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UNIVERSITI
TEKNOLOGI
MARA

PRINCIPLES OF ENTREPRENEURSHIP

(ENT530)

SOCIAL MEDIA PORTFOLIO



<https://www.facebook.com/scarfy.my>

FACULTY : FACULTY OF ACCOUNTANCY
PROGRAMME : AC220 - BACHELOR OF ACCOUNTANCY (HONS.)
SEMESTER : 4 (MAC2204F)
BUSINESS NAME : SCARFY
LECTURER : PUAN SITI NAZIRAH BINTI OMAR
STUDENTS' NAME : NUR DINIE ANATASHA BINTI ABD AZIZ (2020980713)

SUBMISSION: 20th JANUARY 2021

EXECUTIVE SUMMARY

The purpose of this social media portfolio is to provide a clear insight upon our business which has been operated through social media platform (Facebook) and the type of product that I sell. It also describes our business personality and the method that I use in promoting our products in order to attract our customers. Besides that, this portfolio too, gives a detailed explanation regarding our products, in the aspect of the type of fabric that I used, price, and the benefits that come along with it.

Scarfy was established in early October 2020 and decided to choose the fashion industry as our platform to develop our ideas, apart from attracting the consumers' attention. This is because the fashion industry is one of the most popular industries with the highest demand, especially among the society in Malaysia. In Malaysia, the hijab industry gains a lot of positive feedbacks from the consumers, as the Muslim women favours to try out the latest hijab trend. The trend patterns are always changing, and this leads to a big opportunity for Scarfy to offer the best for our customers.

I did some survey on 200 Muslim women and it leads us to top 3 fabrics that attract them more compared to other fabrics, which are ombra satin, cotton and matte satin, as the offers the best quality. Besides that, I also prepare an online questionnaire for 1000 people regarding the group of colours that they prefer and the range of prices that they are willing to pay for a high-quality shawl. Based on our surveys and research, I come out with 3 collections of shawls, considering the characteristics that Muslim women prefers:

- Klasik Collection
- Fantasy Collection
- Sweet Treats Collection

All of the collections have their own benefits and it comes with various attractive colours. To attract the customers, I add some trendy eyelash finishing to our shawl. Scarfy too, offers discounts on certain date promotion and during festive seasons. The customers also can purchase our products with a lower price if they bought in bulk. Apart from that, in order to attract more customers, I use social media (Facebook) as a platform to give the opportunity to customers to gain discount for their next purchase.

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1. GO-E-COMMERCE REGISTRATION

The screenshot displays the Go-eCommerce user interface. At the top, there is a navigation bar with the logo and menu items: HOME, MY PROFILE, MY BUSINESS, MY LEARNING, MY NOTIFICATIONS, and MORE. Below the navigation bar is a yellow banner with the text: "Have you updated your sales today? Update your sales regularly to collect more points!". The main content area is divided into two tabs: "PERSONAL PROFILE" and "BUSINESS PROFILE". The "BUSINESS PROFILE" tab is active, showing a list of business details. On the left, there is a profile picture of a woman and her name: "Nur Dinie Anatasha binti Abd Aziz".

Category	Field	Value
Personal Profile	Name	Nur Dinie Anatasha binti Abd Aziz
	Company Name	Scarfy
	Type Of Business	Enterprise
	Facebook Page	Scarfy
	Wechat for Business	
Business Profile	Marketplace	Others
	Business Related to Your Study Field	Yes
	Company Registration No.	
	Business Role	Product Owner
	Business Category/Business Sub-Category	Apparel, Health & Beauty / Fashion & Lifestyle
	Business Instagram Page	
	Business Website	
	Type Of Website	
Experience in International Export	No	

2. INTRODUCTION OF BUSINESS

2.1 Name and address of business

The name of business is Scarfy. The name of Scarfy is chosen because it represents the products that we sell, which is scarf. The store is located at Lot 16, Pusat Perniagaan Jelatang, Alor Gajah, 78000 Melaka. The location is chosen for our store because it is a strategic location which is easy for customers to purchase and the store also located exactly at the business centre. We also run the business through social media platform which is on Facebook, and the address for the page is <https://www.facebook.com/scarfy.my>.

2.1.1 Logo



Company's logo

The company's logo also brings a lot of meaning on each of the design details. The word 'Scarfy' itself is in black colour, because to creates a logo that looks professional and credible. Else, it is easy for customers to realize and remember our product logo. The colour that I choose to create this logo is all in pastel colour because this types of colour in fact could feel calming and soothing due to the less saturated. One of the colours are dusty pink, that is associated with femininity since our target audience is women. The other colour is yellow, which represents happiness and cheerful. This colour is chosen because our customers would feel happy and cheerful when wearing our scarf. Pastel blue also is one of the colours chosen for the logo of the company. It is because the blue colour in the logo could show professionals and create a sense of trust. Thus, this colour would represent the trust that I build for our customer on the products that are high quality. In addition, I also choose pastel purple, because purple colour could show the luxurious and imaginative. So, this colour can attract