohd Irwan Bin Jeman
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 Bermiaga	: 2020
No. Pendaftaran Perniagaan	:
URL Perniagaan	: https://www.instagram.com/pablothrifin_/
Alamat Premis Perniagaan	:
Tarikh Mendaftar	:
Tarikh Kemaskini	:
Tarikh Cetak	: 13 Jul 2022

Sijil Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dipatenkan oleh pelajar semasa tempoh pengajian di UITM. Sijil ini secara tidak langsung akan terbahal apabila penama memamatkan 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 diperolehi untuk tujuan urusan dalaman UITM sahaja. Urusan dan aktiviti perniagaan yang dipatenkan oleh penama adalah risiko dan tanggungjawab sendiri tanpa melibatkan kepentingan dan nama Universiti.

SALINAN PENDAFTARAN INI DIPERAKUI OLEH
PENOLONG NAIB CANSOLOR KEUSAHAWAMAN UITM

Malaysian Academy of SME & Entrepreneurship Development (MASMED)

2.2 Nur Arianna Binti Malik Fesal (2020866018)

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

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar : 2020866018
Nama : NUR ARIANNA BINTI MALIK FESAL

Program Pengajian : SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN)
PENGURUSAN SUMBER MANUSIA

Fakulti : Faculty of Business & Management
Kampus : Selangor

MAKLUMAT PERNIAGAAN

Mod Pemiagaan : Online
Bidang Pemiagaan yg diceburi : Pakaian dan Kelengkapan
Tempoh Bemiagaan :
No. Pendaftaran Pemiagaan :
URL Pemiagaan : <https://www.facebook.com/Thriftin-Hours-110221215031330>
Alamat Premis Pemiagaan :
Tarikh Mendaftar : 24 May 2022
Tarikh Kemaskini :
Tarikh Cetak : 28 May 2022

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

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

SALINAN PENDAFTARAN INI DIPERAKUI OLEH
PENOLONG NAIB CANSOLOR KEUSAHAWANAN UiTM

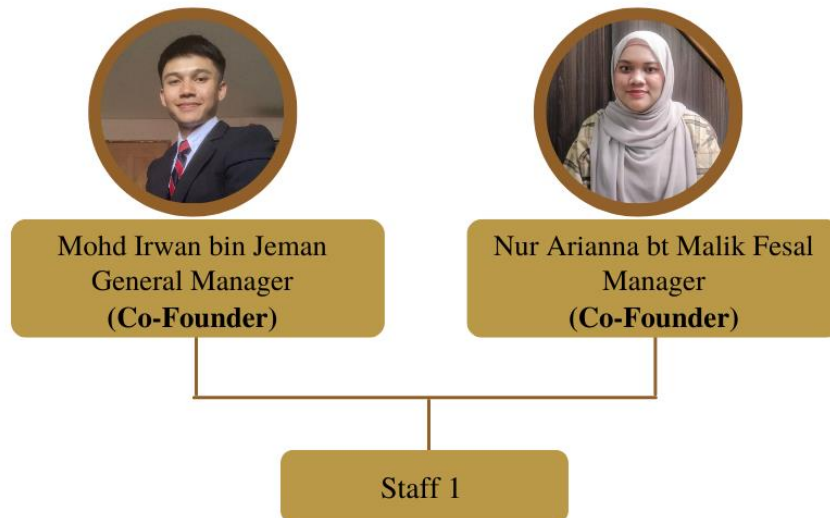
Malaysian Academy of SME & Entrepreneurship Development (MASMED)

3.0 INTRODUCTION OF BUSINESS

3.1 Name and address of business

Business Information	
Name of business	Thriftin' Hours
Business address	
Business email	
Contact number	
Form of business	Clothing Store – Design & Fashion
Main activities	Selling products and delivery
Date of Commencement	12 Mei 2022
Name of Bank	Maybank
Account Number	

3.2 Organizational chart



3.3 Mission and vision

Our mission is to provide more quality stuff for our beloved customers at affordable price, so all customers can buy all our items. In addition, we want to make more sell to earn benefits so we able to provide more stuff, or maybe selling at cheaper prices. Finishing our stock every month also in our mission.

Meanwhile, our vision is to make a physical store so it's easier for the customer to buy and check the items physically. They also can buy it with no hesitation since they can try it themselves and not by measuring it manually according to the details. Aside from that, we want to convince more people to get into thrifting world as its more convenient, cheaper alternative and more importantly branded items.

3.4 Descriptions of products / services

Thriftin' Hours is a place for anyone who loves fashion, to everyone who loves fashion, so long as it is a real fashion. We are an online thrifting shop for vintage and high-end clothing and accessories. We carry a hefty selection of new and gently used products: clothing, shoes, accessories and more for people who loves to thrift especially students and unique collector. Our products are unique from day-to-day, so there is no telling when and where the customers will find that secret treasure. We are sure that they will find something to satisfy their taste and meet their needs, every time they visit our Facebook page. We guaranteed that our product are high in quality and we also offers affordable prices compared to other online store. We also do provide a plastic bag for our buyer every time they purchase from us. For shoes, we will provide the shoe box as well.

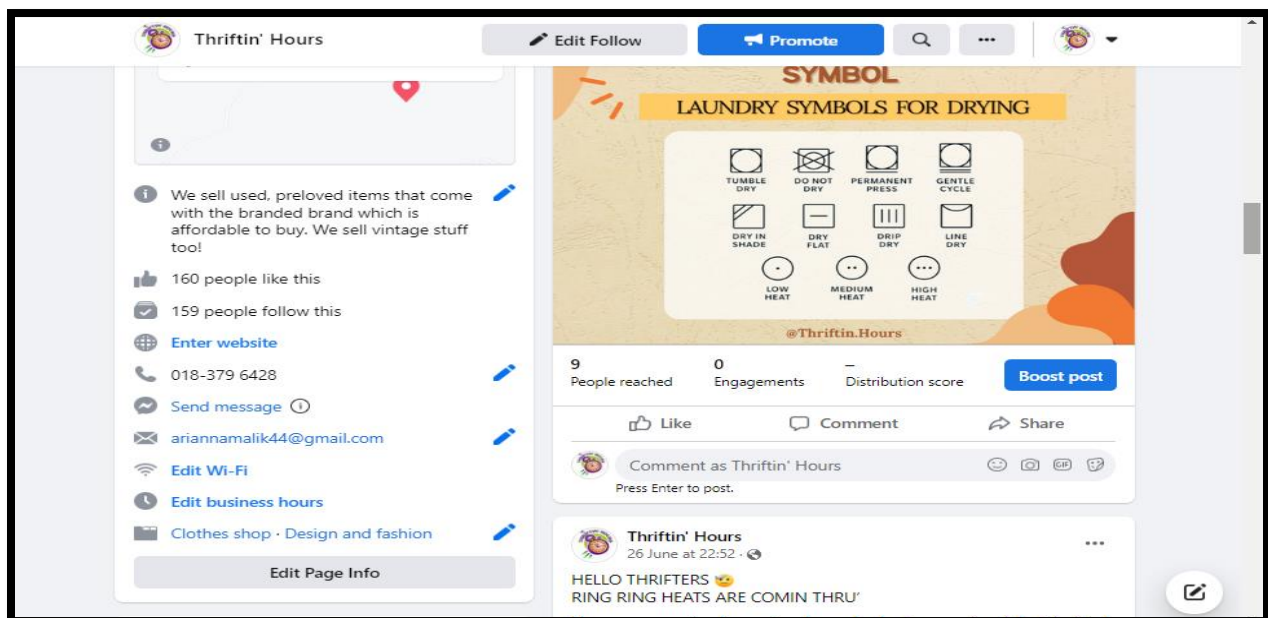
Product description
<p style="text-align: center;">Clothing</p> <p>We offer unbeatable prices on regular and brand-name clothing for the all. We carry a large selection of Jackets, Shirts, Shorts, Sweaters, Formal Wear, Hoodies, Hats, Jerseys, T-Shirts, Polos, Jeans, and Outwear</p>
<p style="text-align: center;">Shoes</p> <p>We offer a wide selection of shoes for all. There are Casual Shoes, Dress Casual Shoes, Athletic & Outdoor Shoes and Sneakers</p>
<p style="text-align: center;">Accessories</p> <p>Accessories is a must for one's to accentuate the perfect outfit. There are hats, for now</p>

3.5 Price list

PRODUCTS	PRICE
Tommy Hilfiger's Jacket	RM80
Versace Jeans Couture Corduroy Pants	RM70
Nike Air Force 1 Music	RM100
Germany Away Jersey 2016/2017	RM45
Guess Tee	RM50
Nike Stranger Things Sweatpants	RM50
Nike Lebron X John Elliot	RM100
CROSSOVER X CHALLENGER tee	RM30
Nike Vintage 90s Shorts	RM30
Prada Hat/Cap	RM60
Han Dock Golf 2in1 Jacket	RM40
TOMAZ shoes	RM60
Old Skool Vans	RM100
90s Spellout Nike Shorts	RM30
90s Burberrys Polo Shirts (3 items)	RM60 for 3 items, RM20 each
Carhartt and Stussy Hat/Cap	RM50 for both

4.0 FACEBOOK

4.1 Creating Facebook Page

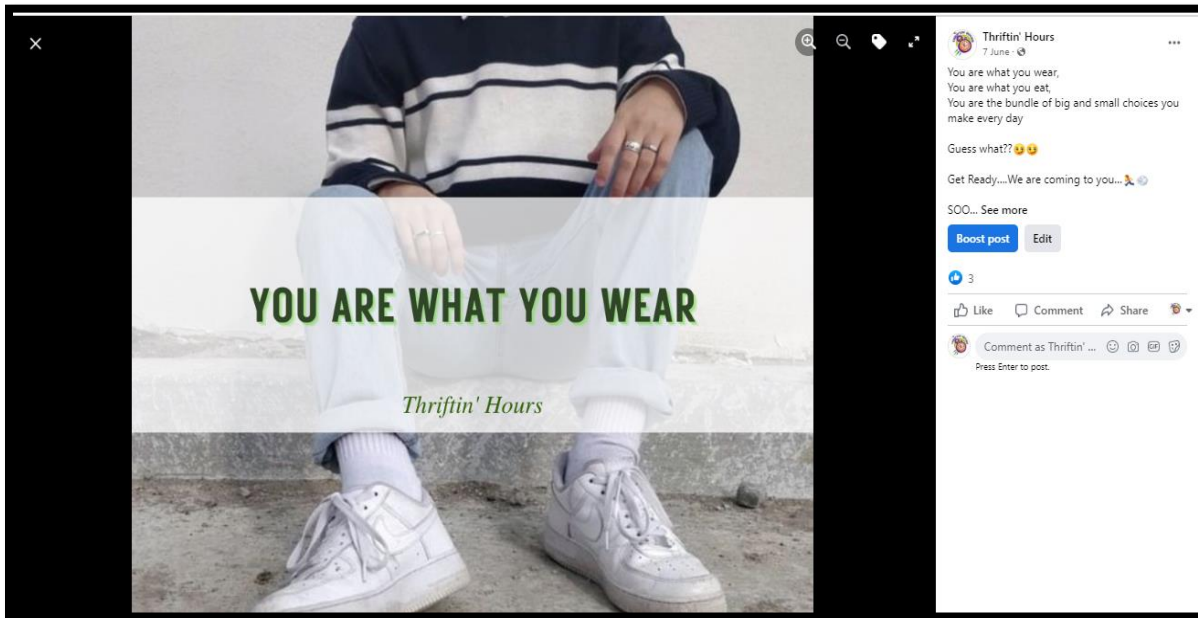


4.2 Customizing URL Facebook Page

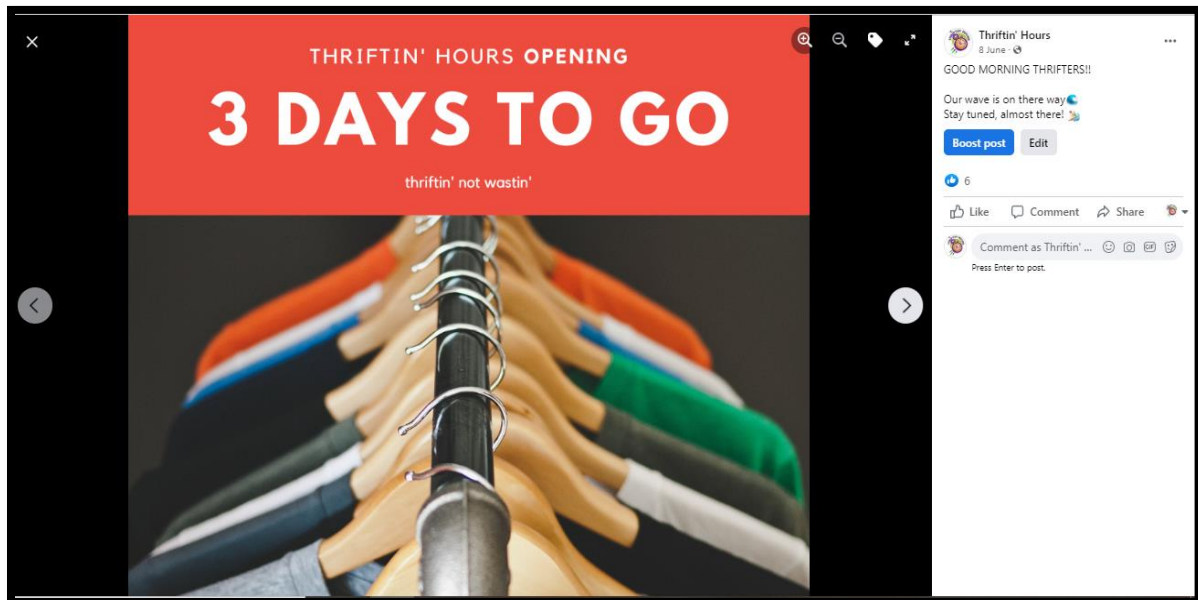
<https://www.facebook.com/Thriftin.Hours>

4.3 Facebook Post – Teaser

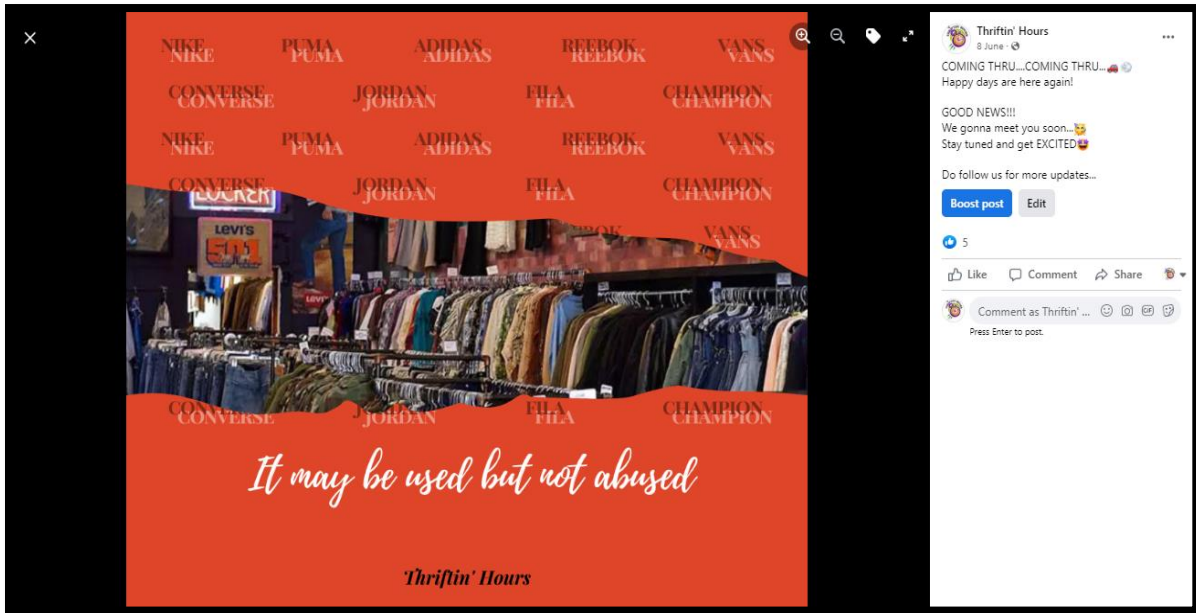
Teaser 1



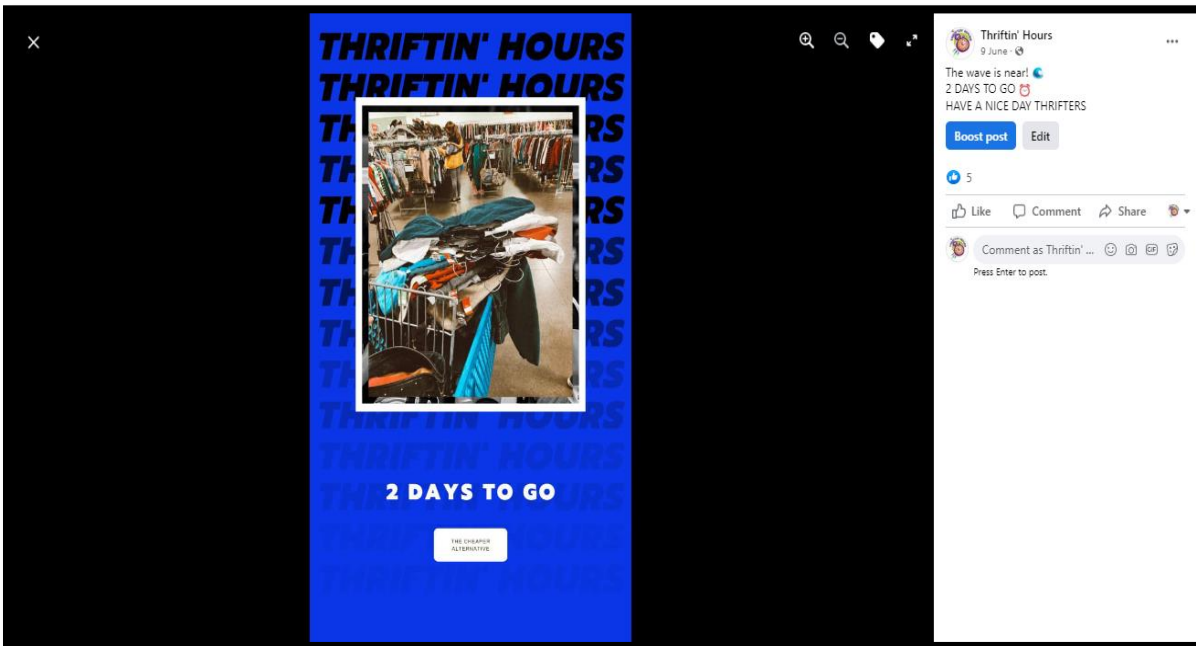
Teaser 2



Teaser 3



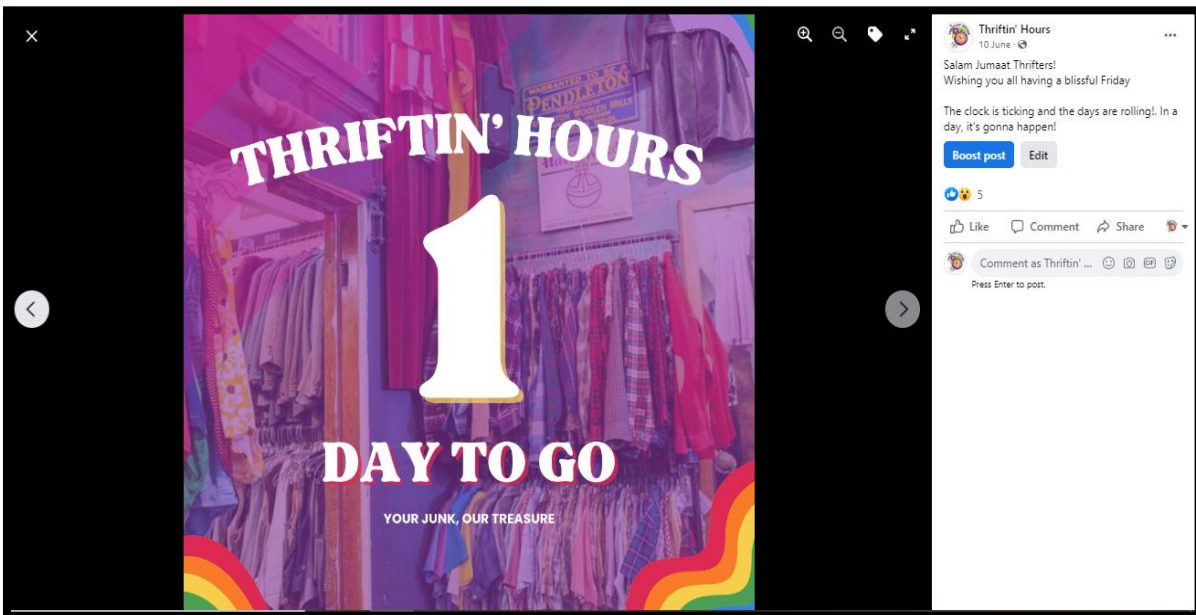
Teaser 4



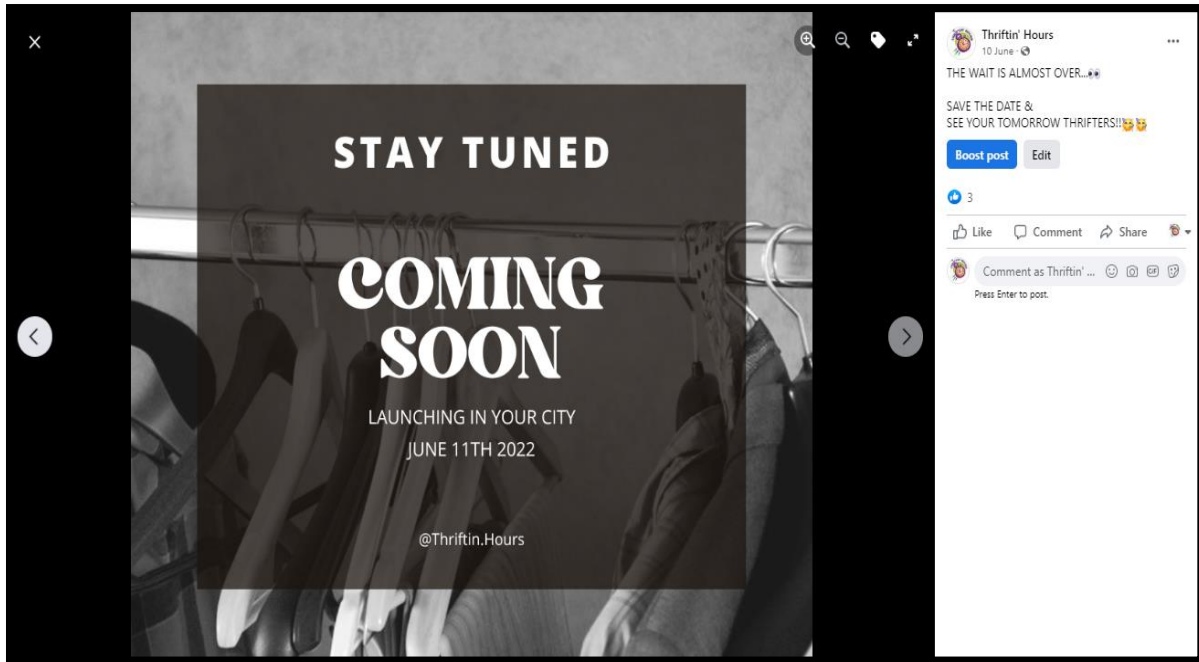
Teaser 5



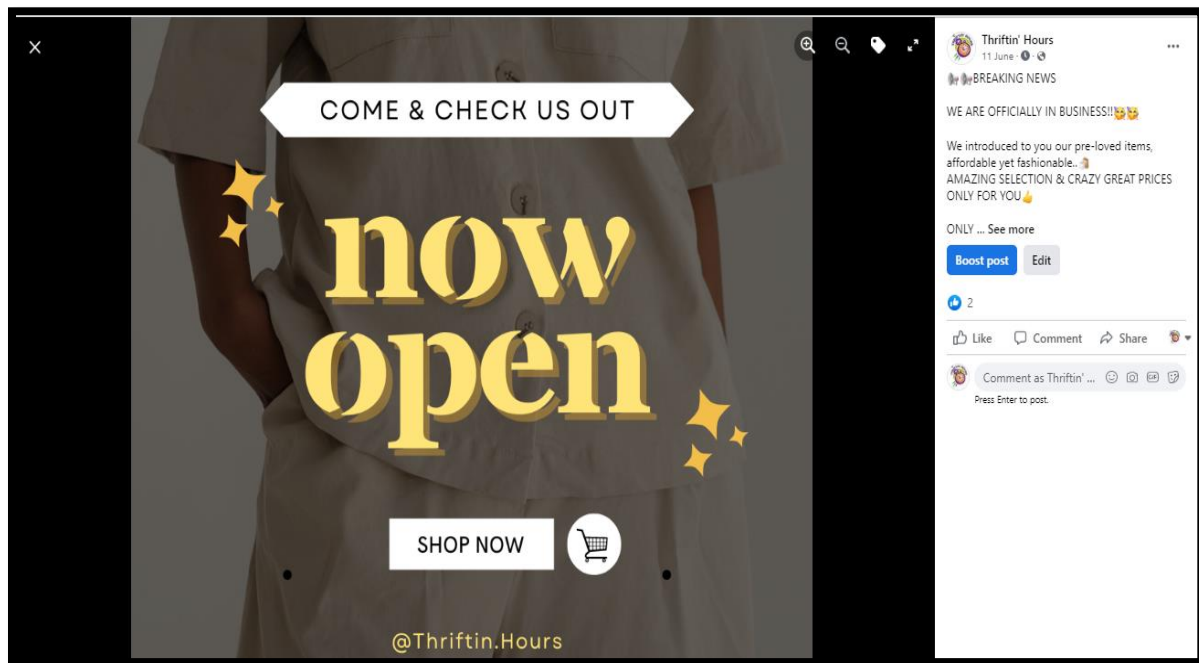
Teaser 6



Teaser 7



Teaser 8



4.4 Facebook post – Copywriting (Hard Sell)

Hard Sell 1



ATTENTION	OUR FIRST DROP! 🌊 YOU KNOW THE DRIP
INTEREST	its a vintage piece of Tommy Hilfiger's jacket where you cant found, in its local store again nowadays. With the length of 28inch and 25inch width, its perfect for those who wear Medium or Large size
DESIRE	You have to spend more money in its local store. But here, at Thriftin' Hours, we sell it for RM80 ONLY FOR THIS 90s piece !!
CONVICTION	Thats right. You hear me. RM80 Only YOU SNOOZE 😴 YOU LOOSE 😭
ACTION	Reach us out at 018-3796428 via WhatsApp for negotiation, payment and postso. Come fast,

Hard Sell 2



ATTENTION	ANOTHER DAY, ANOTHER WAVE 🌊🌊
INTEREST	Versace Jeans Couture Corduroy Pants
DESIRE	Comes with 29inch Waist, and 40.5inch length, suitable for those who's skinny and looking for a baggy, classy look. No holes no defect, everything is fine!
CONVICTION	Selling for RM70 ONLY 🤑 Yes, Versace jeans for RM70 only at Thriftin' Hours 🇲🇾 YOU SNOOZE 😴 YOU LOOSE 😬
ACTION	Interested? WhatsApp us now at 018-3796428.

Hard Sell 3



ATTENTION	
INTEREST	HELLO THRIFTERS!! LOOKING FOR A NEW ROTATION FOR YOUR OUTFIT? YOUR STYLE WILL NEVER COMPLETE WITHOUT A NICE PAIR OF SHOES
DESIRE	This 'Nike Air Force 1 Music' will definitely complete you shoe collection
CONVICTION	With a great details, colours and design, will surely grab others attention. This shoe is inspired by the NBA Player D'Aaron Fox on his game. Make it one of the rarest shoe in a game. Comes in saiz UK6, 25cm. Both men and women can wear it. Condition is used, but not abuse Selling for RM100 ONLY !! YOU SNOOZED YOU LOOSE
ACTION	Simply WhatsApp us at 018-3796428 for more details and purchase.

Hard sell 4



ATTENTION	HELLO THRIFTERS 🙋
INTEREST	its a Germany Away Jersey 2016/2017 season. With the length of 27inch and 19 inch width.
DESIRE	Perfect for those who wear in size S. The material is very good, breathable and dry fast if you're sweating. It's reversible too. So you can style it differently in one jersey.
CONVICTION	Where can you get a NEW Germany jersey 2016-2017 season in 2022? 🤔 No other than THRIFTIN HOURS 👍 We sell it for RM45 ONLY !! Comes with an Adidas Dust bag. BRAND NEW. Come fast, YOU SNOOZE 🙄 YOU LOSE 🙄
ACTION	Reach us out at 018-3796428 via WhatsApp for negotiation, payment and posto.

Hard sell 5



ATTENTION	HELLO THRIFTERS! 😊😊
INTEREST	Today, we bring you the stripe tee, which is not the normal one. Its a GUESS brand.
DESIRE	This is my personal collection. Bought in Japan in 2019. Comes in size L. With the length of 29 inch and 24 inch width. Perfect for those who like wearing baggy tee. You can wear it casually, for an everyday use or even for the event, because of the brand 🤗🌟
CONVICTION	Selling at the price of RM50 ONLY !! YOU SNOOZED 😴 YOU LOSE 😞
ACTION	WhatsApp us now at 018-3796428 for more details and purchase transaction ❤️

Hard sell 6



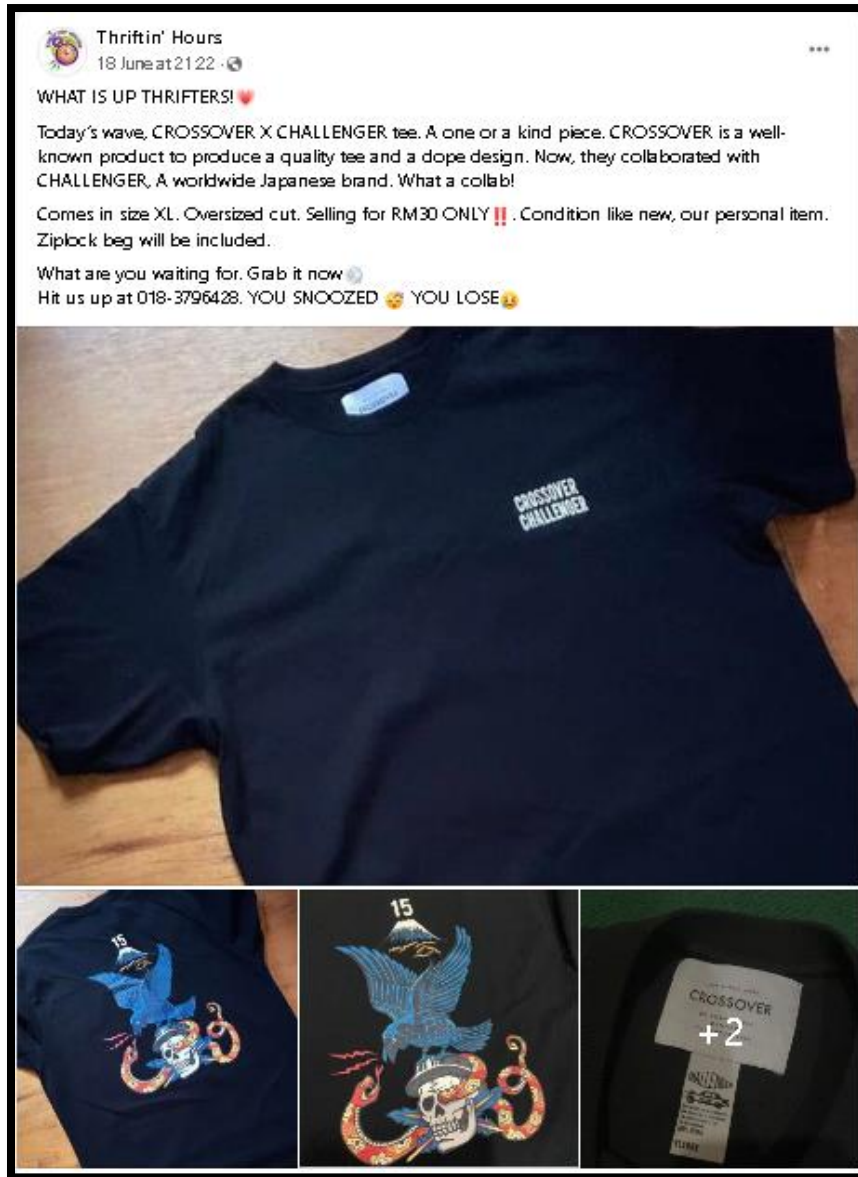
ATTENTION	ANOTHER DAY, ANOTHER WAVE 🌊🌊
INTEREST	Nike Stranger Things Sweatpants
DESIRE	Comes in size L, suitable for those who's looking for a baggy, sporty look. Its comfort too 👍 No holes no defect, everything is fine! ✨
CONVICTION	Selling for RM50 ONLY 😱 Yes, In the market 46USD but here for RM50 only at Thriftin' Hours 🌈 YOU SNOOZE 😴 YOU LOOSE 😱
ACTION	Interested? WhatsApp us now at 018-3796428.

Hard sell 7



ATTENTION	<p>HELLO THRIFTERS!!❤️</p> <p>LOOKING FOR A NEW ROTATION FOR YOUR OUTFIT? YOUR STYLE WILL NEVER COMPLETE WITHOUT A NICE PAIR OF SHOES👟👟👟👟👟</p>
INTEREST	<p>This 'Nike LeBron x John Elliot' will definitely complete you shoe collection.</p>
DESIRE	<p>With a simple, textured and bold design, will surely grab others attention. This shoe is inspired by the NBA Player LeBron James and a great designer John Elliot on their passion about fashion world. Make it one of the hype shoe in a game.</p>
CONVICTION	<p>Comes in saiz UK7 , 26cm. Both men and women can wear it. Condition is used, but not abuse😬😬 Selling for RM100 ONLY!!</p> <p>YOU SNOOZED😬YOU LOSE😬</p>
ACTION	<p>Simply WhatsApp us at 018-3796428 for more details and purchase.</p>

Hard sell 8



ATTENTION	WHAT IS UP THRIFTERS! ❤️
INTEREST	Today's wave, CROSSOVER X CHALLENGER tee. A one or a kind piece. CROSSOVER is a well-known product to produce a quality tee and a dope design. Now, they collaborated with CHALLENGER, A worldwide Japanese brand. What a collab!
DESIRE	Comes in size XL. Oversized cut. Selling for RM30 ONLY !!! . Condition like new, our personal item. Ziplock beg will be included.
CONVICTION	What are you waiting for. Grab it now 🙏 YOU SNOOZED 😴 YOU LOSE 😭
ACTION	Hit us up at 018-3796428.

Hard sell 9



ATTENTION	ANOTHER DAY, ANOTHER WAVE 🌊🌊
INTEREST	NIKE VINTAGE 90s SHORTS
DESIRE	Comes in size L kids on tag, fit with adult wearing size S/M. The waist is stretchable. Suitable for those who's looking for a sporty yet stylish look. Its super comfortable too. 👍 No holes no defect, everything is fine! ✨
CONVICTION	Selling for RM30 ONLY 🤩 VINTAGE STUFF only at Thriftin' Hours 🌊 YOU SNOOZE 🤩 YOU LOSE 🤩
ACTION	Interested? WhatsApp us now at 018-3796428

Hard sell 10



ATTENTION	GOOD EVENING THRIFTERS! ✨ Hope you guys having a good day today. So, another day another wave coming 🌊🌊
INTEREST	Today, we gonna sell PRADA hat/cap
DESIRE	Its a luxurious brand as we all know. The Condition is still nice, with the orange colour popping, a simple design but come on, its PRADA. Very minimalist . WHY YOU SHOULD BUY THIS? With the hot weather nowadays, a nice design cap is all you need. Not just a cap, but also stylish one.
CONVICTION	Selling for RM600ONLY !! for a designer brand 😍 YOU SNOOZED 😴 YOU LOOSE 😭
ACTION	What are you waiting for, hit us up via WhatsApp 018-3796428.

Hard sell 11



ATTENTION	HELLO THRIFTERS 😊 YOU KNOW THE DRIP.
INTEREST	its a vintage piece of Han Dock Golf 2in1 jacket. With the length of 26inch and 223.5 inch width, its perfect for those who wear Medium (if you prefer wearing baggy) or Large size. Its BOXY FIT.
DESIRE	You been looking for this jacket? Here I present it to you, at Thriffin' Hours
CONVICTION	we sell it for RM40 ONLY FOR THIS 90s piece !! Thats right. You hear me. RM40 Only. Come fast, YOU SNOOZE 😩 YOU LOSE 😩
ACTION	Reach us out at 018-3796428 via WhatsApp for negotiation, payment and posto. Come fast,

Hard sell 12



ATTENTION	HELLO THRIFTERS!! ❤️ OUT OF SMART CASUAL SHOES? YOUR STYLE WILL NEVER COMPLETE WITHOUT A NICE WHITE LEATHER SHOES 👟👟👟👟👟👟
INTEREST	This TOMAZ shoes will definitely complete you shoe collection.
DESIRE	With a simple, textured and bold design, will surely grab others attention. This shoe is suitable for everyday use, if your style is more to smart, minimalist. Also can wear for an event like dinner or formal event.
CONVICTION	Comes in saiz UK7 , 26cm. Condition is used, but not abuse 😊😊 with box and dust bag Selling for RM60 ONLY !! YOU SNOOZED 😊 YOU LOSE 😊
ACTION	Simply WhatsApp us at 018-3796428 for more details and purchase

Hard sell 13



ATTENTION	HELLO THRIFTERS!! OUT OF EVERYDAY SHOE ROTATION ? YOUR STYLE WILL NEVER COMPLETE WITHOUT A 'VANS'
INTEREST	This Old Skool Vans shoes will definitely complete you everyday rotation.
DESIRE	This time, its not a regular Old Skool Vans. With leather material, and a blue vans signature logo, will surely grab others attention. Vans is famous to produce a 'beater' shoes. You wear it hard and dirty, it will still look good on feet.
CONVICTION	Comes in saiz UK6, US7. Condition like new with the original box. Selling for RM100 ONLY !! (Retail Price: RM379) YOU SNOOZED YOU LOSE
ACTION	Simply WhatsApp us at 018-3796428 for more details and purchase.

Hard sell 14



ATTENTION	GOOD MORNING THRIFTERS 🌞🌈 Wishing you all having a nice day!
INTEREST	Fuhh! What a weather in Malaysia lately 😊 “Do you have any comfortable shorts to wear?” SAY NO MORE.
DESIRE	I bring to you, its a ‘90s SPELLOUT NIKE SHORTS’. A very nice design, with a centre swoosh on the waist area and a nike spellout on the side, whats better?
CONVICTION	Comes in size L on tag. Waist (31-40) Length (19). Selling for RM30 ONLY!! ✨ Grab fast! 🌐 YOU SNOOZED 😞 YOU LOSE 😞
ACTION	Interested? Hit us up on WhatsApp 018-3796428.

Hard sell 15



ATTENTION	HELLO THRIFTERS 😊 RING RING HEATS ARE COMIN THRU' Hope you guys having a nice day today be because i am! So i decided to do a COMBO WOMBO SUNDAY
INTEREST	90s Burberrys Polo Shirts. 3 Polos, different design. All comes in size M
DESIRE	A good choice to go for a formal and smart look. its BURBERRYS come on, nothing go wrong.
CONVICTION	A good choice to go for a formal and smart look. its BURBERRYS come on, nothing go wrong. Come fast, YOU SNOOZE 😴 YOU LOSE 😞
ACTION	Reach us out at 018-3796428 via WhatsApp for negotiation, payment and posto.

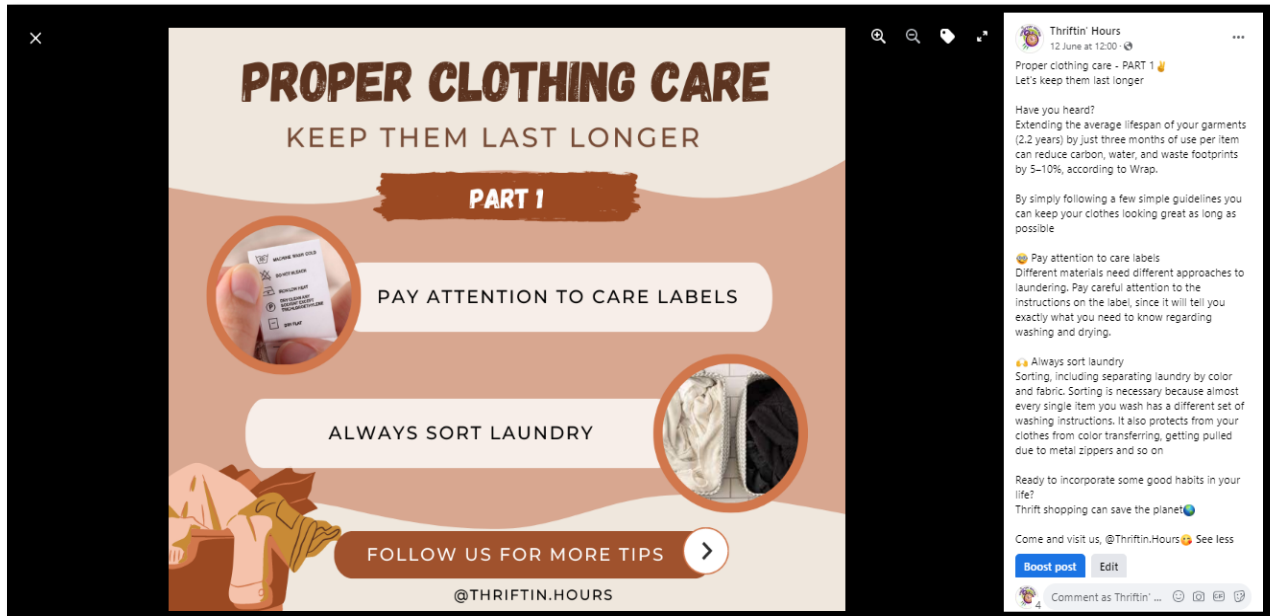
Hard sell 16



ATTENTION	GOOD EVENING THRIFTERS! ✨ Hope you guys having a good day today. So, another day another wave coming 🌊🌊
INTEREST	Today, we gonna sell another combo wombo, which are Carhartt and Stussy hat/cap.
DESIRE	Its a famous streetwear brand for recent years. The Condition are still nice, with a corduroy material for Carhartt cap and a suede material for the Stussy. a simple design but still, straight 🔥🌊.
CONVICTION	WHY YOU SHOULD BUY THESE? With the hot weather nowadays, a nice design cap is all you need. Not just a cap, but also stylish one. Selling for RM50 for BOTH !! 😡😡 YOU SNOOZED 😞 YOU LOSE 😞
ACTION	What are you waiting for, hit us up via WhatsApp 018-3796428.

4.4 Facebook post – Copywriting (Soft Sell)

Soft Sell 1



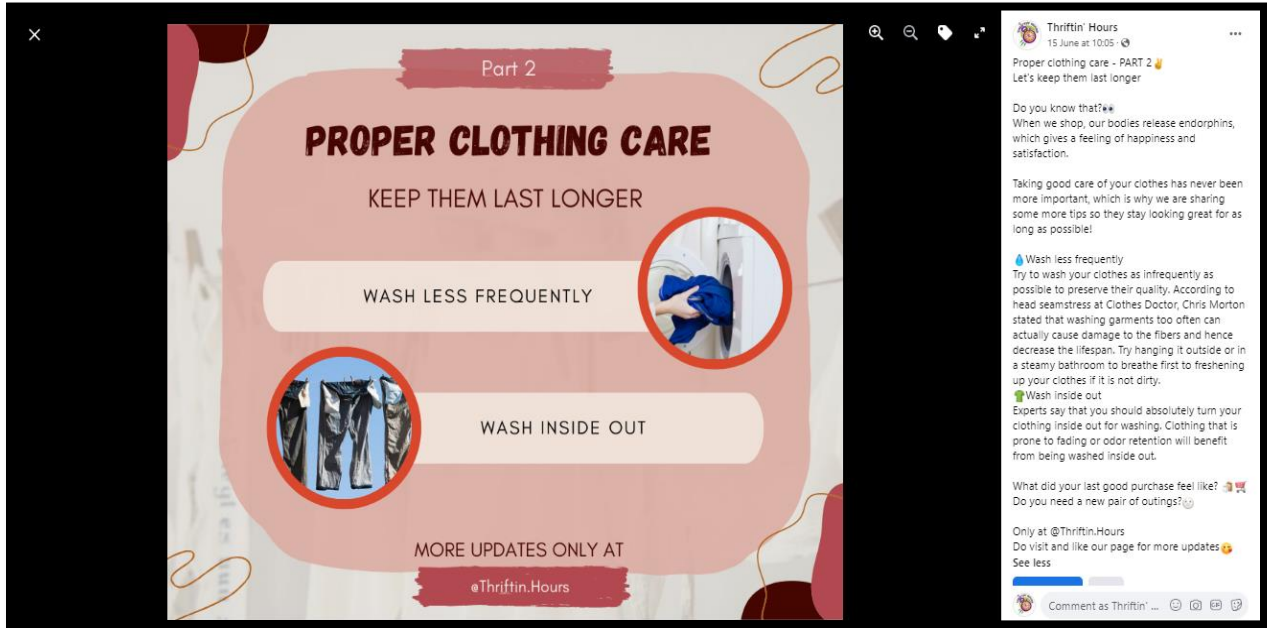
ATTENTION	Proper Clothing Care – PART 1 🙌 Let's keep them last longer
INTEREST	Have you heard? Extending the average lifespan of your garments (2.2 years) by just three months of use per item can reduce carbon, water, and waste footprints by 5–10%,
DESIRE	By simply following a few simple guidelines you can keep your clothes looking great as long as possible. 🙌 Pay attention to care labels Pay careful attention to the instructions on the label, since it will tell you exactly what you need to know regarding washing and drying. 🙌 Always sort laundry Sorting is necessary because almost every single item you wash has a different set of washing instructions.
CONVICTION	Ready to incorporate some good habits in your life?
ACTION	Thrift shopping can save the planet 🌍 Come and visit us, @Thriffin.Hours 🙌

Soft Sell 2



ATTENTION	Thrift Shopping can save the planet!🌍
INTEREST	How Thrifting Is Good for the Planet?👀
DESIRE	<p>Let’s learn more about how thrifting is good for the planet</p> <p>1. Decreases landfill waste🌱 People donated and brought to thrift stores, rather than tossed in the garbage of unwanted clothes</p> <p>2. Lowers carbon footprint👣 You are preventing that massive waste of energy and resources on the production of new clothes by thrifting as much as 10% of greenhouse emission.</p> <p>3.Helps preserve water💧 By thrifting, you are helping reduce the demand for new clothes and saving water as much as 79 billion cubic meters of water of clothes production per year.</p> <p>4.Reduce chemical pollution☢️ Thrifting helps the planet because it reduces the chemical pollution since textile-manufacturing processes involve the use of harmful dyes, crude oil by-products and so much more</p>
CONVICTION	<p>Have you ever heard of “one man’s trash is another man’s treasure?”</p> <p>There is only one way to know!😎</p>
ACTION	Check us out on our page and follow us for more tips

Soft sell 3



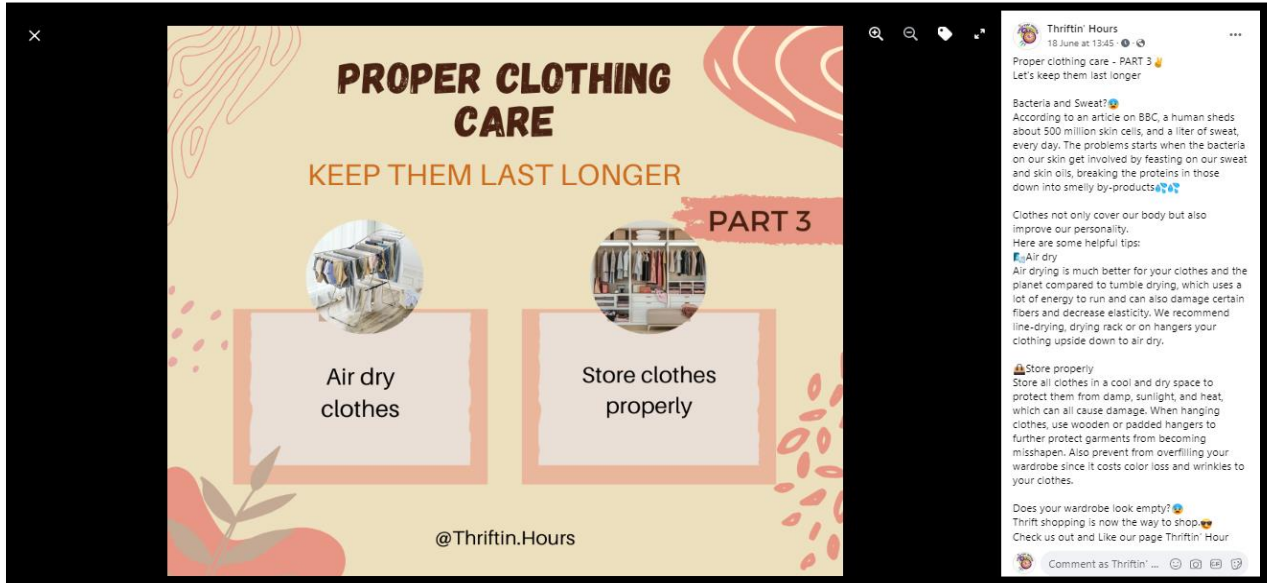
ATTENTION	Proper clothing care – PART 2 🙌 Let's keep them last longer
INTEREST	Do you know that? 🤔 When we shop, our bodies release endorphins, which gives a feeling of happiness and satisfaction.
DESIRE	We are sharing some more tips so they stay looking great for as long as possible! <ul style="list-style-type: none"> 💧 Wash less frequently According to head seamstress at Clothes Doctor, Chris Morton stated that washing garments too often can actually cause damage to the fibers and hence decrease the lifespan 👕 Wash inside out Experts say that you should absolutely turn your clothing inside out for washing
CONVICTION	What did your last good purchase feel like? 🛍️ Do you need a new pair of outings? 😊
ACTION	Only at @Thriftin.Hours Do visit and like our page for more updates 🙌

Soft sell 4



ATTENTION	Why should we thrift? 🤔
INTEREST	What are the benefits of thrifting 🧐?
DESIRE	<p>Here are 5 great reasons to thrift shop today</p> <ul style="list-style-type: none"> 💰 Save money Thriftling offer new and brand name items at affordable prices. 🌟 Score unique items Have a wide range of items that you cannot find anywhere else. ♻️ Conserve the environment Thriftling is a reuse and recycle clothing which is gentler on the environment 👥 Support community Many thrift shops serve some charitable cause and imply providing communities an affordable shopping option.
CONVICTION	So, we can all agree that thrifting is awesome, yes? 😊
ACTION	<p>Get creative and get thrifting</p> <p>Visit and check out our page for more updates</p>

Soft sell 5



ATTENTION	Proper clothing care – PART 3 🙌 Let's keep them last longer
INTEREST	Bacteria and Sweat? 😬 Bacteria on our skin get involved by feasting on our sweat and skin oils, breaking the proteins in those down into smelly by-products 💧
DESIRE	Here are some helpful tips: <ul style="list-style-type: none"> 👉 Air dry We recommend line-drying, drying rack or on hangers your clothing upside down to air dry. 👉 Store properly Store all clothes in a cool and dry space to protect them from damp, sunlight, and heat, which can all cause damage.
CONVICTION	Does your wardrobe look empty? 😬
ACTION	Thrift shopping is now the way to shop. 😎 Check us out and Like our page Thriftin' Hour

Soft sell 6



ATTENTION	RISE OF THRIFTING💕
INTEREST	Why is thrifting so popular with Generation Z?🤔
DESIRE	<p>More reason on thrifting uprising popularity:</p> <ul style="list-style-type: none"> ♻️🌟 Thrifting for variety and the environment Clothing is a way for people to unleash their creativity and find their sense of style 😎🌟 Thrifting for unique looks Thriftin' allows people to get creative and stand out from the crowd with unique pieces
CONVICTION	Do you want to be that ONE-OF-A-KIND?😁
ACTION	<p>Be creative and start thrifting😁</p> <p>Follow us for more updates</p> <p>Always with you, Thriftin' Hours</p>

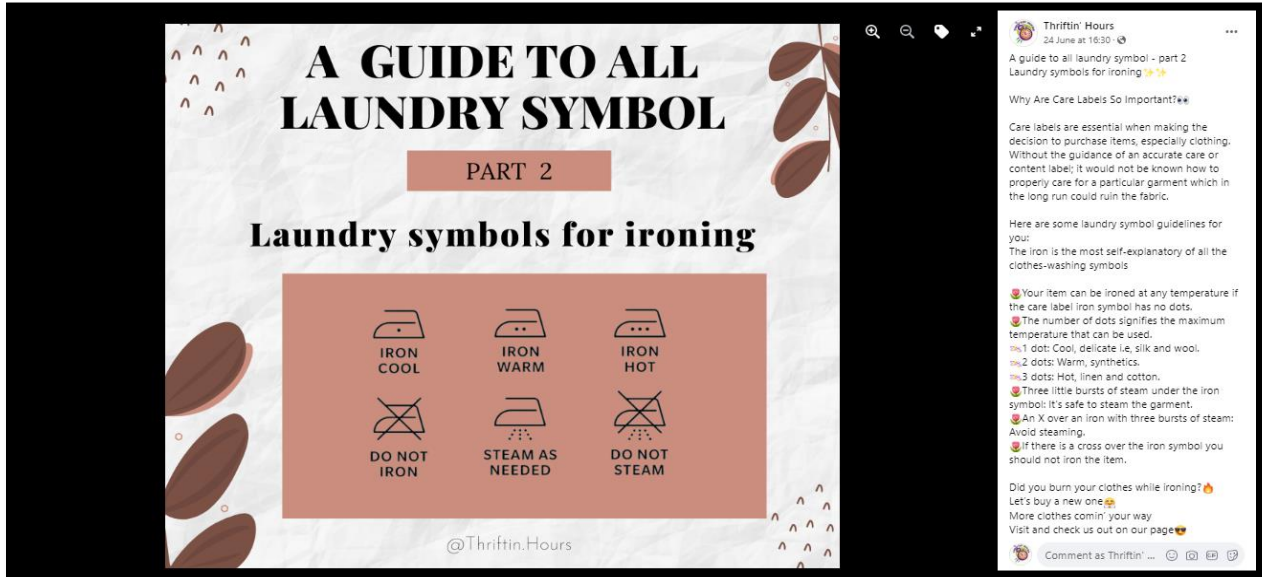


ATTENTION	A guide to all laundry symbol - part 1 Laundry symbol for washing machine clothes
INTEREST	What do the symbols on laundry mean?👀 care instructions come as a standard set of internationally recognized cleaning symbols.
DESIRE	Well, this laundry symbols guide will definitely help you! Your item can be washed in the washing machine if your care label has a washtub symbol. 123 The number on the washtub symbol indicates the maximum temperature that can be applied. ▪ The dots on the washtub indicates the water temperature also the more dots the hotter the temperature. — Lines under the washtub signify that the garment needs to be washed on a special cycle. ◆ No lines: Normal wash cycle ◆ One line: Permanent press cycle ◆ Two lines: Gentle cycle
CONVICTION	Your clothes damage due to label care ignorance?😞 Need a new one?😞
ACTION	Visit our page for more updates Waitin' for you, always Thriffin' Hour

Soft sell 8



ATTENTION	Morning!!! Hello THRIFTERS 🌞 It's feedback time! 🌸🌸
INTEREST	Why you must purchase from us? 👁️👁️
DESIRE	<ul style="list-style-type: none"> ✅ Trusted seller ✅ Negotiable ✅ Fast service ✅ Quality items ✅ Affordable price
CONVICTION	The feedback says it all... 😊 Do we need to proof more? Let's not wait no more!
ACTION	Start purchase from us! 🛒 Check us out on our page.. Always be there, Thriftin' Hours ❤️



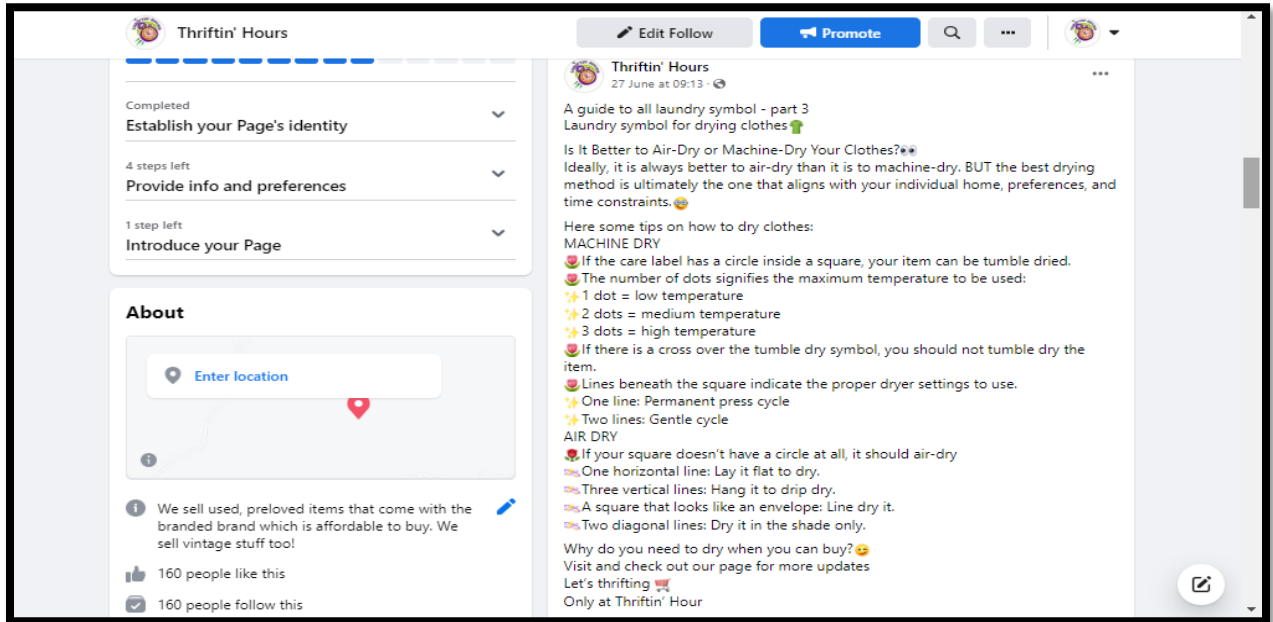
ATTENTION	A guide to all laundry symbol - part 2 Laundry symbols for ironing ✨✨
INTEREST	Why Are Care Labels So Important? 🧐 Without the guidance of an accurate care or content label; it would not be known how to properly care for a particular garment
DESIRE	Here are some laundry symbol guidelines for you: 🌸 Your item can be ironed at any temperature if the care label iron symbol has no dots. 🌸 The number of dots signifies the maximum temperature that can be used. 🌸 1 dot: Cool, delicate i.e, silk and wool. 🌸 2 dots: Warm, synthetics. 🌸 3 dots: Hot, linen and cotton. 🌸 Three little bursts of steam under the iron symbol: It's safe to steam the garment. 🌸 An X over an iron with three bursts of steam: Avoid steaming. 🌸 If there is a cross over the iron symbol you should not iron the item.
CONVICTION	Did you burn your clothes while ironing? 🔥
ACTION	Let's buy a new one 🛒 More clothes comin' your way Visit and check us out on our page 🌟 Only at Thriftin' Hours ❤️

Soft sell 10



ATTENTION	Comin' Thru.... Hello THRIFTERS!!! It's FEEDBACK TIME!!
INTEREST	Why do you have to purchase from us?
DESIRE	<ul style="list-style-type: none"> ✓ Trusted seller ✓ Negotiable ✓ Fast service ✓ Quality items ✓ Affordable price
CONVICTION	Do you believe in us now? The feedback says it all...
ACTION	Let's get thrifting Visit our page for more updates Waitin' for you, Thriftin' Hours


Soft sell 11




ATTENTION	A guide to all laundry symbol - part 3 Laundry symbol for drying clothes 🧺
INTEREST	Is It Better to Air-Dry or Machine-Dry Your Clothes?👁️👁️ The best drying method is ultimately the one that aligns with your individual home, preferences, and time constraints.🤔
DESIRE	Here some tips on how to dry clothes: MACHINE DRY 🌸 If the care label has a circle inside a square, your item can be tumble dried. 🌸 The number of dots signifies the maximum temperature to be used: 🌟 1 dot = low temperature 🌟 2 dots = medium temperature 🌟 3 dots = high temperature 🌸 If there is a cross over the tumble dry symbol, you should not tumble dry the item. 🌸 Lines beneath the square indicate the proper dryer settings to use. 🌟 One line: Permanent press cycle 🌟 Two lines: Gentle cycle AIR DRY 🌸 If your square doesn't have a circle at all, it should air-dry 🌸 One horizontal line: Lay it flat to dry. 🌸 Three vertical lines: Hang it to drip dry. 🌸 A square that looks like an envelope: Line dry it. 🌸 Two diagonal lines: Dry it in the shade only.
CONVICTION	Why do you need to dry when you can buy?😏
ACTION	Visit and check out our page for more updates Let's thrifting 🛒 Only at Thriftin' Hour

Soft sell 12


Best men shorts



CHINO SHORTS
Preppy feel and lightweight cotton twill fabric



SWEAT SHORTS
Summer-friendly version of your go-to sweatpants.



TECHNICAL SHORTS
Water-resistant performance fabrics, practical zippered pockets, and a bit of stretch for full mobility

0:07 / 0:21

Thriftin' Hours
26 June at 17:00 · 🌐

What kind of men's shorts are in style in 2022? 🤔
And how to style them? 🤔

Nowadays, shorts are not only acceptable but also a great fashion choice for the summer season. Shorts come in all sorts of sizes, colours, and shapes, but it's important to wear them properly so that people will focus on how good you look. Shorts are a great way of adding a little vibrancy to your look. 🤔

Here are some suggestions on the few best men shorts style:

- Chino Shorts

See less

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Thriftin' Hours

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9 of 14 steps completed

Completed

Establish your Page's identity

4 steps left

Provide info and preferences

1 step left

Introduce your Page

About

Enter location

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Here are some suggestions on the few best men shorts style:

- Chino Shorts
 - Preppy feel and lightweight cotton twill fabric, bring a refined touch to casual summer button-ups, polos, and tees.
 - Come in countless color options, pair it with a practical neutral like khaki, navy, or grey.
- Sweat Shorts
 - The summer-friendly version of your go-to sweatpants
 - Perfect for pairing with your favorite graphic tee or sweatshirt or with a button-up and blazer.
- Technical Shorts
 - Prioritizes comfort and function without sacrificing one ounce of style.
 - Elevate your look during outdoor activities like hiking or golf, as well as stylish on the streets.
- Short Shorts
 - Thigh-baring short shorts were projected to be one of the best men's fashion trends.
 - Stick to shorts with an inseam length of 7" or less depending on your height.
- Modern Cargo Shorts
 - Come in slimmer silhouettes that feel sleek and modern.
 - Paired with a simple tee and a pair of statement sneakers, they make for a modern casual look.


Need some new shorts to style? 🤔
Thriftin' Hours got your back 🤔
Do visit our page for more updates
Only for you, at Thriftin' Hours.

ATTENTION	What kind of men’s shorts are in style in 2022?👁️👁️
INTEREST	And how to style them?🤔
DESIRE	<p>Here are some suggestions on the few best men shorts style:</p> <p>🟢Chino Shorts</p> <ul style="list-style-type: none"> 🌟Preppy feel and lightweight cotton twill fabric, bring a refined touch to casual summer button-ups, polos, and tees. 🌟Come in countless color options, pair it with a practical neutral like khaki, navy, or grey. <p>🟢Sweat Shorts</p> <ul style="list-style-type: none"> 🌟The summer-friendly version of your go-to sweatpants 🌟Perfect for pairing with your favorite graphic tee or sweatshirt or with a button-up and blazer. <p>🟢Technical Shorts</p> <ul style="list-style-type: none"> 🌟Prioritizes comfort and function without sacrificing one ounce of style. 🌟Elevate your look during outdoor activities like hiking or golf, as well as stylish on the streets. <p>🟢Short Shorts</p> <ul style="list-style-type: none"> 🌟Thigh-baring short shorts were projected to be one of the best men’s fashion trends. 🌟Stick to shorts with an inseam length of 7” or less depending on your height. <p>🟢Modern Cargo Shorts</p> <ul style="list-style-type: none"> 🌟Come in slimmer silhouettes that feel sleek and modern. 🌟Paired with a simple tee and a pair of statement sneakers, they make for a modern casual look.
CONVICTION	Need some new shorts to style?😏
ACTION	<p>Thriftin’ Hours got your back😏</p> <p>Do visit our page for more updates</p> <p>Only for you, at Thriftin’ Hours.</p>


Soft sell 13

✕
trending fashion style


HOW TO STYLE



With accessories



With leather



With a tailored pants

Thriftin' Hours
23 June at 17:27

DIFFERENT WAYS TO STYLE AND WEAR YOUR GRAPHIC T-SHIRT 🙌

What Are Graphic Tees?👉
Graphic tees are short-sleeve shirts that prominently feature a designed element, like a logo or a print. Graphic T-shirts are popular since they prominently display an image associated with the group or fashion brand. Graphic tees can also be crop tops, oversized, or sleeveless. It's a simple way of adding personality to your look by indicating something that resonates with you.

There are different ways to spice up your look with your favorite graphic tee.

See less

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9 People reached 1 Reactions, comments and shares

6 3-second video views Retention curve

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Display your services and availability so that people can book an appointment.
- Host Paid Online Events**
Create online events that people can pay to access.

Insights

Last 28 days: 13 Jun - 10 Jul

People reached	149 ▲113%
Post engagements	130 ▲132%

✕
Thriftin' Hours
23 June at 17:27
⋮

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There are different ways to spice up your look with your favorite graphic tee.

- 🌟 WEAR IT TUCKED IN
You'll be surprised at the different looks you can achieve with only your graphic tee and a nice pair of jeans. Tuck it in for a different look without changing what you're wearing.
- 🌟 WEAR IT WITH A BLAZER
Depending on what you pair it with, you can put on the blazer up or down. Pairing it with a graphic tee is a great way to dress it down and make it an everyday look.
- 🌟 WEAR IT WITH ACCESSORIES
Pick up a color from the graphic in your belt or watch strap or go for a cool hat.
- 🌟 WEAR IT WITH LEATHER
Leather with a graphic tee is a modern outfit. Whether it's a leather jacket or skirt, you can add a little edginess to your attire!
- 🌟 WEAR IT WITH A TAILORED PANT
Tuck a graphic tee into a pair of tailored power pants for the casual look. Paired with a sneakers of your choice to elevate the look.

Wanna get that look?👉
Everyone can style it!👉
Get creative & Get thrifting!
Only at Thriftin' Hours🔥
Visit our page for more update

ATTENTION	DIFFERENT WAYS TO STYLE AND WEAR YOUR GRAPHIC T-SHIRT 🤓
INTEREST	<p>What Are Graphic Tees? 🤖</p> <p>Graphic tees are short-sleeve shirts that prominently feature a designed element, like a logo or a print.</p>
DESIRE	<p>There are different ways to spice up your look with your favorite graphic tee.</p> <p>🌟 WEAR IT TUCKED IN Tuck it in for a different look without changing what you're wearing.</p> <p>🌟 WEAR IT WITH A BLAZER Pairing blazer with a graphic tee is a great way to dress it down and make it an everyday look.</p> <p>🌟 WEAR IT WITH ACCESSORIES Pick up a color from the graphic in your belt or watch strap or go for a cool hat.</p> <p>🌟 WEAR IT WITH LEATHER Leather with a graphic tee is a modern outfit that add a little edginess to your attire!</p> <p>🌟 WEAR IT WITH A TAILORED PANT Tuck a graphic tee into a pair of tailored power pants for the casual look..</p>
CONVICTION	<p>Wanna get that look? 😊</p> <p>Everyone can style it!! 🤓</p>
ACTION	<p>Get creative & Get thrifting</p> <p>Only at Thriftin' Hours 🔥</p> <p>Visit our page for more updates</p>

Soft sell 14

WAYS TO STYLE



With hoodie



With tailored trousers



With a roll neck

Thriftin' Hours
20 June at 17:23

Modern ways to Wear a Denim Jacket 🤔
Are denim jackets out of style? 🤔

A denim jacket is an essential in your wardrobe no matter what the season, it always seems to be a consistently popular piece year-round. A denim jacket is an excellent option for many outfits. The garment is perfect for adding a simple yet stylish finishing touch to an array of looks.

Here are some of my favorite ways to style a denim jacket.

- 📌 With chinos
They can be smart, with formalizing features such as pleats, creases and a tab closure, but they can also be casual.
- 📌 With a white t-shirt
A crisp but fuss-free look. Its success largely hinges on finding the perfect white tee, not too baggy or too slim.
- 📌 With joggers
Provides a degree of structure to offset the softness of your joggers
- 📌 With black jeans
Even if you violate the 'distinct shades' rule, double denim can be twice as good. But for a fail safe way to splice jeans, black and blue is hard to beat.
- 📌 With indigo jeans
A shade more difficult than black jeans, unwashed indigo denim is much less likely to optically bleed into a lighter or distressed denim jacket.
- 📌 With a shirt and tie
You can mix business with workwear. It is still way more informal than any tailored equivalent.
- 📌 With a hoodie
A hoodie is a natural sparring partner for a denim jacket because they're both low-key, chuck-on weekend staples.
- 📌 With tailored trouser
Ensure that the denim and trousers are in contrast in color.
- 📌 With a roll neck
Consider your denim jacket finish, whether pristine indigo or battered stonewash, and how that metaphorically stitches together with your jumper.

Are you a denim jacket lover? Or Looking for one? 🤔
Get the look 🤔
Follow our page for more tips and update
Only at Thriftin' Hours

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Thriftin' Hours

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Display your services and availability so that people can book an appointment.
- Host Paid Online Events
Create online events that people can pay to access.

Insights [See all](#)

Last 28 days: 13 Jun - 10 Jul

People reached **149**

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Get the look 🤔
Follow our page for more tips and update
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CONVICTION	Are you a denim jacket lover? Or Looking for one? 🤔
ACTION	Get the look 😊 Follow our page for more tips and update Only at Thriftin' Hours

Soft sell 15

DRIP IN CLASS

OUTFIT IDEAS

Image 1: A woman wearing a black long-sleeve top and camouflage cargo pants. Text below: "Cargo pants are best worn with other functional, utilitarian pieces"

Image 2: A man wearing a white cable-knit jacket over an orange t-shirt and tan cargo pants. Text below: "Wear them with anything from cable-knit jumpers to plain t-shirts and utility jackets."

Image 3: A person wearing dark cargo pants and black boots. Text below: "Pair them with desert boots or work boots. it look goods"

Facebook Post Overlay:
Thriffin' Hours
17 June at 14:25
Here some outfit ideas:
|| Cargo pants are best worn with other functional, utilitarian pieces.
|| Wear them with anything from cable-knit jumpers to plain t-shirts and utility jackets.
|| Pair them with desert boots or work boots. Cargo pants look good with boots because they're military-inspired and masculine
Want to add a new pair of cargo pants in your wardrobe?
We got your back 😊
Check out our page for more tips and updates
Forever and always at Thriffin' Hours 🙌
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Sell Your Products: Set up a shop on your Page to start selling products online

Thriffin' Hours
17 June at 14:25 · 🌐

Different ways to style cargo pants

Are cargo pants a THING again? 😊

Well, the 90s fashion revival is tumbling into the year of 2000 fever, and the cargo pant is peak turn-of-the-millennium. But more than that, there's an appetite for sturdy, utilitarian clothing that feels stronger than ever right now, and the result is a new interpretation of cargo pants that are functional but smart. Less skater boy, more grown-up with good taste. 😊

A little backstory
First worn by the British Armed Forces in 1938 and the US Army during World War, cargo pants were designed with large pockets to fit bandages, maps, rations, ammunition and other battlefield essentials.

Here some outfit ideas:
|| Cargo pants are best worn with other functional, utilitarian pieces.
|| Wear them with anything from cable-knit jumpers to plain t-shirts and utility jackets.
|| Pair them with desert boots or work boots. Cargo pants look good with boots because they're military-inspired and masculine
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ATTENTION	Different ways to style cargo pants
INTEREST	Are cargo pants a THING again? 🤔 Well, the 90s fashion revival is tumbling into the year of 2000 fever, and the cargo pant is peak turn-of-the-millennium.
DESIRE	Here some outfit ideas: <ul style="list-style-type: none"> ▮ Cargo pants are best worn with other functional, utilitarian pieces. ▮ Wear them with anything from cable-knit jumpers to plain t-shirts and utility jackets. ▮ Pair them with desert boots or work boots. ▮ Cargo pants look good with boots because they're military-inspired and masculine
CONVICTION	Want to add a new pair of cargo pants in your wardrobe?
ACTION	We got your back 😊 Check out our page for more tips and updates Forever and always at Thriftin' Hours 🙌

Soft Sell 16

Go for a slim fit

Choose a monochrome piece for an easier approach

Try a varsity jacket in pastels

Dress it down with denim and hi-top trainers

Dress it up with a shirt, tapered trousers and brogues

TIPS ON HOW TO STYLE VARSITY JACKET

Thriffin' Hours
14 June at 13:14

Awesome ways to wear a varsity jacket!! 🥳
An item that enjoying uninterrupted popularity from the 50s to today 🥳

Never heard of varsity jacket? 🤔
The varsity jacket has become a go-to of the season after appearing at the beginning of last year, in numerous different collections especially in the Louis Vuitton Fashion Week 2021

Also known as the letterman, baseball or letter jacket, this effortlessly cool outerwear essential is sportier than the bomber jacket but preppier than the track jacket.

Tips on how to style varsity jacket:
See less

5 13 views

18 People reached 5 Reactions, comments and shares

13 3-second video views Retention curve

View More Video Details

Like Comment Share

Up next
What kind of men's ...

Comments See all

Comment as Thriffin' ...

Thriffin' Hours

Edit Follow Promote

Press enter to post.

Create ad See All
How would you like to grow your business?

Create new ad
Make an ad using text, photos or videos to promote your business

Boost a Post

Automated ads
Get personalised ads that adjust over time to help you get better results.

Free Facebook Business tools

Post templates
Quickly create visually pleasing posts with free, pre-made creative...

Sell Your Products
Set up a shop on your Page to start selling products online

Add Appointment Bookings
Display your services and availability so that people can book an...

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Tips on how to style varsity jacket:
👉 Go for a slim fit
👉 Choose a monochrome piece for an easier approach
If you are new to the trend, stick to simple black and white designs and pair it with a pair of distressed jeans and some classic canvas
👉 Try a varsity jacket in pastels to freshen up your look
👉 Dress it down with denim and hi-top trainers
Team with hi-top trainers in similar tones for a casual outfit that will become your go-to for match day
👉 Dress it up with a shirt, tapered trousers and brogues
Complete your look by throwing a pair of classic brogues into the mix
Looking for affordable yet stylish varsity jackets to don?
Available now at Thriffin.Hours 🥳
Come and Check us Out on Our page

ATTENTION	<p>Awesome ways to wear a varsity jacket!! 😊</p> <p>An item that enjoying uninterrupted popularity from the 50s to today 🤩</p>
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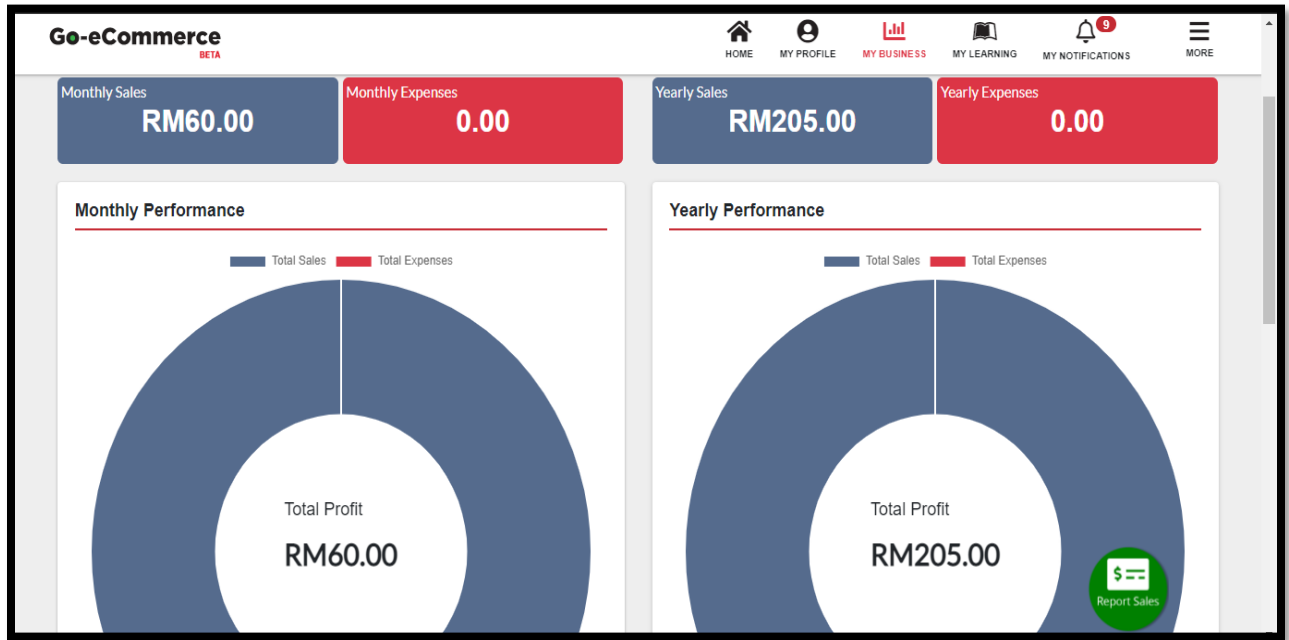
4.5 Relevant graphics to each post/copywriting







4.6 Sales report



5.0 CONCLUSION

We are quite appreciative that we were given the chance to do a project that calls for a lot of soft skills, which we lacked. We are also appreciative that this job was completed effectively. Being a part of this firm has given us the chance to obtain a lot of new experiences, which is really advantageous for us. In the future, we anticipate a steady progression of our business. Even though there are many competitors in this industry, our goal is to spread the word about the benefits of being frugal and to make a lot of money doing it. This is a fantastic competition since it involves greater enthusiasm.

Last but not least, to the best of my knowledge, we are committed to growing this Facebook page as much as we can in order to bring love and happiness to as many people as we can while also increasing the visibility of our company. A new generation is emerging that values vintage items and prudent financial management. We are especially pleased when the affection can be seen in the quality clothing we provide to consumers as a result of our own labor of love to maintain my consistent sense of style, confidence, and improved appearance.