



اَبُو سَيِّدِي تَيْكُونُو لِي وَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

Grammar-5 format-5 fbp-2 in tro-5 likes-4

79/100

FACULTY OF BUSINESS AND MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION (HONS.) TRANSPORT

ENT530 PRINCIPLES OF ENTREPRENEURSHIP

SOCIAL MEDIA PORTFOLIO:

DIANASHAWL.TSYA

GROUP:

ENT530K – GROUP 1

PREPARED BY:

NAME	STUDENT ID
MUHAMMAD AFIQ BIN AZHAR	2021122465
NUR BATRISYIA BINTI MOHD SHAMSUNIZAM	2021125831
WAFIY AIMAN BIN MAZLI	2021580215

PREPARED FOR:

RASLAN BIN NORDIN

SUBMISSION DATE:

31 JULY 2022

ACKNOWLEDGEMENT

In the name of Allah, the Beneficent, The Merciful. Praise be to Allah (The Almighty) for the blessing given to us so that we can finally complete this work. Peace and Blessing be upon the lovely prophet Mohammed, Peace be upon Him. We would like to express our gratitude to all those who supported us and helped in the preparation for this group assignment, we had to take the help and guidance of some respected persons, who deserve our deepest gratitude.

As the completion of this assignment gave us much pleasure, we would like to show our gratitude to Sir Raslan Bin Nordin, Lecturer for ENT530 Principles of Entrepreneurship, for giving us good guidelines for assignment throughout numerous consultations. We would also like to expand our gratitude to all those who have directly and indirectly guided us in writing this assignment. Many people, especially our classmates have made valuable suggestions on this assignment which inspired us to improve the quality of the assignment.

Thank you.

EXECUTIVE SUMMARY

In this subject which is Introduction to Entrepreneurship, students are required to choose any of the products locally or internationally to sell on social media platforms. The purposes of the assignment are to create credibility and also business skills among the students. The purpose can be achieved because in this assignment as well, students need to make sales, promote the products, manage the delivery and money, and also the operation of businesses.

This social report included all the essential things that have been stated in the guidelines as well. It includes the teasers, hard sells, and soft sell posting, graphics, Facebook URL, company profile, logo, and product description. The purpose of choosing Facebook as the main social media to promote the products is that the platform is well known globally and almost all of the world's population has their own Facebook page as well as Malaysians. Before the new generation of social media appeared, Facebook was one of the first social media sites to be made available to the public. Social media is reportedly a useful tool for introducing our items, making marketing a simple alternative to face-to-face interactions with our clients.

Having used Facebook as the primary platform, we can attest that it is the finest option for promoting our items. All Facebook users can search, buy things, interact, and promote thanks to the convenience that has been implemented there. Therefore, using this platform to market our products and generate sales is the greatest option for this task.

TABLE OF CONTENTS

ACKNOWLEDGEMENT	2
EXECUTIVE SUMMARY	3
1.0 GO-ECOMMERCE REGISTRATION	5
1.1 MASMED Certificate	7
1.2 SSM Certificate.....	8
1.3 Go-Ecommerce Sales	9
2.0 INTRODUCTION OF BUSINESS	10
2.1 Name and Address of Business.....	10
2.2 Organizational Chart	11
2.3 Mission / Vision.....	11
2.4 Descriptions of Products / Services	12
2.4.1 Diyari Sulam Shawl	12
2.4.2 De Arch.....	12
2.4.3 Glossy Shawl	13
2.4.4 Glossy Square	13
2.4.5 De Thera.....	14
2.4.6 Julissa Squaresawl.....	14
2.4.7 Ruffle Shawl	15
2.4.8 De Lorea.....	15
2.4.9 Zara Square	16
2.4.10 Mulan Squaresawl.....	16
2.5 Price List	17
3.0 FACEBOOK (FB)	18
3.1 Creating Facebook (FB) Page	18
3.2 Customizing URL Facebook (FB) Page	18
3.3 Facebook (FB) – Teaser.....	19
3.4 Facebook (FB) – Copywriting (Hard Sell)	24
3.5 Facebook (FB) – Copywriting (Soft Sell).....	32
3.6 Relevant Graphics to Each Post / Copywriting.....	40
4.0 CONCLUSION	48

1.0 GO-ECOMMERCE REGISTRATION

PERSONAL PROFILE
BUSINESS PROFILE



NUR BATRISYIA BINTI MOHD SHAMSUNIZAM

Personal Information

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

Institution Information [Add New](#)

PERSONAL PROFILE
BUSINESS PROFILE

Institution Information [Add New](#)

UITM Puncak Alam - Entrepreneurship Semester Mar 2022

Type of Institution	: IHL	Institution List	:	Universiti Teknologi MARA	
State of Institution	:	Name of Institution	:	UITM Puncak Alam	
Address of Institution	:	City	:	Puncak Alam	
	:	Postcode	:	42300	
	:		:		
District of Institution	:	Study Status	:	Full time	
Level of Study	:	Class Name	:	ENT530K	Edit Delete
Course Name	:	Year Enrolling the subject	:	2022	
	:	Lecturer Name	:	Raslan Nordin	
Subject Name	:	Year Of Internship Enrollment	:		
	:	Period of Internship Training	:		
Month Enrolling the Subject	:	Expected Month To Complete Study	:	2	
Internship Enrollment	:		:		
Month of Internship Enrollment	:		:		
Expected Year To Complete Study	:		:		
Related To Study Field	:		:		

PERSONAL PROFILE
BUSINESS PROFILE



Muhammad Afiq Bin Azhar

Personal Information

Name	: Muhammad Afiq Bin Azhar	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	:		:		

Institution Information [Add New](#)

Institution Information [Add New](#)

UITM Puncak Alam - Entrepreneurship Semester Mar 2022

Type of Institution	: IHL	Institution List	:	Universiti Teknologi MARA	
State of Institution	:	Name of Institution	:	UITM Puncak Alam	
Address of Institution	:	City	:	Puncak Alam	
	:	Postcode	:	42300	
	:		:		
District of Institution	:	Study Status	:	Full time	
Level of Study	:	Class Name	:	ENT530K	Edit Delete
Course Name	:	Year Enrolling the subject	:	2022	
Subject Name	:	Lecturer Name	:	Raslan Nordin	
Month Enrolling the Subject	:	Year Of Internship Enrollment	:		
Internship Enrollment	:	Period of Internship Training	:		
Month of Internship Enrollment	:	Expected Month To Complete Study	:	2	
Expected Year To Complete Study	:		:		
Related To Study Field	:		:		

PERSONAL PROFILE
BUSINESS PROFILE



Wafiy Aiman Bin Mazli

Personal Information

Name	: Wafiy Aiman Bin Mazli	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	:		:		

UiTM Puncak Alam - Entrepreneurship Semester Mar 2022

Type of Institution	: IHL	Institution List	:	Universiti Teknologi MARA	
State of Institution	: Selangor	Name of Institution	:	UiTM Puncak Alam	
Address of Institution	: Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, .	City	:	Puncak Alam	
		Postcode	:	42300	
District of Institution	: Kuala Selangor	Study Status	:	Full time	Edit Delete
Level of Study	: Bachelor Degree	Class Name	:	ENT530K	
Course Name	: Entrepreneurship Semester Mar 2022	Year Enrolling the subject	:	2022	
Subject Name	: Principle of Entrepreneurship	Lecturer Name	:	Raslan Nordin	
Month Enrolling the Subject	: 3	Year Of Internship Enrollment	:		
Internship Enrollment	: No	Period of Internship Training	:		
Month of Internship Enrollment	:	Expected Month To Complete Study	:	2	
Expected Year To Complete Study	: 2024		:		
Related To Study Field	: Yes		:		

Figure 1: Completed the personal profile

PERSONAL PROFILE
BUSINESS PROFILE



NUR BATRISYIA BINTI MOHD SHAMSUNIZAM

Company Name	: Dianashawl.tsya	Company Registration No.	:	EB-A2022061601194	Edit
Type Of Business	: Enterprise	Business Role	:	Dropshipper	
Facebook Page	: https://www.facebook.com/dianashawl.tsya	Business Category/Business Sub-Category	:	Household, Hobbies & Lifestyles / Business & Industrial	
Wechat for Business	:	Business Instagram Page	:		
Marketplace	: Others	Business Website	:	https://www.facebook.com/dianashawl.tsya	
Business Related to Your Study Field	:	Type Of Website	:		
		Experience in International Export	:	No	

PERSONAL PROFILE
BUSINESS PROFILE



Muhammad Afiq Bin Azhar

Company Name	: Dianashawl.tsya	Company Registration No.	:		Edit
Type Of Business	: Enterprise	Business Role	:	Dropshipper	
Facebook Page	: https://www.facebook.com/dianashawl.tsya	Business Category/Business Sub-Category	:	Household, Hobbies & Lifestyles /	
Wechat for Business	:	Business Instagram Page	:		
Marketplace	: Others	Business Website	:	https://www.facebook.com/dianashawl.tsya	
Business Related to Your Study Field	: Yes	Type Of Website	:		
		Experience in International Export	:	No	

PERSONAL PROFILE	BUSINESS PROFILE
 Wafiy Aiman Bin Mazli	Company Name : Dianashawl.tsya Type Of Business : Enterprise Facebook Page : Dianashawl.tsya Wechat for Business : Marketplace : Others Business Related to Your Study Field : Yes
	Company Registration No. : EB-A2022061601194 Business Role : Dropshipper Business Category/Business Sub-Category : Household, Hobbies & Lifestyles / Business & Industrial Business Instagram Page : Business Website : https://www.facebook.com/dianashawl.tsya Type Of Website : Experience in International Export : No

Figure 2: Completed the business profile

1.1 MASMED Certificate


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

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar : 2021125831
 Nama : NUR BATRISYIA BINTI MOHD SHAMSUNIZAM
 Program Pengajian : SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN) PENGANGKUTAN
 Fakulti : Faculty of Business & Management
 Kampus : Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Online
 Bidang Perniagaan yg diceburi : Pakaian dan Kelengkapan
 Tempoh Berniaga : 2 Bulan
 No. Pendaftaran Perniagaan : EB-A2022061601194
 URL Perniagaan : <https://www.facebook.com/dianashawl.tsya>
 Alamat Premis Perniagaan :
 Tarikh Mendaftar : 19 Apr 2022
 Tarikh Kemaskini : 31 Jul 2022
 Tarikh Cetak : 31 Jul 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 terbatal apabila penama menamatkan pengajian atau tidak lagi aktif dalam sistem universiti.
Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED) juga berhak membatalkan siji ini tanpa sebarang notis. Penggunaan siji ini hanya diterima untuk kegunaan urusan dalaman UITM sahaja. Urusan dan aktiviti perniagaan yang dijalankan oleh penama adalah risiko dan tanggungjawab sendiri tanpa melibatkan kepentingan dan nama Universiti.

SALINAN PENDAFTARAN INI DIPERAKUI OLEH
PENOLONG NAIB CANSELOR KEUSAHAWANAN UITM
 Malaysian Academy of SME & Entrepreneurship Development (MASMED)


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

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar : 2021122465
 Nama : Muhammad Afiq Bini Azhar
 Program Pengajian : SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN) PENGANGKUTAN
 Fakulti : Faculty of Business & Management
 Kampus : Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Online
 Bidang Perniagaan yg diceburi : Pakaian dan Kelengkapan
 Tempoh Berniaga :
 No. Pendaftaran Perniagaan : EB-A2022061601194
 URL Perniagaan : <https://www.facebook.com/dianashawl.tsya>
 Alamat Premis Perniagaan :
 Tarikh Mendaftar : 19 Apr 2022
 Tarikh Kemaskini : 31 Jul 2022
 Tarikh Cetak : 31 Jul 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 terbatal apabila penama menamatkan pengajian atau tidak lagi aktif dalam sistem universiti.
Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED) juga berhak membatalkan siji ini tanpa sebarang notis. Penggunaan siji ini hanya diterima untuk kegunaan urusan dalaman UITM sahaja. Urusan dan aktiviti perniagaan yang dijalankan oleh penama adalah risiko dan tanggungjawab sendiri tanpa melibatkan kepentingan dan nama Universiti.

SALINAN PENDAFTARAN INI DIPERAKUI OLEH
PENOLONG NAIB CANSELOR KEUSAHAWANAN UITM
 Malaysian Academy of SME & Entrepreneurship Development (MASMED)



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

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar : 2021580215
 Nama : WAFIY AIMAN BIN MAZLI

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

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Online
 Bidang Perniagaan yg diceburi : Pakaian dan Kelengkapan
 Tempoh Berniaga : 2 Bulan
 No. Pendaftaran Perniagaan : EB-A2022061601194
 URL Perniagaan : <https://www.facebook.com/dianashawl.tsyah>
 Alamat Premis Perniagaan :
 Tarikh Mendaftar : 19 Apr 2022
 Tarikh Kemaskini : 31 Jul 2022
 Tarikh Cetak : 31 Jul 2022

Sijil Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dijalankan oleh pelajar semasa tempoh pengajian di UITM. Sijil ini secara tidak langsung akan terbatalkan 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 dibenarkan untuk kegunaan urusan dalaman UITM sahaja. Urusan dan aktiviti perniagaan yang dijalankan oleh penama adalah risiko dan tanggungjawab sendiri tanpa melibatkan kepentingan dan nama Universiti.

SALINAN PENDAFTARAN INI DIPERAKU OLEH
PENOLONG NAIB CANSOLOR KEUSAHAWANAN UITM

Malaysian Academy of SME & Entrepreneurship Development (MASMED)

Figure 3: Our MASMED Certificate

1.2 SSM Certificate



SSM
 SURUHJAJAYA SYARIKAT MALAYSIA
 COMPANY COMMISSIONER OF MALAYSIA

BORANG D (KAEDAH 13)

**PERAKUAN PENDAFTARAN
 AKTA PENDAFTARAN PERNIAGAAN 1956**

Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama

DIANASHAWL TSYA ENTERPRISE
NO. PENDAFTARAN: 202203152293 (PG0529029-P)

telah didaftarkan dari hari ini sehingga 16 JUN 2023 di bawah Akta Pendaftaran Perniagaan 1956, beralamat di

Bil. Cawangan: TIADA

Bertarikh di **SISTEM EZBIZ** pada 17 JUN 2022.

(Signature)
DATUK NOR AZIMAH ABDUL AZIZ
 Pendaftar Perniagaan
 Semenanjung Malaysia

UuMED: EZBIZ Doc: F14 Jul 17 11:32:50 MYT 2022

Figure 4: SSM CERTIFICATE

1.3 Go-Ecommerce Sales

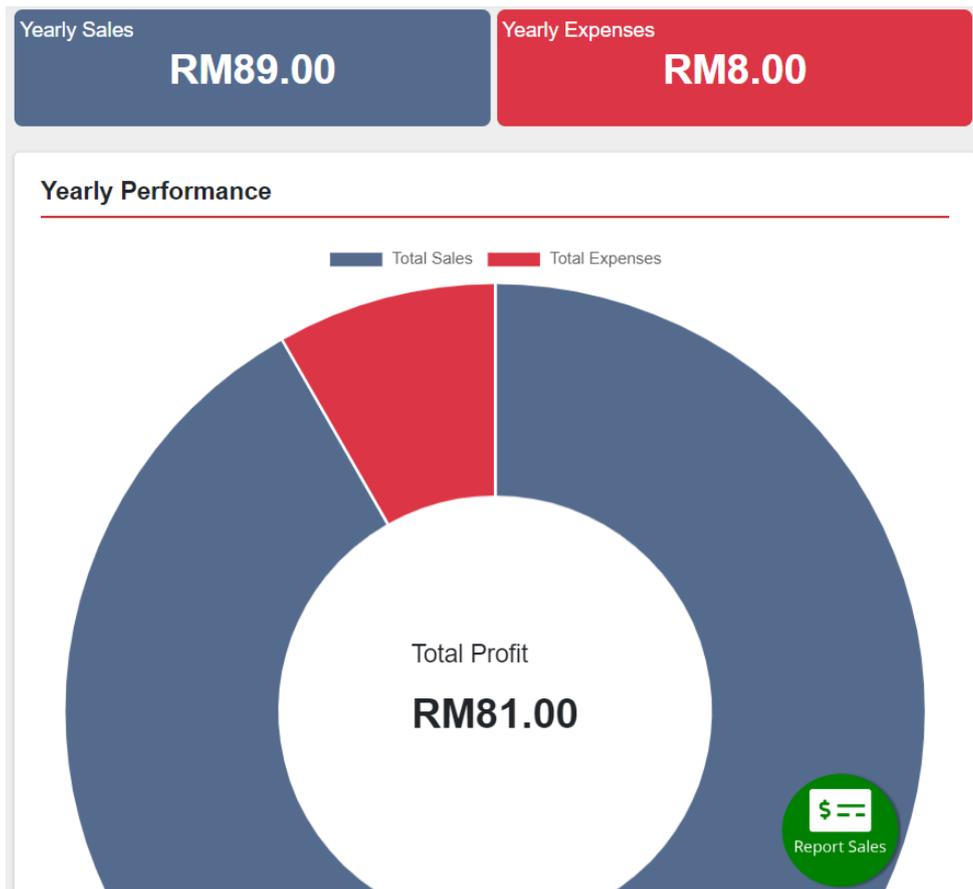


Figure 5: Business Sales in Go-Ecommerce

2.0 INTRODUCTION OF BUSINESS

2.1 Name and Address of Business



Dianashawl.tsya is a business that began operations in Jun 2022 and is owned and run by its three co-founders, namely Nur Batrisya, Muhammad Afiq, and Wafiy Aiman. Our company offers scarves to clients that need discretion in an elegant fashion and are seeking solutions. In order to weave our scarves using high-quality fabric, we purchase it in bulk from a source that sells wholesale. Different kinds of scarves, including printed Diana shawl scarves, casual Diana shawl scarves, and instant Diana shawl scarves are among the items that we provide for sale. The cost of our hijab is reasonable and modest, making it possible for everybody to get one. The price ranges from RM39 all the way up to RM89, and it all depends on the design and material. The HQ company is located in the Seksyen 16 neighborhood of Shah Alam. We also cover all areas in Malaysia and also in Indonesia, and Singapore. Our goal in operating this company is to provide a wide selection of styles and to provide services that cater to the requirements of all women regarding beauty care.

2.2 Organizational Chart

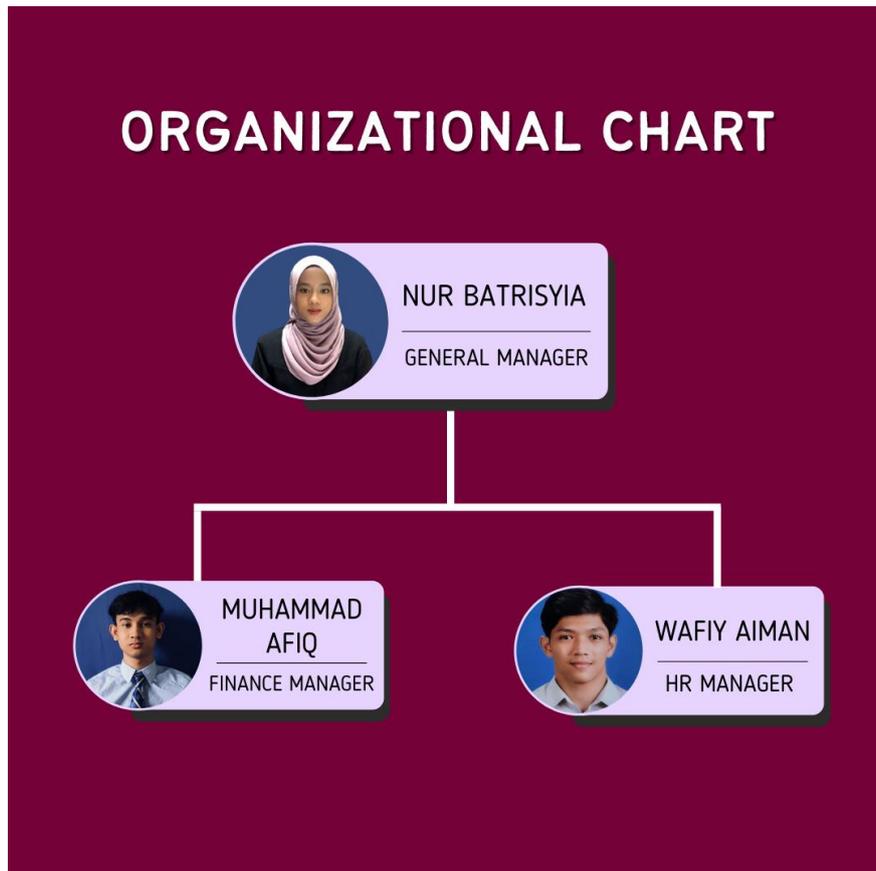


Figure 6: Organizational Chart

2.3 Mission / Vision

- **Mission**

Dianashawl.tsya mission is to provide a wide range of hijab collections that are excellent in quality, elegant in design and color, appealing, in accordance with current trends, market demand, and good value for money.

- **Vision**

Dianashawl.tsya aim is to be one of Malaysia's greatest hijab brands and manufacturers, as well as an inspiration and symbol in the hijab business field.

2.4 Descriptions of Products / Services

2.4.1 Diyari Sulam Shawl



Figure 7: Diyari Sulam Shawl

Diyari Sulam Shawl are the most popular collection in Hari Raya 2022. Diyari Sulam Shawl made from chiffon georgette crepe material. There are 6 beautiful colours in total. There will be mini pouch bag only for exclusive collection Diyari.

2.4.2 De Arch

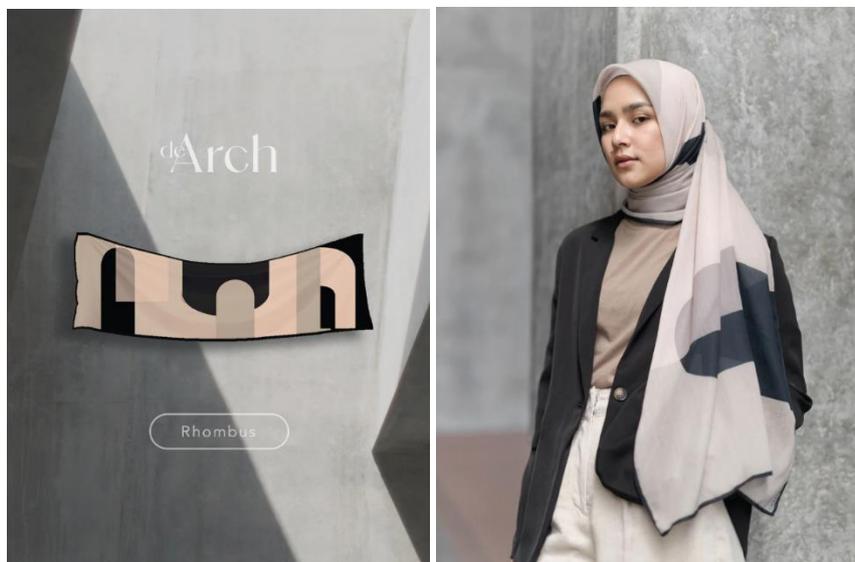


Figure 8: De Arch

De Arch are the first printed collection and this collection based on Arch shapes and geometry design.. De Arch shawl are made from premium cotton rayon. There are 4 colours in total and comes with premium box De Arch for each purchase. The measurement of the printed shawl is 1.8m x 0.7m.

2.4.3 Glossy Shawl



Figure 9: Glossy Shawl

Glossy Shawl are made from soft satin matte which is the combination of satin silk and satin matte. This satin collection is breathable and comfortable for daily wear. There are 20 colours in total. The measurement of this satin collection is 1.8m x 0.75m.

2.4.4 Glossy Square



Figure 10: Glossy Square

Glossy Square are using the same material with Glossy Square which is using soft satin matte. It is using the same material but in different design which is in square. There are 17 colours in total. The measurement of this Glossy Square is using 'Bidang 48'.

2.4.5 De Thera



Figure 11: De Thera

De Thera are the first printed collection in square. The design is simple and minimalist for the girls. De Thera collection are using premium cotton rayon and comes with 4 beautiful colours. For each purchase of De Thera will get mini pouch bag. This design are in 47 inch x 47 inch in size.

2.4.6 Julissa Squareshawl



Figure 12: Julissa Squareshawl

Julissa Squareshawl is 2 in 1 design. You can wear it in 2 styles either shawl or square. This design is using soft cotton and is it in 68.5 inch for length and 39.5 inch in width. It comes in 11 colours in total.

2.4.7 Ruffle Shawl



Figure 13: Ruffle Shawl

The Ruffle Shawl is one and only shawl that have ruffle in the end of the shawl. There are 18 beautiful colours. Ruffle Shawl is using the material of Arabic Chiffon. The measurement of this shawl is 1.8cm x 0.75cm. Every pieces of Ruffle Shawl comes with exclusive DS Hardbox.

2.4.8 De Lorea



Figure 14: De Lorea

De Lorea are the second printed collection in square. De Lorea collection are using premium cotton rayon and comes with 4 beautiful colours. For each purchase of De Lorea will get mini pouch bag. This design is in 47-inch x 47-inch in size.

2.4.9 Zara Square



Figure 15: Zara Square

Zara Square are the most favourite cotton square for every girls to wear on daily basis. There are 26 colours for Zara Square. This collection is using only pure cotton material. The measurement of the Square is in 45-inch.

2.4.10 Mulan Squareshawl



Figure 16: Mulan Squareshawl

Mulan Squareshawl are the most popular collection for all the bride. It comes in 13 colours. You can wear it in different style too which is as shawl or as square. The material of Mulan Squareshawl is premium cotton voile.

2.5 Price List

No.	Collections	Price
1.	Diyari Sulan Shawl	RM 89
2.	De Arch	RM 89
3.	Glossy Shawl	RM 49
4.	Glossy Square	RM 49
5.	De Thera	RM 65
6.	Julissa Squaresawl	RM 59
7.	Ruffle Shawl	RM 59
8.	De Lorea	RM 65
9.	Zara Aquare	RM 39
10.	Mulan Squaresawl	RM 59

Table 1: Price List

3.0 FACEBOOK (FB)

3.1 Creating Facebook (FB) Page

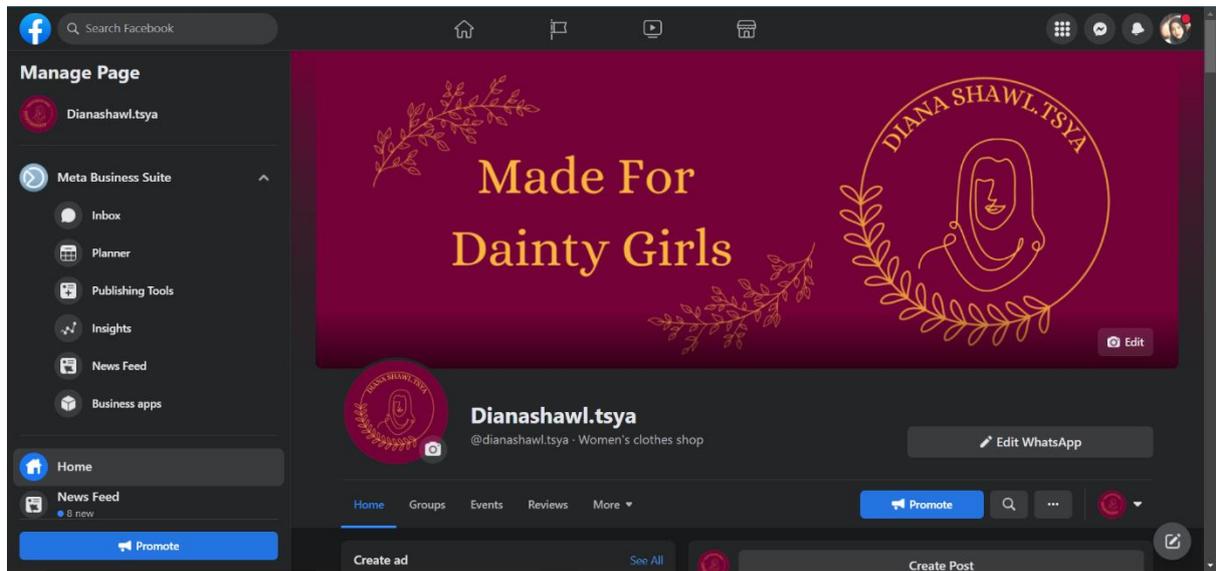


Figure 17: Facebook Page

3.2 Customizing URL Facebook (FB) Page

URL Facebook Page: <https://www.facebook.com/dianashawl.tsya>

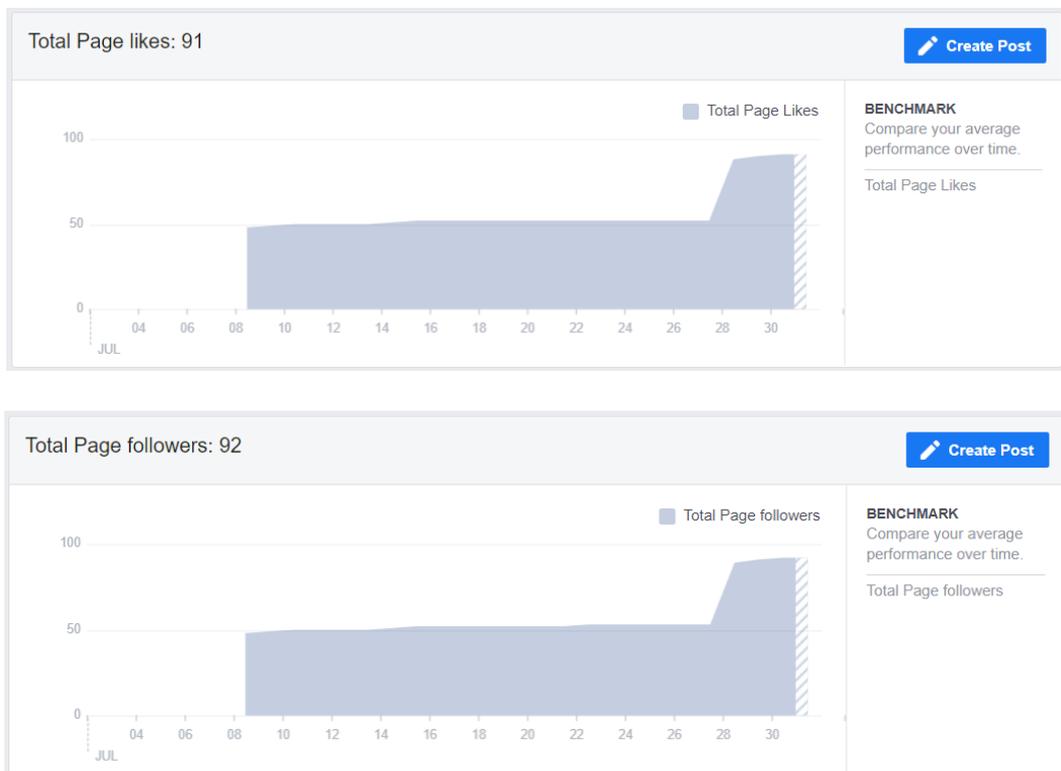
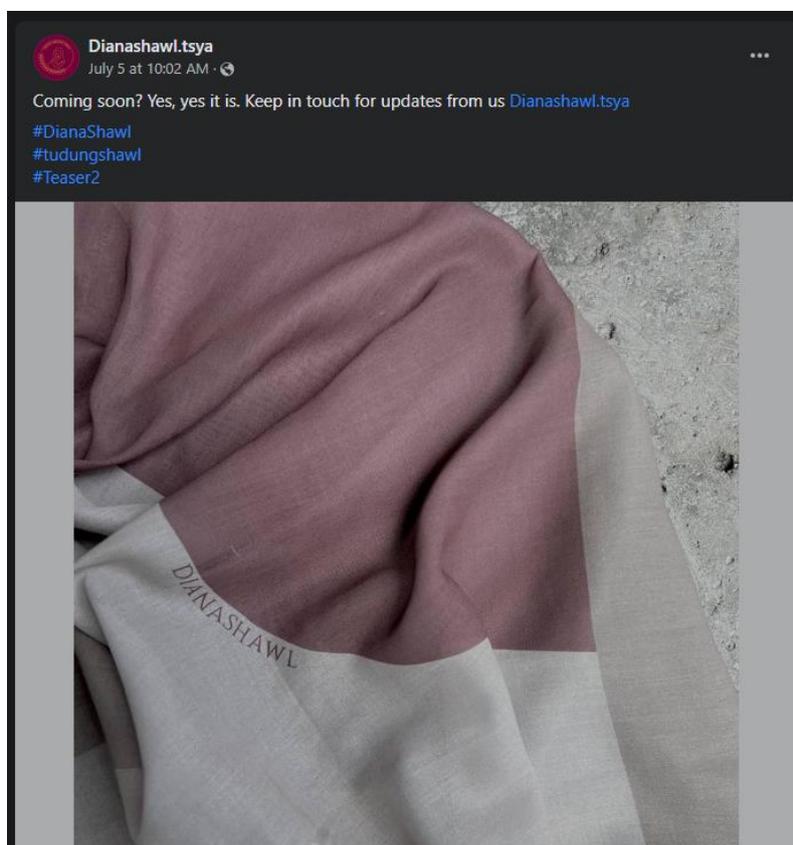
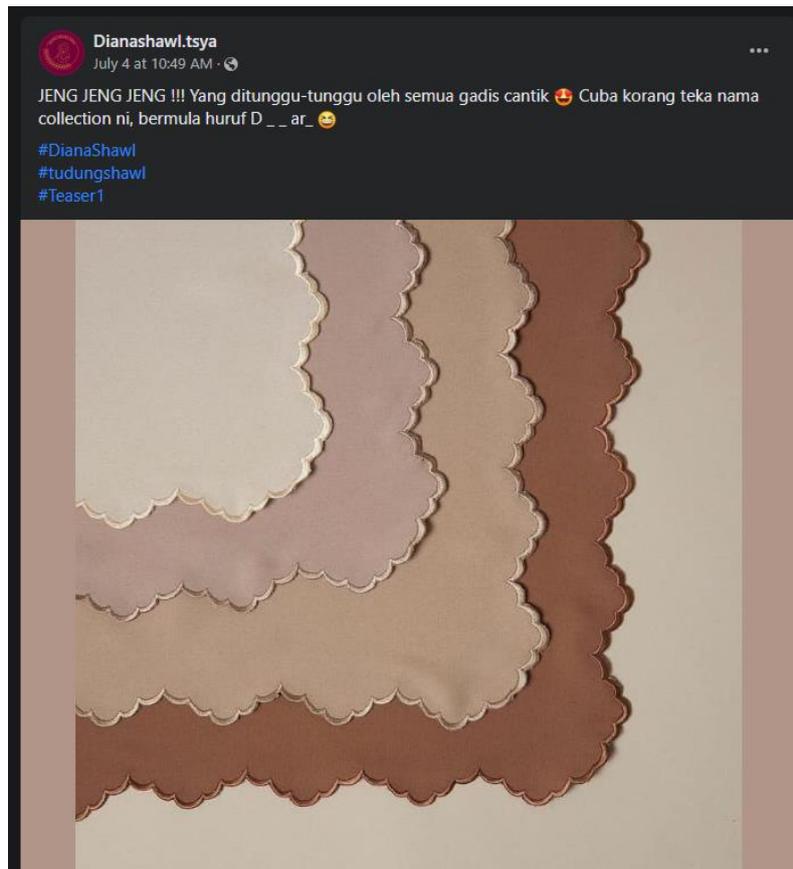


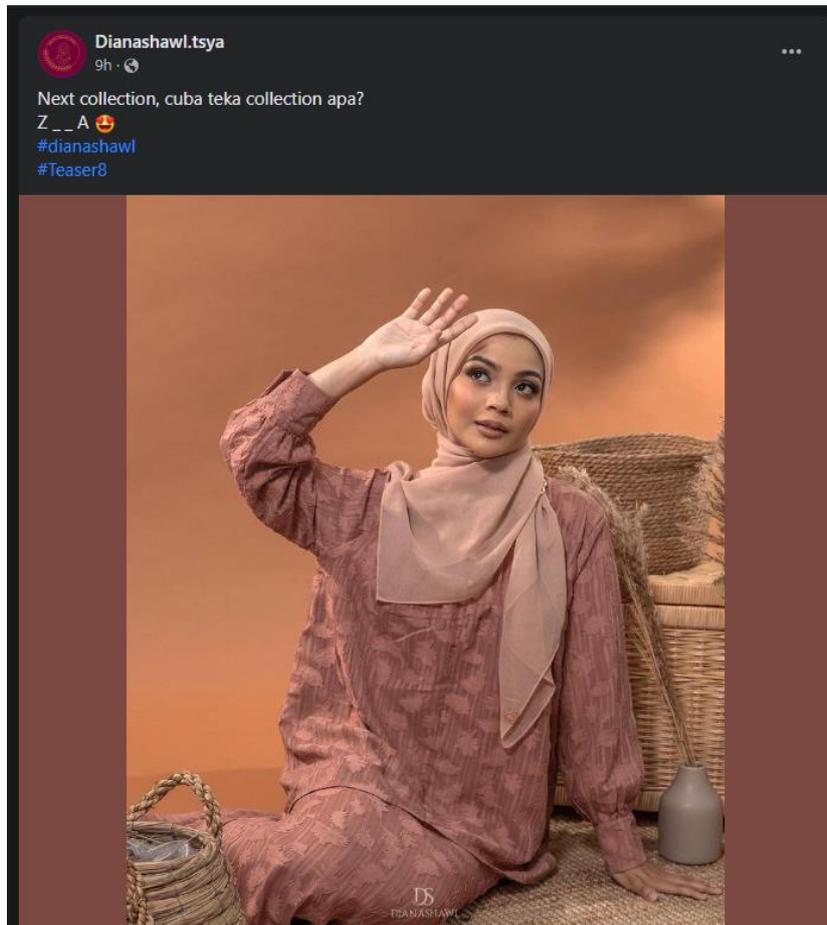
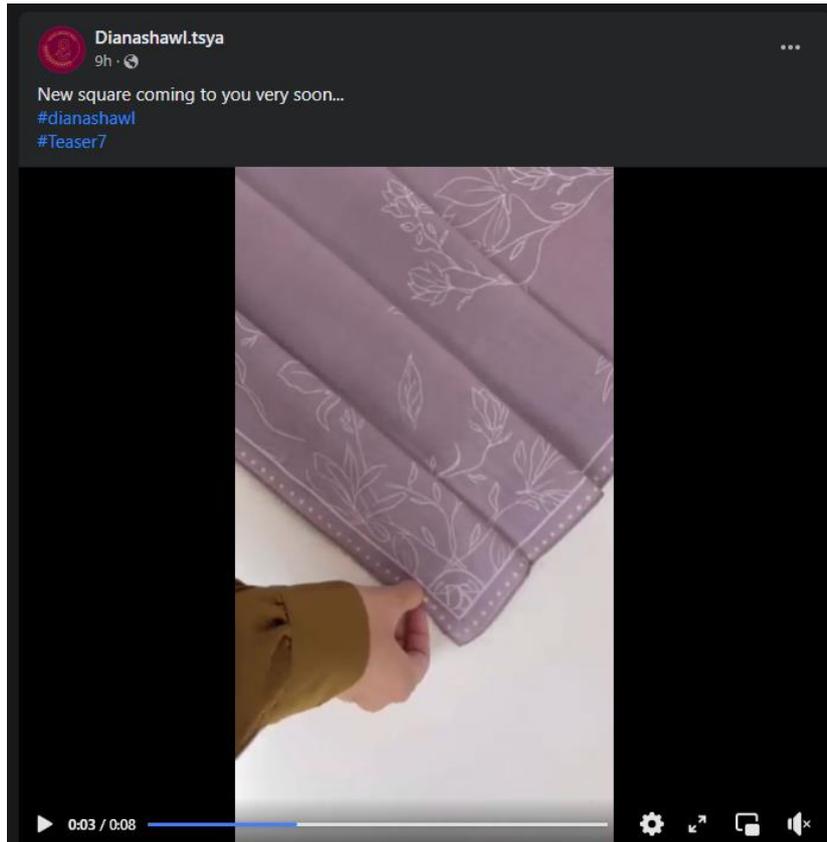
Figure 18: Total Like and Followers in Facebook

3.3 Facebook (FB) – Teaser









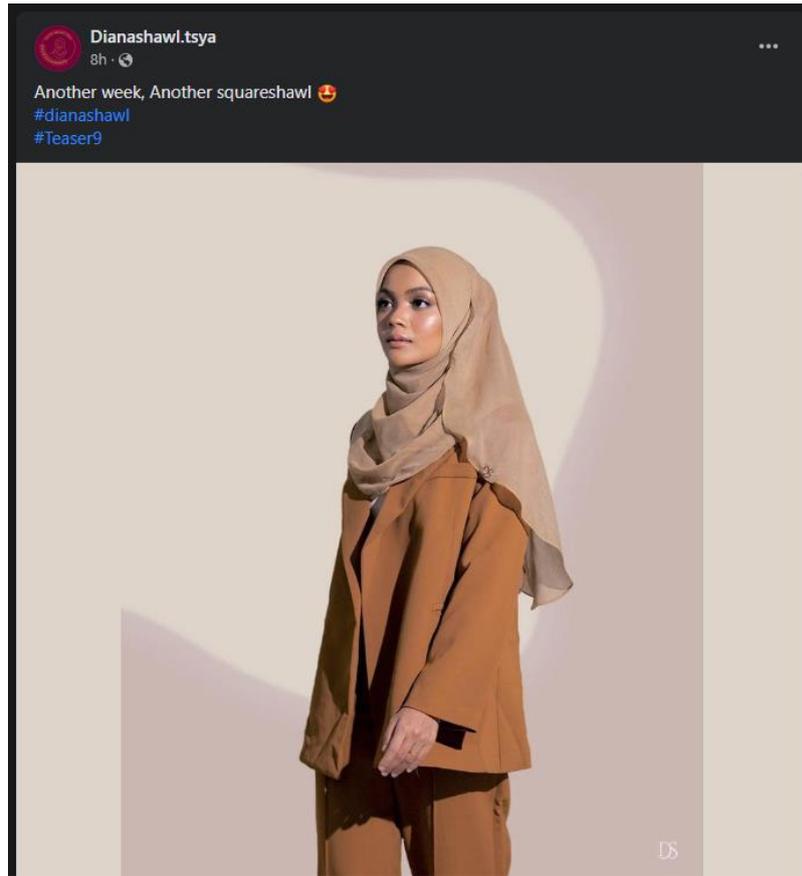


Figure 19: Teaser

3.4 Facebook (FB) – Copywriting (Hard Sell)

Dianashawl.tsya
July 4 at 3:47 PM · 🌐

6 beautiful colour of Diyari Sulam Shawl made from Premium Chiffon Georgette Crepe with Mini Pouch Bag only for exclusive collection Diyari ✨

Come and get yours now by [Dianashawl.tsya](#) for ONLY RM 89 !!

#DianaShawl
#tudungshawl
#hardsell1

Dianashawl.tsya
July 5 at 7:19 PM · 🌐

One of the design from De Arch collection 🥰
What are you waiting for ? Get yours now ladies !! ✨

Price : RM 89.00 each
Material : Cotton Rayon Premium
Size : 1.8m x 0.7m
Comes with special hard box

#DianaShawl
#Tudungshawl
#Hardsell2

 **Dianashawl.tsya**
July 29 at 1:59 PM · 🌐

Jom dapatkan Glossy Shawl dengan kita sekarang !

Glossy Shawl
Price : RM 49 Exc Postage
Material : Soft Satin Matte
Size : 1.8m x 0.75m with end curve

[#dianashawl](#)
[#tudungshawl](#)
[#Hardsell3](#)



 **Dianashawl.tsya**
July 29 at 2:16 PM · 🌐

Glossy Shawl - A must have collection known for its gorgeous drapes !

Glossy Shawl
Price : RM 49 Exc Postage
Material : Soft Satin Matte
Size : 1.8m x 0.75m with end curve

[#dianashawl](#)
[#tudungshawl](#)
[#Hardsell4](#)



Dianashawl.tsya
 July 29 at 2:25 PM · 🌐

Yang paling diminati oleh ramai gadis! Tunggu apa lagi tu, cepat grab colour favourite korang.

Glossy Square
 Price : RM 49 Exc Postage
 Material : Soft Satin Matte
 Size : Bidang 48

#dianashawl
 #Hardsell5



Dianashawl.tsya
 July 29 at 2:39 PM · 🌐

Our exclusive Glossy Collection. Cantik je awning tu terbentuk, takkan lah korang taknak grab kan 😊😍

Glossy Square
 Price : RM 49 Exc Postage
 Material : Soft Satin Matte
 Size : Bidang 48

#dianashawl
 #Hardsell6



Dianashawl.tsy
 July 29 at 3:14 PM · 🌐

Good evening to everyone! This is De Thera collection by us! Let's grab it before sold out!

Material : Premium cotton rayon
 Size : Square 47 inch x 47 inch
 Finishing: Baby Hem
 Price : RM 65 Exc Postage
 Comes with mini pouch bag only for exclusive collection De Thera

#DianaShawl
 #hardsell7



Dianashawl.tsy
 July 29 at 3:26 PM · 🌐

De Thera colourway and designs that we have! Collect it now while stock still available! 🤩

Material : Premium cotton rayon
 Size : Square 47 inch x 47 inch
 Finishing: Baby Hem
 Price : RM 65 Exc Postage
 Comes with mini pouch bag only for exclusive collection De Thera

#DianaShawl
 #hardsell8



Dianashawl.tsya
July 29 at 3:41 PM · 🌐

Julissa square shawl by us! Grab it now! ❤️

Material : Soft Cotton
Type : Squareshawl
Size : 68.5 inch (length) x 39.5 inch (width)
Price : RM 59 Exc Postage

#DianaShawl
#hardsell9

Dianashawl.tsya
11h · 🌐

Purchase now kalau tak nak terlepas 😊

Ruffle Shawl
Price : RM 59 Exc Postage
Material : Arabic Chiffon
Type : Straight cut with Ruffle

#dianashawl
#Hardsell10

THE RUFFLE SHAWL			THE RUFFLE SHAWL			THE RUFFLE SHAWL		
See how the ruffles look like with our new Ruffle collection			Match your outfit with trendy color tones of our elegant shawl collection			A fresh new look goes a long way with our new Ruffle collection		
MAHAGIRI	MAHAGIRI PINK	MAHAGIRI BROWN	MAHAGIRI	MAHAGIRI PINK	MAHAGIRI BROWN	MAHAGIRI	MAHAGIRI PINK	MAHAGIRI BROWN
MAHAGIRI	MAHAGIRI PINK	MAHAGIRI BROWN	MAHAGIRI	MAHAGIRI PINK	MAHAGIRI BROWN	MAHAGIRI	MAHAGIRI PINK	MAHAGIRI BROWN
MAHAGIRI	MAHAGIRI PINK	MAHAGIRI BROWN	MAHAGIRI	MAHAGIRI PINK	MAHAGIRI BROWN	MAHAGIRI	MAHAGIRI PINK	MAHAGIRI BROWN

 **Dianashawl.tsya**
11h · 🌐

Slay away that effortless beauty look with our new Ruffle Collection. Korang dah aim ke colour Ruffle yang korang nak grab ?
Ruffle Shawl
Price : RM 59 Exc Postage
Material : Arabic Chiffon
Type : Straight cut with Ruffle
[#dianashawl](#)
[#Hardsell11](#)



 **Dianashawl.tsya**
10h · 🌐

Dah ramai tau yang grab collection De Lorea ni ! Habis nanti terlepas pula peluang nak pakai 😊
De Lorea
Price : RM 65 Exc Postage
Material : Premium Cotton
Size : Bidang 47
[#dianashawl](#)
[#Hardsell12](#)



Dianashawl.tsya
10h · 🌐

4 Styles yang korang boleh cuba! Siapa yang tak grab lagi tu memang rugi tau 😊
 Price : RM 65 Exc Postage
 Material : Premium Cotton
 Size : Bidang 47
[#dianashawl](#)
[#Hardsell13](#)

Dianashawl.tsya
10h · 🌐

Coming to you in 26 beautiful colours ✨ Get yours now !
 Zara Square
 Price : RM 39
 Material : 100% Pure Cotton
[#dianashawl](#)
[#Hardsell14](#)

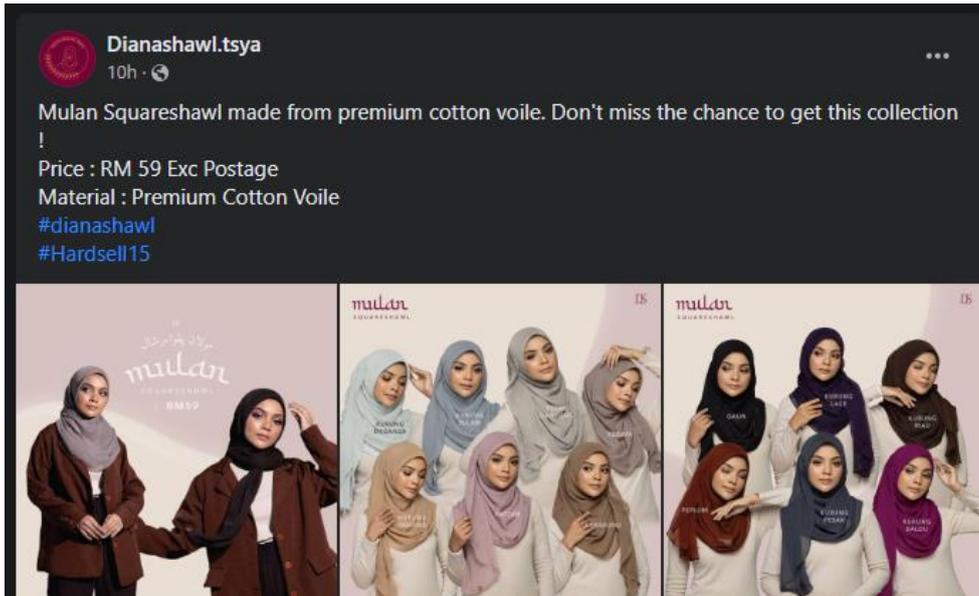


Figure 20: Hard Sell

3.5 Facebook (FB) – Copywriting (Soft Sell)

Dianashawl.tsya
July 4 at 1:05 PM · 🌐

Tadaaa !! Inilah dia our new collection Diyari Sulam Shawl 🥰

Dah nak dekat Raya Haji ni mesti semua gadis nak cantik cantik di pagi raya bersarungkan tudung sulam betul tak ?

Jom dapatkan Diyari Sulam Shawl by [Dianashawl.tsya](#) sekarang !!

#DianaShawl
#tudungshawl
#SoftSell1



Dianashawl.tsya
July 5 at 1:43 PM · 🌐

Mesti semua teringin nak dapatkan tudung yang berbaloi dan cantik dipakai mengikut kesesuaian wajah kan?

Haaa ini dia collection terbaru dari kami, De Arch Shawl yang senang digayakan mengikut kesesuaian wajah, selesa dan yang paling penting sangat berbaloi tau !!

Jom dapatkan sekarang dari kami [Dianashawl.tsya](#)

#DianaShawl
#tudungshawl
#softsell2





Dianashawl.tsya
 July 29 at 2:20 PM · 🌐

Haa terkejut ke tu 🤔 Ya betul tu collection Glossy ni kita keluarkan 2 style tau, Shawl & Square 🙌

#dianashawl
 #softsell5

GLOSSY
 SHAWL
 available for
 shawl & square style

DS
 DIANASHAWL

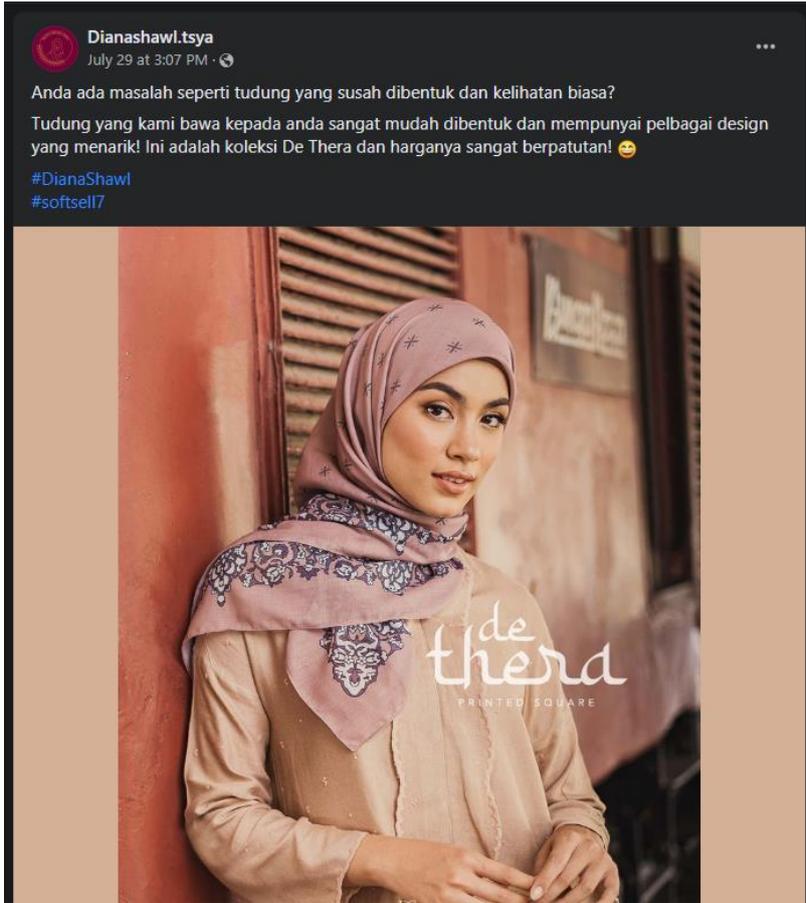
Dianashawl.tsya
 July 29 at 2:33 PM · 🌐

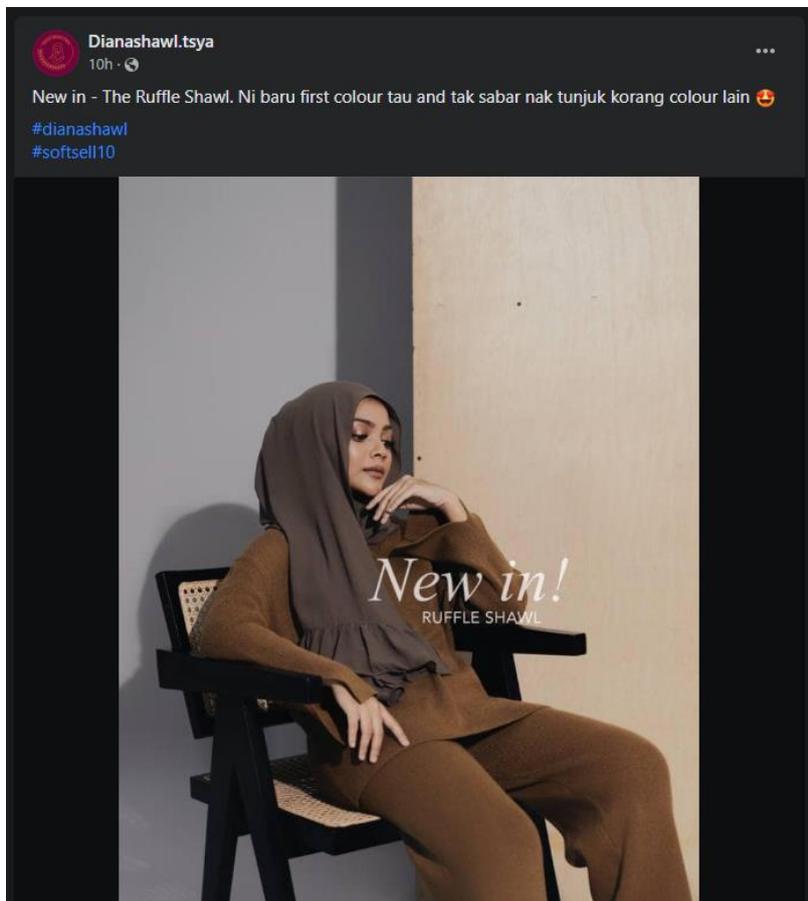
Glossy Collection comes with Square too! Its means material satin ni sesuai & cantik for both type 🤗

#dianashawl
 #softsell6

GLOSSY
 SHAWL
 made from
 Soft Matte Satin

DS
 DIANASHAWL





Dianashawl.tsya
10h · 🌐

Ruffle Shawl kalini kita guna material arabic chiffon tau memang flowy sangat sangat 😍
#dianashawl
#softsell11



New In
RUFFLE SHAWL

SWIPE UP TO SHOP

0:01 / 0:13

⚙️ 🔄 📄 🔊

Detailed description: This is a video thumbnail for a social media post. It features a woman wearing a light purple ruffled shawl over a beige top. The background is a plain, light-colored wall. The text 'New In RUFFLE SHAWL' is centered at the top, and 'SWIPE UP TO SHOP' is at the bottom. A video player interface is visible at the bottom with a progress bar at 0:01 / 0:13 and icons for settings, share, save, and volume.

Dianashawl.tsya
10h · 🌐

Introducing to you, our new printed square - De Lorea ✨
#dianashawl
#softsell12



de lorea

DS DIANASHAWL

Detailed description: This is an image for a social media post. It shows a woman sitting on a yellow sofa, wearing a light purple shawl with a subtle pattern and a matching hijab. The shawl has 'de lorea' printed on it. The background is a bright, indoor setting with a cactus plant. The brand name 'DS DIANASHAWL' is visible in the bottom right corner.

Dianashawl.tsya
9h · 🌐

De Lorea is made from Premium Cotton. De Lorea ni juga korang boleh style kan as shawl juga.
#dianashawl
#softsell13

Dianashawl.tsya
9h · 🌐

Yass it's ZARA, youre favourite cotton square! Are you guys ready for the colour reveal?
#dianashawl
#softsell14

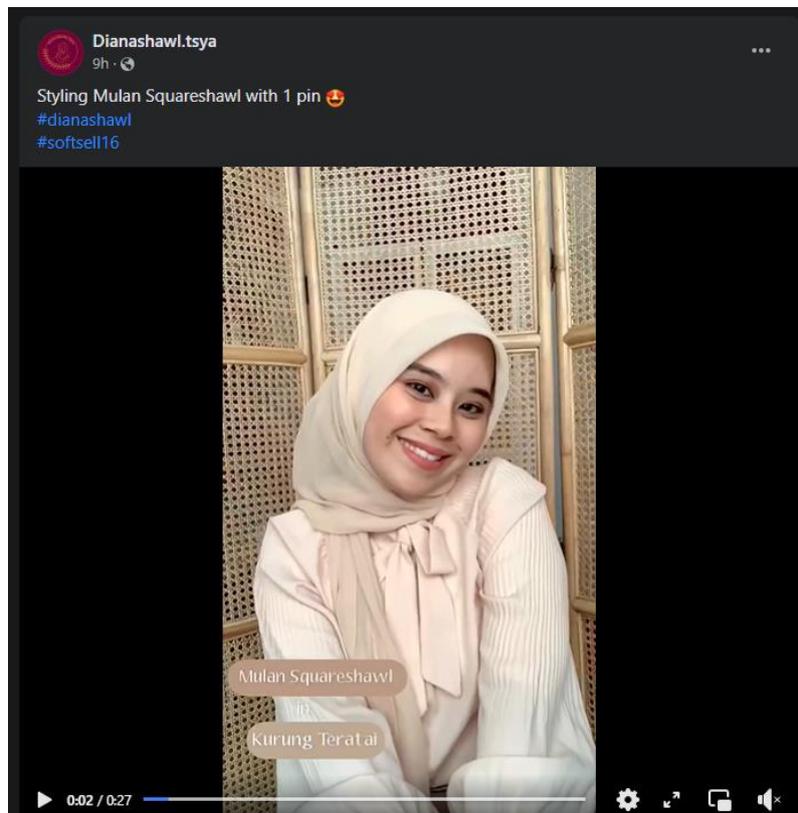
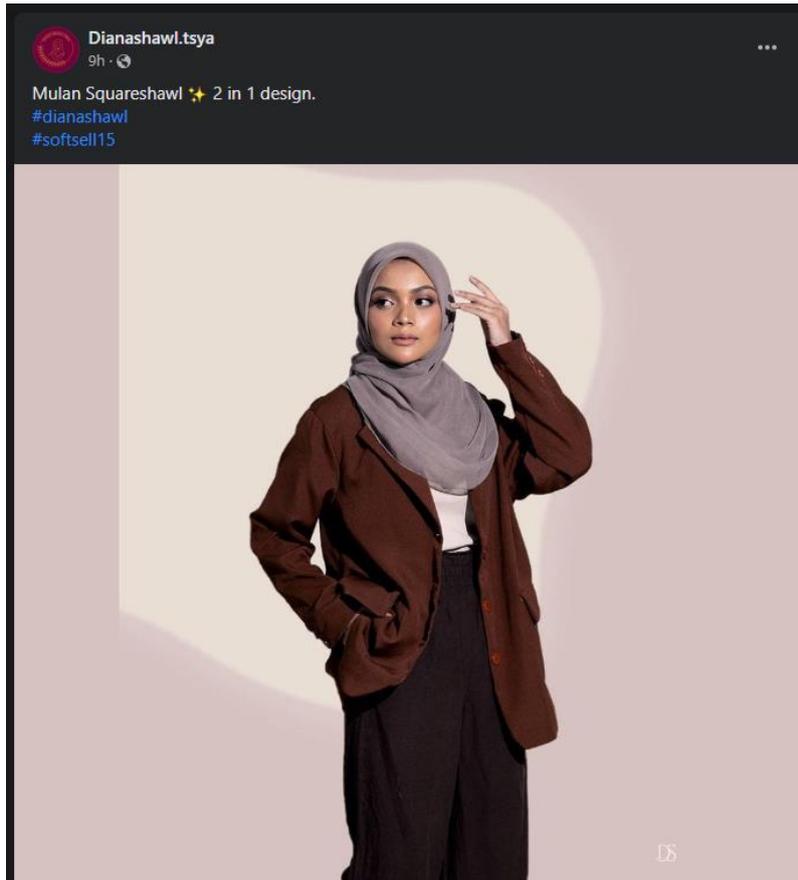
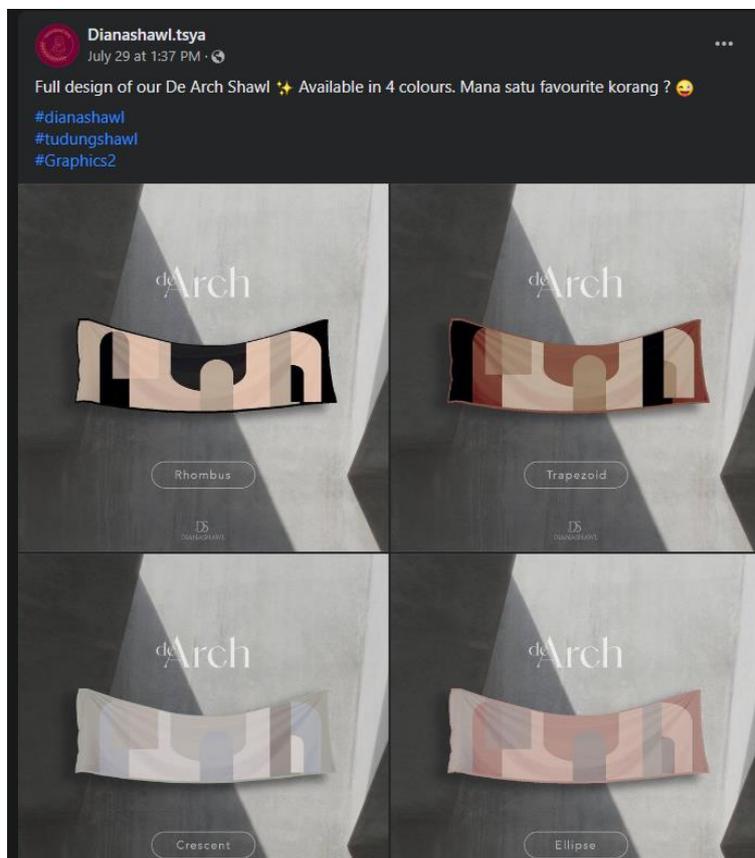
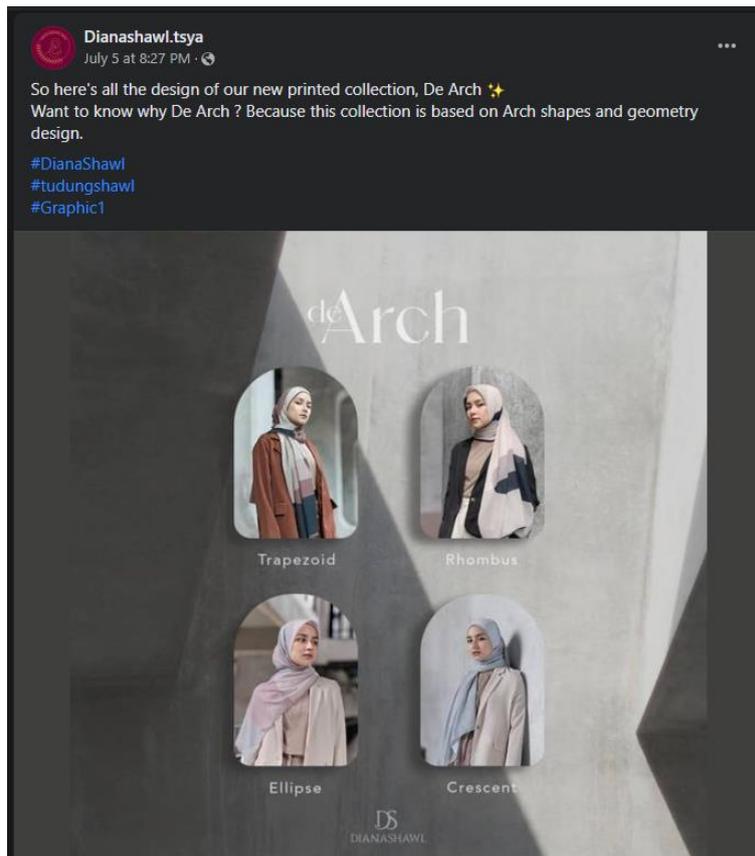
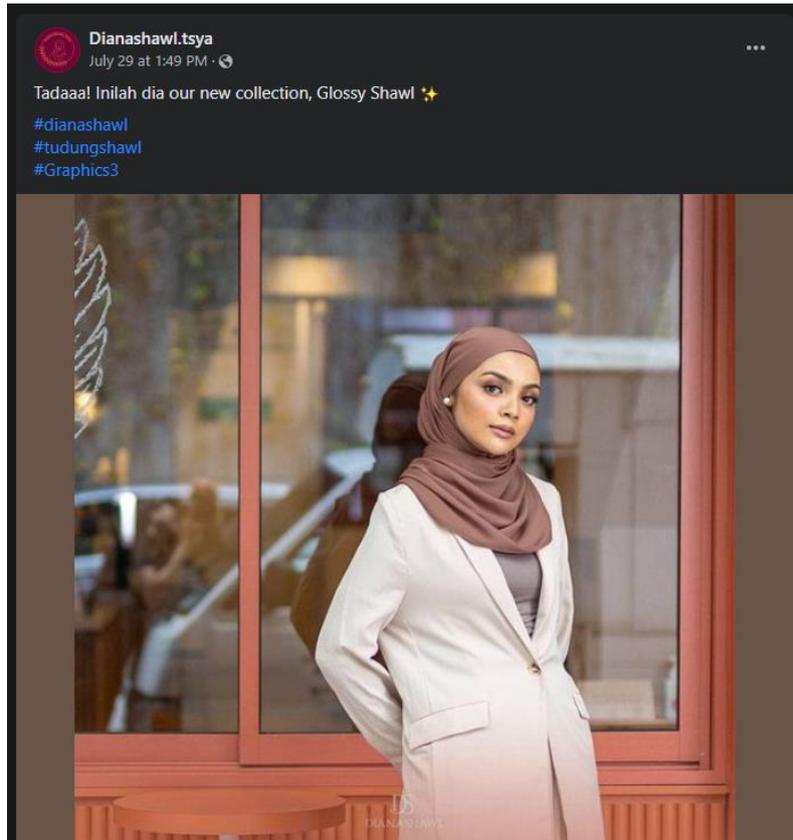
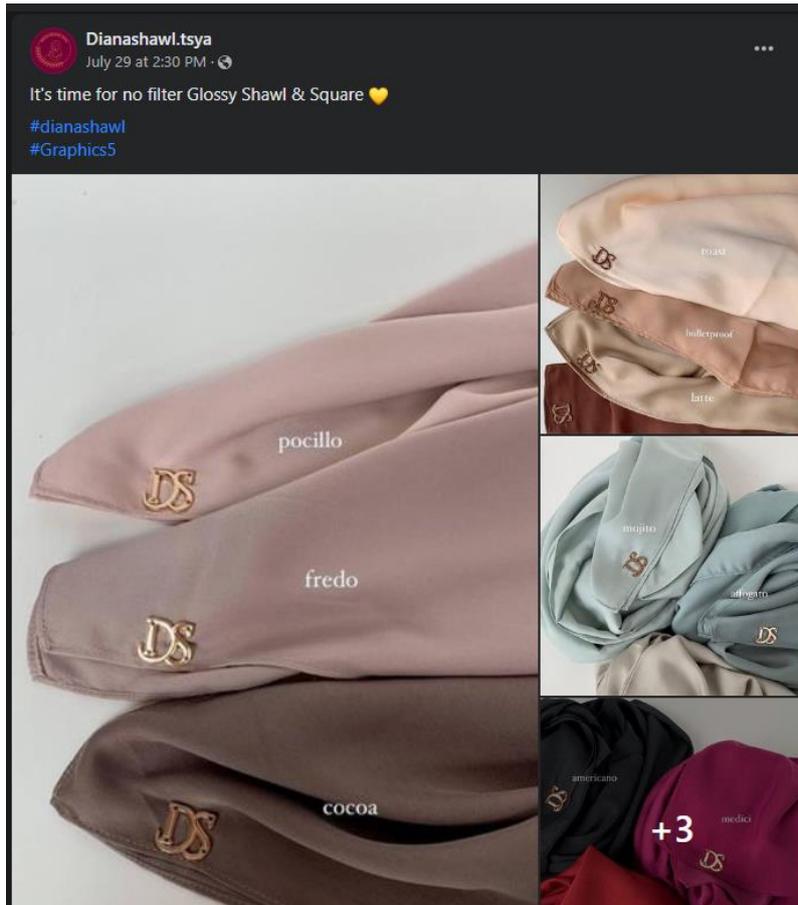


Figure 21: Soft Sell

3.6 Relevant Graphics to Each Post / Copywriting







 Dianashawl.tsysa
July 29 at 3:18 PM · 🌐

De Thera collection by us! Terima kasih kepada sesiapa yang beli dari kami! 😊

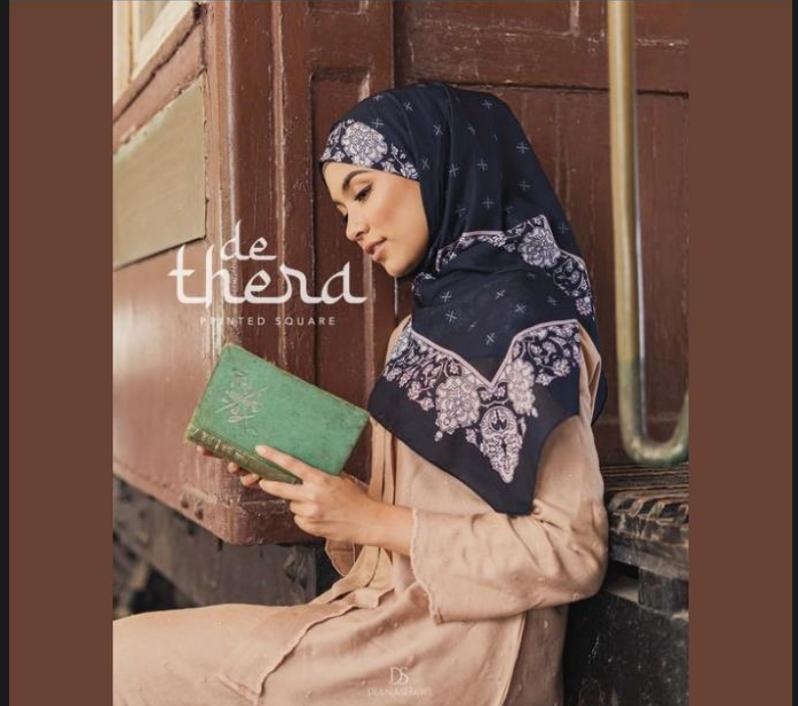
#DianaShawl
#graphics7

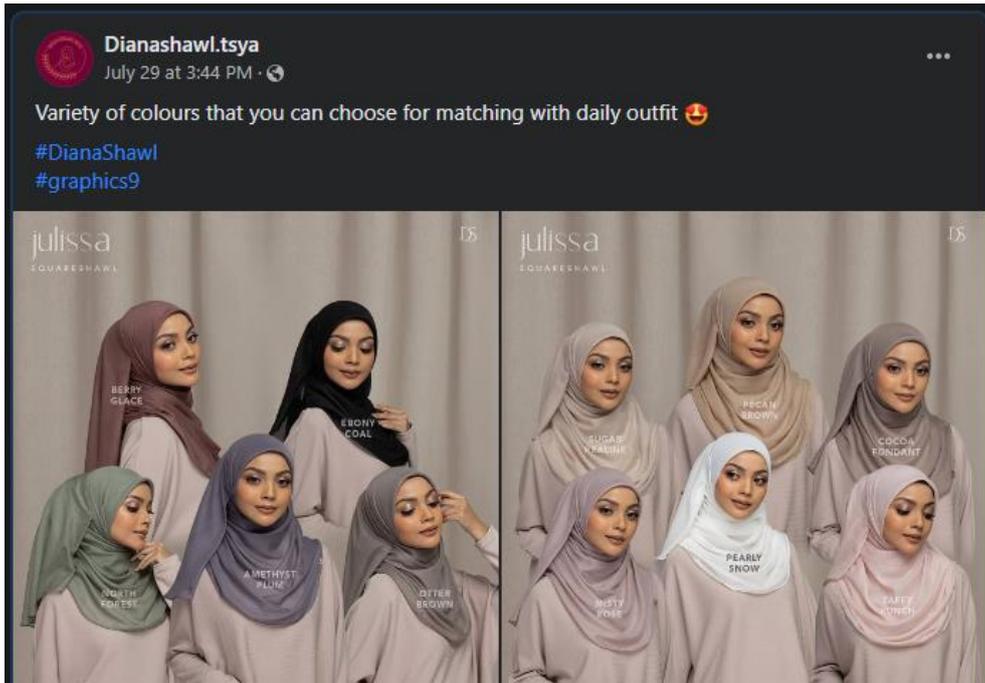


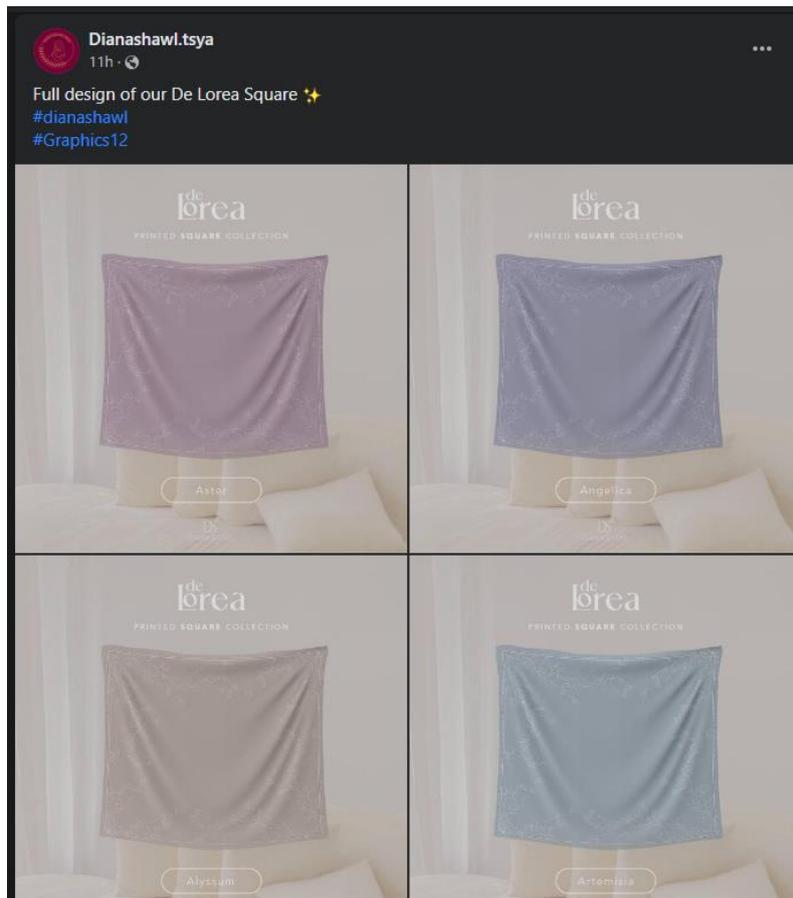
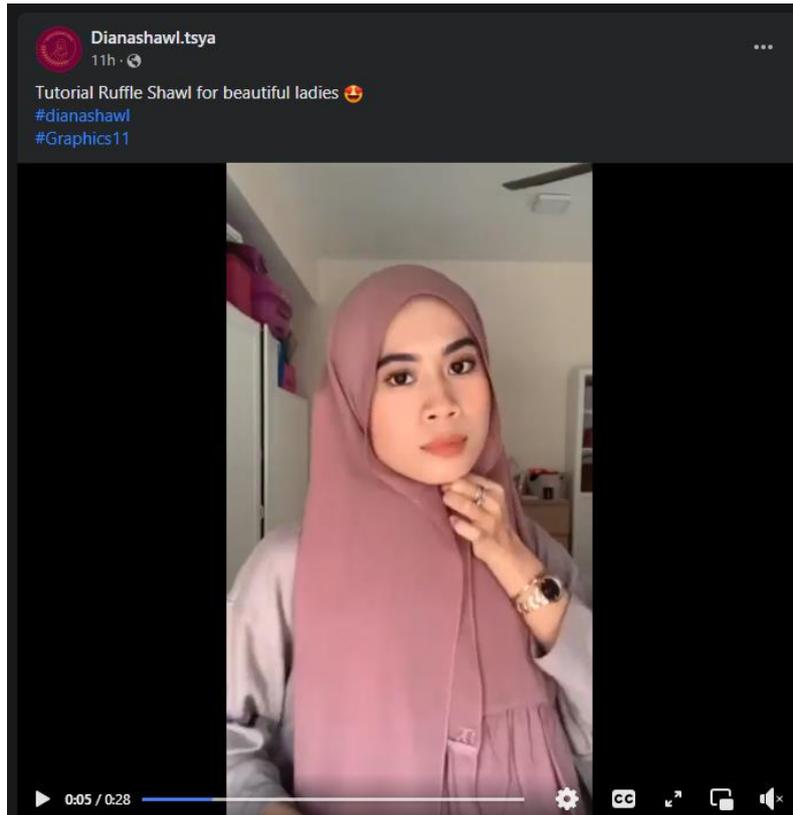
 Dianashawl.tsysa
July 29 at 3:30 PM · 🌐

Printed square for those who want it! Whatapps us soon as possible. 😊

#DianaShawl
#graphics8







Dianashawl.tsya
10h · 🌐

De Lorea ✨ Lorea means flower. Konsep design De Lorea adalah minimal & clean.
#dianashawl
#Graphics13



0:02 / 0:19

Dianashawl.tsya
10h · 🌐

Sweet & simple colours of ZARA. Coba teka ada berapa colour for Zara Square?
#dianashawl
#Graphics14



DS
DIANASHAWL

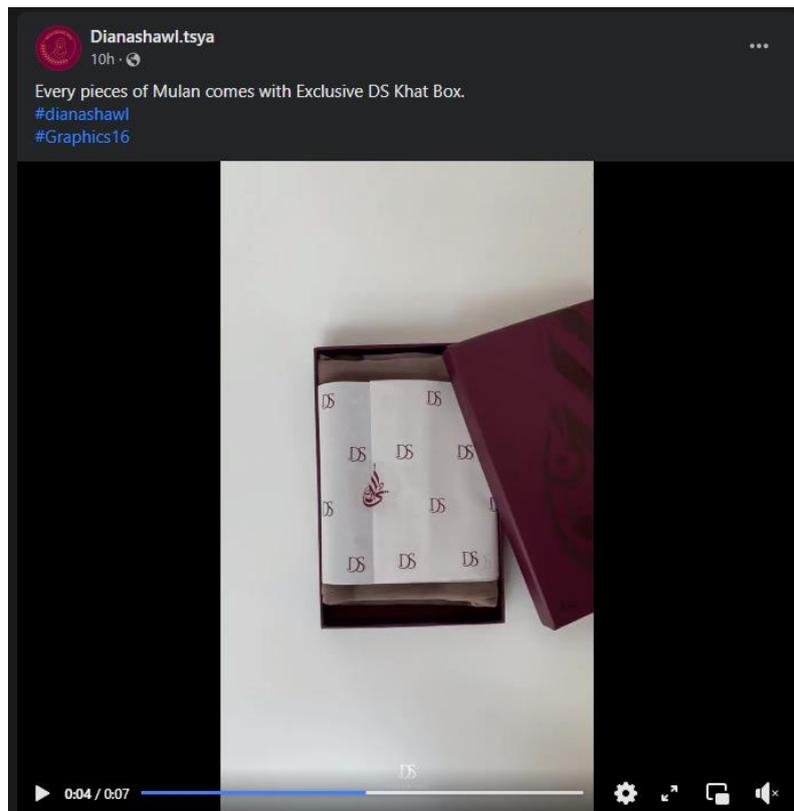
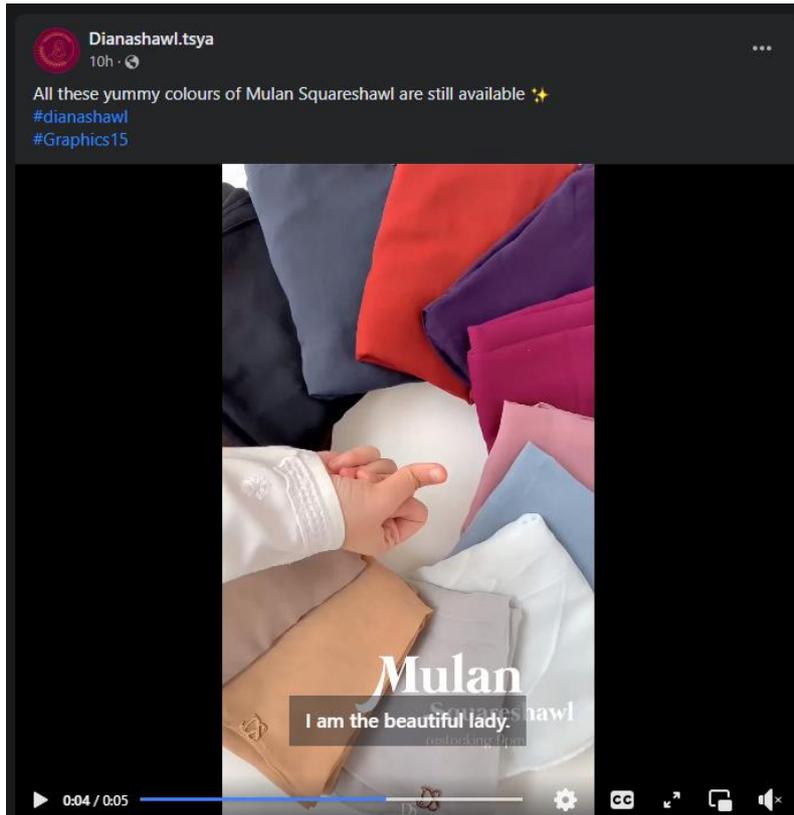


Figure 22: Graphics

4.0 CONCLUSION

In conclusion, SMEs business is one of the businesses that are commonly used by Malaysian citizens. This type of business is gaining attention among Malaysians because carrying out this business activity is easier and cheaper compared to other types of business in Malaysia.

To take advantage of the possibility of internet business, in this case, we try to enter the market by selling "tudung" under the name Diana Shawl. In order to inform clients online about the items we have chosen, we develop a social media network. Our posting of a teaser was the most important step we took and graphics to show our product. This is due to the fact that by putting it on social media, our clients may become aware of our presence there and may be more inclined to click the follow and like buttons on the business page. The same is true for soft sales and hard sales; these two posting strategies will persuade customers to buy our goods.

On the other hand, we need to post more about "tudung" on our page in order to increase client engagement on our social media. Our customers will receive updates about our goods, such as promotions, postage, and other information, by seeing it more frequently posted. Last but not least, we wish for the longevity of our company and its potential for future expansion.