



Classical
Glamorous by
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SOCIAL MEDIA REPORT

ENT530

CLASSICAL GLAMOROUS BY NYNAA ASRYY

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EXECUTIVE SUMMARY

It was started from a person who love to wear kaftan kelawar as her pyjama. One day, she decided to sell kaftan kelawar as her income. She found that kaftan kelawar has a potential in fashion business. During the time, there is not too much competitors. It is easier for her to market her product. She named it as Kaftan Kelawar by Nynaa Asryy. Kaftan Kelawar look so trendy and unique fashion. The process to make kaftan kelawar is not too hard and not really easy. Kaftan Kelawar comes with attractive colour and pattern. Moreover, the simple fashion of kaftan kelawar gives a lot of benefits to my business and I feel confident that this kaftan kelawar market can be easily developed and spread in Malaysia.

Kaftan kelawar target market is university students and woman especially. These products are actual product that will give benefits to my consumers through quality assurance and stability. Thus, the market segmentation of this product comes from demographic and geographic. This business is method of selling is cash on delivery that covered the areas of Uitm Puncak Alam's colleges which are Rafflesia, Angsana, Casuarina and Dahlia. The business is based on sole proprietorship business. The business capital is amounted to RM18.00. For the facebook (FB) post there are 7 teasers, 10 hard sell and 10 soft sell.

Lastly, I hope that my business will expand more in the near future because of the demand of this kaftan kelawar is high and meet the customer demand. This will be advantage to market my product to be more profitable and stable in a long run. The core competences on which my business would be competing are the pattern and quality of the kaftan kelawar itself.

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BORANG D (KAEDAH 13)



**PERAKUAN PENDAFTARAN
AKTA PENDAFTARAN PERNIAGAAN 1956**

Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama

**NYNAA ASRYY ENTERPRISE
NO. PENDAFTARAN: 002884799-U**

telah didaftarkan dari hari ini sehingga **21 SEPTEMBER 2019** di bawah Akta Pendaftaran Perniagaan 1956, beralamat di **NO. 10331, JALAN MERBUK 7, BANDAR PUTRA , 81000 KULAI, JOHOR.**

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