



Social Media Portfolio

Scarveology



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Executive Summary



Scarveology is a business that provide many stunning design of scarves or hijab for our customers. The business started on 10th November 2020. Our business offers a very affordable hijab to all our beloved customers by giving them a price that is suitable for all people with different background. Meaning, all people have chance donning our exclusive hijab but at only a reasonable price.

At the moment, Scarveology is owned by Nur Arina and has a manager who helps in all the business matters which is Nurshafinaz. Our business are using Facebook Page as a platform for us to attract online customers, gain more awareness and generate more more sales at once. We will promote Scarveology by doing teaser post, soft sell and hard sell as our sale postings on Facebook to promote our products.

Our target audience is a group of women especially businesswoman, working moms and students who are looking for a low price beautifully design and anti-wrinkle scarves for them to choose in order to meet their preferences. Further, we do not target any specific area as the customers can be from anywhere because we are providing postage service too.

According to our customers feedback, our scarves is the best because it takes only a short time to style it but still looking so stunning in it. Hence, all of the products give a very good perception for us to continue producing this type of scarves to them.

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02. Introduction of Business



Name of business	Scarveology
Tagline	Grab , Wear, Stunning !
Business Address	B-1854, Lorong Sekilau 32, Jalan Haji Ahmad, 25300 Kuantan
Corresponding Address	scarveology@gmail.com
Telephone Number	011-25458286
Form of Business	Sole Proprietorship
Main Activities	Selling scarves or hijab
Date of Commencement	10th November 2020
Name of Bank	Bank Islam Berhad
Bank Account Number	87342020847234

Logo of Scarveology Company

