



اُنْبُوْءِ سَيِّدِي تَكُوْنُوْا لِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**ENT 530:
PRINCIPLES OF ENTREPRENEURSHIP
SOCIAL MEDIA PORTFOLIO**



TEH SHATSU

PREPARED BY:
AD2334A

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PREPARED FOR:
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SUBMISSION DATE:
2023

COLLEGE OF CREATIVE TECHNOLOGIES
UNIVERSITY OF MARA TECHNOLOGY
PUNCAK ALAM CAMPUS, SELANGOR

ACKNOWLEDGMENT

We would like to express our deepest gratitude to Allah S.W.T for His mercy and guidance, and for giving us the utmost strength to complete this ENT530 Social Media Portfolio. We have put our best effort into completing this assignment and managed to overcome any difficulties that arise along the process.

We would also like to thank our lecturer, Madam NorFazlina Binti Ghazali, for her guidance and support. She has been a tremendous help to us in finishing the project properly. She has provided us with valuable feedback and insights, and she has always been available to answer our questions. We are truly grateful for her help and support.

We are also grateful to our families for their love and support, both emotionally and physically. Without their support, we would not be able to complete this project perfectly. They have always been there for us, cheering us on and helping us through the tough times. We are truly blessed to have such supportive families.

We would like to thank our group members for their hard work and cooperation. We have learned a lot from this project, including the value of cooperation and the meaning of patience. We have also learned the importance of teamwork and how to work effectively with others. We are grateful for their patience and understanding, as we know that this project was not always easy. We would also like to thank our classmates for their help, ideas, and comments. Through their feedback, we were able to improve our project and make it even better. We are grateful for their willingness to help us and for their insights into our project.

Finally, we would like to thank the Almighty for giving us the opportunity to complete this project. We believe that this project has helped us to grow and develop as students and as individuals. We are grateful for the lessons that we have learned and for the memories that we have made. We would like to conclude by saying that we are truly grateful for the support of everyone who has helped us along the way.

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Personal Information

Name	:	Amir Izzudin	Phone/Mobile	:	
New Identity Card No.	:		Home Address	:	
Email Address	:		District	:	
City	:		Postcode	:	
State	:		Personal Instagram	:	
Personal Facebook	:		Race	:	Malay
Gender	:	Male	Special Need Required	:	No
Marital Status	:	Single			

Institution Information

UiTM Puncak Alam - ENT530CAAD

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			
Level of Study	:	Bachelor Degree	Study Status	:	Full time
Course Name	:	ENT530CAAD	Class Name	:	ENT530CAAD
Subject Name	:	ENT530CAAD	Year Enrolling the subject	:	2023
Month Enrolling the Subject	:	3	Lecturer Name	:	Norfazlina Ghazali
Internship Enrollment	:	No	Year Of Internship Enrollment	:	
Month of Internship Enrollment	:		Period of Internship Training	:	
Expected Year To Complete Study	:	2024	Expected Month To Complete Study	:	7
Related To Study Field	:	No			



DANISH PUTRA BIN
HAMAD FAIZ

Personal Information

Name	:	MUHAMMAD DANISH PUTRA BIN MOHAMAD FAIZ	Phone/Mobile	:	
New Identity Card No.	:		Home Address	:	
Email Address	:		District	:	
			Postcode	:	
City	:		Personal Instagram	:	
State	:		Race	:	Malay
Personal Facebook	:		Special Need Required	:	No
Gender	:	Male			
Marital Status	:	Single			

Institution Information

UiTM Puncak Alam - ENT530CAAD

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			
Level of Study	:	Bachelor Degree	Study Status	:	Full time
Course Name	:	ENT530CAAD	Class Name	:	ENT530CAAD
Subject Name	:	ENT530CAAD	Year Enrolling the subject	:	2023
Month Enrolling the Subject	:	3	Lecturer Name	:	Norfazlina Ghazali
Internship Enrollment	:	No	Year Of Internship Enrollment	:	
Month of Internship Enrollment	:		Period of Internship Training	:	
Expected Year To Complete Study	:	2024	Expected Month To Complete Study	:	7
Related To Study Field	:	No			

Figure 1: Go-Ecommerce Registration




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

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar : 2021871548
 Nama : MUHAMMAD DANISH PUTRA BIN MOHAMAD FAIZ
 Program Pengajian :
 Fakulti : Faculty of Art & Design
 Kampus : Selangor

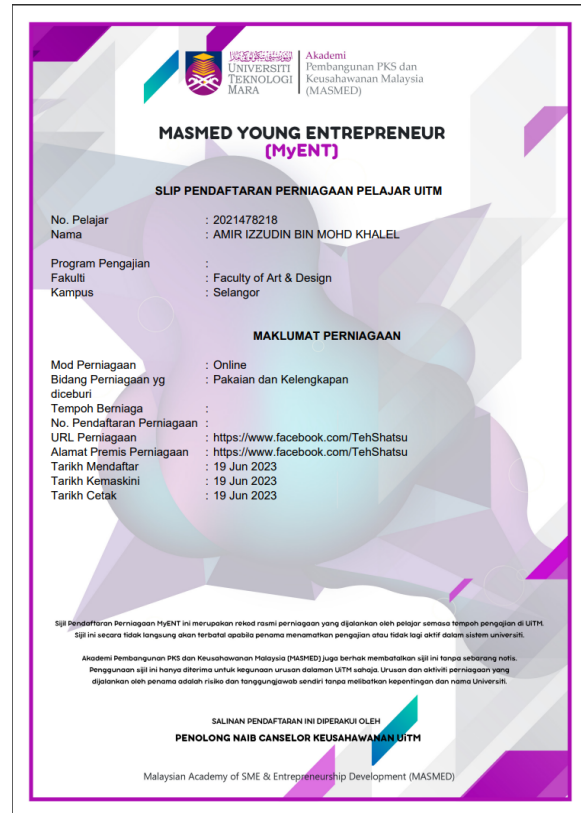
MAKLUMAT PERNIAGAAN


Mod Perniagaan : Hybrid
 Bidang Perniagaan yg diceburi : Pakaian dan Kelengkapan
 Tempoh Berniaga :
 No. Pendaftaran Perniagaan :
 URL Perniagaan : <https://www.facebook.com/TehShatsu>
 Alamat Premis Perniagaan :
 Tarikh Mendaftar : 19 Jun 2023
 Tarikh Kemaskini :
 Tarikh Cetak : 19 Jun 2023

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

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SALINAN PENDAFTARAN INI DIPERAKUI OLEH
PENOLONG NAIB CANSOLOR 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 : 2021478218
 Nama : AMIR IZZUDIN BIN MOHD KHALEL
 Program Pengajian :
 Fakulti : Faculty of Art & Design
 Kampus : Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Online
 Bidang Perniagaan yg diceburi : Pakaian dan Kelengkapan
 Tempoh Berniaga :
 No. Pendaftaran Perniagaan :
 URL Perniagaan : <https://www.facebook.com/TehShatsu>
 Alamat Premis Perniagaan :
 Tarikh Mendaftar : 19 Jun 2023
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PENOLONG NAIB CANSOLOR KEUSAHAWANAN UITM
 Malaysian Academy of SME & Entrepreneurship Development (MASMED)

Figure 2: MyENT Certificate

ExBiz

Main Information

Ref. No EB-A2023061902144			
Business Registration No	Business Name TEH SHATSU	Name Type TRADE NAME	
Business Start Date 19/06/2023	Registration Period 1 Year	Partnership Agreement Date (If applicable)	
Status Discard			
Business Info YES	Incentive Not Applicable	Is Incubator NO	Is Online Seller ? YES

Business Address	Mailing Address
38 Tel No Mobile No Email URL (Website, FB, etc)	 Tel No Mobile No Email

Business Information

Business Description
ONLINE APPAREL BRAND

No	Business Code	Description
1	47711	JUALAN RUNCIT PAKAIAAN, ARTIKEL BAGI BULU BINATANG DAN AKSESORI PAKAIAAN (RETAIL SALE OF ARTICLES OF CLOTHING, ARTICLES OF FUR AND CLOTHING ACCESSORIES)
2	47912	JUALAN RUNCIT SEBARANG JENIS PRODUK MELALUI INTERNET (RETAIL SALE OF ANY KIND OF PRODUCT OVER THE INTERNET)

Showing 1 to 2 of 2

Branches Information *(if applicable)

Branch No	Address
Showing 0 to 0 of 0	

« < > »

Owner Information

No	Name	IC No	Verification Status	Action
1	AMIR (IZZUIN BIN MOHD KHALEL 38 JALAN RAKSA TIGA TAMAN BUKIT KUDA 41300 KLANG SELANGOR	990129016923	VERIFIED	
2	MUHAMMAD DANISH PUTRA BIN MOHAMAD FAIZ B-11-1 APARTMENT JASMINE JALAN 3/27 TAMAN SETAPAK JAYA BARU 53300 KUALA LUMPUR W.P KUALA LUMPUR	011129100293	VERIFIED	

Showing 1 to 2 of 2

Attachment (if applicable) - PDF Format Only

Download Supporting Document

Fees & Declaration

Figure 3. SSM registration

2.0 EXECUTIVE SUMMARY

The main features of a clothing company that specializes in printed tea patterns are outlined in the executive summary that follows. The business wants to appeal to a wide variety of consumers, especially male and female adults who are ready to accessorize their clothing with chic and modern accessories associated with tea pattern design. TehShatsu was inspired by the current trend of combining the food and beverage into printed design.

TehShatsu is based in Klang mostly conducts business online and uses the Facebook network for marketing and sales. The company makes use of a variety of marketing techniques to increase visibility and communicate with customers because it understands the value of having a social media presence. To promote products, handle queries, and process orders, the Facebook page regularly publishes content and engages users directly through Facebook Messenger and WhatsApp.

The designs are thoughtfully chosen to complement the preferences and skin tones of Malaysians, providing a broad appeal among the target market. TehShatsu offers a variety of easy, straightforward, yet stylish solutions, catering to both individuals just getting into fashion and those looking for accessories for special occasions.

Efficient delivery services are crucial to the brand's success, and it has partnered with J&T Malaysia, a reliable and fast delivery crew, to ensure prompt and reliable shipping of products. Customer satisfaction is a top priority for the brand, and it is achieved by offering a wide selection of wellness and quality products alongside excellent service.

Through this social media portfolio, it outlines how our business generally determines its objectives and thorough plan in accomplishing target goals by studying the strategy in terms of marketing which includes soft well and hard sell to tempt customers. All of these elements are addressed throughout the report with detailed explanations regarding our business.

3.0 INTRODUCTION OF BUSINESS



Figure 4: Business Logo

3.1 Business Background

TehShatsu is a partnership business, founded on June 20, 2023, by two partners who share profits and losses in a 50:50 ratio. The fashion industry has gradually recovered from the impact of the COVID-19 pandemic, and TehShatsu emerges as a new player in this transformed landscape. With a keen understanding of the evolving fashion trends and the growing demand for unique and expressive clothing, TehShatsu focuses on offering tea-themed apparel. Tea-inspired clothing has gained popularity as people seek distinctive and meaningful fashion choices. TehShatsu recognizes that clothing is not only a way to cover the body but also a means of self-expression and personal style. The brand's collection includes a wide range of tea-themed T-shirts, shirts, and accessories, designed to appeal to tea enthusiasts and individuals who appreciate the elegance and tranquility associated with tea culture.

The tagline "Sip in Style" captures TehShatsu's commitment to providing fashionable and tea-inspired clothing options that allow wearers to express their love for tea through their attire. Each design is carefully crafted to incorporate elements like tea leaves, teapots, or tea-related quotes, adding a touch of sophistication and uniqueness to the garments. TehShatsu stays attuned to the latest fashion trends, offering diverse color palettes, materials, and sizes to cater to various preferences.

With a strong online presence, TehShatsu reaches tea lovers and fashion enthusiasts worldwide, offering high-quality, tea-themed clothing that combines style, comfort, and a touch of tea-inspired charm. As a partnership business founded in the post-pandemic era, TehShatsu capitalizes on the recovering fashion industry, leveraging its expertise to establish itself as a prominent tea-themed clothing brand, catering to the growing demand for fashionable and meaningful apparel.

Company Name	TehShatsu
Nature of Business	Fashion and Accessories Industry
Type of Business	Partnership
Business Address	Online
Correspondence Address	TehShatsu@gmail.com
Telephone Number	
Business Partner	1. AMIR IZZUDIN BIN MOHD KHALEL 2. MUHAMMAD DANISH PUTRA BIN MOHAMAD FAIZ
Commencement Date	2 May 2023
Date of Registration	19 Jun 2023
Registration Number	
Name of Bank	Maybank
Bank Account Number	

3.2 Business' Mission, Vision and Objectives

Company's Vision	Clothing as not only a way to cover the body but also a means of self-expression and personal style
Company's Mission	Providing fashionable and tea-inspired clothing options that allow wearers to express their love for tea through their attire.
Company's Objectives	<ol style="list-style-type: none"> 1) To offer reasonable price to the customers 2) To ensure the order is delivered on time 3) To maintain coherence in the cash flow of the company

3.3 Organizational Structure

The company is a partnership between two founders who share equal ownership and authority. They have divided the company into two main functions: management and production. Each founder oversees one function and makes the final decisions for that area. However, they also collaborate and contribute to the other functions as well.

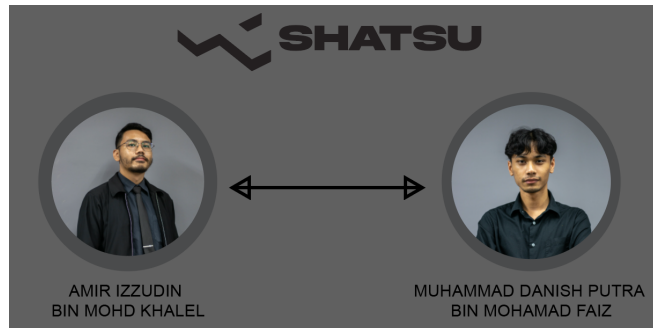


Figure 5. Organizational Chart

3.4 Description of products

TehShatsu focuses on offering tea-themed apparel. Tea-inspired clothing has gained popularity as people seek distinctive and meaningful fashion choices. TehShatsu recognizes that clothing is not only a way to cover the body but also a means of self-expression and personal style. The brand's collection includes a wide range of tea-themed T-shirts, shirts, and accessories, designed to appeal to tea enthusiasts and individuals who appreciate the elegance and tranquility associated with tea culture.

3.5 Lists of products

No.	Types of Printed Design	Selling price (RM)
1	MINIMALIST - Long Sleeved Cotton T-Shirt	50.90
2	MINIMALIST - Short Sleeved Cotton T-Shirt	44.90
3	MINIMALIST - Long Sleeved Microfiber T-Shirt	35.90
4	MINIMALIST - Short Sleeved Microfiber T-Shirt	29.90
5	GREEN TEA - Long Sleeved Cotton T-Shirt	60.90
6	GREEN TEA - Short Sleeved Cotton T-Shirt	54.90
7	GREEN TEA - Long Sleeved Microfiber T-Shirt	45.90

8	GREEN TEA - Short Sleeved Mircofiber T-Shirt	39.90
9	BLACK TEA - Long Sleeved Cotton T-Shirt	60.90
10	BLACK TEA - Short Sleeved Cotton T-Shirt	54.90
11	BLACK TEA - Long Sleeved Microfiber T-Shirt	45.90
12	BLACK TEA - Short Sleeved Mircofiber T-Shirt	39.90
13	CHAMOMILE TEA - Long Sleeved Cotton T-Shirt	60.90
14	CHAMOMILE TEA - Short Sleeved Cotton T-Shirt	54.90
15	CHAMOMILE TEA - Long Sleeved Microfiber T-Shirt	45.90
16	CHAMOMILE TEA - Short Sleeved Mircofiber T-Shirt	39.90
17	HANAMI TEA - Long Sleeved Cotton T-Shirt	60.90
18	HANAMI TEA - Short Sleeved Cotton T-Shirt	54.90
19	HANAMI TEA - Long Sleeved Microfiber T-Shirt	45.90
20	HANAMI TEA - Short Sleeved Mircofiber T-Shirt	39.90
21	KOMOREBI TEA - Long Sleeved Cotton T-Shirt	60.90
22	KOMOREBI TEA - Short Sleeved Cotton T-Shirt	54.90
23	KOMOREBI TEA - Long Sleeved Microfiber T-Shirt	45.90
24	KOMOREBI TEA - Short Sleeved Mircofiber T-Shirt	39.90

4.0 Facebook

TehShatsu has created a compelling Facebook Page to introduce our brand and showcase our unique products. We recognize the importance of this platform for direct communication, gathering feedback, and building a vibrant community. Through informative content, interactive discussions, and exclusive events, we aim to engage our audience and provide value. With Facebook's wide reach and cost-effectiveness, we can connect with millions of potential customers and establish TehShatsu as a trusted and recognized brand.

4.1 Creating a Facebook page

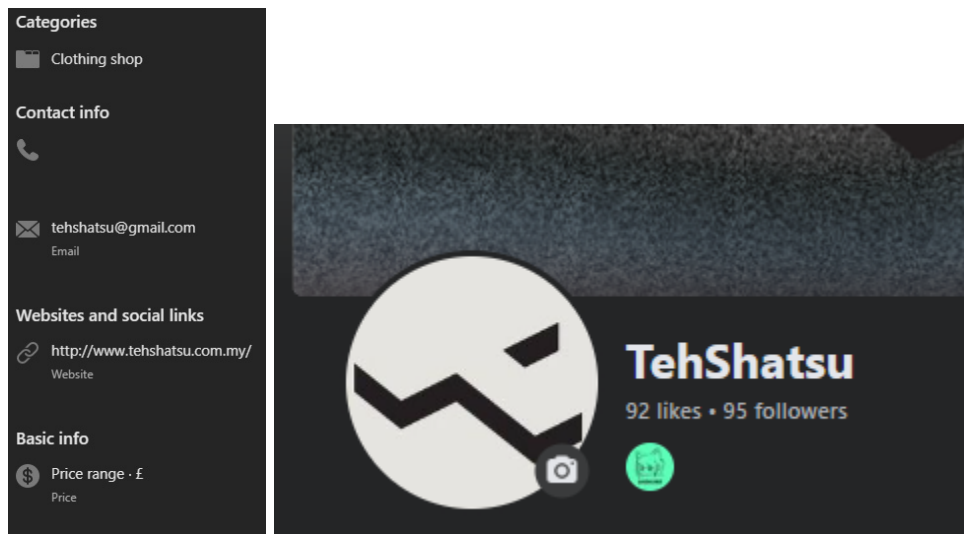
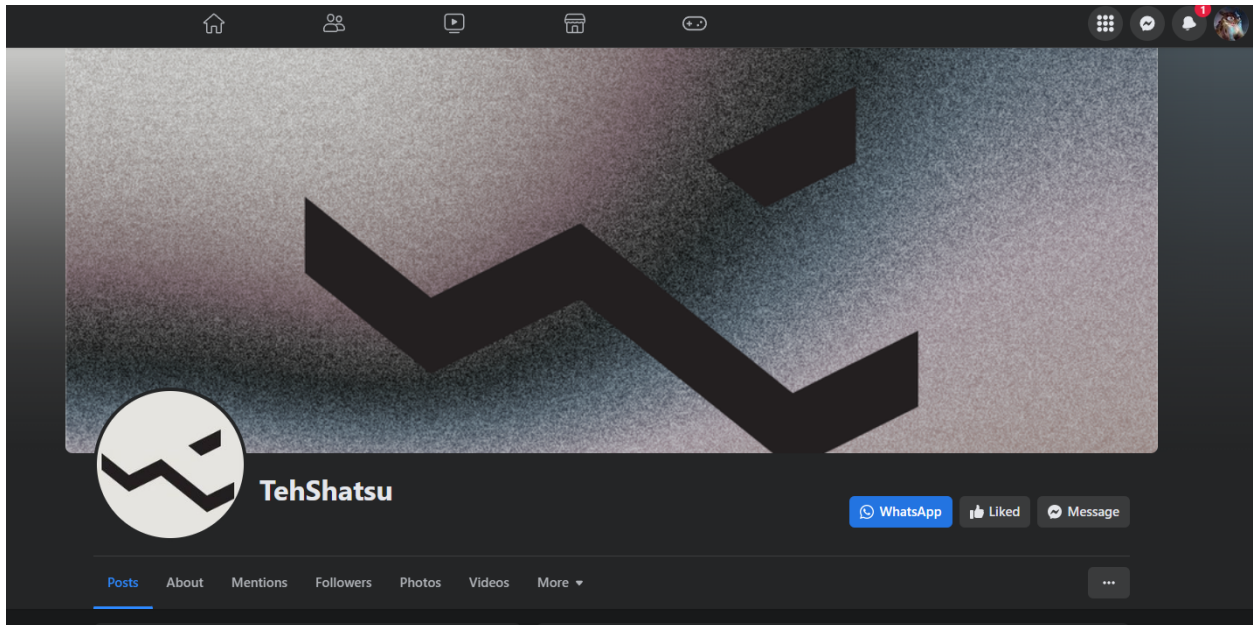




Figure 5. Facebook Page



4.2 Customizing Facebook page URL

This is the link to the customized URL for the Facebook page. We have changed it appropriately to be easily searchable for the public.

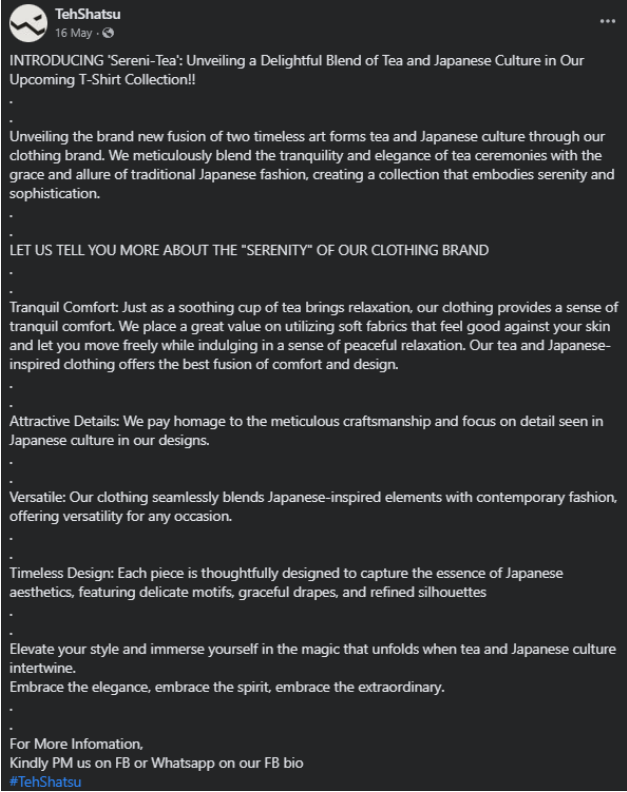

<https://www.facebook.com/TehShatsu>

4.3 Facebook Teaser Posts


No.	TEASER POST	CAPTION
1		<p>Keeping you fuzzy and warm on the inside Stay Tuned</p> <p>#TehShatsu</p>
2		<p>3 days to go to take you into the fuzz Click the link below to learn more</p> <p>#TehShatsu</p>

3	 <p>A vertical poster on a light beige background. At the top, there is a small circle, a larger circle, and a horizontal line. In the center is a large, bold black number '2'. Below the number is the word 'SOON' in a smaller, bold, black font. At the bottom left is a horizontal line, and at the bottom center is the Shatsu logo, which consists of a stylized 'S' shape followed by the word 'SHATSU' in a bold, black, sans-serif font.</p>	<p>2 days to get you out of the dark and into our comfort Click the link below to learn more</p> <p>#TehShatsu</p>
4	 <p>A vertical poster on a light beige background. At the top, there is a small circle, a larger circle, and a horizontal line. In the center is a large, bold black number '1' enclosed within a circle. Below the number is the word 'SOON' in a smaller, bold, black font. At the bottom left is a horizontal line, and at the bottom center is the Shatsu logo, which consists of a stylized 'S' shape followed by the word 'SHATSU' in a bold, black, sans-serif font.</p>	<p>Are you tired of waiting yet? "With love and patience, nothing is impossible"- Daisaku Ikeda Click the link below to learn more</p> <p>#TehShatsu</p>

4.4 Copywriting - Hard Sell

No.	HARD SELL POST	CAPTION
1.	 	<p>INTRODUCING 'Sereni-Tea': Unveiling a Delightful Blend of Tea and Japanese Culture in Our Upcoming T-Shirt Collection!!</p> <p>Unveiling the brand new fusion of two timeless art forms tea and Japanese culture through our clothing brand. We meticulously blend the tranquility and elegance of tea ceremonies with the grace and allure of traditional Japanese fashion, creating a collection that embodies serenity and sophistication</p> <p>LET US TELL YOU MORE ABOUT THE "SERENITY" OF OUR CLOTHING BRAND</p> <p>Tranquil Comfort: Just as a soothing cup of tea brings relaxation, our clothing provides a sense of tranquil comfort. We place a great value on utilizing soft fabrics that feel good against your skin and let you move freely while indulging in a sense of peaceful relaxation. Our tea and Japanese-inspired clothing offers the best fusion of comfort and design</p> <p>Attractive Details: We pay homage to the meticulous craftsmanship and focus on detail seen in Japanese culture in our designs. . . Versatile: Our clothing seamlessly blends Japanese-inspired elements with contemporary fashion, offering versatility for any occasion</p> <p>Timeless Design: Each piece is thoughtfully designed to capture the essence of Japanese aesthetics, featuring delicate motifs, graceful drapes, and refined silhouettes</p> <p>Elevate your style and immerse yourself in the magic that unfolds when tea and Japanese culture intertwine. Embrace the elegance, embrace the spirit, embrace the extraordinary</p> <p>For More Information , Kindly PM us on FB or Whatsapp on our FB bio</p> <p>#TehShatsu</p>

2.

 **TehShatsu**
Just now · 🌐

INTRODUCING 'Harmony Wisk' - The TehShatsu T-Shirt Collection that Embraces Minimalist Tea-inspired Designs with Effortless Style!

Are you ready to embrace a minimalist aesthetic while rocking some seriously chic threads? Look no further, because we've got the perfect blend of minimalist design and effortless style in our 'Harmony Wisk' t-shirt collection by TehShatsu.

Experience the harmony of our stunning t-shirts. We've infused tea-inspired elegance into minimalist designs that radiate sophistication. Each tee embodies tranquility and simplicity, making a bold fashion statement with comfort. Choose from clean lines, geometric patterns, or subtle textures that speak to your soul. Delicate tea-inspired prints add understated elegance, effortlessly elevating your look. Crafted with premium materials, these tees prioritize quality, comfort, and versatility for any occasion.

And here's the best part: we're offering an exclusive deal just for you. Each t-shirt in the 'Harmony Wisk' collection is priced the same:

Regular price: RM44.90
Early-bird price: RM39.90

That's right, you can snag these incredible tees at an unbeatable price. And as a bonus, we're including a free guide on how to maintain the pristine look of your minimalist tees.

So, why wait? Unleash your inner sense of minimalist style and treat yourself to a piece of the 'Harmony Wisk' collection by TehShatsu. Get ready to turn heads, embody effortless style, and showcase your love for minimalist design. It's time to embrace the perfect fusion of simplicity and elegance. Grab your favorite tee and let your style blossom!

[#TehShatsu](#)



INTRODUCING 'Harmony Wisk' - The TehShatsu T-Shirt Collection that Embraces Minimalist Tea-inspired Designs with Effortless Style!

Are you ready to embrace a minimalist aesthetic while rocking some seriously chic threads? Look no further, because we've got the perfect blend of minimalist design and effortless style in our 'Harmony Wisk' t-shirt collection by TehShatsu.

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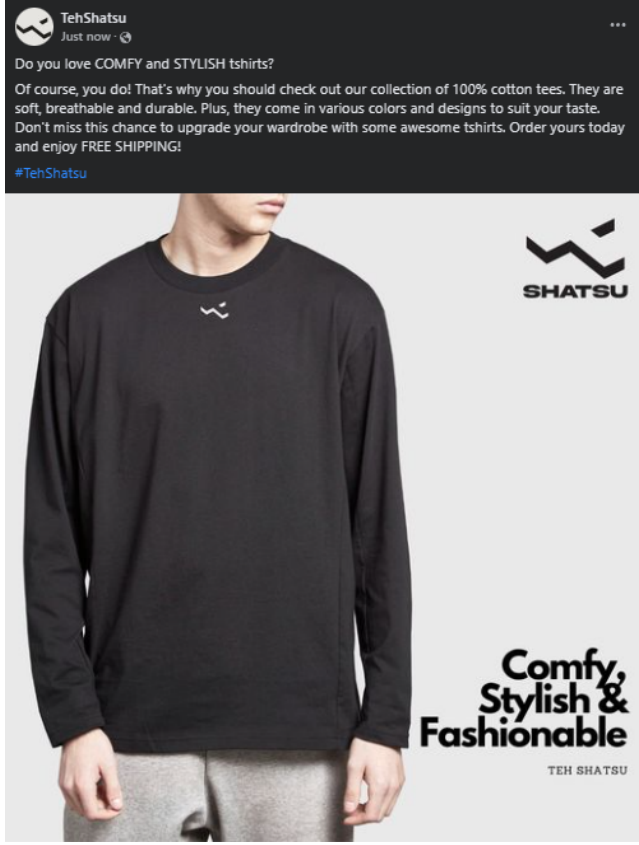
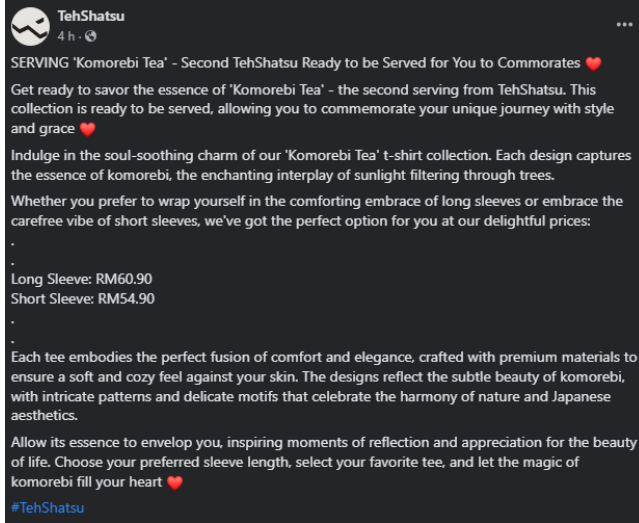
And here's the best part: we're offering an exclusive deal just for you. Each t-shirt in the 'Harmony Wisk' collection is priced the same:

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[#TehShatsu](#)

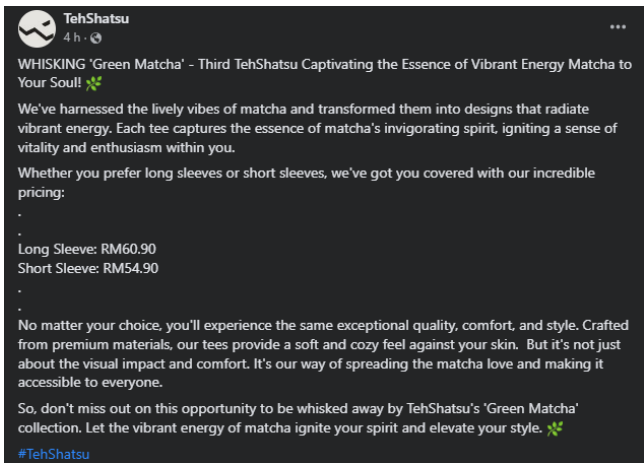
<p>3.</p>		<p>Do you love COMFY and STYLISH t-shirts?</p> <p>Of course, you do! That's why you should check out our collection of 100% cotton tees. They are soft, breathable and durable. Plus, they come in various colors and designs to suit your taste. Don't miss this chance to upgrade your wardrobe with some awesome tshirts.</p> <p>Order yours today and enjoy FREE SHIPPING!</p> <p>#TehShatsu</p>
<p>4.</p>		<p>SERVING 'Komorebi Tea' - Second TehShatsu Ready to be Served for You to Commorates ♥</p> <p>Get ready to savor the essence of 'Komorebi Tea' - the second serving from TehShatsu. This collection is ready to be served, allowing you to commemorate your unique journey with style and grace ♥</p> <p>Indulge in the soul-soothing charm of our 'Komorebi Tea' t-shirt collection. Each design captures the essence of komorebi, the enchanting interplay of sunlight filtering through trees. Whether you prefer to wrap yourself in the comforting embrace of long sleeves or embrace the carefree vibe of short sleeves, we've got the perfect option for you at our delightful prices:</p> <ul style="list-style-type: none"> • • Long Sleeve: RM60.90 • Short Sleeve: RM54.90 • • <p>Each tee embodies the perfect fusion of comfort and elegance, crafted with premium materials to ensure a soft and cozy feel against your skin. The designs reflect the subtle beauty of komorebi, with intricate patterns and delicate motifs that celebrate the harmony of nature and Japanese aesthetics.</p> <p>Allow its essence to envelop you, inspiring moments of reflection and appreciation for the beauty of life. Choose your preferred sleeve length, select your favorite tee, and let the magic of komorebi fill your heart ♥</p> <p>#TehShatsu</p>



Choose your preferred sleeve length, select your favorite tee, and let the magic of komorebi fill your heart ❤️

[#TehShatsu](#)

5.



WHISKING 'Green Matcha' - Third TehShatsu Captivating the Essence of Vibrant Energy Matcha

to Your Soul! 🌿

We've harnessed the lively vibes of matcha and transformed them into designs that radiate vibrant energy. Each tee captures the essence of matcha's invigorating spirit, igniting a sense of vitality and enthusiasm within you.

Whether you prefer long sleeves or short sleeves, we've got you covered with our incredible pricing:

-
-
- Long Sleeve: RM60.90
- Short Sleeve: RM54.90
-
-

No matter your choice, you'll experience the same exceptional quality, comfort, and style. Crafted from premium materials, our tees provide a soft and cozy feel against your skin. But it's not just about the visual impact and comfort. It's our way of spreading the matcha love and making it accessible to everyone.

So, don't miss out on this opportunity to be whisked away by TehShatsu's 'Green Matcha' collection. Let the vibrant energy of matcha ignite your spirit and elevate your style. 🌿

[#TehShatsu](#)



6.

TehShatsu
41 m · 🌸

EMBRACE 'Hanami Harmony': Blossom in Style with Our Fourth Product - TehShatsu Celebrating the Delicate Fusion of Tea and the Enchanting Tradition of Cherry Blossom Viewing! 🌸

Celebrate the delicate fusion of tea and the captivating tradition of cherry blossom viewing with effortless style!

Discover the captivating allure of our 'Hanami Harmony' t-shirt collection. Each design captures the ethereal elegance of cherry blossoms, bringing their delicate petals and serene essence to life. These tees seamlessly blend tea-inspired motifs with the enchantment of hanami.

Choose between long sleeves or short sleeves to suit your personal taste. And guess what? Our prices are just as captivating as the blossoms themselves:

-
-
-

Long Sleeve: RM60.90
Short Sleeve: RM54.90

-
-
-

Meticulously crafted with meticulous attention to detail, our tees offer the perfect harmony of comfort and sophistication. We take pride in offering these remarkable tees at prices that reflect our commitment to sharing the magic of 'Hanami Harmony' with you.

Embrace the fusion of tea and cherry blossoms, infuse your wardrobe with timeless elegance, and let the enchantment unfold. 🌸

[#TehShatsu](#)



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[#TehShatsu](#)

7.

 **TehShatsu**
31 m · 🌐

UNVEILING 'Chamomile Unwind' - the sixth delightful collection from TehShatsu.
Pure relaxation and embrace the soothing essence of chamomile in style. 🌻

Step into the calming world of our 'Chamomile Unwind' t-shirt collection. Each design gracefully captures the serene beauty of chamomile, creating a sense of tranquility and timeless allure. These tees effortlessly blend sophistication with a serene vibe, allowing you to unwind with fashion-forward flair.

Whether you prefer long sleeves or short sleeves, we have the perfect options to suit your personal style and comfort needs:

-
-
-

Long Sleeve: RM60.90
Short Sleeve: RM54.90

·

Crafted with meticulous attention to detail, our tees offer a perfect blend of comfort and style. Imagine yourself in a serene oasis, surrounded by the gentle sway of chamomile blooms. With soft colors and delicate designs, our 'Chamomile Unwind' tees embody the essence of relaxation and bliss.

Offering these remarkable tees at prices that reflect our commitment to providing you with a calming and stylish experience.

Wrap yourself in the tranquil elegance of chamomile blossoms, infuse your wardrobe with a soothing touch, and let the essence of 'Chamomile Unwind' guide you towards a state of pure bliss. 🌻

[#TehShatsu](#)



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 [#TehShatsu](#)

8.

TehShatsu
21 m · 🌐

INFUSING 'Ebony Brew': Unleash Your Boldness with TehShatsu t-shirt Infused with the Deep and Rich Essence of Black Tea!

Prepare to be captivated by our 'Ebony Brew' t-shirt collection, where the essence of black tea takes on a chilling twist. Each design merges the intense flavor of black tea with elements of horror and gloom. These tees exude a sense of mystery and allure that will leave others spellbound.

Whether you prefer the embrace of long sleeves or the casual comfort of short sleeves, we have the perfect options to match your dark and gloomy style. And here's the thrilling part: our prices are as irresistible as the shadows that dance around the tea leaves:

-
- Long Sleeve: RM60.90
- Short Sleeve: RM54.90
-
-

Picture yourself wandering through a sinister tea house, where whispers of ancient rituals mingle with the aroma of black tea. With their haunting designs and eerie aesthetics, our 'Ebony Brew' tees embody the essence of horror and gloom.

Embrace the chilling allure of black tea, infuse your wardrobe with a touch of darkness, and make a statement that will leave others in awe. Choose your preferred sleeve length, select your favorite tee, and let the shadows of 'Ebony Brew' envelop your style in gloomy elegance! 🌑

[#TehShatsu](#)



INFUSING 'Ebony Brew': Unleash Your Boldness with TehShatsu t-shirt Infused with the Deep and Rich Essence of Black Tea!
Prepare to be captivated by our 'Ebony

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[#TehShatsu](#)

9.

TehShatsu
Just now · 🌐

REINTRODUCING 'Harmony Wisk': The TehShatsu T-Shirt Collection that Embraces Minimalist Tea-inspired Designs with Effortless Style!

Get ready for the second round of this sought-after collection, now back by popular demand.

Experience the perfect blend of minimalism and tea-inspired aesthetics with our 'Harmony Wisk' t-shirt collection. These tees effortlessly combine minimalist elegance with effortless style.

Whether you missed out on the first release or simply can't get enough, this second round is your chance to grab your favorite 'Harmony Wisk' tee:

-
- Long Sleeve: RM50.90
- Short Sleeve: RM44.90
-
-

These designs are perfect for anyone who loves a modern and sophisticated style.

TehShatsu's 'Harmony Wisk' collection is here to help you achieve minimalism in your life. This collection features simple yet elegant designs that will make you feel calm and balanced. Don't miss this opportunity to embrace minimalism with TehShatsu!

[#TehShatsu](#)

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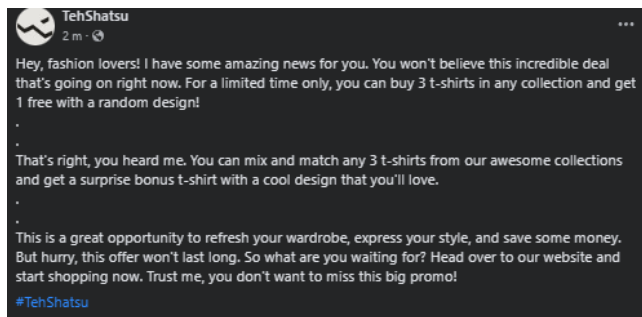
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[#TehShatsu](#)

10.



Hey, fashion lovers! I have some amazing news for you. You won't believe this incredible deal that's going on right now. For a limited time only, you can buy 3 t-shirts in any collection and get 1 free with a random design!

That's right, you heard me. You can mix and match any 3 t-shirts from our awesome collections and get a surprise bonus t-shirt with a cool design that you'll love.

This is a great opportunity to refresh your wardrobe, express your style, and save some money. But hurry, this offer won't last long. So what are you waiting for? Head over to our website and start shopping now. Trust me, you don't want to miss this big promo!

[#TehShatsu](#)



11.

TehShatsu
2 m · 🌐

Are you ready for the ultimate collection clash? This week only, you can get 30% off on these amazing long sleeved t-shirt pair designs that are perfect for any occasion.

·

· Whether you want to match with your partner, your best friend, or your sibling, these t-shirts are sure to make you stand out from the crowd.

·

· They come in various colors, sizes, and styles, so you can find the one that suits you best. Don't miss this chance to grab these awesome t-shirts for less. Hurry up and order yours today before they run out of stock!

#TehShatsu

30% discount
FOR THESE COMBINATIONS

Collection clash
Pick out from any of these combinations cheaper than you could have ever had before.

SHATSU

Are you ready for the ultimate collection clash? This week only, you can get 30% off on these amazing long sleeved t-shirt pair designs that are perfect for any occasion.

·


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[#TehShatsu](#)

12.

 TehShatsu
2 m · 🌐

Are you ready for the hottest deal of the summer? It's time for a collection clash! 🔥

We have selected some of our best short sleeved t-shirt pair designs and slashed their prices by 40%! That's right, you can get two amazing tees for less than the price of one! 😍

But hurry, this offer is only valid until the end of the month, or while stocks last. Don't miss this chance to refresh your wardrobe with some stylish and comfy t-shirts that you can mix and match with your favorite jeans, shorts, or skirts. 🌟

So, what are you waiting for? Shop now and save big with our collection clash! 40% DISCOUNT for these specific short sleeved t-shirt pair designs for less. Trust us, you won't regret it. 😊

#TehShatsu

40% discount
FOR THESE COMBINATIONS

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[#TehShatsu](#)

13.



The image shows a Facebook post from the page 'TehShatsu' (profile picture of a teacup) posted 'Just now'. The post text reads: 'Hello, tea lovers! Do you want to save some money on your next purchase? Of course you do! Well, we have a great offer for you: share your tea knowledge with us and get a 10% discount on your next order! That's right, all you have to do is write a short blog post about your favorite tea, how you brew it, what benefits it has, or any other tea-related topic that you are passionate about. You can use our Facebook comment section to submit your post, and we will review it and send you a coupon code for 10% off your next purchase. This is a great opportunity to show off your tea expertise, learn from other tea enthusiasts, and enjoy some delicious tea. Don't miss this chance to join our tea community and get rewarded for it! We can't wait to read your posts and learn more about your tea preferences. Hurry up and start writing, this offer is valid until the end of the month!' followed by the hashtag #TehShatsu.

Below the post is a promotional graphic with the 'SHATSU' logo at the top. The main text reads 'Spill the tea' in a large, bold font. Underneath, it asks 'Do you know your tea?' and says 'Tell us your knowledge on tea and you will be able to get a 10% discount on your next purchase from any of our collection.' To the right of the text is a hand-drawn illustration of a teabag with a heart on it, floating on a string above a teacup. The background features a stylized mountain range at the bottom.

Hello, tea lovers! Do you want to save some money on your next purchase? Of course you do! Well, we have a great offer for you: share your tea knowledge with us and get a 10% discount on your next order!

That's right, all you have to do is write a short blog post about your favorite tea, how you brew it, what benefits it has, or any other tea-related topic that you are passionate about. You can use our Facebook comment section to submit your post, and we will review it and send you a coupon code for 10% off your next purchase.

This is a great opportunity to show off your tea expertise, learn from other tea enthusiasts, and enjoy some delicious tea. Don't miss this chance to join our tea community and get rewarded for it!

We can't wait to read your posts and learn more about your tea preferences. Hurry up and start writing, this offer is valid until the end of the month!

[#TehShatsu](#)

14.

TehShatsu
Just now · 🌐




Do you love tea as much as we do?

Then you won't want to miss this amazing opportunity to win a FREE tea themed t-shirt from us! All you have to do is share your best tea experience in our facebook comment section and tell us why you are a tea lover. It can be anything from a cozy afternoon with your favorite blend, to a memorable trip to a tea plantation, to a funny story involving tea bags. We want to hear it all!

We will randomly select one lucky winner from the comments and send them a beautiful t-shirt with a witty tea slogan. How cool is that? Hurry up and join the fun, this giveaway ends on July 31st. We can't wait to read your stories and celebrate our passion for tea together!

[#TehShatsu](#)

Free Giveaway Share your best tea experience and get a free tea-shirt from us



SHATSU

Do you love tea as much as we do? Then you won't want to miss this amazing opportunity to win a free tea themed t-shirt from us! All you have to do is share your best tea experience in our facebook comment section and tell us why you are a tea lover. It can be anything from a cozy afternoon with your favorite blend, to a memorable trip to a tea plantation, to a funny story involving tea bags. We want to hear it all!

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[#TehShatsu](#)

15.

TehShatsu
Just now · 🌐

Today's Only! Get our products at HALF price if you buy 1 tea-shirt from each collection.
That's right, you can save big on our amazing clothing line and get a new look for every occasion.
Don't miss this chance to stock up on your favorite styles and colors. Hurry, this offers ends at midnight!!
[#TehShatsu](#)

SHATSU

Today Only!

GET OUR PRODUCTS AT HALF PRICE IF YOU BUY 1 TEA SHIRT FROM EACH COLLECTION

01 HANAMI
02 GREEN TEA
03 CHAMOMILE TEA
04 BLACK TEA
05 MINIMALIST
06 KOMOREBI

OUR COLLECTION

EST. 2023

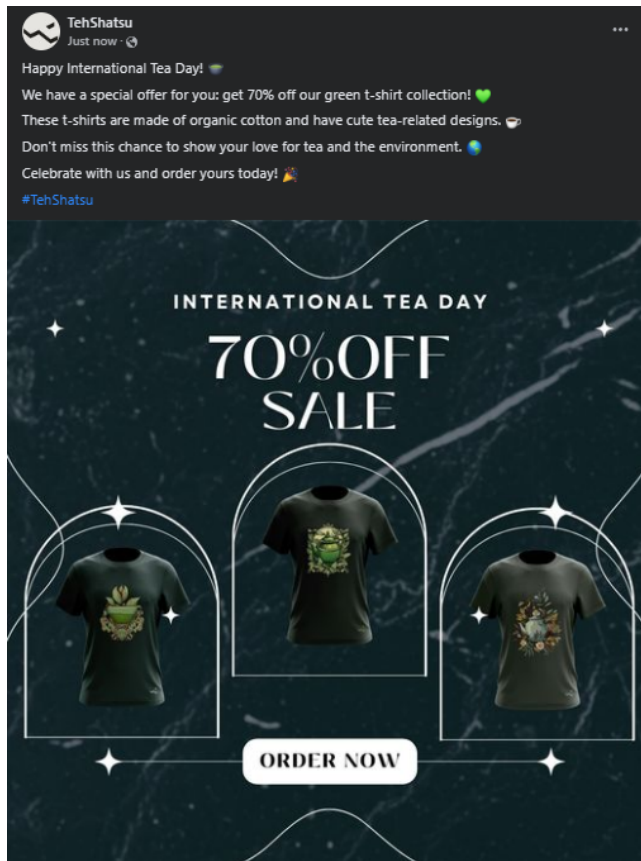
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Don't miss this chance to stock up on your favorite styles and colors. Hurry, this offer ends at midnight!!

[#TehShatsu](#)

16.



Happy International Tea Day! 🌿

We have a special offer for you: get 70% off our green t-shirt collection! 🍃

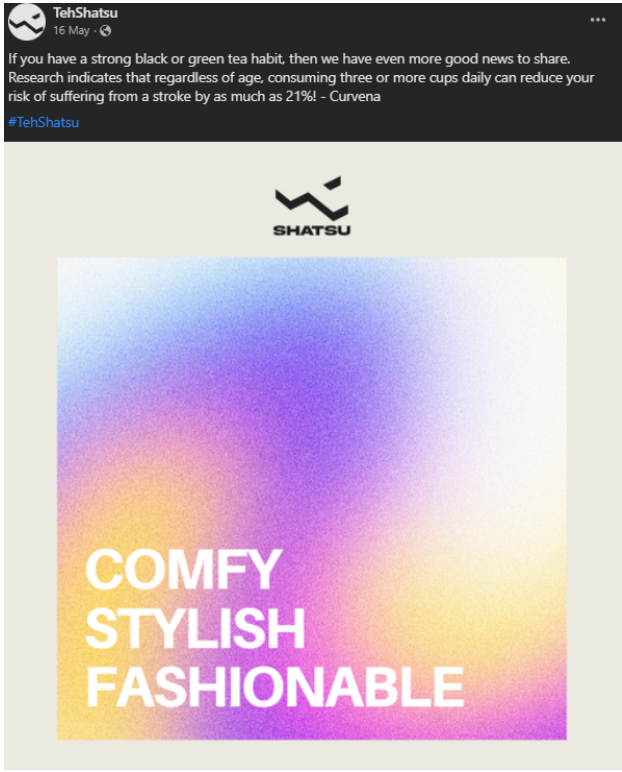
These t-shirts are made of organic cotton and have cute tea-related designs. 🍵

Don't miss this chance to show your love for tea and the environment. 🌍

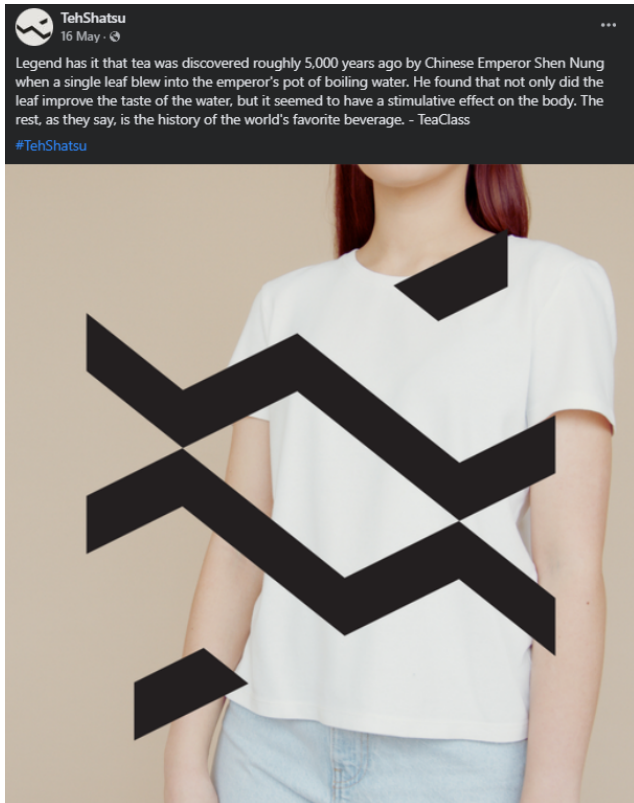
Celebrate with us and order yours today! 🎉

[#TehShatsu](#)

4.5 Copywriting - Soft Sell

No.	SOFT SELL POST	CAPTION
1.		<p>If you have a strong black or green tea habit, then we have even more good news to share. Research indicates that regardless of age, consuming three or more cups daily can reduce your risk of suffering from a stroke by as much as 21%! - Curvena</p> <p>#TehShatsu</p>

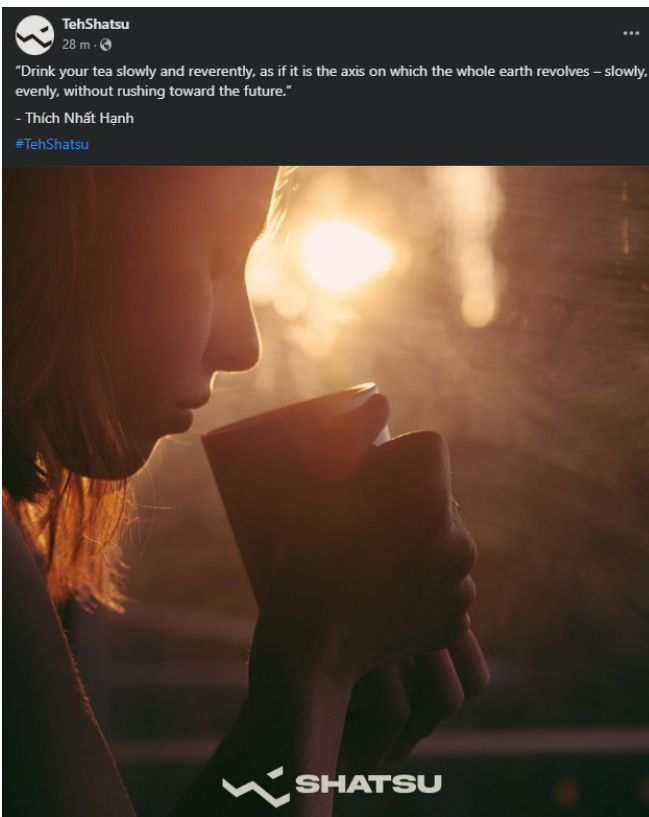
2.



Legend has it that tea was discovered roughly 5,000 years ago by Chinese Emperor Shen Nung when a single leaf blew into the emperor's pot of boiling water. He found that not only did the leaf improve the taste of the water, but it seemed to have a stimulative effect on the body. The rest, as they say, is the history of the world's favorite beverage. - TeaClass

[#TehShatsu](#)

3.



"Drink your tea slowly and reverently, as if it is the axis on which the whole earth revolves – slowly, evenly, without rushing toward the future."

- Thích Nhất Hạnh

[#TehShatsu](#)

4.

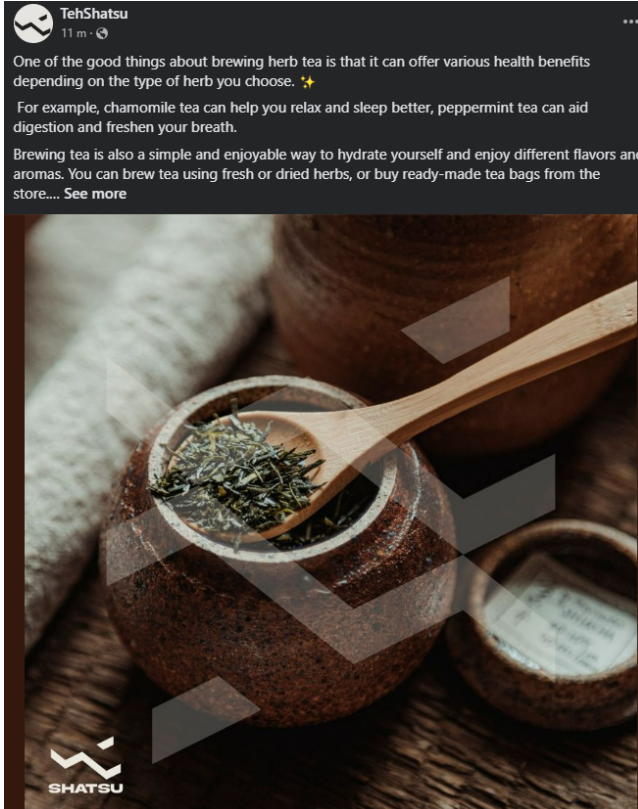


Have you ever felt like you need a boost of positivity in your day? Sometimes, all it takes is a cup of tea to make you feel better. Tea is not only a delicious and soothing drink, but also a source of antioxidants, vitamins and minerals that can benefit your health and mood. It's a way of life. So, next time you need some positive energy, brew yourself a cup and enjoy the warmth and wisdom of tea.

Have a Cup of Positivitea - because you deserve it.

[#TehShatsu](#)

5.



One of the good things about brewing herb tea is that it can offer various health benefits depending on the type of herb you choose. ✨

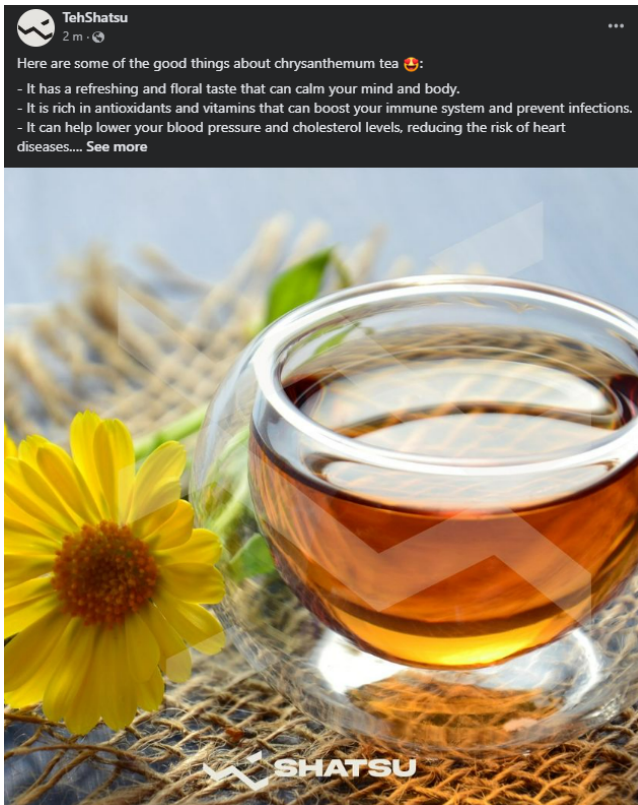
For example, chamomile tea can help you relax and sleep better, peppermint tea can aid digestion and freshen your breath.

Brewing tea is also a simple and enjoyable way to hydrate yourself and enjoy different flavors and aromas. You can brew tea using fresh or dried herbs, or buy ready-made tea bags from the store.

Either way, you will be able to enjoy a refreshing and soothing cup of herb tea anytime you want.

[#TehShatsu](#)

6.



Here are some of the good things about chrysanthemum tea 🌻:

- It has a refreshing and floral taste that can calm your mind and body. - It is rich in antioxidants and vitamins that can boost your immune system and prevent infections.


- It can help lower your blood pressure and cholesterol levels, reducing the risk of heart diseases. - It can soothe your throat and eyes, especially if you have a cold or allergies.

- It is caffeine-free, so you can drink it anytime without worrying about insomnia or jitteriness.

Chrysanthemum tea is a great drink for your health and wellness. Why not try it today and see the benefits for yourself?

[#TehShatsu](#)

7.


 TehShatsu
Just now · 🌐

Here are some fun facts about tea:

- Tea is the second most consumed beverage on the planet – after water. It has even greater consumption than coffee.
- Tea was discovered in China thousands of years ago. According to legends, the beverage was discovered by Emperor Shen Nung in 2732 BC.
- All teas come from the same species of tree. Even though there are different types of teas known today, the truth is that all teas come from the Camellia Sinensis plant.
- Most tea bags contain plastics. This is a result of trying to produce a better quality teabag and therefore a better quality experience.
- Americans tasted their first iced tea at the 1904 World's Fair in St. Louis, Missouri.
- The Buddhist monk Dengyo Daishi is credited for bringing Chinese tea seeds to Japan.
- Tea is a beverage derived from the leaves of a plant called Camellia Sinensis.

I hope you find these facts interesting!

[#TehShatsu](#)



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I hope you find these facts interesting!

[#TehShatsu](#)

8.

 TehShatsu
21 m · 🌐

Tea fields are beautiful places where tea is grown. They are usually located in hilly areas with good soil and plenty of rainfall.

·

· Tea plants grow best in warm, humid climates and can be found in countries like China, India, Sri Lanka, and Kenya

·

· In Japan, there is a tea field that is shaped like a heart! It is located in the town of Inabe in Mie Prefecture.

[#TehShatsu](#)



A photograph of a vast tea plantation with rows of green tea bushes. Several workers wearing traditional conical hats are visible in the field, tending to the plants. The background shows rolling hills under a clear sky. A logo for 'SHATSU' is visible in the bottom right corner of the image.

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[#TehShatsu](#)


9.

 TehShatsu
Just now · 🌐

DID YOU KNOW that you can use tea sacks for more than just brewing tea? 🍵

- Tea sacks are great for soothing tired eyes, reducing puffiness and dark circles. Just place them over your eyes for 10 minutes and relax. 😊
- Tea sacks can also help with minor burns, insect bites and skin irritations. Simply wet them and apply them to the affected area for relief. 🩹
- Tea sacks can also be used as natural fertilizers for your plants. They contain nutrients that can enrich the soil and deter pests. Just bury them in the ground or add them to your compost pile. 🌱
- Tea sacks can also be used as natural air fresheners and deodorizers. They can absorb odors and moisture from your fridge, shoes, closet and more. Just dry them and place them where you need them. 🍃


#TehShatsu



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- Tea sacks can also help with minor burns, insect bites and skin irritations. Simply wet them and apply them to the affected area for relief. 🩹
- Tea sacks can also be used as natural fertilizers for your plants. They contain nutrients that can enrich the soil and deter pests. Just bury them in the ground or add them to your compost pile. 🌱
- Tea sacks can also be used as natural air fresheners and deodorizers. They can absorb odors and moisture from your fridge, shoes, closet and more. Just dry them and place them where you need them. 🍃

[#TehShatsu](#)

10.


 TehShatsu
Just now · 🌐

FUN FACT about lemon tea: Did you know that lemon tea is not actually tea?

It's just hot water with lemon juice and sugar. That's right, there's no tea leaves involved at all. So why do we call it lemon tea? Well, some people say it's because of the color, which resembles tea. Others say it's because of the history, which dates back to ancient China, where lemons were used as a remedy for colds and sore throats.

But lately, some lemon tea products have added tea leaves to make it more authentic. Either way, lemon tea is still a delicious and popular drink that many people enjoy. Just don't expect any caffeine or antioxidants from it.

[#TehShatsu](#)



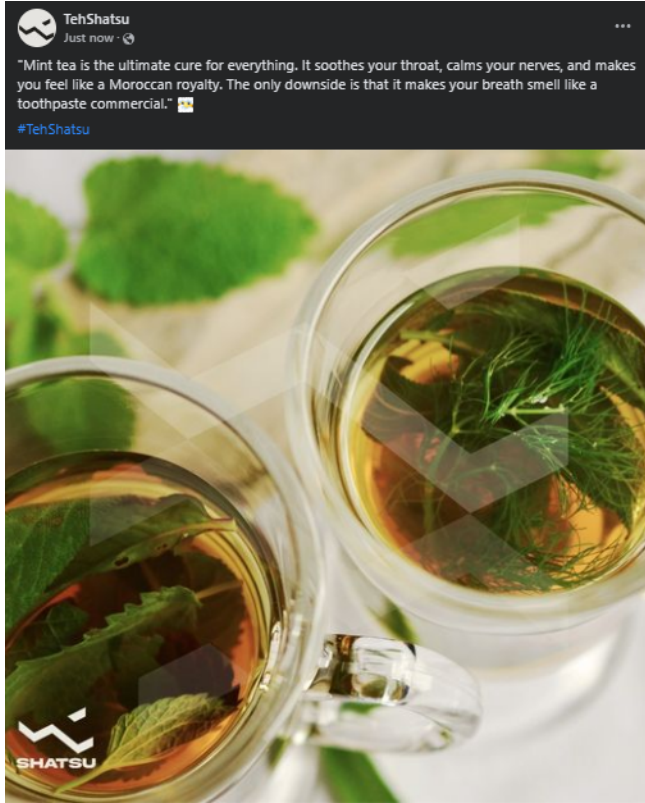
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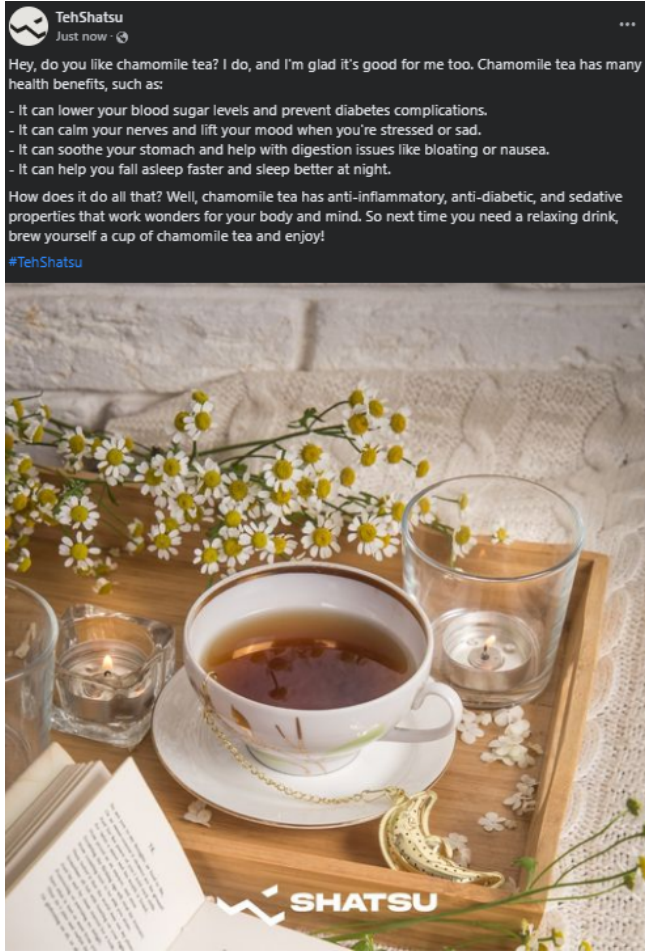
11.



"Mint tea is the ultimate cure for everything. It soothes your throat, calms your nerves, and makes you feel like a Moroccan royalty. The only downside is that it makes your breath smell like a toothpaste commercial." 🤪

[#TehShatsu](#)

12.



Hey, do you like chamomile tea? I do, and I'm glad it's good for me too. Chamomile tea has many health benefits, such as:

- It can lower your blood sugar levels and prevent diabetes complications.
- It can calm your nerves and lift your mood when you're stressed or sad.
- It can soothe your stomach and help with digestion issues like bloating or nausea.
- It can help you fall asleep faster and sleep better at night.

How does it do all that? Well, chamomile tea has anti-inflammatory, anti-diabetic, and sedative properties that work wonders for your body and mind. So next time you need a relaxing drink, brew yourself a cup of chamomile tea and enjoy!

#TehShatsu

13.




Greetings!!! I hope you are having a wonderful day.

I'm here to remind you that taking a break is important for your well-being. Whether you are working, studying, or just busy with life, you deserve some time to relax and recharge. Taking a break can help you reduce stress, improve your mood, and boost your creativity.

So don't feel guilty about taking some time for yourself. You are not lazy or selfish, you are human. And you are doing great! Remember, you are awesome, and you can achieve anything you set your mind to. But first, take a break. You deserve it! 🥰

[#TehShatsu](#)

14.


 TehShatsu
Just now · 🌐


DREAMY 🌙 things about tea that make us happy and relaxed. Here are some of them:

- The aroma of freshly brewed tea that fills the air and soothes the senses.
- The warmth of the cup that hugs your hands and comforts your soul.
- The variety of flavors and colors that tea offers, from green to black, from fruity to floral.
- The ritual of preparing and enjoying tea, whether alone or with friends, that creates a moment of peace and mindfulness.
- The health benefits of tea, such as antioxidants, hydration, and stress relief.

What are some DREAMY things about tea that you love? Let me know in the comments below. And don't forget to sip some tea today! ✨

[#TehShatsu](#)





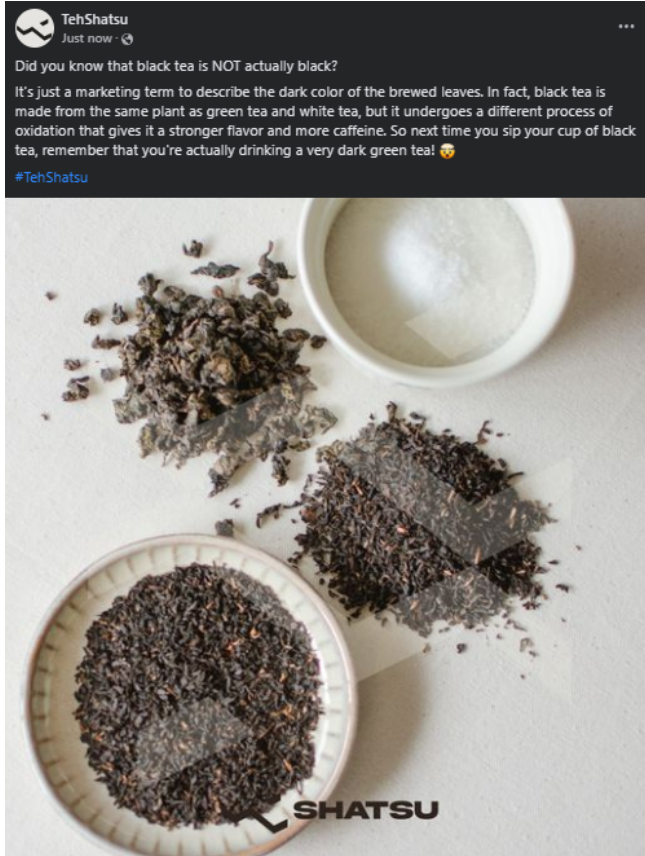
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What are some DREAMY things about tea that you love? Let me know in the comments below. And don't forget to sip some tea today! ✨

[#TehShatsu](#)

15.



Did you know that black tea is NOT actually black?

It's just a marketing term to describe the dark color of the brewed leaves. In fact, black tea is made from the same plant as green tea and white tea, but it undergoes a different process of oxidation that gives it a stronger flavor and more caffeine. So next time you sip your cup of black tea, remember that you're actually drinking a very dark green tea! 🙄

[#TehShatsu](#)

16.



Hello, tea lovers! 🍵

Do you know what's better than a cup of tea? A cup of tea with your loved ones! ❤️

Having tea time with your family and friends is a great way to bond, relax, and enjoy the moment. You can share stories, laugh, and sip your favorite brews together. It's also good for your health, as tea has many benefits such as antioxidants, hydration, and stress relief.

So why not make tea time a regular habit? You can set aside some time every day or every week to have a cozy chat with your loved ones over a pot of tea. You'll be amazed at how much joy and happiness tea can bring to your life. 😊

[#TehShatsu](#)

5.0 Conclusion

TehShatsu, as a clothing brand, recognizes the significance of the global fashion industry and the need for continual innovation and development to keep pace with evolving customer trends. TehShatsu has seized the chance to provide distinctive and fashionable clothing designs that appeal to those looking for fashionable yet useful clothing in the post-pandemic era. TehShatsu aspires to offer clothing options that express individual style while accommodating new norms and safety precautions with a focus on post-pandemic fashion choices.

Social media marketing is incredibly important in the digital world for connecting with and interacting with customers. TehShatsu uses social media platforms to promote its brand, broaden brand awareness, and build strong connections with its target market. TehShatsu may interact with clients, get feedback, and build a community by developing a vibrant online presence on websites like Facebook. The utilization of a Facebook business page proves to be a valuable tool for TehShatsu, allowing cost-effective communication with customers while providing a platform for social engagement. TehShatsu promotes two-way communication by utilizing messaging systems and encouraging consumer evaluations and comments, enabling insightful information and possibilities for improvement.

TehShatsu implements a comprehensive online marketing strategy that combines elements of both hard sell and soft sell techniques. The firm uses the hard sell strategy to emphasize the advantages of its clothing designs and foster a sense of urgency through attractive product presentations and time-limited deals. TehShatsu also employs a soft-sell method, focusing on a kind and convincing sales style that develops long-term client connections and encourages customer loyalty.

In conclusion, TehShatsu embraces the post-pandemic fashion world by providing fashionable and useful clothing that fits changing consumer needs. TehShatsu wants to become a well-known brand in the fashion business through intelligent social media marketing, successful customer involvement, and a well-balanced marketing strategy. TehShatsu seeks to leave a lasting impression on the post-pandemic fashion world by offering distinctive clothing options that represent individual flair and accommodate new conventions.